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. 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 Erecto 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 kids know about Erector.

Well, the same is true about other Gilbert Toys—they are all the same. You just can't fool a boy into thinking you're getting the real thing even if you try. You have to look hard to find the things about Gilbert Toys that you can't see. They're made of brass, not tin. They're built to last, not just to entertain. They're built to grow with the boy, not into the trash heap.

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 ball-bearnged for every engineering purpose, sleaving, corner-plates, angle-rows, pins, pulleys, gear-wheels, nuts and bolts—and the famous Erector Motor. This motor is operated by 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 other Gilbert toys you can get from your dealer are made to duplicate the work of the men who build real things. Why not start collecting the genuine models by giving the boy Erector? You can build a house with it, a bridge, a train. You can build a clock, a microscope, a radio, a phonograph, a typewriter, a camera, a car. That's the way nature made it and that's the way Gilbert makes it. So you can't fool the boys who are serious about building.

If you already own an Erector set, then you want one of the other Gilbert Toys this year. First of all—right now—or better yet, let me send you the Gilbert Catalog which shows dozens of others—it's a regular encyclopedia of toys. Read it and I'll send you a free copy of the boy's magazine "Gilbert Toy Tips" and the Engineer's book showing how to use your own toy. I'm sure a boy engineer and have all sorts of realistic fun.

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

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GILBERT TOYS – Genuine Toys for Genuine Boys

You can do what Harlan Scott and Warren Kimball have done

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 others of you who have won the degrees of Gilbert Expert Engineer, been awarded diplomas or medals or fine models for building fine models or working out experimental electrical circuits.

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 design electrical devices—only the Gilbert Institute is for boys of all ages. Ask your boys about the things you do or the things you want to do and I'll tell you what they want to do. Why, this is the greatest fun you ever saw boys—I make a bench 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 enameled watch.

The Institute has its own official magazine "Gilbert Toy Tips"...