





Annie Apple is usually the first person you meet when you arrive in Letterland. She lives in an apple orchard with lots of other apples, so she has lots of friends to play with.

Annie Apple is always very busy. That's because apples are very important in Letterland. Everyone needs them to put into words.

Letterland apples even have a special person to look after them. His name is Mr A, the Apron Man. People call him that because he uses his apron to gather up apples for his Applestands.

Guess how many apples there are in the picture. Do you think you could carry them all?

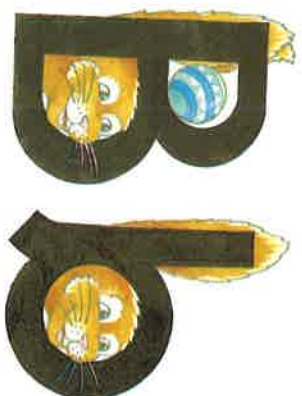




Annie Apple

ants

arrows



Bouncy Ben is such a busy rabbit—busy bouncing his ball and playing games, and busy bouncing into words too.

Bouncy Ben and his brothers all live in a burrow near the Letterland bridge. Can you see one of Ben's brothers peeping out of the burrow?

Everyone likes to watch Ben playing his favourite game. It is very clever. He balances a ball on his head, right between his big, brown ears.

People say he is better at that than anyone else. But he has to practise a lot to stay the best! Do you think you could balance a ball on your head?



Bouncy Ben
boat
butterfly



Here's Clever Cat. She is having a picnic.
Look at all the food she has brought with her!

There are cream cakes, cucumber sandwiches
and lots of other good things to eat.
She even remembered to bring along her favourite
cushion.

Clever Cat thinks of everything! That's why people
call her Clever Cat!

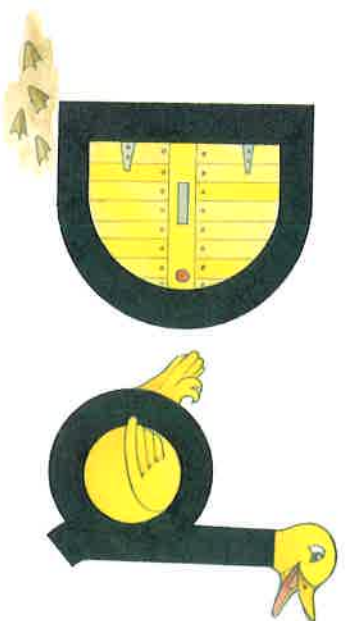
She knows all sorts of things.

She knows how to cook. She knows how to cross the
road. She even knows how NOT to catch a cold.

She can also count up to a hundred.
No wonder everyone calls her Clever Cat!



Clever Cat
cream cakes
castle



Dippy Duck is always asking her duck friends round for a swim. Every day you can see them dipping and diving down at the duckpond.

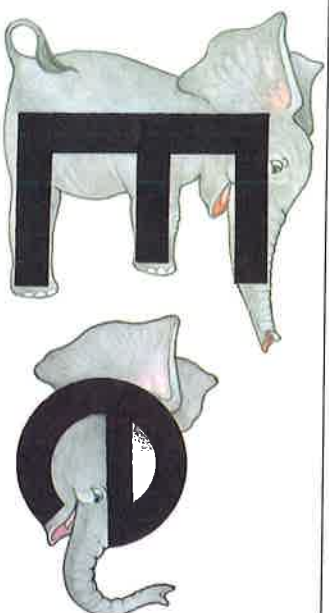
Dippy Duck likes splashing about all day long... until she gets hungry, that is.

Then she dashes over to her Duck Door.
Can you see it on the other side of the duckpond?
Do you think she'll have to duck down to get through?

Guess what is waiting for her inside?
A delicious dinner of dandelions and duckweed.
It never takes her long to get that down!



Dippy Duck
daffodils
Duck Door



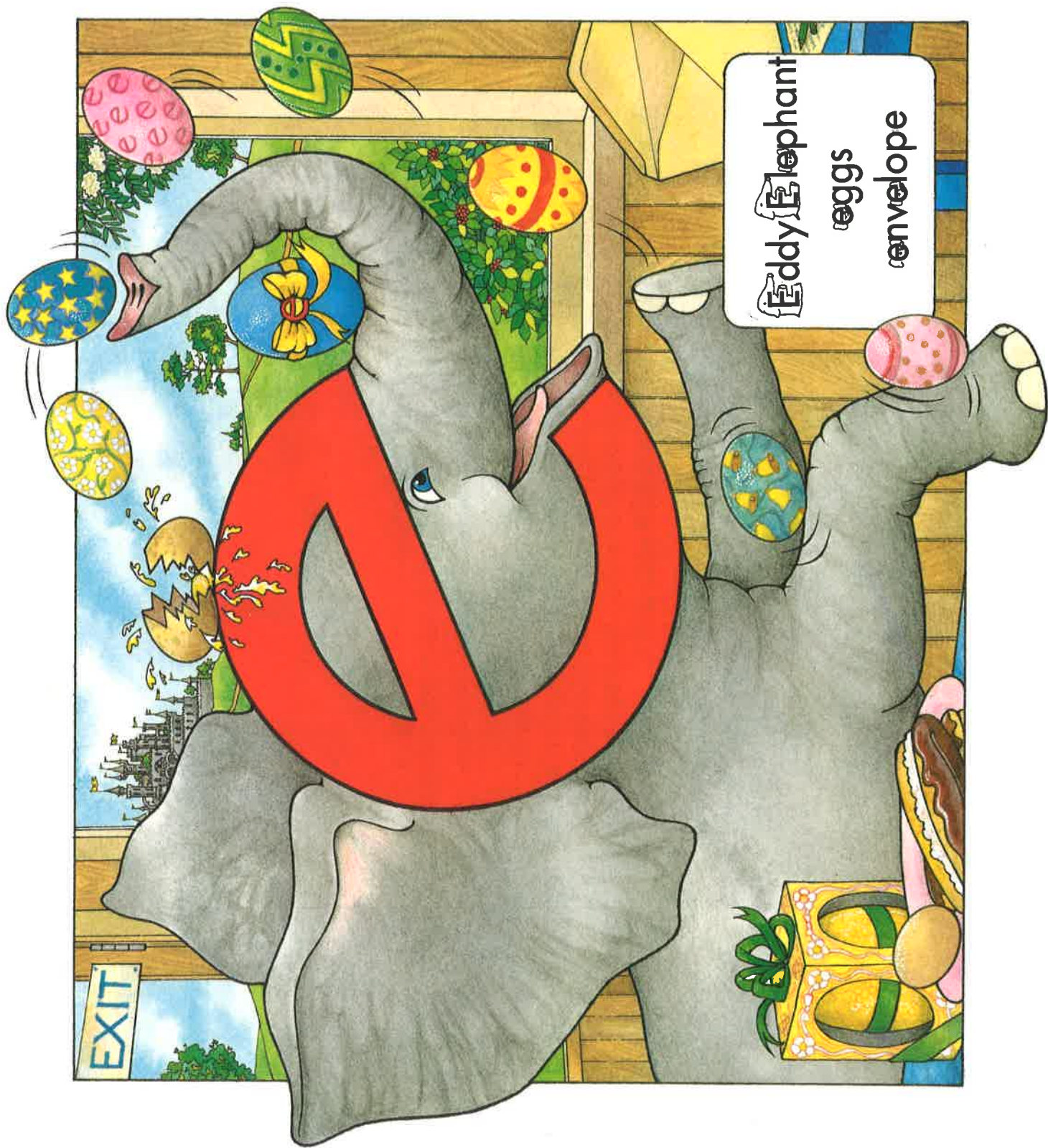
Eddy Elephant is not a very big elephant.
E But one day he's going to be **EVER** so big—
when he grows up, that is!

Eddy enjoys doing tricks. Can you see him
tossing all those Easter Eggs up in the air?
Can you see which one **ISN'T** an Easter Egg?

When he's finished this egg trick, Eddy says he's
going to eat all those eggs in eleven seconds!
He couldn't be hungry after that, could he?

Eddy Elephant belongs to Mr E, the Easy Magic
Man. He has taught Eddy lots of magic tricks as
well. Everyone enjoys watching Eddy do those
tricks. Look out for Mr E and Eddy Elephant
again at the end of the book.

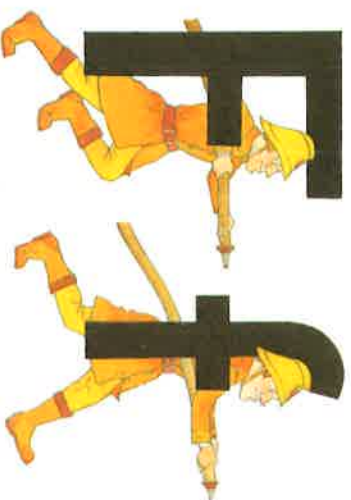




Eddy Elephant

eggs

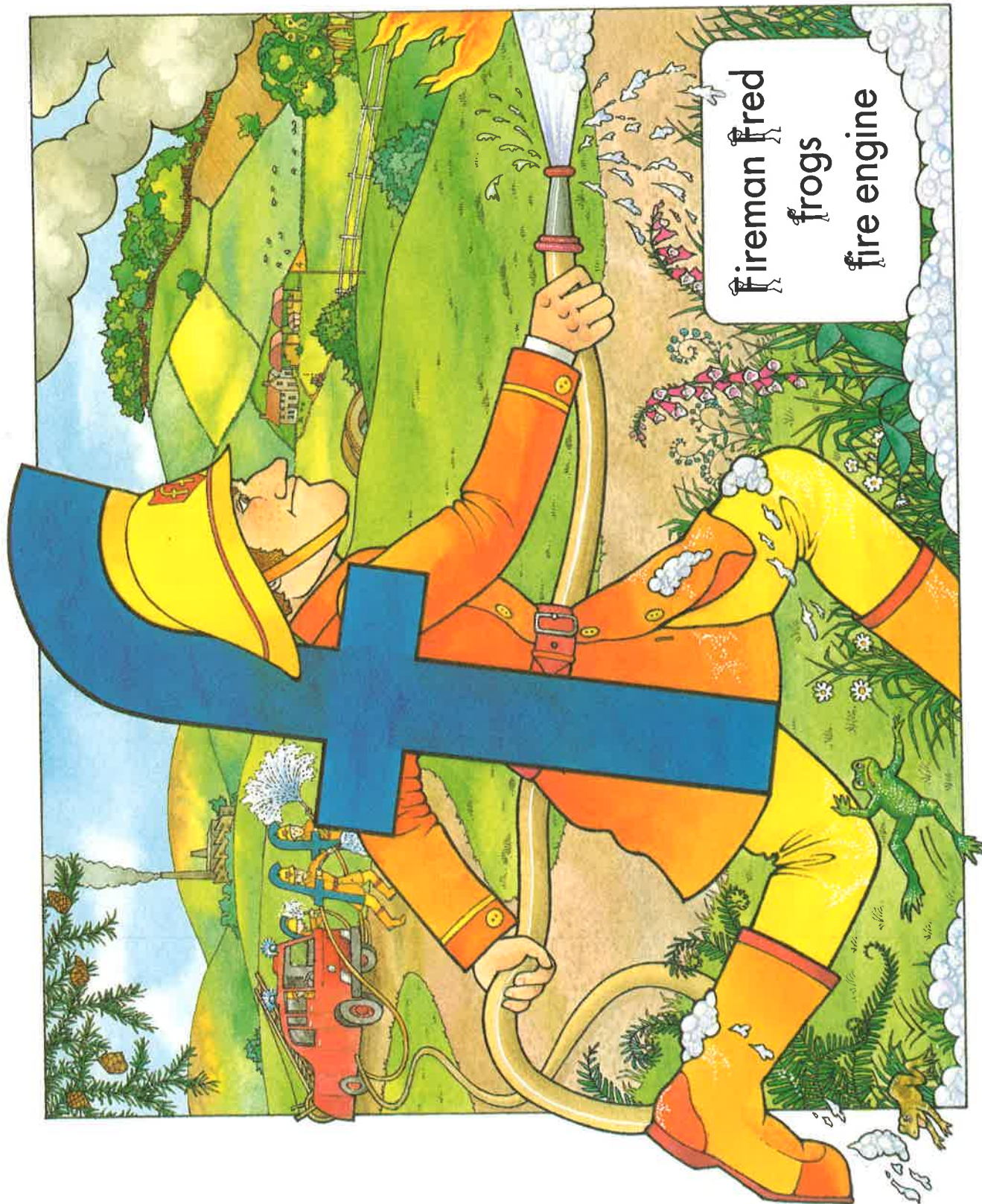
envelope



Fireman Fred is the fastest fire-fighter in Letterland. In fact, one Friday afternoon Fred put out fourteen fires in five minutes.

This made him quite famous. Everyone in Letterland was so pleased that they gave him a new hose. It's a very special hose because it's full of frothy foam instead of water. So now Fred doesn't even get wet when he fights a fire.

Fortunately, Fireman Fred also knows all about Safety First. He tells the children in Letterland how to stop fires before they start. That way he makes sure he only has a few fires to fight.



Fireman Fred
frogs
fire engine



Do you like playing on a swing? Golden Girl does. She has a swing right in the middle of her garden.

Why do you think everyone calls her Golden Girl?

Some say it's because she has gorgeous golden hair. Others say it's because she always tries to be as good as gold. Her Granddad has given her another name, Green Girl, because she loves gardening and is good at growing things—especially green grapes. When they're ripe and ready to eat, she picks her grapes in great bunches, and loads them into her special Go-Cart.

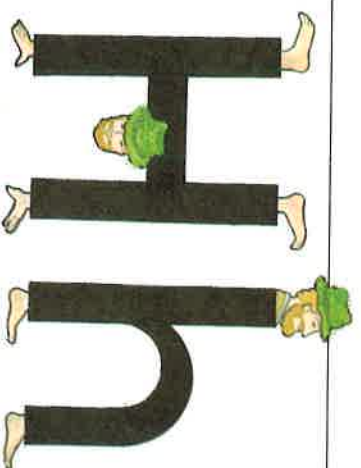
Then off she goes to give them to all the other girls and boys in Letterland. What a good girl!



Golden Girl

grapes

goat



Everybody loves Harry, the Hairy Hat Man.
He has so many hats that even Clever Cat
can hardly count them all!

If you ever meet the Hairy Hat Man, remember
to keep very quiet. Why? Because the only thing
he really hates is noise. That's why you'll hardly
ever hear him speak above a whisper.

He doesn't even wear shoes, because he says
they make too much noise as he hops along.

When he's feeling especially happy, do you know
what he does? He does a handstand—with his
hat on!

Very quietly, mind you.



Hairy Hat Man
hairy house
horse

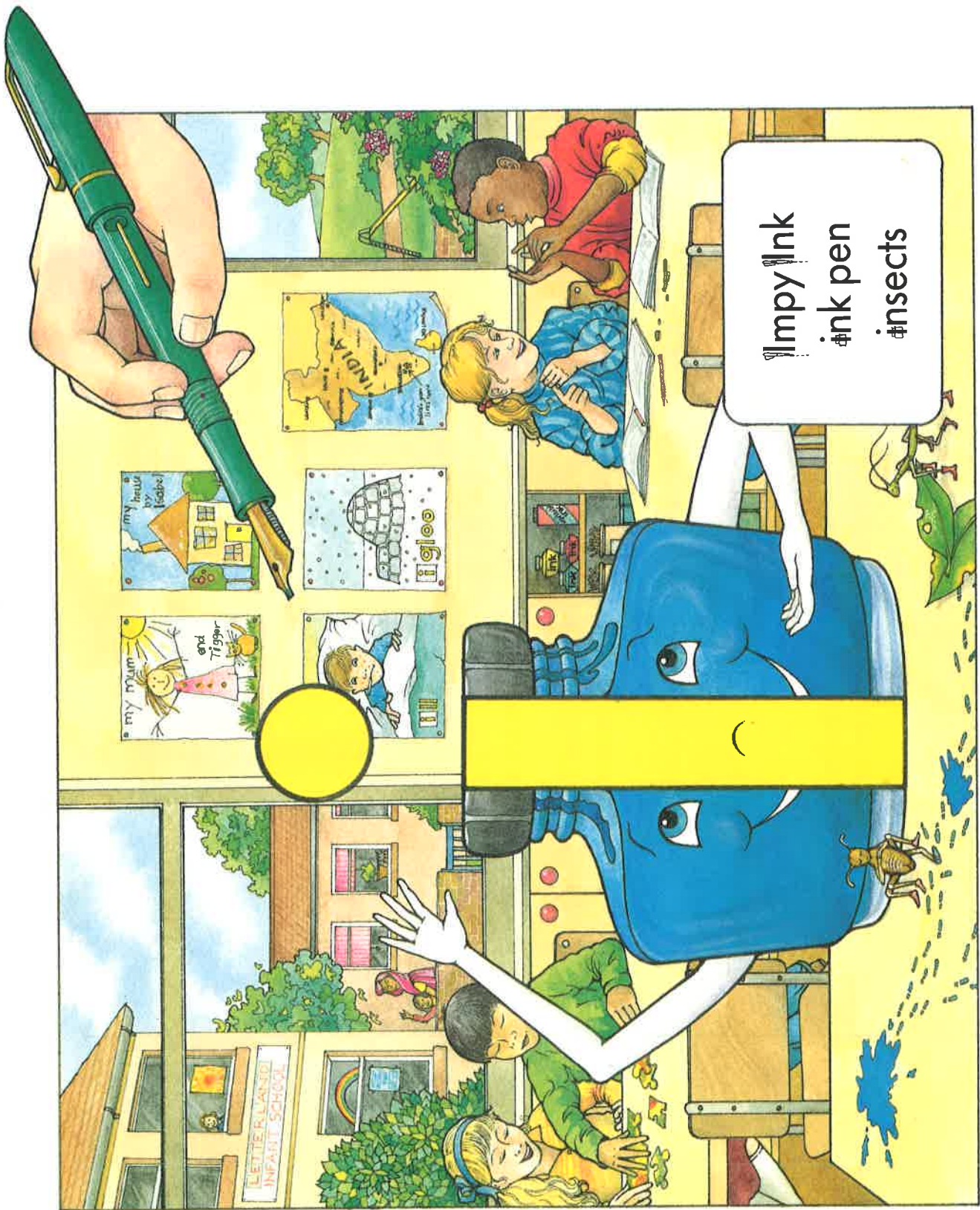


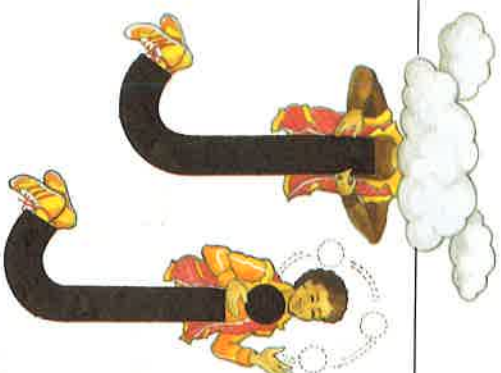
Impy Ink has a very important job, because all the children in Letterland have ink pens. So they all need ink! Lots of it.

Sometimes Impy Ink feels extra impish. He fills his bottle with a very special ink indeed. It's called Invisible Ink, which means that nobody can see it.

Impy Ink belongs to Mr I who sells all sorts of interesting inks. He also sells ice cream. Everyone thinks this is a very good idea, because Mr I's ice cream tastes very, very nice! Watch out for him again at the end of the book.







Jumping Jim is Letterland's champion jumper. He is also the best juggler in the land.

He can even jump and juggle at the same time!

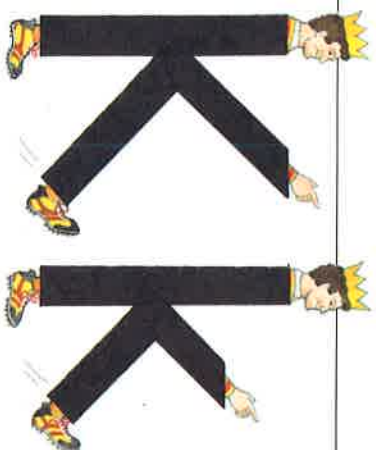
Usually, you can only see one of Jim's juggling balls because the others are moving so fast.

Every time there are jumping competitions in Letterland, other people try to jump and juggle as well as Jim, but no-one can. So Jumping Jim wins every time.

Sometimes Jim jumps so high that his head disappears in the clouds. Do you think you would like to join him up there?



Jumping Jim
Jigsaw house
Jacket



The Kicking King is the best football player in Letterland. That's because he's fantastic at kicking. Sometimes he kicks his footballs so hard that they fly right across his kingdom.

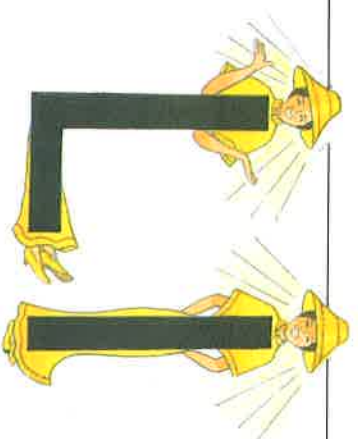
Everyone in Letterland thinks they are very lucky to have such a good, kind King. He is also great fun. He loves to fly his kite, and he is very keen on pets. He has a pet kangaroo and lots of little kittens too. The kittens are not very keen on kicking, but his kangaroo is!

At weekends, the Kicking King invites everybody round to watch a Letterland football match.

They shout and cheer every time he scores a goal. Guess who keeps the score. His kangaroo?



Kicking King
kangaroo
kites



Long ago in Letterland, Lucy the Lamp Lady came to live in a lighthouse by the sea. She is called the Lamp Lady because of her smile. It is so bright and friendly that it seems to glow, and light up everything around her.

You can see the Letterland lighthouse from miles around. It is so tall that Lucy can keep a look-out from her window for anyone who loses their way. She even helps the little lambs find their way home.

Lucy the Lamp Lady watches over Letterland until late in the evening. So even when it is dark, no-one worries about getting lost. The Lamp Lady only has to smile and her lovely lemon-coloured light shines out for all to see.