

1954

TOYS



F.A.O. SCHWARZ

745 FIFTH AVENUE AT 58TH STREET, NEW YORK 22

BRANCH STORES: • BOSTON, MASS.
• ARDMORE, PA. • WASHINGTON, D.C.



AFTER DEC. 15, 1954 MAIL
ORDERS CANNOT BE ACCEPTED
FOR CHRISTMAS DELIVERY

EXPERIENCE AND 100,000 TOYS

1. IS EXPERIENCE NECESSARY TO SELECT THE PROPER TOY?

To us, selecting a toy is serious business. Almost a century's work in the world of playthings has taught us to select toys carefully. Each year, our staff considers the merits of 100,000 toys, gathered from the far corners of the world, with certain demanding standards in mind.

2. WHAT SPECIFIC QUALITIES ARE REQUISITES OF SCHWARZ TOYS?

To provide that very special meaning that only "a package from Schwarz" can, we select:

- Toys of quality and taste.
- Toys that teach both individual skills and teamwork.
- Toys that add to knowledge and growth.
- Toys of enduring appeal.
- Toys of pure delight that live on to become mementoes of childhood years.

3. WHY IS THE SCHWARZ TOY CATALOGUE SO BIG?

Only a well-rounded selection of playthings could continue to satisfy the varied needs of our many customers—parents, aunts, uncles, grandparents, great-aunts, many of whom literally "cut their teeth" on Schwarz toys.

4. DO SCHWARZ CUSTOMERS ACTUALLY ORDER THEIR TOYS BY MAIL?

We invite your visit to any of our stores, where you will be served by sincere and helpful people. However where distance is a barrier, many thousands of satisfied customers, knowing us and our merchandise, mail their orders chosen from the extensive collection on these pages, secure in the knowledge that their toys will be delivered quickly with no further effort on their part, and naturally, at competitive prices.

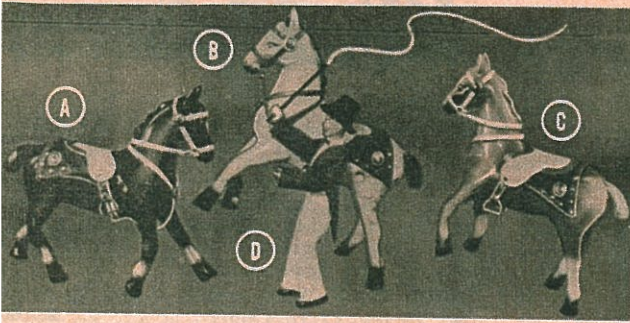
We sincerely hope our toys will add a full measure of enjoyment to your —

HAPPY HOLIDAY SEASON

F.A.O. SCHWARZ

745 FIFTH AVENUE, NEW YORK 22

BRANCHES { 40 NEWBURY STREET, BOSTON 16, MASS. • ARDMORE, PA.
614 FOURTEENTH STREET, N. W. WASHINGTON, D. C.



FLEXIBLE CIRCUS PONIES — Even very young ringmasters can make these circus ponies do tricks. Their legs can be bent, so they can be made to "prance", "trot" or stand sedately, just as obedient circus horses do. 10" high, have smooth rubber-covered stuffed bodies, brightened with colorful plastic and felt trappings with shiny metal ornaments and stirrups. The 9" ringmaster is dressed in the traditional black top hat, red swallow-tailed coat and white trousers. He, too, has flexible arms and legs and can be made to wave commands at the ponies or hold their reins. Durable and attractive, they provide imaginative fun in a make-believe world that children love — the circus! (Imported)

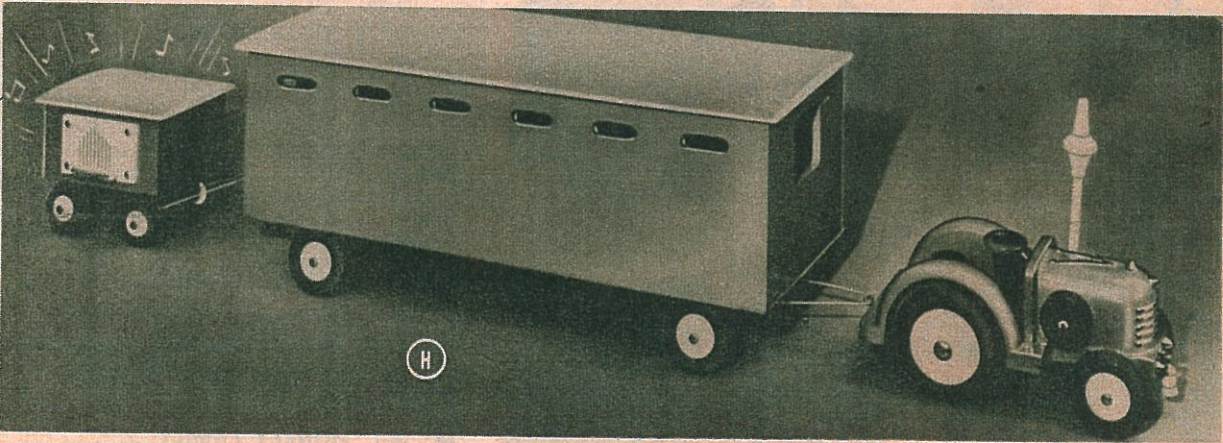
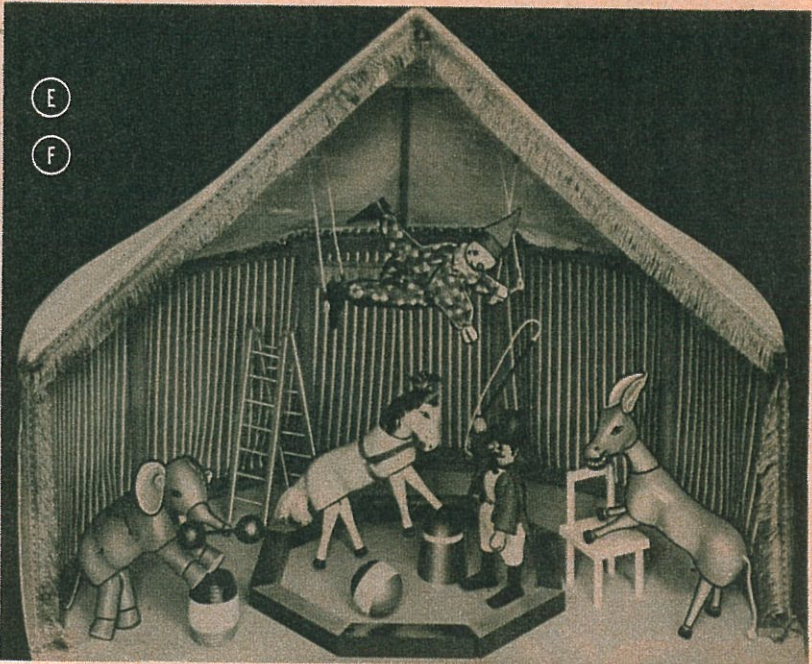
- A 17-369-9 BLACK PONY** Ship. wt. 2 lbs. \$5.00
- B 17-369-7 WHITE PONY** Ship. wt. 2 lbs. \$5.00
- C 17-369-8 PALOMINO PONY** Ship. wt. 2 lbs. \$5.00
- D 2-318 RINGMASTER** Ship. wt. 1 lb. \$2.00

19-56 "BIG TOP" CIRCUS TENT AND RING Ship. wt. 6 lbs. (Imported) **\$20.00**
 (4 yrs. up)—Hurry! Hurry! Hurry! The big show under the Big Top is ready to start! Standing 27 1/2" high, the fringed cloth tent rests on a curved wood frame, painted a brilliant red and held firmly together by six wing nuts. Wooden struts to the apex of the roof support the peak of the tent and provide a solid place to attach the two aerial trapezes. Down below, a blue, 8 piece ring of 3/4" solid wood sets off the performing area. Open on one side, all of the tent is easily accessible to any young "Barnum" who wants to 'play' circus, not merely watch it. 27" wide and 15" deep. Animals or props not included. See below.

19-57 "BIG TOP" CIRCUS PERFORMERS Ship. wt. 7 lbs. (Import) **\$22.75**
 (4 yrs. up)—This entertaining set of circus performers with the accessories needed for their

acts have adjustable heads, arms and legs. The 7" ringmaster holds his whip in his slotted hand to direct the performance. The clown can be made to swing on the trapeze or "climb" the two ladders, while the elephant can hold the dumb-bell in his slotted trunk. The pony and donkey can 'do tricks' using any of the accessories—large ball, barrel, chair or foot rest. All 5 figures and 6 accessories are of wood in bright colors. Tent and circus ring not included. See above.

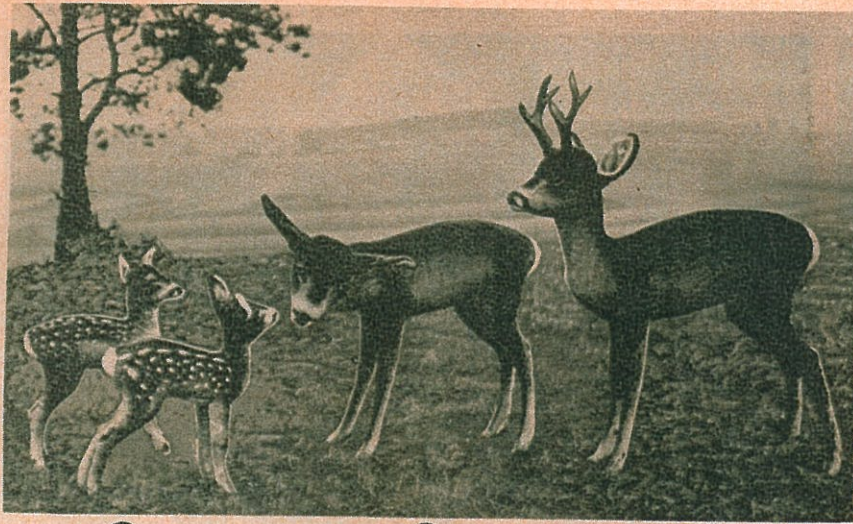
G 19-85 TEETERING-TOTS **\$3.95**
 (4 yrs. up)—Used individually or in groups, in combinations with blocks, chair, table, umbrella, bottle, etc., the five 4 1/2" plastic figures can be made to perform fantastic balancing acts. This is made possible by the clever use of pegs and magnets. Groups up to 30" high can be arranged and the combinations are limitless. Wt. 3 lbs.



19-58 "BIG TOP" CIRCUS TRANSPORT (Imported) **\$24.00**
 (4 yrs. up)—Here comes the circus! Music tinkles from the calliope herald the arrival of this three-piece outfit, mounted on rubber wheels. The 11 1/2" tractor, with steering wheel that turns the wheels, pulls the big 23 1/2" trailer, into which can fit the tent, equipment

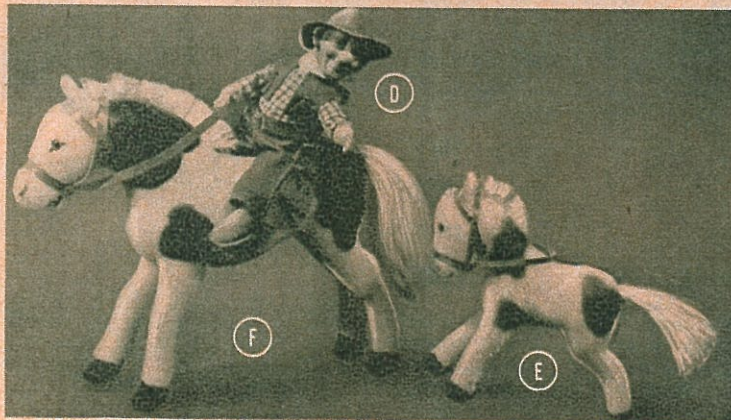
and performers as listed above. The removable roof makes moving day lots of fun instead of a chore. Behind the trailer is attached the calliope with its enclosed Thorens music box. Made of wood finished in gleaming red and gray enamel, this is a most impressive circus caravan. Ship. wt. 10 lbs.

World famous



DEER FAMILY—One of the most graceful, alert, peaceful and shy animals. To portray these animals accurately is a real accomplishment but this family is a very representative one—the Buck, handsome and alert;—the Doe, gentle, peaceful and happy with her Fawn. Each has a stuffed body on a metal frame, covered with plush to give in texture and color a most realistic feel and appearance.

- A 60-6 BUCK DEER** With antlers 45" high. Ship. wt. 22 lbs. Express only.....\$65.00
16-47 BUCK DEER (Not illus.) 13" high, antlers, voice. Ship. wt. 2 lbs.....\$6.50
B 60-7 DOE DEER 25" high to top of back. Ship. wt. 20 lbs. Express only.....\$45.00
15-112 DOE DEER (Not illus.) 7" high. 2 lbs. \$3.00
C 27-14 FAWN DEER Measures 21" high to top of head. Ship. wt. 5 lbs.....\$18.00
16-43 FAWN DEER (Not illus.) 4 1/2" high. 1 lb. \$1.50

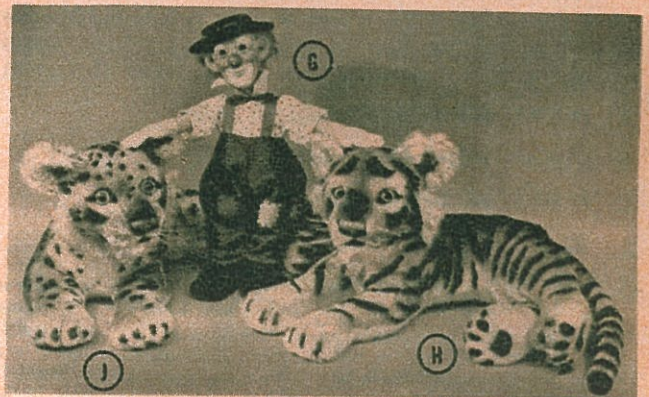


- D 14-124 COWBOY TRAMP**.....\$3.95

No rags or cutaways for this fellow but a cowboy outfit of matching brown felt chaps and vest, checkered shirt, slouch hat, gay kerchief, belt and holster. Has moulded face with bulbous nose and roguish grin—strictly an individualist. Measures 8 1/2" tall. Ship. wt. 1 lb.

PONY Body of this chubby little pony is firm, covered with brown spots. Has white mane and long white tail. Sports a red leather bridle.

- E 15-209 PONY** 7" tall. Ship. wt. 1 lb.....\$3.50
F 16-83 PONY 11" tall. Ship. wt. 2 lbs.....\$6.50



- G 15-72 CLOWN** (A Steiff creation).....\$8.75

Children love clowns—that's one of the reasons for their going to the circus. Hence, this appealing fellow. His features, coloring, expression, apparel, posture are as near real as can be made. He is every inch a classical clown from his frizzy unkempt red hair to his very patched up blue baggy pants. Standing up on his big felt shoes he measures 15" tall. Has jointed arms and legs; face is moulded of washable material. Ship. wt. 3 lbs.

JUNGLE CUBS These cubs typify the Steiff line as well as any yet produced. Each is an amazing model of a 6 month cub. The color, markings and proportions, in combination with the expression of alertness and cunning, is most natural and lifelike. Soft stuffed; plush covered.

- H 15-155 TIGER**, 13" lying. Ship. wt. 3 lbs....\$7.50
27-70 TIGER, 20" lying. Ship. wt. 6 lbs....\$20.00
40-176 TIGER, 28" lying. Ship. wt. 8 lbs....\$38.00
J 15-78 LEOPARD, 13" lying. Ship. wt. 3 lbs....\$7.50
27-71 LEOPARD, 20" lying. Ship. wt. 6 lbs....\$20.00
40-198 LEOPARD, 28" lying. Ship. wt. 8 lbs....\$38.00

PETS IN BASKET—The next best to a family of real pets is one of these happy groups of small animals arranged in sturdy natural wicker bed basket with pillow, 14" across. Each animal being made by "Steiff" is covered with fine wool plush, carefully colored to resemble the animal it represents, with particular attention given to its conformation. Ship. wt. 3 lbs. each.

- K 16-5 CAT FAMILY**.....\$16.95
 Family of four. Longest 8" overall, smallest 4".

- L 16-4 DALMATIAN DOG FAMILY**.....\$15.95
 Family of three. Largest 8 1/2" high, smallest 4".

- M 16-7 MONKEY FAMILY**.....\$16.95
 Family of four. All jointed and COCO, the 10" Bellhop monkey, is dressed in the best bellhop style—vivid red felt outfit with black trim. Smallest 7" long.

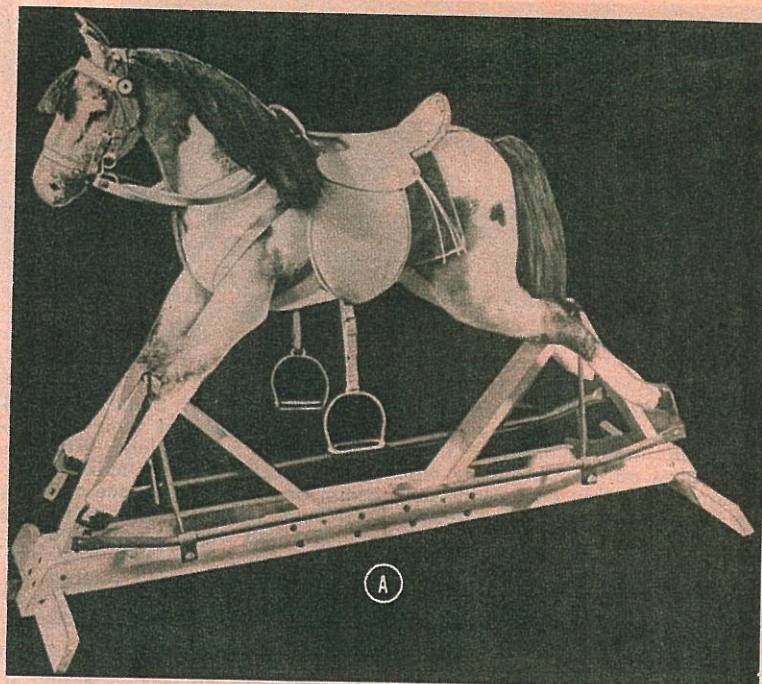
- N 16-9 HORSE FAMILY**.....\$16.95
 Consisting of 4 horses. Largest pony 7" long. Smallest 5" zebra.



Steiff Animals

Children and animals are just natural companions. If they cannot have a live dog, cat, pony, etc. children can have the next best—A Steiff Animal. Steiff animals are the world's best. They are made of the finest materials with texture and color carefully selected to resemble the actual. This, with their perfect conformation, and enduring quality, makes them outstandingly the best.

A 60-80 STEIFF SWINGING HORSE (Exclusive).....\$100.00
(3 to 6 yrs.)—A thoroughbred of excellent conformation, covered with the best brown and white plush. He even has a voice. Seated in the tan and red leather saddle, holding the leather reins with feet in the metal stirrups, the rider can thoroughly enjoy the gait of this champion as he swings back and forth on metal rods from his sturdy and quality made varnished wooden stand, measuring 48" long. Ship. wt. 55 lbs. Exp. only.



40-210 TEDDY ON WHEELS Wt. 19 lbs. Exp. only **\$25.00**
Long to be remembered are the enjoyable rides on the road soft back of this lovable playmate. Fitted with concealed strong steel frame with rubber tired disc wheels. With leather collar, voice and pull cord. 25" long, 19" high.
1-230 ROCKER FOR ABOVE BEAR 45" long. Ship. wt. 8 lbs. Express only.....**\$7.50**

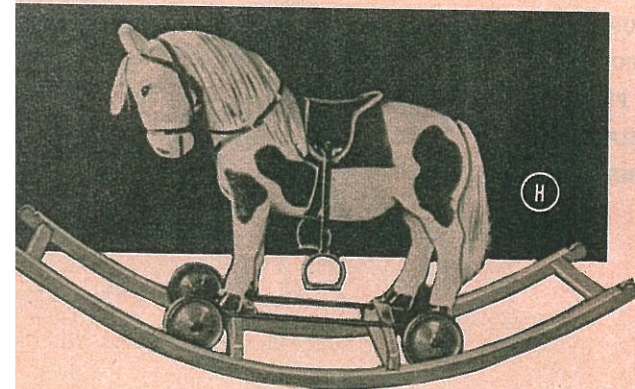
15-202 STANDING YOUNG BEAR Wt. 3 lbs.....**\$7.50**
Brown mohair plush with collar, bell and voice. 13" long.

JUBILEE BEAR "JACKIE"—Long honey color mohair plush, moving arms, legs and head. With ribbon bow. A squeeze of his fat tummy produces a voice.

1-111 JUBILEE BEAR "JACKIE" 6½" tall. Wt. 1 lb.....**\$2.75**

1-197 JUBILEE BEAR "JACKIE" 9" tall. Wt. 2 lbs.....**\$4.50**

1-194 JUBILEE BEAR "JACKIE" 13" tall. Wt. 3 lbs.....**\$7.75**



PONIES ON WHEELS (1½ to 5 yrs.)—Fitted with concealed strong steel frame welded to axles, mounted on rubber tired disc wheels, providing enormous carrying capacity (holds adult) and unusual durability. Covered with mohair plush coat, realistically marked. Pull cord attached. With saddle and bridle. Detachable **ROCKER** IS NOT INCLUDED. SEE BELOW.

1-207 PONY ON WHEELS. Wt. 16 lbs. Exp.....**\$32.00**
18" long, 18" high. For rocker see below.

1-230 ROCKER for above Pony. Hardwood, 45" long. Ship. wt. 8 lbs. Express only.....**\$7.50**

1-4 PONY ON WHEELS. Wt. 27 lbs. Exp.....**\$48.00**
18" long, 21" high.



E ZOTTY BEARS — Long shaggy, sand colored, mohair plush. Jointed and with ribbon and voice.

15-98 ZOTTY BEAR 7" tall. Ship. wt. 1 lb.....**\$3.00**

14-66 ZOTTY BEAR 11" tall. Ship. wt. 3 lbs.....**\$6.75**

F 16-71 TEDDY BABY BEAR 11" tall. Dark brown mohair plush. Collar with bell and voice. Ship. wt. 2 lbs.....**\$5.95**

G ORIGINAL TEDDY BEAR — Of soft mohair plush cinnamon color with jointed head, arms and legs. Has voice and pert ribbon bow around neck.

15-83-8 ORIGINAL TEDDY 11½" tall. Ship. wt. 2 lbs.....**\$4.00**

15-52-8 ORIGINAL TEDDY 13½" tall. Ship. wt. 2 lbs.....**\$5.95**



J-K CHIMPANZEE—Just about the most popular animal in any zoo. Covered with mohair plush with jointed head and legs. Has squeeze voice.

J 16-130 CHIMPANZEE 10" long. Ship. wt. 2 lbs.....**\$3.00**

K 16-131 CHIMPANZEE 13½" long. Ship. wt. 3 lbs.....**\$5.75**

L 16-69 RECORD PETER MONKEY Ship. wt. 3 lbs.....**\$5.00**

(1½ to 5 yrs.)—It's so much fun to see Peter move back and forth while sitting and holding the handle of his wooden wheeled coaster as his little master pulls him by the cord. It's amusing too to hear his squeek voice. Made of mohair plush with tinted felt features, hands and feet. Height 10".



(A) (B) (C) (D)

MECKI AND MICKI — Two very lovable characters by Steiff. Their popularity (and very deservedly) in Europe prompted their importation since children the world over like the same things. With each goes an adorable story with a moral. Together they make a delightful pair but even alone their charm and happy influence can be felt. Basically they are dressed hedgehogs, he sort of tramp-like in patch pants held by string, cotton shirt and opened vest, she with checkered skirt, blouse and apron too, and both with large felt shoes. Obviously poor yet their carefully moulded and colored faces smile in a cheerful, contagious manner, while their bushy brown, white-tipped hair sticks out straight in true hedgehog fashion. Felt covered bodies with movable arms.

- A 16-93 MICKI (Woman)** 11" tall. Ship. wt. 3 lbs.\$6.00
15-109 MICKI (Woman) 7" tall. Ship. wt. 2 lbs.\$3.75
B 16-91 MECKI (Man) 11" tall. Ship. wt. 3 lbs.\$6.00
14-57 MECKI (Man) 7" tall. Ship. wt. 2 lbs.\$3.75
C 15-60 MUCKI (GIRL) 4½" tall. Ship. wt. 1 lb.\$2.00
D 15-55 MACKI (BOY) 4½" tall. Ship. wt. 1 lb.\$2.00



(E) (F) (G)

GUCKI, LUCKI, AND PUCKI DWARFS — Three amazingly appealing fellows exquisitely made and colorfully dressed. Their happy smiling faces radiate warmth and friendliness with a touch of roguishness for good measure. 11" tall, each stands in soft turned-up leather slippers. Their movable arms, legs and heads are attached to firm stuffed bodies. Heavy silky beards frame the molded rubber facial features. Ship. wt. 2 lbs. each.

- E 14-236 GUCKI** Dressed in two-tone blue and tan costume with brown work apron and feathered felt hat.\$6.00
F 14-99 LUCKI Dressed in two-tone green costume with laced waistcoat and felt hat.\$6.00
G 15-53 PUCKI Dressed in red and fawn colored costume with belt money bag and feathered felt hat.\$6.00



(H) (J) (K) (L) (M) (N) (P)

STEIFF ANIMAL PUPPETS (4 yrs. up) — Both adults and children find it equally amusing to manipulate these hand puppets because of their life-like appearance, texture and coloring. Quality made of fine mohair plush. Ship. wt. 1 lb. ea.

- H 15-133 MOLLY HAND PUPPET**\$2.50
J 16-75 TIGER HAND PUPPET\$2.50

- K 15-213 FOX HAND PUPPET**\$2.50
L 16-118 CAT HAND PUPPET\$2.50
M 16-115 BEAR HAND PUPPET\$2.50
N 16-114 BULLY DOG HAND PUPPET\$2.50
P 16-120 MONKEY HAND PUPPET\$2.50



(R)

R STEIFF PLUSH BALLS (Imported) — (6 to 18 mos.) — These exercise balls for creeping babies are covered with a short-pile plush in an appealing patch-work pattern of six different colors.

- 15-169 PLUSH BALL 6" diameter.** Ship. wt. 2 lbs.\$3.00
16-129 PLUSH BALL 8" diameter. Ship. wt. 2 lbs.\$4.75
16-113 PLUSH BALL 9" diameter. Ship. wt. 2 lbs.\$5.95

T 15-124 GUSSY CAT\$3.50
 A cute black and white kitty, 6" long with jointed head. Wt. 1 lb.

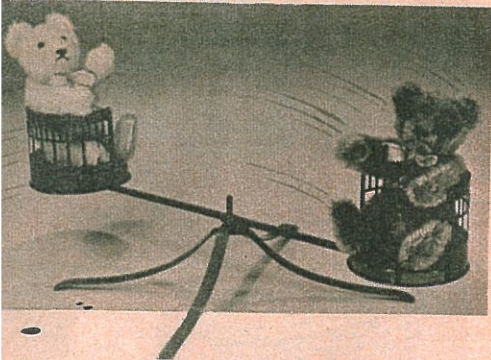


(W) (V) (U)

"COCKIE" DOGS Color, texture, conformation—just about perfect! Soft bodies covered with fine silky brown and white plush with velvet nose and glass eyes. Mouth remains open—either because his body has a small voice and he may be barking or his thick coat makes him pant!

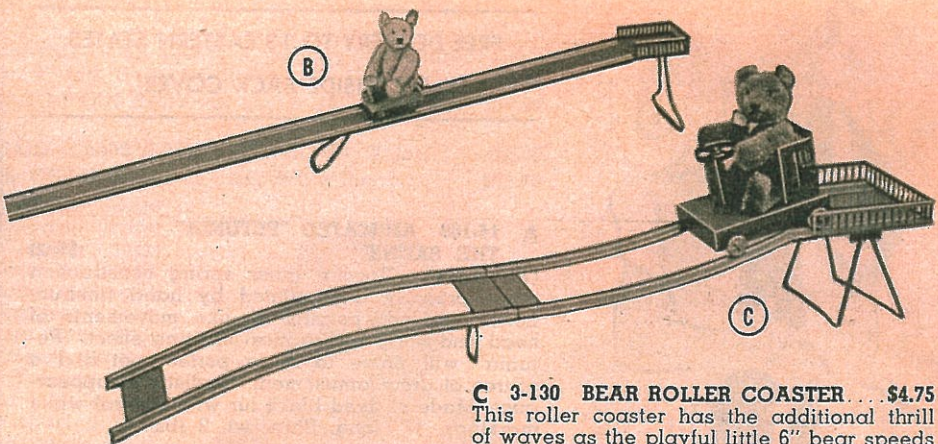
- U 15-85 COCKIE DOG** Sitting 7" high. Ship. wt. 2 lbs.\$4.50
V 15-8 COCKIE DOG Sitting 11" high. Ship. wt. 3 lbs.\$10.00
W 15-118 COCKIE DOG Lying 8" long. Ship. wt. 1 lb.\$3.50
14-218 COCKIE DOG Lying 13" long. Ship. wt. 2 lbs.\$5.75
 The lying "cockie" has a rattle instead of a voice and his nose is embroidered.

(A)



ANIMAL PLAY EQUIPMENT (Exclusive imports) (3 to 6 yr. olds)—Big as a minute but mighty adorable are these cute little teiff bears with an excellent conformation that is covered with a short cut mohair plush. They have arms, legs and a head that are movable. Small bears are noted for their frolics and here is play equipment for them to enjoy to their hearts content. This well made equipment is of metal and is finished in gleaming red and green enamel.

(B)

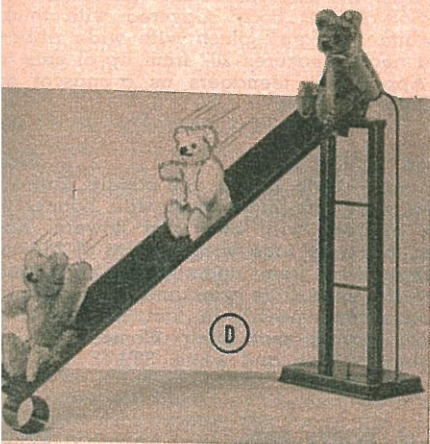


A 3-101 BEAR MERRY-GO-ROUND...\$4.00
Twin 3½" brother bears seated in a 12" Merry-Go-Round are excitedly awaiting a fast whirl. Ship. wt. 2 lbs.
3-104 BEAR MERRY-GO-ROUND
(Not illustrated).....\$5.75
Same as above only 16" overall and bears are 6" tall. Ship. wt. 3 lbs.
B 3-110 BEAR ROLLER COASTER...\$3.00
Happily seated on his coaster is 3½" tall Johnny bear ready to zoom down his 27½" overall roller coaster. Ship. wt. 2 lbs.

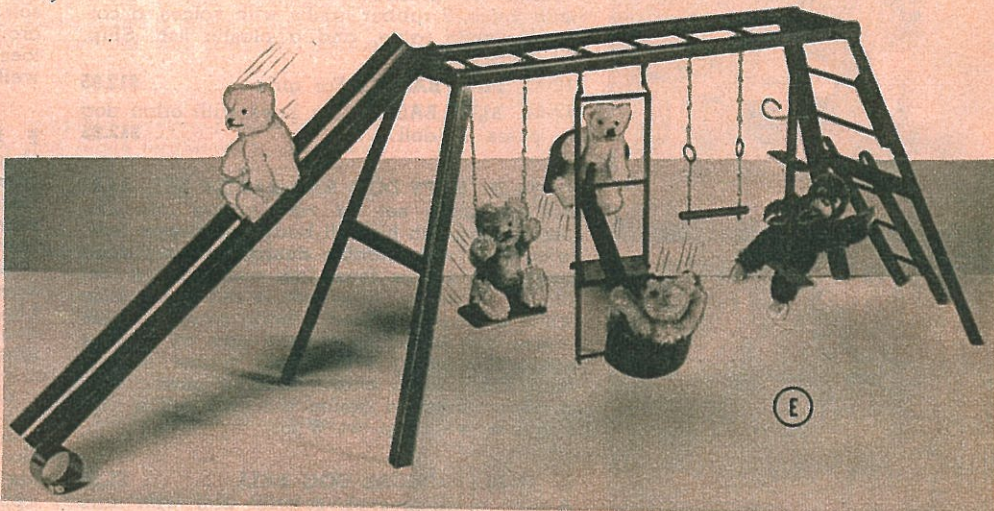
(C)

C 3-130 BEAR ROLLER COASTER...\$4.75
This roller coaster has the additional thrill of waves as the playful little 6" bear speeds down the 30" overall roller coaster. Ship. wt. 3 lbs.
D 3-146 BEAR SLIDE.....\$4.75
A set of three fun loving 3½" bears are included with this 9" high slide. Ship. wt. 2 lbs.
E 3-145 BEAR GYMNASIUM.....\$9.75
An endless array of things to do for this group of four 3½" bears and a monkey friend. Gym 27" overall, has ladders, slide, two swings with rings, see-saw and climbing pole. Ship. wt. 3 lbs.

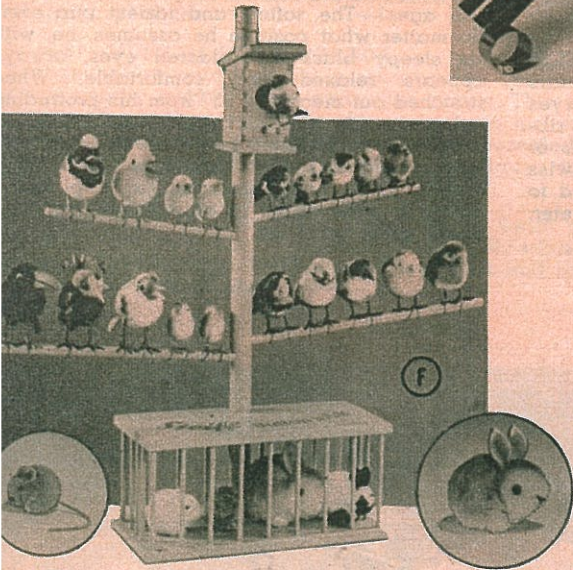
(D)



(E)



(F)

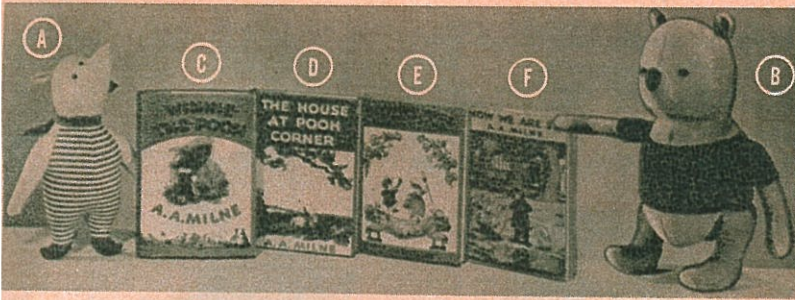


16-52 BIRD TREE (Exclusive).....\$13.95
For the budding ornithologist an assortment of twenty the cutest, most colorful, woolly birds ever. Each can be played with alone but for a natural setting can be made to roost on the four branches of the wooden tree. The base of the tree is a small pen in which four woolly animals are contained while on the top of the tree hangs a small wooden bird house. Measures 17" h. Ship. wt. 3 lbs.

(G)



G 19-77 ANIMAL CIRCUS RING.....\$20.00
(4 yrs. up)—The star "performers" of this circus ring are these wonderfully made miniature animals and of course, the ringmaster is there to put them through their "tricks" . . . the Clown to make the laughs. They are made of the finest materials with texture and color carefully selected to resemble the actual and each has perfect conformation. Animals consist of a camel, giraffe, jointed monkey, elephant, zebra, donkey and a pony, together with the clown and ringmaster. Wooden circus ring is about 20" in diameter while the smallest animal, the monkey, is 4" high and the giraffe 6" tall. Ship. wt. 4 lbs.



WINNIE-THE-POOH CHARACTERS These soft toys are exact replicas of A.A. Milne's lovable characters from WINNIE-THE-POOH. Sturdy and durable, they are always popular with youngsters, particularly those familiar with the entertaining illustrations in the book.

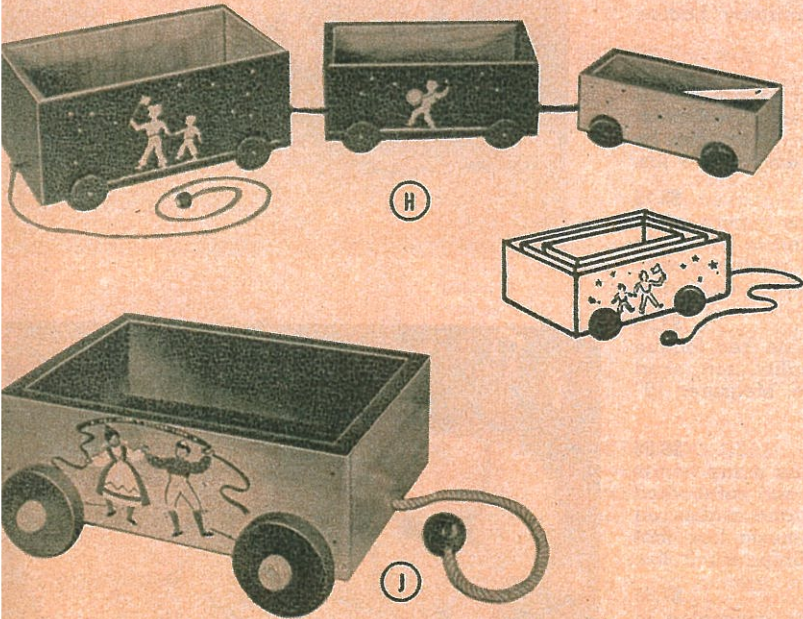
15-218	PIGLET 11½" high. Ship. wt. 2 lbs.	\$3.50
15-219	POOH BEAR 13" high. Ship. wt. 2 lbs.	\$6.00
0-30-54	WINNIE THE POOH, a story book.	\$2.00
0-30-55	THE HOUSE AT POOH CORNER, a story book.	\$2.00
0-30-56	WHEN WE WERE VERY YOUNG, Book of verse.	\$2.00
0-30-57	NOW WE ARE SIX, Book of verse.	\$2.00
5-220	KANGA & ROO (Not illus.) 12½" high. Ship. wt. 2 lbs.	\$8.00
5-221	HEFFALUMP (Not illus.) 13½" high. Ship. wt. 2 lbs.	\$5.00
5-222	EYORE (Not illus.) 9" high. Ship. wt. 2 lbs.	\$5.00
5-159	OWL (Not illus.) 9½" high. Ship. wt. 2 lbs.	\$5.00
5-158	TIGGER (Not illus.) 8" high. Ship. wt. 2 lbs.	\$5.00



G RAGGEDY ANN AND ANDY (All ages)—Famous brother and sister story book characters make gay play-mates. Both are stuffed with cotton, have red cotton yarn hair, painted features with shoe button eyes and are authentically dressed. Books not included. See below.

19-99	RAGGEDY ANN 24" tall. Wt. 3 lbs.	\$5.95
19-100	RAGGEDY ANDY 24" tall. Wt. 3 lbs.	\$5.95
14-174	RAGGEDY ANN 30" tall. Wt. 4 lbs.	\$8.95
14-173	RAGGEDY ANDY 30" tall. Wt. 4 lbs.	\$8.95

Books of Raggedy Ann and Andy with stories		
030-256	RAGGEDY ANN STORIES	\$1.50
030-257	RAGGEDY ANDY STORIES	\$1.50



H 27-38 NEST OF WAGONS.....\$3.95
(1½ to 3½ yrs.)—Toddlers find it great fun to put things in wagons and pull them around, hence this nest of wagons for the transportation minded young fry. Set consists of three all wooden pull wagons (largest 4½ x 6¼ x 10" long) made of smoothly sanded pine, gayly decorated in red, white and blue stenciled designs. Wt. 3 lbs.

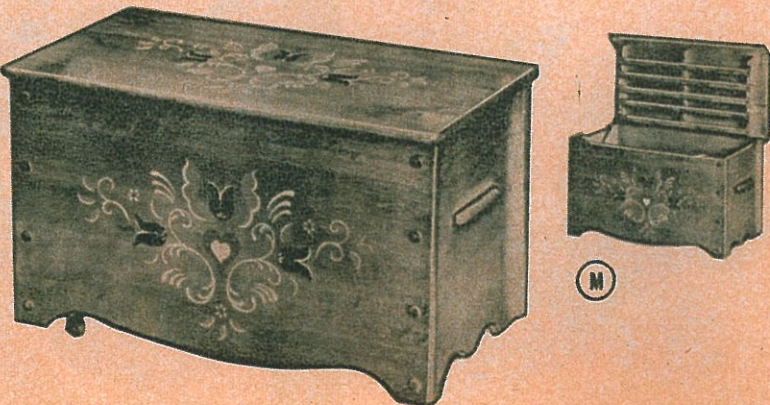
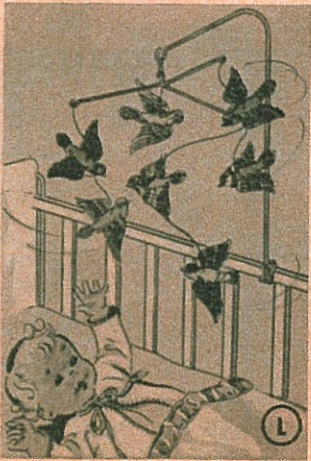
J 27-21 PULL WAGON.....\$4.50
(3 to 8 yrs.)—A wagon has so many uses—to play train, to pack toys for a long 'trip' or to store toys when not in use. To ride in and have fun with... yes, it's a 'must'. Attractively decorated with peasant figures, made of wood with natural finish and trimmed in red. 6 x 9¼ x 14½". Ship. wt. 5 lbs.

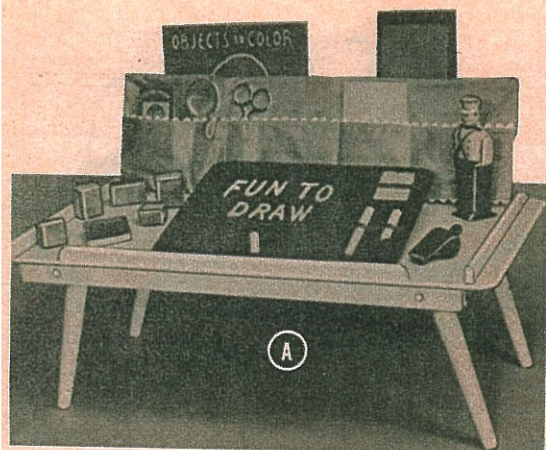
K SOFT DOLL (1 to 5 yrs.)—She's 15" tall with stuffed washable body and latex covered arms and legs. Has a buckram head with painted features. This charming miss wears a pique dress with white embroidered organdy yoke and white apron with matching lace trimmed panties, plus a pretty ribbon in her beautiful yarn hair. Ship. wt. 2 lbs.

16-53-1	Dressed in pink	\$5.95
16-53-2	Dressed in blue	\$5.95

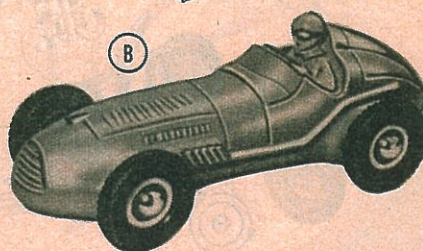
L 15-160 NURSERY BIRDS.....\$3.00
To give the very young a point of interest, a spot of color and motion. Seven 5" assorted birds suspended on nylon strings from metal post (clamps to crib, carriage or play pen). Slightest draft causes motion. Wt. 2 lbs.

M 60-17 TOY CHEST.....\$25.75
This spacious chest is not only a solution for the toy storage problem but a decorative piece of nursery furniture as well. Sturdily made of hardwood with wooden dowl effect and is handsomely decorated with colorful Pennsylvania Dutch designs. Measures 30 x 17 x 16" and has rack for book storage on the inside hinged top. Comes in natural blonde finish. Ship. wt. 40 lbs. Exp. only.





A 12-3 FUN TRAY (Exclusive).....\$6.95
(2½ to 9 yrs.)—Mothers will find this wooden Tray a real help when their children must be kept in bed. It gives a 12 x 22" working surface that can be tilted to four levels, as well as a tray for mealtime. Ten items for work or play, crayons, scratch pad, color book, stamping set, magnifying glass, magic slate, card game, blackboard with chalk, scissors and whistle to call "for service", fit into pockets of the removable, folding back. Legs of tray fold for easy handling. Ship. wt. 6 lbs.

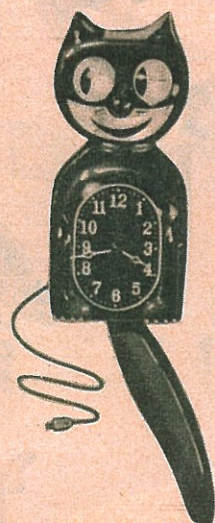


B 24-130 RUBBER RACING CAR
(Import).....\$4.50
(1½ to 6 yrs.)—The ideal model for the racer minded youngster. Made almost entirely of heavy duty red rubber with black rubber wheels, blue attired driver. Its weight combined with its free wheeling qualities gives it long runs with one push over almost any surface or it can be pulled along by its string. It will not mar floors or furniture and is practically indestructible. A squeeze of its 13" body produces an amusing sound. Wt. 2 lbs.



C 10-45 WOODEN SOLDIER LAMP.....\$13.95
Attractive and entertaining, this is a welcome addition to any child's room. The wooden soldier in his bright uniform revolves slowly in front of his sentry box as a hidden Swiss music box plays "Parade of the Wooden Soldiers". The soldier stands 10" high; the lamp is 20" high overall. Base and soldier of solid maple. Sentry box of maple plywood. Clip-on linen shade has hand-laced red cord trim. Ship. wt. 9 lbs.

F 22-322 CRADLE SYMPHONY.....\$5.00
(4 mos. to 18 mos.)—A real cradle gymnasium of spring exerciser, rings and trapeze with a music box added. Play to music! Exercise to music! It's exciting for small tots. Just a pull on the strong nylon cord makes the box play. Combination of hardwood and durable plastic throughout. Adjustable web straps for attaching to crib or carriage. Ship. wt. 2 lbs.



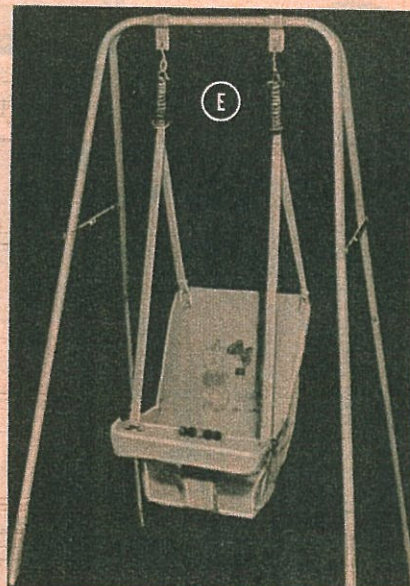
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D 31-119X KIT KAT CLOCK (Tax incl.) \$10.95
A very reliable self-starting electric clock using AC current in a plastic case, made in the shape of a cat measuring 15" overall. As the seconds slide by, both the eyes and tail move noiselessly from side to side. Red or black. STATE COLOR. Ship. wt. 3 lbs.

G 22-85 NESTING PLAYCUPS (Import) \$2.50
(1½ to 5 yrs.)—Set consists of 12 durable colored plastic cups, octagon shaped to fit one inside the other. Largest cup 3¾", smallest 1¼" diameter. Each cup has raised design of animal, bird or fish along with letters and numerals. Taken apart, set makes excellent building material. Ship. wt. 2 lbs.

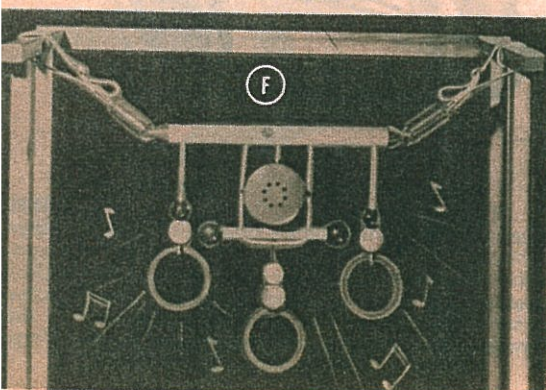
E 41-33 BABY SWING.....\$8.95
(6 mos. to 2 yrs.)—A portable baby swing for in or outdoors. The sturdy enameled frame of ¼" steel tubing measures 49" high by 31" wide. When the youngster is not enjoying it, collapsible jointed legs permit easy storage. The four legs are rubber tipped to prevent marring of the floor. The washable canvas jumper seat is supported by heavy web straps with two bouncy safety springs. Wt. 12 lbs. Exp. only.

H 4-93 KIDDICLOCK (Import).....\$4.00
(4 yrs. up)—An ideal clock for the important business of "learning to tell the time." Has molded red plastic face (8¾" diameter), with movable hour and minute hands. The "hour" numbers (yellow) fit only into their correct positions on the clockface as they are "keyed" like a lock. Ship. wt. 2 lbs.

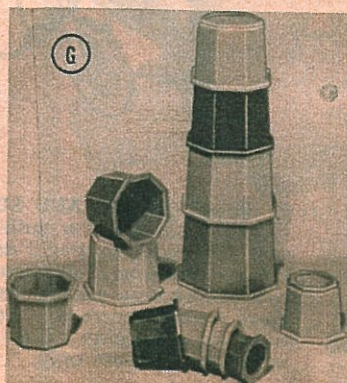


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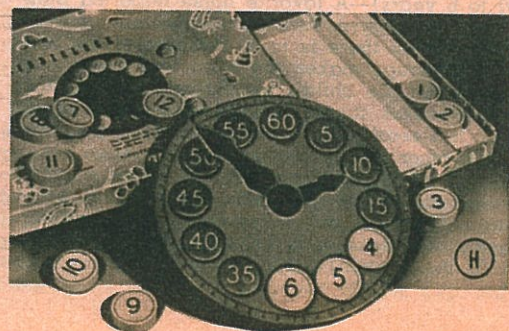
FREE DELIVERY
TO 13 EASTERN STATES
SEE INSIDE BACK COVER



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