

F.A.O. SCHWARZ



toys 1944

ESTABLISHED 1862

745 FIFTH AVENUE AT 58<sup>TH</sup> 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.

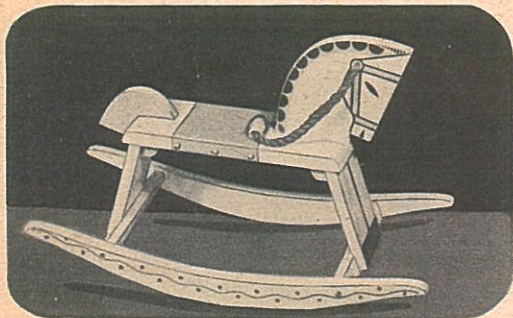


**Accordingly, in order to help you and all our customers, we are sending out our catalogue even earlier than last year and we shall fill mail orders only if received by November 18th. Any mail orders received after that date will be returned unfilled.**

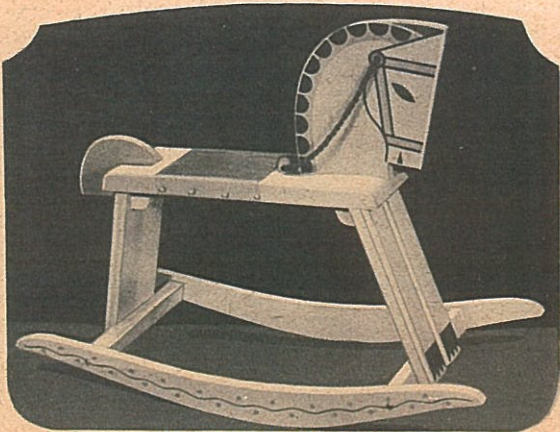
We cannot guarantee that we can fill your mail order completely or perfectly even if it is received by November 18th. All we can do is to assure you that we will do our best. And the earlier we receive your order the more confident we are that we can serve you to your satisfaction.

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**

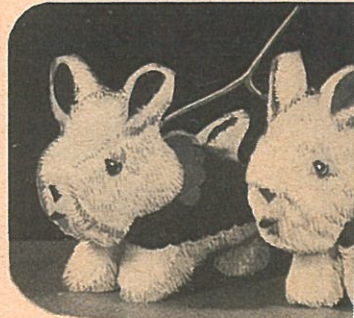
No. 5-1—Sleeping Baby—Modeled from a tiny, real live Baby with every feature faithfully portrayed by a renowned artist who captured the expression of complete repose. Her soft huggable body with composition head measures 13". She wears a long white marquisette infant dress trimmed with lace, ribbon and rosebuds, long white lawn slip, lace trimmed, flannelette shirt and diaper, and long white stockings. Comes in a 12 x 21" basket — bassinette 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**

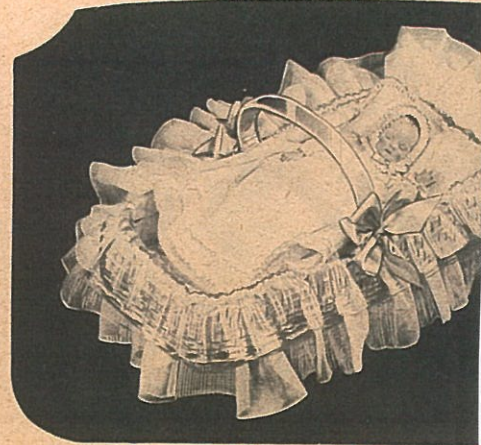


Musical Nursery Rocker

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



Kangaroo



Teddy and Me



Felt Monkey



Wood Telephone



Luminous Dog

No. 5-54—Kangaroo—Most animals carry their young awkwardly in their mouths, but this one is better equipped. She has a pocket just for the purpose and what fun it must be on some of her longest hops. Made of light tan extra-soft velvet plush with yellow flannelette ears and white markings on face and neck. She is 17" high and has a soft stuffed body. Youngster (in or out of pocket) measures 7 1/2" tall and is made of yellow-stockinet. Shipping weight 3 lbs. . . . . \$7.00

No. 5-8—Teddy and Me—This gentle looking mother holding her adorable youngster will make lovable playmates for the tiniest baby or her older sister. Mother and child are covered with a soft maize colored plush and bright red ribbons are tucked under their chins. The mother is 14" high and squeaks when her tummy is pressed. The baby is 7" high. Shipping weight 7 lbs. \$4.50

No. 9-52—Felt Monkey—One of the most fascinating animals to children is the monkey. This mischievous looking fellow, 18" tall is captivating in his gay colored outfit of contrasting colors and perky little hat set on top of his head. Shipping weight 3 lbs. . . . . \$4.95

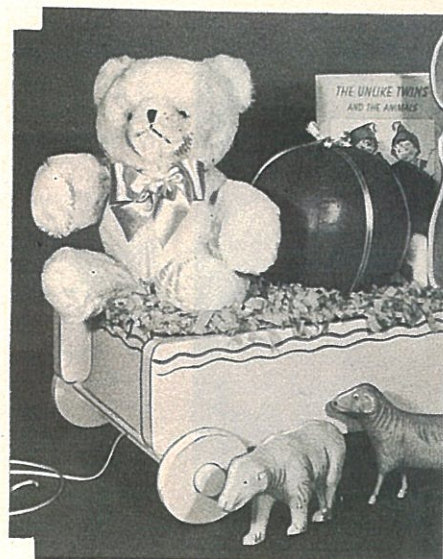
No. 10-28—Wood Telephone—"Hello! Is that you Santa Claus? Well, this is me, and I want you to send me that wooden telephone in Schwarz's catalog. The one beautifully made of selected wood with clear lacquer finish. The dial has bright red letters and numbers and clicks a little as it goes around. Yes, this is the one, and it measures 4 1/4 x 4 x 4" high." Shipping weight 2 lbs. . . . . \$2.25

No. 6-23—Lazy Dog—This white woolly dog 14" long with a soft stuffed body and long brown hound-like ears has a doleful expression. His floppy legs and curling brown tail give him a very relaxed appearance. A large satin bow which matches the lining of his ears is tied around his neck. Shipping weight 3 lbs. . \$6.50

No. 6-24—Luminous Dog—A youngster put to bed at night is suddenly thrust into total darkness when the light is switched out. Nothing to see or do and perhaps not in the proper mood quite yet for sleep. Here is a companion for those few dark moments. He can be distinguished by his soft glow in the dark—just a reminder of the many happy hours spent together in the daytime and he looks like any other soft white plush animal. Measures 8" tall. Shipping weight 2 lbs. \$4.00

No. 6-19—Musical Lamb—Don't mistake his awkwardness for weakness. He has a good strong body covered with curly white wool, containing a music box. Measures 11" tall, wears a bell attached to a ribbon, and his very red tongue protrudes amusingly. Shipping weight 4 lbs. . . . . \$6.25

No. 40-5—Jack's Pony—No need to wait for a playmate to enjoy this toy to the utmost. Bouncing up and down may not be done in the best equestrian style, but it's a fun-giving, body strengthening sport. It may be used outdoors or in and will not move about or injure the floors. It is adjustable to size of the child and is constructed of solid wood with a 9-ply wooden spring and attractively painted. Shipping weight 14 lbs. . \$8.95



Wagon with Toys

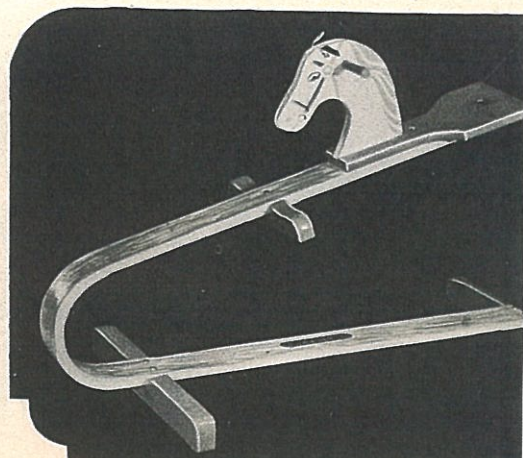
No. 40-116—Wagon with Toys—This blue 16" pull wagon is overflowing with toys selected play value—12" soft plush bear, good-size creep, a colorful soft 10" flannelette bunny, two cells (one a bear and the other a ram) and a book "The Unlikely Twins and the Animals." The wagon itself is made of wood for use as a small express cart for hauling. on its sides are read and blue waving lines. Shipping weight 10 lbs. . . . . \$10.00



Musical Lamb



Lazy Dog



Jack's Pony



Doll with Coat and Hat

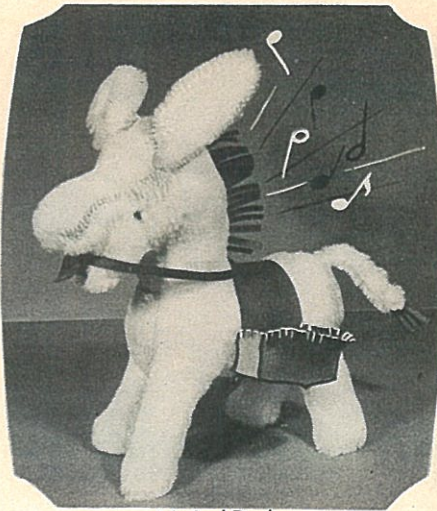


So Lite Doll

No. 11-49—So Lite Doll—As its name implies, it is a light-weight doll 16" tall and being unbreakable it is doubly suitable for those needing a doll that will survive constant use. She has a molded face with painted eyes, curly wig and soft body with jointed arms and legs. She wears a lovely taffeta dress, white slip, panties, shoes and socks. Shipping weight 5 lbs. . . . . \$6.95



Musical Clown



Musical Donkey



Pajama

Baby Toy Baskets—Every baby has its crib, blankets, spoon, etc., but those things are not to play with and babies have so much time for play. Here is a variety of playthings all attractively arranged in a white wicker basket tied with pink ribbons for girls and blue ribbons for boys—when ordering state which

softest white mohair plush, his cotton stuffed body Music Box which plays a merry tune. He stands carries saddle baskets made of red flannelette. St 3 lbs. . . . .

No. 10-96—Baby Toy Basket—The 12" reed basket contains a 10" soft plush bear, 6½" puppy with inside rattle, water ball, celluloid rattle and a floating toy for baby's bath. Shipping weight 4 lbs. . . . . \$7.95

No. 10-20—Pajama Doll—This cute 15" unbreakable looks very comfortable in her silk pajama outfit. Her fine molded face with painted eyes, curly blonde wig and body. Shipping weight 3 lbs. . . . .

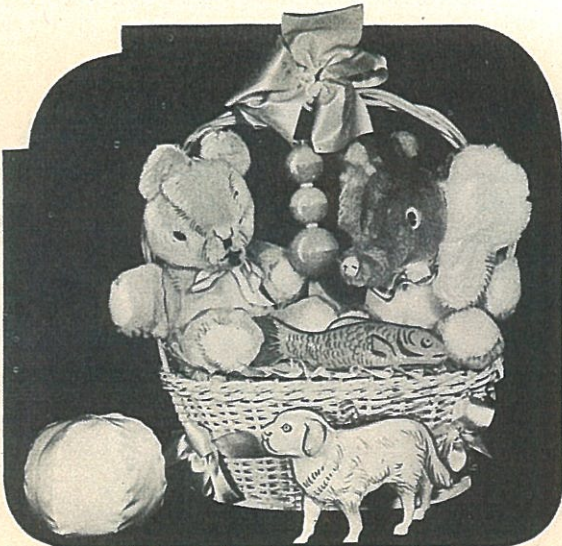
No. 10-97—Baby Toy Basket—The 14" reed basket contains a cuddle kitty 13" tall, an 8" woolly lamb with bell, celluloid rattle ball, elephant, baby rattle and floating toy for baby's bath. Shipping weight 5 lbs. . . . . \$11.95

No. 10-25—Doll with Coat and Hat—This 16" tall, unbreakable, and can be washed with water. Her fine molded face is made of buckram with painted eyes and she has a curly mohair wig. Her soft stuffed body is in a navy blue coat with white fur-like trimming, white bonnet, white percale dress and panties, white shoes. Shipping weight 4 lbs. . . . .

No. 10-98—De Luxe Baby Toy Basket—The 15" reed basket contains an excellent assortment of practical toys—a 14" Walt Disney's Dumbo made of soft grey and white plush, a 12" soft plush bear, colorful creeper ball, celluloid baby rattle and a floating toy for Babies' bath. Shipping weight 6 lbs. \$13.95

No. 10-17—Musical Clown—The center of a 3-ring circus, and his repertoire is further enhanced by a jingle of a Swiss music box concealed in his 16" body. He has a white face with hand painted eyes, white woolly wig and wears a white silk costume with a peaked cap to match, large white collar and white pom-poms. Shipping weight 4 lbs. . . . .

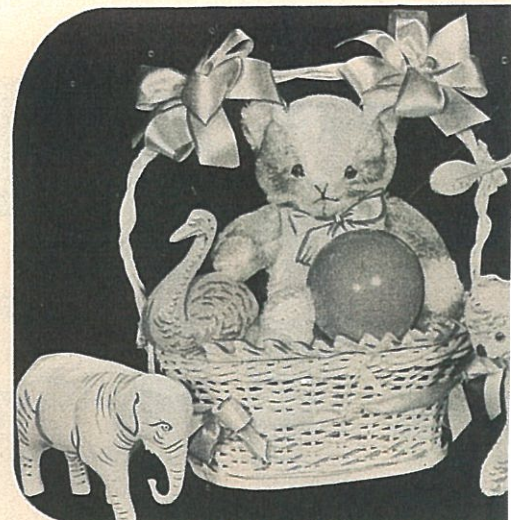
No. 9-55—Musical Donkey—A musical animal always appeals to children and this donkey is no exception. Covered with the



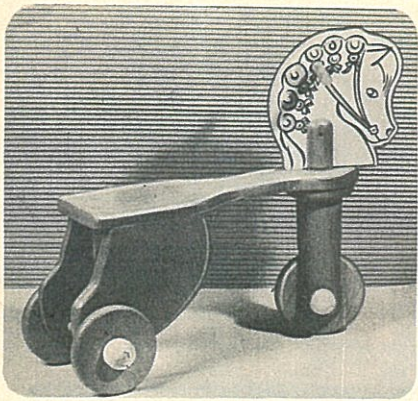
No. 10-98 De Luxe Baby Toy Basket



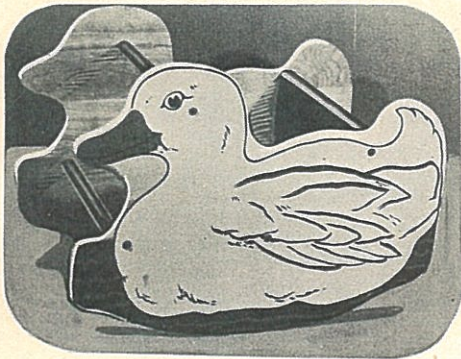
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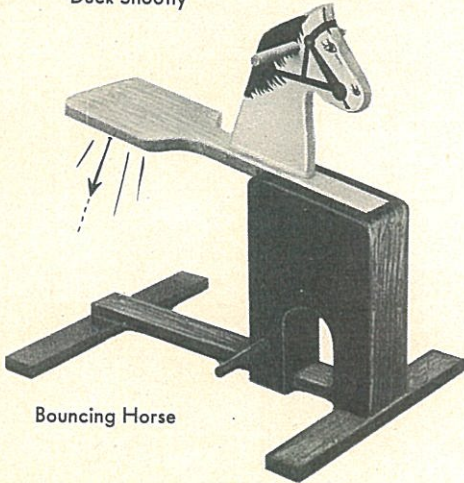
No. 10-97 Baby Toy Basket



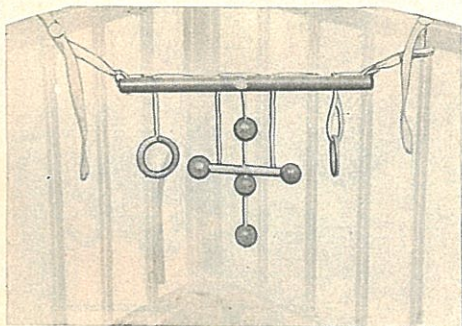
Pony Rider



Duck Shoofly



Bouncing Horse



Cradle Gym



Horse Shoofly

No. 40-34—Pony Rider—One of the first vehicles that the small youngster uses, this one has the added attraction of a horse's head. The strong frame is colorfully painted in orange and yellow, natural colored wheels. Overall measurements 24" long, 18" high. Shipping weight 10 lbs. . . . . \$6.75

No. 42-32—Horse Shoo-Fly—Babies love the rocking sensation and particularly from this well-made shoofly. It is constructed of 3-ply wood with lacquer finish and colorfully painted. Its roomy seat is built low to give the youngsters back and side support while a 13" front cross piece serves as a hand grip. Shipping weight 10 lbs. . . . . \$7.50

No. 42-33—Duck Shoo-Fly—Same as above. Shipping weight 10 lbs. \$7.50

No. 40-6—Bouncing Horse—No need to wait for a playmate to enjoy this toy to the utmost. Bouncing up and down may not be done in the best equestrian style but it's fun-giving, body-strengthening sport. It may be used outdoors or in and will not move about or injure floors. It is adjustable to weight and size of the child and is constructed of solid wood attractively painted in white, red and green. Shipping weight 17 lbs. . . . . \$4.95

No. 9-81—Cradle Gym—Designed to aid the muscular development of babies, as well as their concentration and coordination. It consists of an adjustable hardwood bar which can be easily attached to crib, carriage or play pen. From the bar hang the tempting trapeze bar, colored rings, and climbing rope with which the child experiments by the hours. Shipping weight 2 lbs. . . . . \$2.00

Musical Service Mascots—Each of these musical fellows is a faithful replica of the 3 famous mascots of the Army, Navy and Marine Corps. They give in their own whimsical way that additional significance that only Mascots can. Yet not to be too serious, they play a merry tune that will relieve the tension. An excellent gift for those who have their own good reason for wanting and cherishing one. Shipping weight 3 lbs. each.

No. 5-71—Musical Army Mule—Made of soft, grey pile fabric with black mane, long ears and wearing a blanket of contrasting colors. 9" high by 11 1/2" long. . . . . \$8.40

No. 5-72—Musical Navy Goat—Made of soft white pile fabric with long horns and wearing a blanket of contrasting colors. 9" high by 11 1/2" long. \$8.40

No. 5-73—Musical Marine Bulldog—Made of soft white pile fabric and wearing blanket of contrasting colors. 9" high x 11 1/2" long. . . . . \$8.40

No. 14-30—Stuffed Horse—All children enjoy owning a horse and this one will prove to be no exception. He measures 11" tall, is made of soft brown or white plush with leatherette bridle, reins and saddle. STATE COLOR. Shipping weight 4 lbs. . . . . \$3.50

No. 5-5—Large Brown Bear—This healthy looking fellow well deserves a playful little mate. His body and head stuffed fat and round are covered with a nice soft light brown plush with a touch of tobacco brown on his ears, nose, hands and toes. He has a saucy little red tongue and a pink satin ribbon tucked under his chin. In his comfortable sitting position, he is 18" high. Shipping weight 6 lbs. \$11.95

No. 5-4—Brown Bear—Same as above but 15" high. Shipping weight 4 lbs. \$5.95

No. 9-85—Mother Goose Toys—Mother Goose Tales are part of every American childhood and particularly Humpty-Dumpty, Three Little Pigs, Mary and Her Lamb, and Little Boy Blue. So that these stories can become more realistic as they are told, there are included not only the stories, but also the 8 soft-toy characters which average 5" in height. Attractively boxed 17 x 20". Shipping weight 5 lbs. . . . . \$5.95



Musical



Musical



Musical Marine Bu



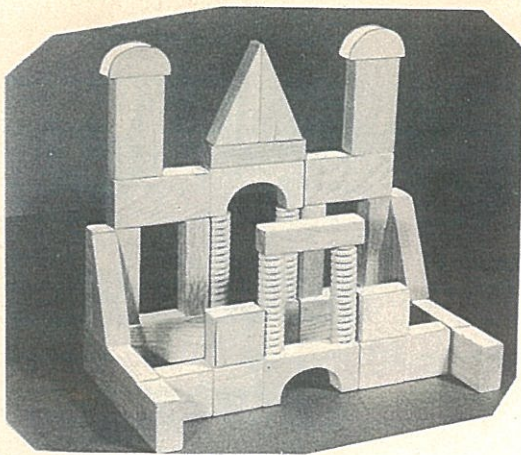
Stuffed Horse



Large Brown Bear



Mother Goose Toys



Wooden Blocks

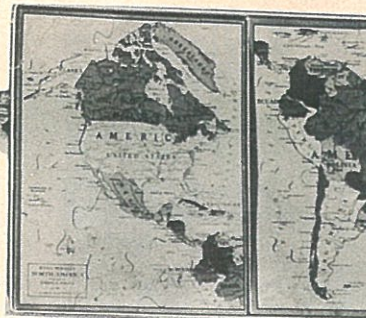
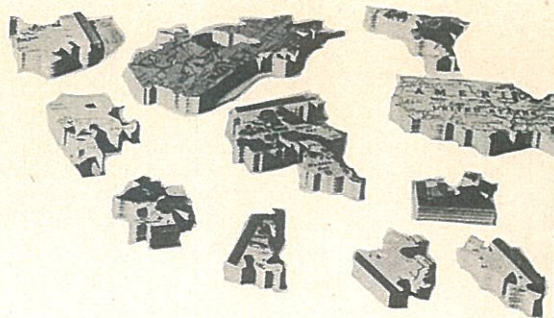
**No. 9-30—Wooden Blocks**—This set of 36 smooth sanded blocks appeals to the youngster just starting to build. They come in squares, oblongs, cylinder, etc., so that many different objects can be built with this set. Packed in cardboard box 10 $\frac{3}{4}$  x 14 $\frac{1}{4}$  x 1". Shipping weight 8 lbs. . . . . \$2.50

**No. 10-70—"Good Neighbor" Jig-Saw Maps of North and South America**—Learning is lots of fun this puzzle about this country and our South American neighbors with these 2 substantial jig-saw maps. Accurate Rand McNally maps. Each 9 x 12", mounted on 5-ply wood, exceptionally durable considering the usage they're bound to get. Each continent jig-sawed on country lines. Set of two. Shipping weight 6 lbs. . . . . \$2.00

**No. 9-51—Kindergarten Box**—A handsome red trunk-like box 14 $\frac{1}{2}$  x 15 x 4 $\frac{1}{2}$  with a tray and two drawers containing beads of assorted sizes, shapes, material and colors with directions and color charts for their use. In one of the drawers, are seven 1 $\frac{1}{2}$ " colored flower pots with material for making artificial flowers with beads. The other drawer has material for making jewelry and there is an Indian craft bead loom for making belts, girdles, and hat bands. An endless amount of material for hours of fun. Shipping weight 7 lbs. . . . . \$6.00

**No. 11-38—Educational Group No. 1**—For young children just beginning to use their hands. All parts of these 3 items are made of wood, colored and highly polished. The round **Peggy Ball** disc measures 7" across with large colored pegs which stick into holes easily and are capped by a removable colored ball. To take apart and put together again is most absorbing, while matching the colors offers further fun. The **Bang-A-Ball** gives muscular action which when properly applied sends the little ball inside the open 10" cylinder up and down in a thrilling way. A little noise and action with the proper colors make life very eventful. The natural instinct to push something around is enhanced by this 6" **Rattle Push**, which contains colored balls that rattle around inside most amusingly. Set of 3 Toys. Shipping weight 4 lbs. . . . . \$3.50

**No. 11-40—Educational Group No. 3**—A combination of attractively finished wooden toys for the kindergarten child to continue his happy and progressive occupations at home. **Little Peggy Box**—Everything for outdoor scenes—trees, houses, barns, etc., make this Peggy Box a valuable



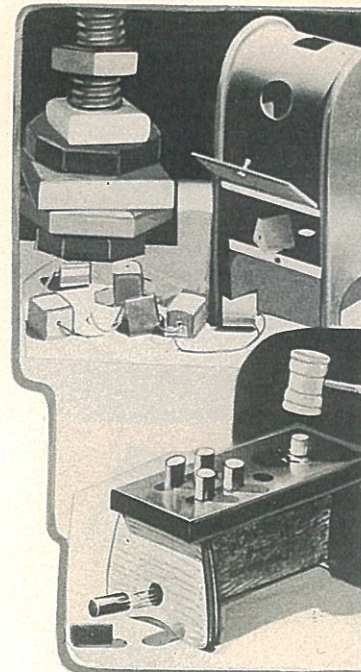
"Good-Neighbor" Jig-Saw Maps of North and South A



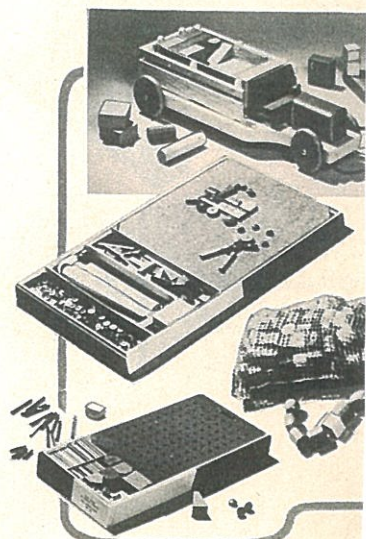
Kindergarten Box

toy to give children new consciousness of outdoor objects and patterns. These are held in place by pegging them into the numerous holes in the 9 x 16" board. **Truck with Blocks**—A stimulating toy to pull around with or without the blocks. He can build structures with the 22 assorted colored blocks, stack them, knock them over, and have loads of fun. Truck is 15 $\frac{3}{4}$ " long, 7" wide, with a stake body and removable back for easy loading. **Jumbo Beads**—An excellent toy for a quiet play period to keep children busy and happy for hours at a time and teach them muscular control and eye-hand coordination. Large variety of different shaped beads in 6 bright, attractive colors which will not chip and 2 long, strong laces that easily fit into the holes of the beads making the stringing very simple. **Double Hammer-Nail Set**—An ideal set which can be used by two children at the same time. It has 2 each of pounding boards 12" square, hammers, double supply of nails, and a generous quantity of laying sticks, object blocks, houses, trees and dots. Shipping weight 8 lbs. . . . . \$6.00

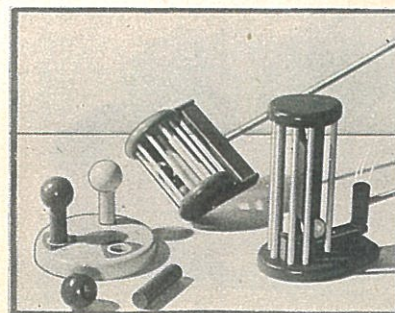
**No. 11-39—Educational Group No. 2**—A tried and tested set of 3 wooden toys for the small youngster to busy his hands with and have the time of his life. The group consists of a **Mail Box**—Any youngster would like to drop letters all day into an 11" mail box with wooden pieces of different shapes for letters. **Nok-out-Bench**—All children love to pound with this wooden hammer the large wooden pegs of different colors into the hole in one end of the 10" nok-out-bench to force out wooden pegs in the opposite end of the same hole. **Nut-N-Bolt**—This fascinating replica of a nut and bolt combines several educational features. In addition to the notable achievement represented in learning to screw the nuts to the bolt, it teaches eye and hand coordination as a stacking toy. The four wooden rings are graduated in size, presenting another problem to the child in learning to stack them in the proper order. Each toy is colorfully finished in red, yellow, blue, green and orchid. Set of 3 toys. Shipping weight 8 lbs. . . \$6.25



No. 11-39—Educational Group



No. 11-40—Educational Group



No. 11-38—Educational Group N