

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.

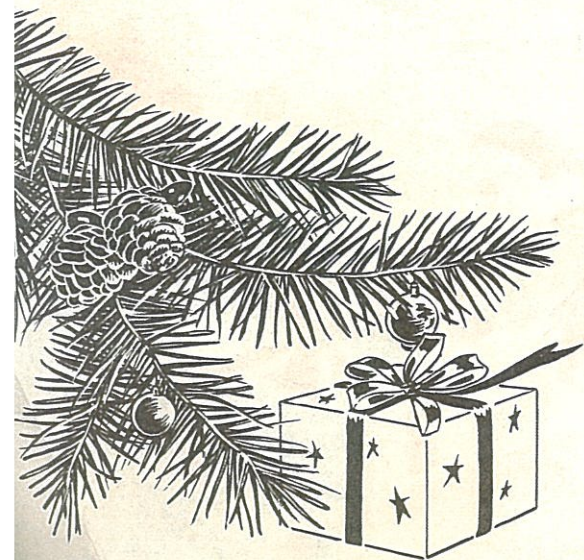
A toy is, of course, primarily designed to be a plaything . . . but it is also a means to a pleasant home atmosphere and should be looked upon as an investment in happiness for everyone.

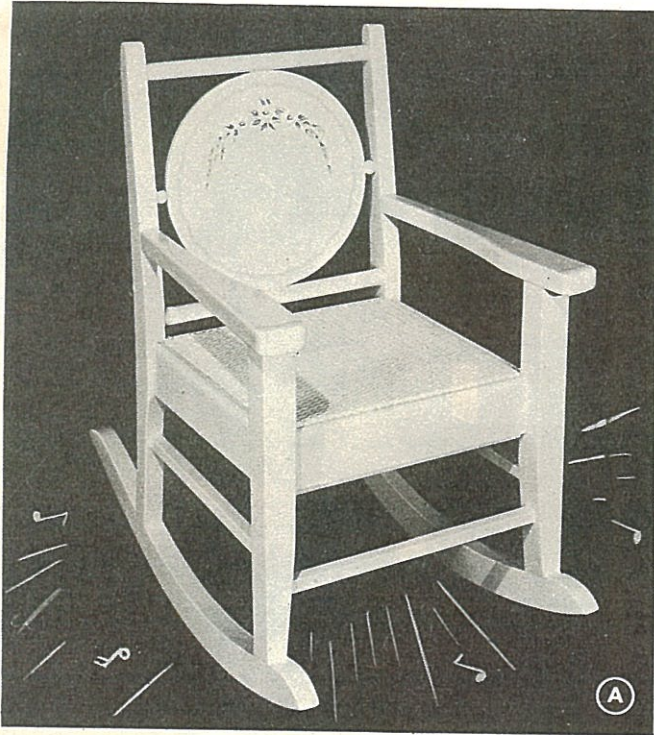
For over eighty years we have been creating happiness for children . . . with fine toys, beautifully made . . . moderately priced. And it is our belief today, as it has always been, that a good toy is an intelligent contribution to a child's development — and never an extravagance.

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.

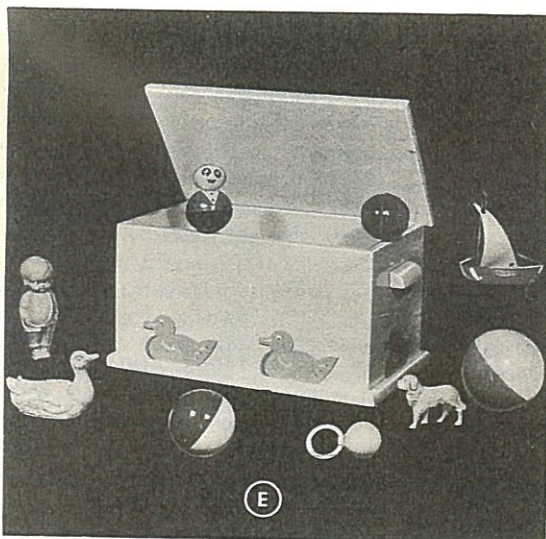


C 16-48 MUSICAL TOPSY TURVY.....\$13.95
 (4 yrs. up)—Two dolls in one and a Swiss music box as well! Held one way, this toy is a little girl doll with wide-awake face, wearing a dainty red-checked bouffant costume with white organdy waist and apron. Inverted, the skirt reverses to show an old-fashioned 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.

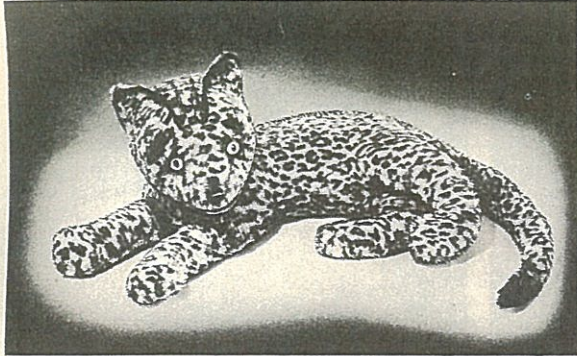


F 16-45 BABY DOLL\$5.95
 (2 yrs. up)—A 12" soft baby doll, with hand-tinted buckram face, and yellow wool hair, is wearing her best afternoon dress of full-skirted stiff white organdy. Trimming 2 rows satin ribbon at hem, a sash and wristlets; lace edging for sleeves and neck. Matching bonnet. White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

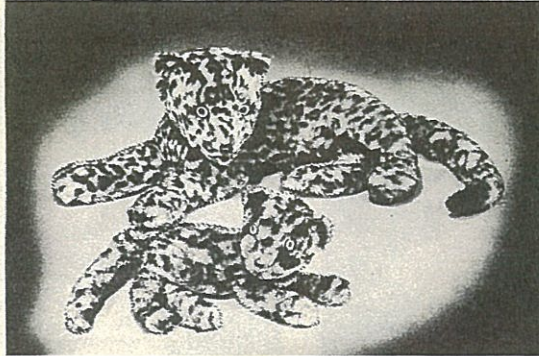


G 16-43 DUTCH GIRL\$7.95
 (2 yrs. up)—A companion piece to the Dutch Boy, of same type and composition. Yellow braids, blue lawn full-skirted dress, with sleeves and covering apron of yellow dotted Swiss. Winged cap. Vari-colored ribbon trimmings. Ship. wt. 3 lbs.

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.



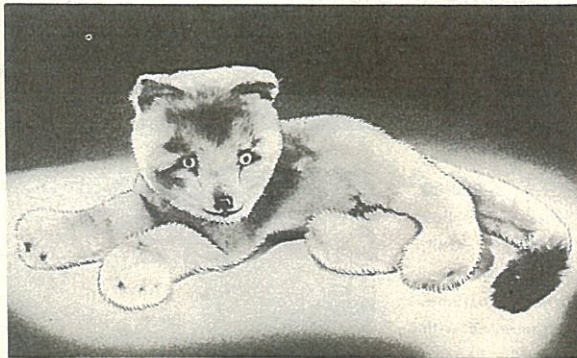
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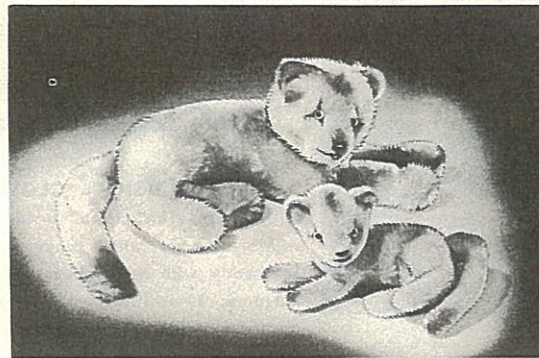
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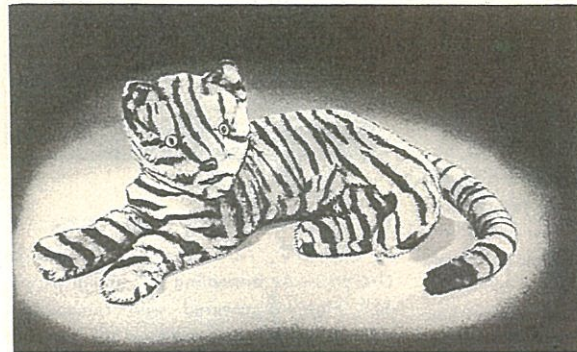
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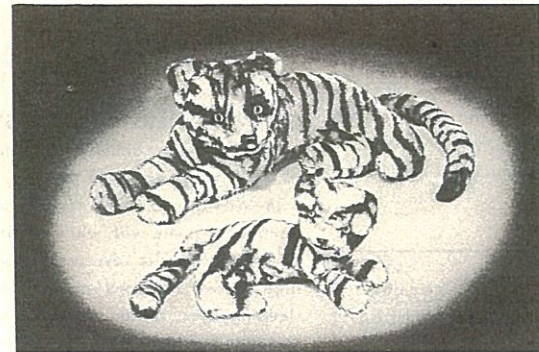
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(H)



(A)



(B)

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.

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.

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.

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.

D 16-61 LIONESS AND CUB.....\$8.95
 (2 to 6 yrs.)—Mother lioness 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.

H 16-54 TEDDY AND ME.....\$1
 (1 to 6 yrs.)—This gentle looking mother holding her adorable youngster, makes a lovely 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.

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.

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.





(D)



(E)

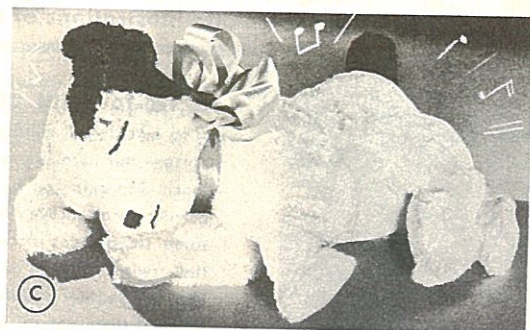


(F)

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.



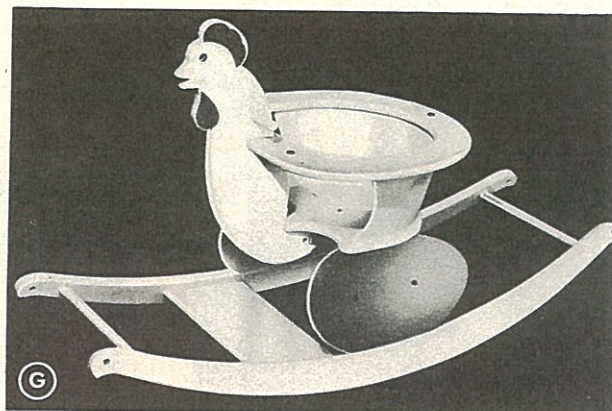
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G 40-104 ROOSTER ROCKER (Exclusive) \$15.00
(up to 2 yrs.)—Same as above, painted cream, with handle in rooster's head to hold onto. Not too fast a ride, but gentle rocking for baby in this shoo fly rocker—a great addition to nursery furniture. Ship.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

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.

D 16-55 KUDDLER 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.

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.



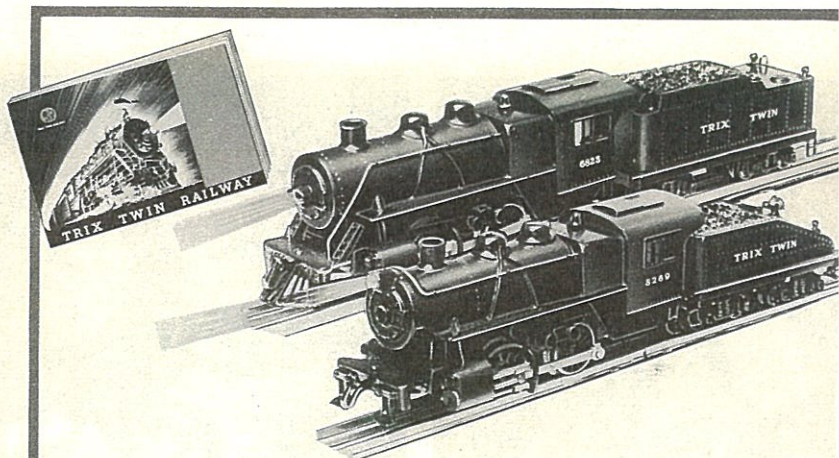
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H 12-26 BABY TOY BASKET \$16.95
(1 to 3 yrs.)—A ribbon- and lace-trimmed wicker basket with hinge lid, 18 x 8½ x 12½", contains a wealth of diversion in bat and soft toys, such as: plastic rolypoly, boat, a rattle ball, elastic strung plastic bead doll with jingle-bell hands and feet, celluloid swan, fish, elephant, rubber lamb. A sweet 9" white plush bear on 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

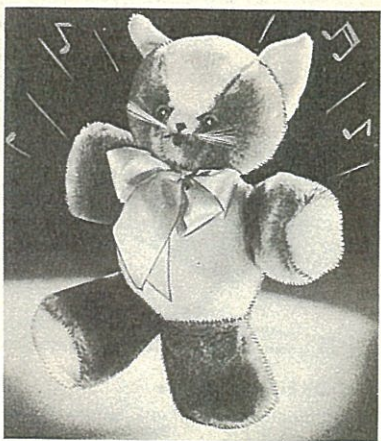


(A)



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.



(C)



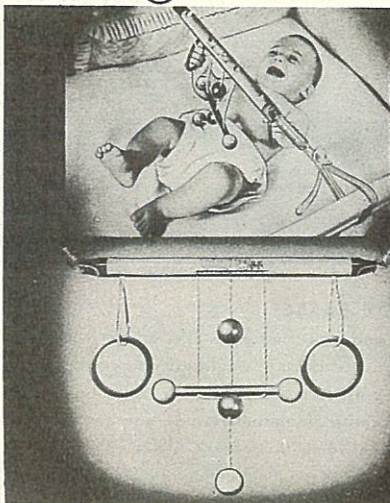
(B)



(D)



(E)



(F)



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 with a privilege not enjoyed by the plain wooden horse owners. This horse 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. Her 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 made of white plush, just brushed with black on forehead and perky 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.....\$11

(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 plush teething rings and a colorful set of wooden balls. The other Cradle Twin has a 15" wooden barrel which rotates easily, ringing a concealed bell inside. At either end of the barrel two small wooden balls are suspended. Ship. wt. 5 lbs.

