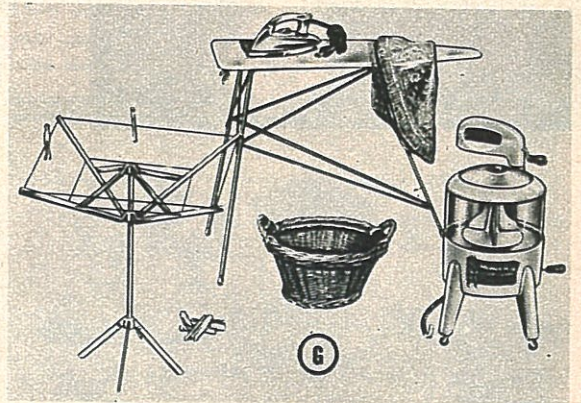
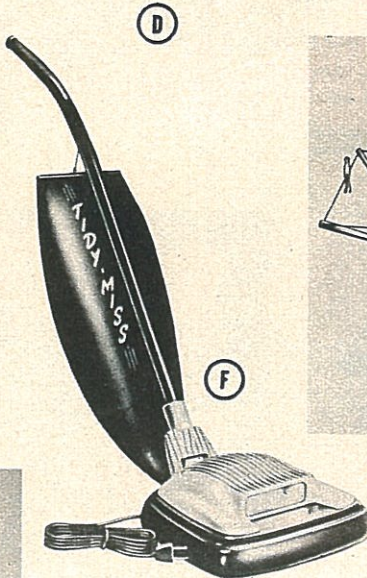


A 19-57 ELECTRIC STOVE \$6.00
 (5 yrs. up)—"Little Chefs" can experience the real thrill of cooking their own dishes on this miniature 11 x 9 x 5½" all metal stove. A pilot light indicates when the top cooking surface is heating. Has warming oven for simulated baking and plastic play switches. Included is a four piece set of cooking utensils. AC current only. Ship. wt. 6 lbs.

B 19-39 DELUXE ELECTRIC STOVE \$12.00
 (5 yrs. up)—A little girl's supreme delight is this fine all metal miniature electric stove, duplicating in detail the appointments and finish of large electric ranges. Has individual controls for top and oven heating elements, two real pilot lights indicate when top of oven is heating, large baking and separate warming ovens. A six-piece set of cooking utensils, 3 pots and pans, 2 lids and a cookie sheet. Finished in gleaming white baked enamel. Size: 13¾ x 10¾ x 7½". AC current only. Cook book in story book form with simple recipes is included. Ship. wt. 12 lbs.

C 10-31 TEA AND BAKING SET \$3.95
 (3 to 7 yrs.)—This combination tea and baking set is another example of a toy that is fun to play with because it can be used in so many ways. The younger hostess enjoys the fuss and bother of preparing a party for her family of doll guests—or of a "real" tea for her young friends! Her little baking set helps her to get everything ready.



D 12-1 KIDDIE CLEANING SET \$3.60
 (3 to 6 yrs.)—Mother is sure to find her own work lighter when her little helper has her very own set of cleaning equipment to lend a willing hand. This popular set consists of a corn broom, long-handled metal dust pan, floor mop, carpet sweeper, hand mop and plastic apron. Ship. wt. 6 lbs.

E 12-19 IRONING BOARD WITH ELECTRIC IRON \$4.25
 (5 yrs. up)—An ironing board strongly constructed of heavy gauge steel. White enamel top is perforated just like mother's. Sturdy folding legs of red enamel. 8" wide, 27¼" long, 22⅞" high. Included is an underwriters' approved electric iron 6¼" long with aluminum base, red enameled hood and black bakelite heat-proof handle. Ship. wt. 10 lbs.

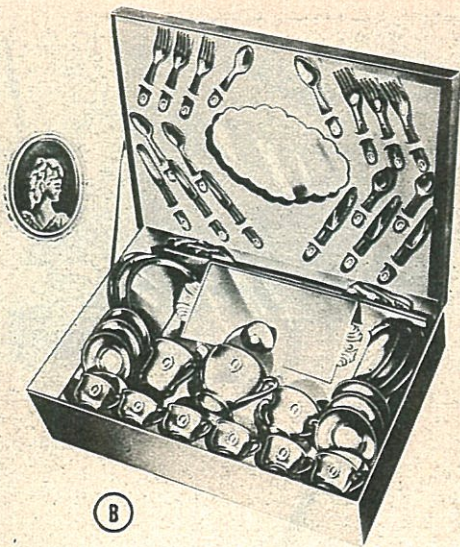
F 12-18 ELECTRIC VACUUM CLEANER \$8.95
 (5 yrs. up)—Little helpers will be very proud to have their very own electric vacuum cleaner. It actually vacuums and cleans just like mother's although much smaller (overall height 37½", base 9 x 9 x 3¾"). It has green and black plastic base with aluminum handle attached, automatic off-and-on switch and headlight. Eleven foot cord and plug included. AC current only. Ship. wt. 8 lbs.

G 42-12 LAUNDRY SET \$12.00
 (3 yrs. up)—Almost indispensable to the proud doll mother. The replica of a real hand operated washer is large enough (14½" high) to actually wash dolly's clothes. A 30" long ironing board with steel understructure, low heat electric iron, folding steel dryer with clothespins, plastic apron and clothes basket complete this deluxe laundry set. Ship. wt. 10 lbs.

FOR 89 YEARS — SINCE 1862
 GOOD TOYS FOR GOOD GIRLS AND BOYS



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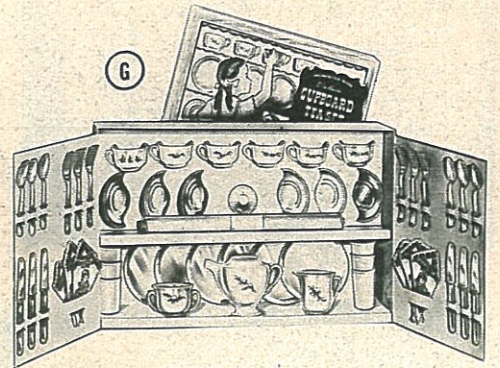
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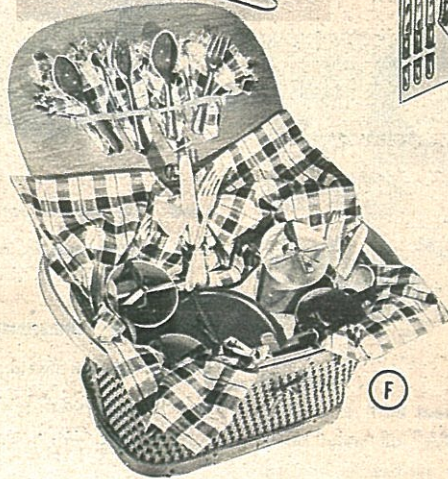
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A 42-57 TRIMMED TEA WAGON ..\$14.75
(5 yrs. up)—"Tea Time" for serving either real or make believe tea. This ivory enameled with red trim tea wagon offers hours of fun in the preparation, serving and talking over the tea cups. Besides a plastic tea set for four (of the popular "Blue Willow" pattern) there are four plastic tumblers, a set of plastic "silverware", 4 paper napkins and doilies. The wagon has 5" wooden wheels on 2 legs, casters on the others. Its wooden handle measures 19" from the floor. The removable top serves as a 12 x 18" tray. Exclusive. Ship. wt. 16 lbs.

B 4-15 CAMEO PLASTIC TEA SET\$5.00
(4 yrs. up)—Ever so practical—they're washable, durable, sanitary—and ever so pretty, a colorful pink with exquisite white cameos delicately embossed. This life-size service for six includes knives, forks, spoons, cups, saucers, plates, a teapot, sugar and creamer and serving tray. Ship. wt. 5 lbs.

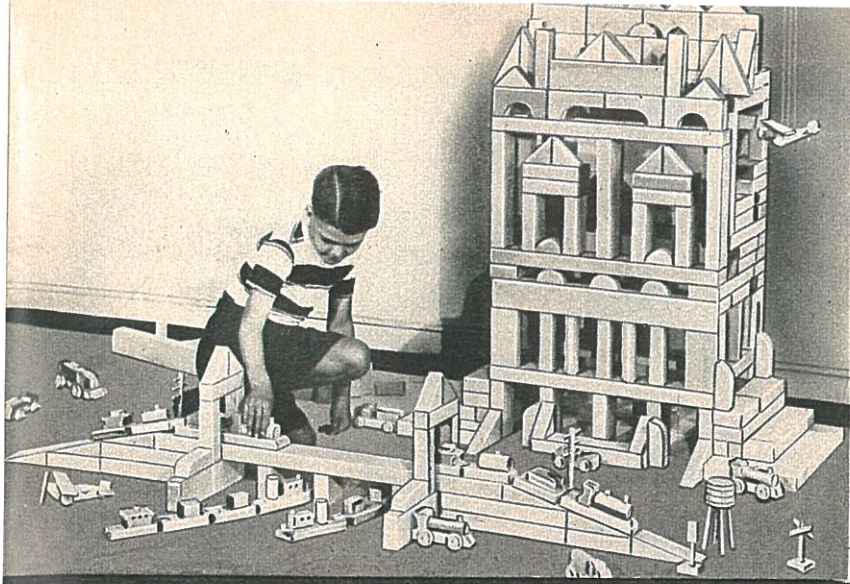
C 11-8 LUNCHEON BASKET
(Exclusive)\$12.00
(4 to 10 yrs.)—This deluxe, service-for-4, plastic luncheon set provides gracious living for little friends. Complete with gay printed tablecloth and napkins, glasses, decorated tea set, knives, forks and spoons. Packed in a dainty, ribbon-trimmed 16½ x 11 x 7½" wicker basket with hinged cover and convenient carrying handle. Ship. wt. 7 lbs.

D 12-23 TEA SET AND STEMWARE ...\$4.00
(4 yrs. up)—Service for four consisting of 41 pieces. The plastic tea set is of the well known Blue Willow design and consists of 4 cups, saucers, plates, knives, forks, spoons, napkins, 1 teapot with cover, sugar bowl and creamer. The stemware includes four embossed goblets, sherbets; 1 tray and 1 pitcher. Ship. wt. 4 lbs.

E 12-27 PLASTIC BLUE WILLOW TEA SET\$3.50
(4 yrs. up)—The world famous Chinese blue willow pattern is exquisitely reproduced on this plastic tea set. Service for six, 46 pieces in all, includes cups, saucers, plates, teapot with cover, sugar bowl and creamer, spoons, knives, forks and napkins. Beautifully packaged in acetate window box. Ship. wt. 5 lbs.

F 27-57 PICNIC BASKET\$7.95
(4 yrs. up)—Wicker picnic basket, 6¾ x 9 x 12½" long, with hinged wooden lid and double bentwood carrying handles. Handsomely fitted with service for four consisting of colored plastic knives, forks, spoons, glasses and 6" plates. A gay printed tablecloth and four napkins complete the service. Ship. wt. 5 lbs.

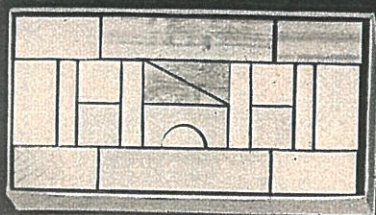
G 19-6 PLASTIC TEA SET\$4.50
(4 yrs. up)—Time for a tea party. Here is a child's full size tea service for six, of durable multi-colored plastic with floral decoration. Consists of tea-pot, sugar and creamer, cups, saucers, plates, glasses, knives, forks, spoons, paper napkins and tablecloth, neatly arranged in cupboard type box with folding doors and set-up shelves. Ship. wt. 6 lbs.



PLAYSKOOL KINDERGARTEN BLOCKS AND ACCESSORIES FOR COMPLETE BLOCK EXPERIENCES

A-B-C KINDERGARTEN BLOCKS AND ACCESSORIES—Building Blocks are the most important single tool of play for youngsters from the age of 18 months to 9 years. Through the use of blocks a child can re-create the settings he sees in the grown-up world, and no other media combines such a diversified pattern of enjoyment, as well as educational value. Playskool Deluxe Kindergarten Blocks are made on the approved unit scale ($1\frac{3}{8}$ " by $2\frac{3}{4}$ " by $5\frac{1}{2}$ ", and multiples thereof). These sets are offered in the finest quality of both hard and soft wood. Hard wood is preferable, of course, and we strongly urge buying the hard wood blocks, as they will withstand years and years of hard play, whether used individually or by groups. Soft wood sets are practical, however, for unsupervised play—where there is only one child—or for limited group play. Soft and hard wood sets are identical in content, dimensions and shapes.

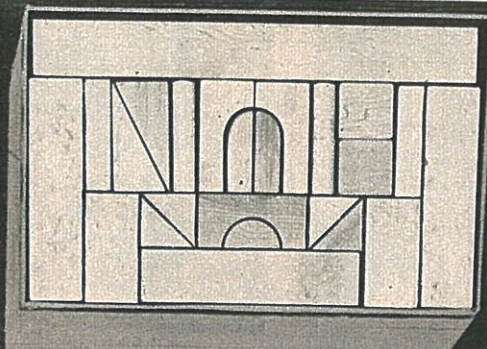
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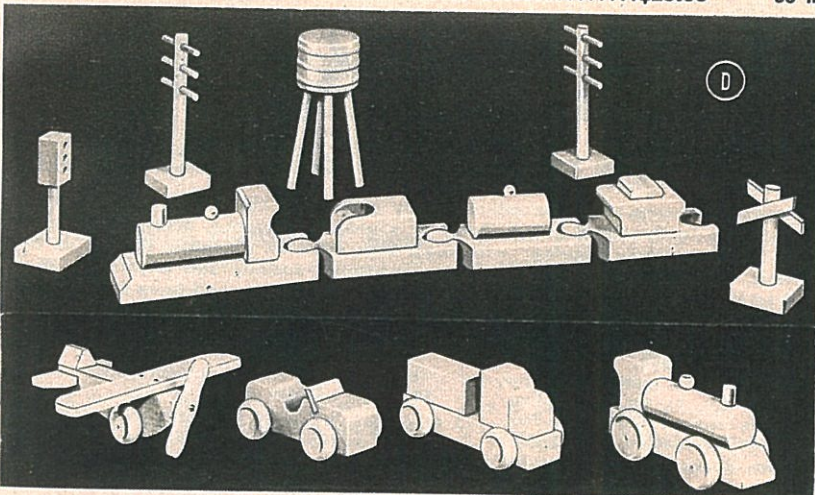


HARD WOOD SETS

- A 10-10 PRIMARY KINDERGARTEN BLOCKS** — 20 blocks. Ship. wt. 11 lbs. \$5.00
B 10-8 SECONDARY KINDERGARTEN BLOCKS — 44 blocks. Ship. wt. 28 lbs. \$12.50
C 10-12 ADVANCED KINDERGARTEN BLOCKS — 85 blocks. Ship. wt. 48 lbs. \$25.00

SOFT WOOD SETS

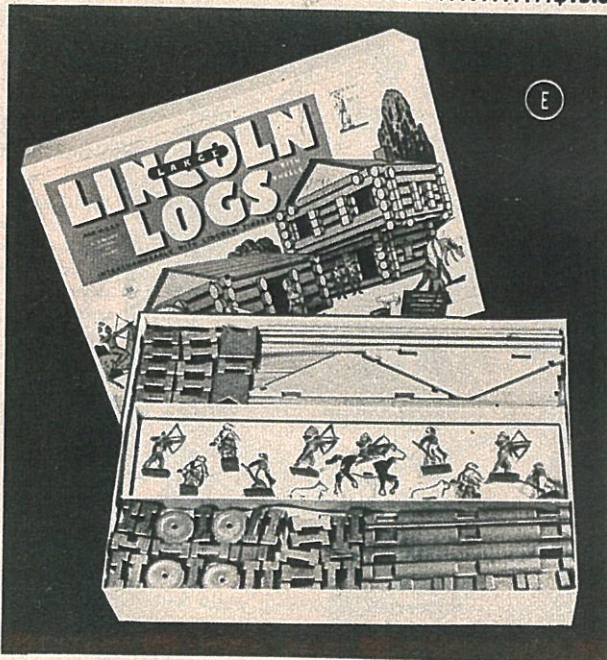
- 10-16 PRIMARY KINDERGARTEN BLOCKS** — 20 blocks. Ship. wt. 8 lbs. \$3.00
10-17 SECONDARY KINDERGARTEN BLOCKS — 44 blocks. Ship. wt. 17 lbs. \$7.50
10-18 ADVANCED KINDERGARTEN BLOCKS — 85 blocks. Ship. wt. 30 lbs. \$15.00



D 19-40 BLOCK ACCESSORIES \$4.25

As realism develops in the process of construction, the requirement for mobile units scaled to the blocks becomes important, and Block Accessories such as trains, trucks, autos, planes, railroad signals are a "must" in order to accomplish the full satisfaction of dramatic play. These accessories are made of hard maple to stand unlimited use. **BLOCK FREIGHT TRAIN**—scaled for play with Playskool unit system Blocks. Natural finish, length approximately 20". **BLOCK GADGET SET**—consists of signal light, crossing sign, water tower and 2 telegraph poles. Units vary from 4" to 6". **BLOCK TRANSPORTATION SET**—consists of airplane, locomotive, truck and auto, each with movable wheels. Each unit is approximately $5\frac{1}{2}$ ". Ship. wt. 7 lbs.

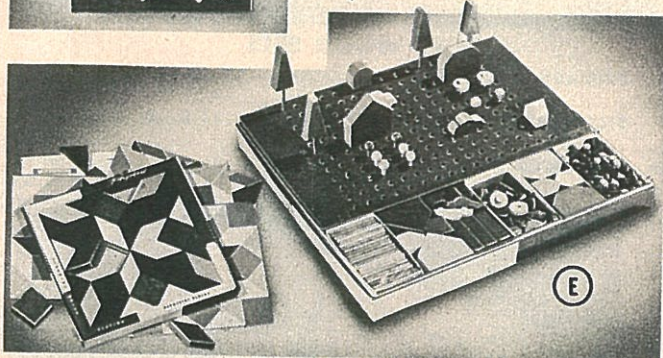
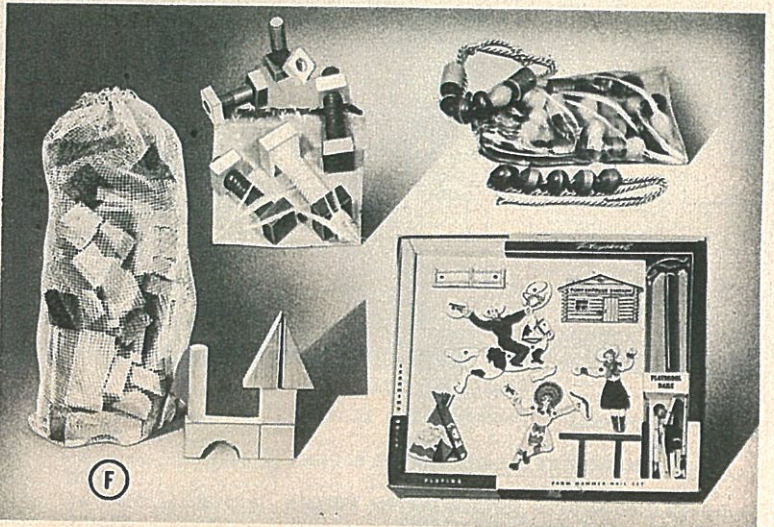
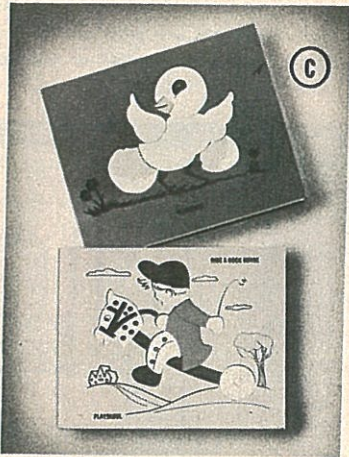
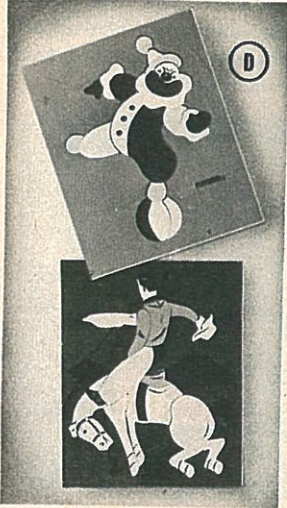
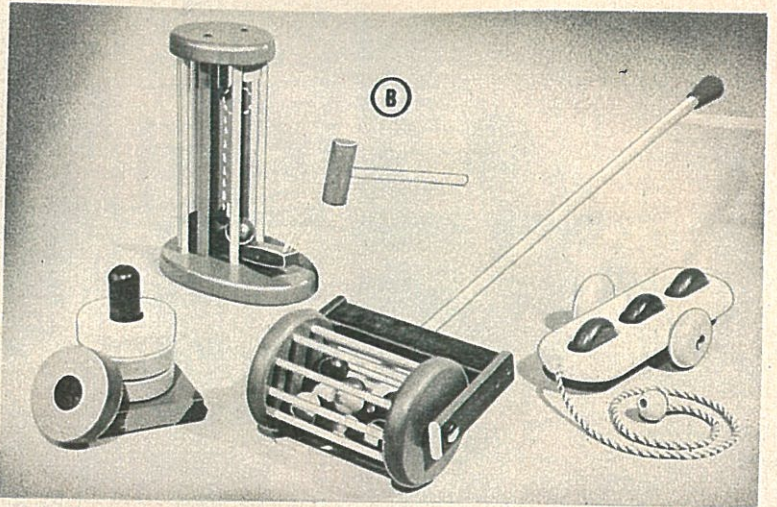
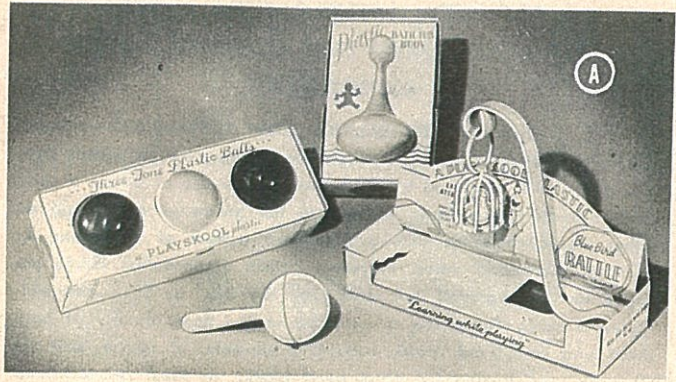
FOR 89 YEARS — SINCE 1862
GOOD TOYS FOR GOOD GIRLS AND BOYS



E 19-63 LINCOLN LOGS \$7.50

(5 yrs. up)—The toy that captures the spirit of the American frontier. Can be used to build cabins, block houses, forts, wagons, ranch houses and many other interesting structures. Illustrated set contains 177 wood pieces and 12 durable, brightly colored metal figures plus a 4-page design booklet containing scale model diagram, with complete instructions (illustrated) for building 19 different structures. Ship. wt. 9 lbs.

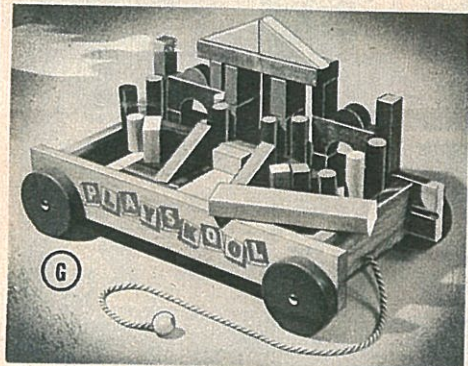
19-47 LINCOLN LOGS (Not illustrated)
131 wood pieces. Ship. wt. 6 lbs. \$4.00



PLAYSKOOL

SPECIALISTS IN EDUCATIONAL TOYS FOR THE PRE-SCHOOL CHILD

Child authorities agree that toys must be educationally correct so that they teach the *Right Things at the Right Time in the Right Place*. There is a proper sequence, according to child psychologists, for "Learning While Playing" with toys. Toys must be playable, too, so as not to create frustration, but to aid them in developing mentally, socially and physically. They must be designed to the highest standards of safe, sturdy construction, and have bright, true and lasting colors. F. A. O. Schwarz has selected Playskool as the leading manufacturer in the pre-school field, and presents on these pages selections for each age group of this approved line of educational toys.



certain steps, later on acts as an imaginative carpet sweeper or lawn mower. **FLIP-FLOP**—The first pull toy has to go everywhere with baby. This toy is never upside down. Ship. wt. 6 lbs.

C 19-44 PUZZLE PLAQUES GROUP 3 \$3.50 (2 to 4 yrs.)—Two primary puzzle plaques—Chick, 9 pieces and Ride A Cock Horse, 14 pieces, offering a challenge to the child, as well as encouraging concentration and relaxation from more strenuous play. Ship. wt. 4 lbs.

D 19-58 PUZZLE PLAQUES GROUP 4 \$3.50 (3 to 5 yrs.)—Two advanced puzzle plaques—Clown, 20 pieces and Cowboy, 27 pieces. These two subjects will provide many, many hours of pleasure and aid in developing patience and skill. Ship. wt. 4 lbs.

E 19-68 GROUP 5 \$3.50 (3 to 6 yrs.) **PARQUETRY BLOCKS**—A child's feeling for design, color and originality receives definite opportunity for these large size mosaic blocks of many shapes and colors. Contains 6 different design sheets. **LANDSCAPE PEG SET**—Three dimensional play activity. Trees, houses, barns, autos, garages, etc., for imaginative young builders. A design booklet is enclosed. Ship. wt. 4 lbs.

F 19-101 GROUP 6 \$6.00 (3 to 6 yrs.) **WESTERN HAMMER AND NAIL SET**

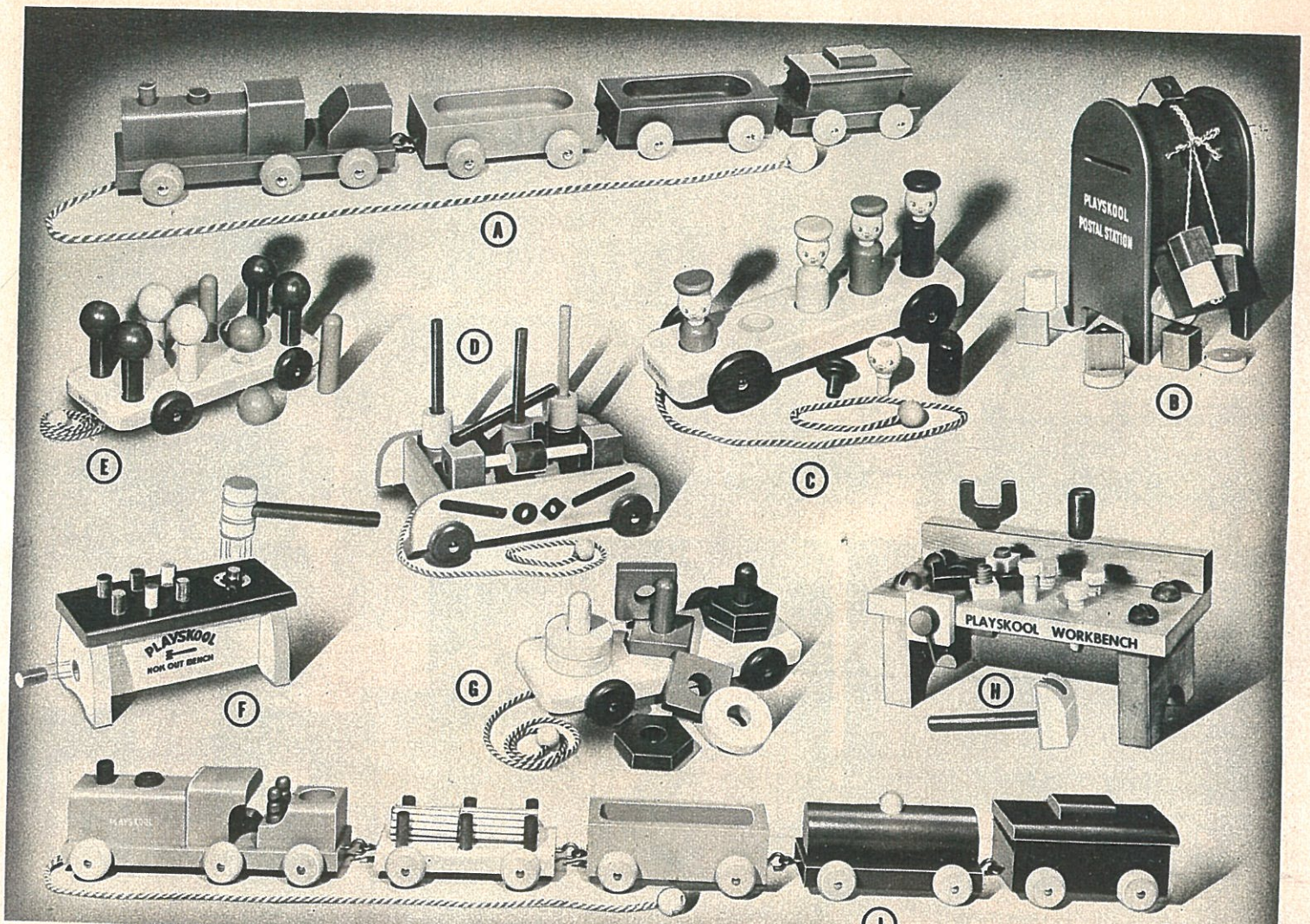
—Die cut cardboard western figures plus laying sticks, nails, hammer, pounding board and design folder. **NUTS AND BOLTS**—Develops dexterity and finger manipulation. One extra large nut and bolt, 2 medium and 2 small. Loads of fun in screwing and unscrewing. **MAPLE BUILDING BLOCKS**—Heavy duty bag contains 52 sanded and waxed blocks in 10 shapes for maximum imaginative construction. **JUMBO BEADS**—A basic need for a quiet play period. Generous assortment of beads of five shapes and five colors. Two durable, long laces with 2" plastic tips. Ship. wt. 10 lbs.

G 19-12 WAGON OF BLOCKS \$5.00 (1 1/2 to 3 1/2 yrs.)

—Construction ability is enhanced with this mobile colored block set. 10 different shapes of 7/8" hard maple blocks are tumble finished in primary colors. The 52 building block pieces are contained in a sturdy, handsome, 18 x 8 1/2" pull wagon. An added measure of activity comes with the loading and unloading of the large wagon. Each block is sanded and painted with harmless colors. Ship. wt. 9 lbs.

A 10-34 GROUP 1 \$3.00 (3 to 12 mos.)—A complete assortment which will keep baby happy and interested every moment. These shiny, sturdy, colorful plastic toys consist of: **3-Tone Balls**, **Rattle**, **Bath Buoy**, and **Bluebird with Stand** which can be clipped on playpen, highchair, crib or carriage. Ship. wt. 2 lbs.

B 19-42 GROUP 2 \$5.00 (1 to 2 1/2 yrs.)—A well-rounded group for the toddler. **BLOCK STACK**—consists of peg fastened to base, 4 round colorful blocks for children to grasp and handle. Brightly colored, all edges rounded. **BANG-A-BALL**—Baby's first pounding toy. When pounded, red ball in cage goes to the top and then returns for pounding again and again. Aids in developing eye and hand coordination. **RATTLE PUSH**—A wonderful aid in those first un-



A 19-31 SPECIAL FREIGHT TRAIN \$4.00
 (1½ to 3½ yrs.)—Sturdy, attractive train for the young railroader. Big combination engine and tender, 2 open gondola cars for loading and unloading, and caboose. Can be uncoupled easily. Long pull cord. Size is 28" overall. Ship. wt. 4 lbs.

B 19-106 POSTAL STATION \$3.00
 (1½ to 3½ yrs.)—Realistic mail-box and 12 blocks (4 shapes) teaches shape discrimination and concentration. Blocks are drilled and a long stringer is provided so that the very young child may string them as beads. There is also a slot on the side where the "play letter" to Santa or Daddy may be posted. Ship. wt. 3 lbs.

C 19-27 DOLLY PULL \$3.50
 (1½ to 3½ yrs.)—5 different colored dolls. The heads, hats and bodies come apart. All on a big pull unit. Graduated sizes increase play possibilities. Dolls used separately for block play and for "ten-pin" activity, too. Ship. wt. 3 lbs.

D 19-28 COL-O-ROL WAGON . . . \$3.00
 (2 to 5 yrs.)—Streamlined wagon with load of cylinders, cubes and rods. Stacking is made easy with the guide holes and the rods to fit through. Imaginative bridges and other structures can be made. This toy has unlimited play possibilities. Ship. wt. 5 lbs.

E 12-39 PEGGY BALL PULL \$3.00
 (1 to 2½ yrs.)—Combination peg board and pull toy makes color matching, muscular control

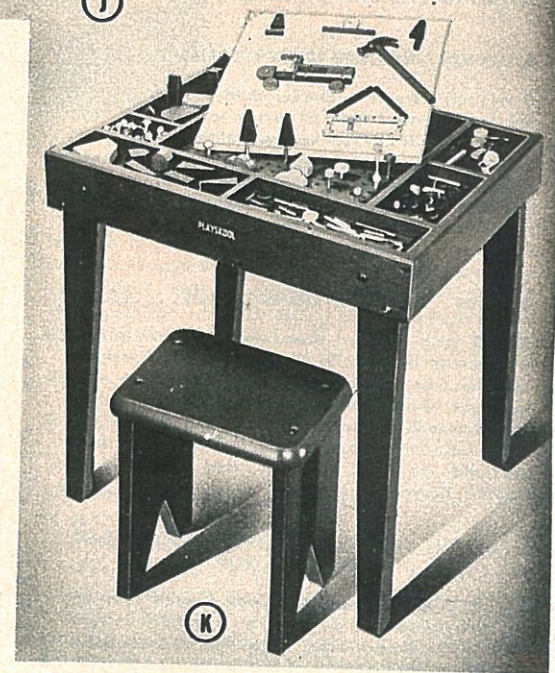
and eye-hand coordination fun. Pegs and balls in varied color pairs are removable. Sturdy base has pull cord attached. Ship. wt. 4 lbs.

F 19-107 NOK-OUT-BENCH \$2.00
 (2 to 5 yrs.)—Offers harmless pounding pleasure, helps coordinate use of hands. 12 plugs in 6 colors makes guessing the next color such fun when a colored plug comes out the end of the bench. Ship. wt. 3 lbs.

G 19-26 THREE FORM BLOCK CART \$3.50
 (1½ to 3½ yrs.)—Color-matching, shape-matching and pattern-fitting plays such an important part in development. 3 round, 3 hexagon and 3 square blocks, 3 pegs in primary colors, all removable from the big pull cart. Ship. wt. 3 lbs.

H 19-30 WORKBENCH \$3.00
 (2 to 5 yrs.)—Clay hammer, vise, screw driver and nuts and bolts—on a bench just like Dad's. Can be completely taken apart. Large wooden nails to be pounded and pulled. A completely satisfactory and sturdy NEW TOY. Ship. wt. 3 lbs.

J 3-39 SUPER FREIGHT TRAIN . . \$7.00
 (3 to 6 yrs.)—Extra sturdy large freight train. Gondola can be loaded and lumber car contains plenty of birch dowels. Plug comes out of tank car which is hollowed out for loading. Top of caboose, fireman and engineer in locomotive are removable. Ideal to precede an electric train. Length 42" without cord. Ship. wt. 6 lbs.



K 11-11 DELUXE HAMMER, NAIL AND PEG SET \$8.00
 (3 to 8 yrs.)—A sturdy table 20" by 20" by 16" wide, finished in green with matching bench. An excellent activity toy. There is a generous supply of pegs, which can be fitted into holes. Also a composition nailing board, as well as hammer and nails. Booklets give ideas for different patterns to start the child off on a great adventure in