

1948

F.A.O. SCHWARZ

NEW YORK ARDMORE BOSTON





Christmas Mail-Ordering Ends Dec. 13

SHOP EARLY.. After December 13, 1948 Mail Orders cannot be accepted for Christmas delivery

A TOY IS AN INVESTMENT IN HAPPINESS

Toys, wisely chosen, are a tremendous influence in the life of a child . . . for children, if they are to develop well, need the social, physical and mental stimulation that comes from carefully chosen playthings.

A toy is, of course, primarily designed to be a plaything . . . but it is also a means to a pleasant home atmosphere and should be looked upon as an investment in happiness for everyone.

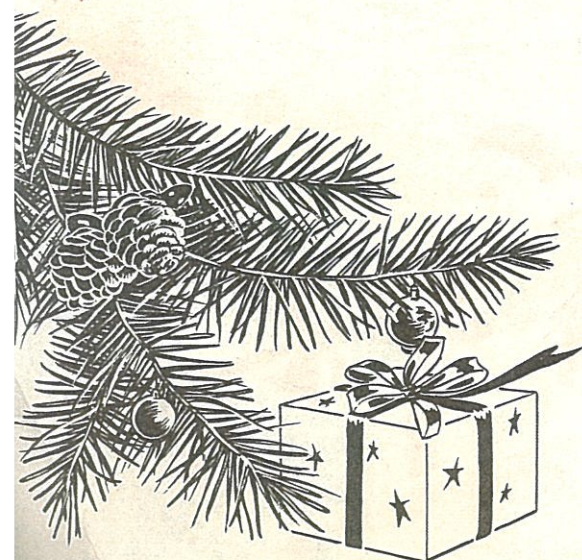
For over eighty years we have been creating happiness for children . . . with fine toys, beautifully made . . . moderately priced. And it is our belief today, as it has always been, that a good toy is an intelligent contribution to a child's development — and never an extravagance.

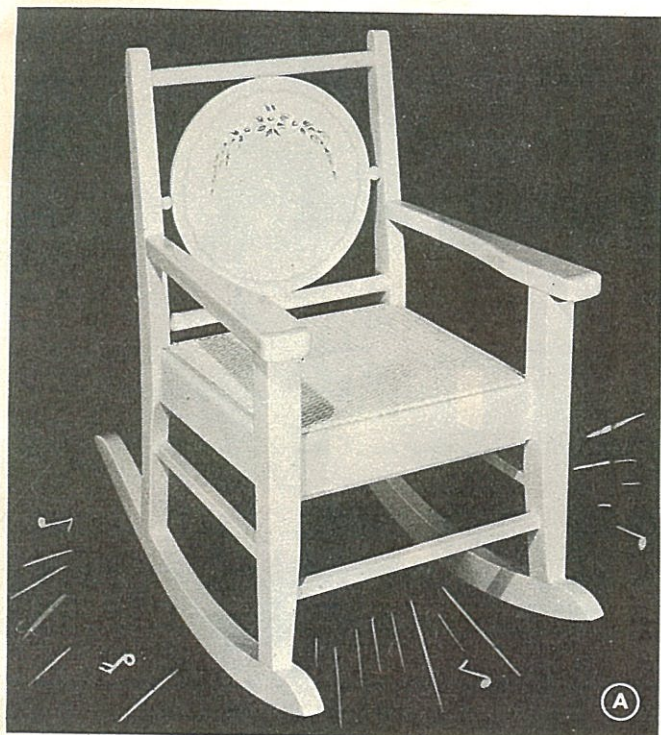
We know that the Schwarz toys you bought for your children will bring happiness to you all at Christmas . . . and throughout the year.

F·A·O

SCHWARZ

745 FIFTH AVENUE, NEW YORK 22, N. Y.
BRANCHES • 40 NEWBURY STREET, BOSTON 16, MASS.
ARDMORE, PA.





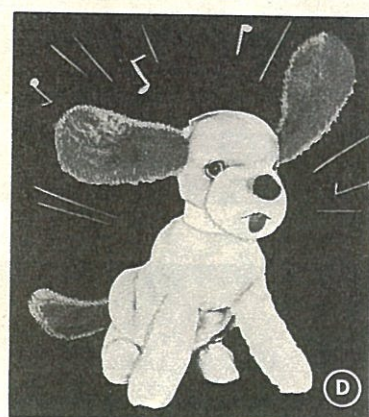
A 44-14 MUSICAL ROCKER (state color).....\$19.95
(1 to 3 yrs.)—For a little rocker that brings a lot of happiness, we've added the melodious charm of an easy-to-wind music box—concealed under the cane seat. When the youngster sits, it automatically begins to play one of its two lilting tunes. A sturdy little piece of furniture, just 11" high, with a strong hardwood frame with rounded edges. The rocker arc, by the way, is ever so gentle. Finished in pink or blue, so be sure to state your color preference when ordering. Ship. wt. 10 lbs.



B 16-49 MUSICAL CLOWN\$10.00
(3 yrs. up)—This clown carries a Swiss music box within his body, which plays a gay polka. 12" tall, soft body with white buckram face, typical clown make-up. Typical also is the balloon-like costume, gathered at sleeves and ankles, and ornamented with felt coin dots and a plain and a dotted ruffle. Peaked and ruffled cap, white shoes. Ship. wt. 3 lbs.

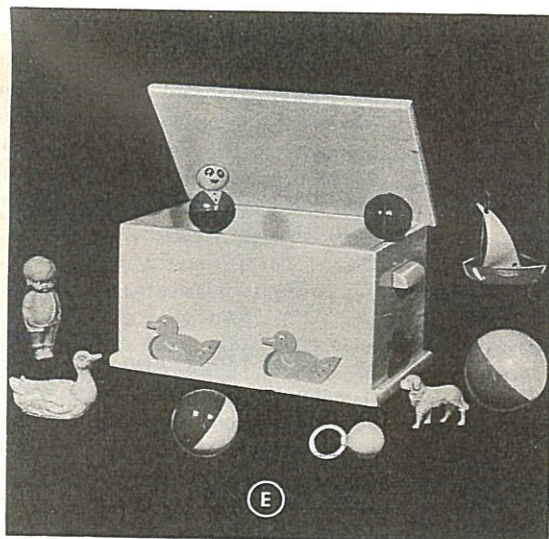


C 16-48 MUSICAL TOPSY TURVY.....\$13.95
(4 yrs. up)—Two dolls in one and a Swiss music box as well! Held one way, this toy is a little girl doll with wide-awake face, wearing a dainty red-checked bouffant costume with white organdy waist and apron. Inverted, the skirt reverses to show an old-fashioned high-necked flowered nightie worn by a doll with sleeping eyes. Heads are alike with yellow wool hair and hand-painted buckram faces. Ribbon bows and eyelet embroidery edging on both costumes. The Swiss music box concealed in the soft body plays a lullaby. 12" long. Ship. wt. 3 lbs.



D 16-24 SITTING DOG WITH MUSIC\$8.95
(1-6 yrs.)—An appealing soft hound puppy 11" high, is covered with champagne colored plush. Tail and wired ears of brown wool. Plastic collar contains a wind up Swiss music box that tinkles a Swiss nursery jingle. Ship. wt. 4 lbs.

PLEASE PRINT SHIPPING NAMES AND ADDRESSES.
GOOD LEGIBILITY WILL ASSIST IN FILLING ORDERS
PROMPTLY AND CORRECTLY.



E 27-21 CHEST WITH FLOATING TOYS (Exclusive)\$14.50
(1 to 3 yrs.)—Time for baby's bath—and time for play too! A smooth plastic rattle, duck, sail boat, dog, baby doll, three rattle balls in different sizes, a teething ring rattle and a clever roly poly—all to keep baby happy. Sturdy wooden chest with cover makes storage easy! Ship. wt. 11 lbs.

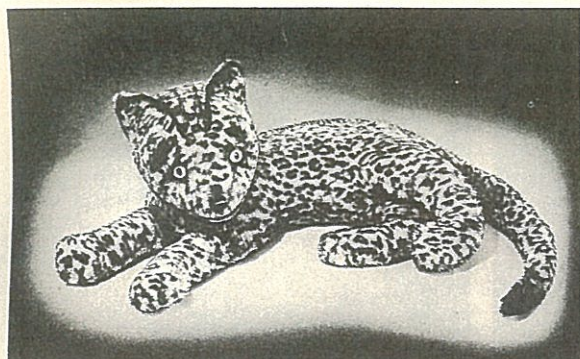


F 16-45 BABY DOLL\$5.95
(2 yrs. up)—A 12" soft baby doll, with hand-tinted buckram face, and yellow wool hair, is wearing her best afternoon dress of full-skirted stiff white organdy. Trimming 2 rows satin ribbon at hem, a sash and wristlets; lace edging for sleeves and neck. Matching bonnet. White slip, diapers, shoes socks. Clothes removable. Ship. wt. 3 lbs.

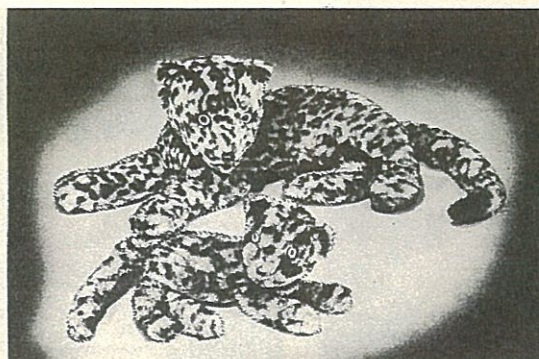


G 16-43 DUTCH GIRL\$7.95
(2 yrs. up)—A companion piece to the Dutch Boy, of same type and composition. Yellow braids, blue lawn full-skirted dress, with sleeves and covering apron of yellow dotted Swiss. Winged cap. Vari-colored ribbon trimmings. Ship. wt. 3 lbs.

H 16-41 DUTCH BOY \$7.95
(2 yrs. up)—A soft-bodied doll 14½" wears a smile on his buckram face. Has yellow wool hair. White shoes and stockings. Typical Dutch costume of short jacket, full pantaloons and visored cap of light blue lawn, with vari-colored ribbon trimmings. Ship. wt. 3 lbs.



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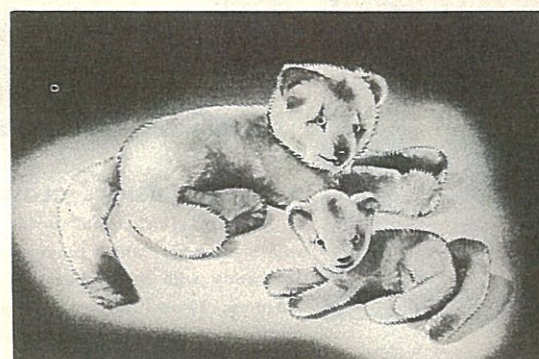
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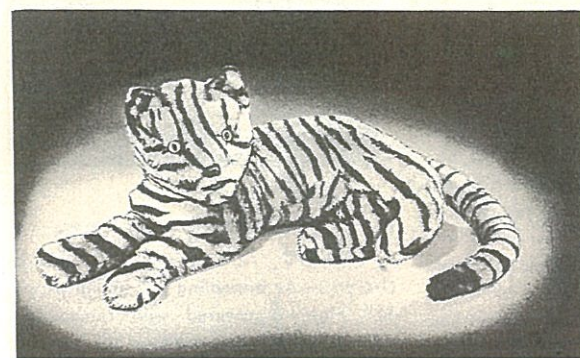
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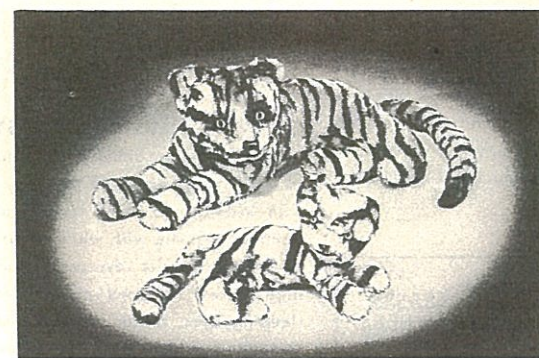
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A 16-8 TIGER\$13.95
(2 yrs. up)—Here is big game indeed! As he lies stretched out, this huge animal measures 36" from paw tip to tail tip. The black stripes on the golden orange of his soft plush coat mark him as the magnificent wild beast so popular in the circus and in the zoo. He paces in no cage here, but is ready to play. Ship. wt. 5 lbs.

C 16-25 LION\$13.95
(2 to 6 yrs.)—Looking every bit the king that he is, this soft lion, in a lying-down position, surveys the world majestically. When measured from stretched-out front paws to the tip of his tail, he is almost a yard long. His body is covered with mohair plush of a golden color, with tawny markings. Ship. wt. 4 lbs.

E 16-10 LEOPARD\$13.95
(2 yrs. up)—Leopards have a reputation for being snarling, ferocious animals. But here this spotted member of the cat family is tame and quiet enough to be welcome anywhere. His soft body is tawny plush shading in color and decorated with the traditional, unchanging spots. In a contemplative, lying-down position, he stretches out to 36". Ship. wt. 5 lbs.

B 16-33 TIGRESS AND CUB.....\$8.95
(2 yrs. up)—A "mother-and-child combination" in gold and black, this realistic pair would be an addition to any nursery. Both have soft plush bodies, in a golden shade, marked as any tiger should be, with stripes of black. The small fry tiger measures 13" from the tip of his tail to his stretched-out front paws. The tigress, in the same lying-down position, is twice as long. Ship. wt. 3 lbs.

D 16-61 LIONESS AND CUB.....\$8.95
(2 to 6 yrs.)—Mother lion and her child are lying down, mild as cat and kitten, but resembling their wild prototypes of Africa and Asia, in the golden tawny marked mohair plush of their bodies. The cub measures 13" and the larger animal is twice as long. Ship. wt. 3 lbs.

F 16-34 LEOPARDESS WITH BABY.....\$8.95
(2 to 6 yrs.)—Of plush shaded from gold to greenish yellow, these soft-bodied lying-down leopards bear the typical irregularly-shaped markings of their kind. Mother and child look every inch leopard, but they are tame animals, soft and companionable, not wild. Mrs. Leopard measures 26" overall, as she lies stretched out. Her baby is half as long as she is. Ship. wt. 3 lbs.

G 16-16 MONKEY AND BABY\$1
(2 to 6 yrs.)—This soft monkey, 14" in sitting position, with movable arms, a long curling tail and is covered thick, dark brown plush. Hands and ears and face are of tinted felt. Snuggled against the large animal in best monkey fashion is an appealing baby monkey, also brown with felt face and hands. Ship. wt. 4 lbs.

H 16-54 TEDDY AND ME.....\$1
(1 to 6 yrs.)—This gentle looking mother holding her adorable youngster, makes a lovable playmate for baby—or an older brother or sister too! Mother and cub covered with a soft white plush—with ribbons tucked under their chins. Mother is 12" tall—baby is just 7" high. Ship. wt. 5 lbs.

FAO SCHWARZ
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F 40-106 HORSE ROCKER (Exclusive).....\$15.00
(up to 2 yrs.)—Youngsters love a rocking sensation and the arc of these 36" rockers is long enough to give a smooth ride. The curved back and sides form a secure and comfy seat. Sturdily built and well balanced, it won't tip. All wood, painted white, with handle in horse's head to hold onto. Ship. wt. 12 lbs.



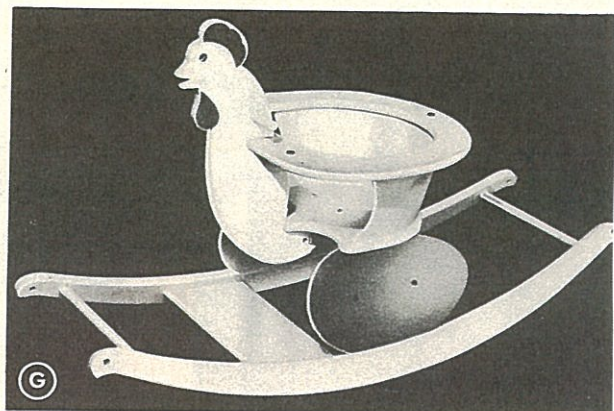
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G 40-104 ROOSTER ROCKER (Exclusive).....\$15.00
(up to 2 yrs.)—Same as above, painted cream, with handle in rooster's head to hold onto. Not too fast a ride, but gentle rocking for baby in this shoo fly rocker—a great addition to nursery furniture. Ship. wt. 12 lbs.

A 16-28 KANGAROO \$4.75

(1½ to 6 yrs.)—Most other animals carry their youngsters awkwardly—in their mouths—but not Mother Kangaroo! Her special pocket gives Baby Kangaroo a free ride. Mother has a soft stuffed body made of light tan velvety plush. Young baby—in or out of the pocket—is a winsome 3½" tall. Ship. wt. 3 lbs.

D 16-55 KUDDLIE BEAR \$2.50

(1 to 6 yrs.)—This 12" pink and white soft-bodied plush bear will be a cuddly companion for any small child. He wears a pink bow! Ship. wt. 4 lbs.

B 16-32 MUSICAL SLEEPING BEAR \$9.50

(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 rayon plush, with jaunty yellow bow at neck. Ship. wt. 3 lbs.

C 16-35 MUSICAL SLEEPING DOG \$9.50

(1 to 6 yrs.)—This cuddly puppy goes right on sleeping even when the Swiss music box in his body is played. Soft and floppy, of white plush with black spots at tail and ear, black stitched features. Felt-bottomed feet. Double bowed pink and blue ribbon around neck. 13" long. Ship. wt. 3 lbs.

E 16-40 JOINTED MONKEY \$5.95

(3 to 8 yrs.)—A handsome, soft-bodied, jointed monkey, 17" long, of russet brown plush, whose flexible arms, hands, legs and feet are bent so that he can be made to assume a variety of unusual and amusing attitudes. His face and ears of tinted felt are set into a well-shaped head. The bow tied under his white plush chin adds much. Hands and feet of tinted felt. Ship. wt. 3 lbs.



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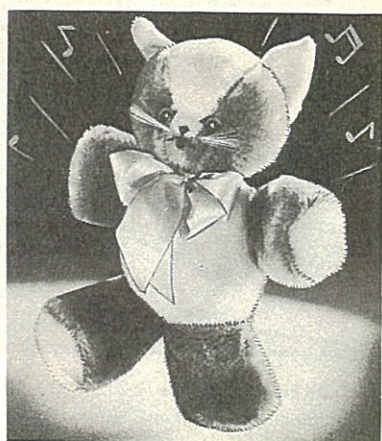
H 12-26 BABY TOY BASKET \$16.99

(1 to 3 yrs.)—A ribbon- and lace-trimmed wicker basket with hinged lid, 18 x 8½ x 12½", contains a wealth of diversion in bat and soft toys, such as: plastic rolypoly, boat, a rattle ball, elastic strung plastic bead doll with jingle-bell hands and feet, celluloid swan, fish, elephant, rubber lamb. A sweet 9" white plush bear and sleepy doll of pink fleece with painted celluloid face complete this wonderful gift. Ship. wt. 7 lbs.

BE SURE TO SEND US YOUR ORDER BEFORE DECEMBER 13th



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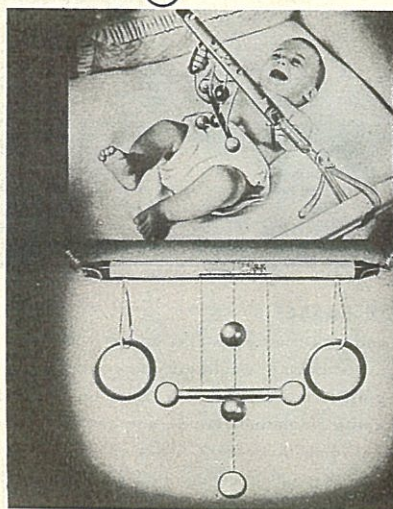
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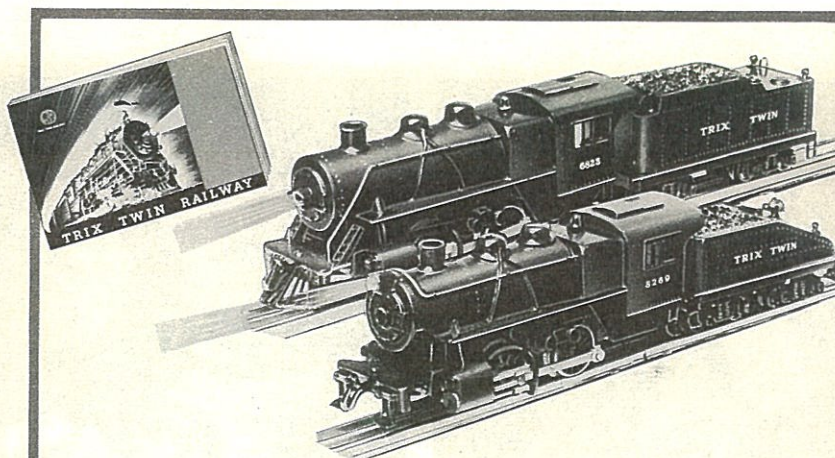
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TRIX TWIN RAILWAY

THESE TWINS "GO TOGETHER"—Popularly known as the Trix Twin Trains because they are the only trains which have two locomotives operating on the same track under entirely independent control, these little trains are a sensation wherever shown. For the complete story about these trains, send for this 12 page catalogue containing over 100 photos and illustrations of trains, track and accessories.

A 40-70 SKIN COVERED HORSE\$60
(3 to 6 yrs.)—All children, at one time or another, should own a horse—and here is one whose calf-skin cover gives it that crown touch. The skin can be brushed and combed and taken care of, a privilege not enjoyed by the plain wooden horse owners. This horse has some steady rides smoothly, with a back-and-forth motion on rockers that swing from a sturdy well-polished double aluminum steel frame. The real leather saddle measures 27" from the floor. Only selected skins in their natural colors are used. Ship. wt. 20 lbs.

B 16-66 MUSICAL BEAR\$7
(1 to 6 yrs.)—A 12" bear whose hidden Swiss music box plays lullaby whenever the key in his back is wound. This brown bear is thoroughly domesticated, assures a soft cuddly playmate. Body of mohair, with jaunty bow at neck. Ship. wt. 3 lbs.

C 16-39 MUSICAL CAT\$7
(1 to 6 yrs.)—An 11" high kitty, who is oh so soft to cuddle. 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. 3 lbs.

D 16-67 MUSICAL LAMB\$7
(1 to 6 yrs.)—A very appealing 11" high lamb who has left no flock to become a particular pet. Not only is he sweet to look at and hold, but the body holds a Swiss music box. The lamb is of white plush, just brushed with black on forehead and perky ears. Black feet too. The face has an inquiring expression and he wears a double loop ribbon under his chin. Ship. wt. 3 lbs.

E 16-29 BEARKIN TROUSSEAU (Exclusive).....\$11
(3 to 10 yrs.)—Here's a very well-dressed little white mohair bear (10" tall) with several changes of costume available in its suitcase. The bear is wearing a ballet skirt of blue net and ribbons with ornament to match. In the bear's wardrobe is: blue overall polo shirt, blue pajamas with round trimmed collar; hooded cape; a special dress-up costume consists of organdy dress with collar, lace and ribbon trimmed with matching reticule and sun hat. Ship. wt. 5 lbs.

F 3-3 CRADLE TWINS.....\$5
(4 mo. to 18 mo.)—Babies' first lesson is movement . . . and here is a scientifically planned combination that attracts, causes movement and so gives exercise. One bar can be attached to the crib, the other to the carriage or playpen. One Cradle Twin consists of a 12" wooden bar, suspended by springs. It has two red plaid teething rings and a colorful set of wooden balls. The other Cradle Twin has a 15" wooden barrel which rotates easily, ringing a bell concealed inside. At either end of the barrel two small wooden balls are suspended. Ship. wt. 5 lbs.

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PUSH DOGS—(Exclusive)—(1½ to 5 yrs.)—The best of material is used with conformation and marking of thoroughbreds. Concealed metal frame will support at least 150 lbs., while the animal rolls easily along on its red tubular metal frame with rubber-tired wheels. Babies learn to walk while holding the push bar. Older youngsters enjoy the broad soft backs for a ride. Fine plush coats, authentically colored. These fine and beautifully made dogs are playmates long to be remembered.

- A 42-71 SHEEPDOG.** Ship. wt. 15 lbs.....\$35.00
B 42-69 AIRDALE. Ship. wt. 15 lbs.....\$28.00
C 42-70 WIREHAIR TERRIER. Ship. wt. 15 lbs.....\$28.00



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- D 16-42 RINGTAIL MONKEY**\$5.95
 (2 yrs. up)—Ready for a brisk walk this roguish-faced rag monkey, 15" tall, with long curving tail, is covered in red jersey and has tinted felt hands, feet and face, with blond plush hair. He is gaily dressed in striped jersey overalls, a stiff blue cotton bow tie and a removable blond straw hat. Can be dressed and undressed to add to its play value. Ship. wt. 3 lbs.



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- E 16-57 CUDDLE ELEPHANT**\$3.75
 (2 to 6 yrs.)—A curving trunk, tusks, a noble forehead and flopping ears give this elephant the dignity of his jungle kind. But the felt tusks, the soft body of handsome white and gray plush mark him as a gentle playmate. 13" long, can lie down or sit up. Ribbon under chin. Ship. wt. 3 lbs.



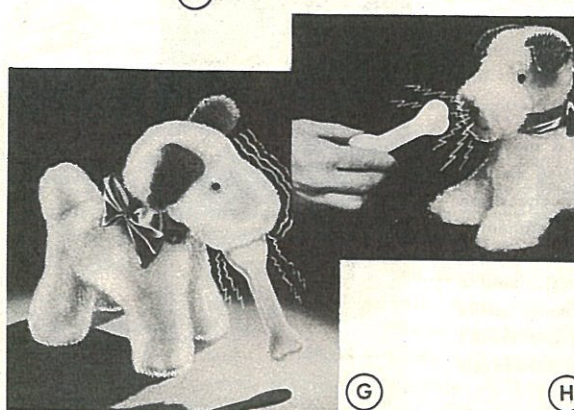
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- F 16-56 CUDDLE PANDA**\$2.50
 (1 to 6 yrs.)—Few wild animals in recent years have captured as many hearts as the smartly marked black and white panda. This 13" long, soft-bodied, plush representative wears as chic a coat as his prototype and makes an endearing companion, especially with a white bow around its neck. He is the favorite of many children. Ship. wt. 3 lbs.

- G 16-44 SCRAPPY THE PUP**\$4.75
 (2 to 6 yrs.)—A metalized plastic bone, a magnetic nose and a spring animate this cute dog. When the bone is passed near his head, he makes a playful grab for it and holds on in true dog fashion. Covered with fine soft yellow lambskin with brown ears and a ribbon around his neck. Measures 10" long. Ship. wt. 4 lbs.



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- H 16-31 KOALA BEAR (Imported)**\$4.95
 (All Ages)—From "down under" in the fascinating land of Australia comes this internationally known Koala Bear. He looks most realistic because his soft stuffed body is covered with real skins while the claws and cute snub nose are covered with soft leather. This little cuddly fellow, 10" tall, is really something special. Ship. wt. 3 lbs.



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FREE DELIVERY TO 14 EASTERN STATES
 SEE INSIDE BACK COVER

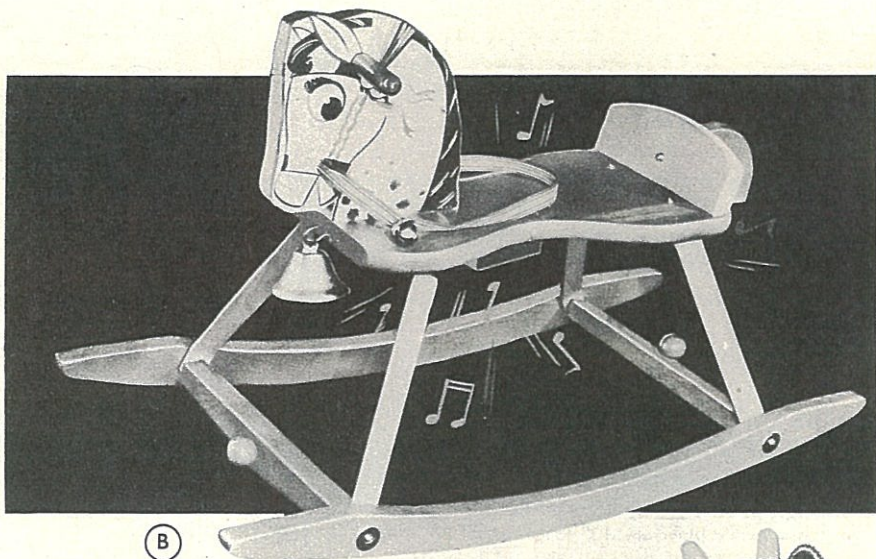


MOBO BRONCO . . . *The Wonder Horse That Really Gallops*

A 40-324 MOBO BRONCO\$39.95

(2½ 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 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.



B 12-5 ROCKING HORSE WITH MUSIC\$7.50

(1½ to 4 yrs.)—This horse rocks to the jingle of his belled bridle, and has in addition a wind-up Swiss music box attached to his underside. Four steel supports connect the flat seat (10" from ground), with back rest, to 28" rockers. Painted red and blue with lithographed head and neck decorated in peasant style. Easily assembled. Ship. wt. 9 lbs.

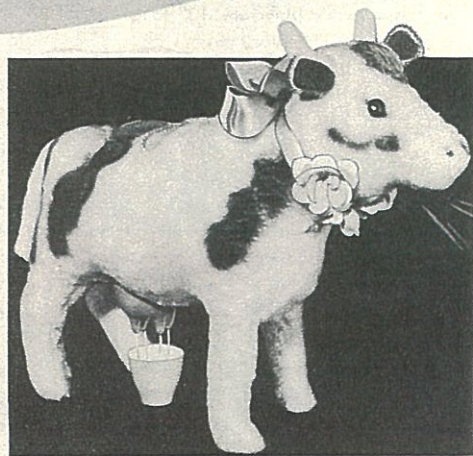
C 16-52 DOG AND BASKET\$3.95

(1 to 6 yrs.)—A friendly soft, white, puppy, 6½" long, with pink-lined ears and pink tail, whose attitude and expression invites playfulness. He fits into a natural and generally useful straw Mexican basket, having a handle decorated with pink bows which match the ribbon around the puppy's neck. Ship. wt. 3 lbs.



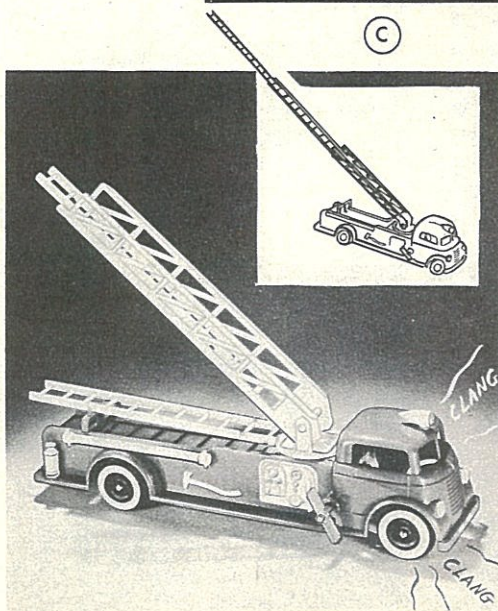
D 10-29 MILKING COW\$6.95

(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.



E 12-37 FIRE ENGINE\$2.25

(4 yrs. up)—this Fire Fighter has good details, is made of red plastic with ivory trim. Has front wheel drive, powered by a wind-up motor and a bell which rings while the fire fighter is in motion. Has extension ladder to 17½" high, swivel base adds to the fun. 10½" long. Ship. wt. 2 lbs.



F 40-79 JACK'S PONY\$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. Ship. wt. 8 lbs.



DY-DEE DOLLS—Dy-Dee Baby is the original drinking and wetting doll. She is the cuddlesome favorite of all little girls because she acts like a real live baby. A patented valve prevents water from running out immediately—no need to change her as soon as she drinks. She can go to sleep or keep her eyes open while lying down. Take care of her like a real baby—wash her, powder her, feed her from a bottle or spoon, change her diaper, watch her blow bubbles. She can be washed behind her soft ears, clean tiny nostrils with a Q-tip. Give Dy-Dee her pacifier or she will cry like a real baby. Dy-Dee is all rubber, but has a hard rubber head.

A 16-37 DY-DEE BABY WITH PAJAMAS.....\$7.95

11" tall, dressed in jersey knit shirt and diaper. Accessory kit equipped with bottle and nipple, bubble pipe, feeding spoon, Q-tips, pacifier. Layette consists of flannel pajamas, wash cloth, sponge, bubble bath powder, soap, booklet by Aunt Patsy on proper care of Dy-Dee Baby. Ship. wt. 3 lbs.

16-38 DY-DEE BABY WITH PAJAMAS.....\$14.95

Same as above only 15" tall. Ship. wt. 5 lbs.

16-15 DY-DEE BABY WITH PAJAMAS.....\$19.95

Same as above only 20" tall. Ship. wt. 8 lbs.

16-12 DY-DEE BABY WITH TOUSLE WIG.....\$24.95

(Not illustrated)—Same as above, 20" tall, only Dy-Dee has a tousle wig that can be shampooed. Ship. wt. 8 lbs.

B 16-6 DY-DEE ELLEN WITH TOUSLE WIG.....\$17.95

(5 to 9 yrs.)—This little 11" baby is dressed in jersey knit shirt and Bird's Eye diaper and in her 5½ x 10½ x 15" carrying case may be found her white dotted Swiss dress, lace-trimmed slip, matching blue coat and bonnet, socks and shoes. Accessories are soft blanket, extra diaper, wash cloth, bubble bath soap, bottle with nipple, feeding spoon, pacifier, Q-tips, bar of soap. Ship. wt. 6 lbs.

C 16-13 DY-DEE WITH GIFT BOX.....\$19.95

15" tall, Dy-Dee herself. Packed in an attractive gift box with metal handle and clasp. Dressed in shirt and diaper. Layette consists of organdy dress, cap and slip, shoes, socks, pajamas, wash cloth, powder puffs, bubble bath powder, soap. Accessory kit is equipped with bottle and nipple, bubble pipe, feeding spoon, Q-tips and pacifier. Ship. wt. 7 lbs.

16-14 DY-DEE WITH GIFT BOX. (Not illustrated) \$12.75

Same as above only 11" tall. Ship. wt. 5 lbs.



D 42-50 TRIMBLE DOLL BATH.....\$8.95

(5 yrs. up)—A little girl-sized doll bath, having all the features and qualities of Mother's. Durably made of shiny aluminum with plastic coated tub, a soap pocket, drain hose and shutoff clamp. Patented top, used as a dressing table, is plastic coated and has 2 piece safety strap, besides 3 front and back pockets within easy reach. Aluminum utility tray for diapers and powder just makes this the perfect thing. Length 24". Doll and accessories not included. Ship. wt. 6 lbs.

42-51 DOLL BATH ACCESSORIES

(not illustrated)\$1.00

For use with above bath, consisting of towel, washcloth, soap, sponge, powder puff, hot water and nursing bottles. Ship. wt. 1 lb.

E 42-59 SMALL TRIMMED DOLL BATH.....\$5

(5 yrs. up)—Sturdy hardwood frame, ivory finish, 27½ x 21 x 13", with the necessary items: soap, sponge and wash cloth to give dolly a real bath, also feeding bottle plus powder puff and Q-tips. Has swivel up framed dressing table top with measuring scale, roomy pockets and a tray for dolly's necessities. Rubber tube and hose with shut-off clamp included. Ship. wt. 6 lbs.

F 16-7 DY-DEE WITH TOUSLE WIG.....\$22.

15" tall. Packed in an attractive gift box. Dressed in slip and diaper. Attractive layette consists of white dotted Swiss dress with matching bonnet, lawn slip, printed flannel sleeping pajamas, shoes, socks, wash cloth, soap bottle with nipple, bubble soap powder, bubble pipe package of Q-tips, pacifier, booklet by Aunt Patsy on care of Dy-Dee. Her tousle wig can be shampooed. Ship. wt. 6 lbs.