



this is the place for Christmas savings!



TOYLAND

ALL THE TOYS YOUR KIDDIES DREAM ABOUT AT WARDS VALUE-PACKED PRICES



TALKING DOLL
TV-ADVERTISED TINY CHATTY BAB
REG. 7.99—NOW SAVE AT WARDS

6⁹⁹ 15" tall

Same sweet new version of original Cha Baby you've seen on TV, only at Wards! price is cut! Laughs, cries, talks baby talk just pull her magic ring. All vinyl, rooted h



FOLDS COMPACT
10.88 METAL TABLE SET FOR 1

Built sturdily for little girl tea-parties! Tough, 24" square dent-proof table top of hardboard with silk-screened design. Two folding chairs w/shaped seats.

9⁸⁸
COMPLETE



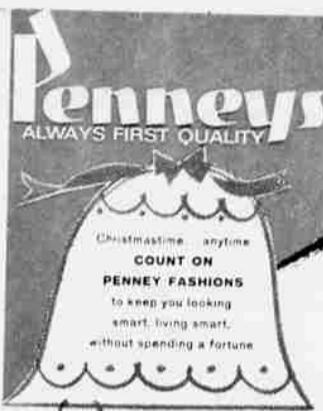
REG. 2.98 DOLLS
LOOK NEW-BORN
2⁶⁹ each

Cuddly 15" babies have stuffed bodies, vinyl limbs, soft rooted hair. In romper or christening outfit.



WOODBURNIN
SET—REG. 1.98
1⁷⁸

Start him on a h making wood, lea gifts. UL-listed cooled elec plaques, p



Penney's 61 years' experience in buying, tailoring, styling men's furnishings stands behind this special buy! Our top makers used finest fabrics and workmanship, and we cut prices to the bone! These shirts and pajamas are Penney's quality merchandise at lowest prices!

Your choice... any 2 for \$5!



SPORT SHIRTS UNLIMITED! solids! stripes! plaids! prints! more! Cotton chambrays, cotton striped broadcloths, Dan River plaids, cotton n' Cupioni® rayon. Just what he wants at fabulous savings! Quantities limited.

2 for \$5

MEN'S DRESS SHIRTS! Made with Penney's high tailoring standards—everything from classic whites to hi-style stripes. Cotton broadcloths, oxford cloth with built-in Penney quality, fashion collars! Quantities limited.

2 for \$5

MEN'S TAILORED PJ's! Deep rich shirting patterns in Penney's high-count broadcloth! Classic cotton flannels! Every pair is full cut for comfort... proportioned... Sanforized®! Compare, and save at Penney's!

2 for \$5



CHARGE IT! TAKE MONTHS TO PAY FOR WHAT YOU TAKE HOME TODAY. No carrying charge until 30 days after billing!

WARDS BEL... A-JINGLE WITH VALUES. USE YOUR CREDIT ACCOUNT