

1954 PLAYSKOOL CATALOG

7 ¼ in. wide by 3 ¼ in. tall

32 Pages Total

5 Lincoln Logs Pages:

1 (front cover), 27, 28, 29, and 32 (back cover)

Playskool

LINCOLN LOGS

Kiddicraft



THE PLAYSKOOL *Catalog* OF TOYS

AMERICA'S NATIONAL TOY

LINCOLN LOGS

For almost 30 years, American children have relived our history through LINCOLN LOGS. Perhaps you remember your first set and the thrill of building your first miniature log cabin. Original LINCOLN LOGS are round miniature Logs—hence, educationally correct. As educational toys, LINCOLN LOGS provide hours of pure enjoyment; encourage the child's imaginative potential; stimulate his powers of ingenuity; and supply an important feeling of accomplishment, of having completed a job well. They are the ideal toy for play alone, or in groups; for the growth of "social understanding" in children. Ages 5 years to 12 years.

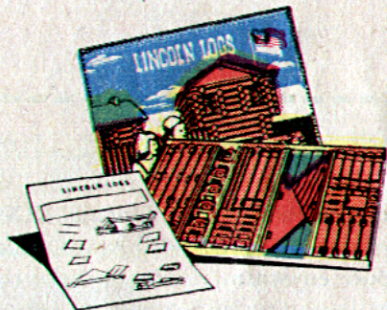
Lincoln Logs are made of selected wood, stained brown and waxed. Gables, chimneys and roof pieces are brightly colored. All sets contain design suggestions such as blockhouses, stockades, forts, bridges and wagons.



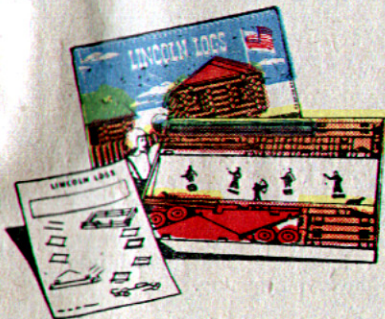
Lincoln Logs are standard $\frac{3}{4}$ " in diameter and each set is complete in itself. The larger sets permit the construction of larger buildings as they contain longer logs and longer roof planks, as well as more pieces. All sets are interchangeable. There are Lincoln Log sets with METAL figures—figures that are scaled to the cabins and forts made with Lincoln Logs. Such figures enhance the realism and play value of the structures with their bright colors.



- No. BC.** Set in can container. 51 wood pieces with design sheet included for beginners.
- No. 1LC.** Set in container. 79 wood pieces including wheels and design suggestions.



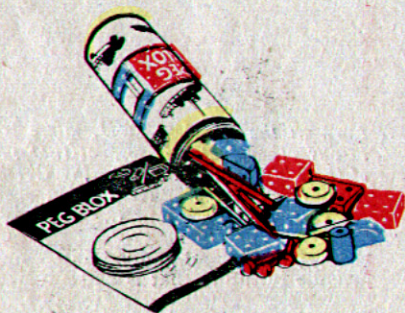
- No. B.** 51 wood pieces with design suggestions included for beginners.
- No. 1L.** 79 wood pieces including wheels and design suggestions.
- No. 2L.** 131 wood pieces including longer shapes.
- No. 3L.** 177 wood pieces. The largest assortment for advanced builders.



No. 2LF. Boxed set of 79 wood pieces and 7 metal figures, scaled for use with cabins.

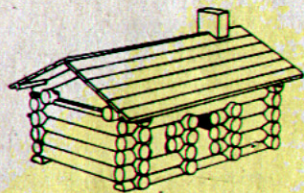
No. 3LF. Boxed set of 131 wood pieces with 9 metal figures (Indians, Pioneers, Dogs).

No. 4LF. Largest boxed set of 177 wood pieces with 12 figures.,

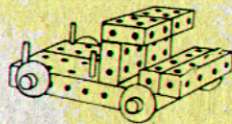


No. 15 Peg Blox. Blocks, drilled through with holes—connect with pegs. Forms realistic mobile models, buildings, etc., that can be taken apart and used again. Designs included.

No. 25 Peg Blox. Larger assortment, added shapes.



MODEL LINCOLN
LOG CABIN



MODEL PEG BLOX TRUCK

A REMINDER

As your child grows and needs new clothing, so he grows and needs new toys to stimulate and aid his full development. You alone have the close daily contact that enables you to recognize the arrival of each new period in his mental and physical growth.

People often make the mistake of giving a child toys only at Christmas or on birthdays. This method is presenting a

Watch your Child's Development Carefully and Add New Toys as New Needs Arise . . .

child with too many toys at one time often only confuses him. Give him toys regularly . . . with thoughtfulness, not merely generosity.

Remember—toys are not just gifts . . . they are tools of play. As your child plays today, so will he work and live tomorrow! **PLAYSKOOL TOYS** are sold in leading department and children's stores.

PLAYSKOOL MANUFACTURING COMPANY

General Offices—1750 N. Lawndale Ave., Chicago

New York Office—200 Fifth Ave., New York City

Chicago Office—1435 Mdse. Mart, Chicago



Colors not necessarily representative of actual merchandise—

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