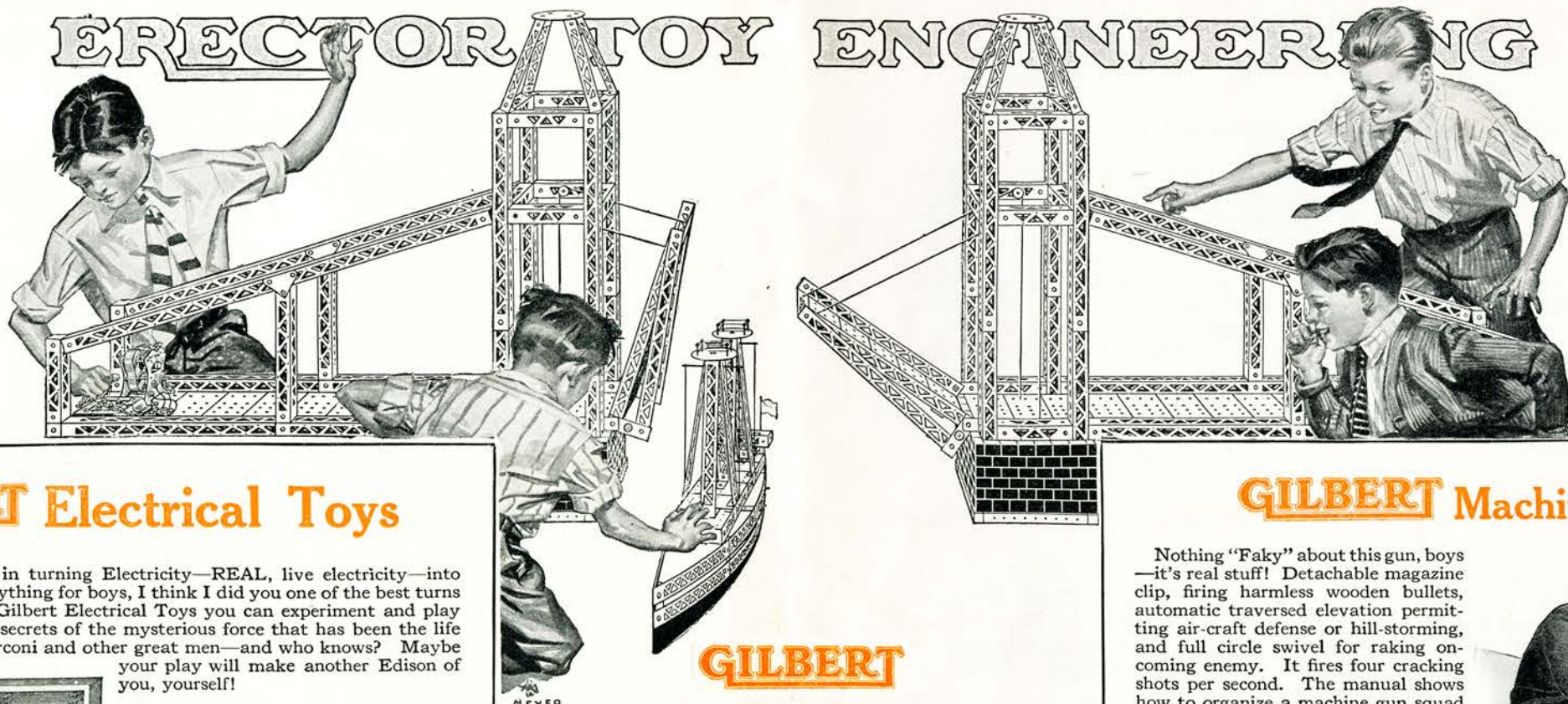


Hello Boys! Now for Fun!



I guess all you boys know me well enough to know that when I say "fun" I mean the kind of fun that you and I know is *real* fun. Not the namby-pamby play that some grown folks think is fun for a boy, but play that's *real*, play that's got a punch to it—play in which you *build* things, *make* things, and *do* things, just like genuine man-stuff.

ERECTOR TOY ENGINEERING



GILBERT Electrical Toys

When I succeeded in turning Electricity—REAL, live electricity—into a harmless and safe plaything for boys, I think I did you one of the best turns of my life. For with Gilbert Electrical Toys you can experiment and play with and learn all the secrets of the mysterious force that has been the life interest of Edison, Marconi and other great men—and who knows? Maybe your play will make another Edison of you, yourself!



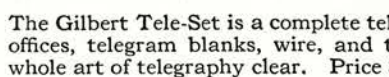
You see here a cut of the Gilbert Electrical Set. This is the set that will take you into all the mysteries of electricity—it is a regular little electrical laboratory, and the wonderfully interesting manual that goes with it, shows you how to do amazing things—make your own motor, do electroplating, install electric bells, wire up telephone, and perform dozens of interesting things. Prices from \$1.00 to \$10.00. In Canada \$1.50 to \$15.00.



Then there is the famous Gilbert Motor. The design, winding, speed-control and other mechanism is just about as perfect and true to life as a little motor can be. When properly connected up with the multi-gear box this motor will generate power enough to lift two hundred pounds weight. Prices from \$1.00 to \$7.50, in Canada from \$1.50 to \$11.25.



Below is a cut of the Gilbert Phono-Set, consisting of two complete stations, wire, battery, etc., that you can set up and actually talk over from room to room—from cellar to garret—just like over a big phone. This makes great sport. Price \$5.00, in Canada, \$7.50.



The Gilbert Tele-Set is a complete telegraph outfit with two miniature telegraph offices, telegram blanks, wire, and two instruments. The manual makes the whole art of telegraphy clear. Price \$2.00, in Canada \$3.00.



GILBERT Chemistry Set

This is a real wonder set. Just read the partial list of the things you can do with it—they sound marvelous don't they? Yet the chemistry manual and laboratory apparatus in this set make them all simple, and dozens more too! Prices \$2.00 to \$5.00, in Canada \$3.00 to \$7.50.

How to make Disappearing Ink.
How to make fire without a match.
How to petrify baby's shoe.

How to pour milk from a bottle full of water.
How to make soap.

GILBERT ERECTOR

The Toy Like Structural Steel

More boys have played with Erector than with any other toy in the world. I couldn't begin to tell you all that you can do with it. There is hardly anything that men can do with steel work that a boy can't do in miniature with Erector—you can build battleships, steel fortifications, canal locks, sky-scraper buildings, cranes—you can do so many different things that you can keep doing something different every day for a year!

But the big point about Erector is that everything you build with it is TRUE TO LIFE—it's just like the real article! You can imagine what a fizzle it is to a red-blooded boy to build models with a construction toy that can be spotted right away as not like the genuine. That's what so many makers of construction toys can't get through their heads. Well, you just bet that you'll never be disappointed that way with Erector. Erector is mechanically correct. I have made Erector so close to the genuine steel construction that honest to goodness, boys, Mr. Schwab himself could use it in the U. S. Ship Building Corporation if the girders, angles and so on, were simply big enough!

You get a feeling of doing GENUINE things when you build with Erector. That's the way I believe in making toys.

Here is a picture of the famous Erector No. 4—the World's Champion in toys. You can duplicate anything mechanical with this set. It contains every essential engineering part—big girders, large and small wheels grooved and hubbed for every engineering purpose, shafting, corner-plates, angle-irons, pinions, pulleys, gear-wheels, nuts, and bolts—and the famous Erector Motor. This motor is operated with Reversing Switch Base and will run any sort of toy machinery. Erector No. 4 is packed in a handsome hardwood cabinet, and what it won't do to give you a good time, upon my word, boys, is hardly worth thinking of.

The price of the No. 4 is \$5.00, in Canada \$7.50. Then there are other Erector Sets running in price from \$1.00 to \$25.00, in Canada \$1.50 to \$37.50.



GILBERT Machine Gun

Nothing "Faky" about this gun, boys—it's real stuff! Detachable magazine clip, firing harmless wooden bullets, automatic traversed elevation permitting air-craft defense or hill-storming, and full circle swivel for raking on-coming enemy. It fires four cracking shots per second. The manual shows how to organize a machine gun squad in true military style, how to assign the men, how to maneuver, how to charge, how to defend a position or retreat in good order. Loads of fun.

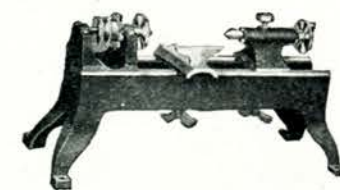
Price, \$3.50. In Canada, \$5.25.



GILBERT Miniature Machinery

Here are machines you can do real work with—scroll saws, jig-saws, lathes—drill presses, etc. They can be bought separately, or with motor attached, or in whole machine shops, motor operated.

Prices, \$1.00 to \$25.00. In Canada, \$1.50 to \$37.50.



GILBERT Puzzle Parties

Such larks as you can have with these unique and baffling puzzles—the heart and cord that must be separated, and twin links that won't come apart till you know the trick of it, the Hindu end-of-the-world puzzle, and many others—will keep a whole company guessing. The puzzle manual which comes with the set also shows how to work many puzzles with ordinary objects such as matches, with figures, and so on.

Prices 25c to \$1.00. In Canada, 40c to \$1.50.



GILBERT Mysto Magic

You can not only do tricks with this outfit that will set your schoolmates wild, but you can give real exhibitions and be a boy magician. The disappearing billiard ball, trick card sets, the mystic beads, the vanishing handkerchief, are only a few of the marvelous conjuring feats you can perform with this set. Complete equipment and full detailed instructions with each set.

Prices \$1.00 to \$10.00. In Canada, \$1.50 to \$15.00.



Two Master Engineers

THESE boys are just two of ever so many all over the country who have won special honors and degrees in our jolly big boys' league—"The Gilbert Engineering Institute for Boys."

The Institute is just like one of the big engineering societies such as the men have who perform feats like building the Panama Canal locks, or a Woolworth Tower, only it's all for boys, and instead of building the actual buildings or actual canal locks or running big telegraph lines and railways across the mountains, its members build toy structures with Erector, or do electrical engineering with Gilbert Electrical Toys, and so on. And, whenever any boy does a particularly novel or original stunt with his toys, why, just as the engineering societies do, the Gilbert Institute honors him or confers a degree on him, and often awards medals of honor.

Hundreds of boys all over the United States and Canada are members and we do have great fun at it!

You see, I'm not satisfied just to make toys. I scheme and plan to give you the MOST possible fun out of them. The Gilbert Engineering Institute is just a sample of how I go at it. With nearly every Gilbert Toy I furnish a manual showing you how to do great things with it. For instance, with the Gilbert Machine Gun I don't stop with just making a good gun—the manual shows you how to organize a machine gun squad in real army style, so you can get a bunch of boys together and have wonderfully exciting maneuvers and battles. With the Gilbert Chemistry Outfit, the manual shows you how to make fascinating experiments and perform actual marvels, and with the Gilbert Magic Sets the manual tells you just how to conduct real exhibitions.

So it goes with every Gilbert Toy—fun, fun, fun, but fun that amounts to something and never wears out with you.

Now there's no use in letting your parents get fooled into buying toys for you that are just made to look good in a store but that haven't the real stuff in them, that won't work like the genuine, that you will tire of in a day or a week. What you want are toys that are THE REAL THING, something with a big game to it—and you can always depend on it, that's a Gilbert Toy! The manual that goes with Gilbert Toys always shows you how to get big fun. Every toy store sells the genuine, so why not post your parents on it?

Just look over the Gilbert Toys shown here and then think that there are dozens more of them shown in the catalog. And it's free! All you need to do is sign the coupon, tear it out and mail it to me, and I will send you the big illustrated catalog, showing how to join the Engineer's Institute and win honors and awards at toy engineering.

You'll find a world of fascinating fun awaiting you, boys—I'll show you how to do more stunts this year than you ever dreamed were possible for a boy. Just send the coupon and leave it to me.

ALFRED C. GILBERT, President

THE A. C. GILBERT COMPANY
127-M Blatchley Ave., New Haven, Conn.
In Canada: The A. C. Gilbert-Menzies Co., Limited, 439 W. King Street, Toronto.

Yours for REAL Fun

Alfred C. Gilbert

President The A. C. Gilbert Company

GILBERT TOYS

Sold at all Toy Stores

MR. A. C. GILBERT, PRESIDENT,
THE A. C. GILBERT CO.,
127-M BLATCHLEY AVENUE, NEW HAVEN, CONN.

Please send me, free, your Catalog illustrating and describing all the Gilbert Toys and telling how I can become a member of the Gilbert Engineering Institute for Boys.

Name

Address