

They appeal to the child's **PLAY INSTINCT**
 They appeal to his **CONSTRUCTIVE INSTINCT**
 They appeal to his **HOME-MAKING INSTINCT**
 They **DRAMATIZE THE SPIRIT OF LINCOLN**
FOR HIM.

Make your child a builder—

With this new toy that is historical,
educational, constructive and fascinating!

NOW—during the impressionable period—your child's **PLAY** is influencing and shaping his **CHARACTER** in later years. Building log cabins, school houses, stores, barns, chapels, with Lincoln Logs is the sort of wholesome fun that guides the young imagination along constructive lines.

With Lincoln logs any child can build literal reproductions of the first American buildings. An exact duplicate in miniature of Abraham Lincoln's cabin for instance. And all sorts of interesting and unique log structures.

Here is a construction toy that is really practical for the younger child. The building designs are simple—easy to understand. The notched logs are easily put together and are practically unbreakable. The possible combinations are without end. And the cost is but \$1.00 complete.

The old—and the new!

With Lincoln Logs your child can build the oldest type of American buildings. And now with our new companion toy, Toyhouse Blox, he can also build the more **MODERN** types of buildings—from the Colonial to California Mission. And the architectural designs, created by a leading architect are of such a high standard that they instill good taste in form and design in the child's mind.

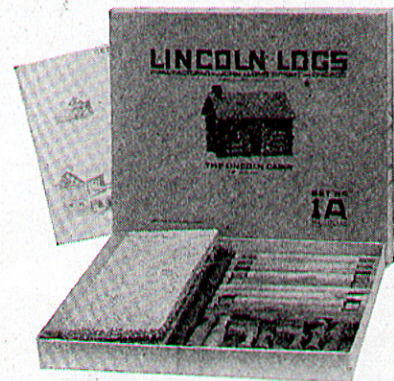
Each set of Toyhouse Blox has 122 blocks painted white and red. Your child builds with these against a beautifully colored landscape background which is furnished with each toy. The price, complete, is but \$1.00.

SEND THE COUPON NOW

Send for one or both of these constructive toys today. Let your boy or girl know the fun of being a builder!

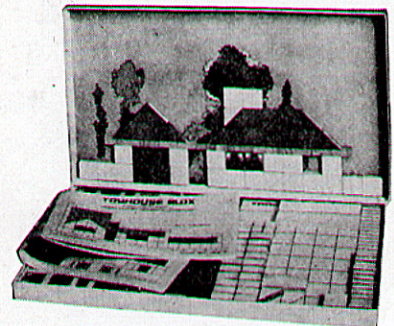
Fill out the coupon below—print the name and address plainly—and mail it in today. If you aren't delighted—if you don't feel that there are no other toys quite like them—we will gladly refund your money. Prompt delivery.

LINCOLN LOGS
 MANUFACTURED BY JOHN LLOYD WRIGHT INC. CHICAGO



LINCOLN LOGS

Each set of Lincoln Logs consists of 51 logs notched and stained in the true historical manner, a substantial fibre roof and an interesting Design Book that pictures and shows how to build 16 different log buildings. Attractively boxed. Price.....\$1.00



TOYHOUSE BLOX

With Toyhouse Blox you can build an infinite number of house designs against a beautifully colored landscape background which is furnished with each set. Each toy consists of 122 blocks painted white and red and the booklet which is included pictures in color and shows how to build sixteen clever building designs. Attractively boxed. Price. \$1.00

JOHN LLOYD WRIGHT, Inc.
 701 N. Wells St., Chicago

Please mail at once LINCOLN LOGS
 TOYHOUSE BLOX

Enclosed is one dollar for each toy ordered as above shown. It is understood that you will refund the money if for any reason I should wish to return the toys after five days. Send the toys to:

Name.....
 Street.....
 City.....
 State.....