

MONTGOMERY  
**WARD**

St. Paul, MN 55101

# CHRISTMAS 1976

Index page 168, Credit terms pages 164-166, Cover item sold page 153, Satisfaction Guaranteed





Mickey Mouse  
**13<sup>95</sup>**

Smokey the Bear  
**14<sup>95</sup>**

Evel Knievel  
**14<sup>95</sup>**

Underdog  
**14<sup>95</sup>**



3-band set  
ONLY  
**14<sup>95</sup>**

**POLLY PAL**  
THE GINGHAM GAL



YOUR CHOICE  
**14<sup>95</sup>**

Barbie

Raggedy Ann



TIMEX  
YOUR CHOICE  
**14<sup>95</sup>**

9

10

**Children love a watch with a little character**

(1 to 8) Swiss-made fun timepieces with easy-to-read full-numeral dials; all except (3) have animated characters pointing out the time. Shown enlarged.

- 1** Mickey Mouse watch (© Walt Disney Productions). White base metal case. Red strap. Boxed. 45 G 452 P—Postpaid ..... 13.95
- 2** Smokey the Bear watch. Chrome-plated base metal case and a fashionable blue denim strap. Boxed. 45 G 594—Ship. wt. 10 oz. .... 14.95
- 3** Evel Knievel watch with Evel doing a wheelie on the dial. Chrome-plated base metal case snaps onto a star-studded white mod band. Boxed. 45 G 615—Ship. wt. 10 oz. .... 14.95
- 4** Colorful Underdog (© Leonardo TTV) watch shows this heroic canine on the dial. Yellow base metal case. Blue vinyl strap. 45 G 616—Boxed. Ship. wt. 10 oz. 14.95
- 5** Polly Pal . . . the Gingham Gal watch (© Leo Jaron). Comes with three snap-on vinyl straps: red, white and a pink/white check. Chrome-plated base metal case. Boxed. 45 G 585—Ship. wt. 10 oz. . . . set 14.95
- 6** Cookie Monster watch (a Jim Henson Muppet, trademark of Muppets, Inc.). Chrome-plated base metal case slips onto a blue strap. Boxed. 45 G 592—Ship. wt. 10 oz. .... 14.95
- 7** Barbie watch shows the teen model on the dial. Yellow base metal case. Blue denim-look strap. Boxed. 45 G 605—Ship. wt. 10 oz. .... 14.95
- 8** Raggedy Ann watch shows the lovable red head on the dial. Yellow base metal case. Red vinyl strap. Boxed. 45 G 601—Ship. wt. 10 oz. .... 14.95
- 9,10** Timex Snoopy and Lucy watches (Snoopy-Copr. © 1958, United Features Syndicate, Inc.). Both in Snoopy "dog house" gift box. They have chrome-plated base metal top and stainless steel back. Sweep second hand. Postpaid. (9) Snoopy watch. He steals the show. 45 G 613 P—Red dial and strap. .... 14.95 (10) Lucy watch. She's in full charge. 45 G 612 P—White dial, strap. .... 14.95

**JUST CHARGE IT AT WARDS!**  
See Complete Credit Terms on pages 164-166.



**Musical jewel boxes and beautiful pendants**

- A** For pre-teens . . . a big 1-drawer jewel box with sectioned lift-up tray and upper compartment. Mirror and necklace pouch in lid. Brass-tone lock. Washable simulated leather over sturdy plywood. Blue lining. About 10x6x3 1/4 in. Musical movement plays "Yellow Ribbon." From Japan. 45 G 6436—Ship. wt. 1 lb. 13 oz. .... 10.49
- B** 1-drawer jewel box with ring slots and sectioned spaces. Lift lid and a ballerina twirls before her mirror. Musical movement plays "Love Story." Printed satin lining. Washable simulated leather over plywood. About 7 1/2 x 4 1/2 x 3 1/2 in. 45G6441—From Japan. Ship. wt. 1 lb. 6.79
- C** Little girls' jewel box. A ballerina spins before her mirror as the musical movement plays "Raindrops." Kiddy design on washable simulated leather; plywood frame. Printed satin lining. About 6x4 1/4 x 3 1/4 in. From Japan. 45 G 6439—Ship. wt. 11 oz. .... 3.49
- D** Charming little windmill jewel box. The big wheel turns as the musical movement plays "Edelweiss." Hide-away for "gems" under the slant-top roof (see inset). Made of wood; painted with bright flower boxes and a red roof. Turn the wheel to wind up movement. About 7 1/2 x 4 1/4 x 7 in. high. From Japan. 45 G 6402—Ship. wt. 1 lb. 12 oz. .... 9.49
- E to L** Real kiddy jewelry . . . some 12K and 14K gold-filled . . . some sterling silver. Mailed from Chicago factory. Allow 14 days for delivery; see page 167 for general information on delivery. Pay postage from nearest Catalog House; address on front of this Catalog. Sorry, no C.O.D.'s. Ship. wt. each 5 oz. Gift boxed. To show detail, we have photographed these pendants about twice their actual size. (E) X 45 G 11333 K—Opinel in a sterling silver heart. 17-inch chain. .... 7.99 (F) X 45 G 11330 K—Engraved 12K gold-filled locket. 17-inch chain. .... 11.99 (G) X 45 G 11331 K—Engraved 12K gold-filled cross. 17-inch chain. .... 6.99 (H) X 45 G 11334 K—1/2-pt. diamond in a 14K gold-filled heart. 17-inch chain. .... 11.99 (I) X 45 G 11336 K—14K gold-filled "Kissin' Cousins." 17-inch chain. .... 7.99 (K) X 45 G 11332 K—Enameled 12K gold-filled butterfly. 15-inch chain. .... 9.99 (L) X 45 G 11335 K—14K gold-filled heart pendant. 15-inch chain. .... 6.99

Kiddies' gold and silver pendants

**6<sup>99</sup> to 11<sup>99</sup>**

# EVEL KNEIVEL



**A-B** Evel Knievel or Derry Daring—7-in. figures with stunt cycles, energizers. From Hong Kong.

(A) 48 G 23315—Knievel. Ship. wt. 2 lbs. 2 oz. 10.94  
(B) 48 G 23362—Daring. Ship. wt. 2 lbs. 2 oz. 10.94

**C** 45-in. stadium with sky hook, ramp, bar, stands. Figure and cycle not included.

48 G 23351—Ship. wt. 3 lbs. 10.94

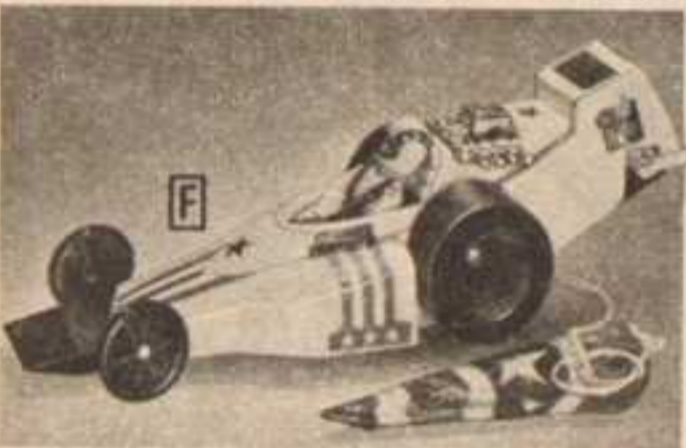
SAVE \$2 when you buy with Evel, cycle set (A).

48 G 23352—Ship. wt. 5 lbs. 2 oz. set 19.88



**D** Evel Knievel Funny Car. It may look funny, but Evel knows what he's doing in this mean machine. Car is stock body slipped over dragster engine and chassis. Wind up gyrometer and car zooms up to 100 feet. With energizer. (Figure not included).

48 G 23308—Ship. wt. 2 lbs. 8 oz. 11.99



**F** Evel Knievel Formula 1 Dragster. With front wheels extended, it's a dragster ready for action; wheels in, it's a sprint car. When wheels end, it pops its drag parachute. Includes car, figure, and energizer.

48 G 23302—Ship. wt. 2 lbs. 2 oz. set 14.88



**H** Evel Knievel Chopper Cycle. Evel takes to the road in this authentic chopper with dual headlights and 4 big exhaust pipes. With figure and energizer.

48 G 23307—Ship. wt. 2 lbs. 5 oz. 10.99

**J** Evel's Canyon Sky Cycle—like the one he used at Snake River Canyon. With figure, energizer.

48 G 23311—Ship. wt. 2 lbs. 3 oz. 9.88

394 WARDS ALL



1094

A

B

E

**E** Evel Knievel and Super Cycle. Evel's newest two-wheel thrill machine! Rev it up in the energizer and watch it race at top speed. Has long racing seat with shock-absorbing front fork. Fire-red plastic jet pods add excitement. Cycle performs "wheelies." 10 3/4-in. long; complete with energizer, figure.

48 G 23303—Ship. wt. 2 lbs. 8 oz. 13.49



**G** Evel Knievel Scramble Van. Incl.: tools, grease gun, cycle jack, gas can, workbench, chair, washstand, and cycle trailer along with 3-pc. ramp so Evel can jump van. Figure and cycle not included.

48 G 23316—Ship. wt. 4 lbs. 11.88



**Evel Knievel Die Cast Miniatures.** Authentically scaled after Evel's most thrilling stunt vehicles.

**3-piece set includes:** Formula 5000 Race Car, Funny Car, and Stunt Cycle.

48 G 23602—Ship. wt. 1 lb. 2 oz. set 5.97

**3-piece set includes:** Chopper Btke, Formula 1 Dragster, and Canyon Sky Cycle.

48 G 23603—Ship. wt. 1 lb. 2 oz. set 5.97

# DIE-CAST MINIATURES

**1** Matchbox International Airport. 30x40-in. vinyl-covered layout. Vehicles not included.

48 G 23610 M—Ship. wt. 2 lbs. 1 oz. 8.99

**2-4** Matchbox Die-Cast Miniatures. Each set contains 4 sturdy die-cast metal vehicles. Ship. wt. 8 oz. each set.

(2) 48 G 23607—Matchbox Planes... set 5.55

(3) 48 G 23608—Matchbox Trucks... set 5.55

(4) 48 G 23609—Matchbox Cars... set 5.55

SAVE \$6 when you buy airport with 2, 3, 4.

48 G 23781 M—Ship. wt. 3 lbs. 12 oz. 19.44

**5** Matchbox 48-car case with plastic covering. 13x3 1/4x10-in. Cars not incl.

48 G 23620—Ship. wt. 1 lb. 8 oz. 5.55

**6** Matchbox Command Challenge Set. Rugged course incl. sky hook and pole, chain lift, ladder, tower, net, hospital, entry backdrop, ambulance, and 5 poseable figures.

48 G 23624—Ship. wt. 2 lbs. 8 oz. 10.99

**7** Matchbox Sea Kings sets. Frigate, convoy escort, destroyer.

48 G 23622—(not shown). Wt. 9 oz. set 7.99

Aircraft carrier, ship, helicopter carrier.

48 G 23623—(shown). Wt. 9 oz. set 7.99

**8** Matchbox Mobile Action Command Rescue. 2 rescue vehicles and many accessories.

48 G 23611—Ship. wt. 8 oz. set 5.99

**9** 4 Die-Cast Motorcycles. 3 1/4x1 1/4-in. high.

48 G 23994—Ship. wt. 13 oz. set 3.77

**10** 4 Die-Cast Combat Miniatures.

48 G 23720—Ship. wt. 7 oz. set 3.79

**11** Road Rover Emergency Vehicles. "S.W.A.T." police car and van, rescue truck and fire truck from "Emergency," and "Rookies" police car. 5-vehicle set.

48 G 23688—Ship. wt. 13 oz. set 3.99

**12** 50-pc. Tootsie toy set of die-cast metal. Incl. three 2-pc. trucks, 10 midget cars, 5 hitch-ups, 3 airplanes, 4 assorted vehicles, plus many accessories.

48 G 23665—Ship. wt. 3 lbs. 2 oz. 9.99

**13** 11-pc. Tootsie toy Rescue Set. Die-cast metal. With 2 helicopters, 7 emergency vehicles, Bronco, Jeep truck.

48 G 23670—Ship. wt. 1 lb. 12 oz. 6.99

**14** 6 Die-Cast Earth Movers.

48 G 23993—Ship. wt. 13 oz. 4.48

**15** 10 Die-Cast Trucks. Tow, dump, freight, construction, loader, refuse, cement box, disposal, earth mover. From 2-3 1/2 in.

48 G 23664—Ship. wt. 11 oz. 4.99

**16** MY TOWN—a complete set of working mini facilities for all miniature cars. All 6 plastic units can attach together.

(01) Garage—doors move and floors tilt.

(02) Car Park—elevator raises cars.

(03) Car Jack—raises, lowers cars.

(04) Car Wash—rack and sponges move.

(05) Gas Station—dials move, bell rings.

(06) Toll Gate—can send racing. 4x6-inches each. Ship. wt. 6 oz. ea. unit.

L 48 G 23693—Store unit no. above, ea. 1.49

48 G 23699—All 6. Wt. 2 lbs. 4 oz. only 7.86

Six Matchbox cars shown with My Town—Hi Tailer, Formula 5000, Stva Spyder, Tonsara, B.M.W., and Mazda.

48 G 23604—Ship. wt. 12 oz. 5.99

SAVE \$2 more when you buy My Town facilities with the set of six Matchbox cars.

48 G 23695—Ship. wt. 3 lbs. 11.85

**17** Roadstar TV & Movie Vehicles. Set of 5 popular die-cast cars and trucks.

48 G 23662—Ship. wt. 13 oz. 3.99

**18** Road Rovers Garage with 10 cars. Colorful cardboard garage comes with 10 wacky Hallmark Road Rover vehicles.

48 G 23663—Ship. wt. 2 lbs. 11 oz. 9.99

NOTE: Items on these 2 pgs. not recommended for children under 3 years of age.

# MATCHBOX

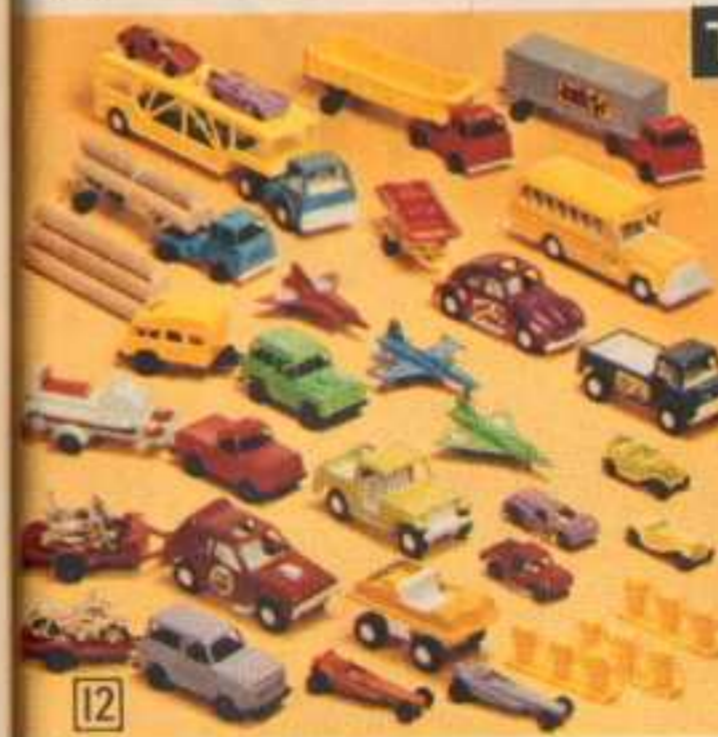
SAVE \$6 when you buy airport with 2, 3, 4



YOUR CHOICE 5.55



# TOOTSIE TOYS



# MY TOWN



**FREE SWR METER**  
(also sold separately below)



Give a  
Wards  
**BEST BUY**  
Great to Give or Get



**Royce Mobile CB radios**

**BEST BUY BECAUSE:**

it's small on price but big on features. There's a large S-RF meter, variable squelch, P.A. switch, AGC, tuned RF stage and more. Add to this our bonus of a Royce SWR meter and you have a super Christmas value.

We know of no other place where you'll get more features and higher quality at this price. S/RF meter turned on transmit. Variable squelch provides quiet standby. P.A. switch converts unit to Public Address system. AGC prevents fading and blasting. Tuned RF stage means greater receiving range. Built-in automatic noise limiter. Dual conversion receiver. Operation on DC pos or neg ground. Incl. mike, clip, hardware, manual, license application. 6x2 1/4 x 5 1/2 in. deep. SWR meter matches antenna to transceiver for stronger transmit signals. Radio #419 was 119.95, without meter, Spg. Bk., pg. 949.  
62 G 690 LS—FCC type accepted. Ship. wt. 4 lbs. 7 oz. .... 99.88  
62 G 321—Royce in-line SWR meter. 2 1/4 x 4 x 1 1/2 in. D. Wt. 12 oz. 13.95  
62 G 316—Adapter cable for meter. Wt. 14 oz. .... 2.99

**CUT \$20**

PLUS A FREE  
SWR METER

**99<sup>88</sup>**



See more CB Equipment on pgs. 322, 324; Big Fall Book too!

**BEST BUY BECAUSE:**

it has Gyro-Lock®. In our opinion, the most reliable channel operation available. Integrated circuits replace all but 2 of the 14 crystals used on other sets. Cuts channel drift in extreme temperatures. No warm-up in snowmobiles. Read on...

**CUT \$50 129<sup>88</sup>**

Gyro-Lock "locks in" the receive and transmit signal to the center of each channel. Electronic compensation for varying temperatures assures that you'll always be "on" channel. We believe it's the most accurately tuned unit available. Our deluxe transceiver also uses a heavy-duty circuit board. It's strong enough to withstand even excessive truck vibrations. Twin lights indicate transmit (red) and receive (green). Local-Distance switch helps prevent overload and distortion from nearby stations. Automatic noise limiter minimizes noise and static. AMC circuit delivers maximum audio punch. Squelch, P.A. and tuned RF (described above). Variable tone control. Operation on DC pos/neg ground. Incl. accessories as above. 7 1/2 x 2 1/2 x 8 in. D. FCC type accepted. Wt. 5 lbs. 62 G 505LS—Was 179.95 in Fall Bk., pg. 1075. 129.88

**Trunk lip mount mobile antenna**

**CUT \$5 21<sup>88</sup>**

No holes required! 45 in. high. Tapered 17-7 stainless steel whip. DC ground. Incl. hardware, cable, connector. 62 G 430—Wt. 3 lbs. Was 26.95, Fall Bk., pg. 669. 21.88

