

# GILBERT TOYS - Genuine Toys for Genuine Boys

## Hello Boys! You won't get fooled when you "follow the leader"



I've never fooled a boy yet on a Gilbert Toy and I don't intend to. When I design a toy I don't merely set out to get a flashy imitation of something real—I study the design of the real article, I study its mechanical features, I find out just how it works—then I design a toy to be just like the genuine!

You all know why Erector is different from all other construction toys—how with Erector you can build with square girders, just like they do in real buildings, how you have every engineering part essential to making models that are genuine miniatures instead of just building with flat strips and make-believe parts. I guess all boys know about Erector.

Well, the same is true about other Gilbert Toys—they are true to life, boys—you do real things with Gilbert Toys. I can't show you all of them here—not nearly all—but look over the few illustrated and see how much better and more manly it is to play with such toys, than with flimsy make-believe.

Then make up your mind to tell your father or mother to be sure to get what you want—to ask for "Gilbert"—and insist on the toy's being a Gilbert. All toy stores sell Gilbert Toys, and you can have the genuine just as easily as another.

## If You Haven't an Erector Set, of Course, That Should be First Choice

I guess Erector has given fun to more boys than any other toy in the world! The Number 4 Set illustrated here is the world's Champion in toys.

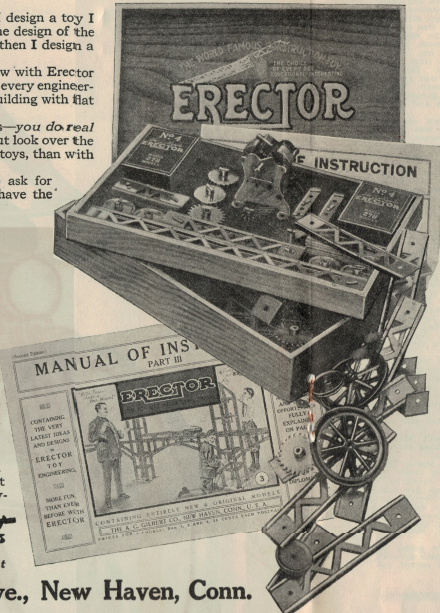
You can duplicate anything mechanical with this set. It contains every essential engineering part—big girders, large and small wheels grooved and hubbed for every engineering purpose, shafting, corner-plates, angle-irons, pinions, pulleys, gear-wheels, nuts and bolts—and the famous Erector Motor. This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

There is hardly anything men build of steel construction that you can't build in miniature with Erector—and build it true to life. You don't want to have to apologize for your models or have to point out to your father or your friends what different parts are supposed to represent. Take my word for it, boys, I've seen to that—I've seen to it that Erector is mechanically true in every detail. Erector "4" sells for \$3 (\$7.50 in Canada) but there are other sets running from \$1 to \$25 (\$1.50 to \$37.50 in Canada).

If you already own an Erector set, then you want one of the other Gilbert Toys this year. Pick it out now—or better yet, let me send you the Gilbert Catalog which shows dozens of others—it's a regular encyclopedia of genuine toys. Send now and I will send you a free copy of the boy's magazine "Gilbert Toy Tips" and the Engineer's book showing how you can be a boy engineer and have all sorts of wonderful realistic fun.

*Alfred C. Gilbert*  
President

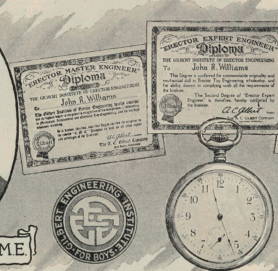
THE A. C. GILBERT COMPANY, 127-M Blatchley Ave., New Haven, Conn.



## You can do what Harlan Scott and Warren Kimball have done



Harlan Scott, EME



Warren Kimball, EME

HOW would you like to be honored as a Gilbert Master Engineer? How would you like to be known among boys all over the land as a boy engineer who has done something big or new—just as Edison or General Goethals are known among men? That's the extra-special fun I have provided for all

boys who play with Gilbert engineering or scientific toys. These two boys won the highest honor—that of Gilbert Master Engineer, but there are lots of others who have won the degrees of Gilbert Expert Engineer, been awarded diplomas or medals or fine watches, for building fine models or working out electrical experiments.

## Gilbert Engineering Institute for Boys

It's just like the engineering societies of men—those who build great canals, or buildings, or lay out railroad lines, or invent electrical devices—only the Gilbert Institute is all for boys and the things you do are done with Gilbert Toys.

Why, this is the greatest fun you ever saw, boys—it puts a touch of real engineering into your play that makes it more exciting than any other play you ever saw. The first degree awarded is that of Gilbert Engineer, for which a diploma is given. Then comes the degree of Gilbert Expert Engineer, with a handsome pin. And finally,

the highest honor—Gilbert Master Engineer, with a specially engraved watch.

The institute has its own official magazine "Gilbert Toy Tips," which carries all the news and pictures of what other boys are doing, and lots of great reading matter about college sports and athletics, besides.

Membership in the Gilbert Institute is free—write me today and I'll tell you all about it.

You don't want to miss this great fun—make up your mind to be a real toy engineer and win fame and rewards at the same time you have bully good fun.

## GILBERT ELECTRICAL TOYS

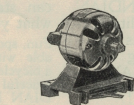


With Gilbert Electrical Toys, you can experiment and play with and learn all of the secrets of the mysterious force that has been the life interest of Edison, Marconi and other great men. The development of electricity is one of the marvels of present-day life. More discoveries in the use of electricity are going to be made right along—and the boys who experiment with electricity today are going to be the Edisons of tomorrow.

Above is an illustration of the Gilbert Electrical Set. The contents of this set furnish you with a regular little electrical laboratory. 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.

This is the set which will take you into all of the mysteries of electricity—will give you all kinds of fun, and at the same time may be the beginning of your doing great things in the electrical world when you become a man.

The Gilbert Electrical Set costs from \$1 to \$10. In Canada, \$1.50 to \$15.00.



Right here I want to tell you about another one of the Gilbert Electrical Toys—the famous Gilbert Motors. The design, winding, speed-control and other mechanism is just about as perfect and true to life as miniature motors can be. When properly connected up with the multi-gear box a Gilbert Motor will generate power enough to lift 200 pounds weight.

Prices from \$1.00 to \$7.50. In Canada from \$1.50 to \$11.25.

This is another one of the Gilbert Electrical Toys which is a great favorite among boys who want play which has all the reality of the things that grown-up men do.

The Gilbert Tele-Set is a complete telegraph outfit, including two keys, wire, telegraph blanks, and manual of instructions. This manual is clearly illustrated and describes telegraphy and its uses in a very interesting way. I tell you, boys, there is no better fun than for you and your chums to play at train despatching and sending all kinds of messages with this practical telegraph outfit.

The price of the Gilbert Tele-Set is \$2.50. In Canada, \$3.75.

## GILBERT CHEMISTRY SET

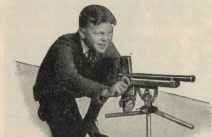


This is a real wonder set. Just read the partial list of the things you can do with it—they sound marvelous don't they? Yet the chemistry manual and laboratory apparatus in this set make them all simple, and dozens more too!

Prices \$2.50 to \$5.00. In Canada \$3.75 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 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 oncoming enemy. It fires four cracking shots per second. The manual shows how to organize a machine 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, \$4.75. In Canada, \$6.40.

## 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 with full detailed instructions with each set.

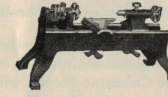
Prices, \$1.50 to \$10.00. In Canada, \$2.25 to \$15.00.

## GILBERT PUZZLE PARTIES

Such larks as you can have with these unique and baffling puzzles—the heart and cord that must be separated, the 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 35c to \$1.00. In Canada, 55c to \$1.50.

## 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.

Fill Out and Mail Now This Coupon—Get a Free Catalog of Gilbert Toys

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 \_\_\_\_\_

Mr. A. C. Gilbert, President, THE A. C. GILBERT COMPANY, 127-M Blatchley Avenue, NEW HAVEN, CONN.