

**McLOUGHLIN BOOKS**  
For BOYS and GIRLS

*I will be in* \_\_\_\_\_

*on* \_\_\_\_\_ *at*

*Hotel* \_\_\_\_\_.

*May I have the privilege of showing you  
our complete line at that time?*

**1940 - 1941**  
**PRICE LIST**

**McLOUGHLIN BROTHERS, Inc.**  
Publishers :-: SPRINGFIELD, MASS.

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New York Salesroom  
200 Fifth Avenue  
Room 348  
New York City

Canadian Representative  
Thomas Allen Co.  
266 King St., West  
Toronto, Ont.

Justin G. Schiller 17 July 1997

The figure in parenthesis after a Series indicates the number of titles in that assortment. The figure to the right indicates the quantity in a package, also in a carton. We reserve the right to change orders to full packages.

Ordered by - Adomeit, Cole, DeBuy, Lapides, Capertonis, S.B. Shirley, C. A. Nite

SAMPLES \_\_\_\_\_

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ORDERED

ELECTROTYPES (State if for Catalogue or Newspaper Advertising)

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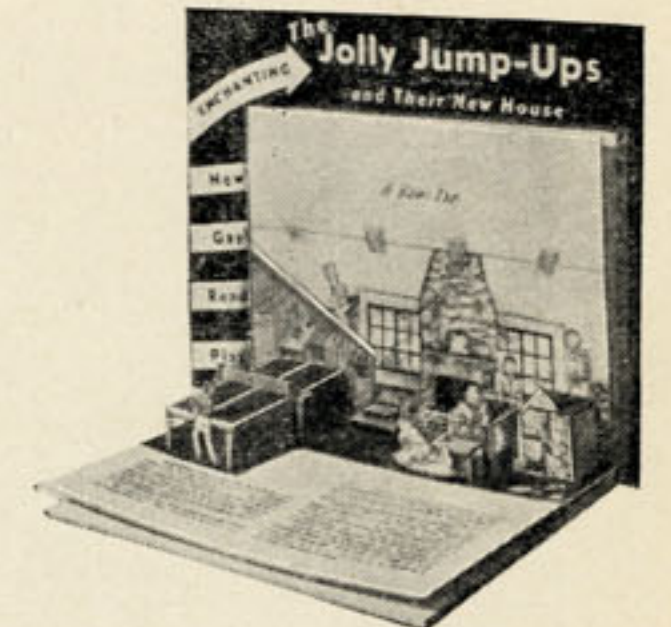
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ORDERED

### THE JOLLY JUMP-UPS AND THEIR NEW HOUSE

A delightfully new and exciting feature in novelty books—three-dimensional scenes pop up, handsomely colored and durably bound, revealing the Jump-Up family at work and play in their lovely new home. Entertaining, supplementary text charmingly portrays this likable family.



Size 7 1/2 x 10 3/4, oblong, 12 pages mounted on board. Every page illustrated in full color. Each book in glassine envelope.

2920—The Jolly Jump-Ups and Their New House . . . 1 . . \$13.00 doz.

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A companion volume to the first "Jump-Up Book," containing equally clever pop-up scenes and delightful, new episodes about the happy Jump-Up family and their animal friends in the country.

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2921—The Jolly Jump-Ups on the Farm . . . . . 1 . . \$13.00 doz.

### THE JINGLE BELL BOOK

Here is a book that will endear itself to little ones from the moment they first hear its merry jingle. Exquisitely illustrated pages, enhanced by gaily colored backgrounds, and a simple, charming text complete its absolute appeal.



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2917—The Jingle Bell Book . . . . . 1 . . \$13.50 doz.

SING-A-SONG PLAYER BOOK



The success of this book is no secret. The "Sing-a-Song Player Book" broke all sales records for juvenile best sellers, and has now become an indispensable "must" book in the home of every child. Familiar nursery tunes, written as music and translated to numbers so that all children can play them, with beautiful illustrations from beginning to end.

Size 9<sup>3</sup>/<sub>4</sub> x 13<sup>1</sup>/<sub>2</sub>, 32 pages. Spiral binding. Die-cut cover, with xylophone and hammer.

2910—Sing-a-Song Player Book ..... 1 ..\$13.00 doz.

The Second

SING-A-SONG PLAYER BOOK

In answer to the demand for "more," the "Second Sing-a-Song Player Book," rivalling the first in colorful appearance and gay content, offers another pleasing collection of well-loved melodies. Owners of the first book will experience fresh delight in the second.

Size 9<sup>3</sup>/<sub>4</sub> x 13<sup>1</sup>/<sub>2</sub>, 32 pages. Spiral binding. Die-cut cover, with bright gold xylophone and hammer.



2912—Second Sing-a-Song Player Book ..... 1 ..\$13.00 doz.

THE ZOO BOOK-TOY

The fascinating novelty book which can be magically converted to a toy zoo. The pages interlock and the circular zoo revolves on a central pivot. Splendid text by Allen Chaffee and vivid illustrations give added appeal to this unique book-toy.

Size 12 x 13<sup>3</sup>/<sub>4</sub>, 24 pages. Spiral binding. Boxed, with gift card enclosed.



2915—Zoo Book-Toy ..... 1 ..\$13.00 doz.

BUNNY BRIGHT-EYES

Peeking through a handsomely designed die-cut cover is a beautiful, large, soft toy bunny. Engaging story about the bunny occupant of this book is contained on the well illustrated pages.

Size 10 x 12<sup>1</sup>/<sub>2</sub>, oblong, 12 pages mounted on board. Every page illustrated in full color. Die-cut cover with Bunny. Individually packed in carton box.

2916—Bunny Bright-Eyes ..... 1 ..\$21.60 doz.



THE NEW STORY OF THE SHIP

From the galley ship of ancient Egypt to the palatial Normandie and Queen Mary of today, the "New Story of the Ship" presents a wealth of material. Handsome color reproductions of paintings by Gordon Grant, the nation's greatest marine artist.

Size 12<sup>3</sup>/<sub>4</sub> x 10<sup>1</sup>/<sub>2</sub>, cloth, 64 pages, 20 in color, sewed, colored jacket.

2902—The New Story of the Ship ..... 3 ..\$24.00 doz.



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One of the most complete books of its kind, including all the popular nursery rhymes from Mother Goose and other sources. All are illustrated and all are true in text and rhythm as originally written. Printed on good quality paper in a book of 320 pages, bound in cloth, colored jacket. Splendid value in this mammoth collection.

Size 7 1/2 x 9 1/2, 320 pages, illustrated. Colored jacket.

3645—Big Red Mother Goose, Complete . . . . . 3 . \$13.00 doz.

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A beautiful volume, containing Bible stories, told in simple, direct style, little prayers and short stories, and beautifully colored pictures, for small children. Reverent in spirit and beautiful in appearance, it will enrich and entertain young minds.

Size 10 x 13 1/2, 32 pages. Sixteen pages in full color. Colored jacket. Wrapped in cellophane.



111—A Child's Faith . . . . . 1 . \$13.00 doz.



**JOYLAND LINEN BOOK**

A picture book of sixteen pages of handsomely printed illustrations of stories children love. Printed on durable cloth of linen texture to withstand hard usage. Each book in a glassine envelope.

Size 9 3/4 x 11 5/8, 16 pages, colored.

1587—Joyland Linen Book . . . . . 12 . \$6.50 doz.

**ANIMAL FRIENDS**

Realistically colored pictures of animals familiar and dear to children. Printed on heavy, indestructible board. Bound with heavy cloth back.

Size 9 3/4 x 13 1/2, 16 pages, all colored.

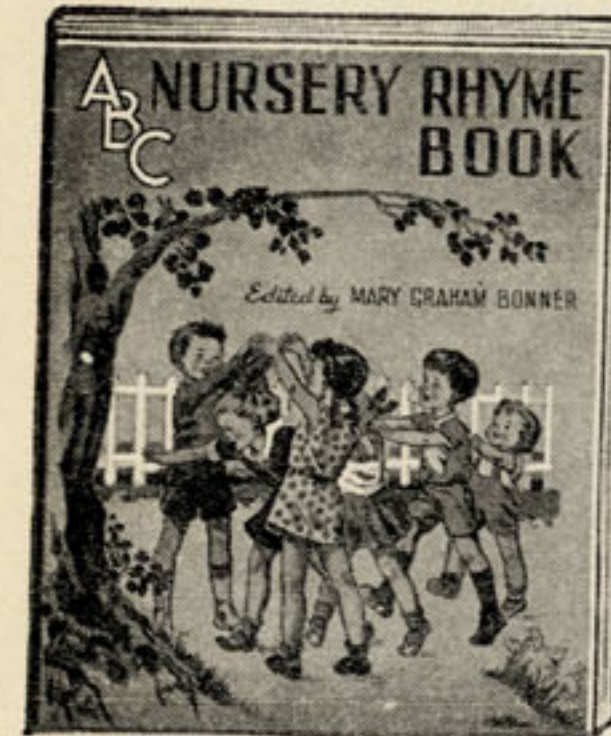
2900—Animal Friends . . . . . 3 . \$13.00 doz.

**PICTURE STORY BOOKS**

Cloth Bound Colored Line



No. 101



No. 105



No. 112

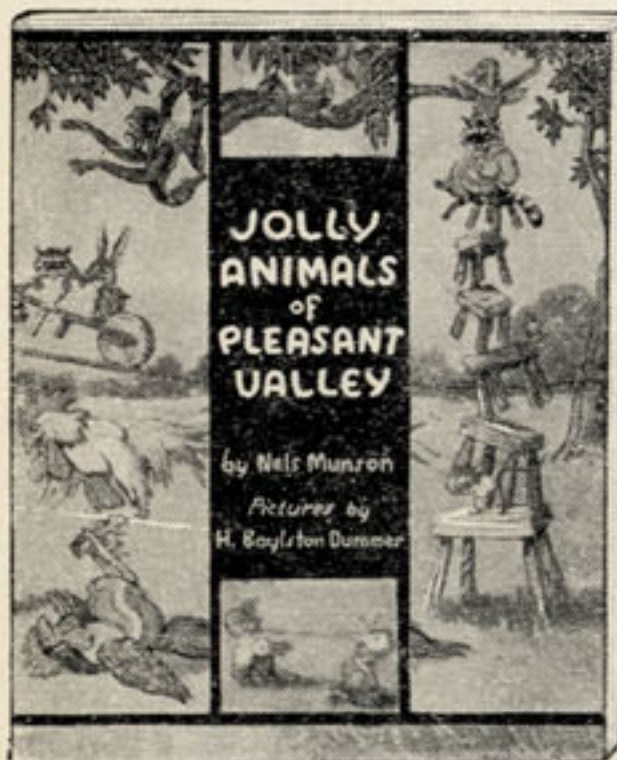
- |  | Doz.    |
|--|---------|
| 100 The Open Door to Story Land.....3  | \$13.00 |
| <i>Size 10 x 12, 84 pages. Color throughout. Colored jacket.</i>   |         |
| 101 Stories from a Magic World.....3   | 13.00   |
| <i>Size 10 x 12, 136 pages. Six color plates. Colored jacket.</i>  |         |
| 102 Every Child's Story Book.....3   | 13.00   |
| <i>Size 10 x 12, 84 pages. Color throughout. Colored jacket.</i>   |         |
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| <i>Size 10 x 12, 68 pages. 40 color pages. Colored jacket.</i>   |         |
| 104 This Way to the Farm.....3   | 13.00   |
| <i>Size 10 x 12, 68 pages. 26 full page colored illustrations. Colored jacket.</i>                                 |         |
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| 106 Ten Toys.....3   | 13.00   |
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| 107 When I Grow Up.....3   | 13.00   |
| <i>Size 10 x 12, 36 pages. 3 complete books in one. Colored jacket.</i>  |         |
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| <i>Size 8 1/2 x 11, 64 pages. Colored jacket.</i>  |         |

## PICTURE STORY BOOKS

Board Covered



No. 51



No. 52

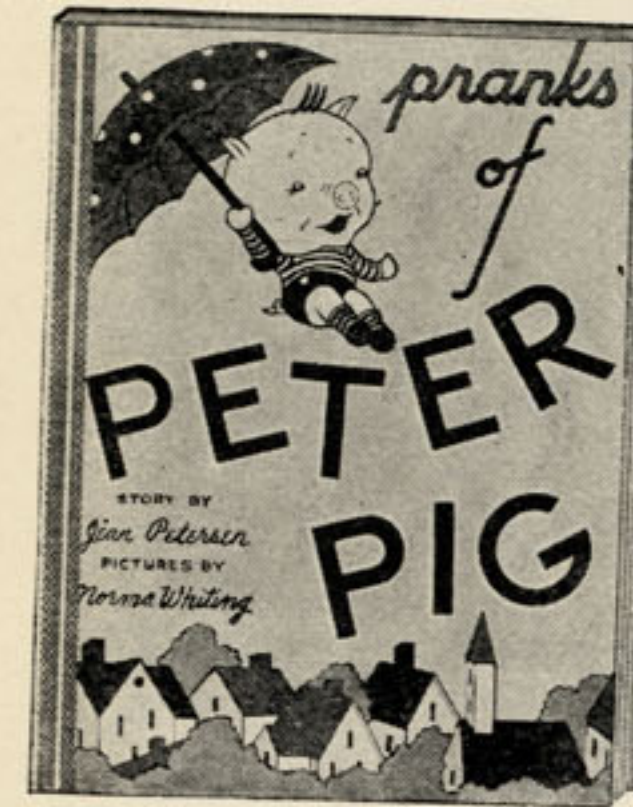


No. 2540

- |      |   | Doz.     |
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| 50   | For Children Only.....  | 6 \$6.50 |
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|      | <i>Size 8½ x 11, 40 pages. Printed in two colors. 8 sheets of colored cellophane. Colored jacket.</i>                         |          |
| 52   | Jolly Animals of Pleasant Valley.....   | 6 6.50   |
|      | <i>Size 8½ x 11, 40 pages. 18 pages in color. Colored jacket.</i>   |          |
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|      | <i>Size 8½ x 11, 40 pages. 18 in full color. Colored jacket.</i>  |          |
| 57   | The Land of Look-and-See—.....  | 6 7.00   |
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| 2370 | All About Animals.....  | 6 6.50   |
|      | <i>Size 7⅝ x 10½, 284 pages. Cloth Bound.</i>   |          |
| 2540 | Who's Who in Tony Sarg's Zoo.....   | 6 6.50   |
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| 2590 | Once Upon a Time Tales.....   | 6 6.50   |
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| 2650 | Pranks of Peter Pig.....  | 6 6.50   |
|      | <i>Size 7½ x 10, 156 pages in 2 colors.</i>                                 |          |
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## JUVENILE BOOKS By Well-Known Authors

Quality Line

Per Copy



- Copyrighted Boys' and Girls' Books  
Size 5⅜ x 7¾, colored jackets,  
stamped covers, illustrated.....*
- |                                     |             |
|-------------------------------------|-------------|
| Big Brothers, Hawkes                | 5 .50¢ each |
| Famous Riders and Horses, Evans     |             |
| Forest Giant, Chaffee               |             |
| Pal O' Mine, Hawkes                 |             |
| Pirates of the Spanish Main, French |             |
| Pirate's Gold, Evans                |             |
| Read Aloud Stories, Bailey          |             |
| Red Coat, the Fox, Hawkes           |             |
| Trail Blazers, Evans                |             |
| Wild Folk, Chaffee                  |             |
| World's Holidays, Humphrey          |             |
| Conquerors of the Sky, French       |             |

*Size 7 x 9½, colored jackets.....*

Bible Stories, Evans

Cop, Cleveland

Guard, Son of Cop, Cleveland

Kings and Knights of Old, Evans

Patches, Hawkes

Pioneers All, French

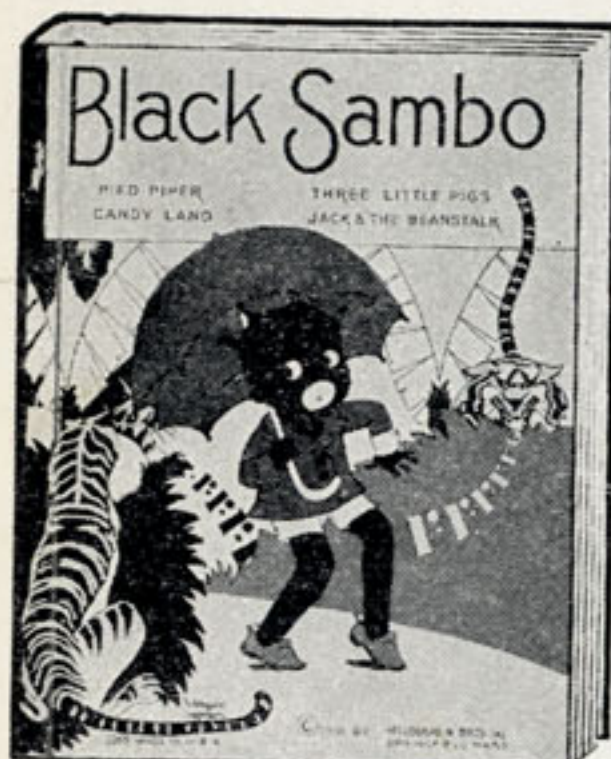
Through the Back Door of the Circus,

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PICTURE STORY BOOKS

Colored Picture Books



No. 2285



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|------|---|------|--------|
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| 2286 | Peter Rabbit .....  | 12   | 3.26   |
|      | <i>Size 5 3/4 x 7 1/2, 92 pages colored.</i>                      |      |        |
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| 2402 | Funny Bunnies and Their Friends .....                             | 12   | 3.26   |
| 2403 | Happiness Picture Book.....                                       | 12   | 3.26   |
| 2404 | Funny Animal Picture Book.....                                    | 12   | 3.26   |
| 2405 | Fun in Picture and Story.....                                     | 12   | 3.26   |
|      | <i>Size 10 x 13 1/2, sixteen pages, all in color. Semi-Board.</i> |      |        |
| 2450 | Above Six Titles Assorted.....                                    | 12   | 3.26   |
| 2535 | Animal Friends .....  | 6    | 3.26   |
|      | <i>Size 13 1/2 x 10, oblong, 28 pages, 14 in color.</i>           |      |        |
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| 2550 | Puss in Boots.....  | 6    | 3.26   |
|      | <i>Size 10 x 11 3/8, 48 pages in color, sewed.</i>                |      |        |

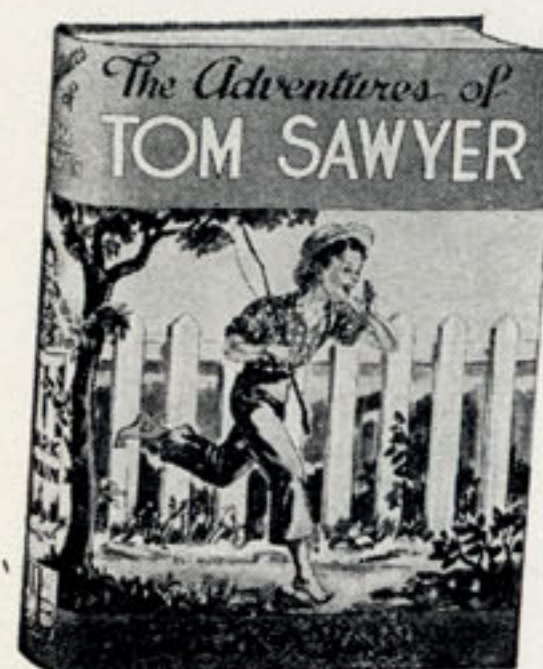
ILLUSTRATED STORY BOOKS



No. 2240

- |      |   |                 |      |
|------|---|-----------------|------|
| 2240 | Boys' and Girls' Favorite Series (6) .....    | 12              | 3.26 |
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|      | Our Own Mother Goose                          |                 |      |
|      | Robin Hood and The White Cat                  |                 |      |
|      | King of the Golden River                      |                 |      |
|      | Cinderella and Other Stories                  |                 |      |
|      | Boys' Favorite Stories                        |                 |      |
|      | Girls' Favorite Stories                       |                 |      |
| 2280 | Big Books of Adventure Series (6) .....       | 6               | 3.26 |
|      | The Dog of Flanders                           | Kidnapped       |      |
|      | Wolf Ear the Indian                           | Robinson Crusoe |      |
|      | The Dragon's Teeth                            | Hans Brinker    |      |
|      | <i>Size 7 3/4 x 10 1/2, 256 pages, sewed.</i> |                 |      |

STORY BOOKS FOR BOYS AND GIRLS



No. 2312

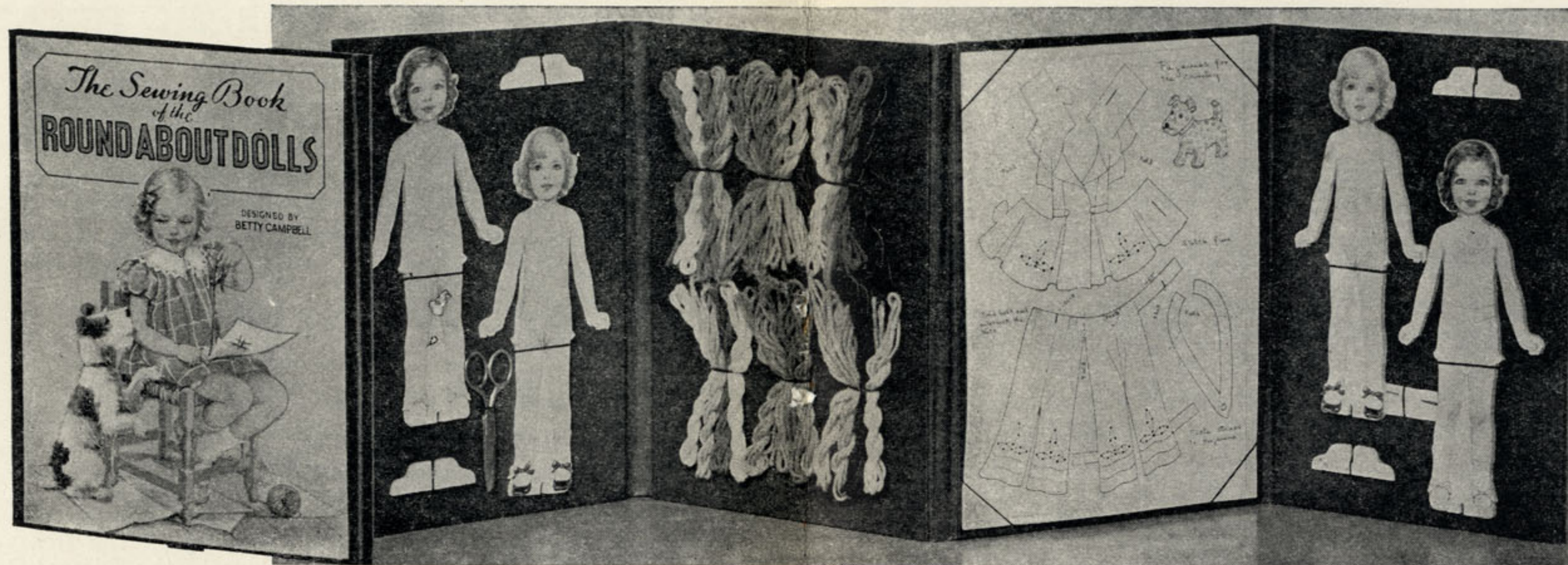


No. 2315



No. 2330

- |      |  | Doz.   |        |
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| 2305 | Boys' and Girls' Series 12 mo. Assorted .....  |        | \$3.26 |
|      | <i>24 Titles listed below assorted, packed 2 doz. per carton. Size 5 1/4 x 7 1/2, 284 pages, sewed, colored jacket, stamped cover.</i> |        |        |
| 2310 | Pennant Series .....   | (4) 4  | 3.26   |
|      | 2311 Heidi   |        |        |
|      | 2312 Tom Sawyer  |        |        |
|      | 2313 Pinocchio   |        |        |
|      | 2314 Little Women  |        |        |
| 2315 | Mystery Series .....   | (4) 4  | 3.26   |
|      | Face in the Mist   |        |        |
|      | Secret of Lost River   |        |        |
|      | Mystery of the Brass Bound Box   |        |        |
|      | Face in the Dismal Cavern  |        |        |
| 2320 | Adventure Series .....   | (4) 4  | 3.26   |
|      | Lost   |        |        |
|      | Unexplored   |        |        |
|      | Adventure on the High Trail  |        |        |
|      | Skipper of the Cynthia B   |        |        |
| 2325 | Cherry Series .....  | (4) 4  | 3.26   |
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|      | Two Wild Cherries in the Country   |        |        |
|      | Two Wild Cherries in the Woods   |        |        |
|      | Two Wild Cherries at the Seashore  |        |        |
| 2330 | Sport and Adventure Series (4) .....   | 4      | 3.26   |
|      | Real Stories for Real Girls  |        |        |
|      | Field and Campus Stories for Girls   |        |        |
|      | Adventures to Come   |        |        |
|      | Boys' Stories of Sport and Adventure   |        |        |
| 2335 | Classics Series .....  | (4) 4  | 3.26   |
|      | 2336 Hans Brinker  |        |        |
|      | 2337 Gulliver's Travels  |        |        |
|      | 2338 Treasure Island   |        |        |
|      | 2339 Huckleberry Finn  |        |        |
| 2306 | Display Assortment .....   | (12) 3 | 3.60   |
|      | <i>12 assorted titles in display carton containing 2310, 2330, and 2335.</i>   |        |        |
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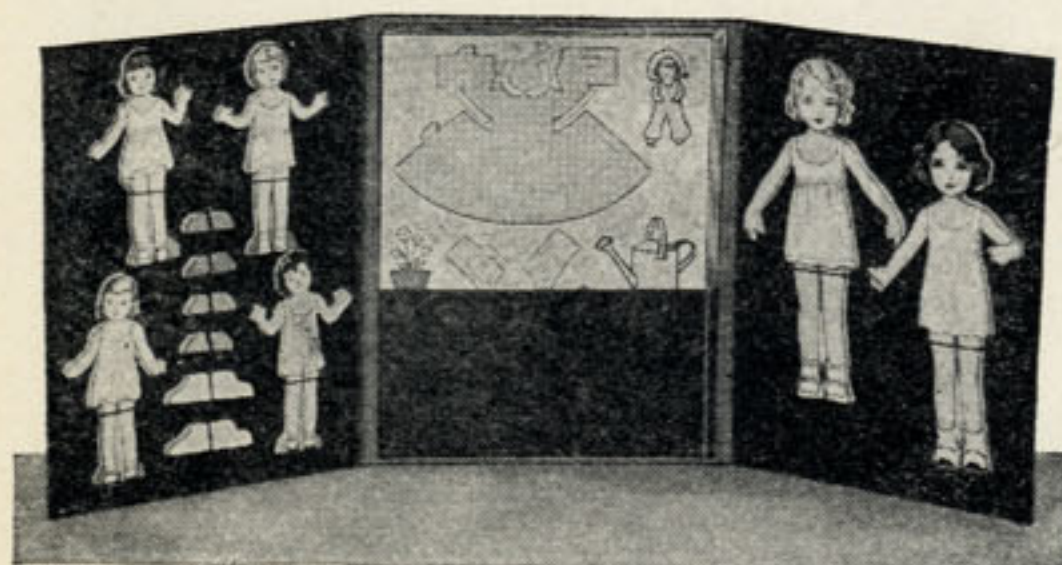


No. 2998

DOLL NOVELTY AND PORTFOLIO LINE

|      |   | Doz.     |
|------|---|----------|
| 2710 | Debbie Dolls<br>Size 10 x 13 1/2, 2 die-cut Dolls on heavy board. Patterns and Dresses.   | 6 \$6.50 |
| 2715 | Cutie Dolls<br>Size 10 x 12, 4 die-cut Dolls on heavy board. 32 pages, 14 pages of Dresses.   | 6 6.50   |
| 2950 | Fashion Book of Round About Dolls<br>Size 10 x 13 1/2, 3 fold. 5 wood dolls, dresses, wrapped in cellophane.                        | 3 13.00  |
| 2955 | Playtime Soldiers on Parade<br>Size 10 x 13 1/2, 3 fold. Field pieces and soldiers on heavy board. 75 cut-outs, cellophane wrapped. | 3 13.00  |
| 2953 | Dress Parade of Round About Dolls<br>Size 10 x 13 1/2, 3 fold, 2 wood dolls. Cloth material and patterns wrapped in cellophane.     | 3 13.00  |

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| 2960 | Sewing Book of Round About Dolls<br>Size 10 x 13 1/2, 2 wood dolls, 8 skeins wool, carton of crayons, dress patterns. 3 fold.               | 3 \$13.00 |
| 2990 | Fashion Book of Round About Dolls<br>Size 10 x 13 1/2, 4 fold, 8 wood dolls, colored dresses, scissors.                                     | 1 24.00   |
| 2995 | Dress Parade of Round About Dolls<br>Size 10 x 13 1/2, 4 fold, 3 wood dolls. Cloth material and dress patterns wrapped in cellophane.       | 1 24.00   |
| 2998 | Sewing Book of Round About Dolls<br>4 wood dolls, 15 skeins of wool, scissors, carton of crayons, dress patterns, 4 fold. Size 10 x 13 1/2. | 1 24.00   |



No. 2950



2715



No. 2955

**PAINTING AND CRAYONING BOOKS**

Board Covered



No. 2095



No. 2970

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| 2094 In a Child's World.....  | 12   | \$3.26 |
| <i>Size 7<sup>3</sup>/<sub>4</sub> x 10<sup>1</sup>/<sub>2</sub>, 84 pages.</i>                             |      |        |
| 2095 The All American Color Book.....   | 12   | 3.26   |
| <i>Size 7<sup>3</sup>/<sub>4</sub> x 10<sup>1</sup>/<sub>2</sub>, 84 pages.</i>                             |      |        |
| 2096 Above Two Titles Assorted.. (2)  | 12   | 3.26   |
| 2032 Paint Books Assorted..... (2)  | 12   | 3.26   |
| 1. Adventures of Robin Hood   |      |        |
| 2. Adventures of Tom Sawyer   |      |        |
| <i>Size 10<sup>1</sup>/<sub>2</sub> x 7<sup>3</sup>/<sub>4</sub>, 128 pages, 32 in color.</i>               |      |        |
| 2097 Rainbow Coloring Book.....   | 12   | 3.50   |
| <i>Size 10<sup>1</sup>/<sub>2</sub> x 7<sup>3</sup>/<sub>4</sub>. Oblong, Cloth Back, Sewed. 160 pages.</i> |      |        |
| 2098 Sunshine Coloring Book.....  | 12   | 3.50   |
| <i>Size 10<sup>1</sup>/<sub>2</sub> x 7<sup>3</sup>/<sub>4</sub>. Oblong, Cloth Back, Sewed. 160 pages.</i> |      |        |
| 2066 Little Artist Color Book.....  | 6    | 6.50   |
| <i>Size 13<sup>1</sup>/<sub>2</sub> x 10, oblong, board covers, cloth back, 96 pages.</i>                   |      |        |
| 2067 Tom Sawyer-Robin Hood Color Set .....  | 6    | 6.50   |
| <i>Size 11<sup>1</sup>/<sub>4</sub> x 15, 72 pages. 32 pictures in color to copy, 8 pressed crayons.</i>    |      |        |
| 2060 Steps to Art.....  | 3    | 12.00  |
| <i>Size 8<sup>1</sup>/<sub>2</sub> x 10<sup>1</sup>/<sub>2</sub>, board covers, cloth back, 140 pages.</i>  |      |        |
| 2970 Into the Wide World Paint Book Portfolio .....   | 3    | 13.00  |
| <i>10 x 15, 64 pictures to color, 16 pictures in color. Separate sheets of drawing paper.</i>               |      |        |

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- |                                      |    |        |
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| 1003 Peek-A-Boo Series (2 Books Boxed).....   | (6) 12 | 3.26   |
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| Everyday Stories                      Party Games   |        |        |
| 1022 The Big Five Parade (5 Big Books Boxed).....   | 6      | 6.50   |
| 1027 Five Big Books For Boys and Girls (5 Big Books Boxed)....                                    | 6      | 8.00   |
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| <i>4 Books in open, shaped cases of Puppy, Kitten, Pig</i>  |        |        |
| 1031 Color Classics Boxed.....  | (3) 6  | 7.00   |
| <i>4 Books in open, shaped cases of Elephant, Clown, Boy Pirate</i>                               |        |        |
| 1040 Four Books in open box.....  | 3      | 13.00  |
| Heidi                                      Little Women   |        |        |
| Tom Sawyer                              Pinocchio   |        |        |
| 1041 Four Books in open box.....  | 3      | 13.00  |
| Real Stories for Real Girls                      Field and Campus                                 |        |        |
| Adventures on the High Trail                      Unexplored                                      |        |        |
| 1042 Four Books in open box.....  | 3      | 13.00  |
| Face in the Mist                      Mystery of Brass Bound Box                                  |        |        |
| Secret of Lost River                      Face in the Dismal Cavern                               |        |        |
| 1056 Boys' Favorite Series (3 Books Boxed).....   | 3      | 9.00   |
| 1057 Girls' Favorite Series (3 Books Boxed).....  | 3      | 9.00   |
| 1050 Two Books in open box.....   | 6      | 7.00   |
| Heidi                                      Little Women   |        |        |
| 1051 Two Books in open box.....   | 6      | 7.00   |
| Tom Sawyer                              Pinocchio   |        |        |
| 1052 Two Books in open box.....   | 6      | 7.00   |
| Face in the Mist                      Secret of Lost River  |        |        |
| 1053 Two Books in open box.....   | 6      | 7.00   |
| Mystery of the Brass Bound Box  |        |        |
| Face in the Dismal Cavern   |        |        |
| 1054 Two Books in open box.....   | 6      | 7.00   |
| Lost                                      Skipper of the Cynthia B                                |        |        |
| 1055 Two Books in open box.....   | 6      | 7.00   |
| Unexplored                      Adventures on the High Trail                                      |        |        |
| 1095 Playtime Music Box.....  | 6      | 7.20   |
| <i>12 Key Xylophone, 2 Hammers, 32 page Music Book with Board Cover, illustrated in 2 colors.</i> |        |        |
| 6115 Tap-A-Tune Music Box.....  | 12     | 3.60   |
| <i>8 Key Xylophone, Hammer, 32 page Music Book, illustrated in 2 colors.</i>                      |        |        |



HARD COVER READING BOOKS

Little Color Classics (Reg. U. S. Pat. Office)



No. 851



No. 852

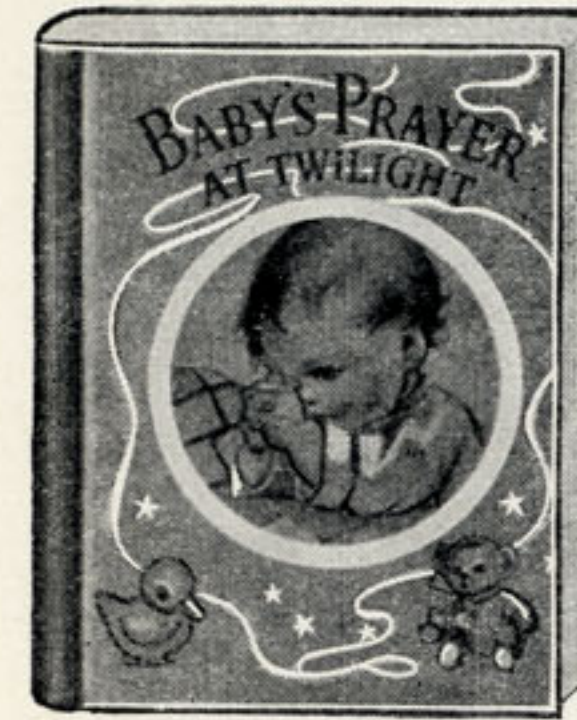


No. 854

|     |   | Doz. |        |
|-----|---|------|--------|
| 800 | Adventures of Peter Rabbit.....   | 12   | \$1.50 |
| 801 | Henny Penny .....   | 12   | 1.50   |
| 802 | Goldilocks and the Three Bears.....   | 12   | 1.50   |
| 803 | Mary Had a Little Lamb.....   | 12   | 1.50   |
| 804 | The Three Little Pigs.....  | 12   | 1.50   |
| 805 | Mother Goose Nursery Rhymes.....  | 12   | 1.50   |
| 850 | Above Six Titles Assorted.....  | 12   | 1.50   |
|     | <i>Size 5 1/4 x 6 3/4, 64 pages, 20 to 48 colored illustrations in each book.</i> |      |        |
| 807 | Little Black Sambo.....   | 12   | 1.50   |
| 808 | Jack and the Beanstalk.....   | 12   | 1.50   |
| 809 | Pied Piper .....  | 12   | 1.50   |
| 810 | Big Alphabet .....  | 12   | 1.50   |
| 811 | Toys and Animals.....   | 12   | 1.50   |
| 812 | Our Friends at the Zoo.....   | 12   | 1.50   |
| 851 | Above Six Titles Assorted.....  | 12   | 1.50   |
|     | <i>Size 5 1/4 x 6 3/4, 64 pages, 20 to 48 colored illustrations in each book.</i> |      |        |
| 813 | Gingerbread Boy .....   | 12   | 1.50   |
| 814 | Blacky .....  | 12   | 1.50   |
| 815 | The Goose Girl and Other Tales.....   | 12   | 1.50   |
| 816 | The Calico Pup.....   | 12   | 1.50   |
| 817 | The Ugly Duckling.....  | 12   | 1.50   |
| 818 | A Child's Garden of Verses.....   | 12   | 1.50   |
| 852 | Above Six Titles Assorted.....  | 12   | 1.50   |
|     | <i>Size 5 1/4 x 6 3/4, 64 pages, 20 colored illustrations.</i>                    |      |        |
| 821 | Rusty .....   | 12   | 1.50   |
| 822 | Whitie .....  | 12   | 1.50   |
| 823 | Pinkie .....  | 12   | 1.50   |
| 824 | Brownie .....   | 12   | 1.50   |
| 825 | Spotty .....  | 12   | 1.50   |
| 826 | Bossy .....   | 12   | 1.50   |
| 854 | Above Six Titles Assorted.....  | 12   | 1.50   |
|     | <i>Size 5 1/4 x 6 3/4, 64 pages, 20 to 25 colored illustrations.</i>              |      |        |

HARD COVER READING BOOKS

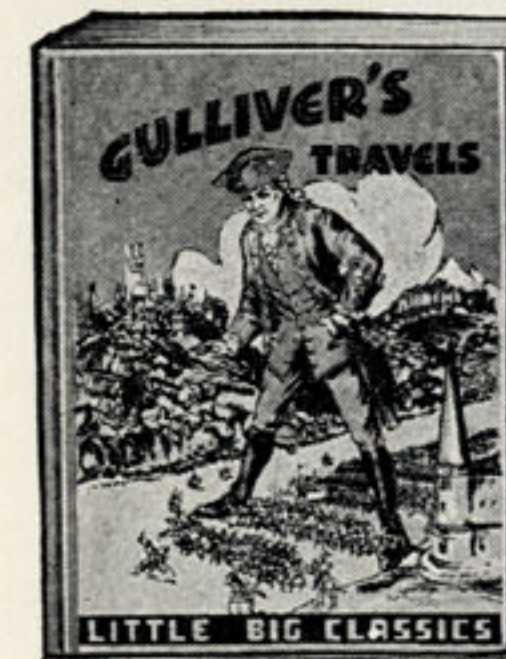
Little Color Classics (Reg. U. S. Pat. Office)



No. 819



No. 860



No. 868

|                            |  | Doz. |        |
|----------------------------|--|------|--------|
| 819                        | Baby's Prayer at Twilight.....   | 12   | \$1.50 |
| 820                        | When Jesus Was a Little Child.....   | 12   | 1.50   |
| 853                        | Above Two Titles Assorted.....   | 12   | 1.50   |
|                            | <i>Size 5 1/4 x 6 3/4, 48 pages, 13 colored illustrations.</i>                                     |      |        |
| 827                        | The Night Before Christmas.....  | 12   | 1.50   |
|                            | <i>Size 5 1/4 x 6 3/4, 48 pages, 13 colored illustrations.</i>                                     |      |        |
| 828                        | Poems for the Children's Hour.....   | 12   | 1.50   |
|                            | <i>Size 5 1/4 x 6 3/4, 64 pages, 20 illustrations.</i>   |      |        |
| 829                        | Puppy Tales .....  | 12   | 1.50   |
| 830                        | Danny's Secret .....   | 12   | 1.50   |
| 831                        | Peggy's Pokey .....  | 12   | 1.50   |
| 832                        | Peter Puckle .....   | 12   | 1.50   |
| 833                        | Rockabye Stories .....   | 12   | 1.50   |
| 834                        | Little Nature Stories.....   | 12   | 1.50   |
| 856                        | Above Six Titles Assorted.....   | 12   | 1.50   |
|                            | <i>Size 5 1/4 x 6 3/4, 64 pages, 20 to 25 colored illustrations.</i>                               |      |        |
| <b>Little Big Classics</b> |  |      |        |
| 861                        | Heidi .....  | 12   | 1.50   |
| 862                        | Treasure Island .....  | 12   | 1.50   |
| 863                        | Black Beauty .....   | 12   | 1.50   |
| 864                        | Robinson Crusoe .....  | 12   | 1.50   |
| 865                        | Pinocchio .....  | 12   | 1.50   |
| 866                        | Robin Hood .....   | 12   | 1.50   |
| 860                        | Above Six Titles Assorted.....   | 12   | 1.50   |
|                            | <i>Size 5 1/4 x 6 3/4, 96 pages, 12 illustrations in two colors. 8 illustrations in one color.</i> |      |        |
| 806                        | Adventures of Tom Sawyer.....  | 12   | 1.50   |
| 867                        | Peck's Bad Boy with the Circus.....  | 12   | 1.50   |
| 868                        | Gulliver's Travels .....   | 12   | 1.50   |
| 871                        | Kidnapped .....  | 12   | 1.50   |
| 872                        | Huckleberry Finn .....   | 12   | 1.50   |
| 873                        | Hans Brinker .....   | 12   | 1.50   |
| 870                        | Above Six Titles Assorted.....   | 12   | 1.50   |
|                            | <i>Size 5 1/4 x 6 3/4, 96 pages, 20 illustrations in one color.</i>                                |      |        |

CUT-OUT AND CONSTRUCTION BOOKS



No. 555



No. 549



No. 556



No. 561

Semi-Board Covers

|     |  | Doz.      |
|-----|--|-----------|
| 549 | Little Red Schoolhouse.....  | 12 \$1.50 |
|     | <i>Size 12 x 14, 16 pages, 6 in color.</i>                           |           |
| 552 | The Party of the Paper Dolls.....                                    | 12 1.50   |
|     | <i>Size 9 3/4 x 14 1/2, 16 pages, 6 in color, semi-board.</i>        |           |
| 553 | Funny Bunnies Cutouts.....   | 12 1.50   |
|     | <i>Size 9 3/4 x 14 1/2, 16 pages, 8 in color.</i>                    |           |
| 555 | Winnie's New Wardrobe.....   | 12 1.50   |
|     | <i>Size 11 x 13 5/8, 20 pages, 8 in color.</i>                       |           |
| 556 | The Real Sleeping Doll.....  | 12 1.50   |
|     | <i>Size 11 x 13 5/8, 20 pages, 8 in color.</i>                       |           |
| 558 | Finger Fun Dolls.....  | 12 1.50   |
|     | <i>Size 11 x 13 5/8, 12 pages, 6 in color.</i>                       |           |
| 559 | The New Roundabout Dolls.....  | 12 1.50   |
|     | <i>Size 11 x 17, 16 pages, 6 in color.</i>                           |           |
| 561 | 18 Little Movie Stars.....   | 12 1.50   |
|     | <i>Size 11 1/2 x 13 5/8, 16 pages, 6 in color.</i>                   |           |
| 707 | Big Girl Doll Assortment..(4)  | 12 1.34   |
|     | <i>4 kinds assorted. Size 11 1/2 x 16 7/8, 16 pages, 6 in color.</i> |           |

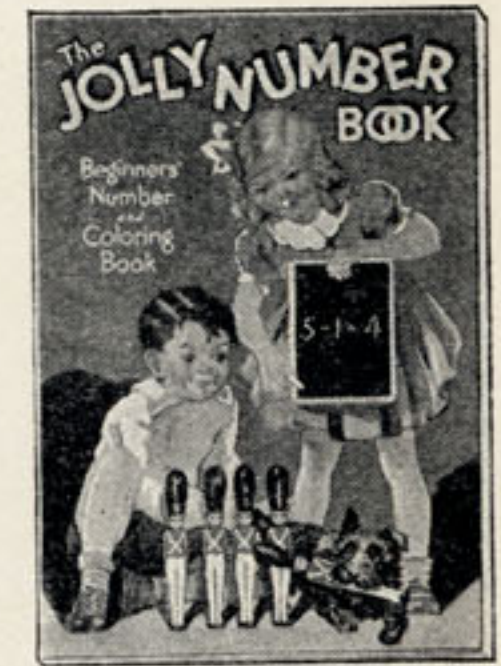
EDUCATIONAL BOOKS



No. 571



No. 570



No. 573



No. 572



No. 503

Semi-Board Covers

|     |  | Doz.      |
|-----|--|-----------|
| 570 | Reading For Fun.....   | 12 \$1.50 |
| 571 | Writing Fun.....   | 12 1.50   |
| 572 | F-U-N Spells Fun.....  | 12 1.50   |
| 573 | Jolly Number Book.....   | 12 1.50   |
|     | <i>Size 11 x 14 5/8, 48 pages.</i>   |           |
| 580 | Above Four Kinds Assorted..(4)   | 12 1.50   |
|     | <i>Size 11 x 14 5/8, 36 pages.</i>   |           |
| 562 | Picture Reading Fun.....   | 12 1.34   |
| 563 | It's Fun to Write.....   | 12 1.34   |
| 565 | Spelling Fun.....  | 12 1.34   |
|     | <i>Size 9 3/4 x 13, colored illustrations.</i>                                   |           |
| 503 | Tickety Tockety.....   | 12 1.50   |
|     | <i>Size 10 x 14 5/8, 32 pages. Clock with movable hands.</i>                     |           |
| 522 | Work and Play.....   | 12 1.34   |
|     | <i>Size 9 3/4 x 13, 36 pages in color.</i>                                       |           |
| 523 | Many Things to Make.....   | 12 1.34   |
|     | <i>Size 9 3/4 x 13, 36 pages, 16 in colors.</i>                                  |           |
| 524 | Hours of Fun.....  | 12 1.34   |
|     | <i>Size 9 3/4 x 12, 52 pages.</i>  |           |
| 525 | Above 3 Kinds Assorted.....(3)   | 12 1.34   |
| 625 | Parade of the States.....  | 12 1.50   |
|     | <i>Size 7 1/2 x 10 1/4, 160 pages, illustrated. Semi-board covers in colors.</i> |           |

Board Covered

|      |   |         |
|------|---|---------|
| 2232 | Constitution of the U. S. A.....                            | 12 1.50 |
|      | <i>Size 6 1/4 x 9 3/8, 64 pages in 2 colors.</i>            |         |
| 2283 | Constitution of the U. S. A.....                            | 3 3.26  |
|      | <i>Size 6 1/4 x 9 3/8, 64 pages, 2 colors. Cloth bound.</i> |         |

## PAINTING AND CRAYONING BOOKS



No. 2012



No. 2018



No. 2019

## Semi-Board Covers

- |      |   | Doz.         |
|------|---|--------------|
| 1995 | Paint Books Assorted..... (2)                 | 12... \$0.76 |
|      | 1. My Favorite Paint Book                     |              |
|      | 2. My Very Own Paint Book                     |              |
|      | <i>Size 8 1/4 x 11 3/8, 52 pages.</i>         |              |
| 1996 | Color Books Assorted..... (2)                 | 12... .76    |
|      | 1. Happy Hour Color Book                      |              |
|      | 2. Kiddie Color Book                          |              |
|      | <i>Size 8 1/4 x 11 3/8, 52 pages.</i>         |              |
| 2001 | Outdoor Series ..... (3)                      | 12... 1.34   |
|      | <i>Size 10 1/4 x 7 1/2, 84 pages.</i>         |              |
| 2006 | Travel Twins Series..... (3)                  | 12... 1.26   |
|      | <i>Size 9 3/4 x 14 1/2, 36 pages.</i>         |              |
| 2008 | Paint and Crayon Series..... (3)              | 12... 1.26   |
|      | <i>Size 9 3/4 x 14 1/2, 36 pages.</i>         |              |
| 2012 | Orphan Annie ..... 12                         | 1.50         |
|      | <i>Size 11 x 16 1/2, 52 pages.</i>            |              |
| 2015 | Great Big Coloring Book..... 12               | 1.60         |
|      | <i>Size 9 3/4 x 12 1/2, 96 pages, shaped.</i> |              |
| 2017 | Giant Paint Book..... 12                      | 1.50         |
|      | <i>Size 8 1/4 x 11 3/8, 144 pages.</i>        |              |
| 2018 | Big Banner Paint Book..... 12                 | 1.60         |
|      | <i>Size 11 x 16 1/2, 96 pages.</i>            |              |
| 2019 | Touring Tots Paint Book..... 12               | 1.50         |
|      | <i>Size 11 x 16 1/2, 52 pages.</i>            |              |
| 2024 | Travels of Betty and Bob..... 12              | 1.50         |
|      | <i>Size 9 3/4 x 14 1/2, 52 pages.</i>         |              |
| 2027 | A Child's Paint Book..... 12                  | 1.50         |
|      | <i>Size 11 x 16 1/2, 52 pages.</i>            |              |
| 2028 | Peck's Bad Boy with the Circus..... 12        | 1.50         |
|      | <i>Size 11 x 16 1/2, 52 pages.</i>            |              |

## PAINTING AND CRAYONING BOOKS



No. 2027



No. 2028

## DRAWING AND TRACING BOOKS



No. 510

## Semi-Board Covers

- |      |  | Doz.       |
|------|--|------------|
| 2029 | Let's Color Pictures..... 12   | \$1.60     |
|      | <i>Size 9 3/4 x 12 1/2, 96 pages.</i>  |            |
| 2031 | Miracle Color Book..... 12   | 1.50       |
|      | <i>Size 8 7/8 x 11, 80 pages. Use only a wet brush. No paints or crayons needed.</i> |            |
| 2090 | Child's Paint Book Series.... (3)  | 12... 1.42 |
|      | <i>3 Kinds Assorted. Size 11 x 16 1/2, 52 pages.</i>                                 |            |
| 2093 | Paint Books Assorted..... (4)  | 12... 1.34 |
|      | <i>4 Kinds Assorted. Size 9 3/4 x 14 1/2, 52 pages.</i>                              |            |

## Board Covered Books—Varnished

- |      |  |            |
|------|--|------------|
| 2005 | Clipper Ship Series..... (4)                       | 12... 1.42 |
|      | <i>Size 10 1/2 x 7 3/4, board cover, 64 pages.</i> |            |

## 25c COLORING BOOK

## Semi-Board Covers

- |      |  |      |
|------|--|------|
| 2050 | Great Adventure ..... 12                           | 3.42 |
|      | <i>Size 9 1/2 x 13 1/4, 160 pages, cloth back.</i> |      |

## Semi-Board Covers—Varnished

- |     |  |            |
|-----|--|------------|
| 495 | Great Big Series..... (4)  | 12... 1.34 |
|     | <i>Size 9 3/4 x 14 1/4, 24 pages, 10 tissue pages. 4 kinds asst'd.</i> |            |
| 510 | Great Big Drawing and Tracing Book ..... (12)                          | 12... 1.50 |
|     | <i>Size 11 x 16 1/2, 36 pages, 14 sheets tissue.</i>                   |            |
| 520 | To Trace and Color..... 12   | 1.34       |
|     | <i>Size 9 3/4 x 14 1/2, 36 pages, 11 sheets tracing paper.</i>         |            |

## COLORED PICTURE BOOKS



No. 400



No. 402

|  | Doz.    |
|--|---------|
| 170 Mary Lou Series..... (3) 12  | \$0.72  |
| <i>Size 9<math>\frac{1}{4}</math> x 12, paper cover, 12 pages in color.</i>                        |         |
| 400 Animal Friends .....   | 12 1.50 |
| 401 Birds and Animals..... 12  | 1.50    |
| <i>Size 9<math>\frac{3}{4}</math> x 13, 16 pages in color.</i>                                     |         |
| 402 Down on the Farm..... 12   | 1.50    |
| <i>Size 13<math>\frac{1}{4}</math> x 9<math>\frac{1}{2}</math>, oblong, 32 pages, 16 in color.</i> |         |
| 406 Night Before Christmas..... 12   | 1.50    |
| <i>Size 9<math>\frac{3}{4}</math> x 13, 16 pages in color.</i>                                     |         |
| 409 Jolly Jingles .....  | 12 1.50 |
| <i>Size 9<math>\frac{3}{4}</math> x 13, 16 pages all colored. Semi-board.</i>                      |         |
| 411 Happy Playtime Picture Book..... 12  | 1.50    |
| <i>Size 9<math>\frac{3}{4}</math> x 13, 16 pages all colored. Semi-board.</i>                      |         |
| 412 Wide Awake Stories..... 12   | 1.50    |
| <i>Size 9<math>\frac{3}{4}</math> x 13, 16 pages all colored. Semi-board.</i>                      |         |
| 413 Animals Sport Land Picture Book..... 12  | 1.50    |
| <i>Size 9<math>\frac{3}{4}</math> x 13, 16 pages all colored. Semi-board.</i>                      |         |
| 415 Nursery Rhyme Picture Book..... 12   | 1.50    |
| <i>Size 9<math>\frac{3}{4}</math> x 13, 16 pages all colored. Semi-board.</i>                      |         |
| 1226 Mother Goose .....  | 12 1.50 |
| <i>Size 8<math>\frac{3}{4}</math> x 13<math>\frac{1}{2}</math>, 24 pages, all colored.</i>         |         |
| 420 Picture Book Assortment..... (4) 12  | 1.50    |
| <i>4 kinds assorted of above listed numbers.</i>   |         |

## STORY BOOKS

## Board Covered Books

|  | Doz.   |
|--|--------|
| 2261 Peter Pig Plays Pirate..... 12                                    | \$1.50 |
| <i>Size 7<math>\frac{1}{2}</math> x 5, 190 pages, 2 colors, sewed.</i> |        |

## Shaped Books

|   |                  |
|---|------------------|
| 275 Boys' Toddles Series..... (4) 12  | .80              |
| Teddy Toddles   | Timothy Toddles  |
| Thomas Toddles  | Peek-a-Boo Peter |
| 276 Girls' Toddles Series..... (4) 12   | .80              |
| Toddles Twins   | Tabitha Toddles  |
| Tiny Toddles  | Peek-a-Boo Pam   |
| 277 Animal Toddles Series..... (4) 12   | .80              |
| Jumbo Toddles   | Bruno Toddles    |
| Peter Toddles   | Toddles Tim      |
| <i>Size 8<math>\frac{7}{8}</math> x 3<math>\frac{5}{8}</math>, 16 pages, die cut.</i> |                  |

## Semi-Board Covered Books—Varnished

|  |               |
|--|---------------|
| 150 Boys' and Girls' Series..... (6) 12  | .80           |
| Cinderella   | Robin Hood    |
| Grimm's Fairy Tales  | Mother Goose  |
| Robinson Crusoe  | Puss in Boots |
| <i>Size 7 x 9<math>\frac{1}{2}</math>, semi-board cover, 52 pages, 6 kinds assorted.</i> |               |
| 191 Adventures of Tom Sawyer..... 12   | 1.20          |
| <i>Size 7<math>\frac{1}{2}</math> x 10, 52 pages.</i>                                    |               |
| 192 Adventures of Robin Hood..... 12   | 1.20          |
| <i>Size 7<math>\frac{1}{2}</math> x 10, 52 pages.</i>                                    |               |

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Buyer



Salesman \_\_\_\_\_

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