

1935 LINCOLN LOGS TRADE CATALOG AND PRICE LIST

8 ½ in. wide by 11 in. tall

4 Pages

LINCOLN LOGS

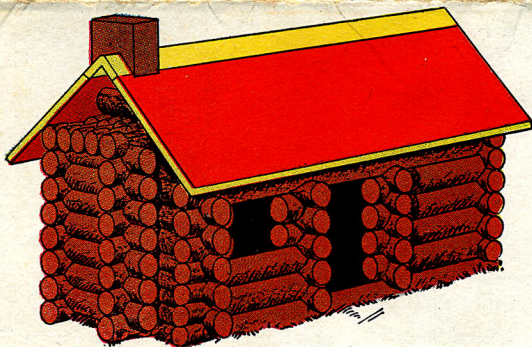
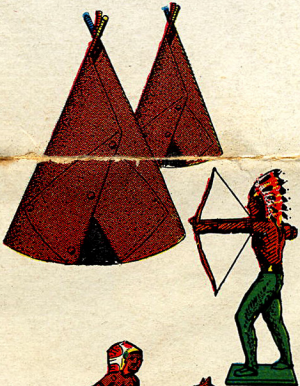
Metal Figures and Allied Toys

National Advertising will reach over 3,000,000 Homes!

Full color, full page, back cover advertisements will appear in the Christmas issues of —
CHILD LIFE • JUNIOR HOME • PARENTS MAGAZINE • TINY TOWER

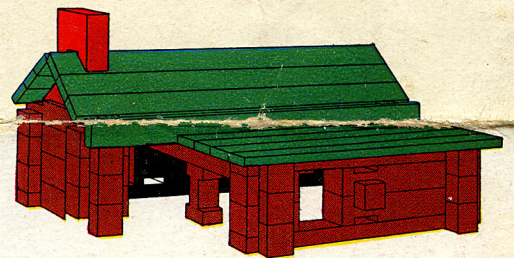
Plus advertising in December, 1935 —
WOMAN'S HOME COMPANION, supplemented by RADIO HOOK-UP

Plus Trade Paper advertising in two colors on front covers, October, 1935 issues of —
PLAYTHINGS • TOYS & NOVELTIES • TOY WORLD



USE ONE TO SELL THE OTHER

The beautiful Metal Figures illustrated on the inside pages of this folder are just the right size to go with Lincoln Logs, Forts, Barnyards, Railroad Stations, Trains and other Toys. Prominently displayed they will help your whole Toy Department.



Something New In Log Construction LINCOLN LOG TIMBERS Square Instead of Round

Designed especially for young boys and girls. Will build Cabins, Benches, Tables, Fences, Block Houses, Bridges, Pergolas, etc.

Manufactured By

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

PHONE SUPERIOR 7712

EASTERN REPRESENTATIVE
J. WARREN WILEY
200 Fifth Avenue, New York City
Phone Gramercy 5-4532

PACIFIC COAST REPRESENTATIVE
M. SWEYD & SON
718 Mission Street, San Francisco, Calif.
Phone Douglas 0319

LINCOLN LOG PRACTICALLY UNBREAKABLE METAL FIGURES

ILLUSTRATIONS ON THIS PAGE ARE APPROXIMATELY 3/4 ACTUAL SIZE



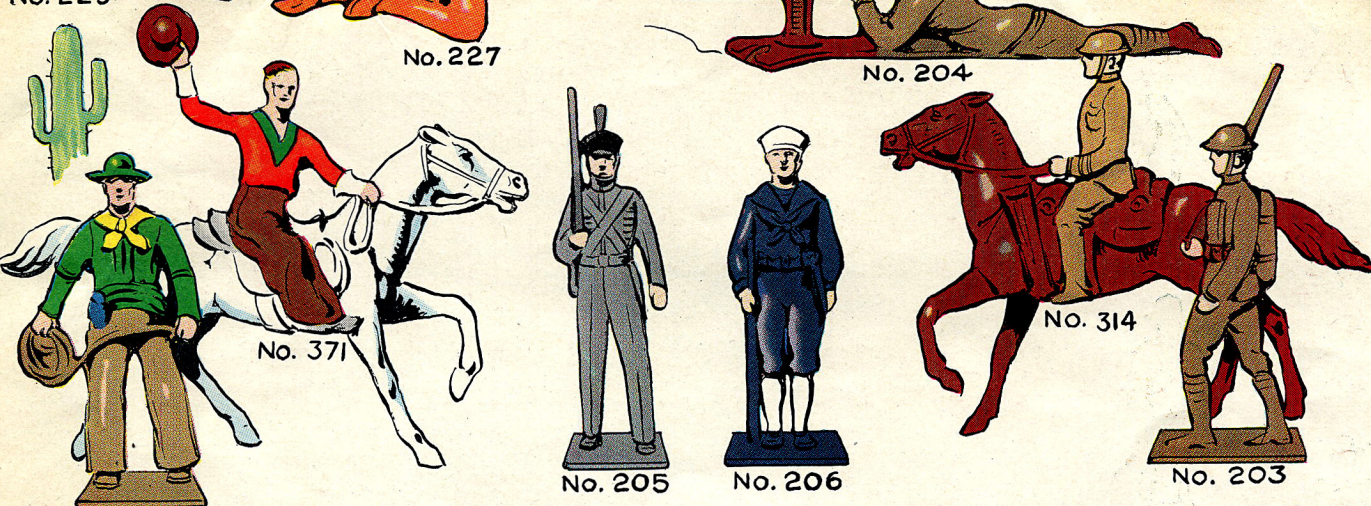
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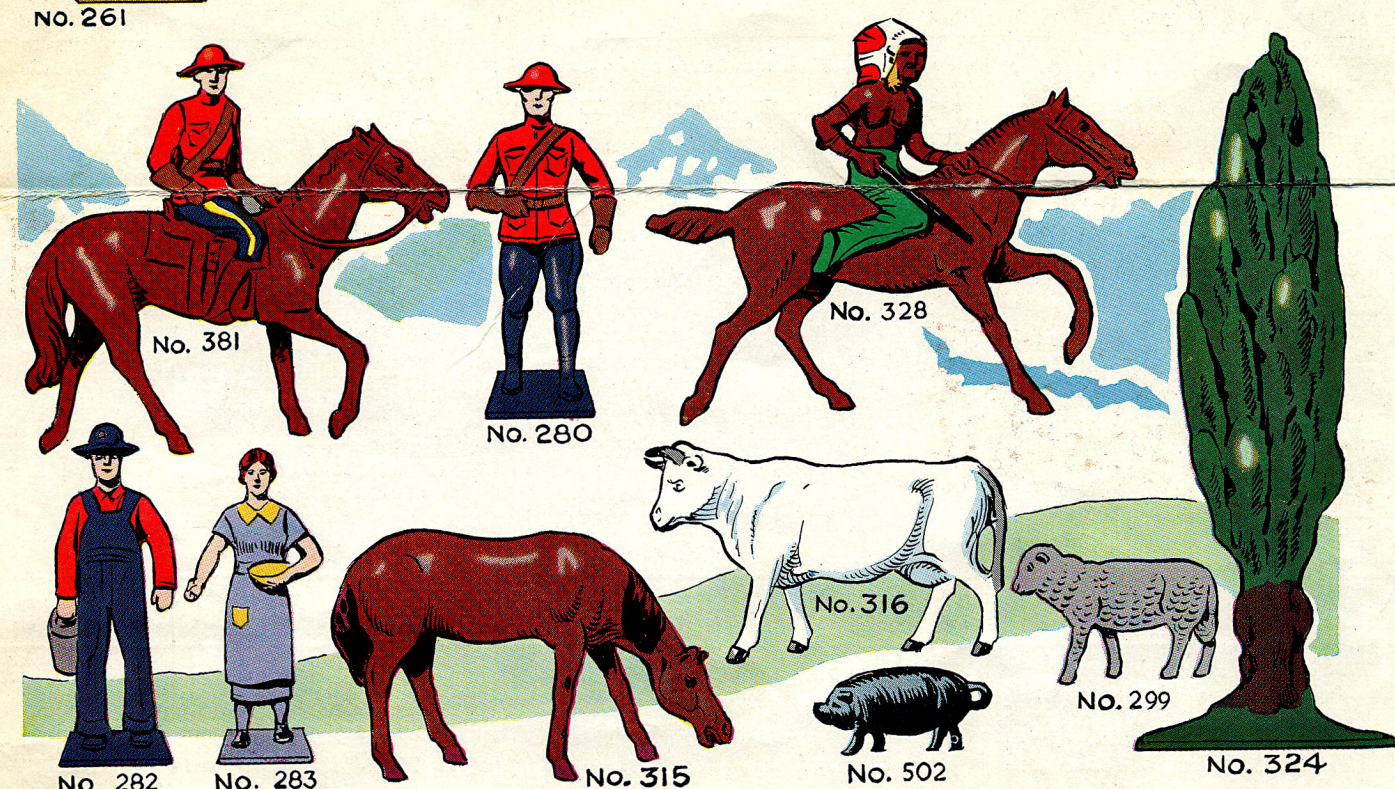
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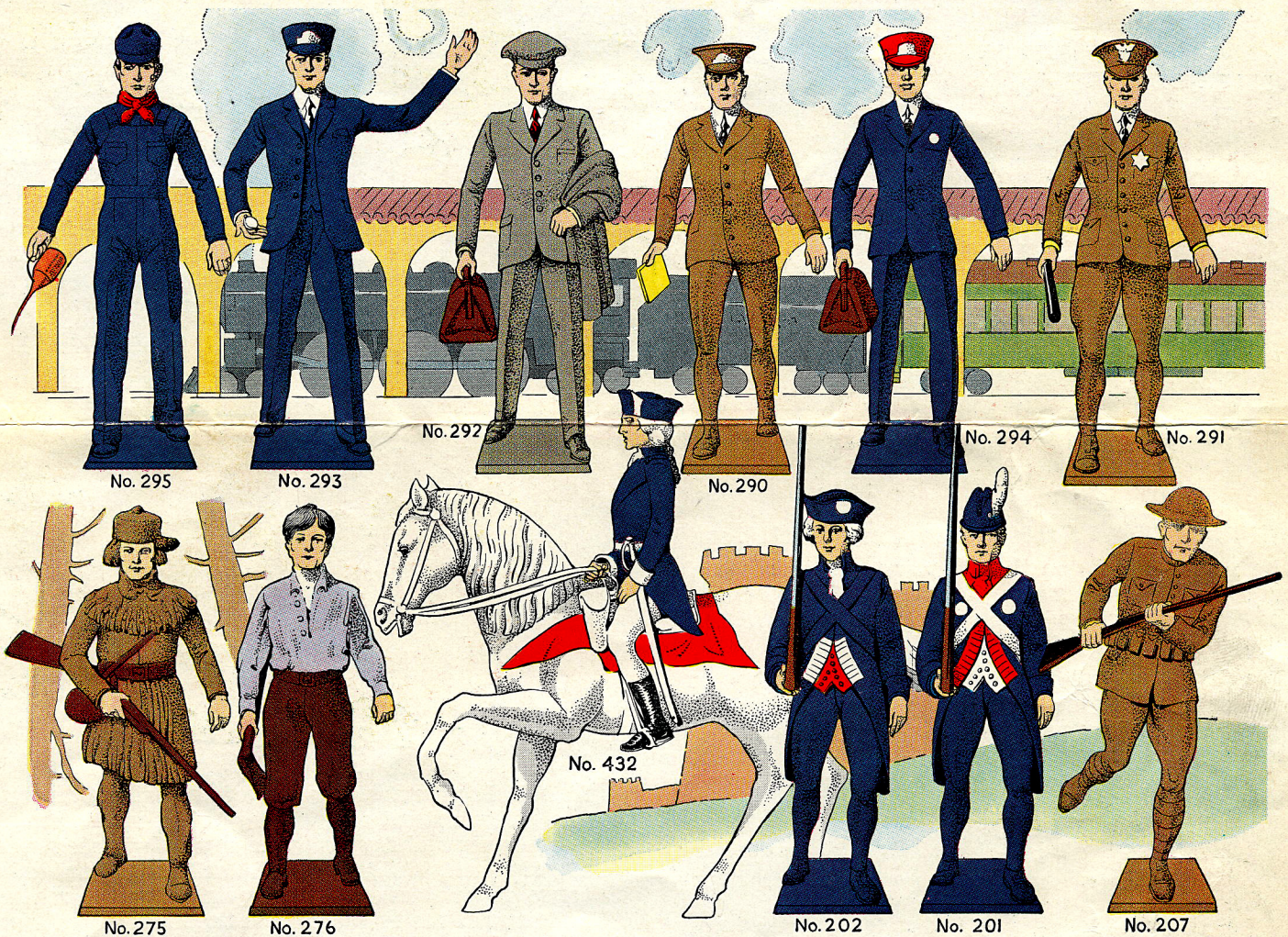
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LINCOLN LOG PRACTICALLY UNBREAKABLE METAL FIGURES

SIX NEW FIGURES CORRECTLY PROPORTIONED FOR USE WITH TOY TRAINS



ALL FIGURES ARE RIGHT SIZE TO GO WITH LINCOLN LOG CABINS, TRAINS AND OTHER TOYS
(SEE BACK PAGE FOR ADDITIONAL ILLUSTRATIONS)

SETS TO RETAIL AT 50¢ EACH *Attractively Boxed—Beautifully Enameled*

(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, 3 Indians on foot
- NM-56—INDIANS AND PIONEERS, 2 pioneers, 5 Indians on foot
- NM-57—SOLDIERS OF 1812, 6 on foot
- NM-58—SOLDIERS OF 1776, 1 mounted, 4 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 farmer, horse, cow, sheep, 2 pigs

NM-80—LINCOLN STATION FIGURES—2 passengers—1 each engineer, conductor, telegraph messenger, redcap and policeman



SETS TO RETAIL AT \$1.00 EACH

(Please order by our catalog number as shown below)

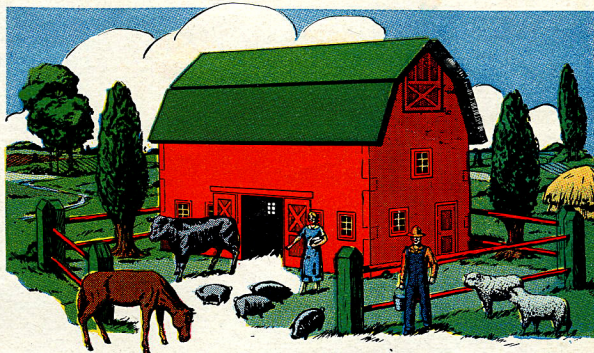
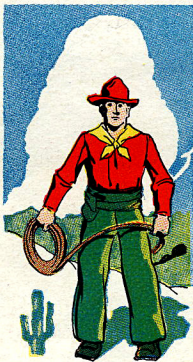
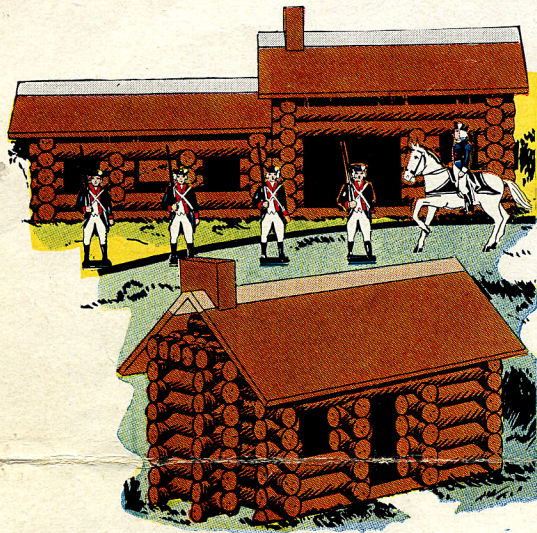
- NM-100—INDIANS, 2 mounted, 10 on foot
- NM-101—INDIANS AND PIONEERS, 10 Indians, 4 pioneers on foot
- NM-102—COWBOYS, 2 mounted, 10 on foot
- NM-105—COWBOYS AND INDIANS, 1 cowboy mounted, 5 on foot, 1 Indian mounted, 5 on foot
- NM-110—U. S. SOLDIERS 1918, 2 mounted, 8 on foot, 2 machine gunners

- NM-140—FARM SET WITH TREES, 2 trees, 2 sheep, 4 pigs, 1 each of man, woman, horse, cow
- NM-160—TRENCHES AND DOUGHBOYS, 3 sections of cardboard trench, 4 u. s. soldiers 1918, 3 machine gunners
- NM-161—TEPEES AND INDIANS, 2 cloth tents with poles, 1 mounted Indian, 5 on foot
- NM-162—SHELTER TENTS AND DOUGHBOYS, 3 tents, 1 mounted u. s. soldier 1918, 4 on foot, 1 machine gunner

J. L. WRIGHT, Inc.—Makers of Lincoln Logs and Allied Toys—1443 Merchandise Mart, Chicago

LINCOLN LOGS

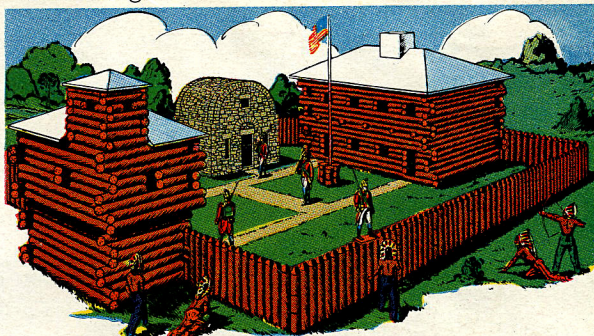
AND ALLIED TOYS



LINCOLN BARNYARD SETS

Advance sales indicate that this item will again be one of the most popular of the Lincoln Log Allied Toys — get your share of the Christmas and birthday trade.

Set consists of 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.



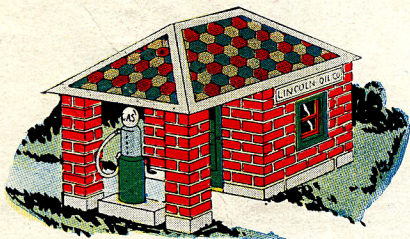
LINCOLN LOG LUMBER SETS

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 many ways.

LINCOLN LOGS Grow in Popularity Each Year

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.

This Miniature Building Material is made of Hardwood, Seasoned and Stained a weathered Brown. Simple designs illustrate innumerable different items of log construction, easily put together.



LINCOLN BRICKS

The companion toy to Lincoln Logs Standard set consists of miniature building material — bricks, stones, window and door frames, roofs, etc. — 322 pieces in all. Erected with Mortar like real buildings. With this outfit can be built Filling Stations, Garages, Bungalows, Silos, Fences, Walks, etc.



RAILROAD STATION and METAL FIGURES

Beautifully lacquered wooden Station and seven unbreakable Metal Figures — 2 Passengers, 1 each, Engineer, Telegraph Messenger, Red Cap, Policeman, Conductor.

SPECIFICATIONS and PRICES

	Our Catalog No.	Retail Price Per Set	No. of Sets Per Carton	Shipping Weight Per Carton
LINCOLN LOGS				
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
LINCOLN LOGS AND FIGURES (Packed together)				
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				
Lincoln Bricks	20	1.50	12	40
Log and Brick Set	25	4.50	6	50
LINCOLN LOG LUMBER SETS				
Fort Dearborn Construction Set	40	3.00	8	35
Early American Fort Set, with 10 Metal Figures.....	50	5.00	6	40
Settler's Cabin, with 7 Metal Figures.....	50CI	1.00	24	35
LINCOLN LOG TIMBERS — Square instead of round				
LINCOLN BARNYARD, with 12 Farm Figures.....	60	2.00	12	35
RAILROAD STATION, with 7 Metal Figures.....	70	1.50	24	36
METAL FIGURE SETS				
See Page 3.....	Catalog Nos. NM50-80 inc.	.50	48	34
See Page 3.....	Catalog Nos. NM100-162 inc.	1.00	24	34