

1937 LINCOLN LOGS TRADE CATALOG AND PRICE LIST

8 ½ in. wide by 11 in. tall

4 Pages

"BRIGHT WORLDS" OF

Play



with LINCOLN LOGS AND ALLIED TOYS

— "Bright Worlds" . . . where story-book tales vividly take form with **LINCOLN LOGS** and **Allied Toys**.

With **LINCOLN LOGS** (the original Log Cabin construction toy) eager little hands quickly build Pioneer Cabins and houses with gables and roofs brilliantly colored.

With **LINCOLN LOG LUMBER** (logs combined in groups) miniature Early American Forts, Block Houses, Stockades and Settlers Cabins spring up amazingly fast. Brightly enameled, unbreakable metal Indians, Soldiers and Pioneers add reality to the scene.

The **LINCOLN RAILROAD STATION** with its five metal figures is essential to all toy trains and miniature railroad systems.

The **LINCOLN BARNYARD** with eleven unbreakable metal farm figures will provide countless happy hours of play.

The latest **LINCOLN BRICKS** bring endless joy. Bricks, foundation stones, book of building plans, mortar and all other items needed to build a great variety of fine buildings will be found in this set.

The new **LINCOLN PLASTER-KASTER** magically creates delightful little plaster, full-form figures. The split rubber molds are easy to handle; the plaster ready to mix and everything required is included. **NO HEAT IS USED.**

Give your children "Bright Worlds" of Play for every day—with **LINCOLN LOGS** and **Allied Toys**.

Advertisements similar to this page will appear in colors on the back covers of the December 1937 issues of

- CHILD LIFE
- NATIONAL PARENT-TEACHER MAGAZINE
- CHILDREN'S ACTIVITIES

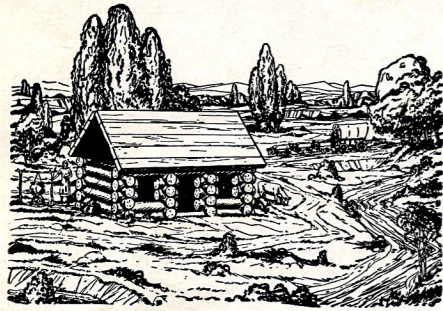
Smaller advertisements featuring the **LINCOLN LEAD-KASTERS**, described on page 3 of this circular, will appear in magazines read by older boys, such as *American Boy*, *Boys' Life*, etc.

J. L. WRIGHT, INC.
1443 Merchandise Mart
CHICAGO, ILLINOIS, U. S. A.

BE SURE TO GET ORIGINAL LINCOLN LOG PRODUCTS

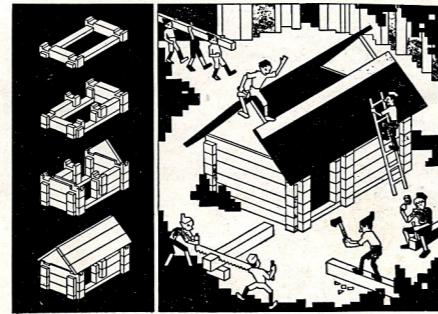
LINCOLN LOGS AND ALLIED TOYS

MANUFACTURED BY J. L. WRIGHT, INC., 1443 MERCHANDISE MART, CHICAGO



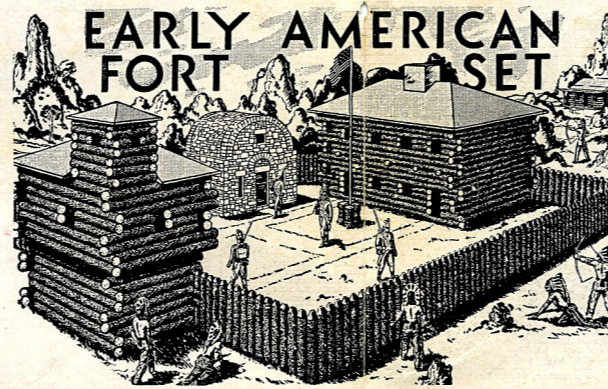
ORIGINAL LINCOLN LOGS
ROUND

The same excellent, seasoned, stained and polished hardwood—the same educational value—but the 1937 MODELS have far greater construction possibilities and are much more attractive because of the addition of colored gables and separate roof planks. A new design book is enclosed with each set of these new Lincoln Logs. It shows how to build many NEW things.



LINCOLN LOG TIMBERS
SQUARE INSTEAD OF ROUND

These large square Timbers have been designed for younger children following the suggestions of leading educators. They are now available in several different sets. Even the smallest will enable the builder to construct many items. Timbers are polished brown and roof pieces, gables and chimneys are brightly colored. The construction principles involved are the same as in the round Lincoln Logs.



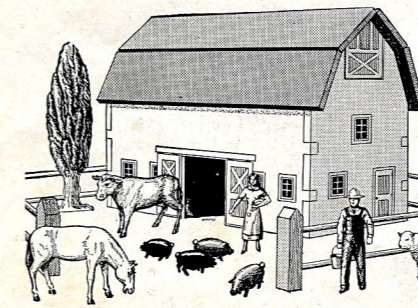
EARLY AMERICAN FORT SET

Complete with Block House, Barracks, Stockade, Powder House, Flag Pole and Flag, Settler's Cabin, and Ten Metal Figures.

Constructed of Lincoln Log Lumber which consists of several logs made in one piece instead of each log being cut separately.

FORT DEARBORN SET

The same as The Early American Fort Set except that it does not contain the Powder House, Settler's Cabin, Soldiers and Indians.

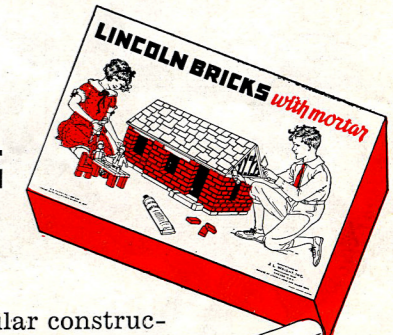


LINCOLN BARNYARD

Set consists of Wooden Barn and 4 sections of Fence, beautifully enameled in red and green, with 11 unbreakable metal Farm Figures—Tree, Farmer and Wife, Horse, Cow, 2 Sheep and 4 Pigs. Size of barn when assembled 8 1/4" x 4 1/2" x 6".

LINCOLN LEAD-KASTER

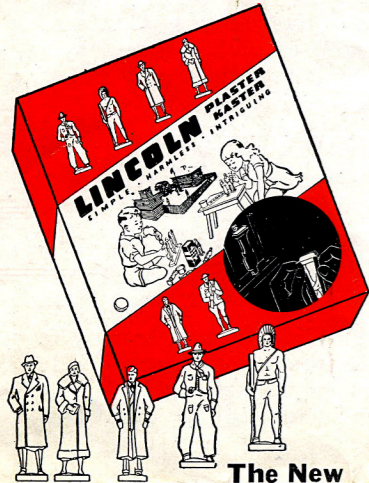
Produces three-dimensional castings that are far more life-like than the thin figures obtained from ordinary old-fashioned molds.



The Latest...
LINCOLN BRICKS
With
Mortar

This popular construction toy has been greatly SIMPLIFIED and IMPROVED so that it now appeals to children of all ages.

The new LINCOLN BRICKS with MORTAR SET, attractively packed in 4-color picture-top box, includes bricks, foundation stones, new wooden roof, gable ends and grooved timbers, gas station pump, trowel, mortar and design book.

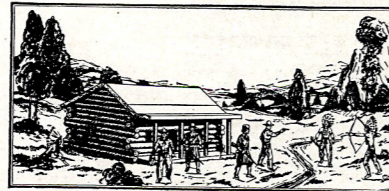


The New

LINCOLN PLASTER-KASTER

Here's BIG toy news for you! Latest thing out—no heat required, harmless, easy casting for even young children. Full-form 3" plaster figures can be quickly made with sharp, clear cut details by using the NEW LINCOLN SPLIT RUBBER MOLDS from which the figures are easily removed without breakage.

The new LINCOLN PLASTER-KASTER, compactly packed in bright 4-color display box, consists of five 3" rubber figure molds, substantial wood stand, paints, brush, mixing bowl, spoon and plaster ready for easy mixing.



SETTLER'S CABIN
and 6 Metal Figures

The Settler's Cabin is also made of Lincoln Log Lumber, easily assembled. The unbreakable metal figures consist of 2 Indians, 2 Cowboys, and 2 Pioneers. Attractively boxed. Size of cabin when assembled 7 1/2" x 4 1/2" x 4 1/4".



LINCOLN RAILROAD STATION

is a wooden structure with five unbreakable metal figures of JUST THE RIGHT SIZE to use with miniature railway systems. Set consists of 1 each Conductor, Engineer, Redcap, Messenger and Passenger. Size of station when assembled 8 1/2" x 4 1/2" x 4 1/2".

SPECIFICATIONS AND PRICES

	Our No.	Retail Price	Sets Per Carton	Shpg. Wt. Per Carton
LINCOLN LOGS, ROUND				
Single Set, 56 pieces and design book.....	1	1.00	24	46
Double Set, 112 pieces, including Wheels, Roof, Chimney and Design Book	2	2.00	12	43
Complete Set, 174 pieces, including Extra Long Logs, Wheels, Roof, Chimney and Design Book	5	4.00	6	36
LINCOLN LOG TIMBERS— Square instead of round.				
Set A—53 pieces, Designs on Box Cover.....	A	.50	48	70
Set B—74 pieces, Design Book Included.....	B	1.00	24	60
Set C—130 pieces, Design Book Included.....	C	2.00	12	57
Set E—286 pieces, Design Book Included.....	E	4.00	6	60
LINCOLN LOG LUMBER SETS				
Early American Fort Set, with 10 Metal Figures, 4 Soldiers 1812, 6 Indians.....	50	5.00	6	40
Fort Dearborn Set.....	40	3.00	8	35
Settler's Cabin with 6 Metal Figures.....	50CI	1.00	24	33
LINCOLN BARNYARD with 11 Farm Figures.....	60	2.00	12	33
RAILROAD STATION with 5 Metal Figures.....	71	1.00	24	34
LINCOLN BRICKS with Mortar.....	20	3.00	8	25
LINCOLN PLASTER-KASTER SETS				
Indian, Cowboy, Soldier, Sailor and Marine.P.K.	30	2.00	12	27
Man, Woman, Young Man, Boy and Girl..P.K.	31	2.00	12	27
Engineer, Conductor, Porter, Waiter and Messenger	P.K. 32	2.00	12	27
LINCOLN LEAD-KASTER SETS				
4001 to 4005 inc.....		2.00	12	39
6001 to 6005 inc.....		3.00	6	26
8001 to 8005 inc.....		4.00	6	33
LINCOLN METAL FIGURE SETS—See Page 4				
Catalog Nos. NM50-80 inc.....		.50	48	34
Catalog Nos. NM100-162 inc.....		1.00	24	34

TO RETAIL AT \$2.00 EACH

(4000 Series)

Set Contains: 1 three-figure FULL FORM mold; 2 handles; 12 pigs of lead; 1 ladle; 3 cast figures; 1 bottle of paint; 1 brush; 1 candle.

TO RETAIL AT \$3.00 EACH

(6000 Series)

Set Contains: 1 three-figure FULL FORM mold; 2 handles; 12 pigs of lead; 1 ladle; 3 cast figures; 1 bottle of paint; 1 brush; 1 candle; 1 Electric Heating Unit.

TO RETAIL AT \$4.00 EACH

(8000 Series)

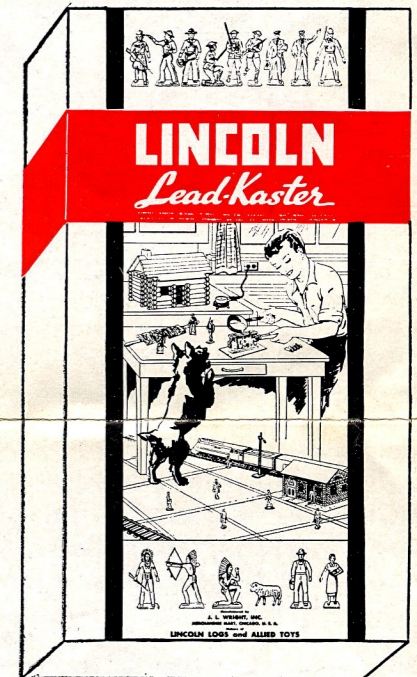
Set Contains: 1 three-figure FULL FORM mold; 2 handles; 24 pigs of lead; 1 ladle; 3 cast figures; 4 bottles of paint; 2 brushes; 1 candle; 1 Electric Heating Unit.

With any of the foregoing, we can supply the following three-figure molds:

- No. 01—Mold casts 1 Pioneer and 2 Cowboys
- No. 02—Mold casts 3 U. S. Soldiers of 1918 (Kneeling, Marching, Charging)
- No. 03—Mold casts 3 Indians (1 with gun, 1 with bow, 1 kneeling)
- No. 04—Mold casts 3 Train Figures (Conductor, Engineer and Traveling Man)
- No. 05—Mold casts 3 Farm Figures (Farmer, Farmer's Wife and Sheep).

We also make *single-figure* FULL FORM molds which may be obtained in sets selling for \$1.00 and \$2.00.

For those who prefer the *flat* molds, we have sets containing three-figure molds retailing at \$1.50 per set. Full particulars will be gladly furnished on request.



These Sets have been carefully designed for the quick and easy casting of *FULL FORM* lead Figures under the safest possible conditions. The electrical heating unit in the larger sets melts the lead quickly without itself becoming dangerously hot. **It has been approved by The Underwriters Laboratories, Inc.**

LINCOLN LOG PRACTICALLY UNBREAKABLE METAL FIGURES



Illustrations on this page are approximately $\frac{3}{4}$ actual size

Beautifully Enameled in Colors and Attractively Boxed

SETS TO RETAIL AT FIFTY CENTS EACH

- NM- 50—Indians, 1 mounted, four on foot, and 1 crawling.
- NM- 53—Cowboys Shooting, 1 mounted and 5 on foot.
- NM- 54—Cowboys with Rope, 1 mounted and 5 on foot.
- NM- 55—Cowboys and Indians, 4 Cowboys, 3 Indians.
- NM- 56—Indians and Pioneers, 2 Pioneers, 5 Indians.
- NM- 57—Soldiers of 1812, 6 on foot.
- NM- 58—Soldiers of 1776, 1 mounted, four on foot.
- NM- 60—U. S. Soldiers of 1918, 1 mounted, 2 marching, 2 charging, 1 Machine Gunner.
- NM- 62—Machine Gunners, 7 shooting.
- NM- 63—American Sailors, 7 at attention.
- NM- 64—West Point Cadets, 7 marching.
- NM- 65—Royal Canadian Police, 1 mounted, 4 on foot.
- NM- 70—Farm Set, 1 Farmer, 1 Sheep, 1 Horse, 1 Cow, 2 Pigs.
- NM- 80—Lincoln Station Figures, 2 Passengers, 1 Messenger, 1 Policeman, 1 Conductor, 1 Red-cap, 1 Engineer.

SETS TO RETAIL AT ONE DOLLAR EACH

- NM-100—Indians, 2 mounted, 8 on foot, 2 crawling.
- NM-101—Indians and Pioneers, 10 Indians, 4 Pioneers.
- NM-102—Cowboys, 2 mounted, 5 with rope, 5 shooting.
- NM-105—Cowboys and Indians, 1 Cowboy mounted, 5 Cowboys shooting, 1 Indian mounted, 4 Indians on foot, 1 Indian crawling.
- NM-110—U. S. Soldiers of 1918, 2 mounted, 4 marching, 4 charging, 2 machine gunners.
- NM-140—Farm Set with Trees, 2 Trees, 2 Sheep, 4 Pigs, 1 Man, 1 Woman, 1 Horse, 1 Cow.
- NM-160—Trenches and Doughboys, 3 sections cardboard Trench, 2 Soldiers marching, 2 Soldiers charging, 3 Machine Gunners.
- NM-161—Tpees and Indians, 2 cloth Tents with poles, 1 Indian mounted, 4 Indians on foot, 1 Indian crawling.
- NM-162—Shelter Tents and Doughboys, 3 khaki Tents, 1 U. S. Soldier mounted, 2 Soldiers marching, 2 Soldiers charging, 1 Machine Gunner.

All Figures Are Right Size To Go With Lincoln Log Cabins, Trains and Other Toys

Manufactured
By

J. L. WRIGHT, Inc.

1443 MERCHANDISE MART
PHONE SUPERIOR 7712

CHICAGO

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