



**PEAS PAMPHLET...whirling writings**  
**May 17, 2011 \*Vol. 2\*No. 20**

**PEAS PERFORM AT PUB**  
**CATHERINE ROONEY'S**

The *Peas* will perform at Catherine Rooney's 1616 Delaware Avenue in Trolley Square this Wednesday, May 18th, 2011. Start time is 7:30 and will be ending about 10. Check out Catherine Rooney's website for directions, menu selections and so on.

[www.catherinerooneys.com](http://www.catherinerooneys.com)

**OTHER PEAS GIGS**

Mark your calendars for the following *Whirled Peas* road trips. Details will be forthcoming.

**Killians Pond** - July 15<sup>th</sup>

**Twin Lakes** Benefit for TriState Bird – July 23rd

**Trap Pond** - August 5th

**Delaware City** - August 13th

**Lums Pond** - August 16th

**CD'S AND T-SHIRTS**

Check out the *Peas'* website: [www.whirledpeasband.com](http://www.whirledpeasband.com) for purchase of this merchandise. And, the *Peas*, are working on 2 more CD's. Delivery date TBA.

**MUSIC OF INTEREST**

This weekend at ***The Kennett Flash*** is *Live at the Fillmore*, Friday, the 20<sup>th</sup>, *Aztec Two Step* Saturday, the 21<sup>st</sup>. *Butch Zito* hosts Open Mike on Sunday, the 22nd.

**BIG NAME FOR BIG TOYS**

After coming across the name Frederick August Otto Schwarz, the first thought was "wow, whatta' long name." Then "eureka" or as Homer

Simpson would say, "duh," Frederick is the F.A.O.Schwarz founder.

Born in Germany in 1836, he apprenticed 4 years with a leading Westphalia merchant starting at 14. Migrating to the US in 1856, he joined his 2 brothers in Baltimore where they had established a successful importing business for toys and fancy goods. His work for his brothers led to a partnership which lasted 6 years.



In 1870, he branched out on his own by opening the Schwarz toy bazaar on 765 Broadway in the center of NYC's most fashionable shopping districts.

To merchandise his toys he published the first catalogue in 1876.

He moved to 42 E. 14<sup>th</sup>, where he became the largest toy dealer in the world. He moved the business once again in 1897 to West 23<sup>rd</sup> where his store occupied 7 floors and stretched an entire city block.

Competition emerged in the mid 1870's when Macy's, Sear and Roebuck and Ward's created toy departments. These apparently did not hurt his business and by 1908 his store offered 16,000 items.

Legend has it, it was Frederick who was the first to have a "live Santa" promote the seasonal toys.

He fathered 6 children, 3 boys/3girls. He died May 17, 1911.

Today's F.A.O. Schwarz is owned by Toys "R" Us.

**PEAS PONDERING**

Some parents say it is **toy** guns that make boys warlike. But give a boy a rubber duck and he will seize its neck like the butt of a pistol and shout

"Bang!" **George Wills**

Middle age is when you choose your cereal for the fiber, not the **toy**. **Anonymous**