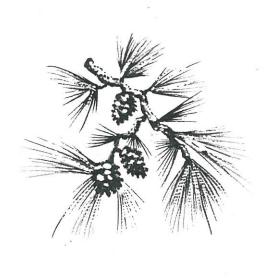


BRANCH STORES: BOSTON , MASS. ARDMORE , PA. WASHINGTON , D. C.





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!



F·A·O

SCHWARZ

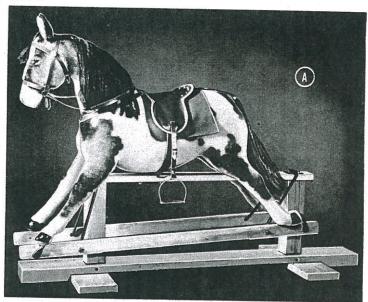
745 FIFTH AVENUE, NEW YORK 22, N. Y.

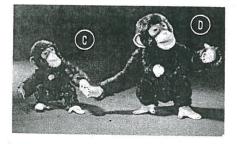
BRANCHES 40 NEWBURY STREET, BOSTON 16, MASS. • ARDMORE, PA. 614 FOURTEENTH STREET, N. W. WASHINGTON, D. C.

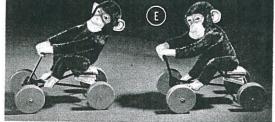
WORLD FAMOUS STEIFF ANIMALS

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.









16-69 RECORD PETER\$5.00 (11/2 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.





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.	wł.	2	lbs.								•	.\$3.0	00

16-131 CHIMPANZEE 131/2" long. Ship. wt. 3 lbs. \$5.50

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. 101/2" 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, $9\frac{1}{2}''$ 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" toll. Ship. wt. 4 lbs. \$10.00

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.



ARMY MULE \$7.50



COLUMBIA LION \$9.50 E 19-120



PRINCETON TIGER \$8.95 A 19-121



PRINCETON TIGER \$8.95

COLLEGE MASCOTS (Made in France for us exclusively). For those who take their mascots less



YALE BULLDOG \$10.00 19-105



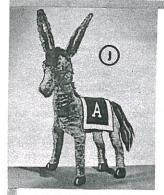
YALE BULLDOG \$10.00 G 19-112



NAVY GOAT \$8.00 C 19-123



NAVY GOAT \$8.00 19-124



ARMY MULE \$15.00 19-128



COLUMBIA LION \$15.00



PRINCETON TIGER \$15.00 19-125



19-127



NAVY GOAT \$15.00 N 19-129





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.

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

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

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.

FLUFFY KITTEN\$3.50 61/2" 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 skin can be such as the skin can be brushed and taken care of — a privilege not enjoyed by the skin can be skin to the skin to ioyed 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 this in their agreed solars are used Ship with skins in their natural colors are used. Ship. wt. 105 lbs.

ANIMALS ON WHEELS

For boys or girls $1\frac{1}{2}$ to 5 years old

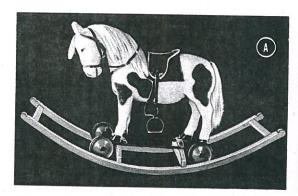
Long to be remembered are the enjoyable rides on the broad, soft backs of these playmates. Fitted with concealed strong steel frames electrically welded to the axles, mounted on rubber tired disc wheels, providing enormous carrying capacity (holds adult) and unusual durability. These thoroughbreds are 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. WITH-OUT ROCKER. SEE BELOW. Ship. wt. 10 lbs.

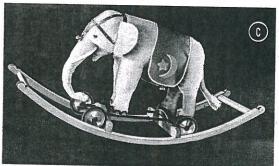
B 27-19 DONKEY \$27.00 With saddle and bridle. Measures 25" long, 18" high. WITH-OUT ROCKER SEE BELOW. Ship. wt. 10 lbs.

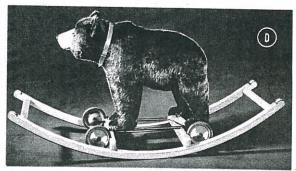
C 27-8 ELEPHANT \$27.00
With head ornaments and blanket, Measures 22" long, 19" high. WITHOUT ROCKER, SEE BELOW. Ship. wt. 12 lbs.

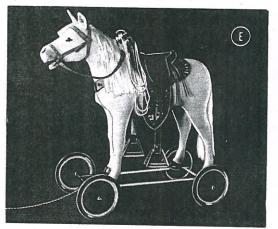
D 27-4 BEAR . . . \$25.00 With leather collar, Measures 25" long, 18" high, WITHOUT ROCKER, SEE BELOW. Ship, wt. 12 lbs.

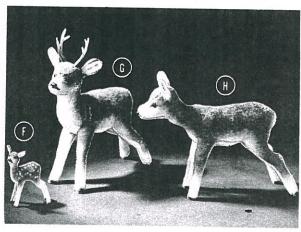












E 27-85 COWBOY HORSE (Exclusive)\$30.00 (1½ to 5 yrs.)—Any young cowboy would be proud to stable this handsome white steed, fitted with concealed strong (holds adult) steel frame mounted on rubber tired wheels. He sports a fancy western style, nickel-studded leather saddle (measures 18" from floor) with 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.

40-227 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.

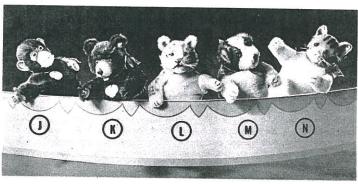
F 16-43 FAWN\$1.50
Covered with light brown, white spotted velvet. Stands 4½" high. Ship. wt. 1 lb.

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.

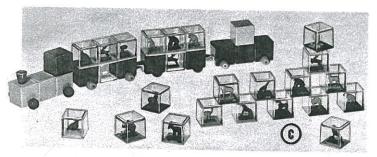
H 16-46 DEER\$3.75
Covered in brown shaded wool plush. Stands 9" high. Ship. Wt. 2 lbs.

STEPFF 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.

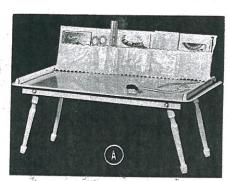


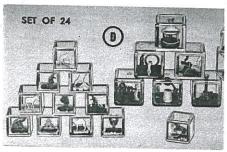
J	16-114	MONKEY PUPPET\$2.50
K	16-115	BEAR PUPPET\$2.50
L	16-116	LION PUPPET\$2.50
M	16-117	MOLLY DOG PUPPET\$2.50
N	16-118	CAT PUPPET \$2.50

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.







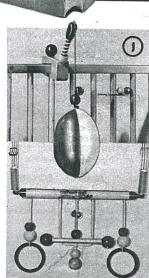












C 3-6 KOO CHOO TRAIN AND BLOX Ship. wt. 4 lbs. \$4.00 (1 to 5 yrs.)—The circus is coming to town! The $20\frac{1}{2}$ " Koo Choo Express of plastic blocks with little wooden bead wheels, consists of engine, 2 cars containing four transparent menagerie cages each, and caboose. In addition there are 8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

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 8½ 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, $16\frac{1}{2} \times 11 \times 7\frac{1}{2}$ ", 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 in-

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

(1½ 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.



A 40-201 CIRCUS HORSE SHOOFLY WITH MUSIC BOX\$15.00

(6 mos. to 2 yrs.)—This well made shoofly gives the smooth rocking sensation that babies love while a hidden wind-up Swiss music box plays "Rock-A-Bye Baby". Sides are 3/8" selected plywood, beautifully decorated with horse and circus motifs, in five bright colors, while saddle seat, hand and foot rail are of natural finished pine. Measures 13" wide, 30" long. Ship. wt. 10 lbs.

B 40-214 MUSICAL ROCKER\$12.00

(2 yrs. up)—From beneath the shaped seat of this exceptionally strong birch rocker with waxed finish comes a delightful tune from a Swiss music box to amuse the child while rocking. Seat $12 \times 14''$, height of seat $12^{1}/_{2}$, overall height 24''. Ship. wt. 12 lbs.

C 42-35 TODDLER GYM (Exclusive) . . \$30.00

(1 to 4 yrs.)—For in- or out-of-doors. Solidly built of hardwood with 36" smooth plywood slide. Braced to prevent tipping, Ideal for climbing, sliding, pulling and similar beneficial exercise. Very well made, sure to be a favorite! Ship. wt. 33 lbs.

D 40-209 MOBO PONY\$6.95 (1½ to 2½ yrs.)—Wee tot can either sit in pony's saddle or push him with the sturdy handle. He is made of durable steel with all welded construction, and is protected by dapple grey baked enamel, with red, yellow and green trimmings. Mounted on 3 easy rolling wheels, Mobo Pony stands 21" high, 181/2" long and 51/2" wide. Ship. wt. 10 lbs.

E 40-216 MOBO PONY EXPRESS . . \$18.95

(1 to 61/2 yrs.)—A new combination vehicle, imported from England, which the youngster can pedal alone or which can be converted into a stroller by the simple insertion of a handle with extra propelling power supplied by Mother for longer trips. The Pony and Cart, measuring 34" overall is almost indestructible as it is completely made of heavy gauge steel with all welded construction protected by multiple baked enamel coatings of dapple grey with red and blue trimmings. Has rubber tired wheels, adjustable seat and is easily assembled. Ship. wt. 26 lbs.

MECHANICAL PUPS (All ages) The Mobo Scottie (or Spaniel) fascinates youngsters — and sometimes their parents too. Adults have been known to buy them in pairs for racing. No winding, just gently squeeze and release the grip at the end of the control cable (any child can do it) and off scamper these playful pups, with the most amusing leg

motions. Staunchly built of steel with hidden rubber wheels and beautifully finished in bright, durable enamel colors. Measure $12'' \times 8'' \times 4\frac{3}{4}''$ high.

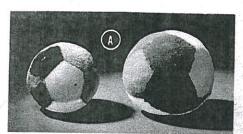
F 19-77 MOBO SCOTTIE\$2.95 Ship. wt. 3 lbs.

G 19-80 MOBO SPANIEL\$2.95 Ship. wt. 3 lbs.

H 40-205 MOBO BRONCO\$29.95

(21/2 to 6 yrs.)—The new wonder horse imported from England that moves forward. No skill is required—simply the action of the rider as he rises and sits. Mobo Bronco moves and that's all there is to it. Pressure of the feet on the stirrups makes the front legs move forward while the child's weight returning to the saddle causes the back legs to move forward. Mobo is steerable by leaning weight to one side or the other. Mobo is almost indestructible as he is completely made of automobile gauge steel with an all welded construction protected by multiple baked enamel coatings of dapple grey with red and blue trimmings. Mounted on easy-rolling, hard rubber wheels. The horse's saddle seat is 19" to the floor. Ship. wt. 27 lbs.

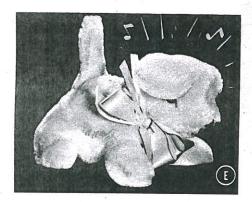
FAO SCHWARZ

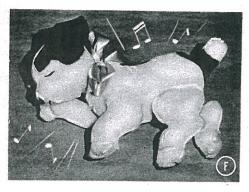




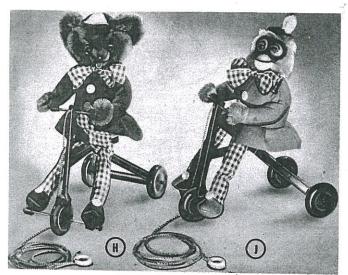












B 16-3 MUSICAL BEAR

(1 to 6 yrs.)—A 12" bear whose hidden Swiss music box plays a lullaby whenever the key in his back is wound. This brown bear, thoroughly domesticated, assures a soft cuddly playmate. Body of mohair, with jaunty bow at neck. Ship. wt. 2 lbs.

C 16-10 MUSICAL CAT\$7.95

(1 to 6 yrs.)—An 11" high kitty, who is oh so soft to cuddle! The body is made of gray and white plush, and stiff white whiskers add a realistic note to its face. A festive bow adorns the neck, and the animal contains a Swiss music box that winds up with a key to play a tune. Ship. wt. 2 lbs.

D 16-81 MUSICAL CUDDLE PANDA\$6.75

(1 to 6 yrs.)—Few wild animals in recent years have captured as many hearts as the smartly marked black and white panda. This 13" long, soft-bodied, plush representative wears as chic a coat as his prototype and makes an endearing companion, especially with the concealed Swiss music box that plays a merry tune. He is the favorite of many children. Ship. wt. 3 lbs.

16-54 MUSICAL CRAWLING PUP\$7.95

A thoroughly domesticated 9" crawling pup that is a favorite playmate of the one to six year olds. A hidden Swiss music box plays a delightful little tune whenever the key in his back is turned. Of soft white plush with pink markings on ears and tail, plus a jaunty bow around his neck. Ship, wt. 2 lbs.



STEIFF PLUSH BALLS (Imported) These exercise balls for creeping babies are covered with a short-pile plush in an appealing patchwork pattern of six different colors.

16-128	PLUSH	BALL	6"	diameter.
	Ship.	wt. 2	lbs.	

(1 to 6 yrs.)—This faithful cuddly puppy has a Swiss music box concealed in his body. Soft and floppy, of white plush with black spots at tail and ear, black stitched features. Felt-bottomed feet. Pink and blue ribbon around neck. 13" long. Ship. wt. 3 lbs.

G 19-46 MILKING COW .

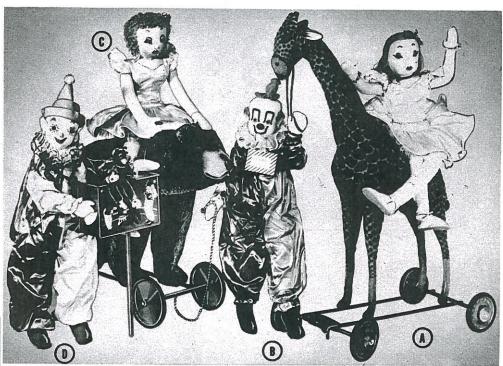
(4 yrs. up)—The source of milk, that most valuable of foods, is no mystery if one knows how. Here is a working demonstration. Milk put into the cow's back can actually be milked into a pail. Spotted, plush-covered, stuffed body measures 12" long. Has stubby plastic horns, ribbon and flowers adorn her neck. Plastic pail included; also milking instructions. Ship. wt. 3 lbs.

MONKEY OR BEAR ON BIKE— $(1\frac{1}{2}$ to 4 yrs.)—Each of these bike riders is a perfect replica of their species. This fact along with their other attractions makes them highly desirable. They are made of plush, gaily attired in gingham and felt costumes. Sitting 11'' high on their sturdy all metal bikes, they pedal along at a great rate when pulled by attached cord.

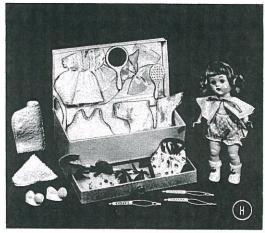
K GROWLING BULL DOG (French Import)—A growling dog doesn't bite either. He's so perfect in color and conformation, he is expected to growl. He's handsome because he's so bulldog homely. Made of flock covered papier mache in black and gray with glass eyes and a red banded two toned fringed collar. Pull the leash and he rolls along on his concealed wheels at the same time opening and closing his large mouth to the accompaniment of deep resonant growls.











MADAME ALEXANDER RAG DOLLS—The designer, "Madame Alexander", of these dolls is noted for her exquisite color taste and originality. Because of their size and facial expression, these big floppy rag dolls have a unique appeal to the teen age girls as well as the younger ones. All have soft stuffed bodies. Mary Muslin, Sunflower and Clarabeli's eyes are actually small flowers and yet the appearance is most realistic. The Life Size 40" dolls can wear the clothes of an average three year old. Organ and animals not inclothes of an average three year old. Organ and animals not included.

A 16-74 GIRL ON THE FLYING TRAPEZE \$18.00 A lovely blonde dressed in bouffant pink satin. Her tiny face veil adds to her expression of bored mys-tery, Satin slippers, 40" tall. Ship. wt. 7 lbs.

CLARABELL-Howdy-Doody's own wonderful clown, with surprised eyebrows and orange yarn hair. Dressed in two-tone satin suit with a clown's ruff of net around his neck. He wears his familiar trinket box.

16-80 CLARABELL 19" tall. Wt. 3 lbs. \$5.00 16-86 CLARABELL 29" tall. Wt. 3 lbs. \$7.95 16-95 CLARABELL 40" tall. Wt. 8 lbs. ...\$12.95

What a coy companion for a little girll Dressed in a soft green satin ballerina dress made over a fluffy ruffled net petticoat. Pink satin ballet slippers, and of all things—lilac-colored yarn hair! Altogether charming. 40" tall. Ship, wt. 7 lbs. 16-99 FROU-FROU ...

D 16-73 SUNFLOWER\$12.95
Great big beautiful clown, with pompom nose, and flower eyes; dressed in a gay satin suit with big neck ruff, and a saucy felt hat. 40" tall. Ship. wt. 8 lbs.

E MARY MUSLIN—A new and different kind of cloth doll. Pansy eyes wink so gaily! Her yarn wig is tied with a real hair ribbon. Charmingly dressed in little girl type clothes. Uke and trunk not included.

16-100 MARY MUSLIN 19" tall. Wt. 3 lbs. .\$5,95 16-102 MARY MUSLIN 26" tall. Wt. 3 lbs. \$10.00 16-103 MARY MUSLIN 40" tall, Wt. 6 lbs. \$15.95

F RAGGEDY ANN AND RAGGEDY ANDY (All Ages) —These famous brother and sister story book charac-ters make gay playmates. Both are stuffed with cotton, have red cotton yarn hair, painted features with shoe button eyes and are authentically dressed.

19-97 RAGGEDY ANN 20" tall, Wt. 3 lbs. ..\$4.50 19-98 RAGGEDY ANDY 20" toll. Wt. 3 lbs...\$4.50 19-99 RAGGEDY ANN 24" tall. Wt. 4 lbs. . .\$6.50 19-100 RAGGEDY ANDY 24" tall. Wt. 4 lbs. \$6.50 Books of Raggedy Ann and Andy with bright detailed pictures and popular childrens stories. 30-256 RAGGEDY ANN STORIES (Not III.) .\$1.25 30-257 RAGGEDY ANDY STORIES (Not III.).\$1.25

(1 to 5 yrs.) She's 14" tall with soft stuffed body and a buckram head with painted features. This charming miss is dressed in white trimmed pink gingham with matching panties and has a pretty ribbon in her beautiful blonde yarn hair. Ship. wt. 2 lbs.

16-66 FITTED CHEST WITH DOLL . | 16-66 FITTED CHEST WITH DOLL\$6.95 etite and as cute as a button! Of plastic, 8" tall, and fully jointed with moving eyes. Her nutex hair can be wet, combed and curled. Her extensive wardrobe is of the finest materials and extremely well made. Extra accessories of comb, mirror; hoe and rake included.

Ship, wt. 1 lb.

J 10-3 STANDING WICKER BASKET
WITH DY-DEE-ETTE Ship, wt. 9 lbs....\$25.00
(5 yrs. up)—A pink trimmed wicker basket of excellent quality with hinged cover and carrying handles mounted on legs and having a lower shelf for dolly's accessories. Contains an 11" Dy-Dee Doll dressed in organdy dress with matching bonnet, slip, shirt, diaper, socks and shoes. Trousseau of taffeta coat and bonnet, organdy dress with matching bonnet, pajama, extra slip and panties, wash rag and towel set. Accessories, bubble pipe, pacifier, Q-tips, feeding spoon, bottle with nipple, sipping straw, bib and hot water bag.

