

MONTGOMERY WARD

THE TALK OF THE TOWN
CHRISTMAS CATALOG

1964



THIS CHRISTMAS
CALL WARDS

This Christmas Ward's brings you hundreds of the most wanted, best known items at prices so low they will indeed be the "Talk of the Town". Look for these sharply priced gifts . . . buy them for everyone on your list. You'll be making that just-right purchase that is always so difficult to find. So this Christmas call Wards—you're just a telephone call away.

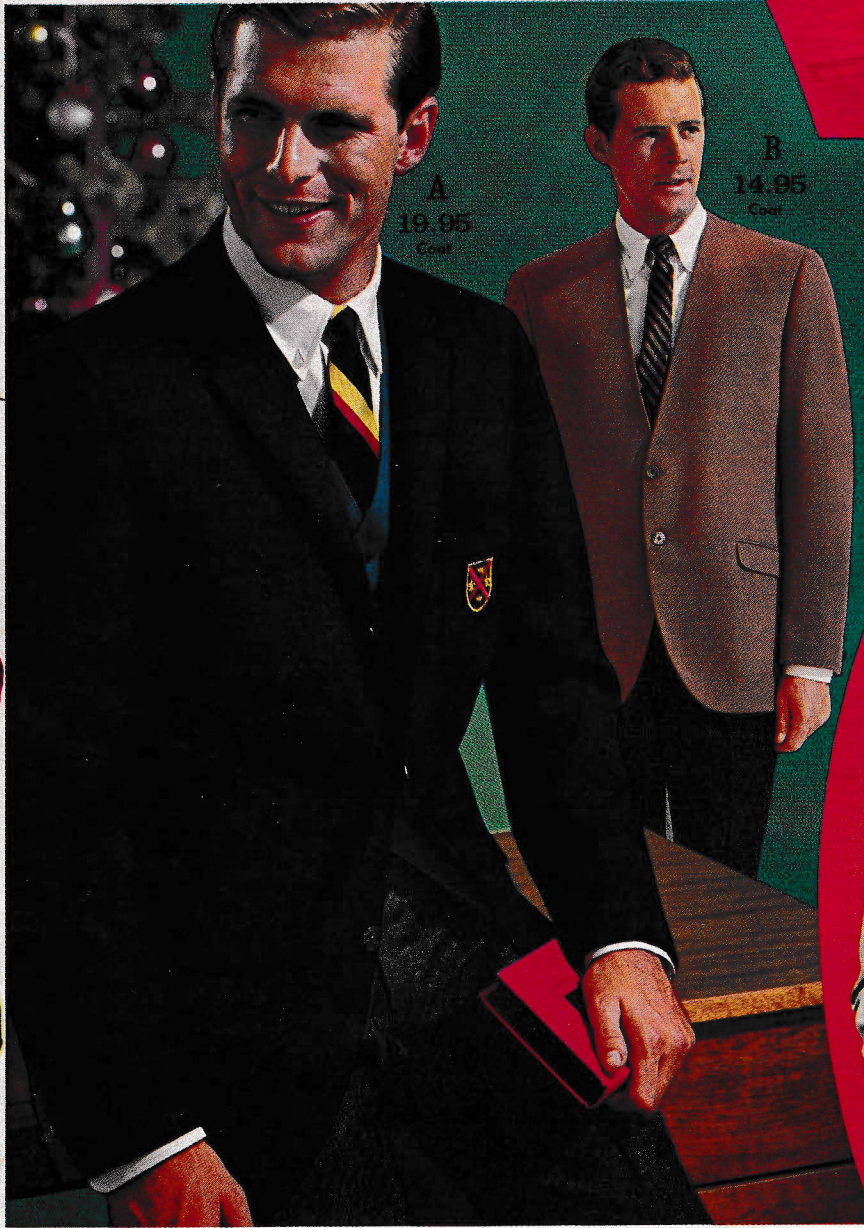
BLAZERS AND CARDIGANS

for his wearing pleasure all year



4.75

Vests in velvet-like pinwale 100% cotton corduroy reverses to harmonizing paisley print. 5 pearl-like buttons, 2 pockets. Rayon back with adjustable back strap. Dry clean. Ship. wt. 8 oz.
520 red, 599 black, 535 gold, 548 olive.
Even Chests: Regs. 34-46; Longs 38-44.
X MT 5954—State color number, color name, chest, height, weight. . . . \$4.75



A
19.95
Coat

B
14.95
Coat



9.95
Coat

Cardigan. Finely woven blend of rayon-acetate. 2 button front.
503 gray, 599 black, 512 lt.-blue.
Sizes: Regs. 34 to 42; Longs 36 to 42.
State color number, color name, chest, sleeve inseam, height, weight. Dry clean.
X MT 5030—Ship. wt. 1 lb. 8 oz. . . . \$9.95

2-pc. outfit: Cardigan plus wash 'n wear reverse twist rayon-acetate slacks. Trim, beltless, unpleated style. Without cuffs.
Waists: 29-30-31-32-33-34-36; Inseams: 29-30-31-32-33-34-inches.

Colors: 503 gray cardigan, 512 lt.-blue cardigan each with black slacks. 599 black cardigan with med.-gray slacks.
State color number, color name, coat sizes, trouser waist and inseam sizes.
X MT 5331—Ship. wt. 3 lbs. . . . \$13.95

A Richly napped virgin wool blazer with 3 button front, flapped patch pockets and welt seams. Natural shoulder styling. Lined. Dry clean.

Colors: 599 black, 574 camel tan, 514 navy, 527 burgundy, 543 bottle green.
Chests: Regulars 36 to 46; Longs 37 to 46 and Shorts 36 to 44-inches. State color number, color name, chest, sleeve inseam, height and weight.

X MW 5066—Shipping weight 2 lbs. 14 oz. . . . \$19.95

2-pc. outfit: Blazer plus automatic wash 'n wear unpleated Orlon® acrylic-wool flannel slacks. Waists: 29-30-31-32-33-34-36-38-40; Inseams: 29-30-31-32-33.

Colors: 599 black, 514 navy, 543 bottle green blazers each with med.-gray slacks; 574 camel tan and 527 burgundy blazers each with char.-gray slacks.

X MW 5366—State color number, color name, coat sizes plus trouser waist and inseam sizes. Ship. wt. 4 lbs. 8 oz. . . . No Money Down, Cash \$28.50

B Cardigan, youthfully styled, in 100% wool. In same 5 colors as listed in "A" above. Dry clean. Sizes: Regs. 34 to 42; Longs 36 to 42. State color number, color name, chest, sleeve inseam, height and weight.

X MT 5036—Ship. wt. 2 lbs. 10 oz. . . . \$14.95

2-pc. outfit: Cardigan plus automatic wash 'n wear unpleated Orlon® acrylic-wool flannel slacks. Waists: 29-30-31-32-33-34-36-38; Inseams: 29-30-31-32-33.
574 camel tan, 527 burgundy cardigan each with charcoal gray slacks; 599 black, 514 navy, 543 bottle green cardigan each with med.-gray slacks.

X MT 5336—State color number, color name, coat sizes, trouser waist and inseam sizes. Ship. wt. 4 lbs. 4 oz. . . . No Money Down, Cash \$21.00

C Vests of deeply-napped cotton suede cloth (imported from Holland) reverses to cotton-rayon tattersall. Pearl-like buttons. Adjustable back strap.

Colors: 520 red, 512 med.-blue, 570 camel tan, 599 black. Dry clean.
Even Chests: Regs. 34 to 46; Longs 38 to 44. Ship. wt. 8 oz.

X MT 5961—State color number, color name, chest, height, weight. . . . \$6.75



C
6.75

First on Her List, ORLON KNITS and WOOL FLANNEL

Especially COLOR-TONED
to GO TOGETHER



D
4.94



D V-neck slip-on. Designed of cuddle-soft 100% virgin turbo Orlon acrylic. A flattering little collar and lustrous pearl-like buttons add extra dash. Color-toned to skirt and pants for the complete fashion look. Easy care. Machine wash, warm; and machine dry. Colors: 518 aqua (shown), 574 camel, 501 white or 599 black.

Sizes: 34, 36, 38, 40, 42. Size Chart on Page 74. Shipping weight 8 oz. State color number, color name and size.

B ST 808C \$4.94

E Fully lined slim skirt. Beautifully fashioned in 100% wool flannel with rayon taffeta lining. So many features usually costing dollars more — French waistband and side closing with Talon Zephyr® zipper, matching button. Back kick-pleat. Pinked and pressed open seams, taped hem. Dry clean.

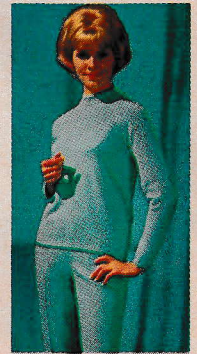
Colors: 518 aqua (shown), 574 camel or 599 black. Sizes: 8, 10, 12, 14, 16, 18. See Size Chart, Page 66. Shipping weight 1 lb.

State color number, color name and size. **B ST 2037C \$5.94**

E
5.94



F
4.94



F Raglan sleeved mock turtle slip-on. The perfect coordinated top for sheath skirt or pants. Of 100% virgin turbo Orlon acrylic that's so easy on the upkeep. Finely rib knit trim at neck, bottom, cuffs stays in shape. Convenient back neck zipper. Long sleeves. Machine wash, warm; machine dry.

Colors: 574 camel (shown), 518 aqua, 501 white or 599 black. Sizes: 34, 36, 38, 40, 42. Size Chart on Page 74. Shipping weight 8 oz.

State color number, color name and size. **B ST 807C \$4.94**

G
6.94

G Sleek and svelte capri pants. 100% wool flannel, fully rayon lined for smooth fit. Team up with color-toned slip-ons for fashion's total look. Finely made with French waistband, Talon Zephyr® snag-proof zipper and side button close. Pellon lined hem assures crisp and neat look. Dry clean only.

Colors: 574 camel (shown), 518 aqua or 599 black. Sizes: 10, 12, 14, 16, 18. See Size Chart on Page 66. Shipping weight 1 lb. 6 oz.

State color number, color name and size. **B ST 7632C \$6.94**

"Charge It",
See AID Pg. 359

Santa Dear, look what we

Girls' Sizes 7-14 Juniors Size 8-16



A
10.90
Also
Chubby
Sizes

A
12.90

B
4.90
Also
Chubby
Sizes

C
6.90

Boots sold
Pg. 102

D
1.89
Also
Chubby
Sizes

A Schiffl embroidered nylon ski jacket reverses to quilted nylon. Button down hood, elasticized wrists, drawstring neck, waist. Zip pockets. Water repellent. Machine wash with care. Colors: 520 red (shown) reverses to white quilt, 599 white (shown) reverses to black quilt, 515 white reverses to royal blue quilt. Ship. wt. 2 lbs. 2 oz. State color number, color name and size.
BET 2947—Girls' Sizes: 7, 8, 10, 12, 14. \$10.90
BET 2948—Chubby Sizes: 8½, 10½, 12½, 14½, 16½. \$12.90
BET 3011—Juniorette Sizes: 8, 10, 12, 14, 16. \$12.90

B-C Stretch ski pants. Water repellent. Non-s snag, nylon Zephyr zip. Machine wash, warm. State color no., color name, size.
(B) Fleece backed Orlon® acrylic pant stretches horizontally. Has stitched crease front and button tab waistband. Self boot straps. Colors: 520 red, 599 black, 515 royal blue, 550 brown.
BET 6000—Girls' Sizes: 7, 8, 10, 12, 14, 16. Ship. wt. 12 oz. \$4.90
BET 6001—Chubby Sizes: 8½, 10½, 12½, 14½, 16½. Ship. wt. 12 oz. \$5.90
(C) Rayon, Nylon ski pant stretches vertically. Self boot straps. Colors: 599 black, 520 red, 515 royal blue.
BET 6050—Juniorette Sizes: 8, 10, 12, 14, 16. Ship. wt. 12 oz. \$6.90

D Combed cotton knit turtleneck. Double rib neck. ¾ sleeves. Machine wash, warm. Wt. 6 oz. State color no., color name, size. Colors: 510 blue, 501 white, 599 black, 520 red, 574 camel, 540 green.
BET 8126—Girls' Sizes: 7, 8, 10, 12, 14. \$1.89
BET 8476—Chubby Sizes: 8½, 10½, 12½, 14½, 16½. \$2.39

E Flouncy jabot front on our wash 'n wear 65% Dacron® polyester, 35% cotton blouse. Button front. Machine wash, warm. White.
ZET 1668—Girls' Sizes: 7, 8, 10, 12, 14. Ship. wt. 6 oz. State size. \$2.98
ZET 1667—Juniorettes: 8, 10, 12, 14, 16. Ship. wt. 6 oz. State size. \$3.98

F You get a sleek, trim line when you wear a 2-way stretch nylon jumpsuit. Now you can sit, stretch, bend, jump in complete comfort because this suit moves with you no matter which way you move. Foot straps. Machine wash, warm. Blouse sold above. Colors: 599 black, 515 royal blue. State color number, color name, size.
BET 4620—Girls' Sizes: 7, 8, 10, 12, 14. Ship. wt. 10 oz. \$5.98
BET 4634—Juniorette Sizes: 8, 10, 12, 14, 16. Ship. wt. 10 oz. \$6.98

See Charts 3, 4, 5, Pg. 253, Big Fall Book. Juniorette Size Chart, below.

©DuPont Trademark



E
2.98

E
3.98

F
5.98

F
6.98

Juniorette Size Chart — Sizes 8 to 16

Order Size	8	10	12	14	16
If Bust is	29	30½	32	33½	35 in.
If Waist is	23½	24½	25½	26½	27½ in.
If Hips are	30½	32½	34½	36½	38½ in.
Pant Lgth.	35	35½	36	36½	37 in.

Santa Dear, give me dresses I can wear 2 ways

A Rich red velveteen jumper with new V neck styling. Button back closing. All cotton. Dry clean. Shipping weight 10 oz. State size.

Z ET 1430-Girls': 7, 8, 10, 12, 14. **\$5.95**
ZET1431-Chubby: 8½, 10½, 12½, 14½, 16½. **6.95**

B Sailor collar ties pull through loop in front for the latest blouse news! In soft acetate crepe. Hand wash. Color: white. Ship. wt. 6 oz. State size.

Z ET 1666-Girls': 7, 8, 10, 12, 14. **\$2.98**
ZET1671-Chubby: 8½, 10½, 12½, 14½, 16½. **3.49**



B
2.98
Blouse
Also Chubby

A
5.95
Also Chubby



A
Talk of the Town
VALUE

This Dress has a Jacket Topped with Real Fur... all for

\$5.90

Chubby Sizes **\$6.90**

Winter white is set off by a fluffy circle of black rabbit (removable), collaring the jacket of this 2-pc. dress. Jacquard patterned acetate, cotton. Slip-on dress. Button back jacket. Hand wash.
Colors: 501 white, 512 med-blue. 10% F.E.T. included. Ship. wt. 12 oz. State color number, color name, size.
B ET 1134-Girls' Sizes: 7, 8, 10, 12, 14. \$5.90
B ET 1137-Chubby Sizes: 8½, 10½, 12½, 14½, 16½. . . \$6.90

Fashions Ship Fast, See AID Pg. 358

C Red Christmas roses border our 2-pc. jacket dress. The full skirt is 100% nylon organza with an attached petticoat of nylon parchment. The separate jacket and bodice are all cotton. Flocked border. Button back dress. Shipping weight 12 oz.

Colors: red-white shown. Hand wash.

Sizes: 7, 8, 10, 12, 14.

Z ET 1132-State size number. **\$5.95**

D Lovely lace 2-pc. jacket dress gives her a dainty feminine look for all those holiday parties. Delicate, patterned all-over lace of acetate and nylon, billows over an acetate rayon taffeta underslip. Dress and separate jacket button in the back. Colors: 520 red, 512 med-blue. Hand wash.

Sizes: 7, 8, 10, 12, 14.

State color number, color name and size.

B ET 1133-Shipping weight 12 oz. \$7.95

For Shoes, Both Pages, See Big Fall Catalog.



C
5.95



D
7.95



E 3.49 Set

E Bag and glove set to complete her holiday wardrobe. Bag of rayon velvet. Chain handle tucks inside making it a clutch style. Gold tone metal frame. 5½x8". Glove is stretch nylon with velvet bow. Color: Black bag. White glove with black bow. Glove fits ages 8-14. Shipping weight for set 5 oz. 20 T 6730-10% F.E.T. included. Set **\$3.49**

114 BAFSKC 2

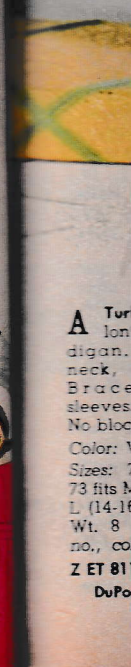
See Size Charts 4 and 5 on Page 253 in Wards Big Fall Catalog.



B 6.95



A 5.



A Tur
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neck.
Brace
sleeves
No bloc
Color: Y
Sizes: 7
73 fits M
L (14-16)
Wt. 8
no., co
Z ET 81
DuPo



Sports

...ert — great
...er weather.
...ip. wt. 8 oz.
...e color no.
...zes... \$3.88

...kets. Draw-
...With metal
...weight 5 oz.
... \$1.48

Reversible Corduroy Vest \$398

This cotton corduroy vest has contrasting solid color sides — with metal link buttons and 2 pockets. Elastic armholes keep fit snug. Smooth rayon backs. Dry clean. Colors: red/black or 558 bronze/559 (med.) green. Wt. 8 oz. Sizes: 6, 8, 10, 12, 14, 16, 18. State color number and size. B 33 T 2640.....\$3.98

Ban-Lon® Shirt and Sock Set \$387

In Wards own gift package. Really easy-to-care-for nylon shirt and stretch socks. Shirt has continuous rib-knit cuffs, bottom; heavy fashion collar. Mock fashioning at armholes. Machine wash, warm water. Sizes: 72 fits S (8-10), 73 fits M (12-14), 74 fits L (16-18). State color number, size number. B 33 T 678—Ship. wt. 12 oz.\$3.87

Shirt, Tie and Sock Set \$294

Smooth cotton dress shirt has snap-tab collar. Convertible cuffs can be worn with links or buttoned. 1% maximum shrinkage. Rayon tie matches nylon stretch socks. Machine wash, hot. 520 red tie-socks or 510 blue tie-socks; ea. with white shirt. Sizes: 6, 8, 10, 12, 14, 16, 18, 20. State color number and size. B 33 T 234—Ship. wt. 12 oz. \$2.94



**Color-Coordinated for a Christmas He'll Remember
BOLD 'N BRAWNY COTTON**

Corduroy Western Pants

\$488

Lean, low-riding pants need no adjustments — cut to fit your boy the way he likes them. Note vinyl trimmed front pockets, back comb pocket. No cuffs. Machine wash, warm water. 578 hemp (tan), 548 loden green, 599 black. Reg. Sizes: 8, 10, 12, 14, 16, 18, 20. Ship. wt. 1 lb. B 33 T 2045—State color number, size....\$4.88

Iridescent Ivy Shirts

\$288

Iridescent colors — latest in teen styling. Button-down collars, back pleats, tails. Machine wash, warm. State color number, size. Colors: 535 gold, 520 red or 510 blue. Sizes: 8, 10, 12, 14, 16, 18, 20. Ship. wt. 8 oz. B 33 T 379—Stripes. Hanger loop.....\$2.88 B 33 T 376—Solids. Hi-boy collar.....\$2.88



MEASURE HIM NOW. Pg. 553, Big Fall Book. Shirts, vest, Chart 1; slacks, Chart 2

Barbie and Her Friends



② \$1.77 ① \$1.77 ③ \$3.43

④ ⑤

Barbie and Midge . . Famous Fashion Dolls at Wards New Low Prices

①-③ FULLY JOINTED VINYL BODIES are shaped like real teenagers, have realistic painted features. (1) and (2) have rooted hair (no color, style choice). Each doll about 11½ in. tall. Stands included.

(1) BARBIE THE ORIGINAL TEENAGE MODEL is so pretty and so life-like. Wears bathing suit, shoes, earrings. 48 T 3993—Ship. wt. 12 oz. . . . \$1.77

(2) MIDGE, BARBIE'S FRIEND, is a freckle-faced miss. Wears two-piece bathing suit (no color choice), shoes. 48 T 4279—Ship. wt. 12 oz. . . . \$1.77

(3) SOPHISTICATED FASHION QUEEN BARBIE comes with 3 glamorous fashion wigs and wig stand—you can change her hair style to suit her outfit. She wears high fashion bathing suit with beach bandana, earrings and shoes. Ship. wt. 14 oz. 48 T 4050. . . . Complete \$3.43

④ ⑤ PLASTIC CARRYING CASES—compartments for dolls, wardrobes. Colorfully decorated.

(4) 48 T 4478—DOUBLE CASE holds 2 dolls, clothes. Wt. 2 lbs. 13 oz. \$2.99
 (5) 48 T 4418—SINGLES CASE holds 1 doll, clothes. Wt. 1 lb. 14 oz. \$1.59



Miss Barbie with Wigs, Swing, Planter \$5.74

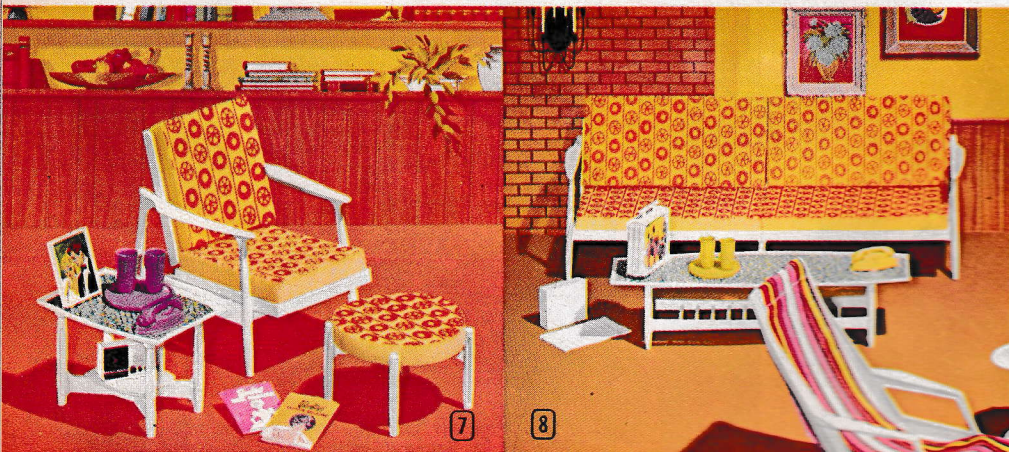
NEW Miss Barbie's Eyes Move, Knees Bend . . She Seems Alive

⑥ MISS BARBIE IS SO LIFE-LIKE with her moving eyes and legs that actually bend at the knees—she can pose in so many positions—modeling, cheer-leading, running. She can even cross her legs prettily when she sits down on her own furniture (see below). Included with Miss Barbie are 3 high-style fashion wigs in the latest hair styles—the Flip, Bubble and Pageboy.

She wears a fashionable new bathing suit and beach hat, earrings and shoes, comes with lawn swing and planter (also sold below). 48 T 3942—Ship. wt. 1 lb. . . . Complete \$5.74



Miss Barbie Now Sits Comfortably On Her Own Furniture



All 4 Sets Including Swing Above \$4.43

⑦-⑨ SAVE 10%—BUY THE COMPLETE SET OF FURNITURE for Miss Barbie and her friends. So realistic—plastic furniture just snaps together. 3-dimensional backgrounds included. BUY ALL 4 SETS below—Ship. wt. 2 lbs. 4 oz. 48 T 4443—Complete. . . . Only \$4.43

(7) CHAIR, OTTOMAN, END TABLE—chair is actually adjustable, has decorative foam rubber cushions. Accessories included. 48 T 4440—Ship. wt. 7 oz. . . . \$1.14

(8) CONVERTIBLE SOFA-BED, COFFEE TABLE—sofa with foam cushions, coffee table has simulated tile top. Accessories included. 48 T 4439—Ship. wt. 12 oz. . . . \$1.39

(9) CHAISE LOUNGE, SIDE TABLE—chaise has canvas sling seat. Accessories included. 48 T 4441—Ship. wt. 5 oz. . . . \$1.39

LAWN SWING AND PLANTER shown with Miss Barbie (6) above—seat actually swings. Wt. 14 oz. 48 T 4442—Accessories. . . . \$1.47

⑩ Now E can pl She has h choice) th brush, con cluded. M joined, h about 9 in. and slipp 48 T 3947-
 ⑪ SKIPPE CASEW 48 T 4477-

KEN an



Her Friends.. All America's Favorites

10
SKIPPER
\$1.77



Here's SKIPPER... She's Barbie's Adorable Kid Sister

10 Now EVERY LITTLE GIRL who loves Barbie can play with Barbie's kid sister, Skipper. She has beautiful long rooted hair (no color choice) that can actually be brushed—her brush, comb and gold-color headband are included. Made of sturdy plastic, she is fully jointed, has painted little girl features and is about 9 in. tall. She's dressed for fun in playsuit and slippers.
48 T 3947—Ship. wt. 12 oz. \$1.77

11 SKIPPER HAS HER OWN VINYL CARRYING CASE with handle—holds doll, clothes, acces.
48 T 4477—Ship. wt. 1 lb. 12 oz. \$1.59

(12) SCHOOL DAYS—BLOUSE, SWEATER, skirt, shoes, socks.
48 T 4060—Outfit only. Ship. wt. 5 oz. \$1.84

(13) UNDER PRETTIES—FRILLY PETTICOAT, panties, acces.
48 T 3856—Outfit only. Ship. wt. 5 oz. 73c

(14) DREAMTIME—PAJAMAS, robe, slippers, accessories.
48 T 4109—Outfit only. Ship. wt. 6 oz. \$1.84

(15) RED SENSATION—DRESS, hat, gloves, socks, shoes.
48 T 3857—Outfit only. Ship. wt. 5 oz. \$1.14

(16) VELVETEEN DRESS COAT, hat, gloves, shoes, purse.
48 T 3992—Outfit only. Ship. wt. 5 oz. \$1.84

(17) FLOWER GIRL—dress, shoes, socks, gloves and a bouquet. Pretty flower headband, too.
48 T 3858—Outfit only. Ship. wt. 5 oz. \$1.44

Ken and Allan Can Wear the Same Clothes

KEN and His New Buddy ALLAN



\$2.23 each

18 19 KEN AND ALLAN are so handsome—both about 12½ in. tall, have fully jointed bodies, painted features, molded hair in neat hair cuts (no color choice). Wear terry-lined beach jackets, trunks, clogs.

(18) KEN—He's Barbie's Teenage Boyfriend.
48 T 3980—Ship. wt. 12 oz. \$2.23

(19) ALLAN—a boyfriend for Midge.
48 T 3943—Ship. wt. 12 oz. \$2.23

20-25 Outfits only for Ken, Allan.

(20) GOING BOWLING—(no shoes).
48 T 4317—Ship. wt. 5 oz. \$1.27

(21) VICTORY DANCE—Blazer, Slacks, Stylish Vest, shirt, tie, socks, shoes.
48 T 4322—Ship. wt. 7 oz. \$2.74

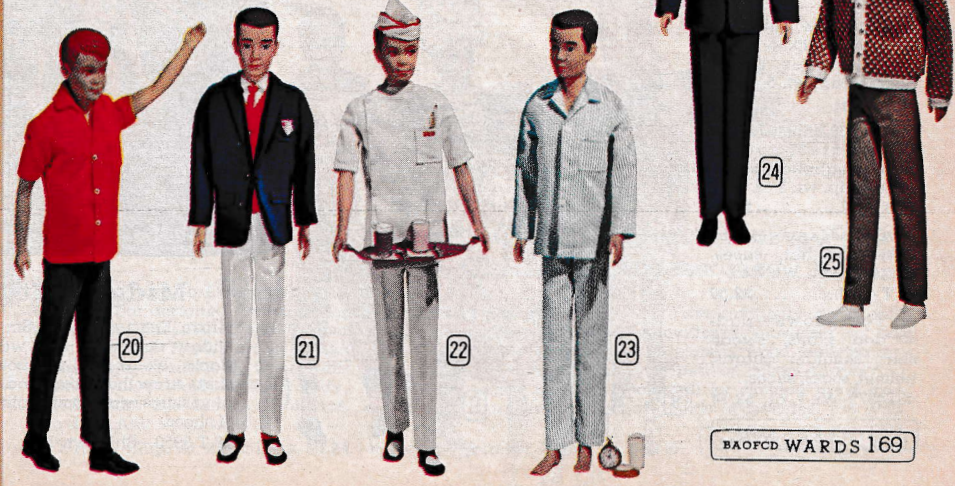
(22) FOUNTAIN BOY—Accessories (no pants, shoes).
48 T 4318—Ship. wt. 5 oz. \$1.47

(23) SLEEPER SET—2-Pc. Pajamas.
48 T 4316—Ship. wt. 4 oz. 97c

(24) SPECIAL DATE—Coat, Pants, dress shirt, tie, shoes and socks.
48 T 4327—Ship. wt. 7 oz. \$2.47

(25) FRATERNITY MEETING.
48 T 4319—(Noshoes). Wt. 5 oz. \$1.84

SAVE this Catalog . . All Toys Available Until October, 1965



\$4.43

LETE SET OF
e and her
e just snaps
is included.
2 lbs. 4 oz.
Only \$4.43
—chair is
foam rub-
..... \$1.14
E TABLE—
e has simu-
ed.
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chaise has
cluded.
z. 93c
TER shown
ove—seat
oz.
..... \$1.47



Players actually run bases

Electric Baseball \$5.88

ELECTRIC BASEBALL GAME DUPLICATES BIG LEAGUE ACTION. Remote pitching makes it possible to throw either balls or strikes . . . or changeups to fool the batter. The bat can be controlled to slug the magnetic ball to the wall for a homer or triple . . . makes doubles, singles . . . or even bunts. Moving runners can be thrown out at any base . . . double and triple plays are possible. Score board on outfield fence keeps track of balls, strikes, outs and runs. Follow regular baseball rules. For 110 Volts, AC.

48 T 995 M—For ages 9 and up. Ship. wt. 4 lbs. 4 oz. \$5.88



Magnetic Baseball \$2.99

MAGNETIC BASEBALL designed specifically for the "Junior League" age group. True-to-life game situations and action are spelled out on the playing field . . . each play is determined by where the magnetic ball stops. Remote pitching and batting plus a unique "put-out" device add exciting action. Runners may be put out at any base. Non-electric, can be played anywhere.

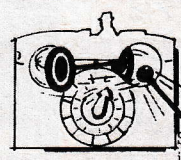
48 T 992 M—Ship. wt. 3 lbs. 12 oz. \$2.99



Power 4 Car Racing Game \$5.99

EXCITING AND COMPETITIVE GAME brings thrills and suspense with each turn of the motorized spinner. 4 custom-built racing cars compete on colorful 20x36 in. race track board. Complete with 4 lucite balls, prize play money, checker cards, and lap cards. Needs 2 D-cell batteries (not included, order from Page 306).

48 T 854—For ages 6 and up. Ship. wt. 3 lbs. 12 oz. \$5.99



Burke's Law Target Game

\$2.49

SHOOT TIRES on escaping criminal's car—wheels spin and score automatically appears on target. Opponent can reduce your score and build his own by hitting tire on his side of target. 2 plastic dart guns, 4 suction-cup darts, masonite target board. 15 3/4 in. high. Ship. wt. 2 lbs.

48 T 945. \$2.49



Shoot hat off—draws guns

Shoot guns—raises arms

Shoot belt buckle—pants fall down

"Hands Up Harry" \$3.57

HANDS UP HARRY AUTOMATICALLY RESPONDS TO DIRECT HITS! His hat flies off . . . his guns fall out of his hands . . . and the final shot brings down his pants (to reveal his bright candy-striped shorts). Plastic western dart gun, 4 suction cup darts included.

48 T 944 M—Masonite, abt. 28 in. tall. Ship. wt. 4 lbs. 6 oz. \$3.57

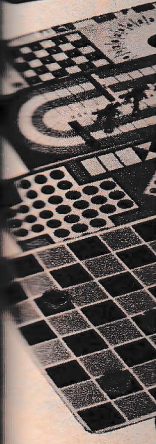
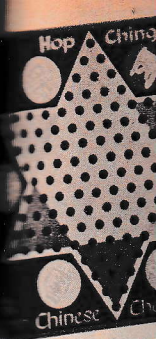


Shooting Gallery \$3.97

FIRE ON MOVING TARGETS! Rabbits go round and round . . . ducks parade in a continuous row—fall back when hit. Sturdy wind-up mechanism. Of sturdy metal abt. 17x10 1/2x2 1/8 in. deep. Plastic gun, 4 rubber-tipped darts. Instructions.

48 T 994—Ship. wt. 4 lbs. 4 oz. \$3.97

280 WARDS BAC



58 Gr

A TREASURY OF metal Chinese Bingo spinner, Game, Plastic boards and accessories in



BOWLING, SKITTLES 4 on this alley stenciled in accessories in

48 T 943 M—A

With Automata Score

"PINBALL" propels steel bumpers, Manual flipper

48 T 827 M—



Jaguar XKE

Thermostat control pack, fencing in booklet. In listing of accessories... \$19.95



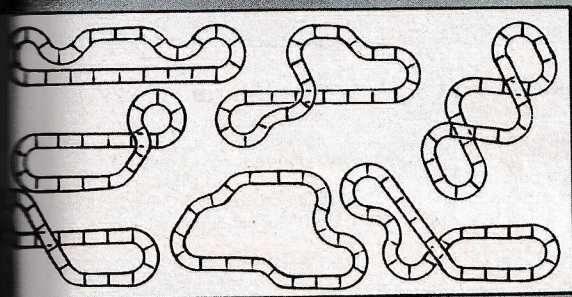
Hand Tools

... .032 and drum, de-burr tank. Uses 2 page 305. t. 6 oz. ... r. With 3 saddle-nose pliers, hobby r saw and ... t. 8 oz. ...

1234 6789

Accessories

IN ACCESSORY deluxe wire competition parts, 3 sheet driver, shuntment. 8 oz. ... \$4.95 ASSORTMENT With racing chassis. \$5.95



Porsche RS-61
Lotus MK XIX
\$26⁸⁸



Speed! Realism! Head-on Competition

It's "THE CONTINENTAL DIVIDE" 1/32 Scale Road Race, made exclusively for Wards by the Strombecker Corporation, a leader in model table-top racing. Big, brawny and bursting with power, all you have to do is set up the track and it's ready to give you plenty of thrills. Fishtail and powerslide into the curves... go flatout on the straightaways... this unique set is designed with your pleasure and fun in mind.

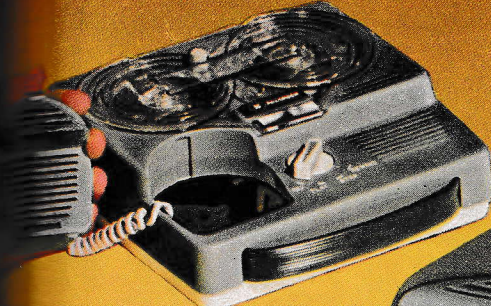
JUST IMAGINE: over 27 feet of deluxe, realistic black-top track, packed into a layout 7 ft. long by 38 in. wide... it's a real eyepopper. There's plenty of track to build other exciting layouts.

TRACK: 16 curved track sections, 11 straight track sections, 1 terminal track section with special connections so you don't have to go under the track to connect your power-pack, locking lugs and 16 sections of fencing. Build the layouts shown in the sketch above, or just let your imagination roam. It's something the whole family can enjoy.

You get loads of constant, equal power in both tracks from the rugged, durable, well-designed power-pack. You're in control with two pistol-grip rheostatic speed controls, complete with speed indicator in scale mph... both cars are equal, so it's you and your skill against your opponent.

THE CARS... two of the most striking examples of skilled craftsmanship we've yet seen. They're both adaptable to either Sports Car or Rally racing with removable tonneau covers and drivers. Your PORSCHE RS-61 is a minutely detailed reproduction of the "Silver Stormer From Stuttgart." The LOTUS MK XIX is a real beauty too... accurately-scaled throughout. About 4 1/2 in. long. Installed in both is the powerful 12-volt Strombecker motor, a perennial winner on "The Circuit." Set comes complete with lubricant to keep cars in top working order, wires, overpass supports, instructions. Ship. wt. 10 lbs. 12 oz. 48 T 8127—Complete set... Only \$26.88

SAVE THIS CATALOG: Toys Available Until Oct. 1, 1965



Microphone lifts out for ease of recording

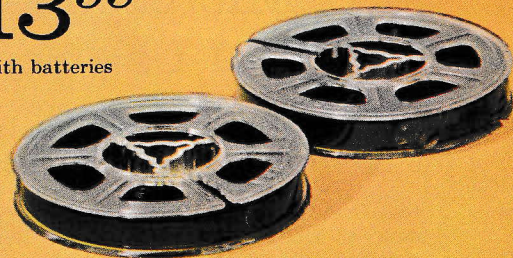


A
Talk
of the
Town
VALUE

4-Transistor Tape Recorder

\$13⁹⁹

With batteries



TRANSISTORIZED PORTABLE TAPE RECORDER. Ideal for clear recordings of conversations, amateur skits, school discussions, special events. Lightweight—can be carried anywhere. Control to record, play back, erase. Other controls regulate speed, volume. Attractive blue-gray and white case. Includes built-in speaker-microphone combination, ear phone, handy carrying strap, 200 ft. double track tape, instructions. Tape can be used, erased, and reused many times. Operates on 2 "C" Cell batteries (included). *Not recommended for recording music.*

- 48 T 2246—Size about 8x7½x2½ in. Ship. wt. 3 lbs. \$13.99
- 48 T 2229—MAGNETIC RECORDING TAPE. 225 ft., reusable reel. Ship. wt. 2 oz. 2 for 98¢



Dial-Master Phone Set \$5⁶⁶

WORKING DIAL-MASTER TELEPHONE SET. Regular full size, desk-type phones look just like the real ones. Lets you converse with party up to 50 ft. away. Works equally well indoors and outdoors transmitting voices unusually loud and clear.

Set includes 2 phones and communication wire. Operates on 4 "D" cell batteries (not included), order on Page 306. Ship. wt. per set 3 lbs. 8 oz.
48 T 2224—Red Set. \$5.66
48 T 2231—Black Set. 5.66

Two-Way Modern Phone Set \$6⁶⁶

PRIVATE LINE FOR YOUNG AND OLD. Now they can actually talk on phones that are full-size reproductions of real ones. Pick up receiver, dial lights . . . dial number, companion phone rings. Voice transmitted anywhere 25-ft. communication wire will reach. Two pastel phones of

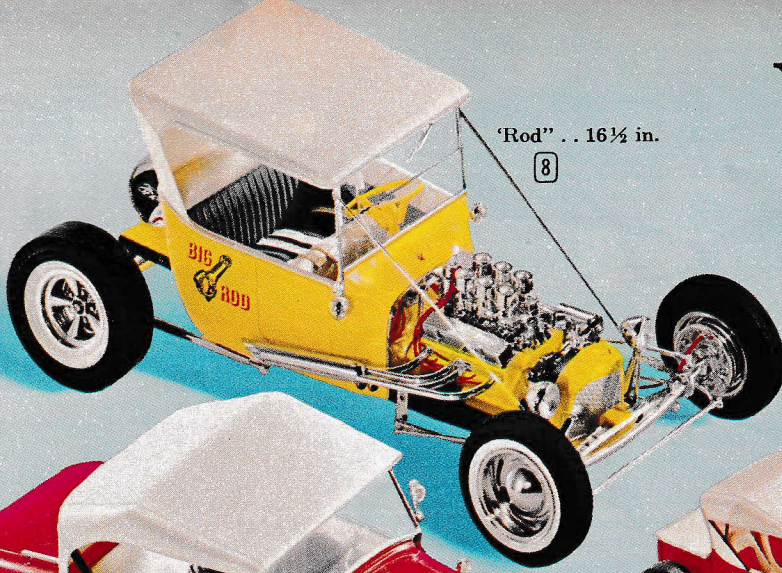
high-impact plastic, about 8x4 in., with bell, and transmitter. Order 4 "D" batteries on Pg. 306. Ship. wt. 3 lbs. 14 oz.
48 T 2241—Light Blue Set. \$6.66
48 T 2242—Pastel Pink Set. 6.66

YOUR CHOICE

Monogram Model Kits

\$766

Each Model is 1/8
Actual Car Size



'Rod' . . . 16 1/2 in.

8

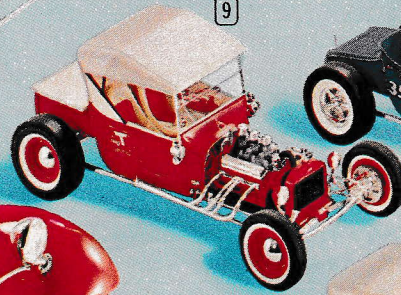


'Deuce' . . . 20 1/2 in.

7

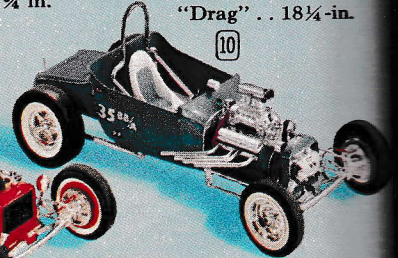
'T' . . . 16 3/4 in.

9



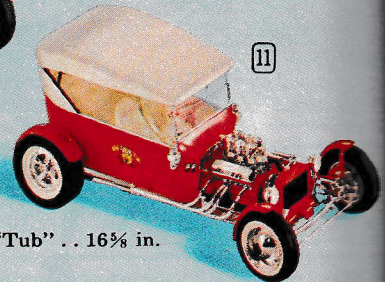
'Drag' . . . 18 1/4 in.

10



'Tub' . . . 16 3/4 in.

11

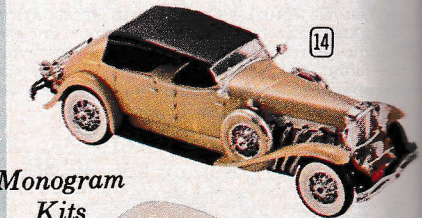


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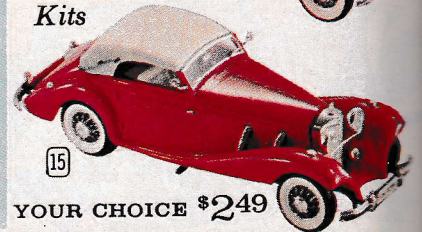
12

COX GAS POWERED MODELS \$6.88

Monogram
Kits

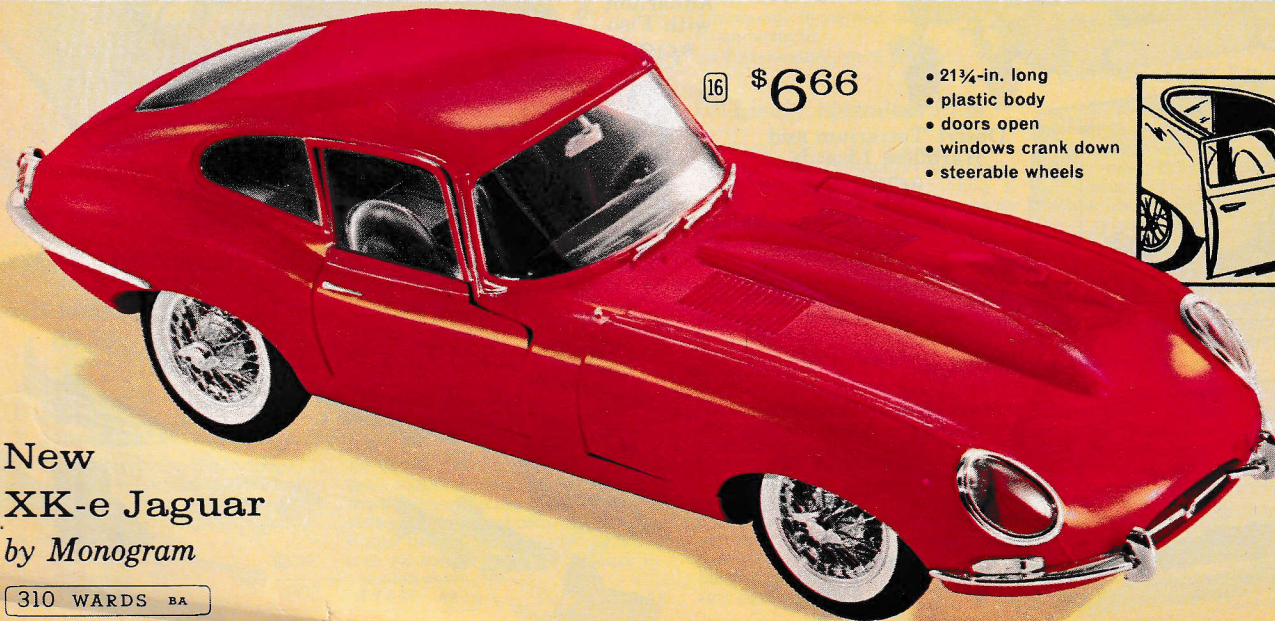


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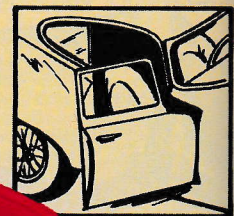
15

YOUR CHOICE \$249



16 \$6.66

- 21 3/4-in. long
- plastic body
- doors open
- windows crank down
- steerable wheels



New
XK-e Jaguar
by Monogram

310 WARDS BA

Each
Bea
sh

7 BUILD THE scale mode and more chr Champion. Kit Roadster with without the ho styling. Featur carburetors, in features inclu required to op closing doors c ing, removable 48 T 2573 M—

8 Big 'Rod' Ford 'T' modified Che system, chrom racing wheels 48 T 2575 M—

9 BUILD THE has real st Ford bucket, precision par bucket seats, nents from 1 Colorful mold 1 1/2-in. scale. 48 T 2567 M—

10 Big 'DRAG parts. Fed engine, cent roll bar, raci Bucket is mo Ford 'T' Ro 48 T 2574 M—

11 BUILD THE long. Stee '24 Ford Tou speed acces bucket seats, molded plast 48 T 2561 M—

12 13 REAL OR C straight-awa tether racin Cox custom f dual rear w steel x-frame authenticall detailed grill (12) 1964 Bu 48 T 2537—S (13) 1964 Co 48 T 2550—S

14 15 WHICH berg the pride of riors, instru wheels. Rem

(14) DUESEN luggage ra 48 T 2588—

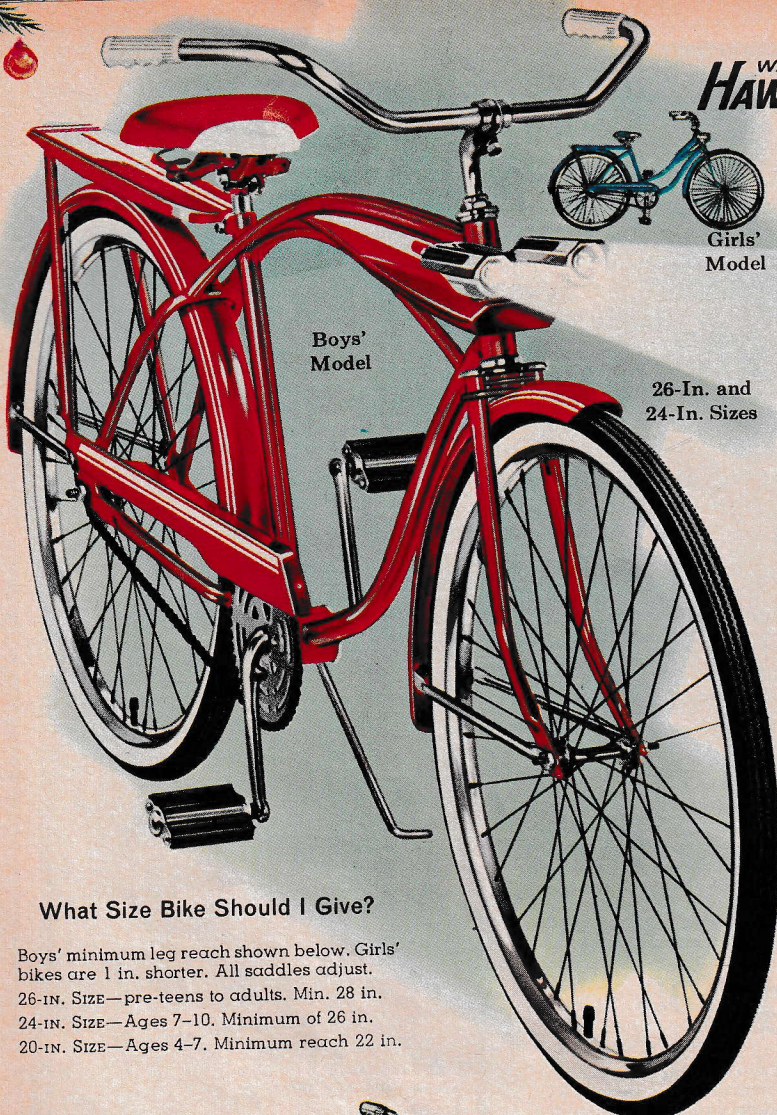
(15) MERCED molded in 1 48 T 2589—

16 NEW JA with all fast, origina classic sport

Front hin complete w plugs. Wire steering w 3 windshiel holstery an 48 T 2572 M—



WARDS HAWTHORNE Coaster Brake Bikes



Boys' Model

Girls' Model

26-In. and 24-In. Sizes

What Size Bike Should I Give?

Boys' minimum leg reach shown below. Girls' bikes are 1 in. shorter. All saddles adjust.
 26-IN. SIZE—pre-teens to adults. Min. 28 in.
 24-IN. SIZE—Ages 7-10. Minimum of 26 in.
 20-IN. SIZE—Ages 4-7. Minimum reach 22 in.

Selected as *Christmastime Specials!* All 24-in. and 26-in. models have these outstanding Quality Features: A Welded, Reinforced Frame with special Rust-resistant Treatment to keep your bike looking new much longer—so strong it's guaranteed against defects (see below).

Sure-Stop Safety Coaster Brake operated by back-pedaling—safer type preferred for younger riders. Riverside Tires and Butyl Tubes for cushioned ride. WARDS 50-YEAR FRAME GUARANTEE. The frames on these bikes are Guaranteed against defects in material and workmanship for 50 years from date of purchase. If frame fails during this period due to such cause, we will ship you a new bike frame prepaid.

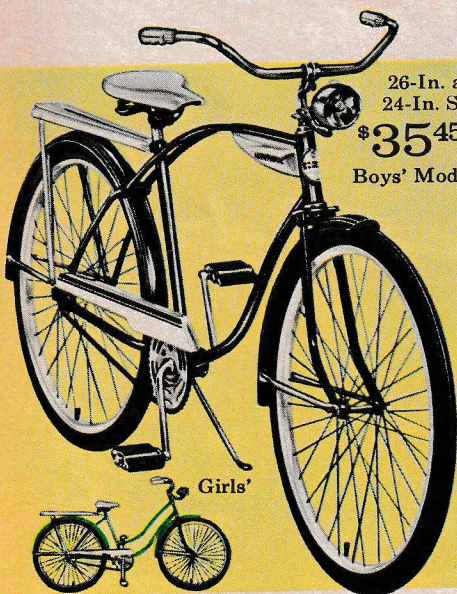
Deluxe Twin-lite Bike

\$39.66 Fully Equipped
 Reg. \$42.95

Tank—Lavish Chrome Trim—
 Luggage Carrier—Whitewalls

SPEEDY "FORWARD FLAIR" MIDDLEWEIGHT BIKE with clean, sweeping lines and quality construction that make it a pace-setter. Handsome 3-Bar Swept-V frame. Safety dual off-set headlights attached to sleek, tapering tank provide night-time safety. Sparkling chrome-plating on double adjustable handlebars, rims, hubs, fork crown and sprocket. Soft riding 2-tone Vinyl covered saddle matches bike's colors. Boys' bikes are flashing Red, girls' a sparkling Blue—both have White trim. Complete with reflector, kickstand and White handgrips. Order 2 batteries listed below. Ship. wt. 56 lbs.
 60 W 2960 R—Boys' 26-IN. MODEL. RED. Now Only **\$39.66**
 60 W 2961 R—GIRLS' 26-IN. MODEL. BLUE. Now Only **\$39.66**
 60 W 2958 R—Boys' 24-IN. MODEL. RED. Now Only **\$39.66**
 60 W 2959 R—GIRLS' 24-IN. MODEL. BLUE. Now Only **\$39.66**
 2-SPEED BENDIX HUB MODELS. Shift automatically. Ship. wt. 58 lbs.
 60 T 2998 R—Boys' 26-IN. **\$47.66**; 60 T 2999 R—GIRLS' 26-IN. **\$47.66**
 60 W 13259 X—"D" Bike Light Batt. Ship. wt. 5 oz. ea. 15c

For Features of 2-Speed Bendix Hub Models, See Fall Gen. Cat., Page 1212.



26-In. and 24-In. Sizes

\$35.45
 Boys' Model

Girls' Model



26-In. and 24-In. Sizes

\$26.99
 Boys' Model

Girls' Model



Boys' Model

\$32.95

Girls' Model

Buy Now . .
 Pay Later

See Facing Page

Monolite . . "Fast Back" Tank Design

A BEAUTY WITH ALL WHITE JET-LINE STYLING on carrier, chain guard, grips, seat, tank and rims. Bright chrome-plating on headlight, handlebars, sprocket. Twin-Bar steel frame with all quality features listed at top of page. Coil-cushioned adjustable saddle seat with Vinyl covering, matching molded handgrips. Black pedals. All-steel carrier. Rear reflector. Blackwalls. Motorcycle-style road lamp uses 1 flashlight battery. Boys' model is Black, Girls' is Green—both have White striped fenders. Ship. wt. 48 lbs. Order battery above at right.

60T2926R—Boys' 26-IN. **\$35.45**; 60T2924R—Boys' 24-IN. **\$35.45**
 60T2927R—GIRLS' 26-IN. **\$35.45**; 60T2925R—GIRLS' 24-IN. **\$35.45**
 2-SPEED BENDIX HUB MODELS. Ship. wt. 50 lbs.

328 WARDS BASKC

60 T 2996 R—Boys' 26-IN. **\$43.45**
 60 T 2997 R—GIRLS' 26-IN. **43.45**

Budget Coaster Brake Bike

FULL SIZE TWIN-BAR with all quality features at top of page. Bright Chromed handlebars, Black grips. Black pedals. Blackwall 26x1.75 tires. White coil-spring saddle. White painted rims. Rear reflector. Kickstand. Chain guard. Boys', Red Enamel, Girls', Blue. Wt. 44 lbs.

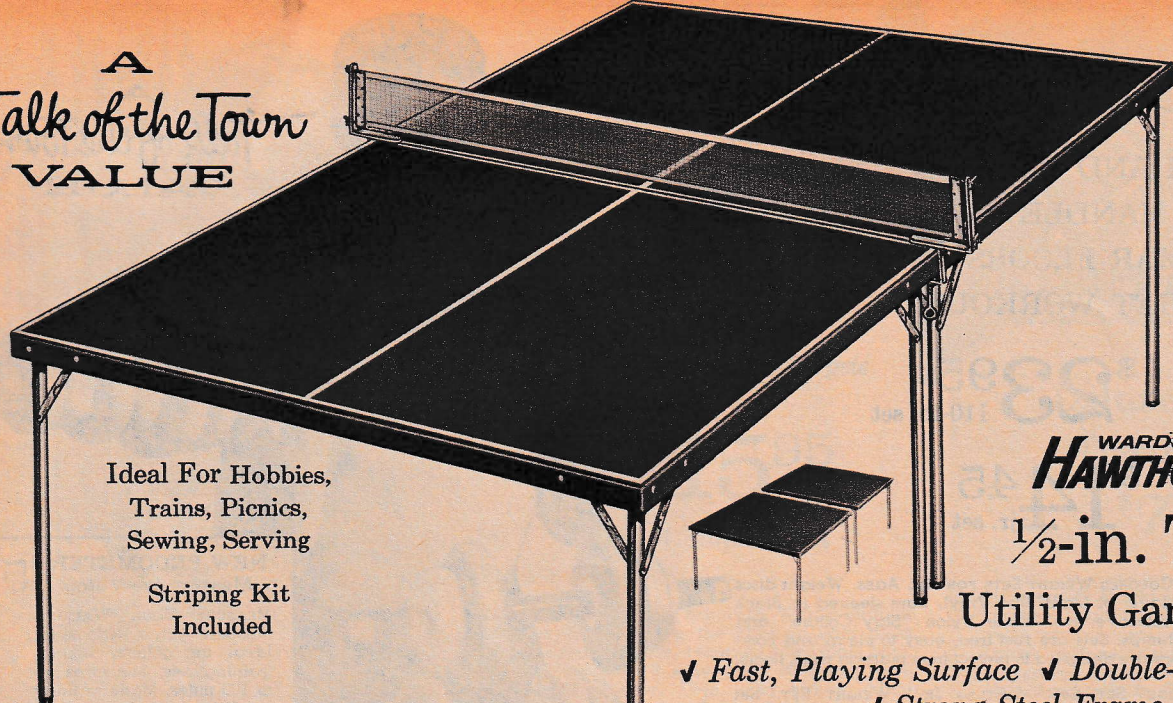
60 T 2990 R—BOYS' 26-IN. Only **\$26.99**
 60 T 2991 R—GIRLS' 26-IN. Only **26.99**
 60 T 2988 R—BOYS' 24-IN. Only **26.99**
 60 T 2989 R—GIRLS' 24-IN. Only **26.99**
 2-SPEED BENDIX HUB MODELS. Wt. 46 lbs.
 60 T 2994 R—Boys' 26-IN. **\$34.99**
 60 T 2995 R—GIRLS' 26-IN. **34.99**

New, Equipped 20-In. Jr. Bike

DELUXE MODEL WITH BIG-BIKE STYLING AND LOOK for riders up to 8 years . . . "the greatest Christmas! Removable training wheels are included. Rugged 3 top bar frame has Wards 50-Year Guarantee (see top page). Safety coaster brake. Single-cell front light, 3-way adjustable handlebars, rod-type luggage carrier and are bright chrome-plated. White pedals and White handgrips. Chain-guard. 20x1.75-in. Whitewall tires, Butyl tubes. Order batt. above. Boys' in Red, Girls', Blue. Ship. wt. 40 lbs.
 60 T 2914 R—Boys' MODEL. RED. **\$32.95**
 60 T 2915 R—GIRLS' MODEL. BLUE. **32.95**

For Shipping Information See Page 358

A
Talk of the Town
VALUE



Ideal For Hobbies,
Trains, Picnics,
Sewing, Serving

Striping Kit
Included

WARDS
HAWTHORNE

1/2-in. TOP

Utility Game Table

✓ Fast, Playing Surface ✓ Double-Braced Legs
✓ Strong Steel Frame

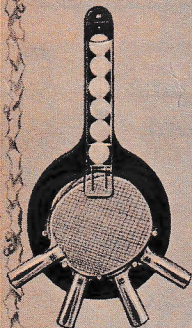
1/2-IN. TABLE TOP, at Wards low price, plus a Free Padl-Pak make this regulation size 5x9-ft. recreation table an outstanding value. The tough, plastic resin bonded top of Duraflake board—a denser, thicker material than plywood—gives true bounce and livelier action. Top is firmly screwed to steel frame from underneath for solid playing stability.

EIGHT 1 1/4-IN. DOUBLE-BRACED STEEL LEGS give firm support. Two 4 1/2x5-ft. sections lock together for play or can be used separately. Fold easily for storage when not in use. Non-Glare Green finish. White striping kit included, easy to apply. Net etc., not included. For Free Padl-Pak (see at left) write—60T4786 Padl-Pak, wt. 1 lb. 4 oz. Write "Free" for price. For Ship. Info., See Page 358. 60 T 4750 RD—Shipping weight 112 lbs. Not Mailable. Now just...\$28.97

Your Choice Either Table

\$28.97

And Get This
Padl-Pak FREE . .



\$2.74

TABLE TENNIS PADL-PAK—molded plastic rack holds 4 bats and plastic dispenser holds 6 balls. Makes an excellent gift alone or is given free with any table tennis table. (Balls and Bats not included.)

60 T 4786—Ship. wt. 1 lb. 4 oz. \$2.74

BUY NOW
No Money Down
on Your Charge-all



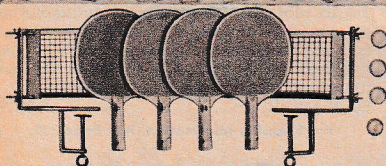
Fold It and
Roll It Away

Semi-Automatic Rollaway
Table Tennis Tables

A FAST-PLAYING ROLLAWAY TABLE with solidly braced folding mechanism that lets one person open or fold table and roll it easily on 4 ball casters. Bouncy, uniform playing surface is weather-resistant, glue-welded and blind nailed to shoulder, notched frame construction. Cross braces underneath give unusually good rigidity.

STURDY 1-PC. ALUMINUM TUBULAR LEGS add even more strength and stability, yet are lightweight. Full regulation 5x9-ft. size folds to 4 1/2x5-ft.x4 1/2 inches. Durably finished, non-glare Dark Green with White striping. For Free Padl-Pak write: 60 T 4786 Padl-Pak; Wt. 1 lb. 4 oz.; write Free for price. Net, paddles, balls not incl. For Shipping Information, See AID Page 358. Choose from 3 table-top qualities.

60 W 4756 RD—3/16-IN. IMPORTED SWEDISH HARDWOOD TOP. Ship. wt. 71 lbs. . . . \$28.97
60 T 4759 RD—WITH 3/8-IN. PLASTIC RESIN DURAFLAKE TOP. Ship. wt. 106 lbs. . . 31.88
60 T 4760 RD—WITH 1/2-IN. PLASTIC RESIN DURAFLAKE TOP. Ship. wt. 107 lbs. . . 39.88

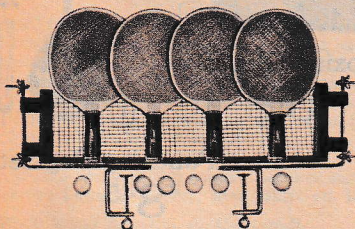


Popular 9-Pc.
Paddle Set

\$6.29

POPULAR-PRICED HAWTHORNE 4-BAT TABLE TENNIS SET—5-ply laminated Basswood bats have lively pipped rubber faces, sturdy handles. Clamp-on posts extend to 66 in.; metal end net. 4 tournament balls.

60 W 4788—Rules included. Ship. wt. 3 lbs. 8 oz. Set \$6.29



Finest 11-Pc.
Paddle Set

\$9.84

FINEST QUALITY 4 BAT TABLE TENNIS SET—approved for Regulation play. Four 5-ply laminated Basswood bats have fast-playing pipped rubber faces, strong handles with genuine leather grips. 6-in. extension type posts with cord suspended soft mesh net. 6 approved balls.

60 T 4784—Rules included. Ship. wt. 4 lbs. Set just \$9.84

BUDGET-PRICED TABLE TENNIS SET includes four 3-ply laminated Basswood bats, clamp-on posts, string tie net, 2 balls.

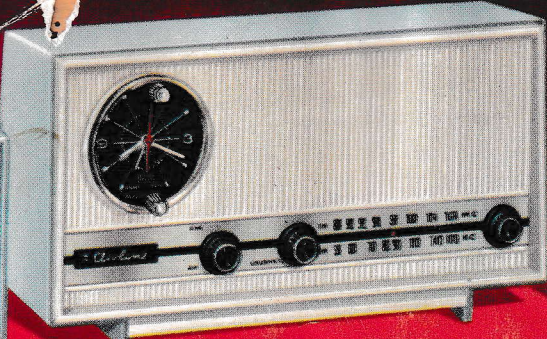
60 W 4777—Rules incl. Ship. wt. 3 lbs. . . . \$2.97

332 WARDS BA

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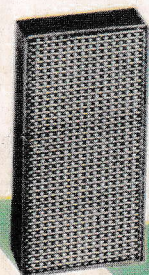
2 SAVE \$4.55



3 SAVE \$5



4 SAVE \$5 Plus Features



SAVE \$20
Now Only \$56.95



1

A Talk of the Town VALUE Airline All-Transistor Stereo Phono

1 LOOK AT THIS LOW PRICE for an all-transistor stereo. Gives true, life-like sound . . . operates instantly on house current . . . needs no batteries.

TWO BALANCED 4-IN. SPEAKERS; one mounted in case; other in detachable wing . . . separates up to 10 ft. for extra wide sound separation. Customize sound with separate Tone and Twin Volume Controls (one per channel).

AUTOMATIC, 4-SPEED TILT-DOWN CHANGER intermixes 10, 12-in. records, turns off after last record is played . . . closes into hideaway compartment. Lightweight tone arm. Dual Synthetic Sapphire needles in flip-type cartridge.

RICH GRAY PYROXYLIN CLAD WOOD CASE with silver color trim. About 21½x11½x15 in. UL Listed. Reg. \$76.95. \$5 Mo. 62W966MO—Ship. wt. 25 lbs. Cash \$56.95

Choose From A Complete Selection Of Airline Gift Items . . . See Christmas Book Pages 419-427; and our Fall General Catalog, Pages 1108-1143.



5 SAVE \$3 7-Transistor



6 SAVE \$4.00

Rugged AM Portable \$24.50

4 SAVE \$5. CHECK THESE PLUS FEATURES: Big 5-in. speaker and treble/bass tone control for full, rich sound. Slide-rule dial with precision vernier tuning. Powerful 8-transistor chassis brings in distant stations. Built-in ferrite rod antenna.

BLACK SIMULATED LEATHER CASE, silver-color trim. Plays on batteries or household current with use of AC converter. Order 6 batteries below; converter and earphone, Page 425. About 10½x3½x6½ in. 62 W 1257—Wt. 6 lbs. 8 oz. Reg. \$29.50; Now \$24.50
62 W 23—Batteries for above. Wt. 4 oz. Each 16c

Full-Feature Clock Radio \$18.95

2 SAVE \$4.55. WAKE-UP-TO-MUSIC. Tap top-mounted Doze button for extra "40 winks" . . . minutes later you are reawakened.

CONVENIENT SLUMBER SWITCH lulls you to sleep . . . set shuts off automatically up to 1 hour later.

FULL-BODIED TONE AND RECEPTION from 4-in. speaker. 4 tubes plus rectifier. "Instant-Reading" tuning window makes station selection easy.

DAWN BLUE HIGH-IMPACT PLASTIC CASE. Abt. 10x5¾x6 in. Reg. \$23.50. 62 W 1807—Ship. wt. 4 lbs. 9 oz. \$18.95

Personal Portable In Gift Pack \$9.50

5 SAVE \$3. GIFT VALUE OF THE SEASON. Better quality radio includes matching leather case, earphone and earphone pouch . . . all gift boxed.

YOU'LL GET IMPROVED PERFORMANCE and sensitivity over 6-transistor sets.

2½-IN. SPEAKER ASSURES FULL, RICH SOUND. Magnifying lenses on tuning, volume windows for easy reading.

TAN/BROWN HIGH-IMPACT PLASTIC CASE. Uses 1 battery below. Abt. 4¾x1¼x2½ in. 62 W 1253—Wt. 1 lb. Reg. \$12.50 . . . \$9.50
62W123—BATTERY FOR(5). Wt. 5 oz. Ea. 1.10

FM/AM Clock Radio With AFC \$33.95

3 SAVE \$5. TAKE YOUR CHOICE WHEN AWAKENING . . . drift free FM or your favorite AM program.

EXCELLENT SOUND FROM 4-IN. SPEAKER. Built-in AFC. On/Off Loudness and Tuning controls. 2 IF stages boost weak signals. Built-in antenna.

HANDSOME WHITE AND DAWN BLUE high impact plastic cabinet with fully molded back for stylish front and back. Abt. 13½x5¾x7 in. Reg. \$38.95. 62W1810—Ship. wt. 7 lbs. Now \$33.95
SAVE \$2.50 on radio only. Reg. \$29.45. 62W1710—Wt. 6 lbs. 8 oz. Now \$26.95

Automatic 4-Speed Monaural Phono \$34.95

6 SAVE \$4.00. PEP UP ANY PARTY with Phono's lively sound . . . even plays stereo records. Chic, compact case . . . easy to carry along.

AUTOMATIC CHANGER INTERMIXES 10, 12-in. records, turns off after last record is played. 4-in. speaker.

DUAL SAPPHIRE NEEDLES in flip-type cartridge. 45-rpm inserts. Stylish Beige and White high-impact plastic case; Brown trim. Abt. 14¾x18x7½ in. Reg. \$38.95. 62 W 963MO—Ship. wt. 21 lbs. . . \$34.95

All Airline Phonos and Table Radios Operate at 110-120 V, AC, and are UL Listed.

No Money Down . . . Nothing To Pay 'Til February . . . See AID, Page 361

MONTGOMERY WARD . . . BALTIMORE, MARYLAND 21232