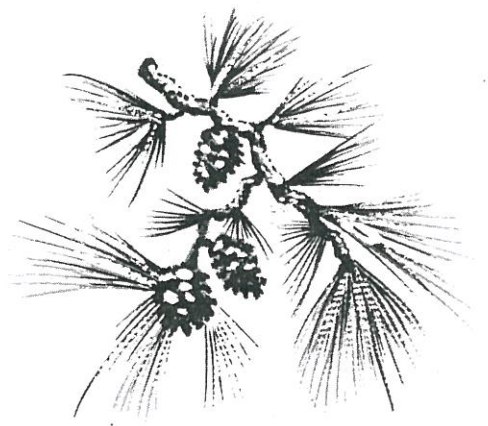


F.A.O. Schwarz



1951

745 FIFTH AVENUE AT 58th STREET, NEW YORK 22
BRANCH STORES: BOSTON, MASS. • ARDMORE, PA. • WASHINGTON, D. C.



There's nothing like a
toy from **SCHWARZ**
... and nothing like the
SCHWARZ TOY CATALOG
to help parents and youngsters
SHOP AT HOME ... THE EASY WAY

- America's favorite way to Christmas-shop: no crowds, no traveling, no delays.
- You're sure of Schwarz service: it's a rare order that's not filled within 48 hours of receipt. In fact, most orders are filled the day they are received.
- Consistent quality and craftsmanship since 1862 have made A Toy from Schwarz a beloved Christmas tradition ... a long-remembered childhood thrill.
- Competitive prices for all merchandise at Schwarz, America's Most Famous Toy Store.

89th ISSUE ... MERRY CHRISTMAS!



AFTER
DECEMBER 15, 1951
MAIL ORDERS
CANNOT BE ACCEPTED
FOR CHRISTMAS
DELIVERY

F·A·O

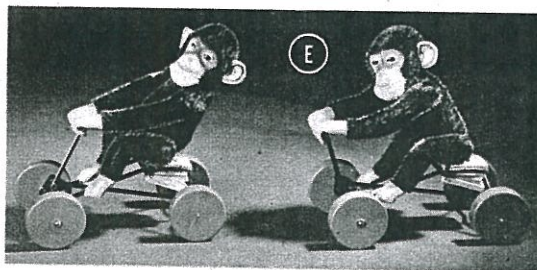
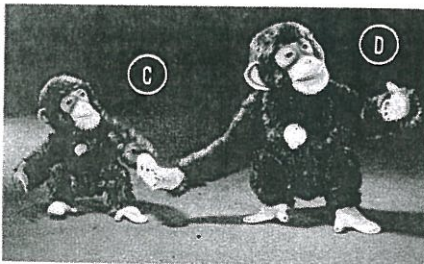
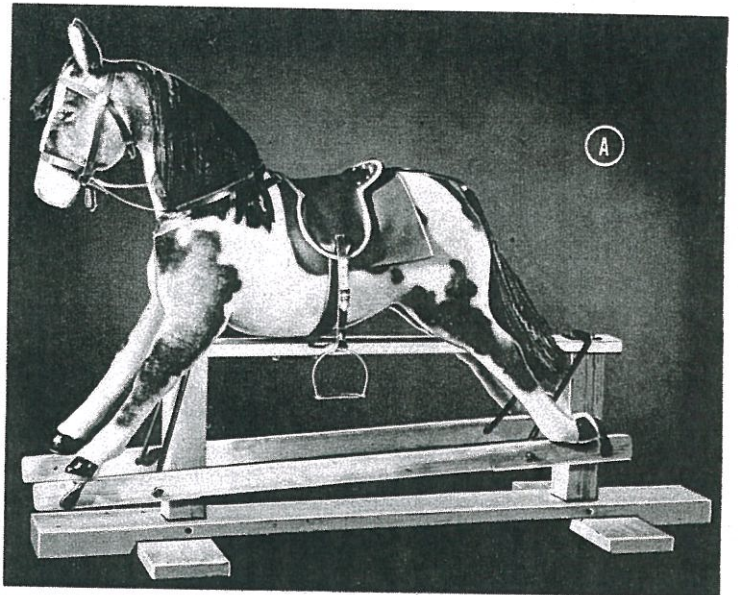
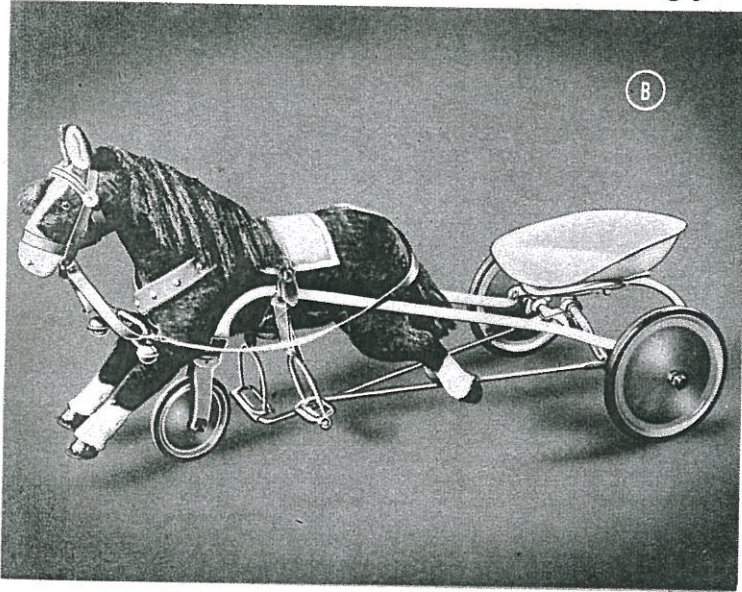
SCHWARZ

745 FIFTH AVENUE, NEW YORK 22, N. Y.

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

WORLD FAMOUS 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.



E 16-69 RECORD PETER\$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 brown mohair plush with tinted felt features, hands and feet. Height 10". Ship. wt. 3 lbs.



F 27-141 LIFE SIZE POODLE
(Exclusive)\$28.00
The life-like appearance of this particular dog is simply amazing. His coat is of the finest quality pure white long mohair plush, clipped in the traditional French poodle manner. Wears a perky blue ribbon on top his head. Measures 20" high. Ship. wt. 6 lbs.

Other Poodles listed below are not illustrated. They are cute but admittedly they are not as realistic as the poodle illustrated.

16-63-7 WHITE POODLE\$6.00
Short white plush, leather collar. 10½" high, 12" long overall. Ship. wt. 2 lbs.

16-63-9 BLACK POODLE\$6.00
Same as above. Ship. wt. 2 lbs.

16-59-7 WHITE POODLE\$4.00
8" high, 9½" long overall. Ship. wt. 1 lb.

STEIFF TEDDY BEARS Just as popular today as the original of many years ago and rightly so, because teddy is a lovable child's companion. Made of brown mohair plush with jointed head, arms and legs. Collar with jingling bell adorns his neck and a press of his tummy makes a soft squeeking voice.

G 19-133 TEDDY BEAR 11" tall.
Ship. wt. 3 lbs.\$ 5.95

H 16-19 TEDDY BEAR 15" tall.
Ship. wt. 4 lbs.\$10.00

A 60-68 STEIFF SWINGING HORSE
(Exclusive)\$100.00
(3 to 6 years.)—A thoroughbred in appearance and performance. Of excellent conformation, covered with the best brown and white plush. He even has a voice. Seated in the 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 54" long. Saddle 28" from the floor. Ship. wt. 97 lbs.

B 60-71 HORSE AND SULKY
(Exclusive)\$46.00
(3 to 5 yrs.)—What a thrill to actually drive this horse from the bucket shaped seat (20" high) by pedal action, with feet in the stirrups using the reins to control the direction. Sulky made of steel

tubing painted yellow, red and blue. Has two ball-bearing disc rear wheels with front wheel for steering. The plush covered horse well harnessed with jingling bells can be detached from the sulky for extra play value. Truly an outfit of great joy. Ship. wt. 20 lbs.

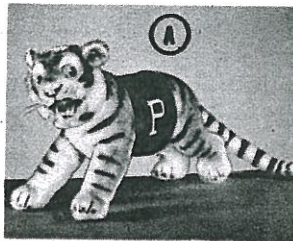
CHIMPANZEE. Just about the most popular animal in any zoo, hence their excellent resemblance to the real chimp makes these playful fellows highly desirable playmates. Covered with fine quality brown mohair plush with jointed head and legs. Has squeeze voice.

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

D 16-131 CHIMPANZEE 13½" long.
Ship. wt. 3 lbs.\$5.50

No price for any article listed or described herein exceeds the ceiling price for that article as determined under the applicable O.P.S. ceiling price regulation.

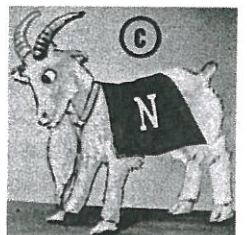
COLLEGE MASCOTS (Exclusive Import) Mascots bring good luck, hence owning one of these can help only the College it represents. Each measures about 10" high, made by an outstanding manufacturer for us exclusively from our own design. They are soft-bodied covered with the finest mohair plush and have excellent markings with very expressive movable eyes. The removable felt blankets are in the correct colors. Ship. wt. 3 lbs. each.



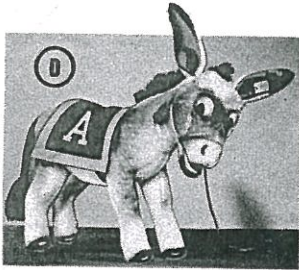
PRINCETON TIGER \$8.95
A 19-121



YALE BULLDOG \$10.00
B 19-105



NAVY GOAT \$8.00
C 19-123



ARMY MULE \$7.50
D 19-25



COLUMBIA LION \$9.50
E 19-120



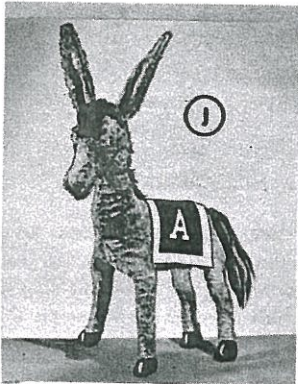
PRINCETON TIGER \$8.95
F 19-122



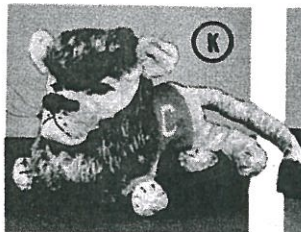
YALE BULLDOG \$10.00
G 19-112



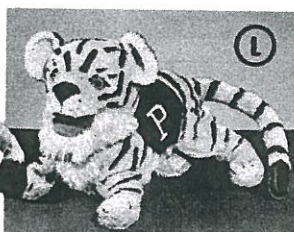
NAVY GOAT \$8.00
H 19-124



ARMY MULE \$15.00
J 19-128



COLUMBIA LION \$15.00
K 19-126



PRINCETON TIGER \$15.00
L 19-125



YALE BULLDOG \$15.00
M 19-127



NAVY GOAT \$15.00
N 19-129

COLLEGE MASCOTS (Made in France for us exclusively). For those who take their mascots less seriously, we have designed a cunning group somewhat grotesque, with wobbly and floppy legs which can be put in many amusing positions. Made of cotton plush, their expressions are laugh-provoking. Average length 15". Ship. wt. 3 lbs. each.



**FREE DELIVERY TO
14 EASTERN STATES.
SEE INSIDE
BACK COVER**



LION FAMILY The lion and lioness watch as their small young cub acts playful. All are made of light brown mohair plush, with jointed head and legs and squeeze voices.

P 16-57 LION CUB\$4.00
8" long. Ship. wt. 2 lbs.

R 16-27 LIONESS\$5.00
11" long. Ship. wt. 3 lbs.

T 16-56 LION WITH MANE\$6.50
11" long. Ship. wt. 3 lbs.

KITTEN FAMILY A playful group of kittens with excellent conformation and markings to give them a most life-like appearance. Each is a study in kitten character and will make an adorable pet for children. Covered in enduring mohair plush with eyes that fairly sparkle and enhanced by a neck ribbon.

U 16-30 TABBY KITTEN\$2.50
8" long, with bell. Ship. wt. 1 lb.

V 16-68 TABBY KITTEN\$3.50
9½" long, with bell. Ship. wt. 1 lb.

W 16-58 FLUFFY KITTEN\$3.50
6½" high. Ship. wt. 1 lb.

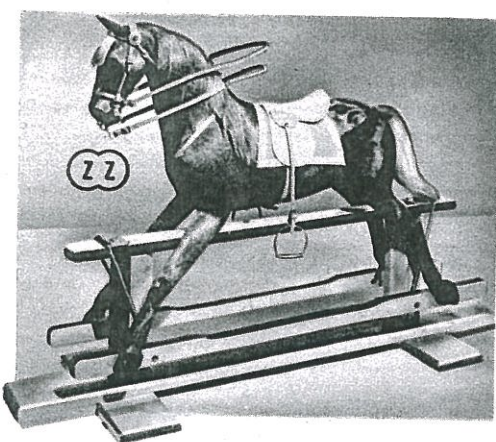
Y 16-39 SUSI KITTEN\$3.50
7" high. Ship. wt. 1 lb.

Z 19-135 LYING LION\$27.00

The king of the beasts measuring 20" long. All of the rare beauty of this animal reproduced. Soft stuffed body covered with golden brown mohair plush with rich curly dark brown mane. Ship. wt. 6 lbs.

ZZ 60-66 SKIN COVERED HORSE
(Exclusive).....\$100.00

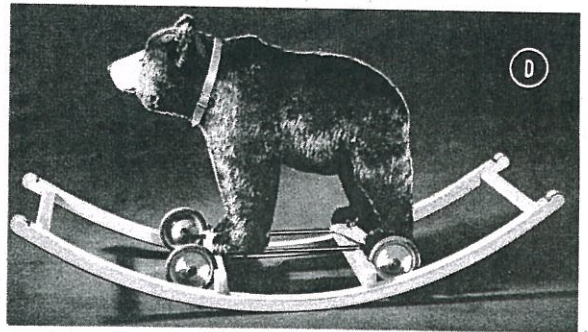
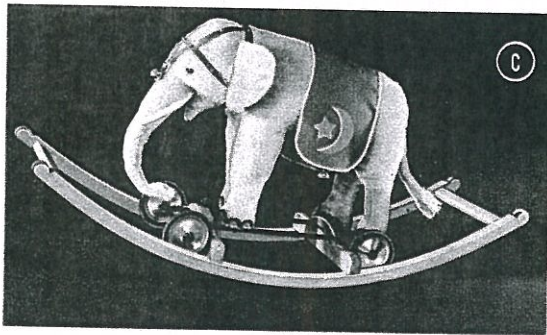
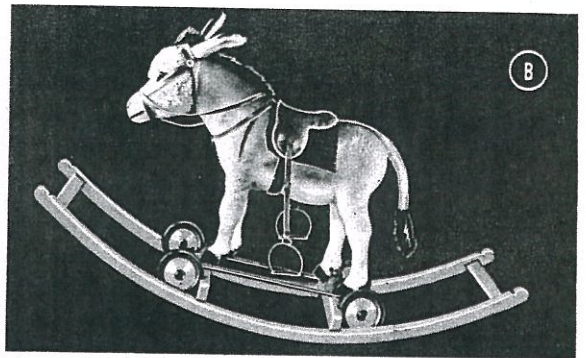
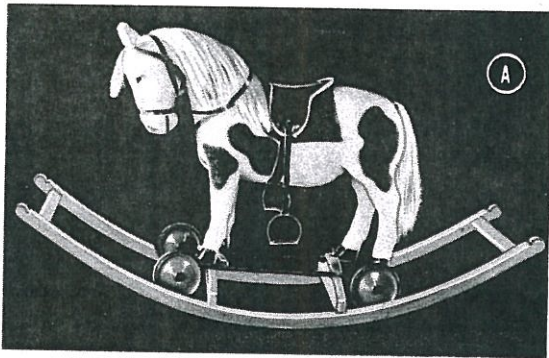
(3 to 6 yrs.)—All children, at one time or another, should own a skin horse — and here is an imported one with calf-skin cover giving it that crowning touch. The skin can be brushed and combed and taken care of — a privilege not enjoyed by the plain wooden horse owners. This handsome steed rides smoothly, with a back-and-forth motion on rods that swing from a sturdy and quality made, varnished wooden stand, with supports 54" long. The real leather saddle measures 28" from the floor. Only selected skins in their natural colors are used. Ship. wt. 105 lbs.



ANIMALS ON WHEELS

For boys or girls 1½ to
5 years old

Long to be remembered are the enjoyable rides on the broad, soft backs of these playmates. Fitted with concealed strong steel frames electrically welded to the axles, mounted on rubber tired disc wheels, providing enormous carrying capacity (holds adult) and unusual durability. These thoroughbreds are covered with fine mohair plush coats, realistically marked and all have voices with the exception of the pony. Pull cords attached. DETACHABLE ROCKER IS NOT INCLUDED. FOR PRICE SEE BELOW.

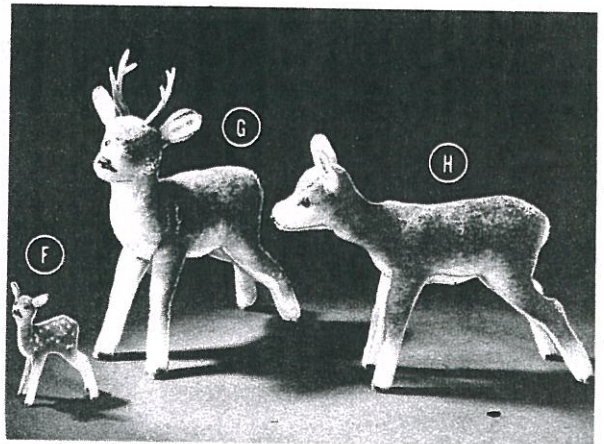
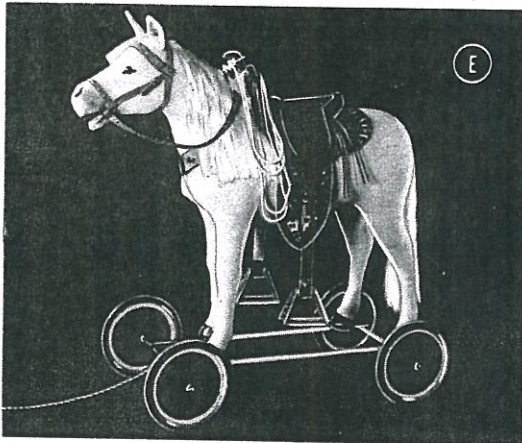


A 27-14 PONY . . . \$27.00
With saddle and bridle. Measures 22" long, 18" high. WITHOUT ROCKER. SEE BELOW. Ship. wt. 10 lbs.

B 27-19 DONKEY \$27.00
With saddle and bridle. Measures 25" long, 18" high. WITHOUT ROCKER SEE BELOW. Ship. wt. 10 lbs.

C 27-8 ELEPHANT \$27.00
With head ornaments and blanket. Measures 22" long, 19" high. WITHOUT ROCKER. SEE BELOW. Ship. wt. 12 lbs.

D 27-4 BEAR . . . \$25.00
With leather collar. Measures 25" long, 18" high. WITHOUT ROCKER. SEE BELOW. Ship. wt. 12 lbs.



E 27-85 COWBOY HORSE (Exclusive) \$30.00
(1½ to 5 yrs.)—Any young cowboy would be proud to stable this handsome white steed, fitted with concealed strong (holds adult) steel frame mounted on rubber tired wheels. He sports a fancy western style, nickel-studded leather saddle (measures 18" from floor) with striped blanket, bridle and decorated wooden stirrups. A lariat hangs from the pommel of the saddle. Suitable for rocker described below. Ship. wt. 15 lbs.

40-203 ROCKER FOR ABOVE ANIMALS \$6.75
The animals on wheels described above can be easily and securely attached to this non-tipping rocker. This will add to the fun and provide many hours of pleasure. Rocker is made of varnished hardwood, 45" long. Ship. wt. 8 lbs.

60-100 COWBOY PONY (Not Illustrated) \$65.00
This beautiful animal is similar to above #27-85 but much larger (28" floor to saddle) and the bridle, saddle, etc., have more details. It also can be put on a sturdy rocker for a long lasting Rocking Horse. For price of rocker see below. Ship. wt. 44 lbs.

40-227 ROCKER \$14.00
Similar to #40-203, but 55" long, for above Cowboy Pony. Ship. wt. 20 lbs.

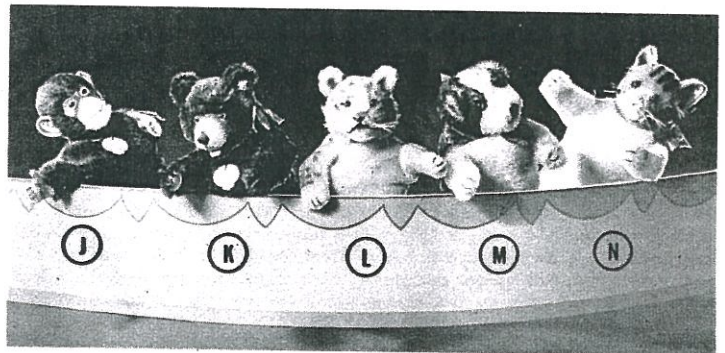
DEER FAMILY This beautiful and alert looking deer family is nature at its graceful best.

F 16-43 FAWN \$1.50
Covered with light brown, white spotted velvet. Stands 4½" high. Ship. wt. 1 lb.

G 16-47 BUCK DEER \$6.50
Covered in brown shaded wool plush. Stands 13" high, has antlers and squeeze voice. Ship. wt. 3 lbs.

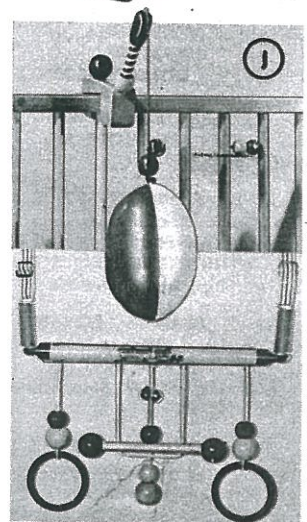
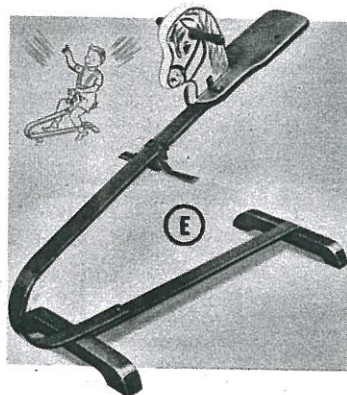
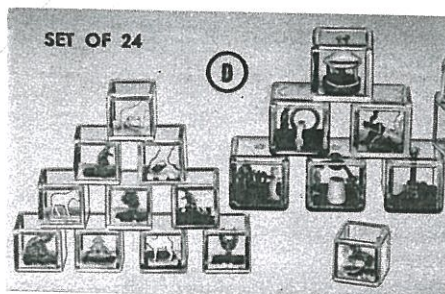
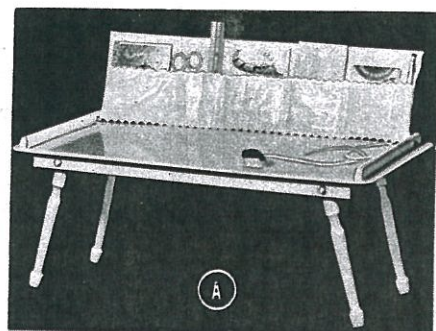
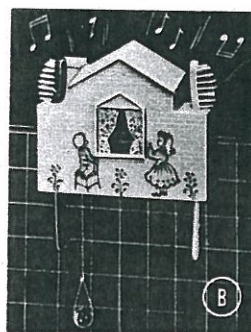
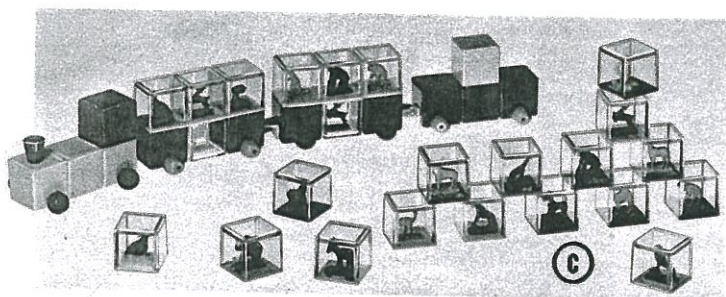
H 16-46 DEER \$3.75
Covered in brown shaded wool plush. Stands 9" high. Ship. Wt. 2 lbs.

STUFF 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. 4 lbs. each.



- J 16-114 MONKEY PUPPET \$2.50**
K 16-115 BEAR PUPPET \$2.50
L 16-116 LION PUPPET \$2.50
M 16-117 MOLLY DOG PUPPET \$2.50
N 16-118 CAT PUPPET \$2.50

GIFTS FOR PARENTS TOO: Turn about is fair play—so youngsters who have for years been receiving gifts from their parents can now arrange to have their parents receive gifts from them. A group of very well made, properly priced and just a little out of the ordinary "presents for parents" is shown on Pages 74 to 77.



A 12-31 TIDY TRAY Ship. wt. 6 lbs.\$5.50
 Mothers will find this Tidy Tray a real help when their children must be kept in bed. It gives a 12 x 20" working surface that can be tilted to four levels, as well as a beautiful tray for mealtime. Eight items for work or play, automatic pencil, crayons, scratch pad, stationery, ruler, scissors, book and whistle to call for service, fit into pockets of the removable, folding back. Legs of tray fold flat for easy handling. Of wood, ivory finished.

B 31-95 HAPPY HABIT Ship. wt. 1 lb.\$3.95
 (3 to 10 yrs.)—Designed to make the brushing of teeth a happy event and not a chore, thereby helping children to form the desired "behavior pattern." Plastic house, 4 x 3 1/2 x 1 1/2" with a transparent window through which can be seen the Swiss music box movement, holds two tooth brushes. Remove brush from left holder and music starts; replace brush and the music stops. Suction cups secure the holder firmly to any flat surface.

C 3-6 KOO CHOO TRAIN AND BLOX Ship. wt. 4 lbs.\$4.00
 (1 to 5 yrs.)—The circus is coming to town! The 20 1/2" Koo Choo Express of plastic blocks with little wooden bead wheels, consists of engine, 2 cars containing four transparent menagerie cages each, and caboose. In addition there are 8 animals each in 1 1/2" transparent plastic cage with tinkle-bell sound and 8 with miniature action merry-go-round, etc.

D 19-61 KOO ZOO BLOX Ship. wt. 4 lbs.\$4.00
 (1 to 4 yrs.)—Designed for baby hands are these transparent cages (1 1/2" and 2" plastic cubes) each containing a different plastic wild animal or miniature, action merry-go-round, ferris wheel, balancing clowns, acrobatic monkey, etc., have a bell-like tinkle (to add sound appeal) and are so designed to withstand the banging and "shock" of everyday play. The corners and edges are safely rounded and because they float, will make baby's bath a menagerie of joy, instead of a chore. 24 to the set. Gaily colored.

E 40-181 JACK'S PONY Ship. wt. 20 lbs.\$8.95
 (2 to 5 yrs.)—No need to wait for a playmate to enjoy this toy to the utmost. Bouncing up and down may not be done in the best equestrian style, but it's a fun-giving, body strengthening sport. It may be used outdoors, or in and will not move about or injure the floors. It is adjustable to size of child and has a wide heavy metal spring with solid wooden supports and seat, with horse's head to serve as a hand grip and attractively painted.

**FREE DELIVERY
 TO 14 EASTERN STATES
 SEE INSIDE BACK COVER**

F 42-23 PLAYINET PLAY PEN Ship. wt. 10 lbs.\$25.00
 All aluminum frame has no screws to tighten and will not rust or corrode. Has white cotton net sides with tough, waterproof and flexible bottom of vinylite plastic. Portable. Weighs only 8 1/2 pounds. 40" square by 24" high.

G 16-78 GIRL BABY TOY BASKET (Exclusive) Wt. 7 lbs. \$20.00
 (1 to 3 yrs.)—A pink ribbon and lace-trimmed wicker basket with hinged lid, 16 1/2 x 11 x 7 1/2", contains a wealth of diversion in bath and soft toys, such as: roly poly, rattle ball, two rubber squeeze-me-toys, celluloid horse, squeeking lamb, cloth book and two plastic rattles. A 15" sleepy doll of pink fleece with painted plastic face completes this wonderful gift.

16-119 BOY BABY TOY BASKET (Exclusive) (Not illustrated) . \$20.00
 Similar to above only with blue ribbon trim and a 12" soft plush bear instead of the doll. Ship. wt. 7 lbs.

H 40-199 ROCKING HORSE Ship. wt. 13 lbs.\$8.95
 (1 1/2 to 4 yrs.)—"Spot", the high spirited pony, is here to be patted, loved and exercised every day by very young riders. The specially shaped 32" rockers restrict motion to a reasonable pace, assuring the young rider a good seat. Sturdily made of selected hardwoods, hand decorated with washable non-toxic lacquers in gay colors. Has enchanting bright red yarn mane that's soft, yet strong and durable.

J 3-8 CRADLE COMBINATION Ship. wt. 4 lbs.\$4.00
 (4 to 18 mos.)—Babies first lesson in movement . . . and here's the combination for movement, and exercise. **CRADLE GYM** consists of a horizontal bar, trapeze, and rings of selected hardwood and colorful non-toxic plastics. Easily adjusted to crib or play pen by sturdy webbed straps. **CRADLE BOUNCE** is a colorful cotton-stuffed ball covered with washable fabric suspended by plastic-covered steel spring from hardwood clamp for fastening. Its tinkling bells make Baby gurgle with glee.