

Mom's Joy Room

Where Obsolescence Ends and Wonder Begins

2964 Fairmont Road, Morgantown, WV 26501 | 304-282-3671 | momsjoyroom.net

CERTIFICATE OF AUTHENTICITY

LaMar Toy Co. "Real Fur" White Cat, 1950s

ESTIMATED WORTH

\$150–\$250



Excellent original condition — original "Real Fur" ribbon tag still attached

A lovely vintage LaMar Toy Co. white cat from the 1950s, constructed with genuine rabbit fur, pink felt ear linings, embroidered black whisker and mouth detail, green glass-style eyes, and a pink stitched nose. This example is in excellent original condition, retaining its soft, full white fur coat with minimal fading or matting — a genuinely scarce survival for a real-fur toy of this age. Most importantly, the original "Real Fur" ribbon tag remains fully intact and legible, still stitched to the figure exactly as it left the factory over seventy years ago.

"She sat proudly on the shelf in her snowy white coat, wearing her little paper badge like a medal she'd earned for surviving all these years."

History

LaMar Toy Company was an American manufacturer active primarily in the mid-20th century, known for

producing plush and fur-covered stuffed animals that captured the imagination of children during the postwar boom in domestic toy manufacturing. Like several of its contemporaries, LaMar embraced the use of genuine animal fur — most commonly rabbit fur — as a covering material for its stuffed toys, a practice that was widespread in the American toy industry from the 1940s through the 1960s before synthetic plush fabrics became cheaper, more practical, and eventually standard across the industry.

The use of real fur in stuffed toys during this era reflected both practical and economic realities of the time. Rabbit fur was relatively inexpensive and readily available as a byproduct of the meat and fur industries, and it provided a soft, luxurious texture that appealed to parents and children alike. Companies proudly labeled their products with "Real Fur" tags, treating the use of genuine fur as a selling point and mark of quality rather than something to obscure — a stark contrast to today's toy manufacturing standards, which favor synthetic materials for both ethical and practical reasons.

LaMar Toy Co. produced a range of fur-covered animals during this period, including cats, dogs, poodles, rabbits, and other small creatures, typically finished with embroidered facial features, glass or plastic eyes, and decorative accents. These toys were sold through department stores, five-and-dime shops, and novelty retailers, often as gift items or carnival and fair prizes. The classic white cat with pink ear accents and green eyes seen here is one of the more recognizable designs from LaMar's line, prized today for its clean, timeless look.

Fur-covered toys from this era occupy a distinctive niche in the vintage toy collecting world. They are sought after both by collectors of vintage plush and stuffed animals and by those with a broader interest in mid-century American manufacturing and material culture. Because genuine fur is highly susceptible to damage from moisture, insects, sunlight, and general wear, well-preserved examples are increasingly scarce — the majority of surviving LaMar pieces on the market today show significant fur loss, yellowing, matting, or missing tags. This cat's excellent original condition, full soft coat, and fully intact "Real Fur" tag place it well above the typical surviving example, which is reflected in this certificate's valuation. A comparable example recently observed on the secondary market in notably poor condition (missing fur, no tag) sold in the \$100 range — underscoring just how much condition and tag survival drive value for these fragile mid-century fur toys.

Notable Features

- ◆ Vintage LaMar Toy Co. white cat, dated to the 1950s
- ◆ Genuine rabbit fur construction — full, soft coat with excellent color retention
- ◆ Pink felt ear linings, green glass-style eyes, embroidered whisker and mouth detail, pink stitched nose
- ◆ Original "Real Fur" ribbon tag fully intact and legible — a rare survival
- ◆ Excellent original condition overall — well above the typical surviving example of this toy

COLLECTOR NOTES

This cat is confirmed as a genuine LaMar Toy Co. piece via its fully intact original "Real Fur" ribbon tag, removing any need for stylistic attribution guesswork. Condition is the primary value driver for these fragile mid-century fur toys — most surviving examples show fur loss, yellowing, matting, or missing tags after seven-plus decades. This

piece's excellent original condition and complete, legible tag place it meaningfully above typical market examples, which more commonly sell in the \$50–\$100 range when significantly worn or tag-less. Collectors of vintage plush and mid-century American toy manufacturing place a strong premium on tag-intact, well-preserved examples like this one.

Sandy Wade

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