

1954

TOYS



**F.A.O. SCHWARZ**

745 FIFTH AVENUE AT 58<sup>TH</sup> 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.

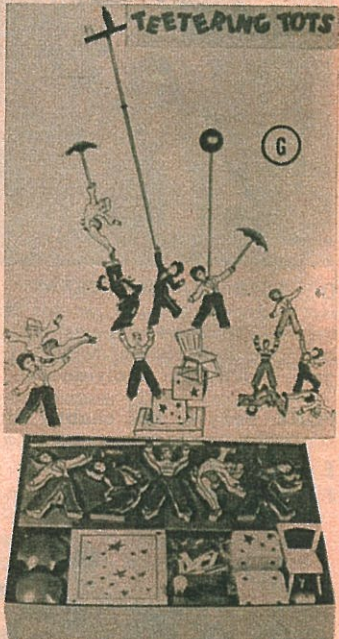
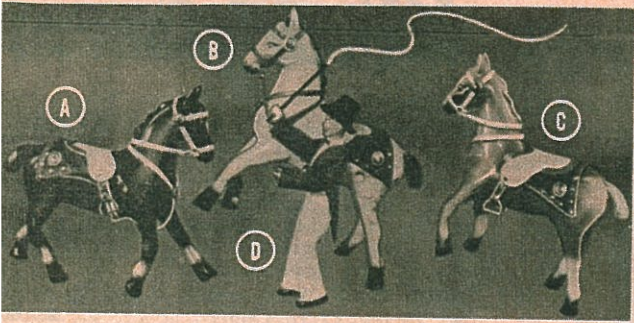
We sincerely hope our toys will add a full measure of enjoyment to your —

**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)

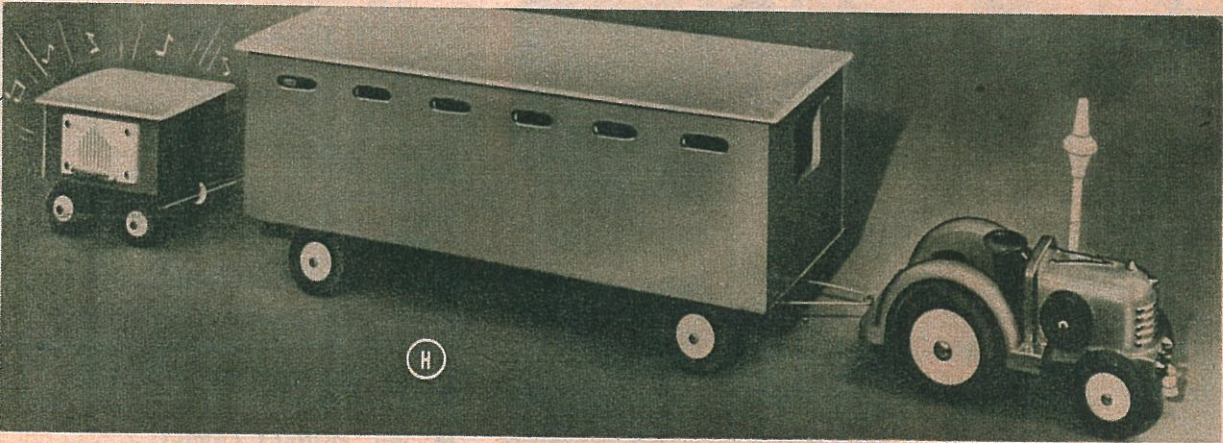
- A 17-369-9 **BLACK PONY** Ship. wt. 2 lbs. .... \$5.00
- B 17-369-7 **WHITE PONY** Ship. wt. 2 lbs. .... \$5.00
- C 17-369-8 **PALOMINO PONY** Ship. wt. 2 lbs. .... \$5.00
- D 2-318 **RINGMASTER** Ship. wt. 1 lb. .... \$2.00

**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 vertical 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.

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 dumbbell 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.

**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

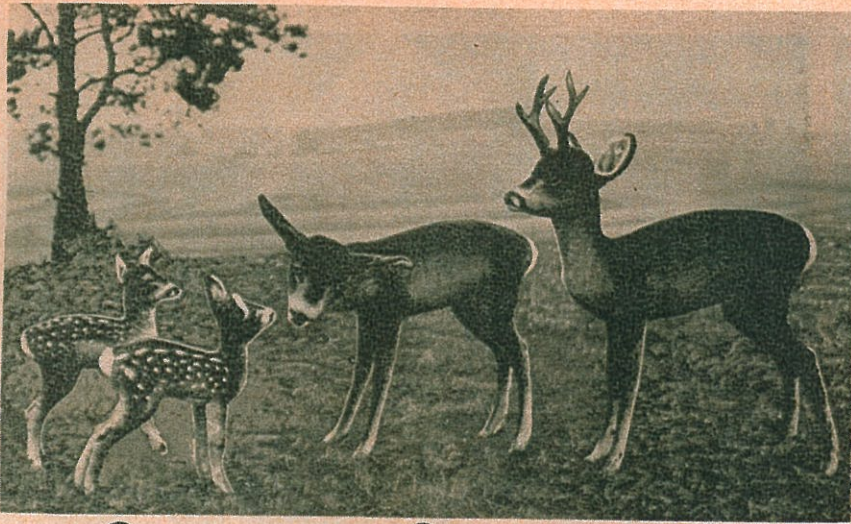
**G 19-85 TEETERING-TOTS** ..... \$3.95  
 (4 yrs. up)—Used individually or in groups, in combinations with blocks, chair, table, umbrella, bottle, etc., the five 4 1/2" plastic figures can be made to perform fantastic balancing acts. This is made possible by the clever use of pegs and magnets. Groups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

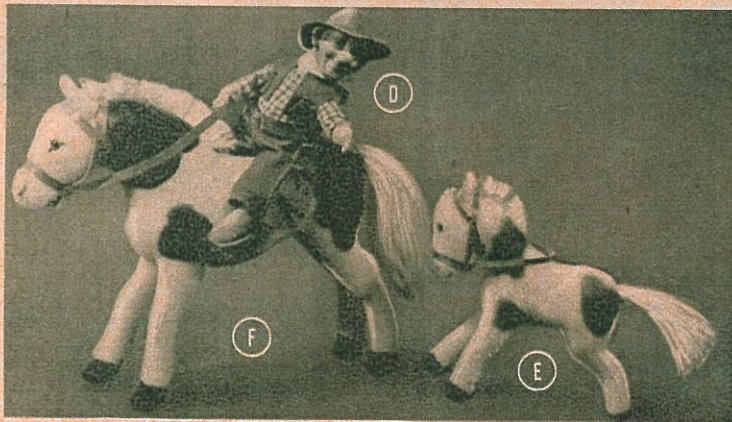
# World famous



(C) (B) (A)

**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.) 4½" 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 8½" 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 8½" 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.

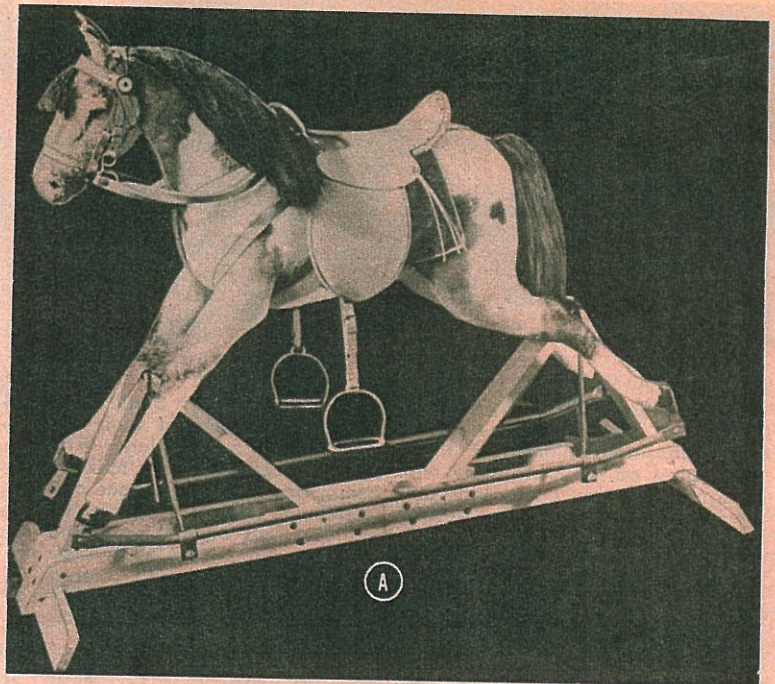
**N 16-9 HORSE FAMILY**.....\$16.95  
Consisting of 4 horses. Largest pony 7" long. Smallest 5" zebra.



# 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.

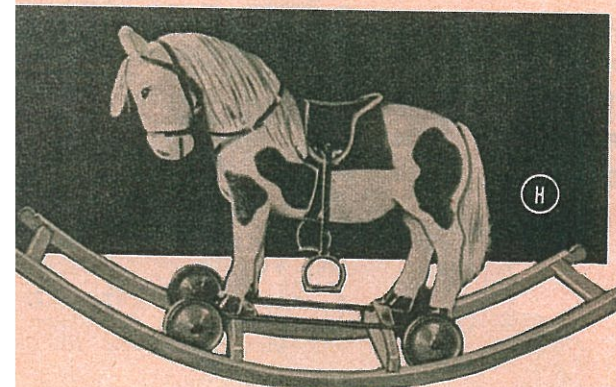


**40-210 TEDDY ON WHEELS** Wt. 19 lbs. Exp. only **\$25.00**  
 Long to be remembered are the enjoyable rides on the road soft back of this lovable playmate. Fitted with concealed strong steel frame with rubber tired disc wheels. With leather collar, voice and pull cord. 25" long, 19" high.  
**1-230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

**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**.....**\$5.95**  
 11" tall. Dark brown mohair plush. Collar with bell and voice. Ship. wt. 2 lbs.  
**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**



**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.



**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".