Hello Boys! Now for Fun!

Gilbert Electrical Toys

When I succeeded in turning Electricity—REAL, live electricity—into a handsome and useful plaything for boys, I think I hit one of the best ideas of my life! For the boy who loves the modern wireless, your electric toy is an attraction that is not to be compared. Everything you get for your play model will make a strong appeal to your imagination, and you will be carried away by the extraordinary endearment of its marvelous beauty.

The Toy Like Structural Steel

There isn’t a faster way to build a boy up than to introduce him to Gilbert Toys. You and I both know that Boys love to imitate, and nothing is more incentive to his growth than the desire to imitate. When you give the boy a Gilbert toy, you give him a wonderful imitation of real steel, and the more he plays with it, the more he is encouraged to imitate the real thing.

Gilbert Machine Gun

Making “Fakes” about things, boys—"it’s a real thing, it’s a real gun"—is not the way to go about such matters. The Boys will be impressed by your genuine Gilbert Machine Gun, which is not just a toy, but a real gun, complete with all the details that make it a real gun. It is made of genuine steel, and you can be sure that the Boys will be impressed by its authenticity.

Gilbert Miniature Machinery

No boy can resist the temptation to put together a miniature machinery set and build his own machine. With Gilbert Miniature Machinery, you can give the Boys exactly what they want—a miniature version of the real thing, complete with all the details that make it a real machine.

Gilbert Puzzle Parties

Sail away with the Boys with this exciting game! Gilbert Puzzle Parties are not just games, but educational tools that teach the Boys about the world around them. The Boys will love the challenge of solving the puzzles and learning new things.

Gilbert Mystery Magic

You can only look for clues with this exciting game! The Boys will love searching for the answer and using the clues to solve the mystery. They will be encouraged to think critically and use their problem-solving skills.

Hello Boys! Now for Fun!

Gilbert Toys

Gilbert Toys are the perfect gift for any Boy who wants to have fun! They are available at all Toy Stores at a price of $5.00 each.

Yours for REAL Fun

Alfred Gilbert

President The A. C. Gilbert Company

The American Boy

November, 1918

Two Master Engineers

Three boys are not two of a kind as they are not the same. One is a practical boy, the other is a理论 boy, and the third is a scientific boy. The practical boy is the boy who likes to do things, to build things, to make things work. He is the boy who likes to fix things, to repair things, to build things. He is the boy who likes to see things work, to see the world go by, to see the world move.

The American Boy

November, 1918

Mr. A. C. Gilbert, President, The A. C. Gilbert Co.