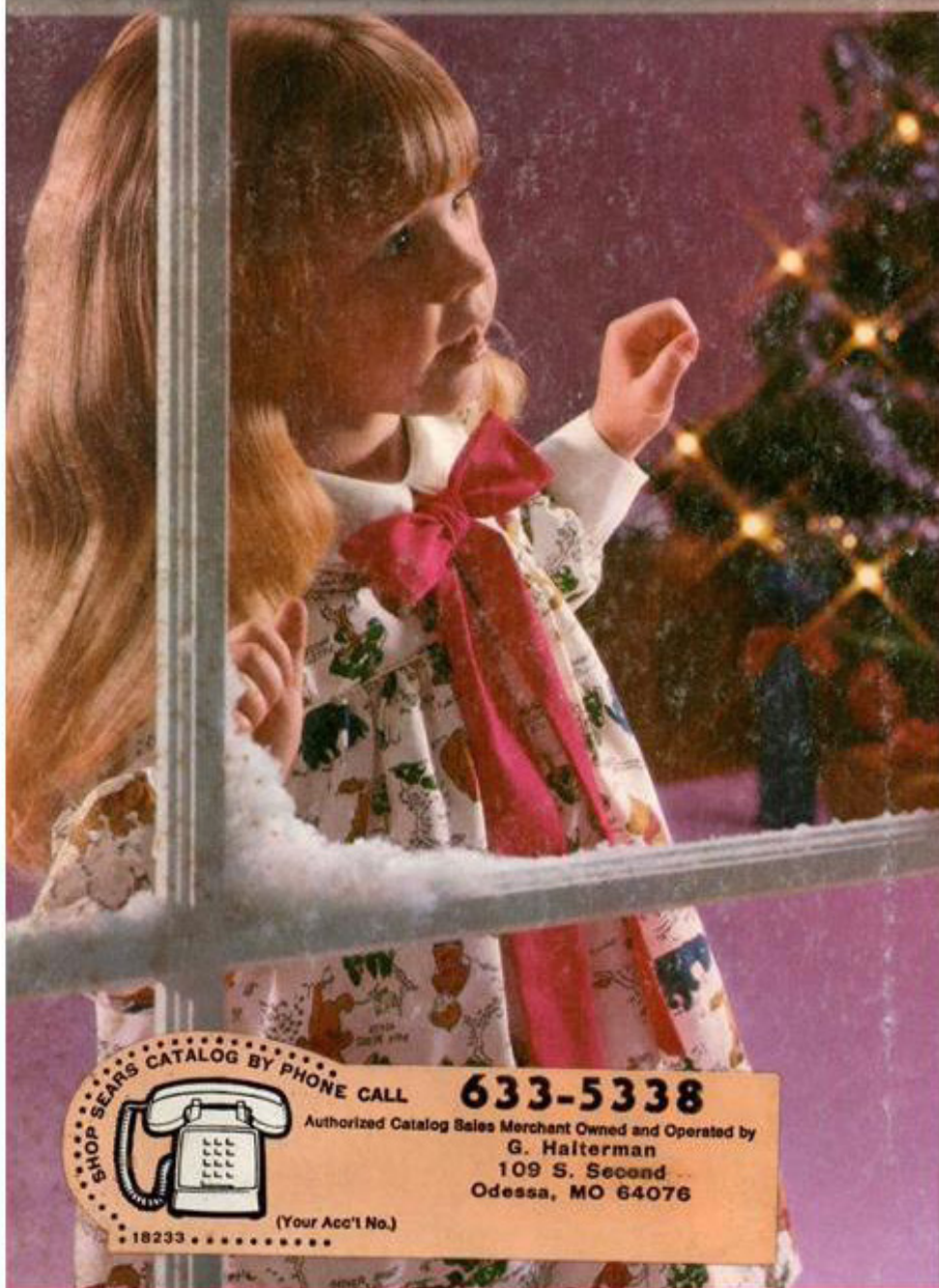


Sears

Wish Book for the 1974 Christmas Season



Winnie-the-Pooh Dress
described on page 169
(and the stuffed
Pooh Bear is on page 167)
There's special Christmas fun
with Pooh and his friends
on pages 4, 8, and 12



633-5338
Authorized Catalog Sales Merchant Owned and Operated by
G. Halterman
109 S. Second
Odessa, MO 64076

(Your Acc't No.)

18233

INDEX BEGINS ON PAGE 267

See Page 139 for Sears "SHIP-A-GIFT" Service
SEARS, ROEBUCK AND CO., KANSAS CITY, MO 64127
Satisfaction Guaranteed or Your Money Back

This Catalog . . . Order any toy, book or phone on pages 425 through 593 from now until August 15, 1975

IT'S SO EASY TO SHOP BY PHONE
FROM ANY SEARS CATALOG

Just call Sears and say you want to place a catalog order

You can also apply by phone for a Sears Credit Card
to make Sears Catalog or Retail shopping easier yet

You can be whatever
you want to be . .
just choose your favorite Costume



COSTUMES FOR CHILDREN

(SHOWN ON OPPOSITE PAGE)

- 1 **Caesar.** 1-pc. cotton outfit, button back. Mask with synthetic hair.
49 N 14602—Small 49 N 14606—Large
49 N 14604—Medium
Shipping weight 1 lb. 4 oz.\$6.99
- 2 **Lisa.** 1-piece cotton dress, button back. Mask with synthetic hair.
49 N 14612—Small 49 N 14616—Large
49 N 14614—Medium
Shipping weight 1 lb. 4 oz.\$6.99
- 3 **Batman.** 1-pc. cotton outfit, button back. Tie-on vinyl cape, full mask.
49 N 14502—Small 49 N 14506—Large
49 N 14504—Medium
Shipping weight 1 lb. 4 oz.\$6.57
- 4 **Superman.** 1-pc. cotton outfit, button back. Tie-on vinyl cape, mask.
49 N 14512—Small 49 N 14516—Large
49 N 14514—Medium
Shipping weight 1 lb. 4 oz.\$6.57
- 5 **Lone Ranger.** Cotton shirt, pants, sash. Vinyl half-mask.
49 N 14532—Small 49 N 14536—Large
49 N 14534—Medium
Shipping weight 1 lb. 4 oz.\$9.97
- 6 **Tonto.** Cotton shirt, pants with vinyl fringe, headband with feather.
49 N 14522—Small 49 N 14526—Large
49 N 14524—Medium
Shipping weight 1 lb. 4 oz.\$9.97
- 7 **I Dream of Jeannie.** Gold-color coated plastic bolero, headpiece. Cotton pants, sash. Full mask (not shown).
49 N 14542—Small 49 N 14546—Large
49 N 14544—Medium
Shipping weight 1 lb. 4 oz.\$6.49
- 8 **Highway Trooper.** Cotton shirt and pants outfit. Plastic goggles, cap, belt, handcuffs, whistle, badge.
49 N 14552—Small 49 N 14556—Large
49 N 14554—Medium
Shipping weight 1 lb. 8 oz.\$9.97
- 9 **Ballerina.** Shimmering popcorn-knit outfit of acetate satin. Nylon tutu. (Slippers not included).
49 N 14562—Small 49 N 14566—Large
49 N 14564—Medium
Shipping weight 12 ounces\$8.97
- 10 **Drum Majorette.** Cotton corduroy dress, tasseled hat, plastic spats. Baton not incl. (sold below).
49 N 14572—Small 49 N 14576—Large
49 N 14574—Medium
Shipping weight 1 lb. 8 oz.\$8.97
- 11 **Balanced Twirling Baton.** 1/2-in. chrome-plated steel shaft, 25 in. long. Cover, twirling routine folder incl.
49 N 66414—Shpg. wt. 10 oz.\$1.99
- 12 **G.I. Sanforized® cotton outfit** (fabric shrinkage 1%). Jacket trim: insignia, stripes, name strip. Trousers have bellows pockets, zip fly, elastic back. Includes plastic helmet.
49 N 14592—Small 49 N 14596—Large
49 N 14594—Medium
Shipping weight 2 lbs. 4 oz.\$9.97
- 13 **Nurse.** Outfit includes cotton uniform, belt, cap and cape.
49 N 14582—Small 49 N 14586—Large
49 N 14584—Medium
Shipping weight 1 lb. 4 oz.\$6.57

SIZE CHART

SIZE	HEIGHT
Small	36 to 40 1/2 inches
Medium	40 1/2 to 50 1/2 inches
Large	50 1/2 to 58 inches

FOR THE LITTLE HOST AND HOSTESS



Deluxe 63-piece Ironstone pattern Dinner Service

\$5⁹⁹
set

Handsome plastic serving set contains 6 of each: plates, cups, saucers, goblets, forks, knives, spoons and napkins. Plus napkin holder, fruit bowl, creamer, covered teapot and sugar bowl, salt and pepper shakers, flowers, serving tray, 2 plastic candles, candleholders. For children ages 3 thru 10.

49 N 10091—Shpg. wt. 1 lb. 10 oz.Set \$5.99

NOTE: Serving sets on this page not recommended for ages under 3, due to small parts.



Winnie-the-Pooh 42-piece Tea Set

\$4⁹⁹
set

Sturdy plastic service for 6 features pictures of Winnie. Includes 6 each: mugs, plates, goblets, knives, forks and spoons. Also, covered teapot, covered sugar bowl, creamer and tray. Ages 3 to 8.

49 N 1018—Shipping weight 1 lb. 7 oz.Set \$4.99



Spring Flowers 32-pc. Tea Set

\$2⁹⁹
set

Brighten up a tea party with this colorful plastic set, 4 of each: plates, cups, saucers, goblets, forks, spoons, knives. Covered teapot, sugar bowl, creamer. Ages 3 to 10.

49 N 1015—Wt. 14 oz.\$2.99



42-piece Breakfast Set

\$3⁹⁹
set

Plastic set has 4 ea.: plates, cups, saucers, utensils, egg cups. Also, "electric" fry pan, napkin holder, coffee pot, toaster, waffle iron, creamer, sugar bowl, napkins, serving set. For children ages 3 to 10.

Shpg. wt. 1 lb. 3 oz.
49 N 1017Set \$3.99



CORNING WARE® plastic replica 63-piece Service

\$4⁹⁹
set

Have a CORNING WARE® set that looks like Mom's. High-impact plastic set has 4 each: dinner, butter plates, cups, saucers, sherbets, goblets, napkins, forks, knives, spoons, covered casseroles. 2 handle attachments convert casseroles into frying pans. Covered coffee pot and trivet, covered sugar, creamer, napkin holder, 5 cooking utensils and serving cradle. For ages 3 to 10.

49 N 1007—Shipping weight 2 lbs.Set \$4.99

PHILCO
WESTINGHOUSE
Sears 455

Three wheeling-dealing Money Games



VALUE
Only **\$5.88**

Strike a gusher with King Oil

Great low price! You get \$80,000 to buy property and drill for oil on the 3-dimensional, sculpted game board. Drilling costs a dollar a foot. You may strike a gusher, but watch out, you may come up dry. Fun for 2 to 4 players, ages 9 to adult. Shipping weight 4 pounds 8 ounces.

49 N 65044 **\$5.88**



VALUE
Only **\$4.57**

The Inventors... the game of crazy inventions

Great low price! Make a million on a goofy gadget as you acquire inventions, collect royalties and cope with greedy silent partners. Includes the "Magnificent Patent Picker, Move Maker Machine". For 2 to 4 players, ages 9 to adult.

Shipping weight 1 pound 12 ounces.

49 N 65019 **\$4.57**



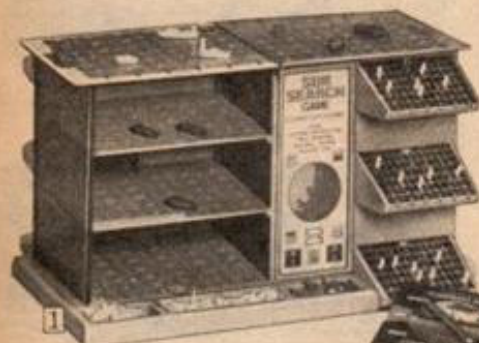
Prize Property
Land Development Game
\$5.37

Be a tycoon and develop neglected land into hotels, golf clubs or ski lodges. But be careful, there are stiff fines for polluting. Pieces of double-layered game board are lifted off as play progresses. For 2 to 4 "real estate tycoons," ages 9 to adult.

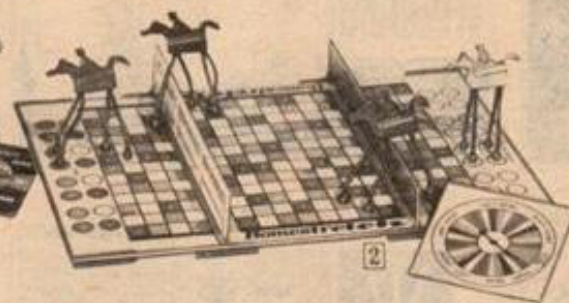
Shipping weight 3 pounds 3 ounces.

49 N 65216 **\$5.37**

Imaginative Family Games



1



2



3



4



5



6



7

1 Sub Search. Keep an eye on the control panel as you maneuver your ships and subs to avoid mines and enemy fire. First to sink enemy fleet wins. Three-level plastic game board 29 1/2 x 12 1/2 x 10 1/4 inches high. A duel of strategy for ages 10 and up.

49 N 65743—Wt. 6 lbs. 5 oz. **\$6.88**

2 Homestretch. Jump a fence and hedge and cross the finish line—forward, backward or sideways—to win this wacky horse race. Four spirited steeds stand on 4-inch spring legs. Spinner tells you which foot to move, and where. For 2 to 4 players, ages 6 to 12.

49 N 65096—Wt. 2 lbs. 2 oz. **\$4.99**

3 Probe. Player conceals word while others try to figure it out in this stimulating word game. Kids like it because short words are often most baffling. 2 to 4 players, ages 8 and up.

49 N 65017—Wt. 2 lbs. 11 oz. **\$5.22**

4 Columbo. Rumpled detective needs help to crack tough case. Move from room to room at the scene of the crime, collecting evidence until you can put your finger on the guilty party. For 2 to 4 players, ages 10 and up.

49 N 65046—Shpg. wt. 2 lbs. **\$3.42**

5 Miss America®. Personality, Swimsuit, Evening Gown and Talent cards decide the semifinalists, but only the TV camera can choose the new Miss America. For 2 to 4 aspiring young "beauty queens," ages 6 to 14.

Shipping weight 1 lb. 12 oz.

49 N 65016 **\$4.44**

6 Planet of the Apes. Be the last human survivor in this mortal combat between men and apes. If they capture you, there's no escape. Constant excitement for 2 to 4 players, ages 8 to 14.

Shipping weight 2 pounds.

49 N 65217 **\$4.22**

7 Challenge Yahtzee. Good judgment, not luck wins this fast-paced word game because players build their point scores from common rolls of the dice. For 2 to 4 players, ages 8 and up.

Shipping weight 1 pound 8 ounces.

49 N 65222 **\$4.37**

Miss America® 1974 Miss America Pageant



It's the dawn of civilization and you are there with a 57-piece Prehistoric Play Set \$779

Return to the time when dinosaurs roamed the Earth and cavemen fought for their lives with sticks and stones. Set features prehistoric animals and cavemen in natural setting of rocks, caves, pools, mountains and trees. Setting 16x6 1/2 in. high. Break-resistant plastic pieces are in various colors, and to scale. Booklet on prehistoric times included. For ages 4 to 10.
49 N 59199—Shpg. wt. 3 lbs. 8 oz. .Set \$7.79



Super Heroes and Super Foes

- 1 **Batman.** The cowed crusader answers the bat-alert whenever villains are about. Even the "socks" and "bams" his tough plastic body takes won't hurt this highly detailed, fully jointed, 8-inch tall hero. Ages 4 to 12.
49 N 59213—Shpg. wt. 5 oz. \$2.27
- 2 **Robin.** Boy Wonder, 8 in. tall and made of jointed plastic, helps the fight against crime. Ages 4 to 12.
49 N 59214—Shpg. wt. 5 oz. \$2.27
- 3 **Joker.** The tiresome trickster is 8 in. tall with jointed plastic body. Ages 4 to 12.
49 N 59218—Shpg. wt. 5 oz. \$2.66
- 4 **Penguin.** The bothersome "bird" is 8 in. tall with jointed plastic body. Ages 4 to 12.
49 N 59217—Shpg. wt. 5 oz. \$2.66

Meet the inhabitants of the Planet of the Apes \$297 each



- (5 thru 9) The masters of the Planet of the Apes and their human visitor from space are 8 inches tall, made of durable plastic with colorful clothes. Each is fully jointed with highly detailed features and authentic-looking costumes. Ages 4 to 12. Shipping weight each 4 ounces.
- | | |
|---------------------------------------|--|
| (5) 49 N 59233—Cornelius \$2.97 | (8) 49 N 59235—Soldier Ape \$2.97 |
| (6) 49 N 59236—Zira 2.97 | (9) 49 N 59238—Astronaut 2.97 |
| (7) 49 N 59234—Dr. Zaius 2.97 | |

You can travel with the



The G.I. Joe Adventurer Team

(10 and 11) **Talking Commanders.** Leaders of the adventure team give 8 commands when you pull dog tag. Dressed in jacket with pockets, pants, boots, dog tag, insignia, shoulder holster, pistol. Plastic. Ages 4 to 12. Wt. each 14 oz.
(10) 49 N 59229—White ... \$5.87
(11) 49 N 59501—Black ... 5.87

(12 and 13) **Adventurers.** Boots, dog tag, shoulder holster, pistol. Plastic. Lifelike hair. (12) is dressed in denim outfit; (13) is dressed in fatigues. Ages 4 to 12.
Shipping weight each 10 oz.
(12) 49 N 59159—White ... \$3.97
(13) 49 N 59126—Black ... 3.97

The talking "Fate of the Trouble Shooter" Adventure Set \$1222

without battery or G.I. Joe



While vulture circles overhead, G.I. Joe contacts Adventure Team members with his talking communications center. To operate, adjust viewing screen, press button, receive 6 different messages.

Vehicle has tracked wheels, whip antenna, revolving antenna, fold-up solar power source, sliding circuit drawer, vulture. Plastic. Adventure booklet. Uses one "D" battery (order pkg. below). Ages 6 to 12.
79 N 59295C—Shipping weight 4 pounds Set \$12.22

"D" Battery. Package of 2 alkaline batteries.
49 N 46996—Shipping weight 11 ounces Package \$1.45

Spy Mission

\$687 without G.I. Joe



G.I. Joe's tiny rubber raft is tossed by turbulent seas as he makes a secret landing. Includes French-style sweater, pants, boots, knit cap, life raft, plastic oar, radio with earphones, blinker, camera, binoculars, TNT detonator, submachine gun, flare gun. Ages 6 to 12. Wt. 1 lb.
49 N 59153 Set \$6.87



Footlocker

\$487

G.I. Joe must have his gear ready at a moment's notice—to keep pace with fast-moving adventures. Hardboard and wood footlocker keeps action figure uniforms, equipment organized. Nylon carrying handles, metal lock, strong plastic tray. 13 1/2 x 6 1/2 x 4 1/2 in. high. Ages 6 to 12.
49 N 59291—Wt. 1 lb. 14 oz. \$4.87



Doctor Medical Kit

Stethoscope, toy watch, other play articles in 9 1/2 x 6 1/2 x 1 3/4 in. case. Hong Kong. Ages 3 to 7. Not for ages under 3, small parts. 49 N 44056—Wt. 9 oz. . . . Kit \$1.99



Planet of the Apes Playset

Have fun with exciting 2 1/2 to 3-in. high characters of the popular movie series. Set contains ape figures, earth men, horses, Jeep and trees with connecting footbridge. Not recommended for ages under 3 due to small parts. 49 N 59878—Ages 4 and up. Wt. 12 oz. Set \$1.99



Toy Soldier Drum

Be the star of the parade with your 9-in. diam. metal drum in colorful, toy soldier motif. Beating surfaces are break-resistant Lyf-Lon™ plastic. Two drumsticks incl. For ages 5 to 8. 49 N 66503—Wt. 1 lb. 4 oz. . . \$1.99



Mobile Patrol Unit

Command your own reconnaissance patrol of 25 men, a tank with free-wheeling swivel turret and a reconnaissance vehicle and trailer. Realistically detailed plastic. Figures 2 1/2 to 3 in. high. For ages 4 and up. Not recommended for ages under 3 because of small parts. 49 N 59877—Shipping weight 1 lb. 10 oz. Set \$1.99



*Will I be famous? Does he like me?
Will my husband be tall and handsome?*

Gaze into the Magic "8-Ball" to find the answers to all your questions

Predict your future, if you dare. Think of a question of vital interest on whatever subject you want—your future, school, romance, money—and ask the magic ball. Flip ball over, and your answer will appear in the bottom window . . . like magic! Lots of fun for young and old. Great for parties . . . a fantastic conversation piece. Plastic, 4-inch diameter. For ages 8 and up. 49 N 50093—Shipping weight 10 oz. \$1.99

Every item on these two pages
Only
\$1.99
each

Ring-a-Ding Cash Register



Push the button . . . bell rings, drawer opens. Sturdy plastic, 7 1/2 in. high. Ages 3 to 8. 49 N 16189—Wt. 1 lb. 6 oz. . . \$1.99



Hee Haw Game

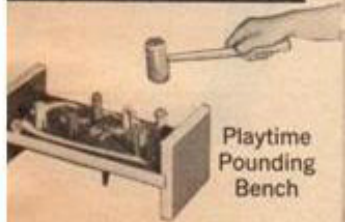
No reading required

Spinner points to animal. Shout out animal's sound if you have matching card. For ages 4 and up. 49 N 65225—Wt. 1 lb. \$1.99



Trigger Jet Plane

You'll have a great time being the crack test pilot of this snappy-looking jet plane that can really fly up to 150 feet when you pull the trigger. A spring-powered launch gun will shoot your plane high into the air. You can adjust the flaps to make plane loop or circle back. Made of high-impact plastic with soft, resilient nose cone. Wingspread is 10 1/2 inches; length is 18 inches. Launching gun is plastic, hardwood, steel. For ages 5 and up. 49 N 22968—Wt. 14 oz. \$1.99



Playtime Pounding Bench

Popular toy for 2 to 6-year olds. Sturdy wood construction, two-tone finish. Hardwood mallet. 10 3/4 x 4 1/2 x 4 in. 49 N 44403—Wt. 1 lb. 8 oz. \$1.99



Charlie My Phone

Turn crank . . . bell rings and eyes roll. Squeeze nose and horn toots. Made of sturdy plastic. 6 1/2 x 3 x 8 inches high. Ages 2 to 6. 49 N 44467—Wt. 10 oz. . . . \$1.99



Bean Bag Droopy Dog

Floppy friend of acrylic plush and felt. 9 1/2 in. high. Ages 1 to 4. 49 N 40483—Wt. 13 oz. . . . \$1.99



Tripples . . . a strategy game for the whole family

As simple as checkers, as challenging as chess . . . each player's move indicates 3 options for the next player's move. Reach opposite corner to win. Tough plastic frame, movable tiles with transparent playing pieces. 2 to 4 players, ages 8 and up. 49 N 65213—Wt. 1 lb. 4 oz. \$1.99



Spirotot

Even preschoolers can draw great designs. Plastic. Ages 3 and up. 49 N 16178—Wt. 13 oz. \$1.99



Hoop fits any door . . . use outdoors, too

Nerfoop Indoor Basketball

Practice basketball rain or shine. 4-inch diameter Nerf ball is made of soft, synthetic foam so it won't damage furniture, woodwork or walls. Comes with 10-inch wire hoop, net and clip. Recommended for ages 5 and up. Shipping weight 8 ounces. 49 N 28028 \$1.99



Double Nine Dragon Dominoes

55 pieces in embossed dragon design, ebony finish. Ages 6 and up. 49 N 65045—Wt. 1 lb. \$1.99



Mr. Potato Head

Put him together . . . take him apart. Stands 6 1/2 in. high. Easy-to-handle plastic pieces come with bag for storage. Not recommended for ages under 3 because of small parts. 49 N 44449—Wt. 1 lb. 1 oz. . . . \$1.99

JCPenney

CHRISTMAS 1974



Save This Catalog—Order Toys Till August 16, 1975 Index Starts on Page 308

PLANET OF THE APES

Recreate their exciting world!
Make up your own adventures!

1 13⁸⁴
for village



figures 2⁷⁴ each any 2 for 5⁰⁰



Cornelius

Dr. Zaius

Zira

Soldier Ape

Astronaut



5⁴⁴
each

2 13⁸⁴
for tree-house



1 The Village from the Exciting "Planet of the Apes"®. Just like the set of a movie! This village was designed as a play environment for the characters—what they do in it is up to you! Constructed of sturdy plastic and vinyl-covered cardboard, the village includes the cage (for captive astronauts), net and pole, three rifles, weapons bench, laboratory with operating table and other weapons. When opened, playset is 43 in. long x 15½ in. wide x 11 in. high. Figures are not included.
X 923-1911 A—Mailing weight 3.50 lbs. 13.84

2 Treehouse from the "Planet of the Apes"® Movies. Modeled in detail for hours of imaginative play. The treehouse includes a weapons bench, three rifles, cage, pole and net, operating table. Constructed of plastic and vinyl-covered cardboard, in brown and multicolors. The figures and shrubbery shown are not included. 18½ in. long x 22 in. wide x 17½ in. high set up.
X 923-1903 A—Mailing weight 4.50 lbs. 13.84

Authentically costumed,
fully poseable 8 in. figures

3 to 7 The Inhabitants* of "Planet of the Apes"®, 8-in. costumed, plastic figures with fully jointed, poseable limbs. Mailing wt. of each figure is 0.40 lbs.
[3] Cornelius. The scientist.
X 923-1713 2.74, or any 2 for 5.00
[4] Dr. Zaius. The political leader.
X 923-1721 A 2.74, or any 2 for 5.00
[5] Zira. Scientist, Cornelius' wife.
X 923-1697 A 2.74, or any 2 for 5.00
[6] Soldier Ape. Law enforcer.
X 923-1788 A 2.74, or any 2 for 5.00
[7] Astronaut. The man from Earth.
X 923-1887 A 2.74, or any 2 for 5.00
SAVE 48c when you buy any two figures
[3] to [7]. State both Cat. Nos., pay only 5.00

You're part of the Planet of the Apes
action with this rifle and mask

8 Rapid Fire® Rifle and Mask Set Inspired by "Planet of the Apes"®, Lever-action rifle like those used by the gorilla soldiers makes realistic rifle crack and whine. "Cross-hair" scope for sure aim. Antique finished metal and plastic. Fully decorated flexible plastic ape mask.
X 923-2067 A—Mail. wt. 2 lbs. 5.44

9 Fanner 50® Pistol and Holster Set. "Planet of the Apes"® pistol is 11½ in. long. It can shoot regular perforated roll caps. Antique-finish metal. Tooled-leather-look, plastic holster.
X 923-2075 A—Mailing weight 2 lbs. 5.44

©1967 APJAC Prod. Inc. and Twentieth Century Fox Film Corp.
*Caution: toy with small parts—see note on page 398.



5⁷⁷

390 JCPenney

Fascinating prehistoric creatures
populate the caves and mountains
of this exciting set

Prehistoric Playset®. Discover the wonder of our past with this world of 60 prehistoric animals, Neanderthal men, and the caves, trees and mountains they lived in. Hours of play in prehistoric environment that snaps together. Comes with instructive book. Plastic.
X 923-2083 A—Mailing weight 2.75 lbs. 5.77

1 to 3 Pairs of Horses. Plastic. Finished in colors natural to their breeds. Standing horses from 7 to 10 in. high. Foals from 4 to 7½ in. high.

[1] Appaloosa Stallion and Foal. Mailable: wt. 1.40 lbs.
X 920-2698 A.....Pair 6.99

[2] Bay Mare and Foal. Mailable: wt. 1.40 lbs.
X 920-2706 A.....Pair 4.99

[3] Palomino Mare and Foal. Mailable: wt. 2.10 lbs.
X 920-2714 A.....Pair 4.99

4 Arabian Stallion with English-Style Tack Set. Plastic horse 9½ in. high. Removable real leather English tack set includes saddle, saddle pad, bridle. Mailable: wt. 1.50 lbs.
X 926-3153 A.....8.88

5 to 7 Famous Horses. Plastic. Models of best-loved horses, realistically detailed and colored.

[5] Yellow Mount. 9 in. high. Mailable: wt. 1.10 lbs.
X 926-3120 A.....Each 3.99

[6] El Pastor. 8 in. high. Mailable: wt. 1 lb.
X 926-3138 A.....Each 3.99

[7] Man O'War. 10 in. high. Mailable: wt. 1 lb.
X 926-3146 A.....Each 3.99
SAVE \$1.00 when you buy all 3. State all 3 Catalog Numbers, pay only... 10.97

8 to 10 Beautiful Ponies. Plastic models of famous breeds.

[8] Misty, Chincoteague Pony. 7 in. high. Mailable: wt. 0.75 lb.
X 926-3104 A.....Each 3.49

[9] Brown Pinto Indian Pony. 7 in. high. Mailable: wt. 1 lb.
X 926-3096 A.....Each 3.49

[10] Chestnut Welsh Pony. 6½ in. high. Mailable: wt. 0.75 lb.
X 926-3112 A.....Each 3.49
SAVE 50c when you buy [8], [9], [10]. State all 3 catalog numbers, pay... 9.97

Snap-together Models

11 35-In.-Long, Pre-painted Tyrannosaurus Rex.* Plastic pieces snap together—no cement needed. He's the mightiest of prehistoric creatures. Even in 1/13 scale, he's more than 18 in. tall and 35 in. long. When assembled, his head, tail and feet move, his jaws open and close. Kit includes a time scale and a history of the Tyrannosaurus Rex. Mailable: wt. 3 lbs.
X 926-3082 A.....Kit 7.99

12 Endangered Animals Collectors Set.* Set of 4. Pre-painted plastic parts snap together—no paint or cement needed. When assembled, animals have movable heads, legs and tails. Snap-together environmental display bases. Animals each about 5 in. high. Set includes rhino, condor, komodo dragon and mountain gorilla. Name plates included. Mailable: wt. 2.50 lbs.
X 926-3088 A.....Kit 7.99

13 Prehistoric Scenes.* Set of 3 prehistoric animals in 1/13 scale. Pre-painted snap-together plastic pieces—no paint or cement needed. Ankylosaurus, woolly mammoth and dimetrodon—each from 10½ to 18 in. long. They pose dramatically on snap-together bases that give realistic scenic effect. Time scale and animal histories included. Mailable: wt. 4 lbs.
X 926-3070 A.....Kit 7.99

*Caution: toy with small parts—see note on page 398.

SAVE THIS CATALOG
Order anything on these
two pages until August 16, 1975

COMIC BOOK HEROES. Model kits complete with exciting adventure backgrounds—comic books too!

A to D You Get a Comic Book with each 1/12 scale model. Authentic adventure backgrounds add to the fun. All plastic pieces molded in basic colors to be cemented and painted (glue and paints for finishing, not included).

[A] Batman*. 10½ in. high. Mailable: wt. 1 lb.
X 926-3310 A.....Each 2.94

[B] Superman*. 8 in. high. Mailable: wt. 1 lb.
X 926-3328 A.....Each 2.94

SAVE 38c when you buy [A] and [B] together. State both catalog numbers when ordering, pay only... 5.50

[C] The Hulk*. 6½ in. high. Mailable: wt. 0.75 lb.
X 926-3336 A.....Each 2.44

[D] Spiderman*. 7 in. high. Mailable: wt. 0.75 lb.
X 926-3344 A.....Each 2.44

SAVE 38c when you buy [C] and [D] together. State both catalog numbers when ordering, pay only... 4.50

CHARGE IT—See page 303



Heroes in action poses—ready for adventure!

244 each
2 for 4.50



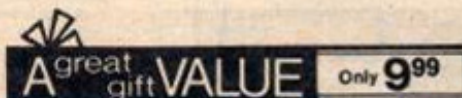
Snap-Together Figures from "Planet of the Apes"

E Figures from the Exciting Movie.* Fantastically costumed, authentically detailed Cornelius and Dr. Zaius. All plastic pieces snap together—no glue needed. Ready to be painted as shown (paints not included.) When assembled, figures stand 8 in. high. Bases included.
X 926-3187 A—Mailable: wt. 1.50 lbs.....Set 5.88



Snap-Together Space Ships from "Star Trek"

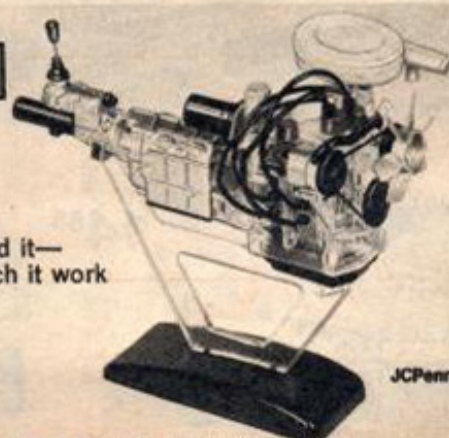
F Interplanetary Vehicles.* Pre-painted plastic pieces snap together—no paint or cement needed. Build the starship USS Enterprise, and the Klingon battle cruiser. Colorful decals and display bases are included. When assembled, USS Enterprise is 18½ in. long, Klingon 14½ in. long.
X 926-3185 A—Mailable: wt. 1.75 lbs.....Set 4.99



Visible V-8 Engine

Detailed ¼-Scale Clear-Plastic Model Kit* lets you see engine work! Pistons, rocker-arms and valves move; spark plugs light up with tiny bulbs. 4-color plastic parts may be taken apart and re-assembled. Run by a miniature motor—uses 2 "C"-cell batteries (not incl., order below). Stand and manual included. 14½ x 7 x 9 in. high.
X 924-0276 A—Mailable: wt. 6 lbs.. 9.99
"C"-Cell Batteries. Package of 6.
X 959-0787 A—Mailable: wt. 0.95 lb. 1.29

Build it—
watch it work



JCPenney 423



1974 CHRISTMAS CATALOG
Kansas City, Mo. 64123

Shop by phone the easy
catalog way—page 238

Christmas Joy

Shop Wards by Phone
CALL MI. 2-2228

K FULTON, MISSOURI

Index, pg. 236
relating to deferred payment, see pg.

monthly payment till Feb. For terms
299 thru 418 until August 31, 1975

GO with the Action Men

I-5 Here they are to save the day—Big Jim, Big Jack and Big Josh! Rugged 9½-in. figures that can be posed in many sports positions. They feature Big Jim action body... arm swings up to 120° to lift dumbbell, throw baseball, or "break" karate board when back is pressed. Bulging muscle pops off muscle band as biceps flex. All joints bend and turn. Big Jim with field radio and New Big Josh with back pack talk.

(1) **Big Jim with Talking Field Radio** that straps on and off. Broadcasts 8 important messages when you pull broadcast ring. Comes with plug-in earphones, bull horn, muscle band.
48 G 24423—Ship. wt. 14 oz. 5.99

(2) **New Big Josh with Talking Camp Pack** that straps on back. Pull the ring—hear the 8 camping plans. With complete hiking outfit, sleeping bag, and muscle band.
48 G 24444—Ship. wt. 14 oz. 5.99

(3) (4) **Big Jim and Big Jack** wear red workout trunks. With dumbbell, baseball, karate board, muscle band.
(3) 48 G 24415—Jim. Wt. 8 oz. 3.99
(4) 48 G 24420—Jack. Wt. 8 oz. 3.99

(5) **Big Josh** wears denim shorts and vest and comes with splitting log, axe, boots, and muscle band.
48 G 24422—Ship. wt. 8 oz. 3.99

Suit 'em up for 4.99 set

6-8 Action outfits for 9½-in. figures. (Figures not included.)

(6) **Set of 4 dress outfits** with accessories: cyclist, snow fun, night casuals, and striped jacket.
48 G 24796—Ship. wt. 5 oz. set 4.99

(7) **Set of 4 adventure outfits** with accessories: jungle safari, secret agent, snow outfit, western dude.
48 G 24797—Ship. wt. 5 oz. set 4.99

(8) **Set of 4 sports outfits** with accessories: hunter, football, frogman, and karate.
48 G 24798—Ship. wt. 5 oz. set 4.99

Exclusive at Wards!

9 **Rescue Camp set** features tough plastic camper jeep for Big Jim to race to the rescue! Over 21 in. long, 10 in. wide, has flip-down windshield, flip-up hood. Complete with tent, sleeping bag, table, stools, campfire, and cooking and eating utensils. (Figures not incl.)
48 G 24668—Wt. 2 lbs. 8 oz. 9.99

10 **Big Jim Rescue Rig**, ready for any mission! Relays 6 emergency calls from Talking Communications Center (uses 1 "D" battery, see pg. 398). Boom with basket goes up, down or serves as crane. Side door becomes a ramp, rear turns into an intensive care unit. Incl.: 23x12x9¼ in. high Rescue Rig vehicle, Talking Communications Center, ladder, drill, axe, pick, shovel, chain saw, pike, 2 antennas, lifting strap, hook, rescue basket, stick-ons, complete play instructions. (Figures not included.)
48 G 24662 M—Wt. 7 lbs. set 13.84

Fabulous Value at 9.66

11 **New SKY COMMANDER**—opens to over 4½ ft! Incl.: working sky crane and hook, air rescue litter, air lab/navigation table, command chair, galley and sleeping quarters, folding bunk and ladder, emergency transmitter, first aid box. Also: earphones, lantern, 2 work tables, 2 charts, flight controls, pilot's seat belt and flight cap, and labels. (Figures not included.)
48 G 24671—Wt. 5 lbs. 8 oz. 9.66

NOTE: Toys on these two pages are not recommended for children under 3.

PHONE YOUR ORDER!

See page 238



NEW! BOY SCOUT ACTION FIGURES EXCLUSIVE AT WARDS

Rescue at Eagle Creek **8.44**

For the first time, true-to-life Scout Action Figures! Steve Scout and Bob Scout are over 9-in. tall fully jointed figures that come in authentic replicas of the official B.S.A. uniform. Put them in the 28-in. long Pathfinder set that comes with jeep with workable winch and accessories plus attachable trailer that carries canoe, tools, with comic book for many hours of high adventure fun. Rescue at Eagle Creek set comes with oxygen

mask, stretcher, crutches, rope, grappling hook, first aid kit, splints, bandages, walkie-talkie, lantern, signal flare, official B.S.A. tent, and comic book. (Figures not included with play sets.)

(A) 48 G 24420—Steve Scout. Ship. wt. 8 oz. only 2.99
(B) 48 G 24430—Bob Scout. Ship. wt. 8 oz. only 2.99
(C) 48 G 24672 M—Pathfinder Set. Wt. 2 lbs. 3 oz. 11.99
(D) 48 G 24710—Eagle Creek Set. Wt. 12 oz. 8.44



PLANET OF THE APES Village

15.99 set

E-J The stars of the greatest movie series ever come alive in new, authentically reproduced, fully jointed 8-in. figures in highly detailed outfits. In this scene, Dr. Zaius, the ape leader, orders his Soldier Ape (net and rifle not incl.) to snare the fallen Taylor, our lost space traveler, as Cornelius attempts to stop him while Zira comforts the astronaut. Will Dr. Zaius capture Taylor? What happens next is up to you!
(E) 48 G 24514—Taylor. Ship. wt. 5 oz. 2.89
(F) 48 G 24513—Zira. Ship. wt. 5 oz. 2.89
(G) 48 G 24512—Cornelius. Ship. wt. 5 oz. 2.89
(H) 48 G 24511—Dr. Zaius. Ship. wt. 5 oz. 2.89
(J) 48 G 24510—Soldier Ape. Ship. wt. 5 oz. 2.89

K New Planet of the Apes Action Stallion—scaled to fit all the Planet of the Apes figures and accessories, and any other 8-in. figures. With remote control unit. Uses 2 "D" batteries (see pg. 398). Figure not included.
48 G 24622—Shipping weight 1 lb. 8 oz. 9.99

L The New Planet of the Apes Village is a vinyl carrying case that unfolds to 43 in. to become the street, amphitheater, and laboratory of the ape town. With jail, cage, operating table, net and pole, 3 rifles, 3 clubs, weapons bench. Act out all the Ape adventures. (Figures not incl.)
48 G 24616—Ship. wt. 3 lbs. 12 oz. set 15.99

© 1973 APJAC Productions, Inc. and 20th Century-Fox Film Corp.

327



Take charge with your 6-pc. set **6⁹⁹** Company Commander Set

This 6-piece set has everything you need to be a real leader on your block. Take your neighborhood platoon on special recon missions and dangerous patrols with a plastic 1914-inch submachine gun that makes a real burping sound, an officer's .45 caliber toy pistol that goes "click", web belt with holster and ammo pouch, helmet, canteen, and knapsack.

48 G 19006 M—Shipping weight 3 lbs. set 6.99



8⁹⁹

CALLING ALL CRIMESTOPPERS! Hit up and hit the streets to give Dick Tracy a hand in stopping the foes of law and order on your block. This big, 16-pc. set includes a detective's snubnosed repeater*, holster and adjustable belt, real undercover camera (#127 film not included), play wrist radio, handcuffs, hat, vest, ID card, badge, and 6 Crimestopper cards.

48 G 19610 M—Shipping weight 2 lbs. 2 oz. set 8.99

©1973 Chicago-Tribune-New York News Syndicate



Li'l Pony Boy Set **4⁹⁹**

Ride 'em cowboy! Here's the set for the little cowboy in your family. It's scaled to your junior's size to make him feel a part of real wild west action. Set includes: Red and white double holsters with two single "shot" pistols, clicker rifle with "wood-carved" stock, cowboy vest, and signal whistle.

48 G 19422 M—Shipping weight 1 lb. 10 oz. set 4.99

*IN ACCORDANCE with State Laws, residents of Massachusetts, New York City, and minors under 16 in Ohio, may order only guns that do not shoot caps. No caps are included with gun sets. NOTE: Sets with "bullets" not recommended for children under 3.

SAVE THIS CATALOG!

All toys are available until Aug. 31, 1975



SAVE \$1 on Planet of the Apes Set **10⁹⁸**

• This 4-piece set helps you become part of the famous Planet of the Apes adventures as seen in the movies and on TV. Help Cornelius and Zira foil Dr. Zaius and his ape soldiers in their plot to capture Col. Taylor, the lost space traveler. Save \$1 when you buy complete set which includes a plastic 25-in. Rapid Fire Rifle that makes a sound without caps, 50-shot Fanner-50 pistol*, crafted holster and belt, and ape mask.

48 G 19101 M—Shipping weight 3 lbs. 8 oz. set 10.98

(1) 48 G 19300 M—Rifle and mask. Shipping wt. 2 lbs. set 5.99

(2) 48 G 19100—Gun and holster set. Shipping wt. 1 lb. 8 oz. set 5.99

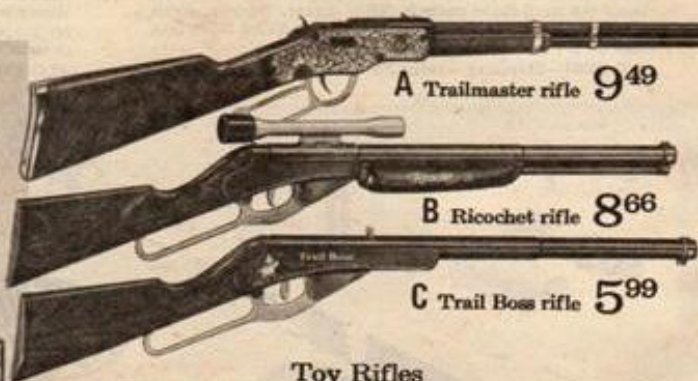
©1967 APIAC Productions, Inc. and 20th Century-Fox Film Corp.



Junior Sportsman Rifle Set **7⁹⁹**

Everything the little big-game hunter needs to bag trophy-size fun. Carry the big 36-in. steel barrel repeating cap rifle* with telescopic sight that works to down the wildest animals; sight game with binoculars. Set also includes: one knife with rubber blade, sheath, authentic looking sportsman's hat, and tie-down thong.

48 G 19418 M—Shipping weight 4 lbs. set 7.99



A Trailmaster rifle **9⁴⁹**

B Ricochet rifle **8⁶⁶**

C Trail Boss rifle **5⁹⁹**

Toy Rifles

A Beautifully crafted 13-shot cap rifle* with lever action, 31½-in. black steel barrel, "woodgrained" plastic stock with die-cast "silver" and black scroll work on receiver and trigger assembly, and "gold" plated barrel bands, lever, and butt plate. From Italy. Not recommended for children under 8 years old.

48 G 19398 M—Shipping weight 2 lbs. 11 oz. 9.49

B Daisy ricochet rifle with simulated scope. 30-in. long rifle sings out with ricochet sound and harmless bang. Uses no caps or batteries to operate. Just cock the lever and pull the trigger. In steel and plastic.

48 G 19306 M—Shipping weight 2 lbs. 14 oz. 8.66

C Daisy Trail Boss rifle. Just cock the lever and fire a loud bang. Feel the life-like recoil action. Uses no batteries or caps. Carbine styling. Plastic "woodgrained" stock with metal barrel and frame. Measures about 30 inches long.

48 G 19301 M—Shipping weight 2 lbs. 2 oz. 5.99

348 WARDS BACKS

Sears

Wish Book for the 1975 Christmas Season

Photographed at the site
of the "National Christmas Tree,"
Washington, D.C.

INDEX BEGINS ON PAGE 149

SEARS, ROEBUCK AND CO., EAST
PHILADELPHIA, PA 19132

Satisfaction Guaranteed or Your Money Back

Save This Catalog .. Order any toy, book or phone
from now until August 13, 1976



Choose your place
in this
**COSTUME
PARADE**

1 Drum Majorette. Cotton corduroy dress, tasseled hat, plastic spats. Baton not incl.
49 C 14572—Small
49 C 14574—Medium
49 C 14576—Large
Shipping weight 1 lb.\$8.97

2 Twirling Baton. ½-in. chrome-plated steel shaft, 25 in. long. Routine folder incl.
49 C 86487—Wt. 10 oz.\$2.19

3 Evel Knievel™. Cotton 1-pc. jumpsuit with combination helmet, plastic face mask.
49 C 14632—Small
49 C 14634—Medium
49 C 14636—Large
Shpg. wt. 1 lb. 4 oz.\$6.77

4 Ballerina. Outfit of acetate satin knit. Nylon tutu.
49 C 14562—Small
49 C 14564—Medium
49 C 14566—Large
Shipping weight 12 oz.\$9.47

5 Caesar. 1-piece cotton outfit. Button back. Mask, synthetic hair.
49 C 14602—Small
49 C 14604—Medium
49 C 14606—Large
Shpg. wt. 1 lb. 4 oz.\$7.88

6 Lisa. 1-piece cotton dress, button back. Mask with synthetic hair.
49 C 14612—Small
49 C 14614—Medium
49 C 14616—Large
Shpg. wt. 1 lb. 4 oz.\$7.88

7 Superman. 1-piece cotton outfit. Button back. Tie-on vinyl cape and mask.
49 C 14512—Small
49 C 14514—Medium
49 C 14516—Large
Shpg. wt. 1 lb. 2 oz.\$6.77

8 Batman. 1-piece cotton outfit, button back. Tie-on vinyl cape, full mask.
49 C 14502—Small
49 C 14504—Medium
49 C 14506—Large
Shpg. wt. 1 lb. 4 oz.\$6.77

9 Highway Trooper. Cotton shirt, pants, plastic goggles, cap, belt, handcuffs, whistle, badge.
49 C 14552—Small
49 C 14554—Medium
49 C 14556—Large
Shpg. wt. 1 lb. 12 oz.\$9.97

10 Nurse. Cotton uniform, belt, cap and cape incl.
49 C 14582—Small
49 C 14584—Medium
49 C 14586—Large
Shpg. wt. 1 lb. 4 oz.\$6.88

11 G.I. Cotton jacket, pants with zip fly, belt loops and plastic helmet.
49 C 14592—Small
49 C 14594—Medium
49 C 14596—Large
Shpg. wt. 1 lb. 12 oz.\$9.97

12 Lucy. 1-pc. rayon dress, plastic Lucy face mask.
49 C 14662—Small
49 C 14664—Medium
49 C 14666—Large
Shipping weight 9 oz.\$3.88

13 Snoopy. 1-pc. rayon outfit. Plastic face mask.
49 C 14652—Small
49 C 14654—Medium
49 C 14656—Large
Shipping weight 10 oz.\$3.88

14 Charlie Brown. 1-piece rayon outfit. Plastic face mask.
49 C 14672—Small
49 C 14674—Medium
49 C 14676—Large
Shipping weight 10 oz.\$3.88

15 Miss America®. Long rayon gown, sash. Full-length vinyl cape. With corsage, necklace, crown, ring. Adjustable gown fits child 36 to 58 in. tall.
Shipping weight 1 lb. 8 oz.
49 C 14931\$7.49
©Miss America Pageant
Peanuts characters®
United Feature Syndicate, Inc. 1965

SIZE CHART
for costumes on this page.

SIZE	HEIGHT
Small	36 to 40½ inches
Medium	40½ to 50½ inches
Large	50½ to 58 inches

NOTE: Shoes and socks shown with outfits are not included.

Wish Book
value **Five**
favorite
Talking Reels—
no longer in
print—for one
low, low price

Package of all 5 reels
Only **\$3.66**
That's less than 75c each



Here's a great way to start your own library of exciting talking 3-D View-Master reels. For one low price you get an outstanding assortment of talking reels in vivid color. The nature of this purchase does not permit title selection. Each talking reel offers seven scenes . . . that's 35 scenes in all. This may be your only opportunity to obtain these View-Master classics . . . order today. Use your phone if you want to order it the easiest way of all.

Shipping weight 2 ounces.

49 C 1898 Package **\$3.66**

Talking View-Master Reels

Each catalog number is for one 3-reel packet. Postpaid. (Wt. 4 oz.)

\$2.99 per packet

NOTE: Talking viewers and projector will accept standard View-Master reels. Talking reels cannot be used in standard viewers or projectors.

New Titles for 1975

- 49 C 18322—Pippi Longstockings
- 49 C 18507—Planet of the Apes
- 49 C 18556—It's a Bird, C. Brown
- 49 C 18558—Apple's Way
- 49 C 18559—\$6,000,000 Man
- 49 C 18567—New Zoo Review
- 49 C 18596—The Waltons
- 49 C 18598—Kung Fu

Cartoon Favorites

- 49 C 18321—Charlotte's Web
- 49 C 18342—Robin Hood
- 49 C 18362—Winnie-the-Pooh
- 49 C 18514—The Flintstones
- 49 C 18516—Popeye
- 49 C 18531—Bugs Bunny
- 49 C 18544—Snoopy
- 49 C 18548—Charlie Brown
- 49 C 18553—Scooby Doo

Favorite Stories

- 49 C 1834—Tom Sawyer
- 49 C 1836—Alice in Wonderland
- 49 C 18376—Mary Poppins
- 49 C 18382—The Night Before Christmas
- 49 C 18383—Christmas Story
- 49 C 1850—Barbie
- 49 C 1887—Rudolph the Red Nosed Reindeer

TV Favorites

- 49 C 18555—Star Trek
- 49 C 18593—Adam 12

History and Travel

- 49 C 18202—Disneyland
- 49 C 18616—Wild Animals of the World
- 49 C 18676—Prehistoric Life
- 49 C 18955—Disney World

Talking View-Master® Stereo Viewer

Lighted Viewer shows color pictures with electronically produced sound for rich, true-to-life tone

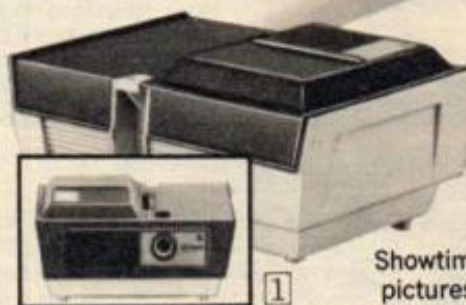
\$19.97 without batteries

Watch 3-D color pictures come alive with clear, easy-to-understand sound. Includes four talking reels of Charlie Brown and the Peanuts® gang. Built in lighting gives you an extra sharp, bright picture. Just press bar to switch light on . . . flip lever to change scene. Additional talking reels available below, left. Plastic. 5x5x8¼ in. high. Requires 2 "C" batteries, not included . . . order package separately below. For ages 4 and up.

Shipping weight 3 lbs. 9 oz.
49 C 18901 **\$19.97**

"C" Batteries. Package of 6.

Shipping weight 12 ounces.
49 C 46994—Wt. 12 oz. Pkg. **\$1.55**



Showtime fun with pictures 'n sound **\$24.94**

1 Hey! Let's watch a show! Project your favorite talking reels with brilliant color pictures and clear, easy-to-understand sound. Just plug in to household outlet, place reel (1 included) in slot and on with the show. Convenient lever changes scene . . . automatic reset. Plastic. 12¼x8x5½ inches high. UL listed for 110-120-volt, 60-Hz. AC. 120 watts. 6-ft. cord. Not recommended for ages under 6.

49 C 18927—Shipping weight 5 pounds 12 ounces. **\$24.94**
49 C 18961—Replacement Bulb. Code BMG. Shipping weight 3 ounces. **2.85**

2 Tabletop Screen. Steel and vinyl. 30x40 inches.

3 C 8545C—Shipping weight 3 pounds **\$4.99**

Color Reels for all non-talking View-Master viewers

Each catalog number is for one 3-reel packet. Postpaid. (Wt. 1 oz.)

\$1.75 per packet

New Titles for 1975

- 49 C 1781—Revolutionary War
- 49 C 17811—Forging a Nation
- 49 C 17812—Westward Expansion
- 49 C 17813—20th Century
- 49 C 17814—Landmarks in American History
- 49 C 17367—Island at the Top of the World
- 49 C 17507—Planet of the Apes
- 49 C 17557—Korg
- 49 C 17586—Happy Days
- 49 C 17595—Sigmund and Sea Monsters

Favorite Stories and Subjects

- 49 C 17321—Charlotte's Web
- 49 C 1730—Snow White
- 49 C 17318—Cinderella
- 49 C 17361—Wizard of Oz
- 49 C 1738—The Night Before Christmas
- 49 C 17383—Christmas Story
- 49 C 17406—Raggedy Ann
- 49 C 1787—Rudolph the Red Nosed Reindeer
- 49 C 17819—Prehistoric Animals
- 49 C 17948—Fantasyland

Cartoon Favorites

- 49 C 17516—Popeye
- 49 C 17556—It's a Bird, Charlie Brown
- 49 C 17584—Superman
- 49 C 17322—Pippi Longstockings
- 49 C 17362—Winnie-the-Pooh
- 49 C 1740—Bambi
- 49 C 17492—Batman
- 49 C 17514—Flintstones
- 49 C 17517—Disney on Parade
- 49 C 17531—Bugs Bunny
- 49 C 17544—Snoopy
- 49 C 17548—Charlie Brown
- 49 C 17553—Scooby Doo

TV Favorites

- 49 C 17555—Star Trek
- 49 C 17558—Apple's Way
- 49 C 17559—The Six Million Dollar Man
- 49 C 17568—The Brady Bunch
- 49 C 17596—The Waltons
- 49 C 17597—Emergency
- 49 C 17598—Kung Fu

View-Master Library Chest for viewers and reels

\$2.88

viewers and reels not included

Organize and protect reels, standard or lighted View-Master viewers. Keep your favorite shows within easy reach inside chest . . . holds up to 25 three-reel packs. Made of high-impact polystyrene in snappy red and white. Measures 8½x5¼x5½ in. deep.

Shipping weight 1 lb. 7 oz.
49 C 18929 **\$2.88**

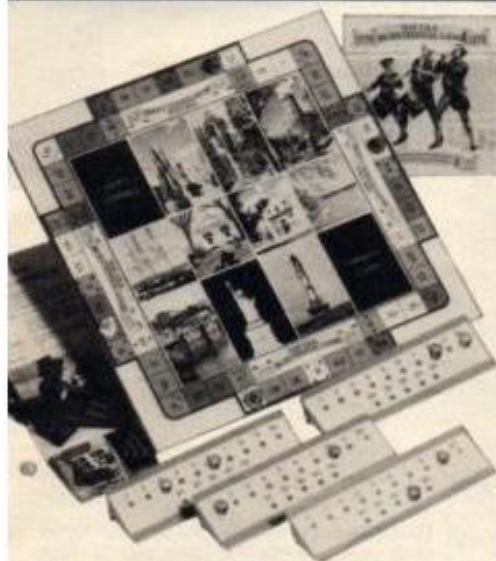


REMEMBER!

You can order items on pages 439 to 614 from now until AUGUST 13, 1976

NOTE FOR BOTH PAGES: Peanuts characters © United Feature Syndicate, Inc. 1966. Disney characters © Walt Disney Productions. Casper © Harvey Famous Cartoons.

excitement, challenge and lots of fun



The U.S.A. Bicentennial Game

A Sears exclusive! The fun way to learn about America. Players answer questions in seven categories: Presidents; Inventors and Authors; States of the Union; People, Places and Things; Famous Americans; Government and the U.S. at War. Gameboard introduces element of luck. For 2 to 4 players, ages 8 and up. Shpg. wt. 1 lb. 9 oz. 49 C 65442.....\$3.95

Lost Gold of Coyote Canyon

Set in the Old West, each player has to find the location of his opponent's buried "gold". Using the special treasure detector, players search the terrain keeping track of moves on separate treasure maps. Included is 16-page comic book telling story of the Lost Gold of Coyote Canyon. Plastic. For 2 players, ages 8 to 14 years. Shpg. wt. 3 lbs. 49 C 65487.....\$5.97



Magnificent Race. Be the first to get around the world starting from New York and back to New York again and win! But look out for Dastardly Dan for he can hamper your progress. You travel by balloon, steamship, auto and plane. For 2 to 4 players, ages 8 years and up. 49 C 65486—Shipping wt. 1 lb. 12 oz.\$4.97



Concentration. Make a match with gift cards and win money... each time a match is made, a section of the picture-word puzzle is revealed. Play continues until someone solves the puzzle. Sixty puzzles on plastic Rolomatic puzzle changer. For 2 to 5 players, ages 10 and up. 49 C 65037—Shipping weight 1 lb. 14 oz.\$4.77



Yahtzee®. The game that makes thinking fun. Use strategy in assigning your dice scores to various point-scoring categories. An exciting game of skill and chance, loaded with action and suspense. For 2 or more players, ages 8 and up. Shipping weight 1 pound. 49 C 65084.....\$2.33



Sorry! Exciting chase game is great for kids and adults, too... both have an equal chance to win. Special cards control the chase. Surprise moves build suspense, leaving outcome always in doubt. For 2 to 4 players, ages 6 and up. 49 C 65052—Shipping weight 2 lbs. 3 oz.\$4.66



Clue. Action takes place in an elegant old mansion. Suspicious characters lurk about, and suspense mounts as weapons and suspects are moved from room to room. Figure out who did it and win! For 3 to 6 players, ages 8 and up. 49 C 6505—Shipping weight 2 lbs. 6 oz.\$4.66



Guinness Game of World Records. Action-filled game with records of the "greatest", "most", "longest", and "strongest" to challenge or break. Questions are from the Guinness Book of World Records. 2 to 6 players, ages 10 and up. 49 C 65489—Shipping weight 1 lb. 4 oz.\$4.77



● **Planet of the Apes.** Humans and primates locked in mortal combat! And only one human will survive to win the game. You must keep running and avoid being put into the escape-proof cage. For 2 to 4 players, ages 8 to 14 years. 49 C 65217—Shipping weight 2 pounds\$4.67



Miss America®. Spin TV camera to determine moves around board. Draw competition cards to earn points for Personality, Swimsuit, Evening Gown and Talent. For 2 to 4 players, ages 6 to 14. 49 C 65016—Shipping weight 1 lb. 12 oz.\$4.57

Miss America © 1974 Miss America Pageant



Aggravation®. Move your marbles around board to get home safe. Center hole provides a "short cut". You aggravate your opponent when you land on his space and make him start again. For 2 to 6 players, ages 6 and up. 49 C 65036—Wt. 1 lb. 9 oz. ...\$3.77

49 Sears 531

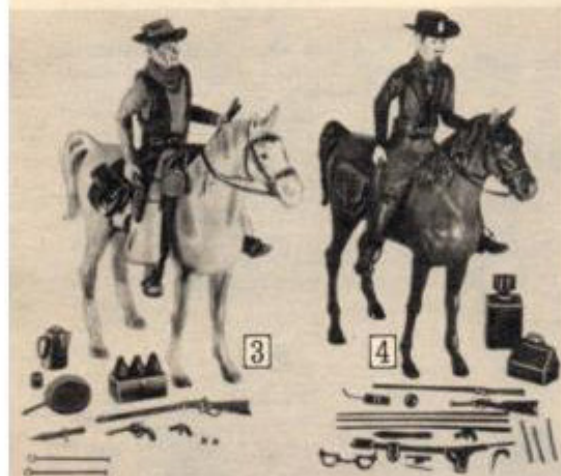


Six Million Dollar Man \$644

1 All the excitement, all the fun of bionic action. Look through the real wide-angle lens in Colonel Steve Austin's left eye. Depress back lever to demonstrate power of bionic power arm to lift "weight". Arm has "roll-back" skin for replacing bionic components. Jointed plastic. 13 in. tall. Ages 5 to 11.
49 C 59572—Shipping weight 1 lb. 5 oz.\$6.44

Transport \$847 without figure

2 It's a rocket! It's a bionic repair station! It's the bionic center and carrying case for Colonel Steve Austin, 13-inch figure above. It has a 2x microscope, "x-ray" unit, bionic control panel cables, revolving "radar" cone, revitalization chamber and readout "computer". Plastic. 17½ in. high. Ages 5 to 11.
49 C 59574—Shipping weight 1 lb. 12 oz.\$8.47

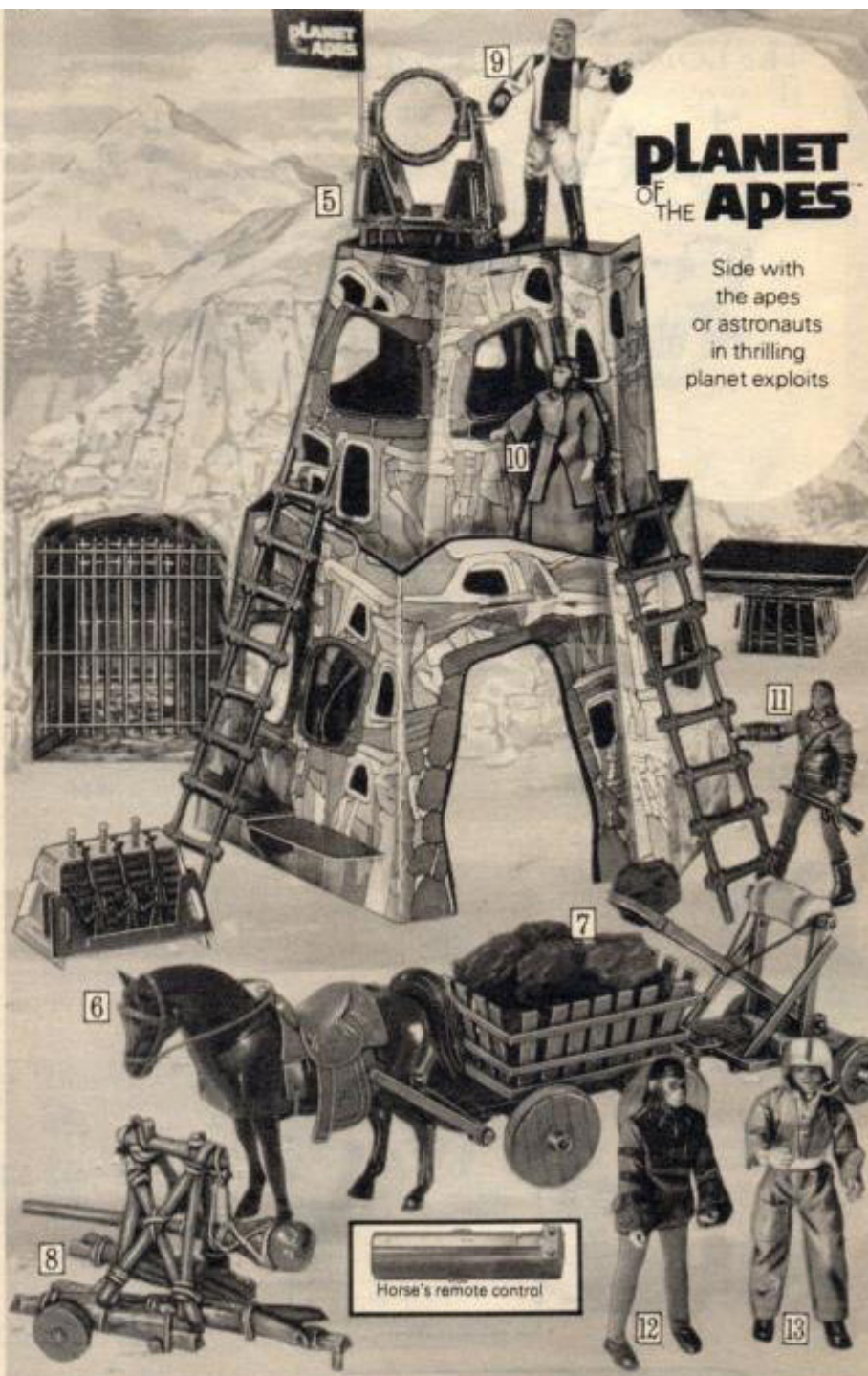


Quick-draw Johnny West \$894

3 Head out for the Wild West with this poseable cowboy dressed in chaps and spurs. 11½-inch tall figure. Lever on back activates "quick-draw". 24 pieces of campfire and personal gear included. Johnny's horse, Thunderbolt, is 14½ inches high. Made of plastic. For ages 5 to 10. Shipping wt. 2 lbs. 8 oz.
49 C 59078\$8.94

Quick-draw Sam Cobra \$894

4 Stick'em up high, partner! Mean Sam poses, ready to shoot at the drop of a hat. Activated by lever on back. Standing 11½ in. high, he is dressed in gunslinger duds, with 25-piece clothing, weapon and camping accessory set. His horse is 14½ in. high. All plastic. For ages 5 to 10.
Shipping weight 2 lbs. 8 oz.
49 C 59075\$8.94



PLANET OF THE APES

Side with the apes or astronauts in thrilling planet exploits

The Fortress \$1197

5 This 3-level fortress will protect the ape army. Foldable and brightly colored, it has 2 ladders, table, jail cage (mountain background not incl.), gun rack and reflector sun mirror for signals. For 8-inch figures. Mylar® polyester film coating on cardboard. 21 in. high. Ages 4 to 12.
79 C 59154C—Shipping weight 3 pounds ..\$11.97

Horse \$977 without batteries

6 Remote-control plastic horse goes forward and back. Removable saddle, bridle. Uses 2 "D" batteries (below). 8 in. high. Ages 4 to 12.
49 C 59168—Shipping weight 1 lb. 4 oz.\$9.77
Alkaline "D" Batteries. Package of 2.
49 C 46996—Shipping wt. 11 oz.Pkg. \$1.49

Catapult and Wagon \$1197

7 8-inch high movable polystyrene units. Catapult actually throws foam rubber "boulders". Detachable wagon holds boulders. Ages 4 to 12.
79 C 59165C—Shipping weight 1 pound ..\$11.97

Battering Ram \$297

8 Use this working model battering ram to storm the fortress or the Forbidden Zone. Ram swings on cord in frame, rolls on wheels. 6½ inches high. Plastic. Ages 4 to 12.
49 C 59167—Shipping weight 1 pound\$2.97

Planet of the Apes Heroes \$322 each

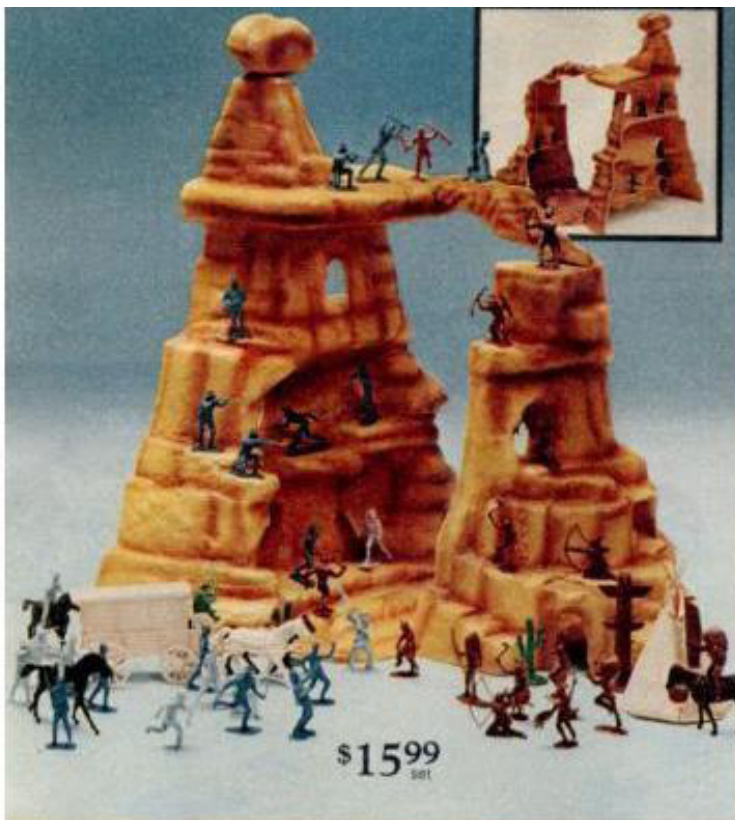
(9 thru 13) The masters of the Planet of the Apes and their human visitor from space are all 8 inches tall, made of durable plastic with colorful clothes. Fully jointed. Ages 4 to 12.
Shipping weight each 4 ounces.

(9)	49 C 59234—Dr. Zaius	\$3.22
(10)	49 C 59236—Zira	3.22
(11)	49 C 59235—Soldier Ape	3.22
(12)	49 C 59233—Cornelius	3.22
(13)	49 C 59238—Astronaut	3.22

NOTE: Items on this page not recommended for children under 3, due to small parts.

*Reg. DuPont TM

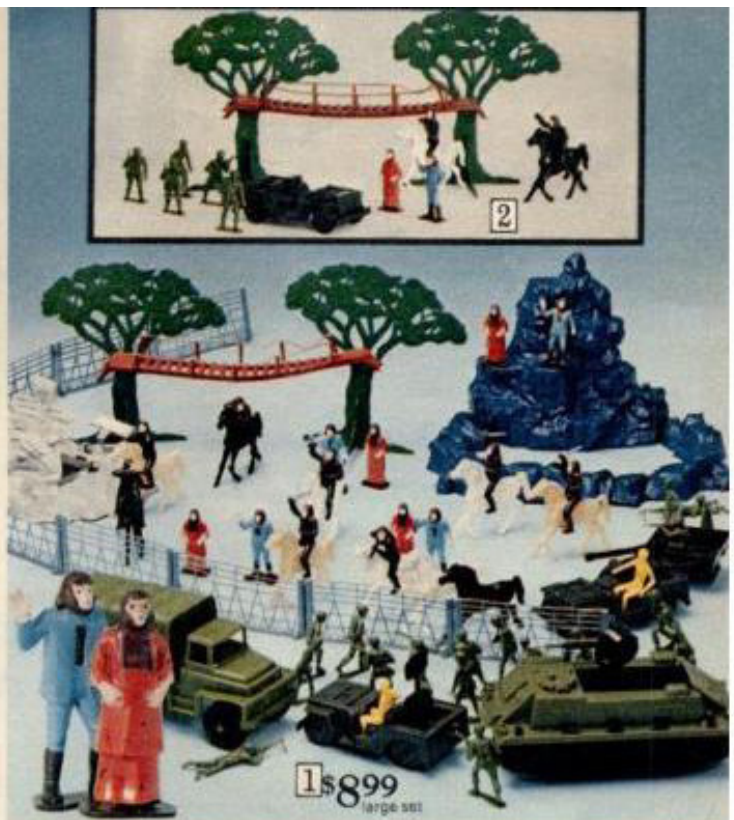
Sears 573



\$15.99
set

**You are the hero of the Old West
with Ambush at Falling Rock Play Set**

Figures can fight on both sides of this mountain measuring 18x18x20 inches high. 100-piece set includes: U.S. Cavalry figures, frontier cowboys and Indians, all about 2½ to 3 inches high. Plus horses, tepee, covered wagon, cavalry accessories and cactus. All molded plastic. Partly assembled, with instructions included. Recommended for children ages 5 to 9 years.
79 C 59838C—Shipping weight 6 pounds Set \$15.99



1 \$8.99
large set

**• Dare to enter the world of the future
with Planet of the Apes™ Play Set**

Control the action as apes and humans battle it out. 2½ to 3-in. high molded plastic figures and accessories. Partly assembled, instructions. Ages 4, up.

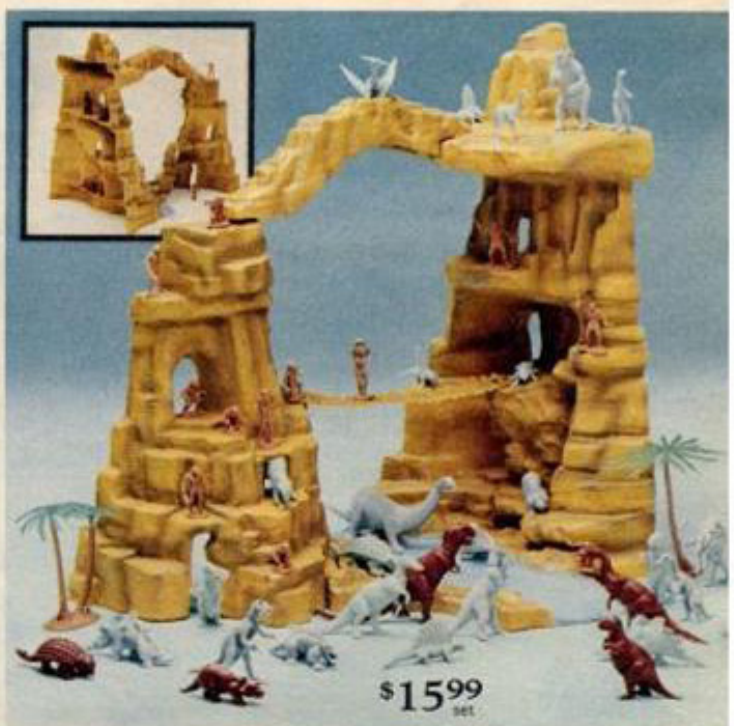
- 1 67-piece Set.** 32 human and ape figures, vehicles, ponies, mountain, trailer, trees with footbridge and more.
49 C 59881—Shpg. wt. 2 lbs. 3 oz. Set \$8.99
- 2 16-pc. Set.** Figures, horse, jeep, trees, bridge.
49 C 59878—Shipping weight 12 oz. Set \$2.44



\$9.99
set

**You maneuver the troops in the fight for the West
with Fort Apache Play Set**

The men grow weary as the sun beats down, help them carry on. Includes blockhouse and gate, flag, 8 stockade accessories, cannon, 16 cavalry figures and 16 Indians (2½ to 3 inches tall), 4 horses with riders, ladders, tepee, corner fence and more. Plastic. Partly assembled, instructions. Ages 4 to 10.
79 C 59841C—Shipping weight 5 pounds Set \$9.99



\$15.99
set

**Explore the adventures of the past
with One Million B.C. Play Set**

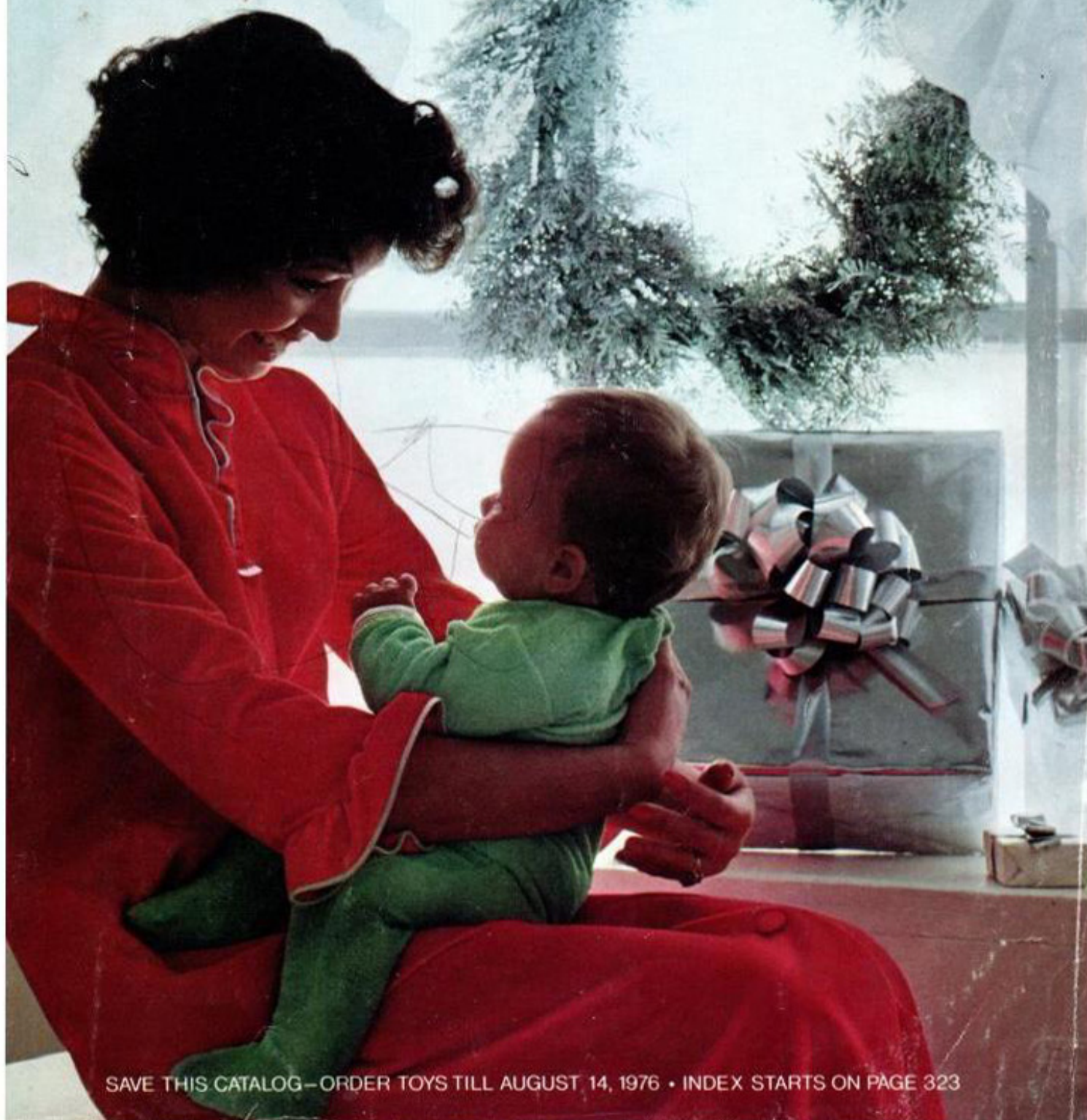
Visit a time when giant reptiles ruled the earth. Place the 12 cavemen (2½ to 3 in. high) and 29 different-sized animals and monsters, and palms on either side of the 18x21x19 in. high prehistoric mountain. Create your own play situation. Plastic. Partly assembled, instructions. Ages 5 to 9.
78 C 59842C—Shipping weight 6 pounds Set \$15.99

NOTE: Items on this page not recommended for children under 3, due to small parts.

PRCO **Sears** 575

JCPenney

CHRISTMAS 1975



SAVE THIS CATALOG—ORDER TOYS TILL AUGUST 14, 1976 • INDEX STARTS ON PAGE 323

It's up to you with exciting playsets, poseable figures and "ape" weapons

© 1967 APJAC Prod. Inc. and Twentieth Century Fox Film Corp.



13⁶⁶ Forbidden Zone Human Trap



Cornelius Dr. Zaius Zira Soldier Ape Astronaut Gen. Urko Galen

figures **3⁴⁹** each or any 2 for **6⁵⁰**



2 Horse Only **8⁹⁹**



4 Rifle and Mask Set **5⁸⁷**

1 Here In The Ruined City Apes Lie In Wait For The Astronauts. You can create stories over and over using the button-operated, spring-loaded capture net and built-in trap door to catch unwary astronauts. Vinyl-covered cardboard set measures 22x7x18 in. high when opened. (Apes and astronauts shown not included—order below.)
X 924-2272 A—Mailable; wt. 3.50 lbs. **13.66**

2 Action Stallion* for "Planet of the Apes"™ figures or wagon (3). Remote-controlled horse walks at the press of a button. Plastic, 10 1/2 x 3 x 8 1/2 in. high. Uses 2 "D"-cell batteries (not included—order below).
X 924-4518 A—Mailable; wt. 1 lb. **8.99**
X 957-1761 A—"D"-cell Batteries. Pkg. of 6; 1.40 lbs. **Pkg. 1.39**

3 Catapult with "Rocks"™ and Wagon is the apes' newest weapon in their war with the humans. The tough polystyrene catapult actually throws harmless foam rubber "boulders". Plastic wagon and catapult are 20 1/2 x 4 1/2 x 5 in. high. Wagon can be drawn by horse (2) above.
X 924-2306 A—Mailable; wt. 1 lb. **11.88**
SAVE \$2.00 when you buy (2) & (3). State both Cat. Nos., pay only **18.87**

4 Rapid Fire® Rifle and Ape Mask Set inspired by the "Planet of the Apes"™ movies and TV show. Lever-action rifle makes realistic rifle crack. Antique-finished metal and plastic. Ape mask is flexible plastic.
X 923-2067 A—Mailable; wt. 2 lbs. **5.87**

5 to 11 Authentically Costumed Inhabitants* of "Planet of the Apes"™. Jointed, poseable 8-in. plastic figures. Mail. wt. 0.40 lb. each.
X 923-1713 A—(5) Cornelius. The Scientist. **3.49**
X 923-1721 A—(6) Dr. Zaius. The political leader. **3.49**
X 923-1697 A—(7) Zira. Scientist and Cornelius' wife. **3.49**
X 923-1788 A—(8) Soldier Ape. The law enforcer. **3.49**
X 923-1887 A—(9) Astronaut. The man from our world. **3.49**
X 924-2264 A—(10) General Urko. The leader of gorillas. **3.49**
X 924-2256 A—(11) Galen. The humans' friend. **3.49**
SAVE 48¢ when you buy any two items (5) to (11). State both Catalog Numbers and pay only **6.50**

12 Treehouse From The "Planet of the Apes"™ Movies. Set includes a weapons bench, 3 rifles, cage, pole and net, operating table. Plastic and vinyl-covered cardboard. (Figures and shrubbery shown not incl.) 18 1/2 x 22 x 17 1/2 in. high.*
X 923-1903 A—Mailable; wt. 4.50 lbs. **14.66**



12 **14⁶⁶** Treehouse



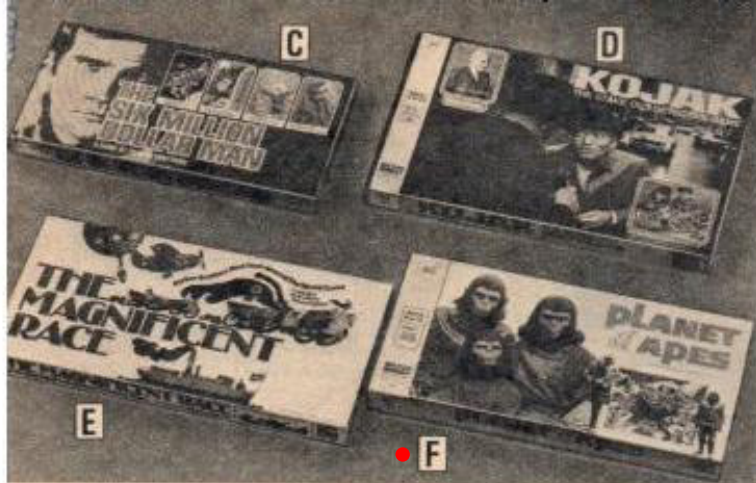
6⁶⁶

Discover the Fascinating World of the Dinosaur

Prehistoric Playset.* The world of the past in this prehistoric environment that snaps together to form caves and mountains. 60 prehistoric animals and Neanderthal men, many primitive trees. With instructive book. Plastic.
X 923-2083 A—Mail. wt. 2.75 lbs. **6.66**

*Caution: toy with small parts—see note on page 392.

SAVE THIS CATALOG—
order anything on these
two pages until
August 14, 1976



Games For the Whole Family!

C **Six Million Dollar Man.** Kids fight it out to become the real bionic man—accumulate enough "bionic power" to move fast around the 17½-in. square board while stopping the imposters. Includes folding board, cards, 4 playing pieces, spinner. For 2 to 4 players ages 7 to 14.
X 924-4302 A—Mailable: wt. 1.90 lbs. 3.99

D **Kojak—The Stake Out Detective Game®.** A suspect is hiding in one of 4 buildings on the 23½x19½ in. board. Players dispatch squad cars, stake out buildings, get tips from informers—all to find the culprit. Includes board, 3-D cardboard buildings, cars, game cards, badges, Detective's notebooks, informer cards, pawns. For 2 to 4 players ages 9 to 14.
X 924-4344 A—Mailable: wt. 3 lbs. 5.99
©1975 Universal Television, A Div. of Universal City Studios Inc.

E **The Magnificent Race.** Turn-of-the-century action as players race each other around the world—in balloons, horseless carriages, steamers, and old-time planes. Built-in villain Dastardly Dan's tricks slow up the progress—unique spinner automatically handicaps each race. 19½x19-in. folding board, tokens, plastic spinner, marbles, cards, race chart, markers, money, 1 die. For 2 to 4 players ages 8 and up.
X 924-4286 A—Mailable: wt. 2.50 lbs. 6.49

F **Planet of the Apes®.** In this game of the hunter and the hunted, the apes pursue—and only one human will survive! Includes 18x18 in. board, 3-D "escape-proof" cardboard and plastic cage, 16 pawns, dice. For 2 to 4 players ages 8 to 14.
X 924-4351 A—Mailable: wt. 2 lbs. 4.99
©1967 APJAC Productions Inc. and Twentieth Century Fox Film Corp.

G **The Lost Gold of Coyote Canyon.** A challenging hide and seek game set in the Old West. Using treasure detector, each player looks for his opponent's hidden "gold" on the 19x14 in. 3-D board. Separate treasure maps keep track of moves. Includes board, detector, 6 "gold" pieces, die, maps and 16-page comic book. For 2 players ages 8 to 14.
X 924-4252 A—Mailable: wt. 3 lbs. 6.98

H **Stay Alive.** Use strategy in maneuvering the slides on the board—try to open holes and make your opponent's marbles drop through. 13x13 in. plastic board with slides and 20 marbles. For 2 to 4 players ages 7 and up.
X 923-3974 A—Mailable: wt. 2 lbs. 4.44

I **Probe®.** Each player conceals a secret word—the others try to figure it out letter by letter. Includes 4 racks, 4 decks of 96 letter cards, 4 card holders, card tray. For 2 to 4 players ages 8 and up.
X 923-0350 A—Mailable: wt. 2 lbs. 5.49

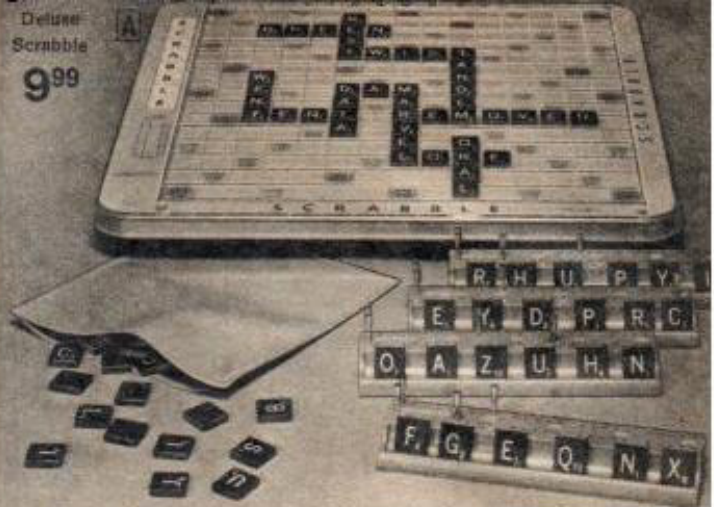
J **Twister®.** All you need are your hands and feet—Twister puts players face-to-face in a fun test of your "pretzel-ability"! Each turn on the giant spinner requires players to move a hand or foot onto a different color circle on the big 54x67 in. vinyl floor mat. It becomes harder and harder to keep balance—the first one to topple loses! Includes vinyl mat, spinner. Indoor/outdoor fun for 2 to 4 players ages 8 and up.
X 924-4336 A—Mailable: wt. 2.50 lbs. 5.44

K **Scrabble For Juniors®.** A kid-size word and picture version of the famous crossword game. Includes 18½ in. square folding paperboard with pictures, 100 cardboard tiles, 32 score counters. For 2 to 4 players ages 6 to 10.
X 923-2281 A—Mailable: wt. 2.10 lbs. 3.99

L **Michigan Rummy Game Set.** Doubles the fun you already have playing this famous card game! Includes 12½ in. square playing tray with 150 interlocking blue, yellow and white plastic chips. Special chip storing tray. Use regular playing card deck (not included). For 2 to 8 players ages 10 and up.
X 923-4162 A—Mailable: wt. 1.40 lbs. 3.99

M **Solitaire.** Plays like solitaire—scores like poker. Build 10 poker hands card by card. Score up, down and across on the game board. 2-handed variations. Card deck and score pad store inside 13x6x2 in. plastic board when it's closed. For 1 or 2 players ages 10 and up.
X 924-2439 A—Mailable: wt. 1.40 lbs. 5.77

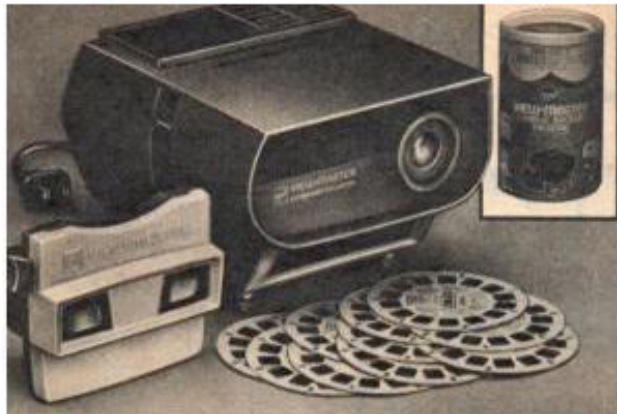
SAVE THIS CATALOG—order anything on
this page until August 14, 1976



A **Deluxe Scrabble®.** Framed 15½ in. sq. plastic board with no-slip indented squares. Built-in lazy Susan base so board faces each player in turn. 4 plastic racks, built-in scorekeepers, metal scoring pegs, 100 burgundy-color wood tiles. For 2 to 4 players ages 13 and up.
X 923-2117 A—Mailing wt. 4.50 lbs. 9.99

B **Standard Scrabble®.** For same ages and players as above but 14½-in. sq. flat paperboard doesn't turn. 4 wooden racks, 100 polished hard wood tiles.
X 923-1952 A—Mailing wt. 1.40 lbs. 4.99





View-Master® 3-Reel Packets

21 color 3-D scenes in every Packet

133

SILENT VIEW-MASTER® PACKETS. 3 reels in each packet. Reels can be used in silent and talking viewers, and projectors. State catalog number from head of list, and write packet number-and-name in color number-and-name columns on order form. We pay postage to all 50 states.

- X 918-0860 B—Bicentennial subjects
01—American Indian History of Flight
02—Revolutionary War
03—Forging a Nation
04—Westward Expansion†
05—20th Century
06—Landmarks of American History
07—Historic Boston
08—Historic Philadelphia

- X 918-0886 B—Cartoon subjects
01—Scooby Doo—"That's Snow Ghost"
02—Fat Albert—Cosby Kids
03—Popeye
04—Bugs Bunny
05—The Flintstones
06—Casper
07—Pinocchio/Snow White
08—Charlie Brown**
09—Snoopy/Red Baron
10—Cinderella
11—Peanuts
12—Winnie the Pooh

- X 918-0878 B—Travel subjects
01—Six Flags over Mid-America
02—Children's Zoo
03—Grand Canyon
04—Marineland, Florida
05—Niagara Falls (U.S.A.)
06—Smithsonian Institute
07—Washington, D.C.
08—Great Smokey Mountains
09—The White House
10—Yellowstone National Park
11—Scenic U.S.A.

- X 918-0910 B—Adventure subjects
01—Brady Bunch
02—Adam-12
03—Lassie
04—Batman
05—Star Trek
06—Superman
07—Robin Hood
08—The Waltons
09—Emergency
10—Kung Fu†
11—Adventures of G.I. Joe††
12—Six Million \$ Man
13—Sigmund/Sea Monster
14—Planet of the Apes*
15—Korg

- X 918-0894 B—Children's favorites
01—Fantasyland
02—Raggedy Ann and Andy
03—Adventureland (Disneyland)
04—Frontierland (Disneyland)
05—The Love Bug
06—Disney on Parade
07—Rudolph the Red-Nosed Reindeer
08—Bambi
09—The Wizard of Oz

- X 918-0845 B—Bible and History
01—In the Beginning
02—Moses and The 10 Commandments
03—Noah's Ark
04—Bible Heroes
05—Birth of Jesus
06—The Christmas Story
07—The Night Before Christmas
08—Prehistoric Animals
09—Wild Animals of The World

Charlie Brown Theater or Disney Theater

Includes Projector, Stereo Viewer, and 10 reels

ONLY 13⁹⁹

Charlie Brown Theater for hours of amusement with the familiar Peanuts characters. Outfit includes Entertainer Projector (see below), standard stereo viewer, and 10 color reels of Peanuts characters (70 scenes in all).

X 918-0035 A—Mailing weight 3.25 lbs. 13.99

Disney Theater. Same, but 10 reels are of Disney creations.

X 918-6891 A—Mailing weight 3.25 lbs. 13.99

View-Master® Entertainer Projector only. 30 watt bulb projects big 2-D pictures on wall or screen. Adjustable-focus 3-element lens; slide-change lever. Blue styrene body. Uses silent reels only. Plugs into 120V, AC outlet.

X 918-6826 A—UL listed. Mailing weight 2.25 lbs. 9.99



Library Chest keeps reels and viewer together

VIEW-MASTER® LIBRARY CHEST lets you store up to 25 packets with one standard or lighted viewer. Durable, red/white styrene plastic construction. An ideal accessory for your collection. Mail. wt. 1.75 lbs.

X 918-6065 A 2.66

Talking View-Master® Packets

Sound narration describes each scene

233

TALKING 3-REEL PACKETS. 21 stereo scenes with sound-narration recordings in each Packet. Use only in talking viewers or projector. State catalog number from head of list, and state Packet number-and-name on order form. We pay postage to all 50 states.

- X 918-0795 B—Cartoon favorites
01—Casper's Ghost and
02—The Flintstones†
03—Bugs Bunny†††
04—Beep Beep, The Road Runner
05—Mickey Mouse
06—Pebbles and Bamm Bamm
07—Scooby Doo

- X 918-0829 B—Christmas stories
01—The Little Drummer Boy
02—The Christmas Story
03—The Night Before Christmas
04—Rudolph the Red-Nosed Reindeer

- X 918-0803 B—Children's favorites
01—Alice in Wonderland
02—Cinderella
03—Snoopy and the Red Baron
04—Snow White
05—The Wizard of Oz
06—Bambi
07—Raggedy Ann and Raggedy Andy
08—Charlie Brown's Summer Fun
09—101 Dalmations
10—Peanuts**
11—Winnie the Pooh

- X 918-0837 B—Travel/Special subjects
01—Disneyland, The Magic Kingdom
02—The ABC's
03—Wonders of the Deep
04—Wild Animals of the World
05—Astronomy—Exploring the Universe
06—Disney World, Florida

- X 918-0811 B—Adventure subjects
01—Superman
02—Robin Hood
03—Lassie
04—The Brady Bunch
05—Star Trek
06—Adventures of G.I. Joe
07—6 Million \$ Man
08—Apple's Way
09—Planet of the Apes
10—Sigmund and the Sea Monster††
11—Bazooka Joe

*@APJAC Productions, Inc. and Twentieth Century Fox Film Corp.

**@United Features Syndicate, Inc. †@GAF Corporation

††@Hasbro Industries, Inc. †††@Warner Bros., Inc.

‡@Hanna-Barbera Productions, Inc.

‡‡@Sid and Marty Krofft Television Productions, Inc.

Buy Now and Pay Later with a
Penney Charge Account—See page 320.

Talking Gift Pak III

Enchanting 3-D color stories of Charlie Brown, Star Trek, Bazooka Joe, Scooby Doo, Tom Sawyer, and Casper the Ghost with SOUND NARRATIONS

13⁹⁹

6 reels included

GAF TALKING VIEW-MASTER® GIFT PAK. Great fun! Hold up to light and press sound bar to hear narrated 3-D scenes. You get talking viewer, 6 talking reels (42 scenes), and canister. Uses 2 "C" batteries (not incl.).

X 918-8236 A—Mailing weight 2.75 lbs. 13.99





Walt Disney® Book-and-Record Sets provide hour after hour of reading and listening fun! Only **5⁹⁴** per set



Each set has 5 books and five 33 $\frac{1}{2}$ -rpm records

[1] & [2] Disneyland Book-and-Record Sets. Child reads along as he listens to the stories. Each set contains all-time favorite stories and Disney classics. Mailing weight 1.40 lbs. per set.

[1] Set Includes: Mother Goose Rhymes; Goldilocks and the Three Bears; Three Little Pigs; Bambi; Little Red Riding Hood.

X 643-2751 A.....Set 5.94

©Walt Disney Productions

[2] Set Includes: Mickey Mouse—Brave Little Tailor; Dumbo; Snow White and the 7 Dwarfs; Cinderella; Brer Rabbit and the Tar Baby.

X 643-4567 A.....Set 5.94

See Disney Index on page 323



Disneyland®
Cassette/
Book Sets

2⁸⁹ each

Any 2 for
5⁵⁹

- Colorful 24-page book lets child read along with the story
- Great for long car trips



[3] to [6] Disneyland Story Cassettes. Complete story on each side of cassette—saves re-winding time. 24-page, full-color storybook lets child follow the action. Mailing weight 0.60 lb. each.

X 643-1225 A—[3] Mary Poppins.

X 643-1241 A—[4] Pinocchio.

X 643-1233 A—[5] Robin Hood.

X 643-1282 A—[6] Cinderella.....Each 2.89; Any 2 for 5.59



Children's Record Library

Contains twelve 45-rpm records—
48 selections—plus colorful carrying case

[7] Records And Case Set. Includes 48 nursery songs and party/activity songs on twelve 45-rpm records. Attractive fiberboard record case with handle holds up to one hundred 45-rpm records.

X 643-1027 A—Mailing weight 3.25 lbs.....Set 5.44



[7] Only
5⁴⁴
Set

Follow the Action
as you listen
to the Story

[8] Planet of The Apes Set. Four records/books set includes stories: Planet of the Apes; Escape from the Planet of the Apes; Battle for the Planet of the Apes; Beneath the Planet of the Apes. Mailing weight 2.10 lbs.

X 643-1167 A.....Set 5.64

[9] Super Hero Set. Four records/books set includes stories: The Amazing Spiderman; The Incredible Hulk at Bay; Captain America and the Falcon; The Fantastic Four. Mailing weight 2.10 lbs.

X 643-1183 A.....Set 5.64

[10] Monster Set. Four records/books set includes stories: The Monster of Frankenstein; Dracula; The Man Thing; The Curse of the Werewolf. Mailing weight 2.10 lbs.

X 643-1191 A.....Set 5.64

CHARGE IT—
See page 320

ACTION-PACKED BOOK/RECORD SETS

Each set has four 45-rpm records (each with
a different story) and 4 fully-illustrated books

Your
Choice **5⁶⁴** each
set



[8] Planet of the
Apes Set



[9] Super Hero Set



[10] Monster
Set

JCPenney 459



1 Holly Hobbie

**A GREAT
GIFT
VALUE**

2 Walk-in
playhouse
8.88

Walk-in Playhouses—for one or two, even a crew!

1 Holly Hobbie Playhouse®. Gable-roof house stands a full 64 in. high. Clap-board design on sides and wood shingle roof design give it a charming country look. Holly and a friend are at the front door, and above the door is one of Holly's favorite sayings. High-sheen laminated surface. 48 x 46 x 64 in. high when assembled. Instructions included. See Holly Hobbie index on page 323. Mailable; wt. 16 lbs.

X 921-5047 A 11.88
© American Greetings Corp.

2 Big Walk-In Playhouse. Stands a full 62 in. high—ready to furnish. Made of 3-ply corrugated fiberboard with two open lattice cardboard windows. 48-in. high walk-in door and a "mailbox" that really takes letters. Big enough for a small-fry get-together of four, makes lots of fun. White with red, green, blue and yellow design. Unassembled—bolt together. Instructions included. 45x48x62 in. high when assembled. Mailable; wt. 15 lbs.

X 921-2283 A 8.88

3 Burger King® Playhouse. Kids can "have it their way" in this 56 in. high brick-design restaurant. Even has a counter for serving up make-believe Whoppers, and there's a chef's hat, napkins, bags and order pad to handle all the business! Plastic coated to resist soil and moisture—wipes clean with a damp cloth. It's 42 x 35 x 56 in. high when assembled—instructions included. Bolts together. Mail; wt. 14 lbs.

X 921-5054 A 11.88
© Burger King Corp.

4 Planet of the Apes® Playhouse. is a shelter for 3 lost astronauts or their ape friends. Exciting design even includes "volcano eruptions" over the roof! Sturdy corrugated fiberboard has a high-sheen laminated finish. Playhouse stands 60 in. wide x 30 in. deep x 60 in. high overall when assembled. Complete assembly instructions are included. Mailable; weight 18 lbs.

X 921-5062 A 11.88
© 1967 APJAC Prod. Inc. and Twentieth Century Fox Film Corp.

SAVE THIS CATALOG—order anything on these two pages until August 14, 1976.



3 Burger King

476 JCPenney



Planet of the Apes

4

Corrugated fiberboard units are built with kids in mind—sturdy, colorful, and roomy. When taken apart they fold flat for easy storage. You just add furniture—children's furniture sold on page 377.



**MONTGOMERY
WARD**

1975 CHRISTMAS
Index, Pg. 152
Credit Terms,
Pgs. 147-149

Fort Worth, TX 76101

THE EARLY CHRISTMAS SHOPPER'S BOOK OF VALUES

WHERE YOU SHOP AND SAVE FROM NOW THRU THE HOLIDAYS

OVER 600 PRICE CUTS + OTHER GREAT VALUES. 57 BEST BUYS

Like the Pretty Sleepwear Above... Buy Lady's Robe On Page 7, the Little Girl's Nightie On Page 144.
Save 20%-50% in Limited Time Sale On 32 Most-Wanted Items. See Pgs. 24-29. Buy the Chair Pg. 25.

4-in-1 carriage/stroller
Exclusive at Wards



A **16⁹⁹**



Folds for
easy storage



B
9⁹⁹



C
7⁹⁹

A Wards Exclusive

Your choice

13⁹⁹



D **13⁸⁸**



E



F



346 WARDS OFF

Dolly travels in style!

6-in-1
stroller
11⁹⁹

A Wards exclusive 4-in-1 carriage/stroller is also a bassinet or car bed. Elegant blue Toro quilted vinyl body wears and wears. Plated frame is extra sturdy. Smooth-riding spring suspension with Duchess gear makes it easy to maneuver over curbs, steps, bumps. Big 7-in. spoke wheels with deluxe white tires and sparkling hub caps. Other quality features: 3-bow folding hood with sun visor, padded top rail, storm curtain. Body about 24x12 inches. Pusher is 28 inches high, easy to assemble; instructions included.

48 T 27022 M—Mailable. Ship. wt. 13 lbs. 16.99

B Denim patchwork collapsible carriage folds completely for easy storage. Duchess spring suspension gives dolly a limousine-smooth ride. Heavy duty vinyl body and folding hood. 6-inch spoke wheels with white tires. Carriage (about 22x9 inches) holds dolls up to 24 inches. Pusher about 26 inches high. Easy to assemble.

48 T 27004 M—Mailable. Ship. wt. 5 lbs. 8 oz. 9.99

C Check this sunny yellow coach for value—berry-spashed hood is collapsible; heavy duty molded plastic body for durability. Chrome plated tubular steel chassis and handle with spring suspension. 5-inch plastic wheels. Body is 18x10 in.; pusher abt. 21 inches high.

48 T 27218—Ship. wt. 6 lbs. 7.99

See Wards complete selection of
dolls and accessories, pages
22-23, 319, 324-341.

Kids love having a place of their own

D Pretend you're Zira or Cornelius or Dr. Zafus or any character you choose and enjoy a fantasy adventure in your own Planet of the Apes® playhouse! Big enough for the whole tribe—4x4½x5 feet high. Heavy duty corrugated construction for strength and durability; two "windows"; colorfully decorated in jungle motif. Easy to assemble—shipped flat to save you money.

48 T 24223 M—Mailable. Ship. wt. 18 lbs. 13.88

© 1974 Twentieth Century-Fox Film Corporation

E-F Just a little lung power (or a bicycle pump) inflates the vinyl frame of this playhouse or Indian tepee in minutes. Throw colorfully printed vinyl cover over inflated frame— presto, it's complete, ready to move in. Vinyl flooring—use indoors or out. Deflate for compact storage. No metal or rough edges. Wipes clean with a damp cloth.

(E) Ranch house, about 3x3x4 feet high overall.

48 T 24220—Ship. wt. 7 lbs. 13.99

(F) Tepee, about 3½x3½x5 feet high overall.

48 T 24215—Ship. wt. 7 lbs. 13.99

More colorful carriages from Wards

G Wards exclusive 6-in-1 stroller. Use it as a 2-doll stroller—or convert it any of 5 other ways (see small views). Blue Toro quilted vinyl (like [A] opposite page) for durability. Removable sunshade canopy with white ball fringe. Matching tote basket carries dolly's bottle and diapers, or detaches for use as a shopping bag. Sturdy tubular steel construction; big 7-inch spoke wheels with white tires. Plated pusher, 27 inches high. Easy to assemble; instructions included.

48 T 27101 M—Mailable. Ship. wt. 8 lbs. 11.99

H New 3-in-1 stroller converts easily to a backpack or infant seat for dolly on the go! Sturdy blue "denim" fabric with red straps and trim. Tubular metal pusher (about 31 in. high); white plastic 3-inch wheels. Folds neatly for easy storage.

48 T 27121—Ship. wt. 2 lbs. 3 oz. 6.99

J Hitch-hiker stroller takes two dolls riding at once. Extra "rumble" seat in back is removable. Green denim patchwork print vinyl body with 2-way flip-over canopy to shield front or back rider. 9½x9-inch body; 5-inch wheels. Plated tubular pusher, 24 inches high.

48 T 27104 M—Mailable. Ship. wt. 3 lbs. 8 oz. 6.49

K Our lowest priced carriage in festive floral print only looks expensive. Matching 3-bow hood is collapsible. Channel steel chassis; 5-inch spoke wheels. Body, 19x9 inches. Pusher, 22 inches high.

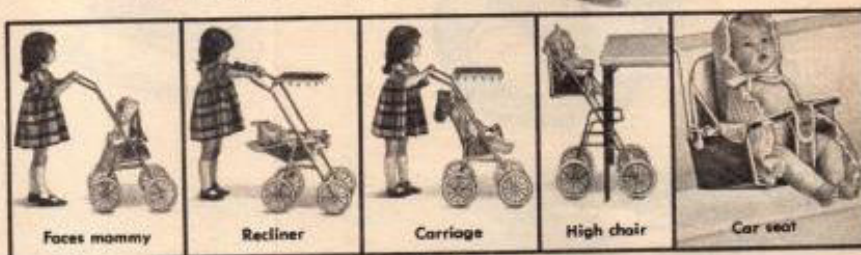
48 T 27003—Ship. wt. 3 lbs. 4 oz. 4.96

PHONE YOUR ORDER TODAY!

Save time and money, avoid traffic and parking problems.
For phone numbers in your area, see page 154.



A Wards Exclusive!

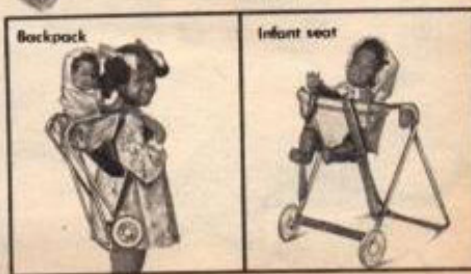


H
6⁹⁹

FD 347

K **4⁹⁶**

J **6⁴⁹**



View-Master accessories



Library chest
2⁸⁷

Projector **10⁷⁷**

- 1 Entertainer projector shows standard reels. 120v, 50/60 Hz, 3 amp. UL listed.
67 T 3815—Ship. wt. 2 lbs. 11 oz. **10.77**
Lenticular table screen. 22x22 inches high.
67 T 1006—Ship. wt. 2 lbs. **3.99**
- 2 Library chest holds about 25 standard reels.
Sturdy plastic.
67 T 3843—Ship. wt. 1 lb. 8 oz. **2.87**

Disney Theatre in the Round or Charlie Brown Theatre

each **14⁹⁹**



Gather the gang together for a View-Master party! Theatre outfits give you hours of entertainment—whether you're alone or with a group of friends. Outfit incl. 10 full-color reels (70 scenes). Entertainer Projector for group viewing in two dimensions, plus a standard viewer that displays scenes in breathtaking 3-D for individual enjoyment. Packed in a colorful storage canister. Projector UL listed. 120v, 50/60 Hz, 3 amp.

Disney Theatre in the Round—visit with Mickey Mouse, Donald Duck, Winnie the Pooh; see scenes from Disneyland, Disney World.
67 T 3819—Ship. wt. 5 lbs. 8 oz. **14.99**

Charlie Brown Theatre—enjoy the antics of Charlie, Lucy, Linus, Snoopy—all of your favorite Peanuts characters!
67 T 3842—Ship. wt. 5 lbs. 8 oz. **14.99**



Standard reels **1⁵⁵** each

Explore the worlds of Fantasy and reality through our wide selection of View-Master reels. Packets contain three 7-scene full-color reels. Most also include a 16-page story booklet.
W67 T 3812 P—Postpaid. State catalog no. and title no. ea. **1.55**

- | | |
|-----------------------------------|---|
| 02-411 ABC Circus | 02-310 Little Red Riding Hood |
| 02-593 Adam-12 | 02-501 Love Bug |
| 02-309 Aesop's Fables | 02-528 Mickey Mouse |
| 02-360 Alice in Wonderland | 02-551 Mickey Mouse in "Clock Cleaners" |
| 02-365 Aristocats | 02-526 Mighty Mouse |
| 02-400 Bambi | 02-410 Mother Goose Rhymes |
| 02-500 Barbie | 02-382 Night Before Christmas |
| 02-576 Barbie's Photo Race | 02-412 1-2-3 Farm |
| 02-492 Batman | 02-536 Peanuts |
| 02-538 Beep, Beep the Road Runner | 02-520 Pebbles/Bamm Bamm |
| 02-549 Big Top Bunny | 02-372 Peter Pan |
| 02-568 Brady Bunch | 02-311 Pinocchio |
| 02-531 Bugs Bunny | 02-315 Pinocchio Disney |
| 02-515 Bullwinkle | 02-322 Pippi Longstocking |
| 02-533 Casper the Friendly Ghost | 02-516 Popeye |
| 02-545 Casper's Ghostland | 02-391 Poseidon Adventure |
| 02-548 Charlie Brown | 02-534 Quick Draw McGraw |
| 02-321 Charlotte's Web | 02-406 Raggedy Ann and Andy |
| 02-318 Cinderella | 02-342 Robin Hood (Disney) |
| 02-532 101 Dalmatians | 02-870 Rudolph the Red-Nose Reindeer |
| 02-539 Dennis the Menace | 02-553 Scooby-Doo |
| 01-948 Disney—Fantasyland | 02-308 Sleeping Beauty |
| 02-517 Disney on Parade | 02-405 Smokey the Bear |
| 02-525 Donald Duck | 02-544 Snoopy and Red Baron |
| 02-597 Emergency | 02-300 Snow White |
| 02-554 Fat Albert & Cosby Kids | 02-499 Star Trek |
| 02-514 Flintstones | 02-555 Star Trek Cartoon |
| 02-485 Flipper | 02-584 Superman |
| 02-317 Goldilocks | 02-511 Tom and Jerry |
| 02-590 Hawaii Five-O | 02-513 Top Cat |
| 02-578 Herbie Rides Again | 02-370 20,000 Leagues Under the Sea |
| 02-512 Huckleberry Hound | 02-596 The Waltons |
| 02-556 It's a Bird, Charlie Brown | 02-362 Winnie the Pooh |
| 02-314 Jack and the Beanstalk | 02-361 Wizard of Oz |
| 02-598 Kung Fu | 02-508 Woody Woodpecker |
| 02-480 Lassie Look Homeward | |

Talking View-Master Reels **2⁷³** each

Watch, listen and learn while the Talking View-Master viewers and Talking Projector take you on an enchanting, colorful tour! Three 7-scene color reels in each packet. For talking viewers, projector only.
W67 T 3805 P—Postpaid. State catalog no. and title no. each **2.73**

- | | |
|---|--------------------------------------|
| 02-411 A B C's | 02-508 Kung Fu |
| 02-593 Adam-12 | 02-480 Lassie Look Homeward |
| 02-585 Adventures of GI Joe | 02-871 Little Drummer Boy |
| 02-360 Alice in Wonderland | 02-310 Little Red Riding Hood |
| 02-558 Apple's Way | 02-605 Little Yellow Dinosaur |
| 02-365 Aristocats | 02-501 Love Bug |
| 02-400 Bambi | 02-528 Mickey Mouse |
| 02-500 Barbie's Around the World Trip | 02-410 Mother Goose |
| 02-576 Barbie's Great American Photo Race | 02-382 Night Before Christmas |
| 02-538 Beep, Beep the Road Runner | 02-536 Peanuts |
| 02-568 Brady Bunch | 02-372 Peter Pan |
| 02-531 Bugs Bunny | 02-311 Pinocchio |
| 02-549 Bugs Bunny in "Big Top Bunny" | 02-322 Pippi Longstocking |
| 02-545 Casper's Ghostland | 02-507 Planet of the Apes |
| 02-548 Charlie Brown's Summer Fun | 02-516 Popeye |
| 02-321 Charlotte's Web | 02-406 Raggedy Ann and Andy |
| 02-617 Children's Zoo | 02-342 Robin Hood |
| 02-380 Christmas Carol | 02-870 Rudolph the Red-Nose Reindeer |
| 02-383 Christmas Story | 02-553 Scooby-Doo |
| 02-318 Cinderella | 02-595 Sigmund and the Sea Monster |
| 02-532 101 Dalmatians | 02-559 Six Million Dollar Man |
| 02-525 Donald Duck | 02-308 Sleeping Beauty |
| 02-551 Donald Duck and Goofy | 02-544 Snoopy |
| 02-514 Flintstones | 02-300 Snow White |
| 02-520 Flintstones Pebbles and Bamm-Bamm | 02-584 Superman |
| 02-485 Flipper | 02-316 Sword in the Stone |
| 02-317 Goldilocks | 02-511 Tom and Jerry |
| 02-374 Gulliver's Travels | 02-955 Walt Disney World |
| 02-590 Hawaii Five-O | 02-596 Waltons |
| 02-425 Heidi | 02-616 Wild Animals of the World |
| 02-578 Herbie Rides Again | 02-362 Winnie the Pooh |
| 02-512 Huckleberry Hound | 02-361 Wizard of Oz |
| 02-556 It's a Bird, Charlie Brown | 02-508 Woody Woodpecker |
| 02-314 Jack and the Beanstalk | |

ALL WARDS **365**



Company Commander set 15-pc. **8⁴⁴**

Take your neighborhood platoon on special recon missions and dangerous patrols. Company commander's set has everything you need to be a real soldier! Includes plastic 28-in. parade rifle with scope, sound device, and shoulder strap; a clicking officer's .45 caliber toy automatic pistol with military flap holster; army helmet with chin strap and four metal insignias of American Armed Forces; dog tags and chain; simulated field glasses with case and strap; watch-type compass with strap; web belt with buckle.

48 T 19616 M—Shipping weight 2 lbs. 11 oz. set 8.44



Machine gun with tripod **4⁴⁹**

Protect your commander's position with this battery-operated M-3 machine gun with tripod. Olive-drab gun has black tripod with black hand grips and lead-type rear sight. Red barrel muzzle goes in and out of the barrel and lights flash in the barrel when gun is fired. Gold bullet simulates ejection by hinging in and out of the side of the magazine. On/off switch is trigger button on top of the right hand grip. 20 in. long, 9 in. high. Uses 2 "C" batteries (not included); order batteries on page 369.

48 T 19588—Shipping weight 1 lb. 2 oz. 4.49



G-man detective set 8-pc. **5⁹⁹**

Catch the crooks on your block single-handedly with this G-man detective outfit. 6-in. bulldog detective pistol shoots roll caps (not included) and fits comfortably into black police holster with adjustable belt. If you need more fire power, the 23 1/4-in. sub-machine gun with pistol grips makes a realistic rat-a-tat sound to encourage criminals to surrender. After you've got your man, lock him up with handcuffs and key. Set also includes metal identification badge with a G-man type carrying case.

48 T 19612 M—Shipping weight 2 lbs. set 5.99



SAVE \$2 on Planet of the Apes™ set **11⁹⁸**

● Become part of the famous Planet of the Apes adventures as seen in movies and on TV. Save \$2 when you buy the complete 3-pc. set: plastic 26-in. rapid fire rifle that makes sound without caps; 50-shot Fanner-50 pistol; crafted holster and belt; and two ape masks.

48 T 19102 M—Shipping weight 4 lbs. set 11.98

(1) 48 T 19300 M—Rifle and mask. Shipping wt. 2 lbs. set 6.99

(2) 48 T 19103—Gun, holster set and mask. Ship. wt. 2 lbs. set 6.99

©1967 APJAC Productions, Inc. and 20th Century-Fox Film Corp.



"Treasure Island" pirate set **8⁹⁹**

Be a shipmate of Long John Silver hunting for hidden treasure! Authentic-looking blunderbus is a muzzle loader with simulated ramrod under the barrel. Brass-looking trim includes barrel bands, simulated patch box on stock. Rifle has repeating double-action trigger. Set includes: pirate's vest and kerchief, skull and crossbones flag, soft plastic knife, telescoping spy glass, powder horn, compass, treasure chest keys and ring.

384 WARDS QPFD 48 T 19700 M—Ship. wt. 2 lbs. 8 oz. set 8.99
No caps included with guns on these 2 pages.



3 Daisy pirate blunderbus rifle. Genuine-looking muzzle loader with simulated ramrod under barrel. Barrel is made of steel for durability. Authentic details include brass-like simulated patch box on stock, barrel bands, contoured butt plate, and side lock hammer. Repeating double action trigger.

48 T 19305 M—Shipping weight 1 lb. 4 oz. 5.77

4 Daisy ricochet rifle with simulated scope. 30-in. long rifle sings out with ricochet sound and harmless bang. Uses no caps or batteries to operate. Just cock the lever and pull the trigger. In steel and plastic.

48 T 19306 M—Shipping weight 2 lbs. 14 oz. 9.99

5 Daisy Trail Boss rifle. Just cock the lever and fire a loud bang. Feel the life-like recoil action. Uses no batteries or caps. Carbine styling. Plastic "woodgrained" stock with metal barrel and frame. Measures about 30 inches long; with simulated scope.

48 T 19301 M—Shipping weight 2 lbs. 2 oz. 7.77

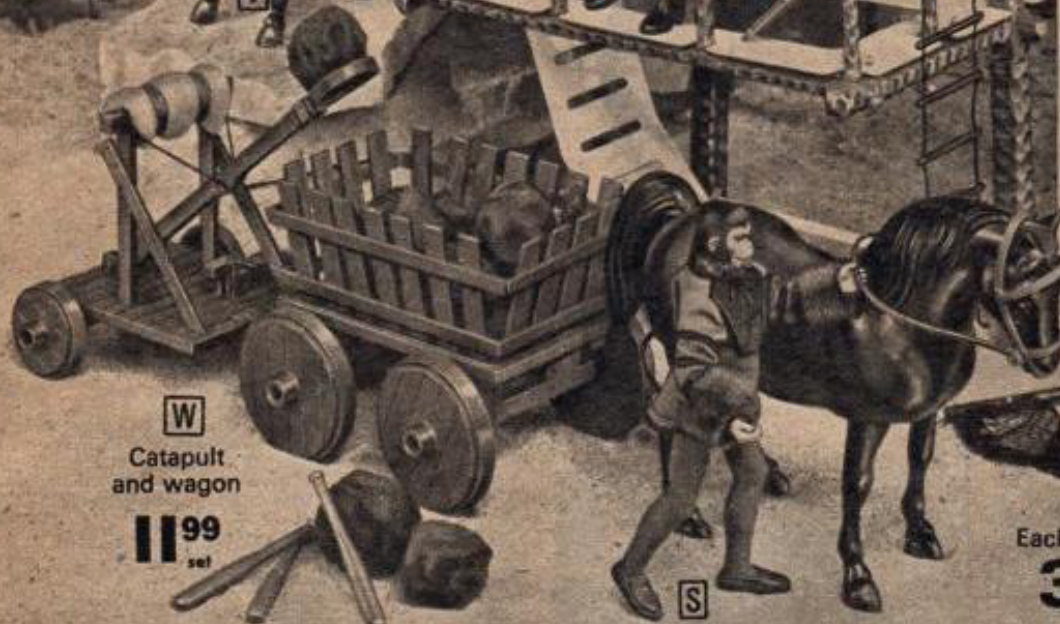
Come to Adventure

Treehouse **15⁷⁹** set

X



Control unit



W
Catapult and wagon

11⁹⁹ set

Each figure
3⁶⁶

The Rookies

A-C TV's super-stars come to life in these 8-in. poseable figures with authentically reproduced uniforms. From Hong Kong. Wt. 4 oz. each.

- (A) 48 T 24596—Terry 1.99
(B) 48 T 24598—Chris 1.99
(C) 48 T 24597—Mike without riot outfit 1.99

D,E Sets of 4 casual outfits for Rookies and other 8-in. figures. Figures not included.

- (D) 48 T 24788—From Hong Kong. Wt. 7 oz. set 3.99
(E) 48 T 24789—From Hong Kong. Wt. 7 oz. set 3.99

F Riot control outfit—worn by Mike—includes helmet, riot gun, bullhorn, hand cuffs, C.B. radio, holster, pistol, bulletproof vest, boots, walkie-talkie, barricade. From Hong Kong.

- 48 T 24795—Ship. wt. 6 oz. set 1.99

G Rookie police car actually fits two Rookie figures. Just open doors, put them in. 15 in. long of rugged plastic. Free wheeling.

- 48 T 24793—From Hong Kong. Wt. 2 lbs. 2 oz. 6.99

H Official Rookies walkie-talkies—5 transistor, two-piece units with belt clips, removable mikes, on/off switch, volume control. Send calls up to 1/4 mile. Uses two 9V. each batteries. From Hong Kong.

- 48 T 24792—Ship. wt. 1 lb. 14 oz. pair 15.88

NOTE: Items on these two pages not recommended for children under 3.

G.I. Joe and Hombré

J G.I. Joe Talking Commander—pull dog tags, hear one of 8 commands. With uniform, boots, dog tags. 12-in. poseable figure for ages 4-12.

- 48 T 24419—Ship. wt. 1 lb. 6.96

K HOMBRÉ—Only at Wards! 12-in. figure in fatigues with boots, pistol, holster, knife, scabbard, rifle, belt, ammo pouch, dog tags.

- 48 T 24409—Ship. wt. 9 oz. 2.99

L DEFENDERS SET—Only at Wards! Incl.: Tent, bunker, 3-pc. machine gun, pistol, holster, rifles, ammo box, compass, map and case, mess kit, binoculars, canteen, helmet, boots, fatigues. Figures not included. Ages 4-12.

- 48 T 24735—Ship. wt. 2 lbs. 4 oz. set 5.99

M Howitzer. 2-ft. long plastic cannon actually fires plastic salvoes. Ages 4-12. With 6 shells.

- 48 T 24734 M—Ship. wt. 2 lbs. 12 oz. set 6.99

N Tank. 18 1/2 in. long of plastic with rotating turret, treads, moving barrel. Figures not included.

- 48 T 24736—Ship. wt. 5 lbs. 8.99

P Sea Wolf Sub. With conning tower, periscope, remote control, adjustment valve, pincer arms, trim tabs, working rudder, 12-in. hose and face mask, squid, underwater viewer, decals, adventure booklet. Sub 18 in. long. Figures not incl.

- 48 T 24730—Ship. wt. 4 lbs. set 11.94

Planet of the Apes

Q-U The stars of the greatest movie series ever come alive in authentically reproduced, fully jointed 8-in. figures in highly detailed outfits. Shipping weight 6 oz. each.

- (Q) 48 T 24510—Soldier Ape 3.66
(R) 48 T 24511—Dr. Zaius 3.66
(S) 48 T 24512—Cornelius 3.66
(T) 48 T 24513—Zira 3.66
(U) 48 T 24514—Taylor 3.66

V Action Stallion with remote control, saddle, sash. Fits all 8-in. figures. Uses 2 "D" batteries sold on pg. 369. Figures not included.

- 48 T 24622—Ship. wt. 1 lb. 8 oz. set 9.88

W Catapult and Wagon of plastic throws harmless foam rubber "boulders." 22 in. long with wagon load of boulders. Horse and figure not included.

- 48 T 24728—Ship. wt. 1 lb. 3 oz. set 11.99

X Planet of the Apes Treehouse is the perfect headquarters for the ape command. Of washable vinyl with net, rifles, cage, table and plastic furniture. Act out all the ape adventures. Figure not included.

- 48 T 24725—Ship. wt. 5 lbs. 8 oz. set 15.79

©1973 APJAC Productions, Inc. and 20th Century-Fox Film Corp.

SAVE THIS CATALOG! Toys available until August 31, 1976

ALL WARDS 411

Sears

Wish Book for the 1976 Christmas Season



Nightgown
sold on page 56,
Pajamas on page 61,
Stuffed Toys on page 73

INDEX BEGINS ON PAGE 279

SEARS, ROEBUCK AND CO.

Satisfaction Guaranteed or Your Money Back

Save This Catalog. Order any toy, book or phone on pages
423 through 518 from now until September 9, 1977



783-2368

103 South Jackson
Newton, IL 62448

Wish Book
VALUE **Cut 11%**
Was \$2.99 **\$2.66** per packet
TALKING VIEW-MASTER COLOR REELS
Reduced from our 1975 Christmas Book.

Each catalog number is for one 3-reel packet. Talking viewers and projector will accept standard View-Master reels. Talking reels cannot be used in standard viewers or projectors. See list below. Shpg. wt. 5 oz.

Children's Stories
49 N 1836—Alice in Wonderland
49 N 18361—Wizard of Oz
49 N 18321—Charlotte's Web
49 N 18382—Night Before Christmas
49 N 18322—Pippi Longstockings
49 N 1887—Rudolph the Reindeer
49 N 18314—Jack and the Beanstalk
49 N 18383—The Christmas Story

Cartoon Favorites
49 N 18531—Bugs Bunny
49 N 18548—Charlie Brown's Summer Fun
49 N 18516—Popeye
49 N 18553—Scooby Doo
49 N 18544—Snoopy and the Red Baron

TV Favorites
49 N 18514—The Flintstones

49 N 18507—Planet of the Apes
49 N 18559—\$6,000,000 Man
49 N 18584—Superman
49 N 18555—Star Trek
49 N 18596—The Waltons
Disney Favorites
49 N 1840—Bambi
49 N 18528—Mickey Mouse
49 N 18372—Peter Pan
49 N 18362—Winnie-the-Pooh
United States Travel
49 N 18202—Disneyland
49 N 18955—Walt Disney World
Science
49 N 18676—Prehistoric Life
49 N 18616—Wild Animals of the World
New Releases for 1976
49 N 18323—Frankenstein
49 N 18369—Winnie-the-Pooh, Tigger, too
49 N 18586—Happy Days

Wish Book
VALUE **Cut 17%**
Was \$1.75 **\$1.44** per packet
NON-TALKING VIEW-MASTER COLOR REELS



Reduced from our 1975 Christmas Book. Each catalog number is for one 3-reel packet. For all non-talking View-Master viewers and projectors. See list below. Wt. 1 oz.

Cartoon Favorites
49 N 17538—Beep Beep, Road Runner
49 N 17531—Bugs Bunny
49 N 17514—The Flintstones
49 N 17556—It's a Bird, Charlie Brown
49 N 17536—Peanuts®
49 N 17516—Popeye
49 N 17553—Scooby Doo
49 N 17544—Snoopy and the Red Baron
49 N 17584—Superman
49 N 1755—Shazam

Children's Stories
49 N 17321—Charlotte's Web
49 N 17406—Raggedy Ann and Andy

Fairy Tales
49 N 1730—Snow White
49 N 17361—Wizard of Oz

TV Favorites
49 N 17492—Batman
49 N 17597—Emergency
49 N 17554—Fat Albert
49 N 17586—Happy Days
49 N 17507—Planet of the Apes
49 N 17555—Star Trek (cartoon)
49 N 17559—\$6,000,000 Man
49 N 17596—The Waltons
Disney Favorites
49 N 1740—Bambi
49 N 17318—Cinderella
49 N 17517—Disney on Parade

49 N 17528—Mickey Mouse
49 N 17524—Mickey Mouse Club
49 N 17372—Peter Pan
49 N 17362—Winnie-the-Pooh
Christmas Stories
49 N 17383—Christmas Story
49 N 1738—Night Before Christmas
49 N 1787—Rudolph
Science
49 N 17619—Prehistoric Animals
United States Travel
49 N 17365—Grand Canyon Nat'l Park
49 N 1717—Yosemite Nat'l Park
49 N 1732—Rocky Mountain Nat'l Park
49 N 17655—Niagara Falls
49 N 17648—Statue of Liberty
49 N 17271—Mt. Rainier Nat'l Park
49 N 17487—Mount Rushmore
49 N 17307—Grand Teton Nat'l Park
49 N 17309—Yellowstone Nat'l Park

New Releases for 1976
49 N 17369—Winnie-the-Pooh, Tigger, too
49 N 17323—Frankenstein
49 N 17882—Jesus Christ
49 N 17529—Philo
49 N 17952—Disney World Tomorrowland
49 N 17451—Space: 1999
49 N 17344—Hollie Hobbie
49 N 17324—Dracula

NOTE for both pages: Disney characters® Walt Disney Productions. Peanuts characters® United Feature Syndicate, Inc. 1966. Waltons® 1974 Lorimar Productions, Inc. Batman® National Periodicals



View-Master Library Chest

Viewer and reels not included **\$297**

Organize and protect reels, standard or lighted View-Master viewers.
CONSTRUCTION: Made of high-impact polystyrene in snappy red and white colors. Measures 8½x5½x5½ in. deep. Holds up to 25 three-reel packs and viewer.
ORDERING INFORMATION:
49 N 18929—Shpg. wt. 1 lb. 7 oz.\$2.97



Open up carrying case to use as viewing screen.

Wish Book
VALUE **Save \$1.50**
Was \$4.99 **Now \$3.49** reels not incl.
Reduced from our 1975 Christmas Book.

This handy carrying case will carry your projector and reels. Use the inside of the lid as a projector screen.
CONSTRUCTION: Corrugated paper fiberboard, woodgrained finish. Measures 5½x14½x16½ inches long.
ORDERING INFORMATION:
49 N 18976—Wt. 2 lbs. 3 oz.\$3.49

(ALL ITEMS BELOW SHOWN ON FACING PAGE)

(1) Winnie-the-Pooh and Friends Theater

\$14.95

Includes View-Master® Entertainer Projector, Standard Stereo Viewer and six full-color Reels

Enjoy three "Winnie-the-Pooh and Tigger, too" reels and one each of Donald Duck, Peter Pan and Mickey Mouse on either a hand-held stereo viewer or with a 2-dimensional projector.

HOW IT WORKS: Plug in projector, project standard View-Master reel on wall or carrying case lid (not incl. . . sold below, left). Projects in two dimensions. For three-dimensional viewing, hold stand, viewer to light . . . lever changes scene.

WHAT YOU GET: One plastic projector that measures 8½x7½x5½ inches high. One plastic standard viewer and six 3-dimensional reels which include 42 full-color stereo pictures. Comes in colorful gift canister . . . great for storage.

ELECTRICAL INFORMATION: Entertainer Projector is UL listed for 110-120-volt, 50/60-Hz. AC. 3 amps, 26 watts. 6-foot cord. 12-volt auto lamp is included. Not recommended for children under 6 years old.

FOR AGES: 6 years and up.

ORDERING INFORMATION:

49 N 18911—Shipping weight 3 pounds 6 ounces\$14.95

Sears Has a Credit Plan to Suit Most Every Need
See Big Book or ask for details

(2) Winnie-the-Pooh and Friends View-Master® Gift Pack

\$4.95

View Winnie and his friends on colorful 3-dimension reels.

HOW IT WORKS: Slip reel in viewer, hold viewer up to light . . . press lever to change scene.

WHAT YOU GET: One plastic standard viewer and 6 reels with 7 scenes each. All inside a colorful gift canister.

FOR AGES: 4 years and up.

ORDERING INFORMATION:

49 N 18931—Shipping weight 11 ounces\$4.95

Phone ordering's a quick and easy way to buy.

View-Master® Stereo Viewers

(3) Standard Viewer **\$3.75**

(4) Lighted Viewer **\$5.75** without batteries

HOW IT WORKS: Put reel in viewer, hold it up to light, press lever to change scene.

WHAT YOU GET: One plastic standard viewer, 4 color 3-dimensional reels.

FOR AGES: 4 years and up.

ORDERING INFO:

Shipping weight 8 ounces.
49 N 18903\$3.75

HOW IT WORKS: Put reel in viewer, press bar, flip lever to change scene.

WHAT YOU GET: One plastic lighted viewer, 4 full-color 3-dimensional reels.

FOR AGES: 4 years and up.

ORDERING INFO: Uses 2 "C"

batteries, order pkg. below.
49 N 18908—Wt. 9 oz.\$5.75

(5) Talking View-Master® **\$11.74** without batteries

(6) Talking Projector **\$28.88**

3-dimensional pictures come alive with easy-to-understand sound.

HOW IT WORKS: Just insert reel, then press bar to switch light on, flip lever to change scene.

WHAT YOU GET: One plastic viewer measuring 5x5x5½ in. high in canister (not shown) and 1 reel and record.

FOR AGES: 4 years and up.

ORDERING INFO:

Requires 2 "C" batteries, not included; order pkg. below.

Shipping wt. 1 lb. 14 oz.

49 N 18914\$11.74

"C" Batteries. Pkg. of 6.

Shipping weight 12 oz.

49 N 46904Pkg. \$1.80

HOW IT WORKS: Plug into outlet, place reel in slot and the show begins. Press lever to change scene.

WHAT YOU GET: One plastic talking projector 12½x8x5½ inches high. One reel.

ELECTRICAL INFO: UL listed for 110-120-v., 60-Hz. AC. 120-w. 6-ft. cord. Not recommended for children under 6.

FOR AGES: 6 years and up.

ORDERING INFO:

49 N 18927—Wt. 5 lbs.\$28.88

Replacement Bulb.

Code BMG.

49 N 18901—Wt. 3 oz.\$2.65

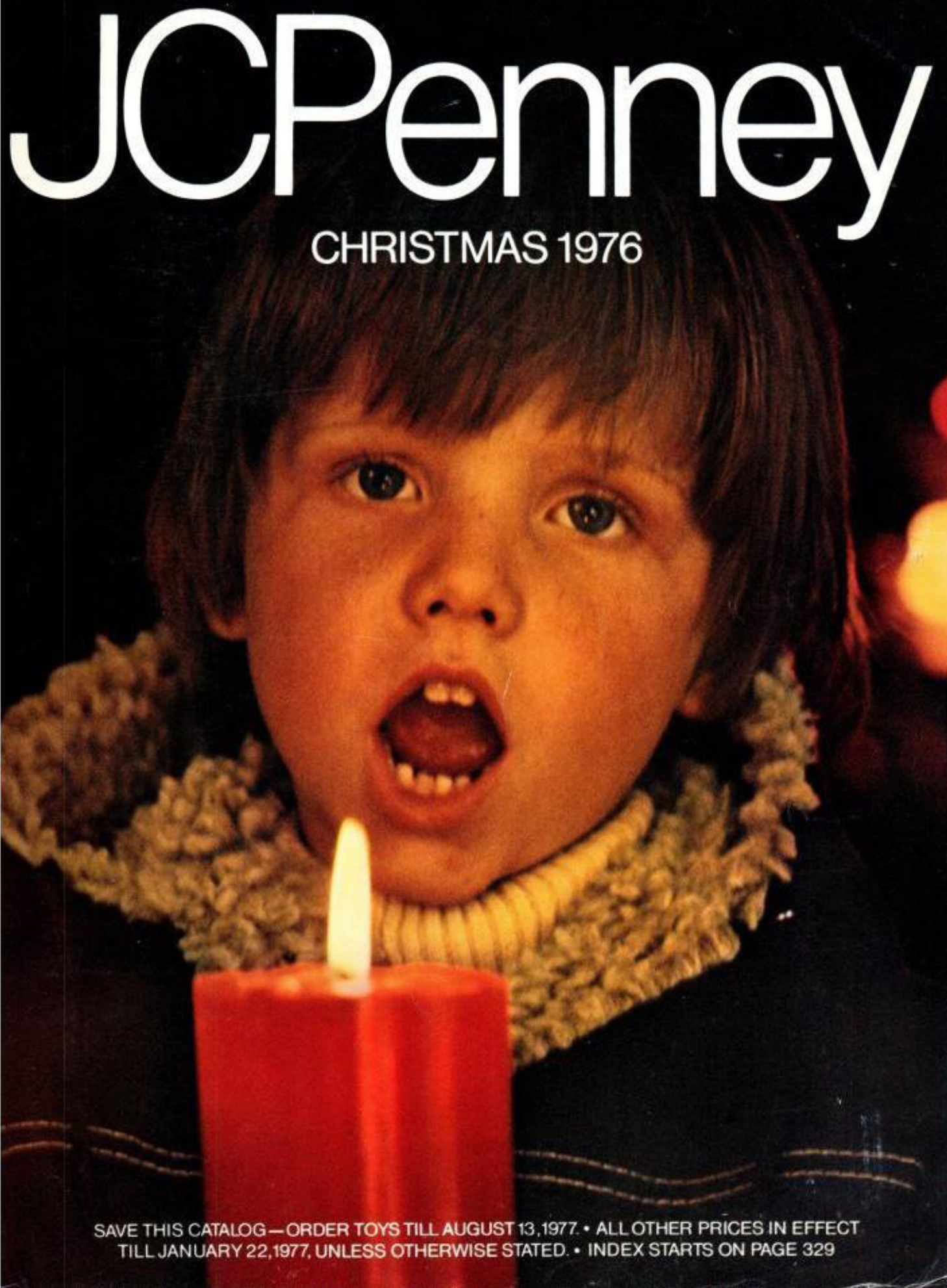
(7) Tabletop Screen. Steel

and vinyl. 30x40 inches.

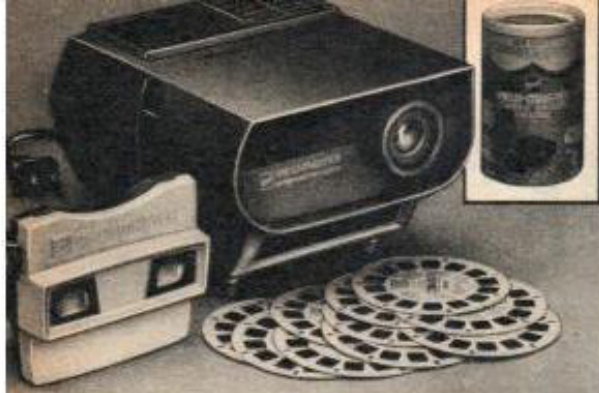
3 N 8545C—Wt. 3 lbs.\$4.99

JCPenney

CHRISTMAS 1976

A close-up photograph of a young child with dark hair and blue eyes, looking directly at the camera with a wide-eyed, open-mouthed expression of surprise or awe. The child is wearing a dark sweater with a thick, light-colored, textured collar. In the foreground, a thick red candle is lit, with a bright yellow flame. The background is dark, with some out-of-focus warm lights on the right side.

SAVE THIS CATALOG—ORDER TOYS TILL AUGUST 13, 1977. • ALL OTHER PRICES IN EFFECT
TILL JANUARY 22, 1977, UNLESS OTHERWISE STATED. • INDEX STARTS ON PAGE 329



Charlie Brown Theater
includes View-Master®
Projector, Stereo Viewer,
and 10 silent reels

Only **14⁹⁹** Outfit

CHARLIE BROWN THEATER lets your kids enjoy all the great Peanuts characters. Includes Entertainer Projector (described below), standard stereo viewer, and 10 silent color reels of adventure with the Peanuts gang (70 scenes in all).

X 918-0035 A—Mailing weight 3.25 lbs. 14.99

View Master® Entertainer Projector only. Internal bulb projects big 2-D pictures on wall or screen. Adjustable-focus 3-element lens; slide-change lever. Blue styrene body. Uses silent reels only. Plugs into 120V, AC outlet. UL listed.

X 918-6826 A—Mailing weight 2.25 lbs. 10.99



Library Chest
keeps reels and
viewer together

VIEW-MASTER® LIBRARY CHEST lets you store up to 25 packets with one standard or lighted viewer. Durable red and white styrene construction. An ideal accessory for your collection. Mailing weight 1.75 lbs.

X 918-6065 A 2.99



14⁴⁴
Incl. 6 reels

Talking Gift Pak III

Charlie Brown, Star Trek,
Bazooka Joe, Scooby Doo,
Tom Sawyer, Casper the Ghost ... see 'em in 3-D and
color, with SOUND NARRATIONS

TALKING VIEW-MASTER® GIFT PAK. Hold up to light and press sound bar to hear narration of 3-D color stories. Incl. talking viewer, 6 talking reels (42 scenes in all), and canister. Uses 2 "C" batteries (not incl.—sold on p. 293).

X 918-8238 A—Mailing weight 2.75 lbs. 14.44

434 JCPenney

Silent View-Master® Packets

144

21 COLOR 3-D SCENES IN EACH 3-REEL PACKET. Reels can be used in silent and talking viewers, and projectors. State catalog number from head of list, and write packet number-and-name in color number-and-name columns on order form. We pay postage to all 50 states.

X 918-0886 B—Cartoon Subjects

- 01—Scooby Doo
- 02—Fat Albert
- 03—Popeye
- 04—Bugs Bunny
- 13—Archie
- 14—Pluto
- 05—The Flintstones
- 06—Casper, Friendly Ghost
- 15—Snow White
- 08—Charlie Brown Summer Fun**
- 09—Snoopy & Red Baron
- 10—Cinderella
- 12—Winnie the Pooh

X 918-0910 B—Adventure Subjects

- 16—S.W.A.T.
- 17—The Rookies
- 18—Lassie Look Homeward
- 04—Batman
- 05—Star Trek
- 06—Superman
- 08—The Waltons
- 09—Emergency
- 12—Six Million Dollar Man
- 14—Planet of the Apes*

X 918-0878 B—Travel Subjects

- 02—Children's Zoo
- 03—Grand Canyon
- 04—Marineland, Fla.
- 08—Great Smoky Mts.
- 10—Yellowstone Natl. Pk.
- 11—Scenic U.S.A.

X 918-0845 B—Bible and History

- 01—In the Beginning
- 02—Moses and the Ten Commandments
- 03—Noah's Ark
- 05—Birth of Jesus
- 06—The Christmas Story
- 07—The Night Before Christmas
- 08—Prehistoric Animals

X 918-0894 B—Children's Favorites

- 10—Holly Hobbie
- 12—Winnie the Pooh and Tigger Too
- 02—Raggedy Ann and Andy
- 05—Love Bug
- 06—Disney on Parade
- 07—Rudolph the Red-Nosed Reindeer
- 08—Bambi
- 09—Wizard of Oz
- 13—Mickey Mouse

Talking View-Master® Packets

244

SOUND NARRATION DESCRIBES EACH SCENE. 21 COLOR 3-D SCENES IN EACH 3-REEL PACKET. Talking reels can be used only in talking viewers or talking projector. State catalog number from head of list, and write packet number-and-name in color number-and-name columns on order form. We pay postage to all 50 states.

X 918-0795 B—Cartoon Favorites

- 01—Casper's Ghostland
- 02—The Flintstones
- 03—Bugs Bunny
- 04—Beep Beep, the Road Runner
- 05—Mickey Mouse
- 07—Scooby Doo
- 08—Winnie the Pooh and Tigger Too
- 09—Popeye
- X 918-0811 B—Adventure Subjects
- 12—S.W.A.T.
- 13—Happy Days
- 14—Archie
- 15—Adam-12
- 01—Superman
- 05—Star Trek
- 07—Six Million Dollar Man
- 09—Planet of the Apes*

X 918-0803 B—Children's Favorites

- 02—Cinderella
- 03—Snoopy & the Red Baron
- 04—Snow White
- 05—Wizard of Oz
- 06—Bambi
- 08—Charlie Brown's Summer Fun
- 11—Winnie the Pooh

X 918-0837 B—Travel/Special Subjects

- 01—Disneyland
- 03—Wonders of the Deep
- 04—Wild Animals of the World
- 05—Astronomy
- 06—Walt Disney World, Florida
- X 918-0829 B—Christmas Stories
- 01—The Little Drummer Boy
- 02—The Christmas Story
- 03—The Night Before Christmas
- 04—Rudolph the Red-Nosed Reindeer

*@APJAC Productions, Inc.
and Twentieth Century Fox Film Corp.

**@United Features Syndicate, Inc.

†@Warner Bros., Inc.

‡@Hanna-Barbera Productions, Inc.

Buy it now
and Charge It—
see page 334



7-Reel Packets

49 silent 3-D scenes
of TV favorites,
cartoons, or adventures

2⁹⁹

7-REEL PACKETS with plastic storage container. 49 exciting scenes in each packet. State packet number-and-name in color number-and-name columns on order form. We pay postage to all 50 states.

- 01—The Flintstones
- 02—Disney Cartoons
- 03—Tales of Magic
- 04—Cops/Robbers
- 05—Ghosts/Monsters
- X 918-1850 B 1 Packet for 2.99



MONTGOMERY
WARD

Chicago, IL 60607

CHRISTMAS 1976

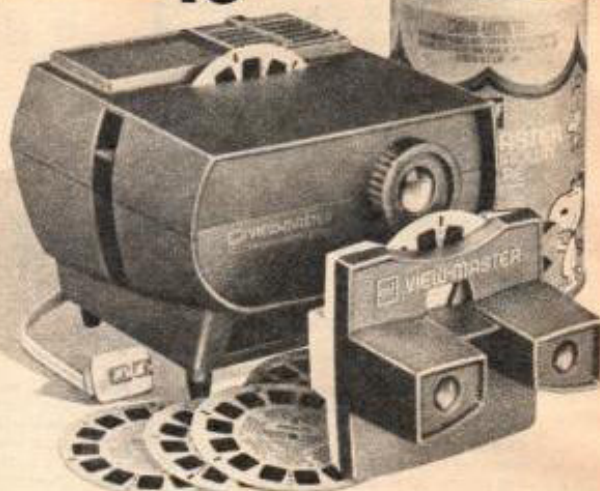
Index page 168, Credit terms pages 164-166, Cover item sold page 153, Satisfaction Guaranteed

GAF**Gift ideas**
15⁹⁹**Standard View-Master reels 1⁵⁵ each**

Explore the worlds of fantasy and reality through our wide selection of View-Master reels. Packets contain three 7-scene full-color reels. Most also include a 16-page story booklet.

W 67 G 3812 P—Postpaid. State catalog no. and title no. ea. 1.55

- | | |
|--|--|
| 02-411 ABC Circus | 02-501 Love Bug |
| 02-360 Alice in Wonderland | 02-528 Mickey Mouse |
| 02-364 Alice Through the Looking Glass | 02-524 Mickey Mouse Club |
| 02-305 Anderson's Fairy Tales | 02-410 Mother Goose Rhymes |
| 02-574 Archie | 02-382 Night Before Christmas |
| 02-400 Bambi | 02-536 Peanuts |
| 02-500 Barbie | 02-520 Pebbles/Bamm-Bamm |
| 02-492 Batman | 02-372 Peter Pan |
| 02-538 Beep, Beep the Road Runner | 02-311 Pinocchio |
| 02-531 Bugs Bunny | 02-322 Pippi Longstocking |
| 02-533 Casper the Friendly Ghost | 02-507 Planet of the Apes |
| 02-548 Charlie Brown | 02-529 Pluto |
| 02-321 Charlotte's Web | 02-516 Popeye |
| 02-318 Cinderella | 02-406 Raggedy Ann and Andy |
| 02-532 101 Dalmatians | 02-342 Robin Hood (Disney) |
| 01-948 Disney—Fantasyland | 02-438 Robinson Crusoe |
| 02-517 Disney on Parade | 02-870 Rudolph the Red-Nose Reindeer |
| 02-525 Donald Duck | 02-553 Scooby-Doo |
| 02-597 Emergency | 02-550 Shazam |
| 02-554 Fat Albert & Cosby Kids | 02-595 Sigmund and the Sea Monster |
| 02-514 Flintstones | 02-308 Sleeping Beauty |
| 02-485 Flipper | 02-544 Snoopy and Red Baron |
| 02-317 Goldilocks | 02-300 Snow White |
| 02-312 Grimm's Fairy Tales | 02-499 Star Trek |
| 02-586 Happy Days | 02-584 Superman |
| 02-578 Herbie Rides Again | 02-453 S.W.A.T. |
| 02-344 Holy Hobbie | 02-511 Tom and Jerry |
| 02-367 Island at the Top of the World | 02-432 Treasure Island |
| 02-556 It's a Bird, Charlie Brown | 02-370 20,000 Leagues Under the Sea |
| 02-314 Jack and the Beanstalk | 02-596 The Walltons |
| 02-557 Korg | 02-362 Winnie the Pooh |
| 02-598 Kung Fu | 02-369 Winnie the Pooh and Tigger, Too |
| 02-579 Land of the Lost | 02-361 Wizard of Oz |
| 02-480 Lassie Look Homeward | 02-508 Woody Woodpecker |
| 02-310 Little Red Riding Hood | |

**Charlie Brown theater**

Gather the gang together for a View-Master party! Charlie Brown Theatre outfit gives you hours of entertainment. Enjoy the antics of Charlie, Lucy, Linus, Snoopy—all of your favorite Peanuts characters! Outfit includes 10 full-color reels (70 scenes), entertainer projector for group viewing in 2-dimensions, and standard viewer that displays scenes in breathtaking 3-D for individual enjoyment. Packaged in a colorful storage canister. Projector UL listed. 120v, 3 amp.

67 G 3842—Ship. wt. 5 lbs. 8 oz. **15.99**

Library chest 3⁰⁹**Projector 11⁹⁹****View-Master accessories**

1 Entertainer projector is ideal for group viewing; throws a brilliant two-dimensional picture on wall or screen. Show standard reels. 120v, 3 amp. UL listed.

67 G 3815—Ship. wt. 2 lbs. 11 oz. **11.99**

Lenticular table screen, 22x22 inches high.

67 G 1006—Ship. wt. 2 lbs. **4.89**

2 Library chest holds about 25 standard reels. Sturdy plastic.

67 G 3843—Ship. wt. 1 lb. 8 oz. **3.09**

Talking View-Master Reels 2⁷³ each

Watch, listen and learn while the Talking View-Master viewers and Talking Projector take you on an enchanting, colorful tour! Three 7-scene color reels in each packet. For talking viewers, projector only.

W 67 G 3805 P—Postpaid. State catalog no. and title no. each 2.73

- | | |
|--|--------------------------------------|
| 02-411 A B C's | 02-480 Lassie Look Homeward |
| 02-585 Adventures of GI Joe | 02-871 Little Drummer Boy |
| 02-360 Alice in Wonderland | 02-310 Little Red Riding Hood |
| 02-574 Archie | 02-605 Little Yellow Dinosaur |
| 02-365 Aristocats | 02-501 Love Bug |
| 02-400 Bambi | 02-528 Mickey Mouse |
| 02-500 Barbie's Around the World Trip | 02-410 Mother Goose |
| 02-538 Beep, Beep the Road Runner | 02-567 New Zoo Review |
| 02-531 Bugs Bunny | 02-382 Night Before Christmas |
| 02-545 Casper's Ghostland | 02-536 Peanuts |
| 02-548 Charlie Brown's Summer Fun | 02-372 Peter Pan |
| 02-321 Charlotte's Web | 02-311 Pinocchio |
| 02-617 Children's Zoo | 02-322 Pippi Longstocking |
| 02-380 Christmas Carol | 02-507 Planet of the Apes |
| 02-383 Christmas Story | 02-516 Popeye |
| 02-318 Cinderella | 02-406 Raggedy Ann and Andy |
| 02-532 101 Dalmatians | 02-342 Robin Hood |
| 02-525 Donald Duck | 02-452 The Rookies |
| 02-551 Donald Duck and Goofy | 02-870 Rudolph the Red-Nose Reindeer |
| 02-514 Flintstones | 02-553 Scooby-Doo |
| 02-520 Flintstones Pebbles and Bamm-Bamm | 02-595 Sigmund and the Sea Monster |
| 02-485 Flipper | 02-559 Six Million Dollar Man |
| 02-317 Goldilocks | 02-308 Sleeping Beauty |
| 02-374 Gulliver's Travels | 02-544 Snoopy |
| 02-586 Happy Days | 02-300 Snow White |
| 02-425 Heidi | 02-584 Superman |
| 02-578 Herbie Rides Again | 02-453 S.W.A.T. |
| 02-512 Huckleberry Hound | 02-511 Tom and Jerry |
| 02-556 It's a Bird, Charlie Brown | 02-955 Walt Disney World |
| 02-314 Jack and the Beanstalk | 02-596 Waltons |
| 02-598 Kung Fu | 02-616 Wild Animals of the World |
| | 02-362 Winnie the Pooh |
| | 02-361 Wizard of Oz |
| | 02-508 Woody Woodpecker |

Shop by phone. Numbers on page 170.

MOVIE FANS!**FREE FILM CATALOG!**

Great fun for the whole family—children and adults alike! Choose from a wide range of subjects including comedies, science-fiction thrillers, cartoons, sports features, serials, and many more. See Laurel and Hardy, Charlie Chaplin, W. C. Fields and others, in the old classics that made them famous. Available in Super 8, regular 8 or 16mm. Choose silent or sound film. Write today for your free Wards Home Movie Catalog to:

Montgomery Ward, Dept. 67, Section B-7,
Two Montgomery Ward Plaza, Chicago, IL 60671.