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.
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 7½ x 10¾, 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 7½ x 10¾, 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 8½ 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 9 3/4 x 13 1/2, 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 9 3/4 x 13 1/2, 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.


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 12 1/2, 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 12 3/4 x 10 1/2, 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.


111—A Child’s Faith ...................... 1. $132.00 gross

JOYLAND LINEN BOOK


Size 9¾ x 11¾, 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

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Description</th>
<th>Price</th>
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<tr>
<td>100</td>
<td>The Open Door to Story Land</td>
<td>3. $144.00. Size 10 x 12, 84 pages. Color throughout. Colored jacket.</td>
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<td>102</td>
<td>Every Child’s Story Book</td>
<td>3. $144.00. Size 10 x 12, 84 pages. Color throughout. Colored jacket.</td>
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<td>103</td>
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<td>104</td>
<td>This Way to the Farm</td>
<td>3. $144.00. Size 10 x 12, 68 pages. 26 full page colored illustrations. Colored jacket.</td>
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<tr>
<td>107</td>
<td>When I Grow Up</td>
<td>3. $132.00. Size 10 x 12, 36 pages. 3 complete books in one. Colored jacket.</td>
<td></td>
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</tbody>
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PICTURE STORY BOOKS
Board Covered

50 For Children Only.......................... 6.....$66.00
Size 8½ x 11, 40 pages. 16 pages in two colors. 18 pages in four colors. Colored jacket.

51 The Land of Surprise......................... 6.....84.00
Size 8½ x 11, 40 pages. Printed in two colors. 8 sheets of colored cellophane. Colored jacket.

52 Jolly Animals of Pleasant Valley........ 6.....66.00
Size 8½ x 11, 40 pages. 18 pages in color. Colored jacket.

53 Animal Friends of Pleasant Valley....... 6.....66.00
Size 8½ x 11, 40 pages. 18 pages in color. Colored jacket.

54 The Story Book of THE CALLICO PUP and DUCKY DRAKE........ 6.....66.00
Size 8½ x 11, 40 pages. 18 in full color. Colored jacket.

55 The Story Book of WHITIE and PINKIE .. 6.....66.00
Size 8½ x 11, 40 pages. 18 in full color. Colored jacket.

56 The Story Book of BROWNIE and RUSTY .. 6.....66.00
Size 8½ x 11, 40 pages. 18 in full color. Colored jacket.

57 The Land of Look and See—............... 6.....84.00
"Another Surprise Book"
Size 8½ x 11, 40 pages. Printed in two colors. 8 sheets of colored cellophane. Cover in color.

2370 All About Animals........................ 6.....66.00
Size 7⅞ x 10⅜, 284 pages. Cloth Bound.

2540 Who’s Who in Tony Sarg’s Zoo.......... 6.....66.00
Size 7½ x 10, 32 pages, 17 pages in color, jacket.

2590 Once Upon a Time Tales.................. 6.....66.00
Size 12½ x 8¾, 38 pages colored, jackets, lithographed cover.

2591 Story Time in Story Land................. 6.....$66.00
Size 12½ x 8¾, 48 pages colored, jackets, lithographed covers.

2650 Pranks of Peter Pig...................... 6.....66.00
Size 7½ x 10, 156 pages in 2 colors.

2702 Birds and Animals....................... 6.....66.00
Size 10 x 13½, 60 pages, colored.

2705 The Big Book for Busy Little Hands ... 6.....66.00
Size 11½ x 15, 192 pages to color, to write, spell, count, and read.

JUVENILE BOOKS By Well-Known Authors

Copyrighted Boys’ and Girls’ Books
Size 5¾ x 7¾, colored jackets, stamped covers, illustrated........ 5.....$.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

Size 7 x 9½, colored jackets................. 5.....$.92 each
Bible Stories, Evans
Cop, Cleveland
Guard, Son of Cop, Cleveland
Kings and Knights of Old, Evans
Patches, Hawkes
Pioneers All, French
Through the Back Door of the Circus,
Beat........................................ 5.....$.20 each
PICTURE STORY BOOKS

Colored Picture Books

2285 Little Black Sambo ........................................... 12... $33.00
2286 Peter Rabbit .................................................. 12... 33.00
Size 3 3/4 x 7 1/2, 92 pages colored.
2400 Dream Castles in the Air ................................... 12... 33.00
2401 The Jolly Story Picture Book .............................. 12... 33.00
2402 Funny Bunnies and Their Friends ...................... 12... 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
Size 10 x 13 1/2, sixteen pages, all in color. Semi-Board.
2450 Above Six Titles Assorted .............................. 12... 33.00
2535 Animal Friends .............................................. 6... 33.00
Size 13 1/2 x 10, oblong, 28 pages, 1/4 in color.
2546 Assorted Titles Nos. 2547, 2548, 2550 .............. 6... 33.00
2547 Story of a Little Bear ...................................... 6... 33.00
2550 Puss in Boots .................................................. 6... 33.00
Size 10 x 11 3/8, 48 pages in color, sewed.

ILLUSTRATED STORY BOOKS

2240 Boys' and Girls' Favorite Series (6) .................... 12... 33.00
Size 7 3/4 x 10 1/2, 64 pages, jacket.
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
Size 7 3/4 x 10 1/2, 256 pages, sewed.

STORY BOOKS FOR BOYS AND GIRLS

2305 Boys' and Girls' Series 12 mo. Assorted .................. $33.00
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.

2310 Pennant Series ........................................... (4) 4... 33.00
2311 Heidi .......................................................... 33.00
2312 Tom Sawyer .................................................. 33.00
2313 Pinocchio ...................................................... 33.00
2314 Little Women ................................................ 33.00

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
12 assorted titles in display carton containing 2310, 2330, and 2335.

2307 Display Assortment ................................. (12) 3... 36.00
12 assorted titles in display carton containing 2315, 2320, and 2325.
DOLL NOVELTY AND PORTFOLIO LINE

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

Gross

2960 Sewing Book of Round About Dolls ................. 3...$144.00
    Size 10 x 13\(\frac{1}{2}\), 2 wood dolls, 8 skeins wood, carton of crayons, dress patterns, 2 fold.
2990 Fashion Book of Round About Dolls .................. 1...288.00
    Size 10 x 13\(\frac{1}{2}\), 4 fold, 8 wood dolls, colored dresses, scissors.
2995 Dress Parade of Round About Dolls .................. 1...288.00
    Size 10 x 13\(\frac{1}{2}\), 4 fold, 3 wood dolls. Cloth material and dress patterns wrapped in cellophane.
2998 Sewing Book of Round About Dolls .................. 1...288.00
    4 wood dolls, 15 skeins of wood, scissors, carton of crayons, dress patterns, 4 fold. Size 10 x 13\(\frac{1}{2}\).
## Painting and Crayoning Books

### Board Covered

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<th>Item Number</th>
<th>Title</th>
<th>Quantity</th>
<th>Price</th>
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<td>2094</td>
<td>In a Child's World</td>
<td>12</td>
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<tr>
<td></td>
<td>Size 7 3/4 x 10 1/2, 84 pages.</td>
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<tr>
<td>2095</td>
<td>The All American Color Book</td>
<td>12</td>
<td>$33.00</td>
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<tr>
<td></td>
<td>Size 7 3/4 x 10 1/2, 84 pages.</td>
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<td>2096</td>
<td>Above Two Titles Assorted (2)</td>
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<td>2097</td>
<td>Paint Books Assorted (2)</td>
<td>12</td>
<td>$33.00</td>
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<tr>
<td></td>
<td>1. Adventures of Robin Hood</td>
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<tr>
<td></td>
<td>2. Adventures of Tom Sawyer</td>
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<tr>
<td></td>
<td>Size 10 1/2 x 7 1/4, 128 pages, 32 in color.</td>
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<tr>
<td>2098</td>
<td>Rainbow Coloring Book</td>
<td>12</td>
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<td>Size 10 1/2 x 7 1/4. Oblong, Cloth Back, Sewed. 160 pages.</td>
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<td>2099</td>
<td>Sunshine Coloring Book</td>
<td>12</td>
<td>$36.00</td>
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<td>Size 10 1/2 x 7 1/4. Oblong, Cloth Back, Sewed. 160 pages.</td>
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<tr>
<td>2106</td>
<td>Little Artist Color Book</td>
<td>6</td>
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<td></td>
<td>Size 13 1/2 x 10, oblong, board covers, cloth back, 96 pages.</td>
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<td>2107</td>
<td>Tom Sawyer-Robin Hood Color Set</td>
<td>6</td>
<td>$66.00</td>
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<tr>
<td></td>
<td>Size 11 1/2 x 15, 72 pages. 32 pictures in color to copy, 8 pressed crayons.</td>
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<tr>
<td>2108</td>
<td>Steps to Art</td>
<td>3</td>
<td>$144.00</td>
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<tr>
<td></td>
<td>Size 8 1/2 x 10 1/2, board covers, cloth back, 150 pages.</td>
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<tr>
<td>2970</td>
<td>Into the Wide World Paint Book Portfolio</td>
<td>3</td>
<td>$132.00</td>
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<td></td>
<td>10 x 15, 64 pictures to color, 16 pictures in color. Separate sheets of drawing paper.</td>
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## Painting and Crayoning Outfits in Boxes

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<td>1803</td>
<td>Miracle Color Box</td>
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<td>1804</td>
<td>Busy Box Crayon Set</td>
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<td>1805</td>
<td>Little Big Book Crayon Box</td>
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<td>1808</td>
<td>Premier Crayon Set</td>
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<td>1811</td>
<td>Premier Coloring Outfit</td>
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<td>1816</td>
<td>Broad Line Crayon Set</td>
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<td>1820</td>
<td>With Pen, Pencil and Brush</td>
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## Sets of Books Boxed

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<td>1003</td>
<td>Peek-A-Boo Series (2 Books Boxed)</td>
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<td>Six Kinds Assorted in Die-Cut Boxes</td>
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<td>1011</td>
<td>Young Painters' Studio (5 Big Books Boxed)</td>
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<td>$96.00</td>
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<td>1019</td>
<td>Little Readers (4 Books Boxed)</td>
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<td>Adventure Stories My Second Work Book</td>
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<td></td>
<td>Everyday Stories Party Games</td>
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<td>The Big Five Parade (5 Big Books Boxed)</td>
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<td>Five Big Books For Boys and Girls (5 Big Books Boxed)</td>
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<td>Boys' Favorite Series (3 Books Boxed)</td>
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<td>1057</td>
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<td></td>
<td>Heidi Little Women</td>
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<td>Mystery of the Brass Bound Box Face in the Dismal Cavern</td>
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<td>1054</td>
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<td></td>
<td>Lost Skipper of the Cynthia B Unexplored Adventures on the High Trail</td>
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<tr>
<td>1055</td>
<td>Two Books in open box</td>
<td>6</td>
<td>$84.00</td>
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<tr>
<td></td>
<td>12 Key Xylophone, Hammer, 32 page Music Book with Board Cover, illustrated in 2 colors.</td>
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<td>1095</td>
<td>Playtime Music Box</td>
<td>6</td>
<td>$86.40</td>
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<td>12 Key Xylophone, 2 Hammers, 32 page Music Book with Board Cover, illustrated in 2 colors.</td>
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<td>6115</td>
<td>Trap-A-Tune Music Box</td>
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<td>$43.20</td>
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<td>8 Key Xylophone, Hammer, 32 page Music Book, illustrated in 2 colors.</td>
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<td>No.</td>
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<tr>
<td>851</td>
<td>Adventures of Peter Rabbit</td>
<td>12... $15.84</td>
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<td>807</td>
<td>Henny Penny</td>
<td>12... 15.84</td>
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<td>802</td>
<td>Goldilocks and the Three Bears</td>
<td>12... 15.84</td>
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<td>803</td>
<td>Mary Had a Little Lamb</td>
<td>12... 15.84</td>
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<tr>
<td>804</td>
<td>The Three Little Pigs</td>
<td>12... 15.84</td>
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<td>Mother Goose Nursery Rhymes</td>
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<td>Size 5¼ x 6¾, 64 pages, 20 to 48 colored illustrations in each book.</td>
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