

MONTGOMERY
WARD

Christmas 1977



MONTGOMERY
WARD

Helen F. Lavagon
In Mineral Point, Wisconsin

Order the easy way!

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C
My charg-all number _____



IDEAL

2. Super Cycle **14⁹⁴**



3. C. B. Van **13⁹⁴**

1. Strato Cycle 12⁹⁴
Evel Knievel Strato Cycle. Just like the one he rides in his movie "Viva Knievel!" Does the jumps, tricks and "wheelies" of the Super Cycle (2), but does them with all the red-white-blue excitement of the 4th of July! Just the bike for the king of stuntman, with its bullet-shaped cowl, screaming eagle design 9x4-in. cycle comes with Figure and Energizer. For ages 5-11.
48T23384—Wt. 2 lbs. 5 oz. **12.94**

2. Evel Knievel Super Cycle. Rev up the bike in the energizer and watch it race at top speed... even performs "wheelies." 10³/₁₆ in. long with fire-red plastic jet pods. Energizer, Figure included.
48T 23303—For Ages 5-11. Wt. 2 lbs. 8 oz. **14.94**

3. Evel Knievel C.B. Van actually broadcasts 6 popular C.B. expressions in Evel's own voice. Red, white and blue 13x6¹/₂x9-in. high. California-style van comes with gull-wing door, rear-mount bike rack and other accessories. Jump rack hooks onto end so Evel can vault over van. Needs 1 "AA" battery (sold p. 335).
48T 23385—For ages 5-11 years. Wt. 4 lbs. 5 oz. **13.94**



16-in. **Electro Man™**
19⁹⁴

17-in. **Zogg™**
The Terrible™
14⁹⁴



17-in. **Whistling Mr. Machine®**
13⁹⁹

Remember Mr. Machine... that whirring, clanking, good-natured mechanical friend? For years he was one of America's most beloved toys and now—he's back to delight a whole new generation of children. Just wind up his spring motor and he will strut across the floor—legs swinging, levers and gears and springs and bellows working away in plain sight. A transparent delight bound to intrigue youngsters 5 and over—by the hour. More fun than ever—he whistles a catchy tune now—"This Old Man."
48T 23386—Ship. wt. 2 lbs. **13.99**

FAMOUS-NAME DIE-CAST MINIATURES

- A Matchbox International Airport.** 30x40-in. vinyl-covered layout. **48 T 23610**—(vehicles not incl.). Ship. wt. 1 lb. 6 oz. **8.99**
- B-D Matchbox Miniatures.** Set incl. 4 sturdy die-cast metal vehicles. **(B) 48 T 23607**—Matchbox Planes. Ship. wt. 8 oz. **set 5.60**
(C) 48 T 23608—Matchbox Trucks. Ship. wt. 8 oz. **set 5.60**
(D) 48 T 23609—Matchbox Cars. Ship. wt. 8 oz. **set 5.60**
- SAVE \$6** when you buy International Airport (A) with miniatures (B) (C) (D).
48T23781M—Wt. 3 lbs. 12 oz. Individually would be \$25.79; outfit **19.79**
- E Matchbox 48-car case** with plastic covering (cars not included). **48 T 23620**—13x3¹/₄x10 in. Ship. wt. 1 lb. 10 oz. **5.60**
- F 50-Pc. TootsieToy Set** of die-cast metal. Includes three 2-pc. trucks, 10 midjet cars, 5 hitch-ups, 3 airplanes, 4 assorted vehicles and accessories.
48 T 23665—Ship. wt. set 3 lbs. 2 oz. **set 9.99**

Fight Your Own War of the Stars Around Capt. Lazar's Star Base Zeus!

- G Pretend Star Base Zeus** is where it's happening... The sinister android, Zoltan, and his great hairy ape are besieging the space station. Brave Capt. Lazar and true Major Mars wage a courageous holding action. Meanwhile, on the horizon, a starship brings help ever nearer... It's high adventure and it's a 19-Pc. Wards Exclusive! Made of high-impact material with TootsieToy die-cast metal vehicles, set includes: complete space station, 4 figures, starship space craft, shuttle craft spaceship, terrain vehicles, ATV trailer, special missions vehicles, watercraft with trailer.
48 T 23681—For ages 3-7 years. Ship. wt. 1 lb. 8 oz. **set 8.99**
- H 6 Die-Cast Earth-Moving Miniatures** for road-building play-fun. **48 T 23993**—Ship. wt. 13 oz. **set 4.99**
- J 10 Die-Cast Trucks** imported from England: 2 dump trucks and 1 each tow, freight, construction, loader, refuse, disposal trucks, plus a cement mixer and earth mover.
48 T 23664—2-3¹/₂ in. in size. Ship. wt. 11 oz. **set 4.99**
- K Tractors/Trailers.** Famous Majorette die-cast vehicles imported from France. Abt. 6 in. long, hand-painted with opening doors, removable accessories, high-speed wheels. 4-pc. set includes house trailer, car; highway, tank, log trailer and tractors. For ages 4 and up—collectors tool!
48 T 23613—Ship. wt. 12 oz. **set 5.99**
- L, M Famous Corgi die-cast miniatures** imported from England. 2¹/₂-3 in. long, designed with simplicity, durability for Ages 3-8.
(L) 4 cars: fire truck, fire chief's car, police car, ambulance.
48 T 23706—Ship. wt. 8 oz. **set 5.99**
(M) 5 Notorious Cars seen on TV! The Batmobile, Kojak's Buick, Stars and Hutch's Torino, James Bond's 007 Lotus car and custom Chevy van.
48 T 23705—Ship. wt. 8 oz. **set 4.99**
- N 4 Die-Cast Motorcycles,** 3¹/₄x1¹/₄ in. high. Suzuki, Honda, Kawasaki and Yamaha.
48 T 23994—Ship. wt. 9 oz. **set 4.49**
- P 5 Road Star Emergency Vehicles.** "S.W.A.T." police car and van, rescue truck and fire truck from "Emergency," "Rookies" police car.
48 T 23688—Ship. wt. 11 oz. **set 4.99**
- R MY TOWN**—a complete set of working mini-facilities for all miniature cars. All 6 plastic units can be attached 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.
- L 48 T 23693**—State unit no. above. Ship. wt. ea. 6 oz. **ea. 1.59**
48 T 23699—Set of 6. Ship. wt. 1 lb. 8 oz. **set 7.96**
- 6 Matchbox Cars** shown with My Town facilities. Car Set incl.: Hi-Tailer, Formula 5000, Siva Spyder, Tanzara, B.M.W. and Mazda.
48 T 23604—Ship. wt. 12 oz. **set 5.99**
- SAVE \$2** when you buy My Town mini-facilities with set of 6 cars.
48 T 23695—Ship. wt. 2 lbs. 2 oz. **outfit 11.95**
- S 6 "Snoopy" vehicles** abt. 4 in. lg. Straight from comic strip to you come Snoopy and his free-wheeling friends... There's Snoopy in his own fire truck, fam wagon, tow truck and shiny red racing car... Charlie Brown on a tractor. Woodstock in a racy white racer!
48 T 23702—Ship. wt. 12 oz. **set 6.99**

SAVE THIS CATALOG
 Order toys for birthdays, holidays, all occasions until August 31, 1978

370 WARDS ALL NOTE: items on these 2 pgs. not recommended for children under 3 years of age.

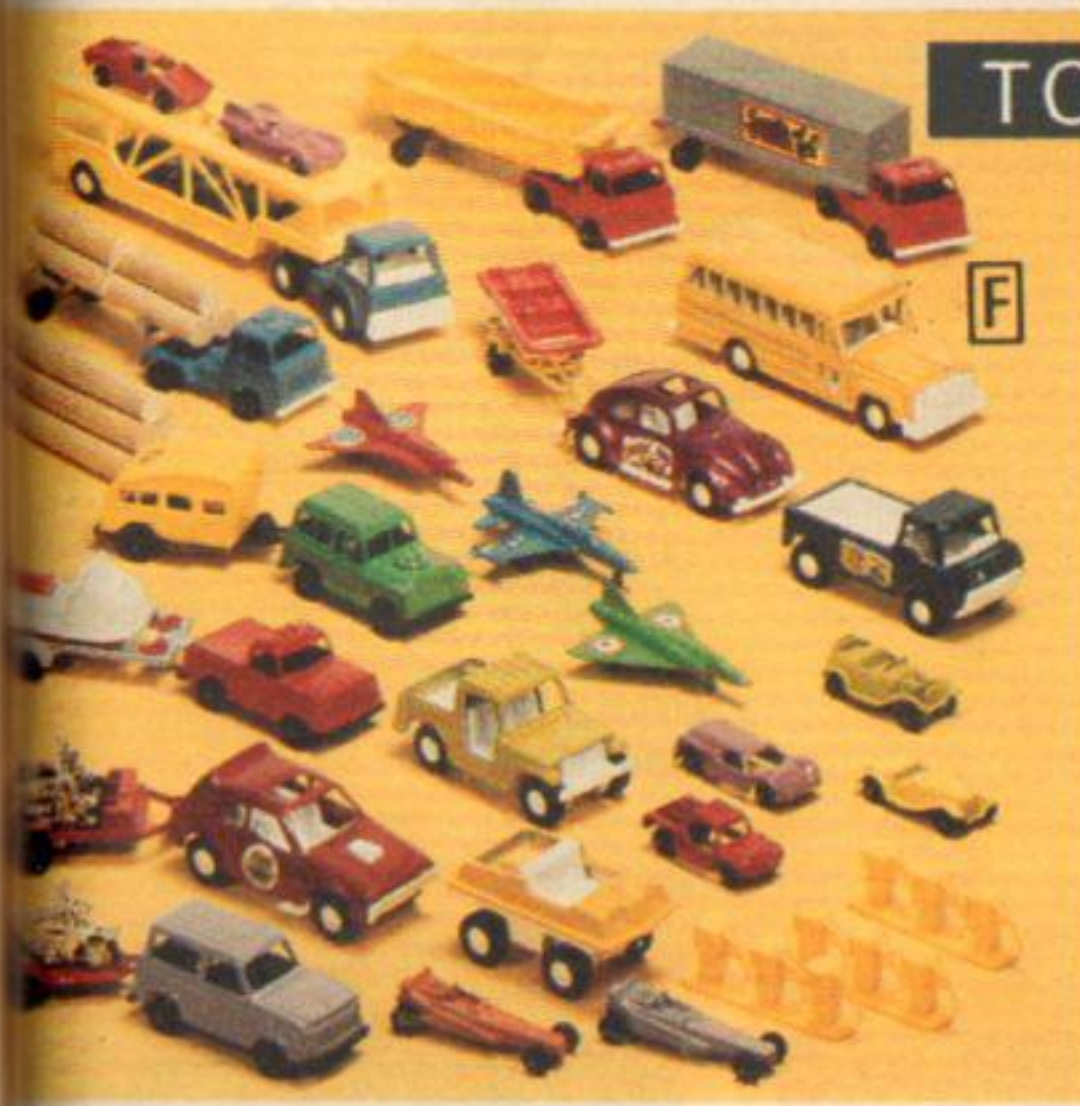


MATCHBOX

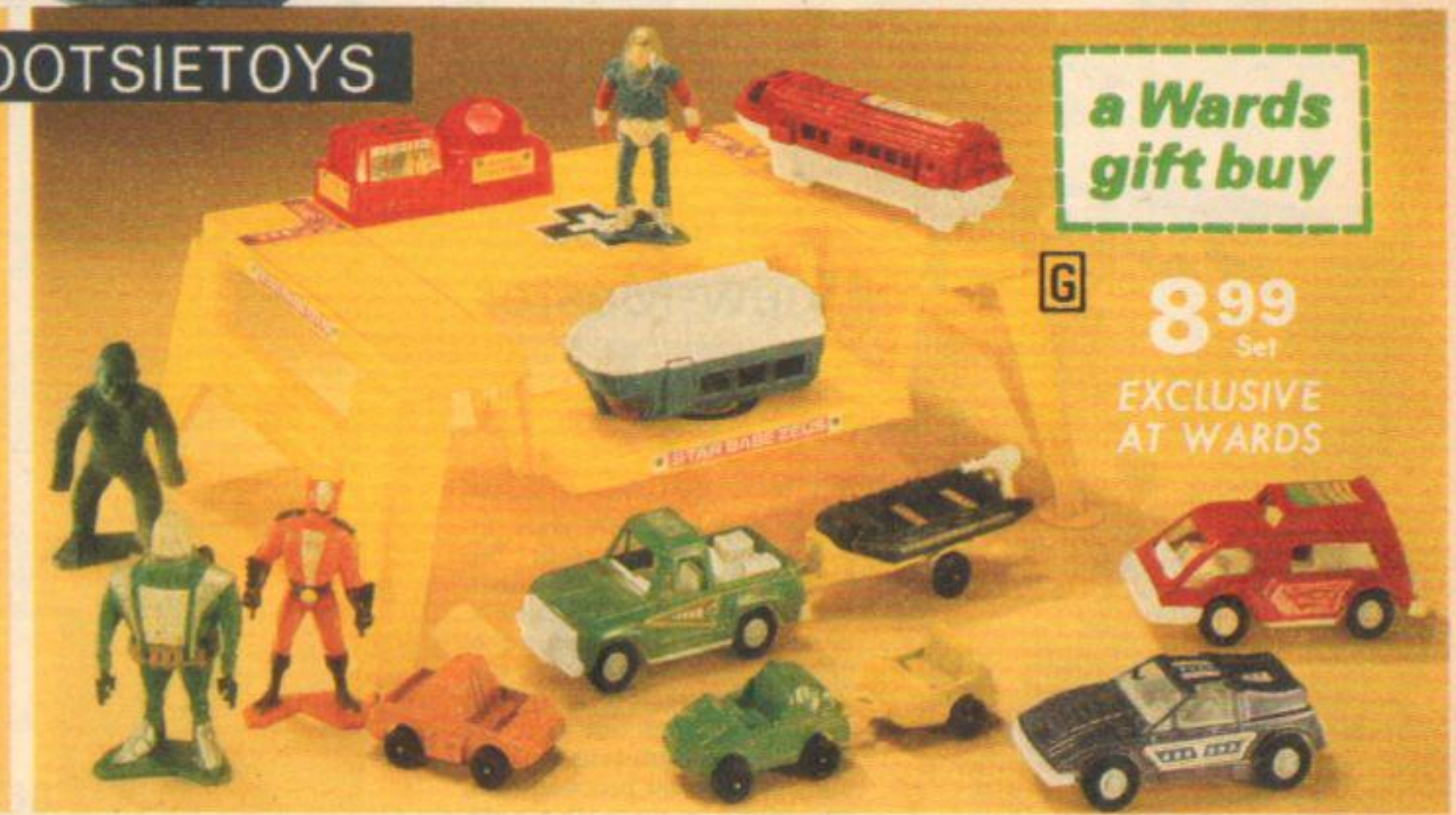
SAVE \$6 when you buy Airport (A) with vehicles (B) (C) (D) **1979** outfit



YOUR CHOICE **5⁶⁰**

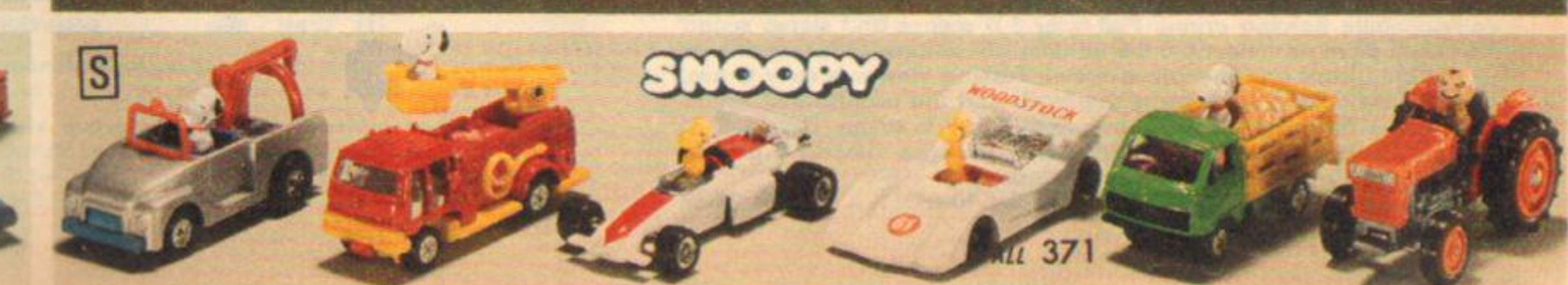
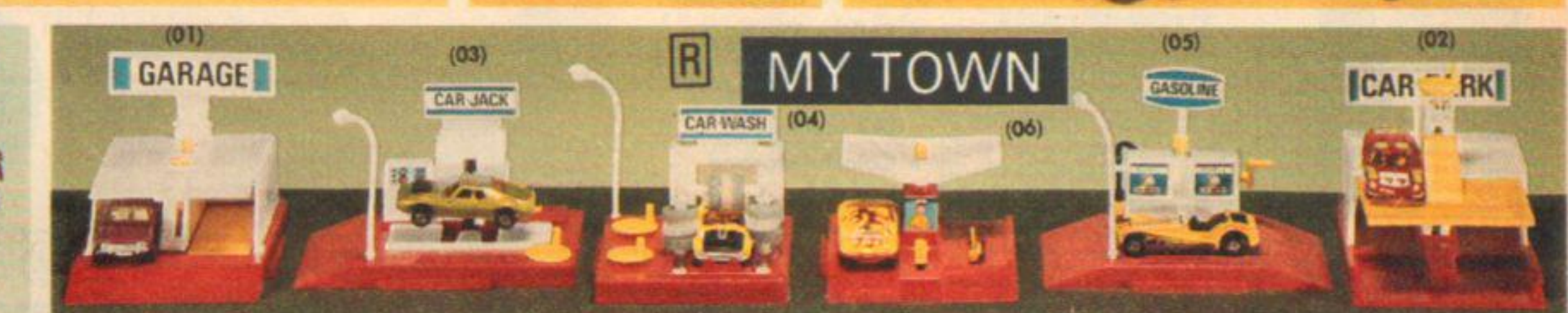


TOOTSIETOYS



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8⁹⁹ Set EXCLUSIVE AT WARDS

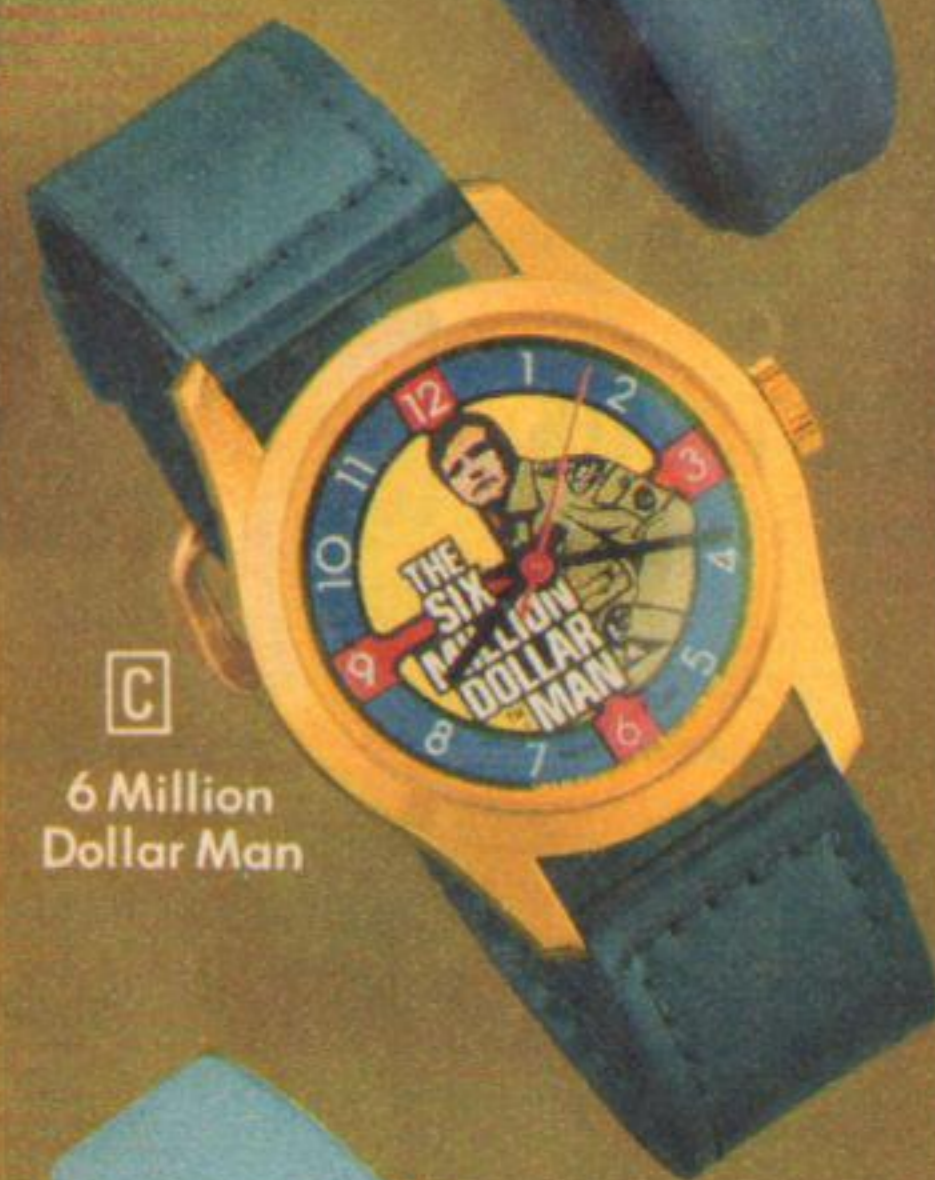




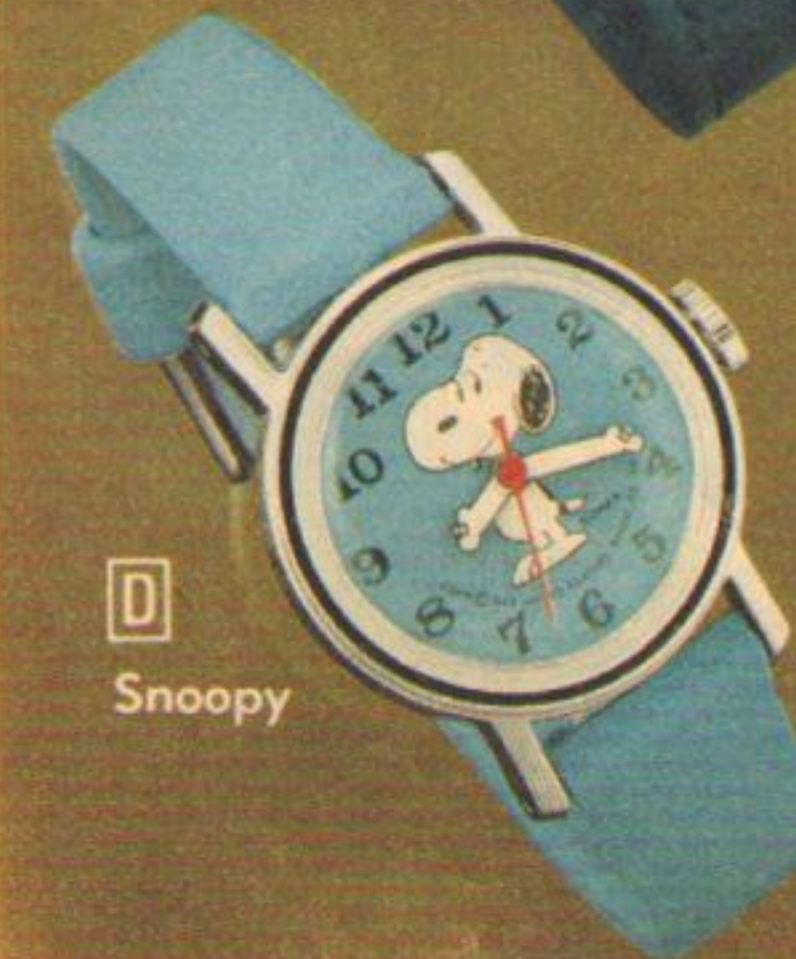
A Spiderman



B Wonder Woman



C 6 Million Dollar Man



D Snoopy



F Mickey Mouse
13⁹⁵

H Raggedy Ann

G Barbie

E Evel Knievel

J, K TIMEX YOUR CHOICE
14⁹⁵

Character watches are fun

A Spiderman watch (Copyright 1977, Marvel Comics group). Features a likeness of Spiderman on the full-numeral dial. Swiss-made. Yellow base metal case. Dark blue strap. Boxed.
45 T 730—Ship. wt. 10 oz. 16.95

B Wonder Woman watch (Copyright 1977, D. C. Comics, Inc.). Wonder Woman shows up on the full-numeral dial. Swiss-made. Yellow base metal case; light blue strap. Boxed.
45 T 731—Ship. wt. 10 oz. 16.95

C Six Million Dollar Man watch (Copyright 1976, Universal City Studios, Inc.). This great champion appears on the full-numeral dial. Swiss-made. Sweep second. Yellow base metal. Blue strap.
45 T 732—Ship. wt. 10 oz. Boxed. 14.95

D From Timex . . . a Snoopy watch (Copr.® 1958, United Features Syndicate, Inc.). It arrives in a "dog house" gift box. Snoopy moves his paws to point out the time on a blue full-numeral dial. Chrome-plated base metal case top; stainless steel back. Sweep second hand. Blue strap.
45 T 618 P—Postpaid. 14.95

E Evel Knievel watch with Evel doing a wheely on the dial. Chrome-plated base metal case snaps onto a star-studded white mod strap.
45 T 615—Boxed. Ship. wt. 10 oz. 15.95

F Mickey Mouse watch (©Walt Disney Productions). Mickey points out the time on a full-numeral dial. White base metal case. Red strap.
45 T 452 P—Postpaid. Boxed. 13.95

G Barbie watch shows the teen model on the dainty full-numeral dial. Her arms point out the time. Brushed-finish yellow base metal case. Blue denim-look vinyl strap. Boxed.
45 T 605—Ship. wt. 10 oz. 15.95

H Raggedy Ann watch shows that little red head on a full-numeral dial. Clear lucite see-through case; matching clear plastic strap. Boxed.
45 T 733—Ship. wt. 10 oz. 14.95

J, K Two all-time favorites from Timex. A Snoopy watch and a Lucy watch (both Copyright® 1958, United Features Syndicate, Inc.). Each watch comes to you in its Snoopy "dog house" gift box. Both have a chrome-plated base metal top; stainless steel back. Sweep second hand.

(J) Snoopy watch . . . he steals the show! Bright red full-numeral dial; bright red strap.
45 T 613 P—Postpaid. 14.95

(K) Lucy watch. This little character is in full charge on a white full-numeral dial; white strap.
45 T 612 P—Postpaid. 14.95

Use your CHARG-ALL . . .

See Complete Credit Terms on pages 224 to 226.



Musical



Musical jewel boxes

1 For pre-teens . . . a big 1-drawer jewel box with sectioned lift-up tray and upper compartment. Mirror and necklace pouch in the lid. Brass-tone lock. Washable simulated leather over sturdy plywood. Blue lining. Musical movement plays "Yellow Ribbon." From Japan.
45 T 6436—About 10x6x3³/₄ in. Ship. wt. 1 lb. 13 oz. 11.49

2 1-drawer jewel box with ring slots and sectioned spaces. Lift lid and ballerina twirls before her mirror. Musical movement plays "Love Story." Printed satin lining. Washable simulated leather over plywood. From Taiwan.
45 T 6476—About 7¹/₂x4³/₈x3⁵/₈ in. Ship. wt. 1 lb. 6.99

3 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 the movement. From Taiwan.
45 T 6480—About 7¹/₂x4¹/₄x7 in. high. Ship. wt. 1 lb. 12 oz. 9.99

4 A beautifully designed 3-drawer jewel box where a dainty ballerina twirls on her mirrored stage. Sturdy plywood covered in washable white simulated leather with a dainty floral design. The three drawers are lined in golden satin; open the bottom drawer to start the music and the action. Musical movement plays "The Blue Danube Waltz." From Taiwan.
45 T 6477—About 7x3⁵/₈x6¹/₄ in. Ship. wt. 1 lb. 4 oz. 7.99

5 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. From Taiwan.
45 T 6475—About 6x4¹/₄x3¹/₄ in. Ship. wt. 11 oz. only 3.99

See jewel boxes for adults on pages 195, 199 and 200

Shop by Phone. Just Call Wards to Order
See phone numbers on page 230

APF ELECTRONIC TV FUN GAME

4 ACTION GAMES—each with separate controls for ball speed, angle and bat size **PLUS** sound and on-screen digital scoring

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WARDS
UNBELIEVABLE
LOW PRICE

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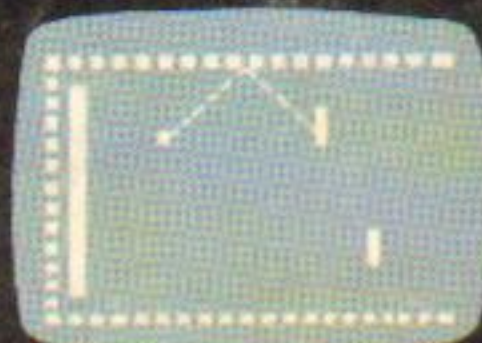
Hockey, tennis, racquet ball and handball **PLUS** ball speed, angle and bat size controls give you 32 different combinations!



HOCKEY



TENNIS



RACQUET BALL



SINGLE HANDBALL

- ✓ Plays on any television, black & white or color!
- ✓ Installs in minutes by attaching to antenna—will not interfere with normal reception

TV Fun Game offers the latest in electronic game features. Four game system lets you play tennis, hockey, racquet ball or handball singles (one player). Play action produces three distinct sounds—top/bottom rebounds, hits and scores. Start game by pressing the reset button, ball is automatically served and score display set to zero. **Tennis** play proceeds like the real game. When a player misses, the other player is automatically given a point. **Hockey** game gives each player a goalie plus a forward in the opponent's zone. Puck can be passed between goalies and forwards and maneuvered into scoring position. Automatic face-off after goal is scored. **Racquet ball** sets up three-sided court. Ball is served automatically and players hit ball off forward wall. Player scores automatically when other misses. Individual bat size, angle and ball speed controls give you 32 different game combinations as your playing ability develops from "amateur" to "professional" level. Television not included, order on pages 278-281. Requires house current adapter or 6 "C" batteries (not included). Order separately below. Was 59.88 in '77 Fall Big Book, page 573.

60 T 95020 P—Shipped PREPAID..... 26.97
60 T 95041—AC adapter. Use with house current (115 v. AC). Wt. 1 lb. 5.95
60 T 75001—"C"-cell batteries. 3 pkgs. of 2. Wt. (3 pkgs.) 10 oz. 3 pkgs. 1.44

More electronic games in this book on pages 3, 434, 435

MONTGOMERY WARD, 618 W. Chicago Ave. Chicago, IL 60607