

Every Girl wants this **WARD BABY DOLL**

★ You'll Pay \$1.98 and More for One Like It Elsewhere!

Hurry! Supply Won't Last Long! A Special Purchase Makes This Price Possible

1.59



sleeping eyes!
real lashes!
crying voice!



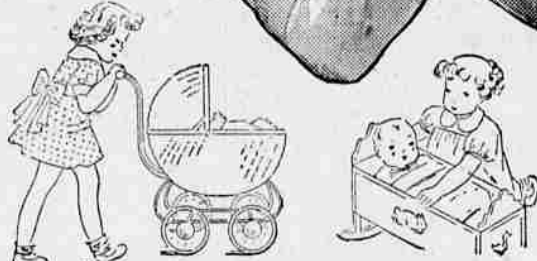
25" tall!
organdy bonnet!



has two teeth!
shirred dress!

- By Far OUR Best Doll Value!
- She's Such a Lovely Doll to Mother!
- She's the Size of a 6-Months Old Baby!
- Her Features Are so Life-Like!
- She'll Last for Many Years!

Wards had to buy many thousands of these dolls in order to get them to sell at this low price. That's why no other store can sell a doll as nice and of such high quality! The soft, cotton-stuffed body is so cuddly! Her arms, legs and head are of composition, and so true to life. Her eyes are large, they wink and sleep, her lashes are real hair! Her organdy bonnet, shirred dress, rubber panties, stockings and booties are so carefully made!



booties!
socklets!



VELOCIPEDE

Adjustable handlebars, 1-inch rubber tires, adjustable seat, wide skirted fender, built-in rear step plates. Riveted steel spokes. Green and ivory.

4.98
SMALL SIZE



For Tots to 3 year olds

PEDAL BIKE

1.00

Made of 20-gauge auto body steel, ribbed and formed for greater strength and safety. Has formed rubber hand grips, streamlined rubber pedals. Enamelled bright. It's exactly what younger children want.



VELOCIPEDE

You Save \$1 to \$2!

6.25
for the small size

- Center Headlight!
- 2 Flying Lights, Red, Green
- Rubber Pedals, Grips and 1-inch Tires!

Adjustable handle bars and rubber cushioned saddle with coil springs, hooded fenders and reinforced forks. Built-in rear step plates, steel spoke wheels; red enameled, white trim.



It's a "Flyin' Fool!" ALL METAL AIRPLANE

Not a Construction Kit

It Really Flies

A strong, handsome all-metal plane that provides thrilling flights. Rustproof! Not injured by snow or rain, or wrecked by crashes into trees, houses or poles. Complete with extra propeller assembly and an extra super rubber motor. Not a construction kit. Every plane contains directions on flying, and also tells how to join the "Flyin' Fool Aero Club" that has members everywhere.

1.98



1 Pos. For the Usual Price of the Table Alone! Wards

TABLE AND CHAIR SET

1.19

Practical play-toy-furniture set for children up to the age of four! Strongly made. Folding, but has a strong catch to secure it while open. Colorfully finished in bright lacquer. A real value!



Here's a Money Saving Toy for Boys and Girls

FIBRE ROCKERS

1.29

- Built Like Real Rockers!
- For Children Up To 10 Years!

They're so colorful, they're just like mother's. They're strong and durable. Green, Ivory, Blue or Tan! Clean cotton-padded seats in floral cretonne.



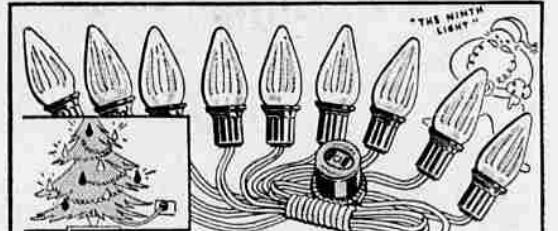
Movies At Home!

MOVIE JECKTORS

- Bring Funny Cartoons and Fairy Tale Characters to Life!
- Simple—Easy To Operate!
- Safe, Harmless for Children!

89c

Big Variety of Films 10c each, 6 for 50c



9-Lights at the Price of 3-Lights! Yet These Burn 4 1/2 Times Longer Than 3 Lights!

SET OF 9 TREE LIGHTS

Made in one piece, 12 3/4 feet long. Has bead clips for attaching to trees. 9 colored lights. **59c**



The Famous "Quints" Tucked In A Bed!

5 DIONNE BABIES for

2.98

- Dolls are 7 1/2-inches tall
- 20-inch wide wood bed
- Jointed, composition head, arms and legs

Wear slings, shoes and bib with each group imprinted. Clothes can be washed and ironed. Bed enameled white; pillow, mattress, blankets included.



SHIRLEY TEMPLE DOLL

3.95

Here's a tip to mothers and fathers... last year many youngsters were disappointed at Christmas because the supply of Shirley Temple Dolls was gone... buy now!



The Nicest, Best Dressed

22" GIRL DOLLS

We've Ever Seen For

1.98
EACH

Features are lovely, soft, fine, clothing made of more than 100 different kinds of fabric in this low price! Sleeping, walking, eyes, real lashes, tilted heads, jointed arms and legs!

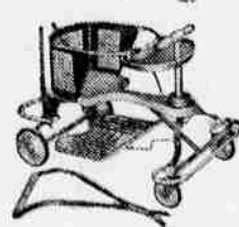


11 inches tall! Washable! YFADDS UP, SITS ALONE!

Baby Doll

50c

The perfect doll for a small child. It's practically indestructible and because it's washable, it's sanitary. Taller and of finer quality than most dolls selling near this price.

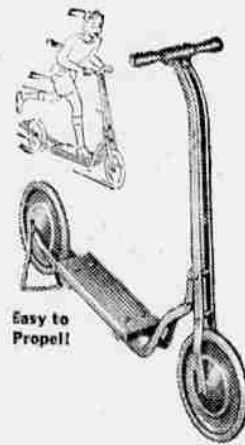


Save About \$1.00 on the Nationally Advertised Price!

Taylor Tot 3-in-1 Baby Walker

4.79

Get tons of use out of this baby walker. It's a walker, stroller, a playcar! Beautifully enameled; shaped hardwood seat fits baby's body; colorful wood bands; rubber covered waist strap.



Easy to Propel!

WARD SPEED SCOOTERS

Not to be confused with ordinary scooters at this low price.

1.29

STREAMLINED frame; 35 1/2-in. long and 20-in. high; 8 1/2-in. double disc wheels; 1 1/2-in. rubber tires. Parking stand. Red enameled; white stripes.



Imagine! This Tot's All-Steel Speed Lined

"HY-SPEED WAGON"

1.00

- For Tots to 3 Yr. Old
- Built by Tired Mothers
- Quicker Than Other Toys and Game Toys

Rich red enameled body, cream hub caps. Wagon bed ribbed for extra strength; hooded fenders. Not to be confused with ordinary wagons at this low price!



BOYS and GIRLS Santa Claus

has consented to visit our store

Tomorrow Night between the hours of 6 and 8:30

He will be expecting you!



117 SOUTH CENTRAL
TELEPHONE 286

MONTGOMERY WARD