

F.A.O. SCHWARZ



toys 1944

ESTABLISHED 1862

745 FIFTH AVENUE AT 58TH STREET, NEW YORK 2

Branch Stores

40 Newbury Street, BOSTON 16, MASS.

44 St. Georges Road, ARDMORE, P

Important Notice

We present this catalogue with real pride.

There were times this year when we debated the issue of the catalogue. But each time we decided that its importance at Christmas made its appearance in some form mandatory. And as a result of efforts beginning last December we have been able to establish a supply and a variety greater than we had first thought possible. At the same time, on behalf of ourselves and our customers, we wish to acknowledge the debt we owe to the manufacturers and suppliers whose energy and resourcefulness in supplying a sufficient quantity of merchandise have made the catalogue possible.

The manpower shortage and shipping difficulties, just as last year, are again great obstacles to the prompt filling and delivering of orders. In addition, acute shortages of packing materials (paper and paper products) and Government restrictions on their use make it clear that we must conserve. We know that our customers will appreciate the reason if packing and packing material are not of standard quality.

We have done and will do our best to meet all these difficulties. But in order to serve our customers as well as possible we must spread out our orders. And in the case of mail orders, where we cannot notify customers as stocks run out, it is essential that we should receive the orders as early as possible.

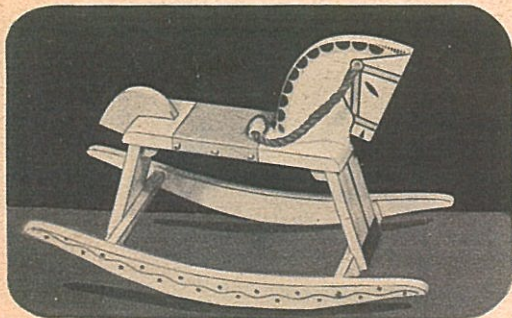


Accordingly, in order to help you and all our customers, we are sending out our catalogue even earlier than last year and we shall fill mail orders only if received by November 18th. Any mail orders received after that date will be returned unfilled.

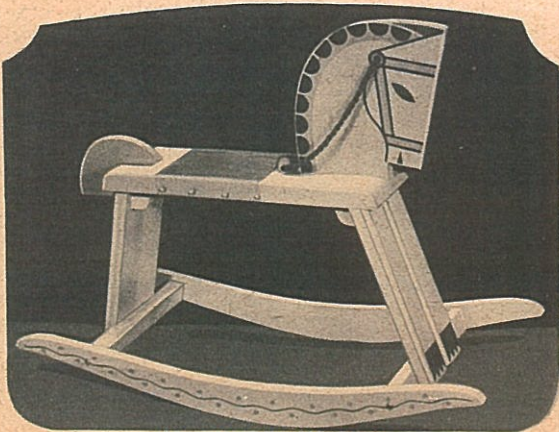
We cannot guarantee that we can fill your mail order completely or perfectly even if it is received by November 18th. All we can do is to assure you that we will do our best. And the earlier we receive your order the more confident we are that we can serve you to your satisfaction.

No price listed herein exceeds the ceiling price as determined under the applicable O.P.A. Maximum Price Regulation.

No. 40-86 Rocking Horse



No. 40-87—Rocking Horse—All children enjoy the sensation of riding a horse and this one particularly so, because the runners are 34" long while the roomy seat is 16" from the ground. It is durably constructed of good-quality wood in natural finish artistically trimmed in red and blue. Shipping weight 12 lbs. \$9.95



No. 40-87 Rocking Horse

No. 40-86—Rocking Horse—Same as No. 40-87 with 27" runners and a seat 10 $\frac{1}{2}$ " from ground. Shipping weight 8 lbs \$5.95

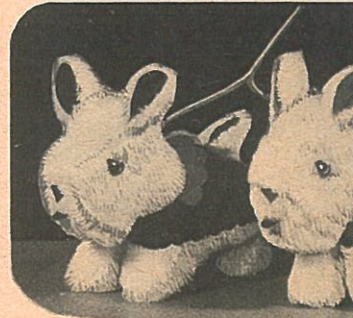
No. 5-1—Sleeping Baby—Modeled from a tiny, real live Baby with every feature faithfully portrayed by a renowned artist who captured the expression of complete repose. Her soft hugable body with composition head measures 13". She wears a long white marquisette infant dress trimmed with lace, ribbon and rosebuds, long white lawn slip, lace trimmed, flannelette shirt and diaper, and long white stockings. Comes in a 12 x 21" basket—basinette lined inside with blue rayon, and outside with ruffles of white organdy. Baby lies on a soft mattress with her head resting on an organdy ruffled trimmed pillow. Shipping weight 5 lbs. \$15.75

No. 40-74—Musical Nursery Rocker—From the strong wooden frame with rounded edges come two delightful tunes to surprise and amuse the child while he sits rocking in the cane seat, measuring 10" from the floor. This Rocker comes in pink or blue. STATE COLOR. Shipping weight 12 lbs. \$13.95

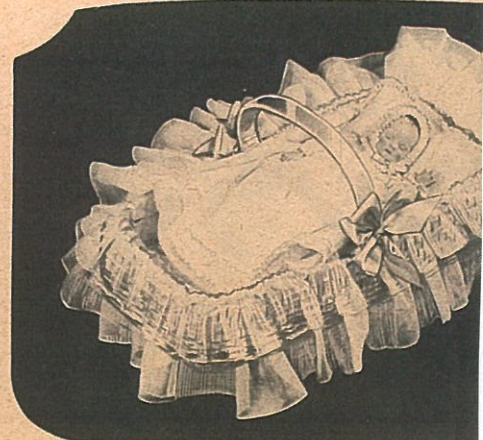


Musical Nursery Rocker

Team of Scotties



No. 5-3—Team of Scotties—These to win a place in some child's heart by winsome and well-cared-for appearance covered in white mohair plush, cotton wear flannelette blankets. One Scottie blanket, and the other red with match dogs are 9" high and make a wonderful gift. They are very colorful. Shipping weight



Sleeping Baby