

1940-1941
PRICE LIST

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?*

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

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.

Adornit, Cole, De Long, Lopez, Arguente, B. B. Shirley, E. F. White, Trumbo

SAMPLES _____

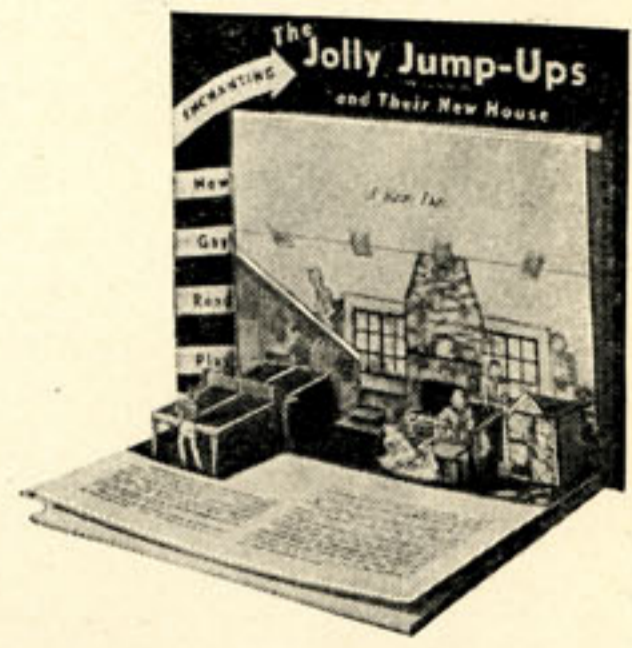
ORDERED

ELECTROTYPES (State if for Catalogue or Newspaper Advertising)

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 . \$144.00 gross

**THE JOLLY JUMP-UPS
ON THE FARM**



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.

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.

2921—The Jolly Jump-Ups on the Farm 1 . \$144.00 gross

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.



Size 8 1/2 x 11, oblong, 12 pages mounted on board, profusely illustrated. 5 two-tone bells. Die-cut cover. Individually packed in carton box.

2917—The Jingle Bell Book 1 . \$132.00 gross

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 9¾ x 13½, 32 pages. Spiral binding. Die-cut cover, with xylophone and hammer.

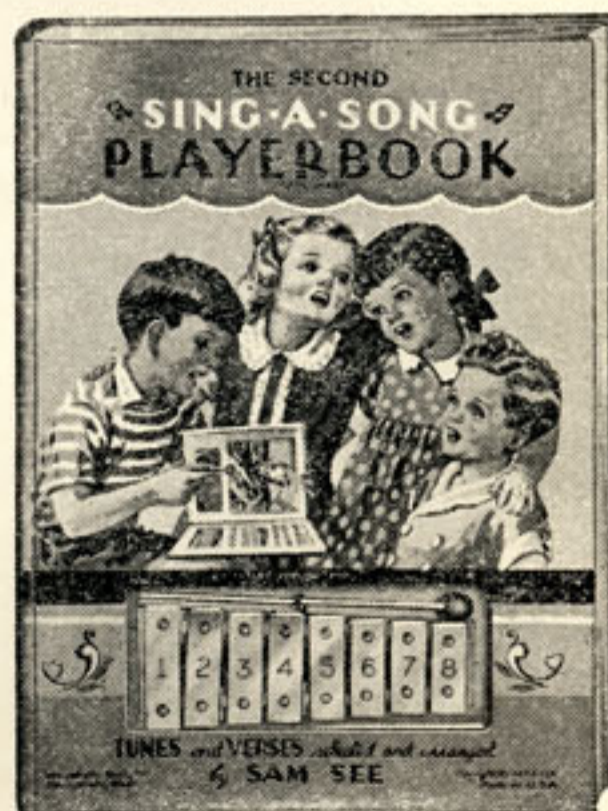
2910—Sing-a-Song Player Book 1 . \$132.00 gross

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 9¾ x 13½, 32 pages. Spiral binding. Die-cut cover, with bright gold xylophone and hammer.



2912—Second Sing-a-Song Player Book 1 . \$132.00 gross

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 13¾, 24 pages. Spiral binding. Boxed, with gift card enclosed.



2915—Zoo Book-Toy 1 . \$132.00 gross

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 12½, 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 . \$259.20 gross



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 12¾ x 10½, cloth, 64 pages, 20 in color, sewed, colored jacket.

2902—The New Story of the Ship 3 . \$288.00 gross



COMPLETE MOTHER GOOSE

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.

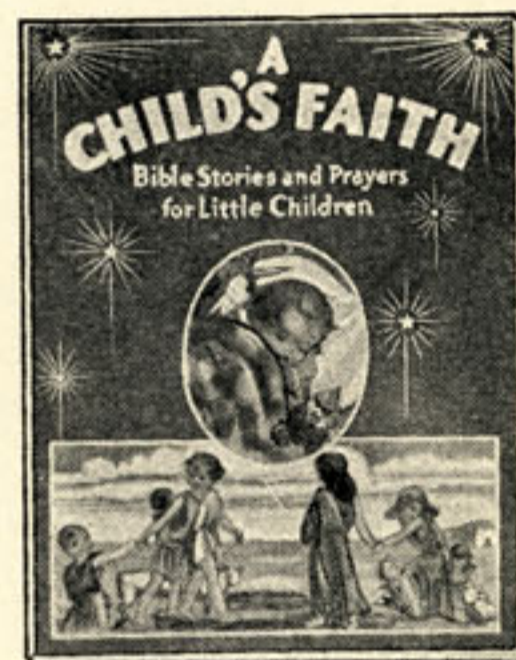
Size 7½ x 9½, 320 pages, illustrated. Colored jacket.

3645—Big Red Mother Goose, Complete 3 .. \$144.00 gross

A CHILD'S FAITH

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 13½, 32 pages. Sixteen pages in full color. Colored jacket. Wrapped in cellophane.



111—A Child's Faith 1 .. \$132.00 gross



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 9¾ x 11⅝, 16 pages, colored.

1587—Joyland Linen Book 12 .. \$66.00 gross

ANIMAL FRIENDS

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

Size 9¾ x 13½, 16 pages, all colored.

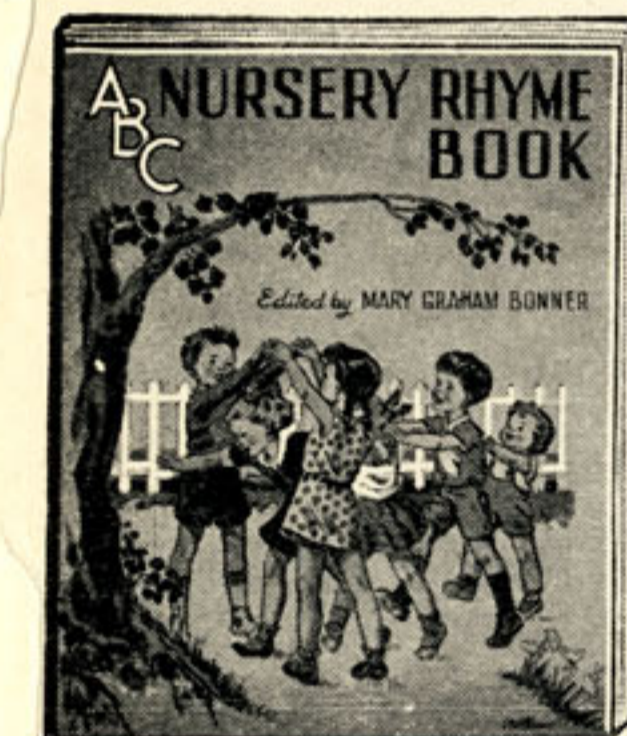
2900—Animal Friends 3 .. \$156.00 gross

PICTURE STORY BOOKS

Cloth Bound Colored Line



No. 101



No. 105



No. 112

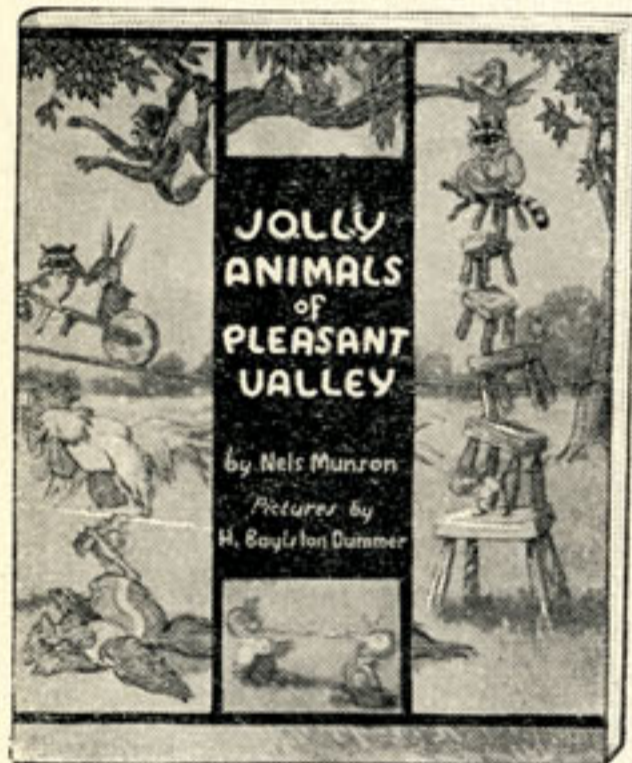
	Gross
100 The Open Door to Story Land...3	\$144.00
<i>Size 10 x 12, 84 pages. Color throughout. Colored jacket.</i>	
101 Stories from a Magic World.....3	144.00
<i>Size 10 x 12, 136 pages. Six color plates. Colored jacket.</i>	
102 Every Child's Story Book.....3	144.00
<i>Size 10 x 12, 84 pages. Color throughout. Colored jacket.</i>	
103 Story Teller's Holiday.....3	144.00
<i>Size 10 x 12, 68 pages. 40 color pages. Colored jacket.</i>	
104 This Way to the Farm.....3	144.00
<i>Size 10 x 12, 68 pages. 26 full page colored illustrations. Colored jacket.</i>	
105 The A B C—Nursery Rhyme Book 3	144.00
<i>Size 10 x 12, 84 pages. Color throughout. Colored jacket.</i>	
106 Ten Toys3	144.00
<i>Size 10 x 12 oblong, 48 pages. Color every page, graduated pages. Colored jacket.</i>	
107 When I Grow Up.....3	132.00
<i>Size 10 x 12, 36 pages. 3 complete books in one. Colored jacket.</i>	
108 My Cut and Paste Story Book.....3	144.00
<i>Size 10 x 12, 50 pages. 9 colored sheets inserted in envelope. Story Book to cut and paste. Colored jacket.</i>	
109 Sunshine Story Book.....3	144.00
<i>Size 10 x 12, 84 pages. Colored illustrations throughout. Colored jacket.</i>	
110 Bedtime Stories for Wide-Awake Children3	144.00
<i>Size 10 x 12, 84 pages. Colored illustrations throughout. Colored jackets.</i>	
112 Seeing the New York World's Fair3	132.00
<i>Size 8½ x 11, 64 pages. Colored jacket.</i>	

PICTURE STORY BOOKS

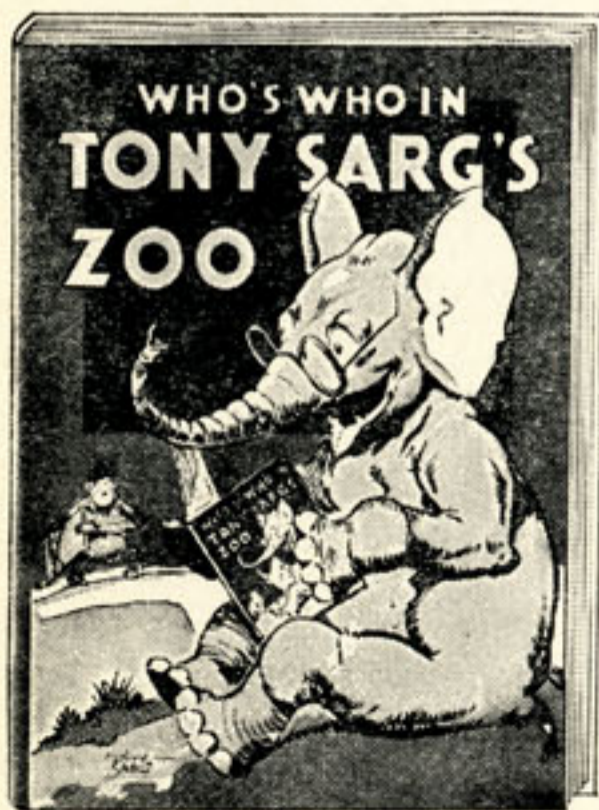
Board Covered



No. 51



No. 52

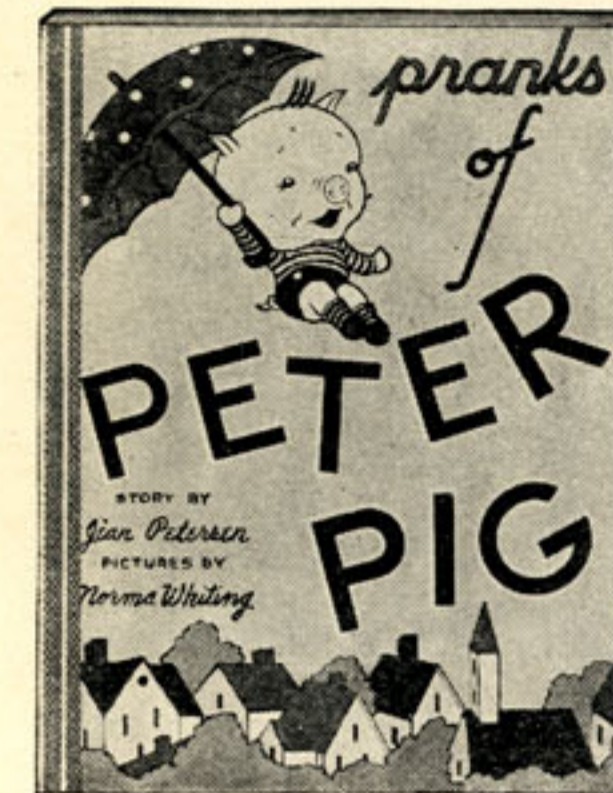


No. 2540

- | | | Gross |
|------|--|---------|
| 50 | For Children Only.....6 | \$66.00 |
| | <i>Size 8 1/2 x 11, 40 pages. 16 pages in two colors. 16 pages in four colors. Colored jacket.</i> | |
| 51 | The Land of Surprise.....6 | 84.00 |
| | <i>Size 8 1/2 x 11, 40 pages. Printed in two colors. 8 sheets of colored cellophane. Colored jacket.</i> | |
| 52 | Jolly Animals of Pleasant Valley..6 | 66.00 |
| | <i>Size 8 1/2 x 11, 40 pages. 18 pages in color. Colored jacket.</i> | |
| 53 | Animal Friends of Pleasant Valley6 | 66.00 |
| | <i>Size 8 1/2 x 11, 40 pages. 18 pages in color. Colored jacket.</i> | |
| 54 | The Story Book of THE CALICO PUP and DUCKY DRAKE..6 | 66.00 |
| | <i>Size 8 1/2 x 11, 40 pages. 18 in full color. Colored jacket.</i> | |
| 55 | The Story Book of WHITIE and PINKIE6 | 66.00 |
| | <i>Size 8 1/2 x 11, 40 pages. 18 in full color. Colored jacket.</i> | |
| 56 | The Story Book of BROWNIE and RUSTY6 | 66.00 |
| | <i>Size 8 1/2 x 11, 40 pages. 18 in full color. Colored jacket.</i> | |
| 57 | The Land of Look and See.....6 | 84.00 |
| | <i>"Another Surprise Book"
Size 8 1/2 x 11, 40 pages. Printed in two colors. 8 sheets of colored cellophane. Cover in color.</i> | |
| 2370 | All About Animals.....6 | 66.00 |
| | <i>Size 7 5/8 x 10 1/2, 284 pages. Cloth Bound.</i> | |
| 2540 | Who's Who in Tony Sarg's Zoo...6 | 66.00 |
| | <i>Size 7 1/2 x 10, 32 pages, 17 pages in color, jacket.</i> | |
| 2590 | Once Upon a Time Tales.....6 | 66.00 |
| | <i>Size 12 1/2 x 8 3/4, 48 pages colored, jackets, lithographed cover.</i> | |

PICTURE STORY BOOKS

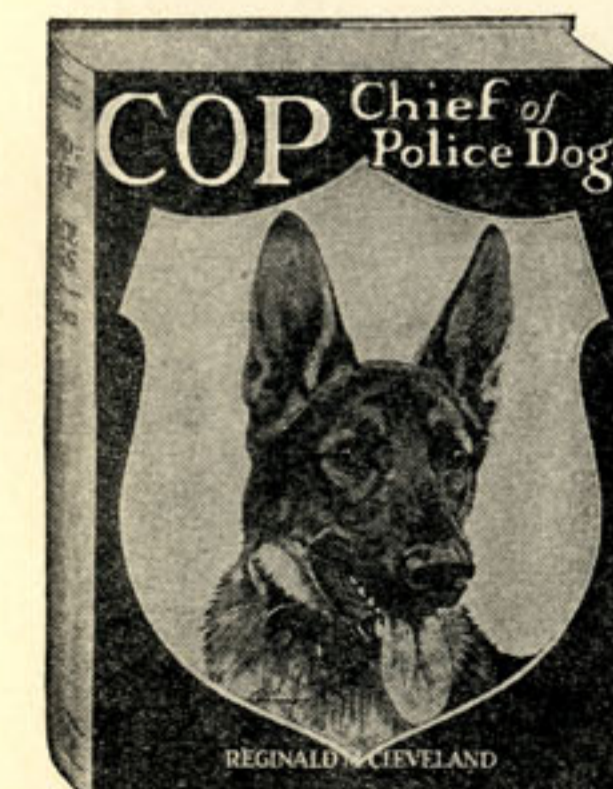
Board Covered



No. 2650

- | | | Gross |
|------|--|---------|
| 2591 | Story Time in Story Land.....6 | \$66.00 |
| | <i>Size 12 1/2 x 8 3/4, 48 pages colored, jackets, lithographed covers.</i> | |
| 2650 | Pranks of Peter Pig.....6 | 66.00 |
| | <i>Size 7 1/2 x 10, 156 pages in 2 colors.</i> | |
| 2702 | Birds and Animals.....6 | 66.00 |
| | <i>Size 10 x 13 1/2, 60 pages, colored.</i> | |
| 2705 | The Big Book for Busy Little Hands6 | 66.00 |
| | <i>Size 11 1/4 x 15, 192 pages to color, to write, spell, count, and read.</i> | |

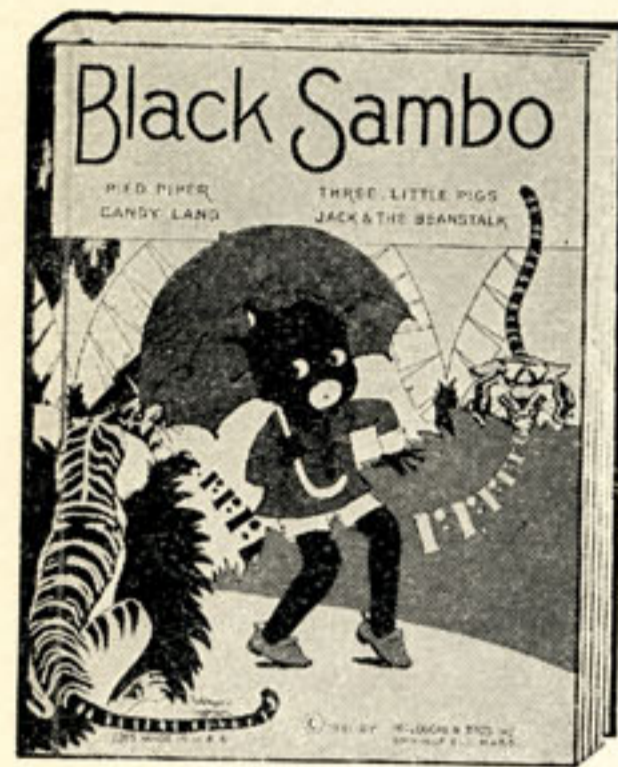
JUVENILE BOOKS By Well-Known Authors



- | | | Quality Line | Per Copy |
|--|---|--------------|----------|
| | <i>Copyrighted Boys' and Girls' Books</i> | | |
| | <i>Size 5 3/8 x 7 3/4, colored jackets, stamped covers, illustrated.....5</i> | | |
| | .50¢ each | | |
| | Big Brothers, Hawkes | | |
| | 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 | | |
| | <hr/> | | |
| | <i>Size 7 x 9 1/2, colored jackets.....5</i> | | |
| | .92¢ each | | |
| | 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, Beal5 | | |
| | \$2.00 each | | |

PICTURE STORY BOOKS

Colored Picture Books



No. 2285



No. 2286

- | | | Gross |
|------|---|---------|
| 2285 | Little Black Sambo.....12 | \$33.00 |
| 2286 | Peter Rabbit12 | 33.00 |
| | <i>Size 5 3/4 x 7 1/2, 92 pages colored.</i> | |
| 2400 | Dream Castles in the Air.....12 | 33.00 |
| 2401 | The Jolly Story Picture Book.....12 | 33.00 |
| 2402 | Funny Bunnies and Their Friends12 | 33.00 |
| 2403 | Happiness Picture Book.....12 | 33.00 |
| 2404 | Funny Animal Picture Book.....12 | 33.00 |
| 2405 | Fun in Picture and Story.....12 | 33.00 |
| | <i>Size 10 x 13 1/2, sixteen pages, all in color. Semi-Board.</i> | |
| 2450 | Above Six Titles Assorted.....12 | 33.00 |
| 2535 | Animal Friends6 | 33.00 |
| | <i>Size 13 1/2 x 10, oblong, 28 pages, 14 in color.</i> | |
| 2546 | Assorted Titles Nos. 2547, 2548, 25506 | 33.00 |
| 2547 | Story of a Little Bear.....6 | 33.00 |
| 2550 | Puss in Boots.....6 | 33.00 |
| | <i>Size 10 x 11 3/8, 48 pages in color, sewed.</i> | |

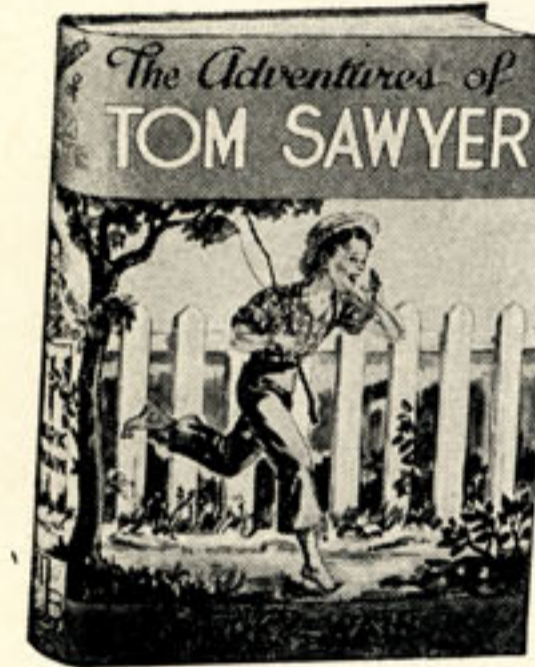
ILLUSTRATED STORY BOOKS



No. 2240

- | | | |
|------|---|-----------------|
| 2240 | Boys' and Girls' Favorite Series (6)12 | 33.00 |
| | <i>Size 7 3/4 x 10 1/2, 64 pages, jacket.</i> | |
| | 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 | 33.00 |
| | 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

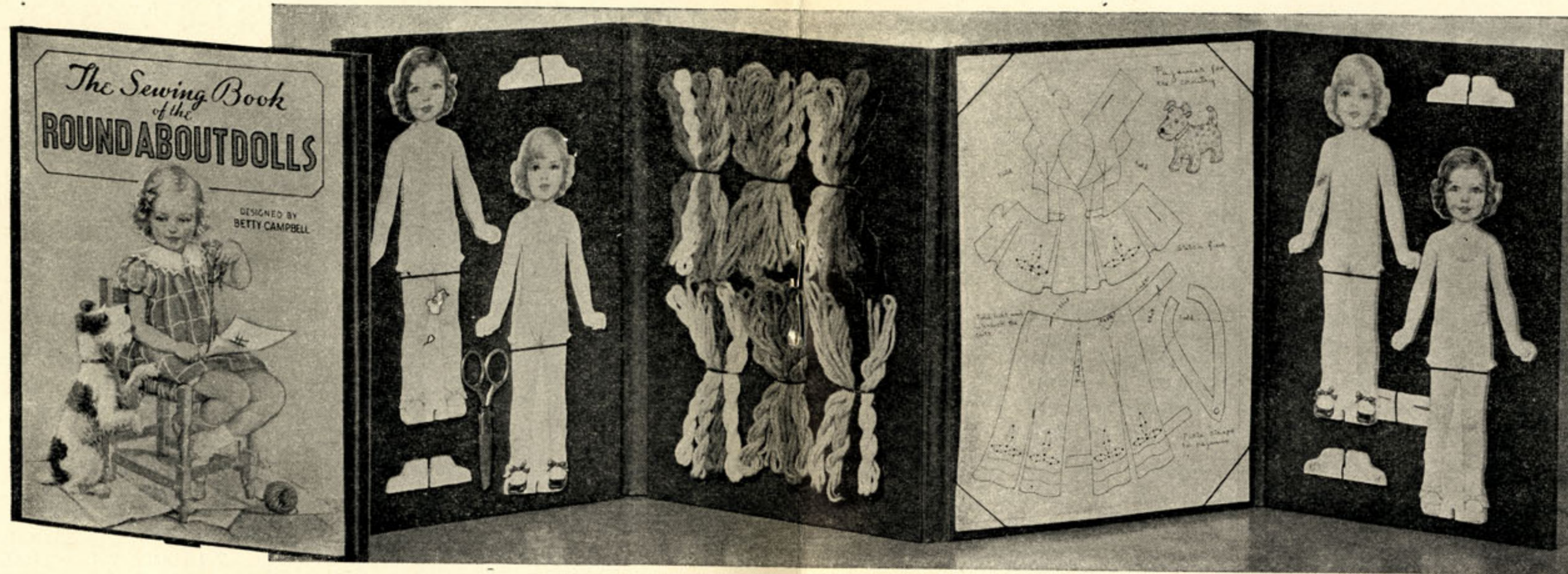


No. 2315



No. 2330

- | | | Gross |
|------|--|---------|
| 2305 | Boys' and Girls' Series 12 mo. Assorted | \$33.00 |
| | <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 | 33.00 |
| | 2311 Heidi | |
| | 2312 Tom Sawyer | |
| | 2313 Pinocchio | |
| | 2314 Little Women | |
| 2315 | Mystery Series (4) 4 | 33.00 |
| | Face in the Mist | |
| | Secret of Lost River | |
| | Mystery of the Brass Bound Box | |
| | Face in the Dismal Cavern | |
| 2320 | Adventure Series (4) 4 | 33.00 |
| | Lost | |
| | Unexplored | |
| | Adventure on the High Trail | |
| | Skipper of the Cynthia B | |
| 2325 | Cherry Series (4) 4 | 33.00 |
| | Two Wild Cherries | |
| | 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 | 33.00 |
| | 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 | 33.00 |
| | 2336 Hans Brinker | |
| | 2337 Gulliver's Travels | |
| | 2338 Treasure Island | |
| | 2339 Huckleberry Finn | |
| 2306 | Display Assortment (12) 3 | 36.00 |
| | <i>12 assorted titles in display carton containing 2310, 2330, and 2335.</i> | |
| 2307 | Display Assortment (12) 3 | 36.00 |
| | <i>12 assorted titles in display carton containing 2315, 2320, and 2325.</i> | |

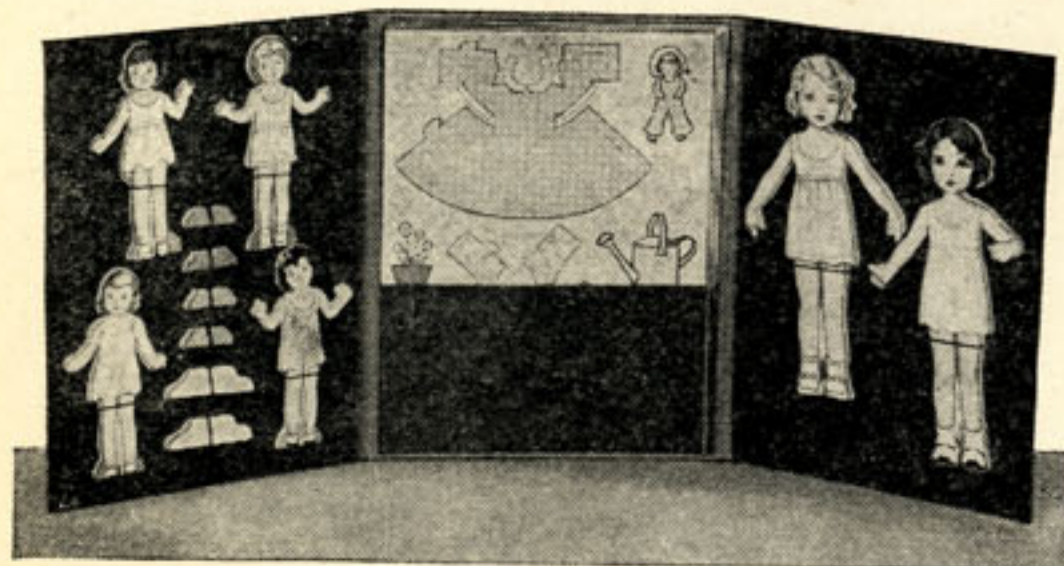


No. 2998

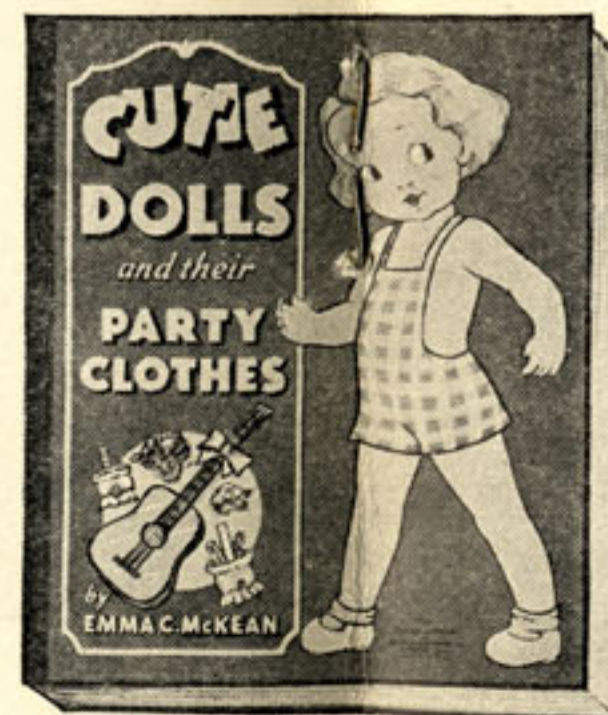
DOLL NOVELTY AND PORTFOLIO LINE

- | | | | |
|------|---|---|---------------|
| 2710 | Debbie Dolls | 6 | Gross \$66.00 |
| | <i>Size 10 x 13 1/2, 2 die-cut Dolls on heavy board. Patterns and Dresses.</i> | | |
| 2715 | Cutie Dolls | 6 | 66.00 |
| | <i>Size 10 x 12, 4 die-cut Dolls on heavy board. 32 pages, 14 pages of Dresses.</i> | | |
| 2950 | Fashion Book of Round About Dolls | 3 | 144.00 |
| | <i>Size 10 x 13 1/2, 3 fold. 5 wood dolls, dresses, wrapped in cellophane.</i> | | |
| 2955 | Playtime Soldiers on Parade | 3 | 144.00 |
| | <i>Size 10 x 13 1/2, 3 fold. Field pieces and soldiers on heavy board. 75 cut-outs, cellophane wrapped.</i> | | |
| 2953 | Dress Parade of Round About Dolls | 3 | 144.00 |
| | <i>Size 10 x 13 1/2, 3 fold, 2 wood dolls. Cloth material and patterns wrapped in cellophane.</i> | | |

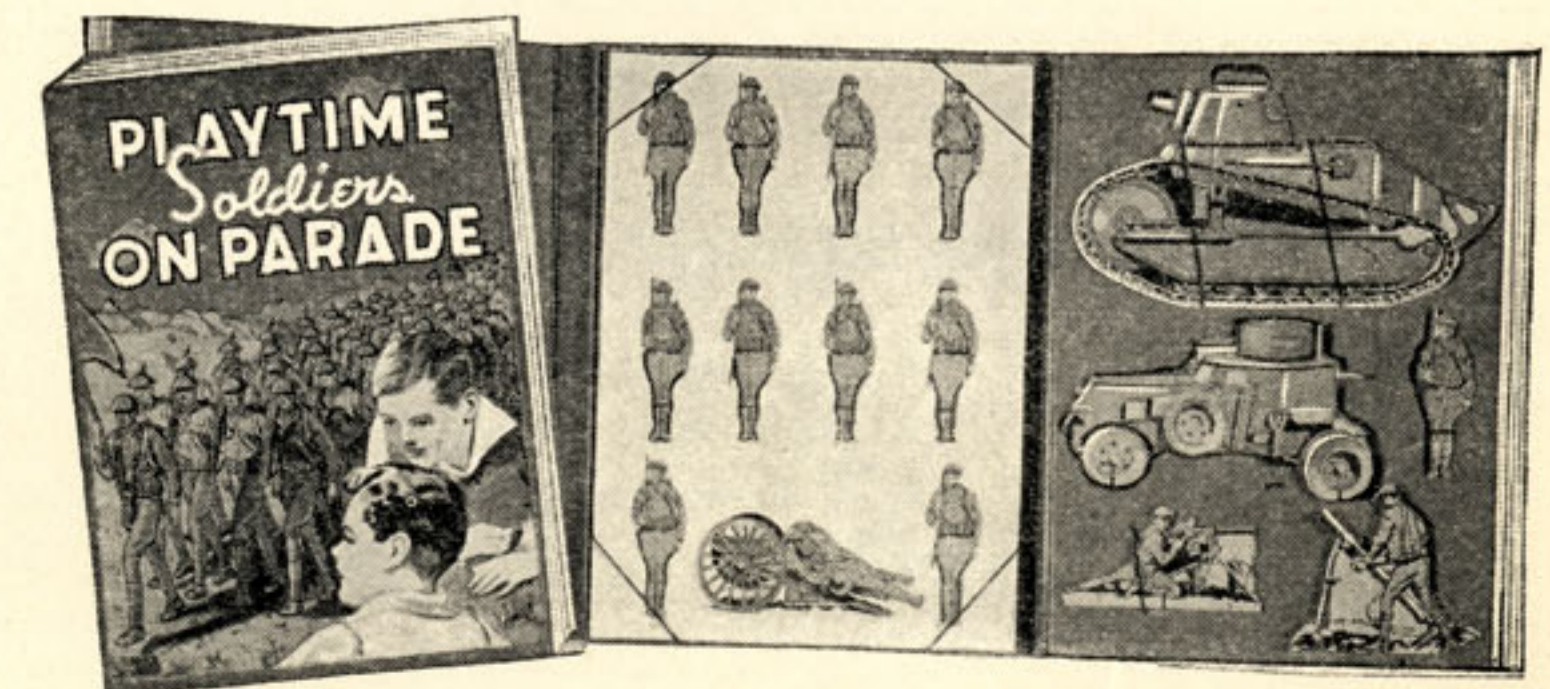
- | | | | |
|------|--|---|----------------|
| 2960 | Sewing Book of Round About Dolls | 3 | Gross \$144.00 |
| | <i>Size 10 x 13 1/2, 2 wood dolls, 8 skeins wool, carton of crayons, dress patterns. 3 fold.</i> | | |
| 2990 | Fashion Book of Round About Dolls | 1 | 288.00 |
| | <i>Size 10 x 13 1/2, 4 fold, 8 wood dolls, colored dresses, scissors.</i> | | |
| 2995 | Dress Parade of Round About Dolls | 1 | 288.00 |
| | <i>Size 10 x 13 1/2, 4 fold, 3 wood dolls. Cloth material and dress patterns wrapped in cellophane.</i> | | |
| 2998 | Sewing Book of Round About Dolls | 1 | 288.00 |
| | <i>4 wood dolls, 15 skeins of wool, scissors, carton of crayons, dress patterns, 4 fold. Size 10 x 13 1/2.</i> | | |



No. 2950



2715



No. 2955

PAINTING AND CRAYONING BOOKS

Board Covered



No. 2095



No. 2970

		Gross
2094	In a Child's World..... Size 7 ³ / ₄ x 10 ¹ / ₂ , 84 pages.	12 \$33.00
2095	The All American Color Book..... Size 7 ³ / ₄ x 10 ¹ / ₂ , 84 pages.	12 33.00
2096	Above Two Titles Assorted (2)	12 33.00
2032	Paint Books Assorted..... (2)	12 33.00
	1. Adventures of Robin Hood	
	2. Adventures of Tom Sawyer	
	Size 10 ¹ / ₂ x 7 ³ / ₄ , 128 pages, 32 in color.	
2097	Rainbow Coloring Book..... Size 10 ¹ / ₂ x 7 ³ / ₄ . Oblong, Cloth Back, Sewed. 160 pages.	12 36.00
2098	Sunshine Coloring Book..... Size 10 ¹ / ₂ x 7 ³ / ₄ . Oblong, Cloth Back, Sewed. 160 pages.	12 36.00
2066	Little Artist Color Book..... Size 13 ¹ / ₂ x 10, oblong, board covers, cloth back, 96 pages.	6 66.00
2067	Tom Sawyer-Robin Hood Color Set..... Size 11 ¹ / ₄ x 15, 72 pages. 32 pic- tures in color to copy, 8 pressed crayons.	6 66.00
2060	Steps to Art..... Size 8 ¹ / ₂ x 10 ¹ / ₂ , board covers, cloth back, 140 pages.	3 144.00
2970	Into the Wide World Paint Book Portfolio..... 10 x 15, 64 pictures to color, 16 pictures in color. Separate sheets of drawing paper.	3 132.00

PAINTING AND CRAYONING OUTFITS IN BOXES

1803	Miracle Color Box.....	6 \$36.00
1804	Busy Box Crayon Set.....	6 33.00
1805	Little Big Book Crayon Box.....	12 42.00
1808	Premier Crayon Set.....	3 66.00
1811	Premier Coloring Outfit.....	3 66.00
1816	Broad Line Crayon Set.....	3 72.00
1820	With Pen, Pencil and Brush.....	3 86.40

SETS OF BOOKS BOXED

		Gross
1002	Blue Ribbon Box (3 Books Boxed).....	12 \$33.00
1003	Peek-A-Boo Series (2 Books Boxed)..... <i>Six Kinds Assorted in Die-Cut Boxes</i>	(6) 12 33.00
1011	Young Painters' Studio (5 Big Books Boxed).....	6 96.00
1019	Little Readers (4 Books Boxed).....	6 72.00
	Adventure Stories	My Second Work Book
	Everyday Stories	Party Games
1022	The Big Five Parade (5 Big Books Boxed).....	6 78.00
1027	Five Big Books For Boys and Girls (5 Big Books Boxed).....	6 96.00
1030	Color Classics Boxed..... <i>4 Books in open, shaped cases of Puppy, Kitten, Pig</i>	(3) 6 84.00
1031	Color Classics Boxed..... <i>4 Books in open, shaped cases of Elephant, Clown, Boy Pirate</i>	(3) 6 84.00
1040	Four Books in open box.....	3 144.00
	Heidi	Little Women
	Tom Sawyer	Pinocchio
1041	Four Books in open box.....	3 144.00
	Real Stories for Real Girls	Field and Campus
	Adventures on the High Trail	Unexplored
1042	Four Books in open box.....	3 144.00
	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).....	3 108.00
1057	Girls' Favorite Series (3 Books Boxed).....	3 108.00
1050	Two Books in open box.....	6 84.00
	Heidi	Little Women
1051	Two Books in open box.....	6 84.00
	Tom Sawyer	Pinocchio
1052	Two Books in open box.....	6 84.00
	Face in the Mist	Secret of Lost River
1053	Two Books in open box.....	6 84.00
	Mystery of the Brass Bound Box	
	Face in the Dismal Cavern	
1054	Two Books in open box.....	6 84.00
	Lost	Skipper of the Cynthia B
1055	Two Books in open box.....	6 84.00
	Unexplored	Adventures on the High Trail
1095	Playtime Music Box..... <i>12 Key Xylophone, 2 Hammers, 32 page Music Book with Board Cover, illustrated in 2 colors.</i>	6 86.40
6115	Tap-A-Tune Music Box..... <i>8 Key Xylophone, Hammer, 32 page Music Book, illus- trated in 2 colors.</i>	12 43.20

HARD COVER READING BOOKS

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



No. 851



No. 852

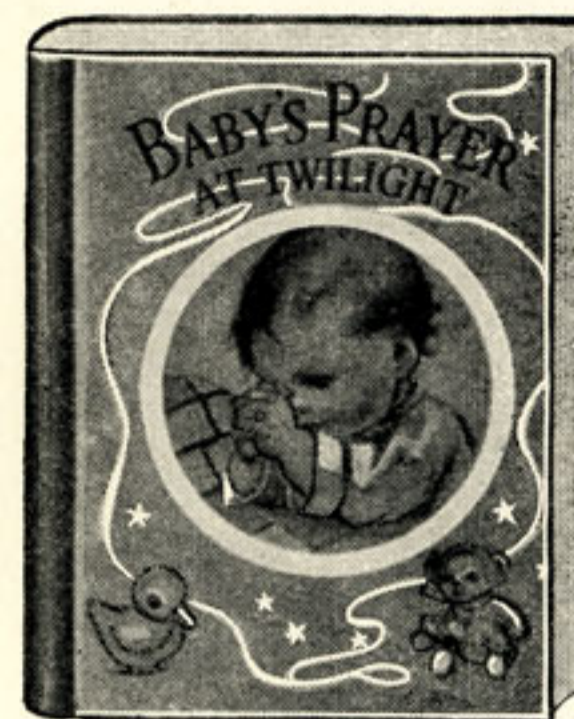


No. 854

		Gross
800	Adventures of Peter Rabbit.....12	\$15.84
801	Henny Penny12	15.84
802	Goldilocks and the Three Bears.....12	15.84
803	Mary Had a Little Lamb.....12	15.84
804	The Three Little Pigs.....12	15.84
805	Mother Goose Nursery Rhymes.....12	15.84
850	Above Six Titles Assorted.....12	15.84
	<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	15.84
808	Jack and the Beanstalk.....12	15.84
809	Pied Piper12	15.84
810	Big Alphabet12	15.84
811	Toys and Animals.....12	15.84
812	Our Friends at the Zoo.....12	15.84
851	Above Six Titles Assorted.....12	15.84
	<i>Size 5 1/4 x 6 3/4, 64 pages, 20 to 48 colored illustrations in each book.</i>	
813	Gingerbread Boy12	15.84
814	Blacky12	15.84
815	The Goose Girl and Other Tales.....12	15.84
816	The Calico Pup.....12	15.84
817	The Ugly Duckling.....12	15.84
818	A Child's Garden of Verses.....12	15.84
852	Above Six Titles Assorted.....12	15.84
	<i>Size 5 1/4 x 6 3/4, 64 pages, 20 colored illustrations.</i>	
821	Rusty12	15.84
822	Whitie12	15.84
823	Pinkie12	15.84
824	Brownie12	15.84
825	Spotty12	15.84
826	Bossy12	15.84
854	Above Six Titles Assorted.....12	15.84
	<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

		Gross	
819	Baby's Prayer at Twilight.....12	\$15.84	
820	When Jesus Was a Little Child.....12	15.84	
853	Above Two Titles Assorted.....12	15.84	
	<i>Size 5 1/4 x 6 3/4, 48 pages, 13 colored illustrations.</i>		
827	The Night Before Christmas.....12	15.84	
	<i>Size 5 1/4 x 6 3/4, 48 pages, 13 colored illustrations.</i>		
828	Poems for the Children's Hour.....12	15.84	
	<i>Size 5 1/4 x 6 3/4, 64 pages, 20 illustrations.</i>		
829	Puppy Tales12	15.84	
830	Danny's Secret12	15.84	
831	Peggy's Pokey12	15.84	
832	Peter Puckle12	15.84	
833	Rockabye Stories12	15.84	
834	Little Nature Stories.....12	15.84	
856	Above Six Titles Assorted.....12	15.84	
	<i>Size 5 1/4 x 6 3/4, 64 pages, 20 to 25 colored illustrations.</i>		
	Little Big Classics		
861	Heidi12	15.84	
862	Treasure Island12	15.84	
863	Black Beauty12	15.84	
864	Robinson Crusoe12	15.84	
865	Pinocchio12	15.84	
866	Robin Hood12	15.84	
860	Above Six Titles Assorted.....12	15.84	
	<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	15.84	
867	Peck's Bad Boy with the Circus.....12	15.84	
868	Gulliver's Travels12	15.84	
871	Kidnapped12	15.84	
872	Huckleberry Finn12	15.84	
873	Hans Brinker12	15.84	
870	Above Six Titles Assorted.....12	15.84	
	<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

		Gross
549	Little Red Schoolhouse.....	12 \$16.80
	<i>Size 12 x 14, 16 pages, 6 in color.</i>	
552	The Party of the Paper Dolls.....	12 13.50
	<i>Size 9 3/4 x 14 1/2, 16 pages, 6 in color, semi-board.</i>	
553	Funny Bunnies Cutouts.....	12 13.50
	<i>Size 9 3/4 x 14 1/2, 16 pages, 8 in color.</i>	
555	Winnie's New Wardrobe.....	12 16.80
	<i>Size 11 x 13 5/8, 20 pages, 8 in color.</i>	
556	The Real Sleeping Doll.....	12 16.80
	<i>Size 11 x 13 5/8, 20 pages, 8 in color.</i>	
558	Finger Fun Dolls.....	12 16.80
	<i>Size 11 x 13 5/8, 12 pages, 6 in color.</i>	
559	The New Roundabout Dolls.....	12 16.80
	<i>Size 11 x 17, 16 pages, 6 in color.</i>	
561	18 Little Movie Stars.....	12 16.80
	<i>Size 11 1/2 x 13 5/8, 16 pages, 6 in color.</i>	
707	Big Girl Doll Assortment.. (4)	12 13.50
	<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

		Gross
570	Reading For Fun.....	12 \$16.80
571	Writing Fun.....	12 16.80
572	F-U-N Spells Fun.....	12 16.80
573	Jolly Number Book.....	12 16.80
	<i>Size 11 x 14 5/8, 48 pages.</i>	
580	Above Four Kinds Assorted (4)	12 16.80
	<i>Size 11 x 14 5/8, 36 pages.</i>	
562	Picture Reading Fun.....	12 13.50
563	It's Fun to Write.....	12 13.50
565	Spelling Fun.....	12 13.50
	<i>Size 9 3/4 x 13, colored illustrations.</i>	
503	Tickety Tockety.....	12 16.80
	<i>Size 10 x 14 5/8, 32 pages. Clock with movable hands.</i>	
522	Work and Play.....	12 13.50
	<i>Size 9 3/4 x 13, 36 pages in color.</i>	
523	Many Things to Make.....	12 13.50
	<i>Size 9 3/4 x 13, 36 pages, 16 in colors.</i>	
524	Hours of Fun.....	12 13.50
	<i>Size 9 3/4 x 12, 52 pages.</i>	
525	Above 3 Kinds Assorted..... (3)	12 13.50
625	Parade of the States.....	12 16.80
	<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 13.50
	<i>Size 6 1/4 x 9 3/8, 64 pages in 2 colors.</i>	
2283	Constitution of the U. S. A.....	3 33.00
	<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

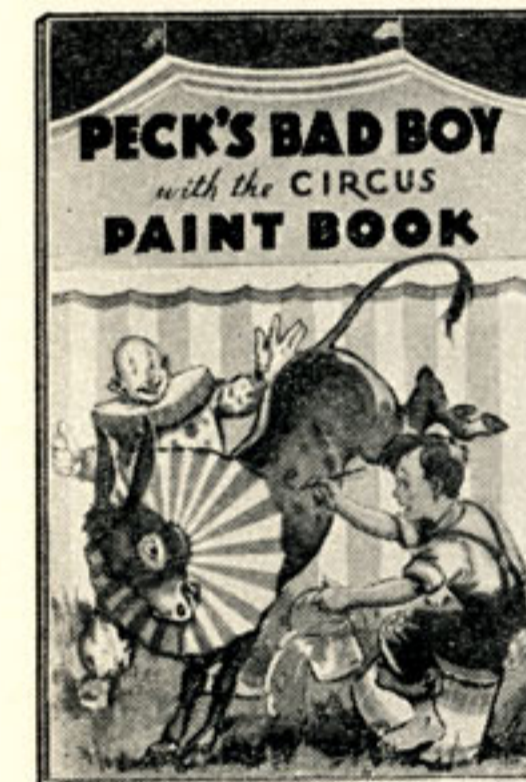
Semi-Board Covers

			Gross
1995	Paint Books Assorted..... (2)	12	\$7.20
	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	7.20
	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	13.00
	<i>Size 10 1/4 x 7 1/2, 84 pages.</i>		
2006	Travel Twins Series..... (3)	12	12.00
	<i>Size 9 3/4 x 14 1/2, 36 pages.</i>		
2008	Paint and Crayon Series..... (3)	12	12.00
	<i>Size 9 3/4 x 14 1/2, 36 pages.</i>		
2012	Orphan Annie	12	15.84
	<i>Size 11 x 16 1/2, 52 pages.</i>		
2015	Great Big Coloring Book.....	12	17.28
	<i>Size 9 3/4 x 12 1/2, 96 pages, shaped.</i>		
2017	Giant Paint Book.....	12	16.80
	<i>Size 8 1/4 x 11 3/8, 144 pages.</i>		
2018	Big Banner Paint Book.....	12	17.28
	<i>Size 11 x 16 1/2, 96 pages.</i>		
2019	Touring Tots Paint Book.....	12	15.84
	<i>Size 11 x 16 1/2, 52 pages.</i>		
2024	Travels of Betty and Bob.....	12	13.50
	<i>Size 9 3/4 x 14 1/2, 52 pages.</i>		
2027	A Child's Paint Book.....	12	15.84
	<i>Size 11 x 16 1/2, 52 pages.</i>		
2028	Peck's Bad Boy with the Circus.....	12	15.84
	<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

			Gross
2029	Let's Color Pictures.....	12	\$17.28
	<i>Size 9 3/4 x 12 1/2, 96 pages.</i>		
2031	Miracle Color Book.....	12	17.28
	<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	13.50
	<i>3 Kinds Assorted. Size 11 x 16 1/2, 52 pages.</i>		
2093	Paint Books Assorted..... (4)	12	13.00
	<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	13.50
	<i>Size 10 1/2 x 7 3/4, board cover, 64 pages.</i>		

25c COLORING BOOK

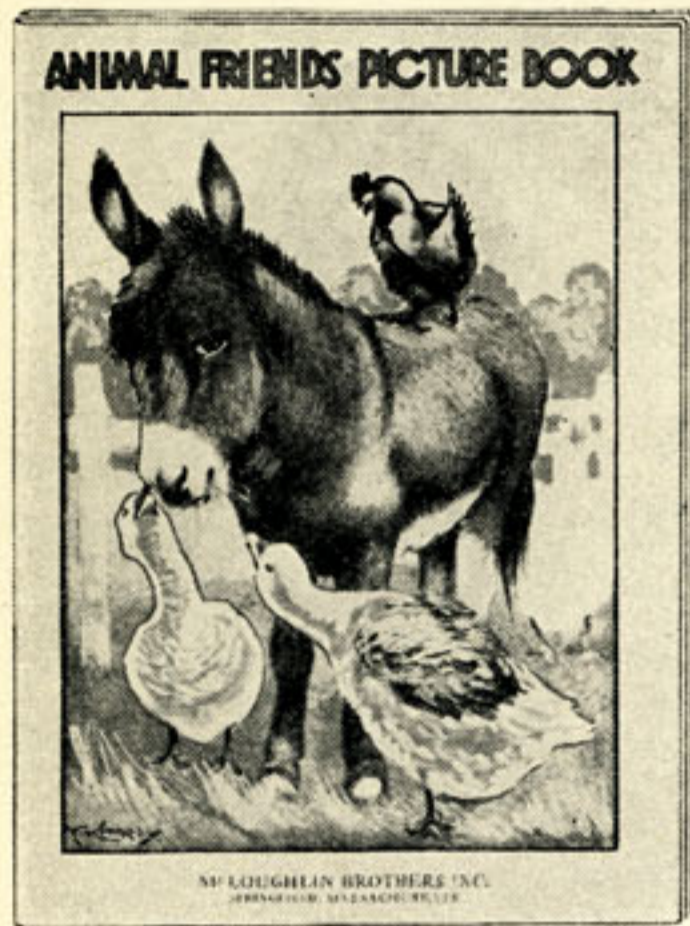
Semi-Board Covers

2050	Great Adventure.....	12	31.00
	<i>Size 9 1/2 x 13 1/4, 160 pages, cloth back.</i>		

Semi-Board Covers—Varnished

495	Great Big Series..... (4)	12	13.50
	<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	16.80
	<i>Size 11 x 16 1/2, 36 pages, 14 sheets tissue.</i>		
520	To Trace and Color.....	12	13.50
	<i>Size 9 3/4 x 14 1/2, 36 pages, 11 sheets tracing paper.</i>		

COLORED PICTURE BOOKS



No. 400



No. 402

	Gross
170 Mary Lou Series..... (3) 12	\$6.50
<i>Size 9 1/4 x 12, paper cover, 12 pages in color.</i>	
400 Animal Friends	12 16.80
401 Birds and Animals.....	12 16.80
<i>Size 9 3/4 x 13, 16 pages in color.</i>	
402 Down on the Farm.....	12 13.50
<i>Size 13 1/4 x 9 1/2, oblong, 32 pages, 16 in color.</i>	
406 Night Before Christmas.....	12 13.50
<i>Size 9 3/4 x 13, 16 pages in color.</i>	
409 Jolly Jingles	12 13.50
<i>Size 9 3/4 x 13, 16 pages all colored. Semi-board.</i>	
411 Happy Playtime Picture Book.....	12 13.50
<i>Size 9 3/4 x 13, 16 pages all colored. Semi-board.</i>	
412 Wide Awake Stories.....	12 13.50
<i>Size 9 3/4 x 13, 16 pages all colored. Semi-board.</i>	
413 Animals Sport Land Picture Book.....	12 13.50
<i>Size 9 3/4 x 13, 16 pages all colored. Semi-board.</i>	
415 Nursery Rhyme Picture Book.....	12 13.50
<i>Size 9 3/4 x 13, 16 pages all colored. Semi-board.</i>	
1226 Mother Goose	12 13.50
<i>Size 8 3/4 x 13 1/2, 24 pages, all colored.</i>	
420 Picture Book Assortment..... (4) 12	13.50
<i>4 kinds assorted of above listed numbers.</i>	

STORY BOOKS

Board Covered Books

	Gross
2261 Peter Pig Plays Pirate.....	12 \$13.50
<i>Size 7 1/2 x 5, 190 pages, 2 colors, sewed.</i>	

Shaped Books

275 Boys' Toddles Series..... (4) 12	7.92
Teddy Toddles	Timothy Toddles
Thomas Toddles	Peek-a-Boo Peter
276 Girls' Toddles Series..... (4) 12	7.92
Toddles Twins	Tabitha Toddles
Tiny Toddles	Peek-a-Boo Pam
277 Animal Toddles Series..... (4) 12	7.92
Jumbo Toddles	Bruno Toddles
Peter Toddles	Toddles Tim
<i>Size 8 7/8 x 3 5/8, 16 pages, die cut.</i>	

Semi-Board Covered Books—Varnished

150 Boys' and Girls' Series..... (6) 12	7.20
Cinderella	Robin Hood
Grimm's Fairy Tales	Mother Goose
Robinson Crusoe	Puss in Boots
<i>Size 7 x 9 1/2, semi-board cover, 52 pages, 6 kinds assorted.</i>	
191 Adventures of Tom Sawyer.....	12 13.00
<i>Size 7 1/2 x 10, 52 pages.</i>	
192 Adventures of Robin Hood.....	12 13.00
<i>Size 7 1/2 x 10, 52 pages.</i>	

lit

Date _____ 1940 Order No. _____ Ship _____ To be Confirmed _____ Factory No. _____

Ship to _____

Street _____ Dept. _____

City _____

How _____

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

Invoice _____ P. O. No. _____ Amount _____

The prices quoted APPLY ON THIS ORDER ONLY

All prices are subject to change without notice and are not guaranteed for further orders.
This order is taken subject to strikes, government regulation and other conditions beyond our control.

Received _____ Confirmed _____ Acknowledged _____

Prices Checked by _____ Extended by _____ Confirmation Checked by _____

Buyer



Salesman _____

Ter.

Class