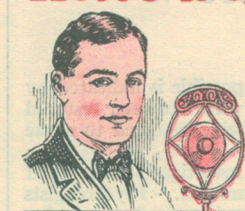


Hello boys! With your own hands build models of the world's greatest inventions

Sensational No. 7½ Motorized

ERECTOR

Builds the
Motor Truck
\$15.00



Boys! Days are coming which you'll never forget! Days of REAL exciting sport! Days when your friends will flock from miles around to see the marvelous things you build!

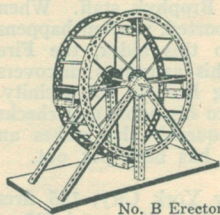
Just lift the lid of the red brass-bound chest that holds my new improved Number 7½ ERECTOR. Boy, in this one big box is EVERYTHING you need to build, one after another, realistic operating models of practically every great mechanical invention known to man. I've worked years to make this 1930 ERECTOR the last word in sport for boys.

Whatever your name—you can build with ERECTOR. Automobiles, Steam Shovels, Locomotives, Airplanes, Ferris Wheels, Traveling Cranes. Hundreds of other wonders of the age.

And that's not all. After you've built them with your own hands, just hook them up to the powerful ERECTOR electric motor. It comes with this great outfit. Click the switch, and the thing you yourself have built begins to hum with action! IT OPERATES JUST LIKE THE BIG ONES ENGINEERS CONSTRUCT.

Show it to your dad—then take him to any good store where toys are sold. Let him see ERECTOR. Let him warm up to it. Before you know it he'll want to build things with it himself. It's a sure way to get The World's Greatest Toy for Christmas. Send today for the ERECTOR Mystic Mind-Reader. New, startling and amazing. Use the coupon.

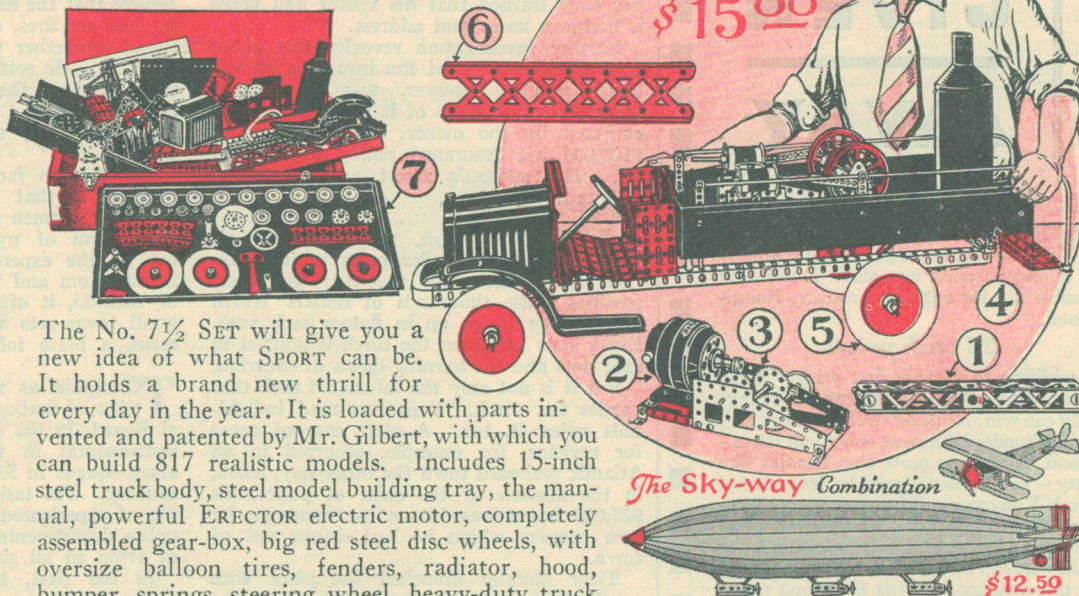
A.C. Gilbert



No. B Erector

Builds the Ferris Wheel

The realistic carnival Ferris Wheel, 3 ft. x 3½ inches high. Build it yourself with this great Erector Set. Amaze your friends, boys, and get a barrelful of thrills. The No. B set also builds 56 other models including the Railroad Bridge, Box Ball Alley, Wind Mill and Air Compressor. When you lift the cover of this big set you will open up a whole new world of exciting sport. Get in on the greatest red-blooded fun maker in the world.



The No. 7½ SET will give you a new idea of what SPORT can be. It holds a brand new thrill for every day in the year. It is loaded with parts invented and patented by Mr. Gilbert, with which you can build 817 realistic models. Includes 15-inch steel truck body, steel model building tray, the manual, powerful ERECTOR electric motor, completely assembled gear-box, big red steel disc wheels, with oversize balloon tires, fenders, radiator, hood, bumper, springs, steering wheel, heavy-duty truck axles, cab top, steam boiler, steam shovel, etc. Yes sir, boys—it is 25 pounds of scientific thrills for every day in the year.

Why the New 1930 ERECTOR is the world's greatest toy

1 Patented Erector Girder. A real, genuine girder like engineers use. The interlocking edge, a novel, exclusive Erector feature, eliminates bending and makes it possible to connect two girders, sturdy and strong, with a single bolt and nut, and a four-piece square girder with two screws only. (In all Erector Sets.)

2 Patented Erector Motors. Powerful Battery Motor in No. 4, 6, 7, 7½ and 8. Famous Polar Cub 110-volt Universal Motor in No. 9 and 10.

3 Patented Assembled Gear Box. Adaptable to every possible gear combination, and for reversing movements. Convertible into 3-drum hoisting engine. Standardized for use with either battery or 110-volt Motor. Included assembled in the Famous No. 4 Set and up.

4 Heavy Steel Truck Body. 15" long. Exclusive Erector feature. In No. 7½ Set and up.

5 3¼" Solid Steel Disc Wheels With Balloon Tires. An exclusive Erector feature. In No. 7½ and up.

6 Patented Big Giant Channel Girders, straight and curved. Electrically baked in brilliant red. Exclusive Erector feature. In No. 7 and up.

7 Large Steel Model Building Tray, pierced with Erector standard holes. Patent pending. Exclusive Erector feature. In No. 6 and up.

New Erector Zeppelin Features
Patented Erector Zeppelin Girder, Silver Bag, Gondolas, Propellers, Stabilizers, Rudders, etc.

Other Exclusive Sensational Features
Patented Curved Girders (in all sets); Giant Flywheel; Machine Frame (making possible the building of machinery models); Patented Duplex Base Plate (double standard holes, making it possible to use axles of two sizes); ERECTOR Dredge Bucket, Tip Bucket. **Exclusive Mechanical Wonder Features**

Duplex Plate, Cam, Flat and Cone Pulleys, Quarter and Internal Gears, Eccentric Loop, etc.

Exclusive Erector Airplane Features
Fuselage, Wings, Cylinders, Propellers, Stabilizers, Rudder, Pontoon, Struts, Nose, Swivel.

Sensational Automotive Features
Truck Body, Fenders, Radiator, Hood, Axles, Steering Wheel and Knuckle, Springs, Bumper, Heavy Duty Disc Wheels, etc.

Many Other Countless Features

Aircraft and Zeppelin Set

BUILDS four-foot Zeppelin with landing mast, and nineteen different types of airplanes. Monoplanes, Biplanes, etc. Includes fuselage, wings, gondolas, silver Zeppelin bag, propellers—everything you need to build these realistic ships of the sky. Especially designed by Mr. Gilbert for boys who already have the Sensational No. 7½.

FAMOUS ERECTOR SETS

Dandy Beginner's Set No. 1 \$1.00
The Set that builds the Square Girder.
The Advanced No. 3.....\$2.50
The Set with the long girders.
The Famous No. 4.....\$5.00
With the powerful electric motor and gear-box.
Erector Electrical Set No. 3005.....\$5.00
The Set that electrifies and illuminates.
Erector Airplane Set No. 45 \$5.00
Builds Monoplanes, Biplanes, Seaplanes.
The Wonderful No. 6.....\$7.50
The Set with the Steam Boiler.
The Big Girder Set No. B...\$9.50
The Set that builds the Ferris Wheel.
The New Big No. 7.....\$10.00
The Set that builds the big Steam Shovel and many other engineering thrills.
The Trail Blazing No. 8...\$25.00
The Set that builds the Trans-Atlantic Zeppelin and hundreds of other marvels of the age. Includes all the features of the Sensational No. 7½.
The Giant No. 9.....\$35.00
The Mechanical Wonder Set, with 110-volt motor.
The DeLuxe Set No. 10.....\$50.00
Complete, unsurpassable, ERECTOR in all its glory.

Also manufacturers of the famous
BIG BOY TOOL CHESTS,
GILBERT CHEMISTRY and MYSTO-MAGIC

Come on Boys.....FREE

**A. C. GILBERT'S
MYSTIC MIND-READER**

To the first 100,000 lucky boys who
send in this coupon

It knows all. It tells all. You ask. It answers. You won't believe your eyes! And it's free, boys, with the Gilbert Toy Catalog, if you hurry the coupon to us.



The A. C. Gilbert Co.,
194 Erector Square, New Haven, Conn.
Please send me free copy of A. C. Gilbert's Mystic Mind-Reader and Gilbert Toy Catalog.

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