

PRICE LIST

1927

THE McLOUGHLIN LINE

of

TOY BOOKS

PAINT BOOKS

AND

JUVENILE

NOVELTIES

Childhood Looks

For

McLoughlin Books

McLoughlin Bros. Inc.

Publishers

Springfield, Massachusetts

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

All prices and terms quoted on this list are subject to change without notice.

Ship
Order No.

Date 1927
When

Ship Via

Terms F. O. B. Springfield, Mass.

Samples

Electrotypes

Printed in U. S. A.

PAPER BOOKS

Five-Cent Books

			GROSS
113	Animal Series	(6) 12	\$7.50
	Size 6½x9		
	12 pages—5 colored pages		
	Animal Pictures for Little Ones		
	A Visit to Animal Land		
	Country Friends		
	Farmyard and Forest		
	Fur and Feathers		
	Little Folks Book of Animals		

114	A B C Series	(6) 12	7.50
	Size 6½x9		
	12 pages—5 colored pages		
	Apple Pie A B C		
	Baby's A B C		
	Kriss Kringle		
	Little Red Riding Hood		
	Nursery Jingles from Mother Goose		
	Nursery Rhymes from Mother Goose		

Ten-Cent Books

175	Nursery Series	(4) 12	14.00
	Size 8¼x11½		
	12 pages—6 colored pages		
	Alphabet of Country Scenes		
	Mother Goose		
	Night Before Christmas		
	Two Little Wooden Shoes		

176	House—Jack Built Series	(4) 12	14.00
	Size 8¼x11½		
	12 pages—6 colored pages		
	Apple Pie A B C		
	House That Jack Built		
	Puss in Boots		
	Tom Thumb		

Ten-Cent Books (Continued)

PAPER BOOKS

			GROSS
210 Home Primer	(1)	12	\$15.00
Size 7¼x9½—20 pages			
—————			
250 Royal Series	(5)	12	17.00
Size 10¼x13¼			
12 pages—4 colored pages			
Animal Friends			
Animal Picture Book			
Little Folks A B C			
Mother Goose Melodies			
Red Riding Hood			

Fifteen-Cent Books

190 Animal A B C Series	(3)	12	18.00
Size 9¾x11½			
12 pages—6 colored pages			
Farm Animals			
Hours of Pleasure			
Round the Clock			
—————			
195 Animal—A B C Ser. (New)	(3)	12	18.00
Size 9¾x11½			
12 pages—6 colored pages			
A B C of Objects			
Book of Animals			
Gems from Mother Goose			
—————			
211 Mother Goose	(1)	12	17.00
Size 6¼x7¾—52 pages			
—————			
505 Animal—A B C Series	(3)	12	21.00
Size 9¾x11½			
16 pages—8 colored pages			
502 A B C of Objects		12	21.00
500 Book of Animals		12	21.00
501 Gems from Mother Goose		12	21.00

PAPER BOOKS

Twenty-Five-Cent Books

			GROSS
310 Frog Frolic Series	(3)	12	\$42.00
Size 9¾x11½			
Semi-Board Covers			
12 pages—6 colored pages			
Frog Frolics			
Jack Rabbit			
Three Blind Mice			
—————			
312 Kitten Capers Series	(3)	12	42.00
Size 9¾x11½			
Semi-Board Covers			
12 pages—6 colored pages			
Kitten Capers			
Mrs. Goose			
Roly Poly Bears			
—————			
335 Royal Quarto Ser. "B"	(3)	12	39.00
Size 9¾x12¼			
16 pages—8 colored pages			
Alphabet of Country Scenes			
Cock Robin			
Little Red Riding Hood			
—————			
328 Three Bears Series	(3)	12	42.00
Size 9¾x11½			
Semi-Board Covers			
12 pages—6 colored pages			
Three Bears			
Three Little Kittens			
Three Little Pigs			
—————			
329 A B C Series	(3)	12	42.00
Size 9¾x11½			
Semi-Board Covers			
12 pages—6 colored pages			
A B C of Animals			
A B C of Objects			
A B C of Toys			

PAPER BOOKS**Twenty-Five-Cent Books (Continued)**

	Gross	
336 Night Before Christmas	12	\$42.00
Size 9 $\frac{3}{4}$ x11 $\frac{1}{2}$		
Semi-Board Covers		
12 pages—4 colored pages		

338 Little Red Hen	12	42.00
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Size 9 $\frac{3}{4}$ x11 $\frac{1}{2}$

Semi-Board Covers

12 pages—6 colored pages

350 Big An. Pic. Series	(3) 12	42.00
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Size 9 $\frac{3}{4}$ x11 $\frac{1}{2}$

Semi-Board Covers

12 pages—6 colored pages

Animal Pictures

Animals—Wild and Tame

Book of Animals

Fifty-Cent Books

Size 9 $\frac{3}{4}$ x11 $\frac{1}{2}$

12 pages in colors

450 Six Titles Assorted	12	60.00
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451 Night Before Christmas	12	60.00
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452 Four Footed Friends	12	60.00
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455 Big Animal Picture Book	12	60.00
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462 Funny Bunnies	12	60.00
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465 Joyland	12	60.00
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470 Railroad Book	12	60.00
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460 Funny Bunny Series	(3) 12	60.00
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SHAPED BOOKS

GROSS

270 Big Shaped Series	(4) 12	\$21.60
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Size 9x13 $\frac{1}{2}$

12 pages—6 colored pages

Animal Frolics

Bow Wow Stories

Mother Goose

Pussy Cat Capers

275 Toddles Series (New)	(4) 12	19.20
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Size 3 $\frac{3}{4}$ x8 $\frac{7}{8}$

16 pages—Board Covers

Peek-A-Boo Peter

Teddy Toddles

Timothy Toddles

Thomas Toddles

276 Toddles Series (New)	(4) 12	19.20
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Size 3 $\frac{3}{4}$ x8 $\frac{7}{8}$

16 pages—Board Covers

Peek-A-Boo Pam

Tabitha Toddles

Tiny Toddles

The Toddles Twins

2575 Toddles Series—Boys (Boxed)	1	86.40
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4 Books—Size 3 $\frac{3}{4}$ x8 $\frac{7}{8}$

16 pages—Board Covers

2576 Toddles Series—Girls (Boxed)	1	86.40
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4 Books—Size 3 $\frac{3}{4}$ x8 $\frac{7}{8}$

16 pages—Board Covers

DRAWING AND PAINTING BOOKS**Paper Covers**

			GROSS
2010 Easy Painting Books	(6)	12	\$8.00
Size 5 $\frac{5}{8}$ x6 $\frac{1}{4}$			
12 pages—3 in colors			
2017 Painting Book (New)		12	15.00
Size 9 $\frac{3}{4}$ x13—16 pages			
2005 Drawing and Tracing	(4)	12	16.00
Size 7 $\frac{1}{4}$ x9 $\frac{3}{8}$ —16 pages			
2015 Stepping Stones to Art (New)		12	18.00
Size 9 $\frac{3}{4}$ x13			
16 pages—8 in colors			
2016 Draw. & Painting Bk. (New)		12	18.00
Size 9 $\frac{3}{4}$ x13			
16 pages—8 in colors			
2018 Shaped Paint Book	(2)	12	18.00
Size 7 $\frac{1}{4}$ x9 $\frac{1}{2}$			
32 pages—8 in colors			
2019 Drawing & Painting Book		12	18.00
Size 9 $\frac{3}{4}$ x13			
16 pages—8 in colors			
2020 Painting Book	(2)	12	17.00
Size 7 $\frac{1}{4}$ x9 $\frac{1}{2}$			
32 pages—8 in colors			
510 Great Big Drawing & Tracing Book (New)		12	19.50
Size 9 $\frac{3}{4}$ x14 $\frac{3}{8}$ —16 pages			
2040 Easy Painting Books	(3)	12	33.00
Size 9 $\frac{3}{4}$ x12			
24 pages—6 in colors			
2025 Giant Painting Books	(2)	12	39.00
Size 9 $\frac{1}{2}$ x13 $\frac{1}{2}$			
32 pages—16 in colors			

DRAWING AND PAINTING BOOKS**Board Covers**

			GROSS
2028 Paint Book (New)		12	\$39.00
Size 7 $\frac{1}{8}$ x9 $\frac{3}{4}$			
60 pages—15 in colors			
2029 My Paint Book (New)		12	42.00
Size 7 $\frac{1}{2}$ x10			
60 pages—15 in colors			
2030 My Paint Book (shaped)		12	42.00
Size 7x9 $\frac{1}{2}$			
60 pages—15 in colors			
2031 My Paint Book (shaped)		12	42.00
Size 7x9 $\frac{1}{2}$			
60 pages—15 in colors			
2032 Travel Paint Book (New) (shaped)		12	42.00
Size 7x9 $\frac{1}{2}$			
60 pages—15 in colors			
2036 Painting Book		12	48.00
Size 8 $\frac{1}{2}$ x10 $\frac{1}{4}$			
60 pages—4 in colors			
2037 Painting Book		12	48.00
Size 8 $\frac{1}{2}$ x10 $\frac{1}{4}$			
60 pages—4 in colors			
2045 Home Painting Book		6	78.00
Size 8 $\frac{1}{2}$ x10 $\frac{1}{4}$			
124 pages—8 in colors			
2049 Paint Book—Umbrella (New)		6	78.00
Size 8x10 $\frac{1}{8}$			
96 pages—42 in colors			
2050 Paint Book (New)		6	78.00
Size 8x10 $\frac{1}{8}$			
96 pages—42 in colors			
2047 Paint Book—Umbrella Shaped		6	84.00
Size 8x9 $\frac{7}{8}$			
96 pages—42 in colors			
2048 Paint Book (shaped)		6	84.00
Size 8x9 $\frac{7}{8}$			
96 pages—42 in colors			

DRAWING AND PAINTING BOOKS**BOARD COVERS**

Continued

		GROSS
2054 Little Folks Paint & Draw Bk.	6	\$96.00
Size 7¼x9¾		
132 pages—32 in colors		
2065 Easy Painting Book	6	96.00
Size 9¾x12¼		
76 pages—18 in colors		
2060 Steps to Art	3	144.00
Size 8½x10½—140 pages		
2070 Balloon Painting Book	3	144.00
Size 10¼x13		
60 pages—29 in colors with paints and brush		
2072 Paint Book	3	156.00
Size 8½x10¾		
156 pages—79 in colors		

PAINTING OUTFITS IN BOXES

1785 Crayon Box (New)	12	\$39.00
1790 Painting Outfit	(2) 12	39.00
1800 My Paint Box	6	78.00
with paints and crayons		
1801 Painting Box	6	78.00
with paints and crayons		
1805 Crayon Box (New)	6	78.00
1810 Painting Outfit	3	132.00
with paints and crayons		
1815 Crayon Outfit	3	132.00
1820 Home Painting Outfit	1	144.00
with paints and crayons		
1850 Steps to Art	1	216.00
1860 Art Studies	1	288.00
1890 Color Studies	1	288.00
1895 Studies in Art	1	1152.00

LINEN BOOKS

		GROSS
1155 Picture A B C Series	(6) 12	\$18.00
Size 6½x8¾		
8 pages—color every page		
A is an Archer		
A—Apple Pie		
Cock Robin		
House That Jack Built		
Jack and Jill		
Little Boy Blue		
—————		
1450 Jolly Animal Series	(3) 12	39.00
Size 6¾x10¾		
12 pages—colored every page		
Five Little Pigs		
Jolly Animal A B C		
Old Favorites from Mother Goose		
—————		
1469 Four Footed Friends Ser.	(3) 12	42.00
Size 8½x10½		
12 pages—6 color pages		
Four Footed Friends		
Our Animal Friends		
Our Farmyard Friends		
—————		
1471 The Kitten Series	(3) 12	42.00
Size 8½x10½		
12 pages—6 color pages		
Three Little Bears		
Three Little Kittens		
Three Little Pigs		
—————		
1472 Baby Bright Animal—		
A B C Series		(2) 12 66.00
Size 6¾x14½		
12 pages—colored every page		
Baby Bright Animals		
Baby Bright A B C		
—————		
1320 Big Book Series	(3) 12	78.00
Size 9¾x11¾		
12 pages—6 color pages		
Birds and Animals		
Feathered Friends		
Friendly Animals		

LINEN BOOKS

(Continued)

			GROSS
1350	Big Animal Picture Ser. (3)	12	\$84.00
	Size 9 $\frac{3}{4}$ x11 $\frac{1}{2}$		
	16 pages—8 color pages		
	Animal Pictures		
	A Book of Animals		
	Book of Animals		

1480	Pastime Series	(5) 12	96.00
	Size 9 $\frac{1}{2}$ x12		
	12 pages—10 color pages		
	Animals and Birds		
	A Book of Pictures		
	Barnyard Friends		
	Domestic Animals		
	Old Nursery Rhymes		

1583	Kiddies Series (New)	6	156.00
	Size 9 $\frac{3}{4}$ x11 $\frac{1}{2}$		
	16 pages—colored every page		
1580	Kiddies Number Book (New)	6	156.00
1581	A B C of Happy Playtime (New)	6	156.00
1582	A B C of Objects (New)	6	156.00

ROYAL MOUNTED LINEN BOOKS

Size 9 $\frac{3}{4}$ x11 $\frac{1}{2}$

16 pages—14 color pages

1560	Six Titles Assorted	6	\$144.00
1564	Four Footed Friends	6	144.00
1567	Railroad Picture Book	6	144.00
1568	Night Before Christmas	6	144.00
1569	Big Animal Picture Book	6	144.00
1572	Three Little Kittens	6	144.00
1573	Funny Bunnies	6	144.00
1574	Farm Friends	6	144.00
1575	Seaside and Country	6	144.00
1576	Joyland	6	144.00
1570	Big Animal Picture Book	6	144.00

BOARD BOOKS

			GROSS
2270	Easy to Read Series	(4) 12	\$39.00
	Size 7 $\frac{1}{2}$ x10—76 pages		
	Easy to Read Story Book		
	Easy to Read Stories		
	Easy to Read Stories of Animals		
	Easy to Read Stories of Birds		

2275	Gem Series	(6) 12	39.00
	Size 7 $\frac{1}{2}$ x10—76 pages		
	Alice in Wonderland		
	Black Beauty		
	Cinderella		
	Mother Goose		
	Puss in Boots		
	Robinson Crusoe		

2285	Children's Hour Series	(3) 12	42.00
	Size 8 $\frac{1}{2}$ x10 $\frac{1}{2}$		
	60 pages—32 colored		
	Rainy Day Stories		
	Stories Merry and Stories Wise		
	Sunny Nook Story Book		

2290	Peter Rabbit Series	(3) 12	42.00
	Size 8 $\frac{1}{2}$ x10 $\frac{1}{2}$		
	60 pages—32 colored		
	Country Side		
	Peter Rabbit		
	Sunny Days		

2320	Wonderland Series	(6) 6	54.00
	Size 7 $\frac{1}{2}$ x10—108 pages		
	Alice in Wonderland		
	Black Beauty		
	Cinderella		
	Mother Goose		
	Puss in Boots		
	Robinson Crusoe		

BOARD BOOKS—Continued

			GROSS
2332 Outdoor Series	(6)	6	\$72.00
Size 8½x10½			
124 pages—32 colored			
A Birthday Party and Other Stories			
Lending a Hand and Other Stories			
Little Hero Stories			
Merry Playtime Stories			
Outdoor Stories			
Sunbeam Stories			

2345 Garden Gate Series	(3)	6	84.00
Size 8½x10½			
124 pages—64 colored			
Beside the Garden Gate			
Blowing Bubbles			
Swing High—Swing Low			

2350 Mammoth Series		3	84.00
Following 3 Titles Assorted			
Size 7½x10—188 pages			
2351 Andersen's Fairy Tales		4	84.00
2352 Mother Goose		4	84.00
2353 Robinson Crusoe		4	84.00

2350A Mammoth Series	(3)	3	84.00
Following 3 Titles Assorted			
Size 7½x10—188 pages			
2355 Grimm's Fairy Tales		4	84.00
2356 Hans Brinker		4	84.00
2354 Treasure Island		4	84.00

2610 Following Three Titles Asst.		3	156.00
Size 8½x10½			
252 pages—128 colored			
colored jackets			
2613 Fun and Frolic		3	156.00
2615 Merry Tales		3	156.00
2612 Sand Man Stories		3	156.00

The following have 288 pages—frontispiece in			
colors—colored jackets			
2760 Alice in Wonderland and Through			
the Looking Glass		3	144.00
2756 Andersen's Household Stories		3	144.00
2758 Blue Fairy Book		3	144.00
2755 Grimm's Fairy Tales		3	144.00
2757 Red Fairy Book		3	144.00

BOARD BOOKS—Continued

			GROSS
2545 Bunny Series (New)	(3)	6	\$78.00
Size 9¾x12			
16 pages—8 colored			
Little Stories of the Animals—Book One			
Little Stories of the Animals—Book Two			
Little Stories of the Animals—Book Three			

2546 Big Animal Ser. (New)	(3)	6	78.00
Size 9¾x12			
16 pages—8 colored			
Animals Boys and Girls Should Know			
Animal Friends			
Animals Wild and Tame			

2550 Kiddies Series (New)		6	78.00
Size 9¾x12			
16 colored pages			
2547 A B C of Happy Playtime			
(New)		6	78.00
2548 A B C of Objects (New)		6	78.00
2549 Kiddies Number Book (New)		6	78.00

2551 Curly Locks Ser. (New)	(3)	6	78.00
Size 9¾x12			
16 colored pages			
2552 Hot Cross Buns (New)		6	78.00
2553 Rain Rain Go Away (New)		6	78.00
2554 Curly Locks (New)		6	78.00

2555 Travel Series (New)	(3)	6	78.00
Size 9¾x12			
16 colored pages			
2556 Aviation Book (New)		6	78.00
2557 Railroad Book (New)		6	78.00
2558 Ship Book (New)		6	78.00

ART GIFT BOOKS

Size 7 $\frac{7}{8}$ x9 $\frac{7}{8}$

	GROSS
2400 King of the Golden River	\$96.00
2401 Robin Hood	96.00
2403 The White Cat	96.00
2410 The Christmas Tree	96.00
2413 The Yellow Dwarf	96.00

Full Cloth—Boxed

Size 8x10

3621 Boys' Favorite Stories	1 172.80
3620 Girls' Favorite Fairy Tales	1 172.80

FINE EDITIONS—FULL COLORS

Colored Jackets

2903 Honeyland (New)	3 \$144.00
2909 Arabian Nights	3 168.00
2914 Bedtime Favorites	3 168.00
2918 Bible Stories	3 168.00
2911 Book of Animals	3 168.00
2906 Bunnie Cottontail	3 168.00
2912 Puss in Boots	3 168.00
2910 Story of a Little Bear	3 168.00
2915 Peeps at Holland	3 216.00
2902 Story of the Ship— <i>Gordon Grant</i>	3 288.00
2921 Big Letter A B C (New)	3 288.00

ONE SYLLABLE BOOKS

Cloth—Colored Jackets

SIX COLORED ILLUSTRATIONS

Size 8x9 $\frac{3}{4}$

3460 Andersen's Fairy Tales	6 \$144.00
3468 Bible Stories	6 144.00
3469 Grimm's Fairy Tales	6 144.00
3461 History of the United States	6 144.00
3464 Life of Lincoln	6 144.00
3463 Life of Washington	6 144.00
3462 Lives of the Presidents	6 144.00
3465 Robinson Crusoe	6 144.00
3466 Swiss Family Robinson	6 144.00

STANDARD MOTHER GOOSE

GROSS

2375 Mother Goose	4 \$84.00
Size 7 $\frac{1}{2}$ x10—188 pages Colored Jacket	
2366 Mother Goose (Colored)	6 108.00
3640 Mother Goose (Complete)	3 156.00
Size 7 $\frac{1}{2}$ x10—320 Pages Cloth—Colored Jacket	
3480 Mother Goose (Colored)	6 144.00
Size 8x9 $\frac{7}{8}$ —Cloth 70 pages—65 in colors	
3481 Mother Goose (Colored)	6 144.00
Size 8x9 $\frac{7}{8}$ —Cloth 70 pages—65 in colors	
3435 Mother Goose Set to Music— <i>Elliot</i> (Cloth)	6 156.00
2605 Mother Goose (Colored)	3 288.00
Size 10x12—Cloth 128 pages in color Colored Jacket	
2905 Mother Goose (Colored)	6 216.00
Size 10x12 48 pages—44 colored	

GOOCHY GOGGLES

3000 Goochy Goggles— <i>Underhill</i>	\$345.60
96 colored pages by <i>Katherine Sturgis Knight</i>	

3002 Goochy Goggles (Boxed)	432.00
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CROSS WORD PUZZLE BOOKS

3500 Cross Word Puzzle Book— <i>Goldsmith</i>	5 \$144.00
3520 Ed Wynn's Cross Word Puzzle Book	5 144.00

**YOUNG FOLKS STANDARD
LIBRARY**

Cloth—Colored Jackets

FRONTISPIECE IN EIGHT COLORS

Size 7x9¼

	GROSS
3202 The Little Lame Prince— <i>Mulock</i>	6 \$86.40
3204 Swiss Family Robinson— <i>Wyss</i>	6 86.40
3206 Robin Hood and His Adven- tures	6 86.40
3208 Kidnapped— <i>Stevenson</i>	6 86.40
3209 The Adventures of a Brownie — <i>Mulock</i>	6 86.40
3211 Story of Red Feather— <i>Ellis</i>	6 86.40
3212 The Daughter of a Chieftain — <i>Ellis</i>	6 86.40
3215 Tanglewood Tales— <i>Hawthorne</i>	6 86.40
3220 Cricket on the Hearth— <i>Dickens</i>	6 86.40
3221 A Christmas Carol— <i>Dickens</i>	6 86.40
3222 The Animal World	6 86.40
3224 Robinson Crusoe— <i>DeFoe</i>	6 86.40
3225 Gulliver's Travels— <i>Swift</i>	6 86.40
3226 <i>Aesop's</i> Fables	6 86.40
3227 Alice in Wonderland— <i>Carroll</i>	6 86.40
3228 Through the Looking Glass— <i>Carroll</i>	6 86.40

**YOUNG FOLKS STANDARD
LIBRARY—Continued**

	GROSS
3229 Treasure Island— <i>Stevenson</i>	6 \$86.40
3230 Black Beauty— <i>Sewell</i>	6 86.40
3231 Andersen's Fairy Tales	6 86.40
3232 Grimm's Fairy Tales	6 86.40
3240 Red Riding Hood	6 86.40
3241 Cinderella and Other Stories	6 86.40
3242 Jack and Beanstalk	6 86.40
3245 Mother Goose Nursery Rhymes	6 86.40
3257 Child's Garden of Verses— <i>Stevenson</i>	6 86.40
3261 Arabian Nights	6 86.40
3263 Water Babies— <i>Kingsley</i>	6 86.40
3264 Rab and His Friends— <i>Brown</i>	6 86.40
3266 Pocohontas— <i>Ellis</i>	6 86.40
3267 Wolf Ear the Indian— <i>Ellis</i>	6 86.40
3298 Oliver Twist— <i>Dickens</i>	6 86.40
3299 Nicholas Nickleby— <i>Dickens</i>	6 86.40
3300 The Boys of Dickens	6 86.40
3301 The Girls of Dickens	6 86.40
3302 Half Hours with the Bible	6 86.40
3304 Uncle Tom's Cabin— <i>Stowe</i>	6 86.40
3305 Stories of Christmas Time— <i>Dickens</i>	6 86.40

RECITATION BOOKS

3911 Ideal Speaker for Young People	6 \$86.40
3912 Nonpareil Speaker and Reader for Young People	6 86.40

CLOTH BOOKS

Size 8½x10½—Boxed

Covers Stamped in Leaf and Colors

3656 Andersen's Household Stories	1 \$259.20
3660 Alice in Wonderland—Through the Looking Glass	1 259.20

BIRD HOUSES

3900 Thornton Burgess Collapsible Bird House, Wren and Chickadee	172.80
3901 Thornton Burgess Collapsible Bird House, Bluebird and Swallow	172.80

Childhood Looks
For
McLoughlin Books