

A PORTRAIT-VUES Handsomely bound in fine grain leather with gold tooling. Lined in moire silk.

Transparent loose leaf ring folders preserve 16 pictures. Colors: Maroon, Brown. STATE COLOR.

5-175 Ship. wt. 5 lbs. (for 8 x 10" prints)...\$10.00

5-40 Ship. wt. 6 lbs. (for 11 x 14" prints)...\$18.00

F 31-152 POCKET TOOL KIT ......\$9.7!

A very compact and handy pocket size leather case with zipper all around contains 8 small tools such as hammer, screw driver, file, saw, punch, can and bottle opener, chisel, etc. Universal handle has regulation knife blade. Excellent quality. Ship. wt. 2 lbs.

G 31-359X CALENDAR WRIST WATCH . . . (Tax Included) .....\$22.00

Something really new has been added to watches. The correct days of the month, as well as the correct moments of each day, are accurately ticked off by this fine 7-jewel Swiss movement and shown on its smart and intriguing-looking face. With steel back and unbreakable crystal, it is distinctly novel, yet no quick-fading fad. The calendar feature is a practical plus of this popularly priced watch. Ship. wt. 1 lb.

Very fine imported horn-handled jacknife containing 6 useful high-test steel blades, including corkscrew. Ship. wt. 3 lbs. L 41-92 STIRRUP LAMP .....\$25.00

Because of its fine quality, this is the "Blue Ribbon" lamp for the equestrian or sportsman. Mounted on its polished walnut base is a heavy stirrup which frames a pink coated rider and horse clearing a jump in perfect style. As a further touch the 13" parchment shade is decorated with a hand painted horse's head. Height 21". Ship. wt. 10 lbs.



30-1 BABY'S FUN (9 mos.-2 yrs.)—Four washable color-fast cloth books in a gift box. Baby

(R)

B 30-2 FIRST PLASTIC BOOKS ..... (9 mos.-2 yrs.)—Four small brightly colored, shiny books packaged together.

plays, eats, sees, counts. Clear, well-drawn bright pictues by Eleska.

Strong, washable plastic. Clear pictures.

C 30-3 HELLO PETER .....

.....\$1.25 (1-3 yrs)—Bright, clear, detailed pictures, and a brief story about the familiar things a little boy does each day. By Morrell Gipson, illustrated by Clement Hurd.

D 30-4 TONI FRISSELL'S MOTHER GOOSE..... \$2.50 (2-5 yrs.)—The real Mother Goose rhymes, illustrated by wonderful big photographs of modern children at play.

E 30-5 THE SNOWMAN BOOK .....

(2-5 yrs.)—A gay winter story told in rhyme. Strong cardboard pages, highly colored pictures and a cover in the shape of a smiling snowman with a red pompon on his cap.

shows that everybody can do some things well, and other things not so easily—so it's best not to make fun of people, or to be too proud.

G 30-7 EVERYTHING ON WHEELS .....

(3-8 yrs.)—Tractors, trucks, trailors—every kind of car that runs on wheels. Bright pictures, cardboard pages, brief facts about the cars, and a stiff cover with cardboard wheels that

H 30-8 WONDERFUL STORY BOOK .....\$1.50

(3-8 yrs.)—42 of Margaret Wise Brown's stories and rhymes, and 150 amusing illustrations by J. P. Miller.

J 30-9 ALL AROUND THE TOWN ..... ....\$2.00

(3-8 yrs.)—An entrancing picture book of city sights and sounds—the buses, airplanes, zoo. Delightful rhymes by Phyllis McGinley, and stunning pictures by Helen M. Stone.

K 30-10 CREEPER'S JEEP .....\$2.25 (3-8 yrs.)—The jeep goes into action on the farm. An hilarious story with pictures in wonderful colors. By Hardie Gramatky.

L 30-11 PARTIES FOR LITTLE CHILDREN \$1.50 (3-7 yrs.)—Original and easy suggestions for

(3-8 yrs.) What happens when a little g a bear cub accidently change places, to Robert McCloskey's funniest and best ; and story.

### N 30-13 BABAR'S COUSIN: That Rascal Arthur....

(3-8 yrs.)—A new Babar book, just as ch and funny as the original elephant Written and hilariously illustrated by de Brunhoff.

# P 30-14 SMALL CHILD'S BOOK OF VERSE ....

(4-10 yrs.)—An anthology of 338 poer funny verse which children will enjoy an to learn by heart. Selected and illustrate over 150 drawings by Pelagie Doane.

# Q 30-15 RUNAWAY ROCKING HORSE ....

(3-8 yrs.)—Lots of funny and exciting happen when a rocking horse gets hi and gallops away on adventures of hi Written and illustrated by Lilian Robert

# R 30-16 RIDING THE RAILS.....

(4-8 yrs.)—A brief but accurate story of ing the railroads across the country toldramatic pictures in brilliant colors. By beth Olds.



A 30-17 AMERICAN FOLK SONGS FOR CHILDREN..........\$4.00
(3-10 yrs.)—The traditional music and words of 90 songs—all suited for children's voices, with many suggestions for musical games. Collected by R. C. Seeger, illustrated by Barbara Cooney.

B 30-18 MORE FAVORITE STORIES OLD AND NEW \$3.75 (4-12 yrs.)—An excellent family book, with over 60 stories for reading out loud. Selected by Sidonie Matsner Gruenberg of the Child Study Association, illustrated by Richard Floethe.

(4-8 yrs.)—Little boys will delight in this story of a country fire department in action. The bright pictures and large print make it easy for second graders to read by themselves. By Jerrold Beim.

J 30-25 SEABIRD \$3.00 (6-10 yrs.)—With a fascinating story, full-page, colored pictures, and money in structive pencil drawings, Holling C. Holling describes life on the high seas it many sorts of ships.

(7-11 yrs.)—That popular boy Augustus' recent adventures in Arizona make pleasant, easy reading. Fast moving and funny. The print is large and there are many pictures. By LeGrand.



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N 30-45 THE SEA OF ADVENTURE

(8-14 yrs.)—Enid Blyton's mystery stories, with their adventurous English children, have been extremely popular in this country. This latest book is satisfactorily hair-raising.

(10-14 yrs.)—An excellent dog story, of a Boston terrier which shows convincing intelligence when she is separated from her master in Puerto Rico, and searches the entire island to find him. By Helen Orr Watson, illustrated by M. C. Nichols.

# FAO SCHWAR

## A 30-33 PARTIES FOR BOYS AND GIRLS

(7-12 yrs.)—Games, quiet or active, for season—schedules, invitations, prizes,—all sorts of good and practical sugge for a child's party.

# B 30-34 BLUE FAIRY BOOK ....

(7-12 yrs.)—Andrew Lang's versions of fairy tales of all nations are supremely told. This new edition of his first collecti in clear type, and illustrated by Ben Ku

# C 30-35 ELSA'S SECRET .....

(7-11 yrs.)—A friendly, amusing story of a girl who kept a secret, so that she coul Snow White in the school play. By Eve illustrated by Gertrude Howe.

# D 30-36 I'LL TAKE CAPPY .......

(8-12 yrs.)—Every child who likes animals cherish this story of the farm boy who this own horse until he is ready to ride hounds with the best of them. By L. Mc and N. Fagan, Illustrated by Wesley Deni

# E 30-37 STOLEN PONY ....

(8-12 yrs.)—With unforgettable reality Western plains are depicted in this mo story of the devotion between a dog a horse. Written and illustrated by Glen Ro

# F 30-38 REGULAR COWBOY .....S

(8-12 yrs.)—A young city boy had a good to learn his first year on a working ranch-he finally made a real hand on the rour By M. Phelps, illustrated by E. Copelman.

# G 30-39 RIDING DAYS ...

(8-12 yrs.)—Plenty of horses provide a most satisfactory and exciting mer for a group of energetic English children. An outstanding stor M. M. Oliver, illustrated by Stanley Lloyd.

# H 30-40 LAUGHS FOR BOYS AND GIRLS.....

(9-16 yrs.)—Puns, funny stories, riddles, boners, cartoons—many thin make one laugh. A good family book.

# J 30-41 FLASH-A-LITE QUIZ BOOK .....

(8-14 yrs.)—Countless quizzes on all sorts of subjects. If you guess answer right and press the attached magic pencil on the right answe pencil will light up. It's fun for all ages.

# K 30-42 SAM AND THE SUPERDROOP .....

(8-12 yrs.)—Munro Leaf has written and illustrated this wild story, v goes the comics one better, in the hope that it will cure children of rea them, and turn them to real books. It's worth trying.

# L 30-43 THE MYSTERY AT PICKLE POINT.....

(8-12 yrs.)—A J. J. Jenks Jr. mystery which will keep anyone guessin the end, and provides a lot of excitement and clever detective work. about boys, but girls will like it too.

# M 30-44 THE INVISIBLE ISLAND ....

(8-12 yrs.)—Absorbing in every word is this outstanding story of children who have a gay and adventurous time setting up a summer of themselves. By Dean Marshall.

#### A 30-48 THE HOME BOOK OF LAUGHTER \$3.50

(10 yrs. up)—An excellent anthology of humorous stories, selected from modern and earlier authors. Written for adults, by Stephen Leacock, Mark Twain, Clarence Day and many others, the book will entertain the whole family. Edited by May Lamberton Becker.

#### B 30-49 TRICKS EVERY BOY CAN DO .... ...\$2.00

(9-14 yrs.)—Clever, easy tricks a boy can do without too much practice. Simple home equipment such as pencils, cards, paper, coins.

#### C 30-50 GEORGE AND HIS HORSE BILL ... .....\$2.50

(9-14 yrs.)—A genuine, absorbing story of a western horse which was shipped east to auction, bought by a young boy and trained to be a winner in the hurdle races. By R. F. Alsop, illustrated by Paul Brown.

# D 30-51 THE ISLAND STALLION .....

(10-14 yrs.)—Walter Farley's horse stories, with action on every page, are wildly popular. This new book is the first of a new series, and as exciting as the Black Stallion books.

## E 30-52 KING OF THE WIND ... \$2.75

(10-16 yrs.)—All horse enthusiasts will want to read this true story of the Goldolphin Barb, ancester of Man O' War, and a founder of the thoroughbred strain. By Marguerite Henry, illustrated by Wesley Dennis.

# F 30-53 SNOW DOG .....\$2.50

(12 yrs. up)—The strong and vivid story of a pup who was born in the wilderness, survived by his own sagacity, and at last became the friend of man. By Jim Kjelgaard, illustrated by Jacob Landau.

# G 30-54 RAND McNALLY WORLD ATLAS...

(12 yrs. up)—A completely revised adult atlas, 90 pages of text, maps with latest post-war boundries, historical maps of Europe and relief maps of every continent.

#### H 30-55 RED EMBERS .....\$2.50

(Girls 12 yrs. up)—Action-filled, and entirely convincing is this story of a girl who trains her own polo ponies, and plays many sportsmanlike games in the national tournaments. By Dorothy Lyons.

# J 30-56 A GIRL CAN DREAM ...

(Girls 12 yrs. up)—A teen-age novel combining sports, school life, and romance, and all the problems of growing up. By Betty Cayanna.

#### K 30-57 SUNNYCOVE .... ....\$2,50

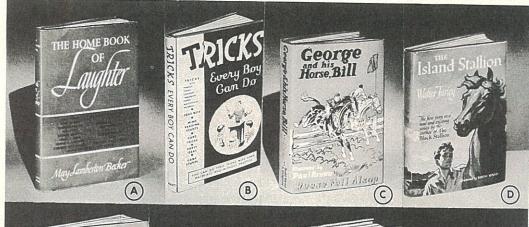
(Girls 12 yrs. up)—Through courage and hard work a young girl launches herself in the theatre, and the reader gets a front-row seat for rehearsals and performances. By A. E. Walden.

# L 30-58 THE WISHING STAR ....

(Girls 12 yrs. up)—A romantic mystery with suspense and intriguing background of early Tarrytown. Washington Irving kindly helps the attractive heroine solve her problems. By M. C. Widdemer.

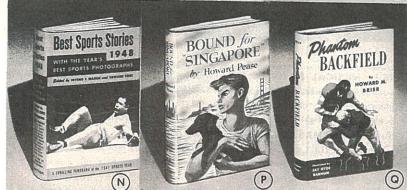
# M 30-59 SOUTHPAW FROM SAN FRANCISCO \$2.50

(Boys 12 yrs. up)—A baseball story of exceptional interest. League games are described with a vividness achieved by absolute accuracy, and convincing character development adds importance to the book. By Philip Harkins.









# N 30-60 BEST SPORT STORIES: 1948 .

(12 yrs. up)—Collection of outstanding news reports of actual sports events of last year, with prize-winning photographs. An adult book.

# P 30-61 BOUND FOR SINGAPORE

\$2.50

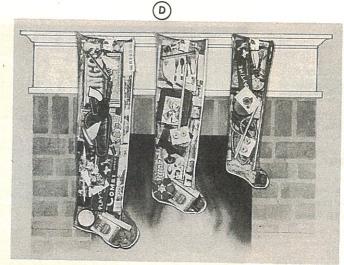
(Boys 12 yrs. up)—Howard Pease's newest sea mystery moves at a swift pace, and is sure to be a great favorite.

# O 30-62 PHANTOM BACKFIELD

(Boys 12 yrs. up)—A well-told football story, written by Howard M. Brier, a former aridiron coach.

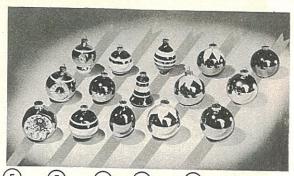
BOOKS SENT POSTAGE FREE ANYWHERE IN THE UNITED STATES, AND ALL POSSESSIONS





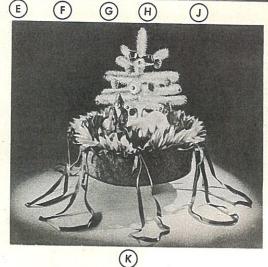


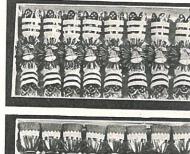


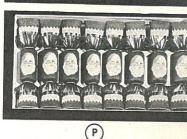












(Exclusive)—Concealed music box plays "Silent Night." Church is on a wooden base 15 x 11". An unusually lovely Christmas Decoration. Ship. wt. 6 lbs.

 28-14
 (BOYS)—about 28 toys. Ship. wt. 4 lbs.
 \$3.75

 28-15
 (GIRLS)—about 28 toys. Ship. wt. 4 lbs.
 \$3.75

 28-16
 (BOYS)—about 35 toys. Ship. wt. 6 lbs.
 \$6.75

 28-17
 (GIRLS)—about 35 toys. Ship. wt. 6 lbs.
 \$6.75

CHRISTMAS TREE ORNAMENTS—After many years, we can again offer bright and colorful Glass Christmas Tree Balls. They are by tradition and by appearance, the most important decoration on the tree. We only illustrated 3 of each assortment but each box contains 12 Ornaments.

Eight snapping mottoes, containing paper hat, favor and verse. Of good que white crepe paper, with scallopped lace edges and stripes in shiny red green. Center medallion with bells. Ship. wt. 2 lbs.

# A 10-5 BABY DOLL AND FURNITURE (Exclusive) ......\$6.75

(4 yrs. up)—Here is a baby doll with her own individual set of five essential pieces of nursery furniture. All are solidly made of wood, smoothly painted in a solid color. Each piece decorated with a decal design. Set consists of: slatted playpen 7½" square with colored counters; cradle 5½" long; duck-shaped shoofly 5" long; hope chest 4½" long with metal-hinged lid; high chair 4" high with step and movable tray. Baby herself is 3¾" composition Storybook doll, diapered, with movable limbs. She wears an organdy dress which may be put on or removed. Ship. wt. 4 lbs.

C 4-12 TOOL BOX .....\$3.00

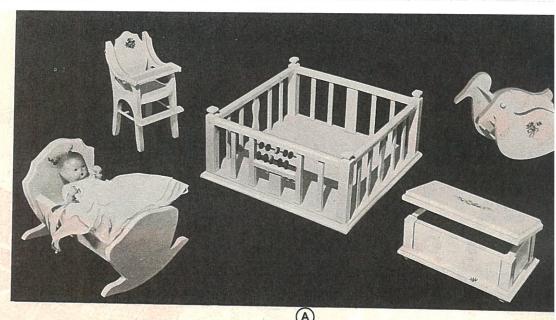
animals-all in pairs. Ship. wt. 9 lbs.

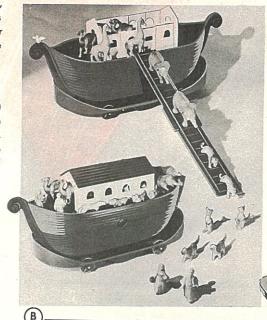
(6 to 10 yrs.)—This professional looking blue metal box with metal snap-clasp and handle, makes a fine place for the young carpenter to keep his tools. Comes with an assortment of tools such as he might like for a starter.  $11 \times 4\frac{1}{2} \times 3\frac{1}{2}$ ". Ship. wt. 5 lbs.

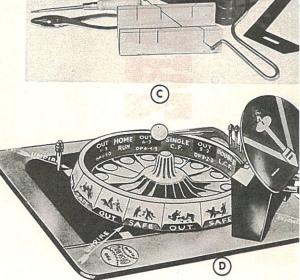
# D 12-24 PRO BASEBALL GAME

\$5.00

(7 yrs. up)—A challenge to fans of all ages. Player with most skill wins. Exciting situations, close decisions like Big League Series. All action voluntary—YOU pitch, bat, steal base. Endorsed by members of Organized Baseball. Made of plastic, wood and steel. Size 9 x 9". Perfect for home use. Complete with Rule Book, Score Pad, Ball and Base Runners. Ship. wt. 3 lbs.







FAO SCHWARZ

ALL ORDERS ACCEPTED FOR IMMEDIATE SHIPMENT ONLY—NONE CAN BE HELD FOR LATER DELIVERY.

AFTER DEC. 13, 1948, MAIL ORDERS CANNOT BE ACCEPTED FOR CHRISTMAS DELIVERY AS PER ANNOUNCEMENT ON INSIDE OF FRONT COVER.

# SHIPPING INFORMATION

Except where noted in catalog, all merchandise purchased on a CHARGE or CASH basis will be shipped by parcel post, by express or by freight, F.O.B. destination to any one of the "FREE DELIVERY STATES" shown on the table below. All books shipped prepaid to any place in the United States and possessions.

Please note, however, that our free delivery policy does not apply on COD orders. On such orders, the shipping and collection charges are paid by the purchase regardless of destination. For economy, speed and convenience, we recommend that all non-charge orders be placed, whenever possible, on a CASH rather than a COD basis

Remittances for CASH orders that are to be shipped outside of the free delivery states should include parcel post charges. The charges may be calculated o are not remitted with the cash order, shipment will be made by express or freight Charges Collect.

Free Delivery States		Parcel Post Zone Table				
		Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Connecticut Delaware District of Columbia Maine Maryland Massachusetts New Hampshire	New York New Jersey Pennsylvania Rhode Island Vermont Virginia West Virginia	Indiana Kentucky Michigan North Carolina Ohio South Carolina Tennessee	Alabama Florida Georgia Illinois Iowa Minnesota Mississippi Missouri Wisconsin	Arkansas Kansas Louisiana Nebraska North Dakota Oklahoma South Dakota Texas	Colorado Montana New Mexico Wyoming	Arizona California Idaho Nevada Oregon Utah Washington
irst pound		.11	.12	.13	.15	.16
ach additional pound		.04-1/2	.06-1/3	.08	.10	.12

NOTES: For purpose of this table, states having more than one official zone, have been classified in the lower zone category.

The charge for the first pound applies on each package, and calculations should be made accordingly when more than one package is required for the entire order. Merchandise weighing us to 70 pounds and going to one destination, may be considered one package.

Transportation charges on returned merchandise should be prepaid.



# AD SCHWARZ

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FOR 86 YEARS-SINCE 1862 GOOD TOYS FOR GOOD GIRLS AND BOYS

POSTMASTER: If addressee has moved, notify sender on FORM 3547 postage for which is guaranteed. In case of removal to another post office do not notify the addressee but hold the matter and state on FORM 3547 amount of forwarding postage required, which sender will promptly furnish.

Mr. C. Clayburger R.F.D. I Cranbury N J x-4

New York, N. Y.

Permit No. 760

U. J. TUJIMOE

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