

1943 LINCOLN LOGS BROCHURE

For 3/4-in. Logs

3 ¼ in. wide by 6 in. tall

6 Pages

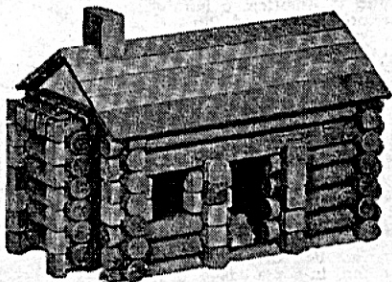
The Original
LINCOLN LOGS

*The All American Toy
For the All American Boy (and Girl)*

The Wood Construction Toy of
ENDLESS POSSIBILITIES

Commemorating
ABRAHAM LINCOLN

President of the United States of America
Born in a Log Cabin



This is a model of the Log Cabin near
Hodgenville, Kentucky, in which Abraham
Lincoln was born on February 12, 1809.

The educational as well as the play value of
LINCOLN LOGS has long been recognized by
leading child psychologists and also by parents,
as they are designed to encourage the natural
desire of children to build things with their hands.
They quickly open the way to the expression of
ideas as well as to development of manual skill.

JOHN LLOYD WRIGHT, INC.
MERCHANDISE MART • CHICAGO, ILL.

Makers of
LINCOLN LOGS
AND ALLIED TOYS

Printed in U. S. A.

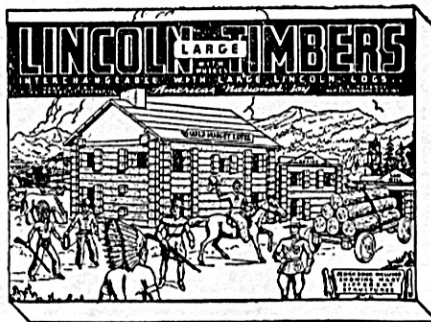


LINCOLN LOGS are made of seasoned hardwood, stained brown to resemble rough hewn logs, and are waxed and polished to give them a smooth and durable finish. The quality and workmanship of LINCCLN LOGS are the same in ALL sets. The difference in the sizes of the log units and the number of pieces in the sets determine the differences in price. Full instructions for building are included with all sets.



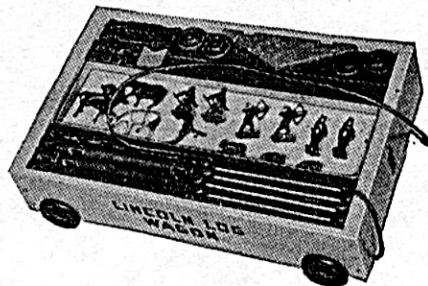
LINCOLN LOGS are packed by themselves in sets retailing at from \$0.75 to \$3.75 and in combination with Metal Figures at \$3.75, \$5.00 and \$6.50.

*Metal Figures are also packed separately
See last page.*



LINCOLN TIMBERS (square) are designed for younger children. The construction principles are the same as those used in LINCOLN LOGS (round). Large $\frac{3}{4}$ " square LINCOLN TIMBERS are interchangeable with the large $\frac{3}{4}$ " round LINCOLN LOGS. This combination of Logs and Timbers makes possible the building of a great variety of interesting models.

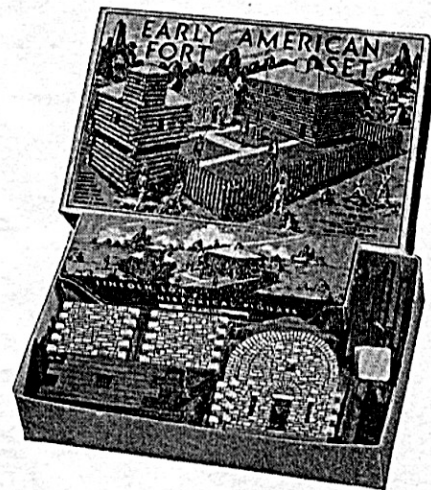
LINCOLN TIMBERS are packed in sets retailing at from \$0.75 to \$3.75.



WOODEN BOXES AND WAGONS AS CONTAINERS

To meet the demand for a permanent container for Logs, Timbers, etc., we also pack sets in Wagons, easily wheeled from place to place.

Sets retail at from \$2.50 to \$9.00. We also have sets in Wooden Boxes retailing at \$7.00 and \$8.00.



During the period following the Revolutionary War, a number of Log Forts were built by United States Army Engineers to protect the early settlers from unfriendly Indians and to hold the land against possible encroachments of foreign nations. These forts were also used as trading posts. We have reproduced them in miniature in our Early American Fort Set and the Fort Dearborn Construction Set. They are made of LINCOLN LOG LUMBER in which the logs are made in groups instead of being cut separately. The Fort Dearborn Construction Set is the same as the Early American Fort Set pictured above except that it does not contain the Powder House, Settlers' Cabin, Soldiers or Indians. The Early American Fort Set retails at \$6.50 and the Fort Dearborn Set at \$3.75.

LINCOLN LOG METAL FIGURES are just the right size to be used with **LOG CABINS, FORTS, TRAINS** and other Toys. The foot Figures are $2\frac{1}{8}$ " in height; mounted Figures in proportion. Beautifully enameled in attractive colors.

SETS TO RETAIL AT \$1.50

NM-100—Indians, 2 mounted, 6 on foot, 2 crawling.

NM-101—Indians & Pioneers, 8 Indians, 4 Pioneers.

NM-102—Cowboys, 2 mounted, 4 with rope, 4 shooting.

NM-105—Cowboys & Indians, 1 Cowboy mounted, 4 Cowboys shooting, 1 Indian mounted, 3 Indians on foot, 1 Indian crawling.

NM-110—U. S. Soldiers of 1918, 2 mounted, 4 marching, 2 charging, 2 machine gunners.

NM-140—Farm Set with Trees, 2 Trees, 2 Sheep, 1 Man, 1 Woman, 1 Horse, 1 Cow.

NM-157—Soldiers of 1776 and 1812; 6 Soldiers of 1812 on foot, 4 Soldiers of 1776 on foot, 1 Soldier of 1776 mounted.

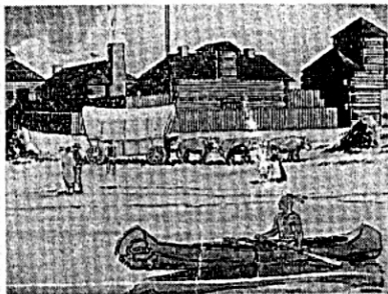
NM-161—Tepees and Indians, 2 cloth Tents with poles, 1 Indian mounted, 2 Indians on foot, 1 Indian crawling.

NM-162—Shelter Tents and Daughboys, 3 khaki Tents, 1 U. S. Soldier mounted, 1 Soldier marching, 1 Soldier charging, 1 Machine gunner.

NM-163—Sailors and Cadets; 6 American Sailors at attention, 6 West Point Cadets marching.

NM-165—Royal Canadian Police; 8 on foot, 2 mounted.

NM-180—Lincoln Station Figures, 6 Passengers—Gray & Brown Suits, 1 Policeman, 1 Conductor, 1 Engineer 2 Redcaps, 1 Messenger.



OX TEAM SETS AT \$1.50.

No. 30—Covered Wagon, 4 Oxen and Pioneer.

No. 31—Load of Logs, 4 Oxen and Pioneer.

No. 32—Ox Cart, 4 Oxen and 2 Pioneers.

The Story of Lincoln Logs

LINCOLN LOGS were invented by John Lloyd Wright, son of Frank Lloyd Wright, world famous architect, in 1917, while he was in Tokyo with his father drafting the plans for the Imperial Hotel. Mr. Wright's own story is as follows:

"Before going to Japan my hobby had been the designing of various building toys. All were complicated, requiring many different kinds of blocks, too many to hold the interest of a child or to market at a popular price.

"Still striving for a solution while pursuing my architectural work in Japan, the idea flashed across my mind that a Log Cabin was the most simply constructed of all buildings; that it was our first American building and that Abraham Lincoln had been born in a Log Cabin.

"On returning to America, a manufacturing company was organized and has for almost 25 years been advertising and selling the Lincoln Log idea to the children of America, many of whom, now grown up, are buying them for their own children."

The possibilities for building other pioneer structures, such as Forts, Blockhouses, Bridges, etc., were quickly apparent and prizes were offered to children for new and different uses for the logs. Then the children began to ask for metal figures of Indians, Cowboys, Settlers, etc., of sturdy construction and of the right size with which to people their settlements. These have been added from time to time until now there is a very complete line of such figures. They are sold in sets and, in some cases, are packed with the Logs as described in our new colored catalogue which will be gladly furnished on request.

**INSIST ON ORIGINAL LINCOLN LOGS
DO NOT ACCEPT SUBSTITUTES**



CATALOG ON REQUEST