

1934 LINCOLN LOGS TRADE CATALOG AND PRICE LIST

8 ½ in. wide by 11 in. tall

4 Pages

(Partially Deteriorated)



10 YEARS OF CONTINUOUS NATIONAL ADVERTISING
has Built and is Building a Steady Demand for

LINCOLN LOGS

LINCOLN LOG LUMBER — METAL FIGURES — ALLIED TOYS

It is a recognized fact that the mother who wants LINCOLN LOGS for her child will not be satisfied with anything else.

FULL PAGE, BACK COVER ADVERTISEMENTS, IN FOUR COLORS WILL BE USED
IN THE CHRISTMAS 1934 ISSUES OF

CHILD LIFE — CHRISTIAN SCIENCE MONITOR
JUNIOR HOME MAGAZINE — PARENTS MAGAZINE
TINY TOWER MAGAZINE

ALSO OCTOBER FRONT COVERS IN TWO COLORS IN
PLAYTHINGS — TOYS & NOVELTIES — TOY WORLD
AND SMALLER SPACE IN TIME AND OTHER PUBLICATIONS

EASTERN REPRESENTATIVE

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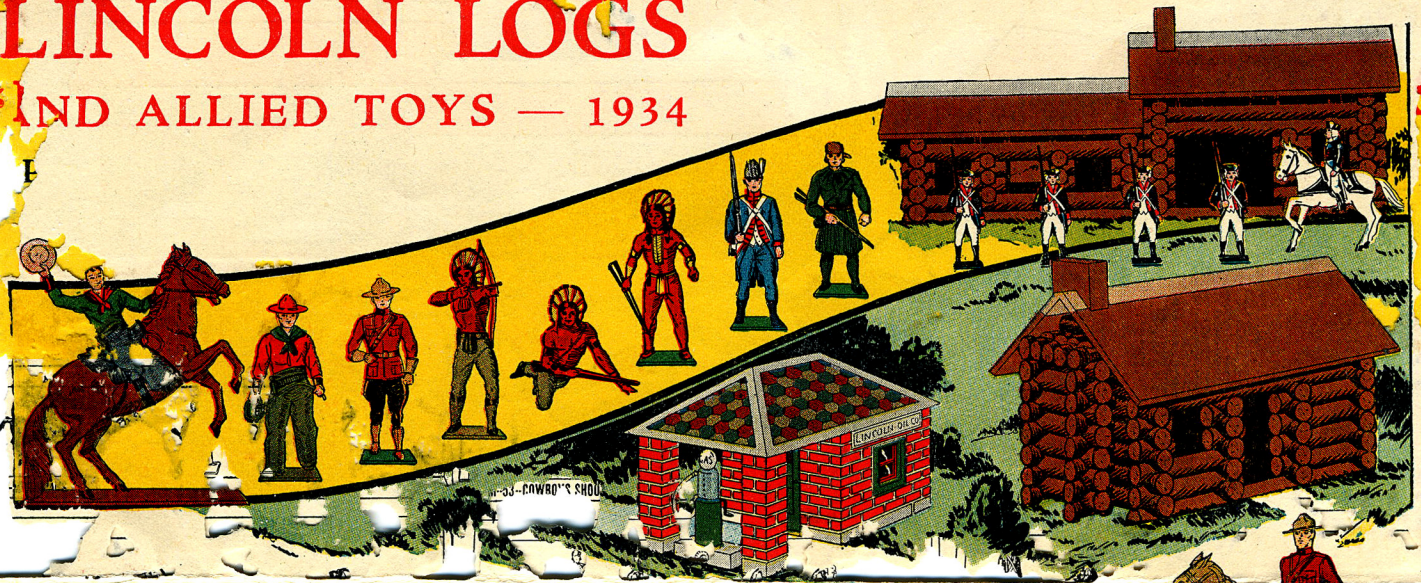
Manufactured by

J. L. WRIGHT, Inc. 1443 Merchandise Mart CHICAGO, ILL.

PHONE SUPERIOR 77

LINCOLN LOGS

AND ALLIED TOYS — 1934



Each year LINCOLN LOGS GROW IN POPULARITY — The greater attention that is now given to the Child's Play Hours by Educators, Children's Welfare Societies and Parents has resulted in an almost universal recognition of the PLAY VALUE of LINCOLN LOGS.

Dealers should be sure that their stocks of LINCOLN LOGS and ALLIED TOYS are complete. Those who have decided to buy LINCOLN LOGS for children will never be satisfied with other Construction Toys.



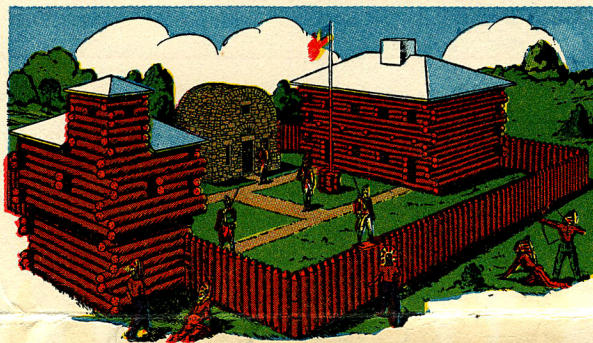
LINCOLN LOG LUMBER

The illustration shows—

EARLY AMERICAN FORT SET

Comprising Stockade, Barracks, Blockhouse, Flagpole, Flag, Powder House, Settler's Cabin, Soldiers and Indians.

SEE NEXT PAGE



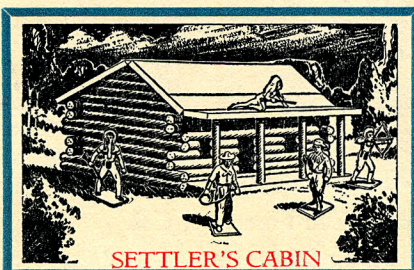
A Similar Item Known as—

FORT DEARBORN CONSTRUCTION SET

Comprising Stockade, Barracks, Blockhouse, Flagpole and Flag.

Also described on page 3.

LINCOLN LOG LUMBER consists of several logs made in one piece instead of each log being cut separately. These groups of logs may be assembled into a variety of forms. Children like LINCOLN LOG LUMBER because it enables them to quickly make realistic buildings of the type shown in the illustration. It can be used in a variety of ways.



SETTLER'S CABIN

THE SETTLER'S CABIN is a popular low priced LINCOLN LOG LUMBER TOY. Can be purchased separately or in combination with five UNBREAKABLE METAL FIGURES.

THE "Fort Dearborn" and Lincoln Exhibits at the CHICAGO CENTURY OF PROGRESS have intensified the demand for LINCOLN LOGS, LUMBER and ALLIED TOYS.

RETAIL PRICES AND SHIPPING INFORMATION

All prices are subject to additional cost incurred by us because of Federal or State legislation or changes in Code provisions under NRA.

LINCOLN LOGS— Miniature Building Material made of Hardwood, Seasoned and Stained a weather Brown. Simple designs illustrate innumerable different items of log construction easily put together.

	Our Catalog Number	Retail Price per Set	No. of Sets per Shipping Carton	Shipping Weight per Carton approx. Lbs.
Single Set—53 Logs, Roof and Design Book	1	\$1.00	24	60
Double Set—110 Logs, Roof, Chimney and Design Book	2	2.00	12	50
Triple Set—166 Logs, 2 Roofs, Chimney and Design Book	3	3.00	8	50
Complete Set—Includes Triple Set, Fence, Extra Long Logs and Wheels	5	5.00	6	50

LOGS AND FIGURES PACKED TOGETHER—For Separate Figure Sets, see Next Page.

Single Set Logs—4 Indians, 4 Pioneers, 2 Cowboys, 4 Farm Animals	1F	2.00	12	40
Double Set Logs—14 Metal Figures as above	2F	3.00	8	40

LINCOLN BRICKS— The Companion toy to Lincoln Logs— Contains Bricks, Stones, Window and Door Frames, Roofs, etc., erected with mortar like real buildings.

Lincoln Bricks	20	1.50	12	40
Log and Brick Set	25	4.50	6	50

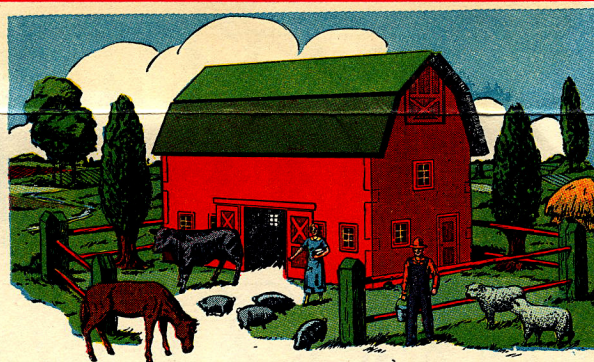
LINCOLN LOG LUMBER SETS— Logs are made in Groups instead of Singly.

Fort Dearborn Construction Set	40	3.00	8	35
Early American Fort Set	50	5.00	6	40
Settler's Cabin	50-C	.50	48	45
Settler's Cabin and 5 Metal Figures	50-CI	1.00	24	35

LINCOLN BARNYARD— Pictured Below—

Lincoln Barnyard and 12 Farm Figures	60	2.00	12	35
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Advance Sales indicate that this item will be one of the most popular of the LINCOLN LOG ALLIED TOYS— get your share of the Christmas trade.



“BACK TO THE FARM”

The prominence given to American Farming by the various Federal and State agencies will make this New Toy particularly appropriate this year.

LINCOLN BARNYARD with 12 Unbreakable Farm Figures

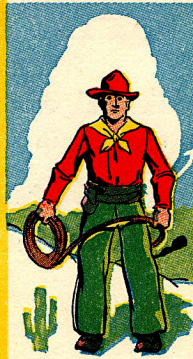
Wooden Barn and 4 Sections of Fence, beautifully enameled in Red and Green with 12 unbreakable metal Farm Figures— 2 Trees, Farmer and Wife, Horse, Cow, 2 Sheep, and 4 Pigs.

See Above for Price and Shipping Information on this **NEW QUICK SELLER**

“LINCOLN LOG”

PRACTICALLY UNBREAKABLE

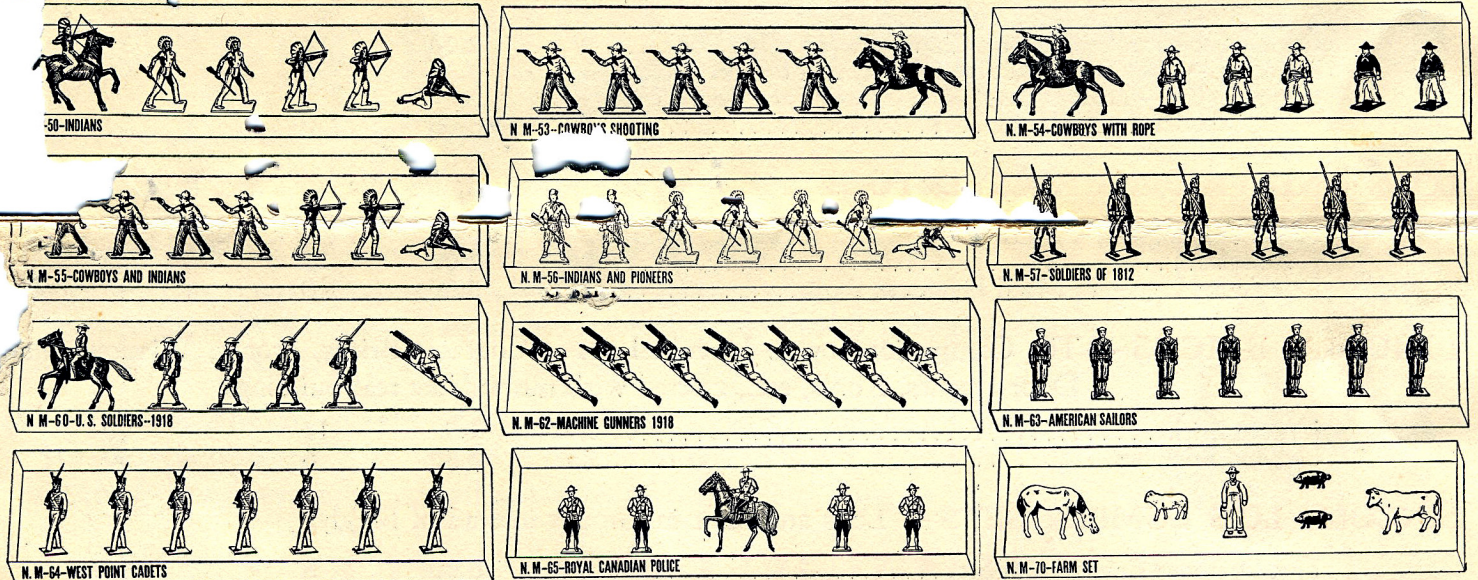
Attractively Boxed



METAL FIGURES

BEAUTIFULLY ENAMELED

Retail 50c and \$1 per set

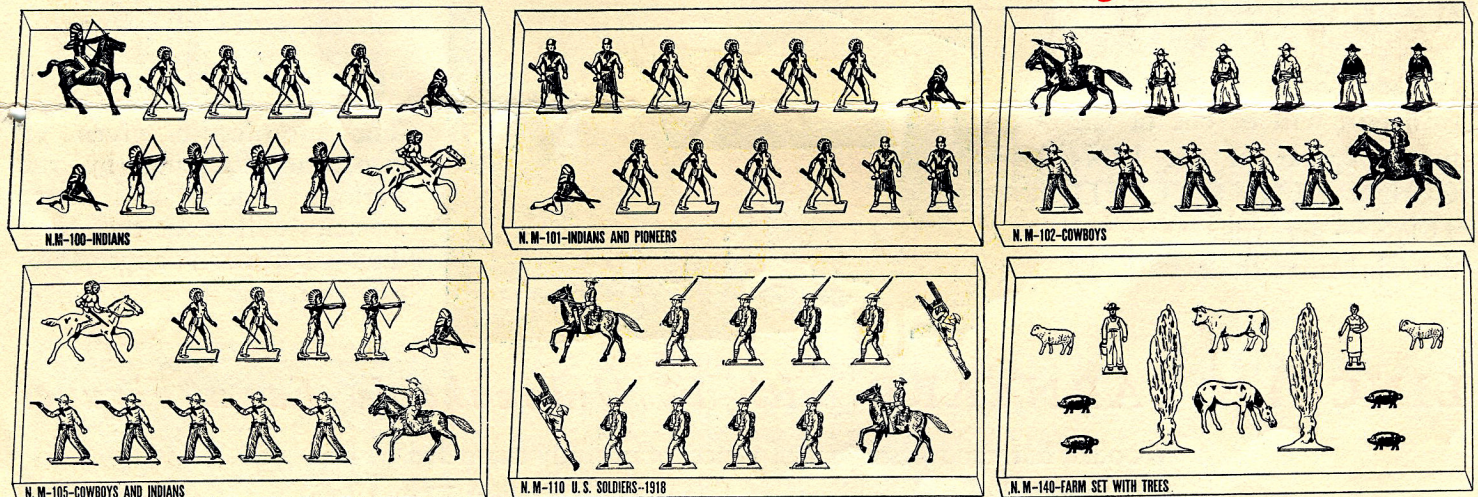


Please Order by Our Catalog Number as Shown Below —

- NM-50—Indians, 1 mounted, 5 on foot.
- NM-53—Cowboys Shooting, 1 mounted, 5 on foot.
- NM-54—Cowboys with Rope, 1 mounted, 5 on foot.
- NM-55—Cowboys and Indians, 4 cowboys and 3 Indians on foot.
- NM-56—Indians and Pioneers, 2 Pioneers and 5 Indians on foot.
- NM-57—Soldiers of 1812, 6 on foot.

- NM-60—U. S. Soldiers of 1918, 1 mounted, 4 on foot, 1 Machine Gunner
- NM-62—Machine Gunners 1918, 7.
- NM-63—American Sailors, 7 on foot.
- NM-64—West Point Cadets, 7 on foot.
- NM-65—Royal Canadian Police, 1 mounted, 4 on foot.
- NM-70—Farm Set, 1 each of farmer, horse, cow, sheep, and 2 pigs.

Above Sets Retail at 50c — Packed 48 Sets to a Carton — Weight 34 Pounds



- NM-100—Indians, 2 mounted, 10 on foot.
- NM-101—Indians and Pioneers, 10 Indians and 4 Pioneers on foot.
- NM-102—Cowboys, 2 mounted, 10 on foot.

- NM-105—Cowboys and Indians, 1 Cowboy mounted, 5 on foot, 1 Indian mounted, 5 on foot.
- NM-110—U. S. Soldiers 1918, 2 mounted, 8 on foot, 2 Machine Gunners.
- NM-140—Farm Set with Trees, 2 trees, 2 sheep, 4 pigs, 1 each of man, woman, horse, cow.

Above Sets Retail at \$1.00 — Packed 24 Sets to a Carton — Weight 34 Pounds

MADE IN U. S. A.