



1934

PRICE LIST



McLoughlin Books
for
Boys and Girls



McLOUGHLIN BROS., Inc.

PUBLISHERS

Springfield, Massachusetts

Justin G. Schiller 17 July 1997

Founded by

Adomeit Papantones
Cole B. B. Shirley
Lapides E. G. Waite
DeBury

PRICE LIST

McLoughlin Books

Boys and Girls

McLOUGHLIN BROS., Inc.

PUBLISHERS

Springfield, Massachusetts

Gross

Colored Toy Picture Books

Gross

- | | | |
|-----|--|-------|
| 110 | Animal A B C Series.....(6) 12.... | 5.50 |
| | <i>Size 6¾ x 10, paper cover, 12 pages, 5 in color</i> | |
| | A B C of Birds Friendly Animal Story Book
Animal A B C Mother Goose Rhymes
Cinderella Our Little Ones A B C | |
| 111 | Mother Goose Series.....(6) 12.... | 5.50 |
| | <i>Size 6¾ x 10, paper cover, 12 pages in color</i> | |
| | A—Apple Pie House That Jack Built
A—Was an Archer Jack and Jill
Cock Robin Little Boy Blue | |
| 177 | Boys' and Girls' Series.....(4) 12.... | 9.60 |
| | <i>Size 7 x 9½, semi-board cover, 48 pages</i> | |
| | Cinderella King of the Golden River
Grimm's Fairy Tales Rip Van Winkle | |
| 185 | Bird and Animal Series.....(4) 12.... | 13.00 |
| | <i>Size 9¾ x 13, 16 pages, 8 in color</i> | |
| | Large Birds Small Birds
Small Animals Large Animals | |
| 180 | Animal and A B C Series (new) ..12.... | 13.00 |
| | <i>Size 9¾ x 13, 12 pages, 6 in color</i> | |
| | A B C of Toys
A Visit to Animal Land
By Air, Land, and Water | |
| 380 | Animal Friends (new).....12.... | 18.00 |
| 381 | Birds and Animals (new).....12.... | 18.00 |
| 382 | Animal Friends (new).....12.... | 18.00 |
| | <i>Size 9¾ x 13, 24 pages, 12 in color</i> | |
| 390 | Alice in Wonderland (new).....12.... | 17.00 |
| | <i>Size 9¾ x 12, 16 pages, colored</i> | |
| 387 | Gems from Mother Goose.....12.... | 18.00 |
| 388 | Gems from Mother Goose.....12.... | 18.00 |
| | <i>Size 9¾ x 13, 32 pages, 16 in color</i> | |

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Colored Cartoon Picture Books		
281	Happy Hooligan.....12....	18.00
282	Annie Rooney.....12....	18.00
283	Just Kids.....12....	18.00
284	Little Jimmy.....12....	18.00
	<i>Size 9³/₄ x 13, 20 pages all colored, printed on board stock</i>	
Cartoon Coloring Books		
267	Cartoon Book Series (new) .. (4) 12....	13.00
265	Smitty Coloring Book.....12....	13.00
2023	Skeezix Coloring Book.....12....	13.00
2025	Orphan Annie Coloring Book.....12....	13.00
	<i>Size 10¹/₄ x 9³/₈, semi-board covers, 28 pages, 13 in color</i>	
266	Tailspin Tommy Picture Book.....12....	13.00
	<i>Size 9³/₈ x 10¹/₄, semi-board covers, 28 pages in color</i>	
2050	Skippy.....12....	18.00
2051	Moon Mullins.....12....	18.00
2053	Winnie Winkle.....12....	18.00
2054	Harold Teen.....12....	18.00
2052	Pop Eye.....12....	18.00
2100	Skeezix12 12 C....	18.00
2101	Orphan Annie12 12 C....	18.00
2102	Smitty12....	18.00
	<i>Size 9³/₄ x 13, semi-board covers, 28 pages, 14 in color</i>	
Painting and Crayoning Books		
2009	Young Artist Series.....(4) 12 12 C....	5.50
	<i>Size 7¹/₄ x 9¹/₂, paper cover, 16 pages, 4 in color</i>	
2008	Assortment.....(2) 12....	6.00
	<i>Size 6¹/₄ x 9³/₄, paper cover, 16 pages</i>	
2012	Assortment.....(6) 12 12 C....	12.00
	<i>Size 9³/₄ x 13, semi-board covers, 16 pages— (colored)</i>	
2021	First Steps in Art.....12....	12.00
2011	Drawing and Crayoning.....(2) 12....	12.00
	<i>Size 9⁵/₈ x 7³/₈, 64 pages, 32 in color, (new)</i>	
2006	Seaside12....	13.00
	<i>Size 13 x 10, 32 pages, 8 in color, (new)</i>	

Gross		Gross
Painting and Crayoning Books		
<i>Continued</i>		
2013	Playtime Outline Designs to Color.....12....	18.00
	<i>Size 9³/₄ x 13, 52 pages, semi-board covers</i>	
2018	Little Artist.....12 12 C....	18.00
	<i>Size 9³/₄ x 13, 32 pages, 16 in color, semi-board covers</i>	
2019	Playtime12....	18.00
	<i>Size 13 x 10, semi-board covers, 36 pages, 18 in color (new)</i>	
2039	To Paint and Crayon (new).....6....	33.00
2040	Travel (new)6....	33.00
2041	Assortment. Above 2 Kinds Assorted...6....	33.00
	<i>Size 7 x 10³/₈, board covers, 128 pages, 32 in color (new)</i>	
2010	Sunshine12....	33.00
	<i>Size 13 x 10, semi-board covers, 80 pages, 32 in color (new)</i>	
2030	Dandy.....6....	48.00
	<i>Size 10¹/₂ x 7¹/₂, board covers, cloth back, 224 pages, 48 in color</i>	
2031 S	Three Bears6....	48.00
	<i>Size 13 x 10, semi-board covers, cloth back, 160 pages, 32 in color</i>	
2044	Home Painting Book.....6....	60.00
2060	Steps to Art.....3....	144.00
	<i>Size 8¹/₂ x 10¹/₂, board covers, cloth back, 140 pages</i>	
Painting and Crayoning Outfits in Boxes		
1802	Painting Outfit.....6....	66.00
1805	Crayon Box.....6 2 C....	66.00
1808	Paint Book and Crayons.....6....	66.00
1820	Home Painting Outfit.....1....	132.00
	<i>(With paints and crayons)</i>	
1850	Steps to Art.....1....	216.00
1860	Art Studies.....1....	216.00
Drawing and Tracing Books		
510	Great Big12 12 C....	16.00
525	Skeezix12 12 C....	17.00
526	Smitty12 12 C....	17.00
527	Moon Mullins12 12 C....	17.00
528	Little Orphan Annie.....12 12 C....	17.00
	<i>Size 9³/₄ x 14³/₈, semi-board covers, 28 pages, 10 sheets tracing paper</i>	

Gross		Gross
Paper Dolls		
480	Paper Dolls12.... Size 9 ³ / ₄ x 13, 16 pages, 8 colored, semi-board covers	13.00
538	World Wide Paper Dolls (new)12.... Size 9 ³ / ₄ x 13, 16 pages, 8 colored, semi-board covers	13.00
541	Happy Animal Paper Dolls (new) .12.... Size 9 ³ / ₄ x 13, 16 pages, on semi-board	18.00
542	Multi-Head Paper Dolls.....12.... Size 9 x 14 ¹ / ₂ , 20 pages, 10 colored	18.00
546	Paper Dolls (new)12.... Size 9 ³ / ₄ x 13, 20 pages, 10 colored	18.00
545	Diane and Daphne Round About Paper Dolls (new)12.... Size 9 ³ / ₄ x 13, 20 pages, 12 colored	18.00
544	Nursery Rhyme Party Doll (new) .12.... Size 9 ³ / ₄ x 13, 16 pages, 8 colored	18.00
591	New Century Dolls.....12.... Size 9 ³ / ₄ x 13, 48 pages, 24 colored	33.00
Cut Out and Construction Books		
2027	Patch Puzzles—Paint and Crayon..12....	12.00
2029	I Made It—Paint and Crayon..12 6 12 C....	12.00
2026	Something to Do—Paint and Crayon 12 6 12 C.... Size 9 ³ / ₄ x 13, semi-board covers, 24 pages, 12 in color	12.00
509	Playhouse Cut Out Picture Book.....12....	18.00
511	Mother Goose Cut Out Picture Book....12.... Size 9 ³ / ₈ x 10 ¹ / ₄ , semi-board covers, 24 pages, 8 in color, 8 gummed	18.00
515	Playtime Circus—3 Dimension Cut Out Toys.....12....	18.00
516	Farmyard—3 Dimension Cut Out Toys.12.... Size 9 ³ / ₄ x 13, paper cover, 24 pages, 12 in color	18.00
517	The Three Bears Home12.... Size 9 ³ / ₄ x 13, 16 pages all colored	18.00
520	Work and Play.....12.... Size 9 ³ / ₄ x 13, semi-board covers, 36 pages in color	17.00
200	Peppy Party Scrap Book.....12.... Size 8 ³ / ₄ x 12, 32 pages	18.00
529	Scrap Book (new)12.... Size 9 ³ / ₄ x 15, 64 pages, semi-board cover	18.00
2042	Something to Do for Every Day—Paint and Crayon.....6....	66.00

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Shaped Books		
275	Boys Toddles Series.....(4) 12.... Size 3 ³ / ₄ x 8 ⁷ / ₈ , board covers, 16 pages Peek-A-Boo Peter Timothy Toddles Teddy Toddles Thomas Toddles	9.60
2575	Boys Toddles Books (4 Books Boxed)...6....	43.20
276	Girls Toddles Series.....(4) 12.... Size 3 ³ / ₄ x 8 ⁷ / ₈ , board covers, 16 pages Peek-A-Boo Pam Tiny Toddles Tabitha Toddles The Toddles Twins	9.60
2576	Girls Toddles Books (4 Books Boxed)...6....	43.20
295	Wiggley Eye Series.....(3) 12.... Boy Dog Girl	12.00
1010	Wiggley Eye Books (2 Books Boxed)....6....	36.00
290	Boys Peek-A-Boo Series.....(4) 12.... Size 5 ¹ / ₈ x 11, board covers, 16 pages in color Peek-A-Boo Jim Peek-A-Boo Jack Peek-A-Boo Pat Peek-A-Boo Bob	18.00
2580	Boys Peek-A-Boo Books (4 Books Boxed) 1....	72.00
291	Girls Peek-A-Boo Series.....(4) 12.... Size 5 ¹ / ₈ x 11, board covers, 16 pages in color Peek-A-Boo Peggy Peek-A-Boo Betty Peek-A-Boo Jill Peek-A-Boo Bess	18.00
2581	Girls Peek-A-Boo Books (4 Books Boxed) 1....	72.00
Window Box Books		
1000	Ducky Drake, boxed.....6....	45.00
1001	Bunny Dea, boxed.....6....	45.00
1002	Brunny Brown Bear, boxed.....6....	45.00
1003	Calico Pup, boxed.....6.... Book size 7 ¹ / ₂ x 9 ¹ / ₈ , board covers, 20 pages, 10 in color	45.00
Linen Finish Books		
1200	Calico Pup Series (new)(4) 12.... Size 8 x 9 ³ / ₈ , 24 pages, 10 colored Brunny Brown Bear Calico Pup Bunny Dea Ducky Drake	12.50
1210	Nursery Series (new)(4) 12.... Size 9 x 13 ¹ / ₂ , 16 pages, 8 colored A B C of Objects Mother Goose Nursery Rhymes Number Book for Boys and Girls Nursery Rhymes	13.00
1225	A B C of Objects (new).....12....	18.00
1226	Mother Goose (new).....12.... Size 8 ³ / ₄ x 13 ¹ / ₂ , 24 pages, all colored	18.00

Gross		Gross
Linen Books		
1155	Picture A B C Series.....(6) 12.... <i>Size 6½ x 8⅝, 8 pages in color</i>	12.00
	A is an Archer House That Jack Built A—Apple Pie Jack and Jill Cock Robin Little Boy Blue	
1469	Four Footed Friends Series.....(3) 12.... <i>Size 8½ x 10⅛, 12 pages, 6 in color</i>	33.00
	Four Footed Friends Our Animal Friends Our Farmyard Friends	
1471	The Kitten Series.....(3) 12.... <i>Size 8½ x 10⅛, 12 pages, 6 in color</i>	33.00
	Three Little Bears Three Little Kittens Three Little Pigs	
1325	Playtime Series.....(4) 12.... <i>Size 8¼ x 11¼, 12 pages in color</i>	33.00
	Happy Little People Here Comes the Band Come Out to Play Mary Lou and Dolly Too	
1583	Kiddies Series.....(3) 6.... <i>Size 9¾ x 11⅝, 20 pages in color</i>	72.00
1580	Kiddies Number Book.....6....	72.00
1581	A B C of Happy Playtime.....6....	72.00
1582	A B C of Objects.....6....	72.00
1589	Joyland Series.....(3) 6.... <i>Size 9¾ x 11⅝, 16 pages in color</i>	66.00
1586	Funny Bunnies.....6....	66.00
1587	Joyland.....6....	66.00
1588	Railroad.....6....	66.00
1584	Night Before Christmas.....6.... <i>Size 9¾ x 11⅝, 16 pages in color</i>	66.00
Board Books		
2216	Advice to Lovelorn.....12....	13.00
2217	Beauty Box.....12....	13.00
2218	Home Making Helps.....12....	13.00
2219	Etiquette.....12....	13.00
2220	Home Kitchen.....12....	13.00
2221	Magic Made Easy.....12.... <i>Size 5¼ x 7½, board covers, 128 pages</i>	13.00

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Board Books		
<i>Continued</i>		
2265	Little Big Books Series.....(12) 12 6 C.... <i>Size 4½ x 6, 60 pages, sewed</i>	13.50
	Tiny Tales Little Stories Little Rhymes Fairy Stories Happy Stories Nature Stories Wonder Stories Animal Stories That Provoking Puppy Sunny Stories That House That Danny Built Pleasant Stories	
2207	Wonderland Series.....(4) 12.... <i>Size 7½ x 10, 48 pages</i>	14.00
	Cinderella King of the Golden River Grimm's Fairy Tales Rip Van Winkle	
2205	Standard Color Classics.....(6) 12.... <i>Size 6 x 7½, 20 pages in color</i>	18.00
	Candyland Three Bears Henny Penny Three Little Kittens Peter Rabbit Wee Willie Winkie	
2211	Junior Color Classics.....(4) 12.... <i>Size 6 x 7½, 20 pages in color</i>	18.00
	Jack and the Beanstalk Pied Piper Little Black Sambo Three Little Pigs	
2206	Three Little Pigs.....12....	18.00
2208	Pied Piper.....12....	18.00
2212	Animal Stories (new).....12....	18.00
2213	Fairy Stories (new).....12....	18.00
2214	Nature Stories (new).....12....	18.00
2215	My Book of Good Old Tales (new) .12.... <i>Size 4 x 5¼, 252 pages, illustrated</i>	18.00
2235	Little Readers, Series No. 1 (new). (4) 12.... <i>Size 6 x 7½, 20 pages colored</i>	18.00
	Pets Toys Picture Work Book The Zoo	
2236	Little Readers, Series No. 2 (new).. (4)12.... <i>Size 4¾ x 6¾, 36 pages colored</i>	18.00
	Little Folk Tales My First Little Book My First Story Book My First Work Book	
2250	Little Readers, Series No. 3 (new) (4) 12....	18.00
	<i>Size 4⅝ x 6, 124 pages</i> Adventure Stories My Second Work Book Every Day Stories Party Games	

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Board Books

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2291	Pennant Series 12 Mo. (new) 6	33.00
	<i>Size 5$\frac{3}{4}$ x 7$\frac{1}{2}$, 284 pages, sewed</i>	
2296	Heide (new) 6	33.00
2292	Little Women (new) 6	33.00
2295	Pinochio (new) 6	33.00
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2293	Twenty Thousand Leagues Under the Sea (new) 6	33.00
2297	Two Years Before the Mast (new) . . 6	33.00

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By Howard Garis

Copyrighted—Size 5 $\frac{3}{4}$ x 7 $\frac{1}{2}$, sewed (new)

2406	Rick and Ruddy Series— Assorted (5) 6	33.00
2401	Swept from the Storm 6	33.00
2402	Face in the Dismal Cavern 6	33.00
2403	Mystery of the Brass Bound Box 6	33.00
2404	The Secret of Lost River 6	33.00
2405	On the Showman's Trail 6	33.00

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2414	Dick and Janet Cherry Series— Assorted (4) 6	33.00
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2409	Saving the Old Mill 6	33.00
2410	The Bear Hunt 6	33.00
2411	Shipwrecked on Christmas Island . . 6	33.00

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3006	Aviation—Submarine Series . . (6) 6	33.00
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3005	A Yankee Ship and a Yankee Crew . . 6	33.00
3000	Aces All 6	33.00
3001	Fighting Aces 6	33.00
3003	Old Ironsides 6	33.00
3004	Taming the Barbary Pirate 6	33.00
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Board Books Continued

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NEW STANDARD LIBRARY*Size 7 $\frac{1}{2}$ x 10, lithographed covers*

3100	New Standard Library Assorted (6) 6	39.00
3109	Alice in Wonderland (new) 6	39.00
3112	Andersen (new) 6	39.00
3111	Black Beauty (new) 6	39.00
3105	Grimm (new) 6	39.00
3115	Mother Goose (new) 6	39.00
3110	Treasure Island (new) 6	39.00

Cloth Bound BooksYOUNG FOLKS' STANDARD LIBRARY*Cloth, Sewed, Colored Jackets
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3208	Kidnapped, <i>Stevenson</i> 6	43.20
3211	Story of Red Feather, <i>Ellis</i> 6	43.20
3212	The Daughter of a Chieftain, <i>Ellis</i> 6	43.20
3215	Tanglewood Tales, <i>Hawthorne</i> 6	43.20
3220	Cricket on the Hearth, <i>Dickens</i> 6	43.20
3224	Robinson Crusoe, <i>DeFoe</i> 6	43.20
3228	Through the Looking Glass— <i>Carrol</i> . 6	43.20
3229	Treasure Island, <i>Stevenson</i> 6	43.20
3232	Grimm's Fairy Tales 6	43.20
3266	Pocohontas, <i>Ellis</i> 6	43.20
3267	Wolf Ear, the Indian, <i>Ellis</i> 6	43.20
3300	The Boys of Dickens 6	43.20
3301	The Girls of Dickens 6	43.20
3302	Half Hours with the Bible 6	43.20
3304	Uncle Tom's Cabin, <i>Stowe</i> 6	43.20
3912	Nonpareil Speaker and Reader for Young People 6	43.20
3400	Standard Library Assorted . . (36) 3 C	43.20

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Cloth Bound Books*Continued*

2370	All About Animals.....6....	72.00
	<i>Size 7⁵/₈ x 10¹/₂, 284 pages</i>	
2665	Etiquette for Boys and Girls.....6....	72.00
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2630	Anagrams and Word Puzzles.....3....	72.00
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3320	Boy's Big Wonder Book.....3....	86.40
3321	Girl's Big Wonder Book.....3....	86.40
3322	Big Book of Nursery Rhymes.....3....	86.40
	<i>Size 7¹/₈ x 10⁷/₈, colored jackets, cloth, 320 pages, 14 colored plates, sewed</i>	
3435	Mother Goose Set to Music—Elliot.....6....	72.00
	<i>Cloth, sewed, jacket</i>	
3645	Mother Goose, complete.....6....	86.40
	<i>Size 7¹/₂ x 9¹/₂, colored end leaves, cloth, jacket, 320 pages, sewed, 128 pages in tints</i>	
2902	Story of the Ship, By Gordon Grant.....3....	288.00
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AVIATION SERIES

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	<i>316 pages, illustrated</i>	
2607	Conquerors of the Sky.....3 2 C....	132.00
	<i>316 pages, illustrated</i>	
2608	Baseball Book, Bonner.....3....	132.00
	<i>Size 7 x 9¹/₂, cloth, colored jacket, 303 pages, illustrated, sewed</i>	

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Date..... 1934 Order No..... Ship..... To be Confirmed..... Factory No.....

Ship to.....

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City.....

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Terms: 2% 10, net 30 days F. O. B. Springfield, Mass.

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This order is taken subject to strikes, government regulation and other conditions beyond our control.

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Buyer.....



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