

1948

# F.A.O. SCHWARZ

NEW YORK ARDMORE BOSTON





# Christmas Mail-Ordering Ends Dec. 13

SHOP EARLY.. After December 13, 1948 Mail Orders cannot be accepted for Christmas delivery

## A TOY IS AN INVESTMENT IN HAPPINESS

Toys, wisely chosen, are a tremendous influence in the life of a child . . . for children, if they are to develop well, need the social, physical and mental stimulation that comes from carefully chosen playthings.

A toy is, of course, primarily designed to be a plaything . . . but it is also a means to a pleasant home atmosphere and should be looked upon as an investment in happiness for everyone.

For over eighty years we have been creating happiness for children . . . with fine toys, beautifully made . . . moderately priced. And it is our belief today, as it has always been, that a good toy is an intelligent contribution to a child's development — and never an extravagance.

We know that the Schwarz toys you bought for your children will bring happiness to you all at Christmas . . . and throughout the year.

F·A·O **SCHWARZ**

745 FIFTH AVENUE, NEW YORK 22, N. Y.  
BRANCHES • 40 NEWBURY STREET, BOSTON 16, MASS.  
ARDMORE, PA.

