

BETTER TOYS FOR LESS MONEY

HERES WHY



Streamlined
Pedal Bike
1.00

For tots up to 3 yrs. old. Heavy steel; will stand hard wear. Rubber grips & pedals. Enamelled bright red. Save 50c!

Streamlined
SPEED SCOOTER
Easy to propel! Double disc wheels; 3/8-in. rubber tires. Parking stand. Red, white trim. Strong steel construction.
1.29

A Choo Choo Baby Can Ride!
RIDE 'EM LOCO
Strong enough to support a man! Top of cab forms a comfortable seat. 20-gauge auto body steel. Enamelled red and cream. 24" long. For tots to 4 year olds.
1.49

Imagine This Full Size Steel
"RECORD BREAKER" WAGON
Sturdy coaster-racer made of strong steel 1-piece body with 3-ply roll rimmed wheels to resist curb dents! 8 1/2" speedy roller bearing wheels—3/4" rubber tires. Red and cream!
2.98
PAY 25c TO HOLD 'TIL DECEMBER 20th

Save 82 to 83! Wards "Sky King" Streamlined

MELOCIPEDE

Extra Savings for this 4-Day Sale!
Center headlight and 2 flying lights—red, green! 20-gauge steel; strong, reinforced construction with adjustable handlebars and rubber cushions. Enamelled red with white trim!
7.98 SMALL SIZE
Medium **\$8.98**
Large **\$9.98**
PAY 10% TO HOLD 'TIL DEC. 20th

20 More Sensational Toy Bargains!

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| \$5.98 U. P. Electric Train with track signals. | \$2.98 Dydee Doll. Drinks water. Wets diaper. | 98c Rocket Ship—Bun—Shoots—Sparks. | 1.98 150 power—Microscope Complete Set. |
| 59c 2-Gun Cowboy set with holster. | \$4.98 Doll Buggy. Strong fibre. Well-made. | \$1.19 Fine ball-bearing roller skates! | \$1.19 Table and 2 Chairs—fold. Nice finish. |
| \$1.20 Taylor Tot Baby Walker. Safe—sturdy! | \$1.00 Laundry outfit. It has seven pieces. | 25c Combination Paint-Crayon Stencil Set. | 59c Mechanical Climbing Tractor. |
| 59c Chime Piano 8 keys, Baby Grand Style. | \$1.00 3 1/4" Machine. Sews neat chain stitch. | \$1.00 Dial Typewriter. Easy to use! | 50c Buck Rogers disintegrator—loud, flashes. |
| \$1.00 For tots to 3 yrs. old. 1 piece super-strong steel—streamlined! Red body, cream hub caps. | \$1.00 Kindergarten Toy—includes bench, table, hammer, nails, board, colored wood pieces. | \$1.00 With chalk, eraser, all for less than price of blackboard alone. Well built. Board 24 1/2" tall, chair 24". | \$1.00 Fun for all ages! Pull spring and release marbles. Score by placing in holes! A game that's different! |

PAY 30c NOW TO HOLD 'TIL DEC. 20th

Shirley Temple Doll

Wards offer this LAYAWAY PURCHASE PLAN now because last year many youngsters were disappointed at Christmas when the supply was exhausted early. Beautifully made and dressed! Shirley stands alone!
13" Size
3.95

FIBRE ROCKER

For children up to 10 yrs. Machine-woven. Green, Ivory, Blue, or Tan. Cretonne Seat.
1.29

11-in. RUBBER DOLL

Washable, sanitary, unbreakable! Usually sold at 50c. Well-formed, arms—legs jointed; cuts face! Stands and sits alone! Exclusive at Wards!
50c

FURNISHED DOLL HOUSE

Every Girl's Dream House Complete for
2.39
2 stories, 6 rooms, 41 pcs. real wood furniture! Real stairway, garage, upstairs porch. Colorfully lithographed. Bell rings.

TOY FLASH

TO EVERY FATHER AND MOTHER IN AMERICA

SAVE MONEY ON TOYS THIS YEAR STOP WARDS PRICES AT ABSOLUTE ROCK BOTTOM STOP WARDS TOY EXPERTS SCoured WORLDS MARKETS SELECTING FROM 80,000 TOYS TO GIVE YOU FINEST SELECTIONS AT LOWEST POSSIBLE PRICES STOP ADDED CONVENIENCE: TEN PERCENT HOLDS ANY TOY (MINIMUM 25 CENTS) ON WARDS LAYAWAY PLAN OR USE WARDS LIBERAL BUDGET PLAN STOP BUY WITH CONFIDENCE AT WARDS—ONE OF WORLDS LARGEST TOY RETAILERS STOP MERRY CHRISTMAS

MONTGOMERY WARD

Wards Exclusive

Movie Jektor

\$1,000.00 Worth of Fun—for Only **89c**

For small children (if the grown-ups don't steal it first!) Brings funny cartoons and fairy tale characters to life. Simple—easy to operate! Safe, harmless for children. Use it on any light wall or piece of cloth. Uses ordinary bulb and cord (not included).

Movie Jektor Films 10c Each, 6 for 59c

Super Powered! Mechanical Train sets

*28" Commodore Vanderbilt Passenger
*28" Commodore Vanderbilt Freight
*27" Union Pacific Passenger

Streamlined heavy steel Colorfully lithographed. Strong clock-like winding motors, can't be overwound, "oilless" bearings. Includes signals and 103" track. Commodore Vanderbilt engines shoot sparks! Bell rings.

\$1.00