

# ERECTOR

## Newspaper Advertising Service

This booklet contains reproductions of advertisements which are already prepared for you to use in your local newspapers. We can supply you with "mats" or electros of these ads. exactly as shown herein same day request is received. They are attractively prepared and space is left in each one for your firm name and address.

In addition to the complete advertisements for one, two and three columns, we are also prepared to supply you with electros of models, motors, name-plates and slogans in different sizes. You can use these in building your own ads. if you prefer.

In ordering any of the complete set-up ads. be sure to specify the ones desired by number appearing in lower left corner and state whether you want "mats" or electros. We prefer and will ship "mats" unless you advise us that your local newspapers cannot use them.

In ordering any of the small separate cuts of models, motors, name plates, etc. refer to them by name or number and the page on which they appear.

**THE MYSTO MANUFACTURING COMPANY**  
**NEW HAVEN, CONN.**

“Advertising is the education of the public as to who you are, where you are and what you have to offer in the way of skill, talent or commodity. The only man who should not advertise is the man who has nothing to offer the world in the way of commodity or service.”—*Elbert Hubbard.*

No matter what you want to sell you have got to reach the people of means and responsiveness as customers before you can get orders.

Whether competition is more or less keen, whether times are more or less hard, don't let up on the advertising. There is only one result to less advertising; that is less business.—*American Advertising Magazine.*

Newspapers are undoubtedly the greatest moral and business force in your community. Your customers are their customers also. Your advertising should appear in their columns regularly.

Advertising can be made as readable as any other kind of news. Put Attractive illustrations and interesting “copy” in your newspaper ads. and the public will read them and come to your store.

The dealer who fails to take advantage of the advertising service rendered without charge by a manufacturer from whom he buys goods is making about the same mistake he would if he failed to take his cash discounts.

National advertising has created a National demand for Erector. Local newspaper advertising will prove the link between the prospective Erector buyer and your store.

## Boys! Build Your Own Toys!

**Bridges  
Buildings  
Cranes  
Derricks  
Machines  
Autos  
Airships  
Boats  
Wagons  
Elevators  
Sawmills  
Semaphores  
Drills  
Presses  
Towers  
Trains  
Tables  
And models of**



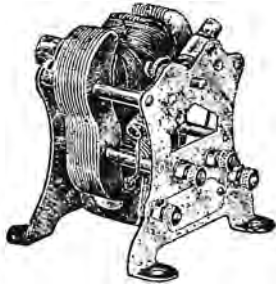
**Many other things  
ERECTOR**

**“The Toy Like Structural Steel”**

Outfits range in price from 50c to \$25. Come in and see the big display and the models which operate with electric motors.

# ERECTOR ELECTRIC MOTORS

No. 14



P 58 Motor

# ERECTOR OUTFITS

No. 15



P 54 Motor

*Hello Boys!*

Make Lots of Toys



You ought to see the good times boys have with Erector, building bridges, towers, aeroplanes,

battleships, machine shops, saw mills and hundreds of other *big* steel models—many of them run by the Erector motor (free in most sets)

## ERECTOR

The Toy Like Structural Steel

Give your boy a set of Erector. It's the *only* construction toy with girders exactly like the real structural steel. Come in and see our interesting Erector display.

*Hello Boys!*

Just look at the big, strong models you can build!

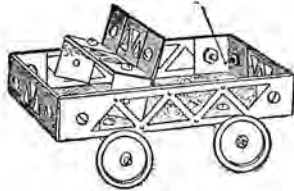


## ERECTOR

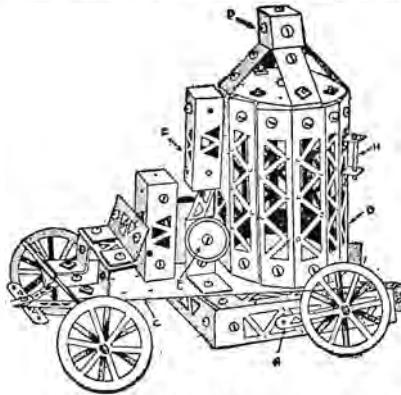
The Toy Like Structural Steel

WITH Erector your boy can build steel models which are regular "giants"—some 21 feet long, some 8 feet high. No other construction toy has girders exactly like real structural steel. The Erector motor, free with most sets, runs many of the models.

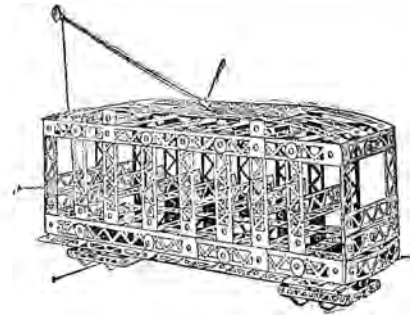
Our display of Erector is worth seeing. Come in—bring your boy along. Erector is the finest of all gifts for boys.



Model 87

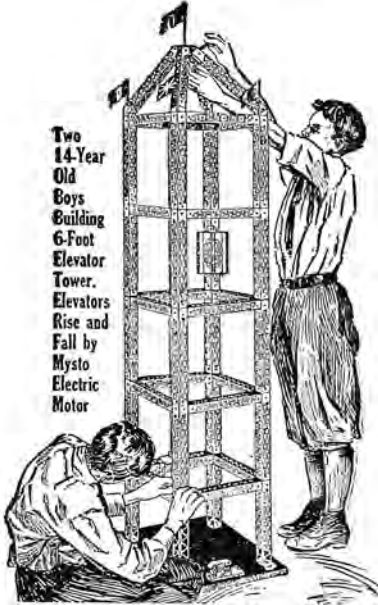


Model 282

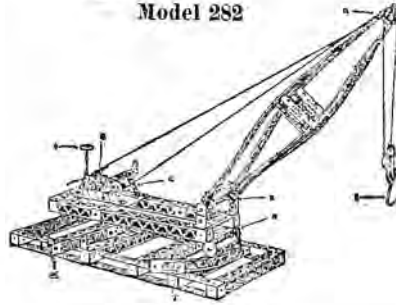


Model 286

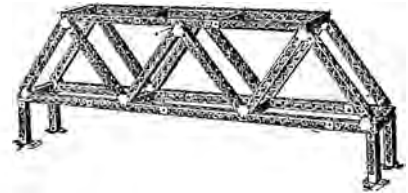
Two  
14-Year  
Old  
Boys  
Building  
6-Foot  
Elevator  
Tower.  
Elevators  
Rise and  
Fall by  
Mystic  
Electric  
Motor



Elevator Model



Model 243



Model 293

# ERECTOR

The Toy Like Structural Steel

The best gift for any boy is Erector. He'll have bushels of fun building big, strong steel models. The Erector girders and powerful motor make Erector the best construction toy on the market. Be sure to see our display.

# Hello Boys!

Make Lots of Toys

Fun! A chance to win a prize! Development of skill in engineering and construction! That's what your boy gets when you buy him Erector. You can build hundreds of big, strong models. They look identically like the real steel structures because the interlocking edges of the Erector girders build square columns.

# ERECTOR

The Toy Like Structural Steel

It's the only construction toy with girders like the real structural steel material. The powerful Erector motor (free with most sets) runs many of the models.

See our display of Erector. Ask for circulars explaining the big \$3000 prize offer. Look at Set No. 4 for \$5 which is the most popular set.

# Hello Boys!

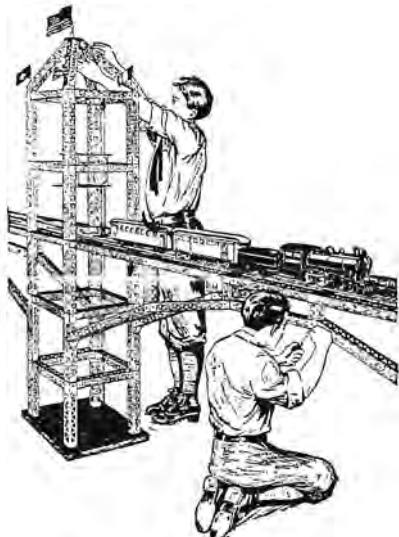
Slogan A

# Hello Boys!

Slogan B

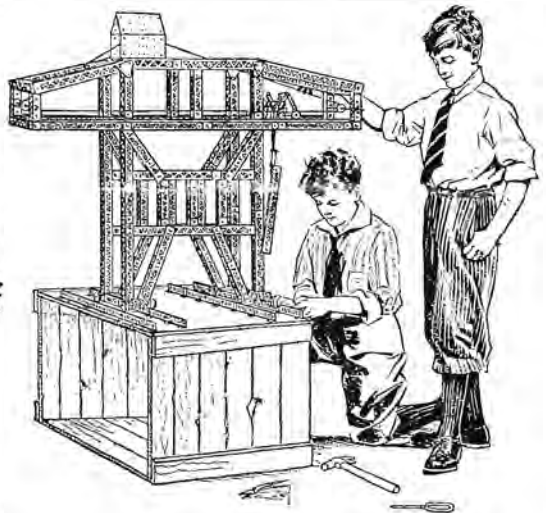
# Hello Boys!

Slogan C



Bridge Tower Model

Visit Our  
**TOY  
SHOP**  
The Home of  
**XMAS  
GIFTS**



## Hello Boys!

Thousands of boys like you are having barrels of fun with this toy. You can make battle ships, torpedo boats, derricks, cranes, machine shops, towers, bridges, trolley cars—hundreds of different models from the sets. We handle the Erector and recommend it. We have sets at every price to fit every pocket-book. Drop in and see them, and get free booklet.

# ERECTOR

**"The Toy Like Structural Steel"**

Every set contains a big assortment of parts such as girders, wheels, gears, angle irons, bolts, nuts, shafting, etc., and illustrated instruction book.



Prize Auto Cut

# ERECTOR

Name Plate A

# ERECTOR

Name Plate B

# ERECTOR

Name Plate C

If you use Moving Picture Slides for advertising we will furnish you with an attractive slide for Erector.

## Hello Boys!

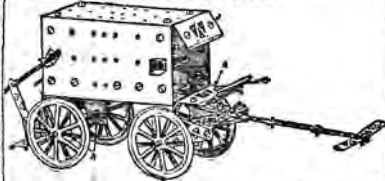
Our Store is the Fun Center

Among all the other good things we have for boys to enjoy is the wonderful toy—

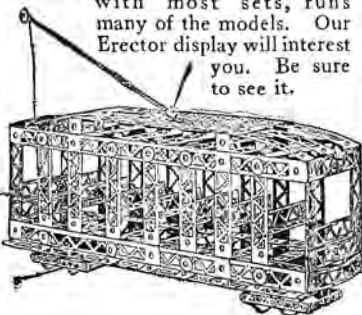
## ERECTOR

### The Toy Like Structural Steel

Talk about your good times! You ought to see the fun that boys have with Erector—building steel models of bridges, skyscrapers, battleships, aeroplanes, machine shops, saw mills and hundreds of others. Your boy will have "bushels of fun" if you buy him a set of Erector.



Erector is the only construction toy with girders exactly like real structural steel. The interlocking edges (an exclusive Erector feature) enable boys to build unusually big, strong models. The powerful motor, free with most sets, runs many of the models. Our Erector display will interest you. Be sure to see it.



## Hello Boys!

### HERE'S A DANDY PRESENT

This toy is all steel, handsomely finished, has two to three times as many parts as any other similar toy, and builds twice as many models. We have built up models for exhibition.

Drop in and see these remarkable models and buy a set. We have them at all prices.

Descriptive folder free.

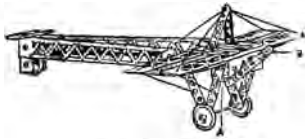


**BUILDS** such things as battleships, torpedo boats, row boats, derricks, cranes, the differentials and three speeds of an automobile, machine shops, aeroplanes, towers, bridges, trolley cars, besides hundreds of other models which are shown in the book that goes with each set.

# ERECTOR

"The Toy Like Structural Steel"

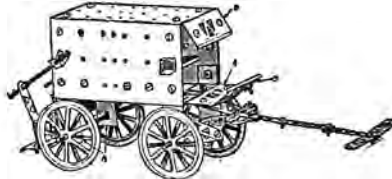
If ever we had anything in stock that mean hours of fun for the boys it is the new toy, Erector, which had such wonderful sale in all the big cities of the country. We are satisfied that this is one of the most attractive playthings that a boy could have. It not only gives him lots of enjoyment, but it teaches him the principles of engineering and construction.



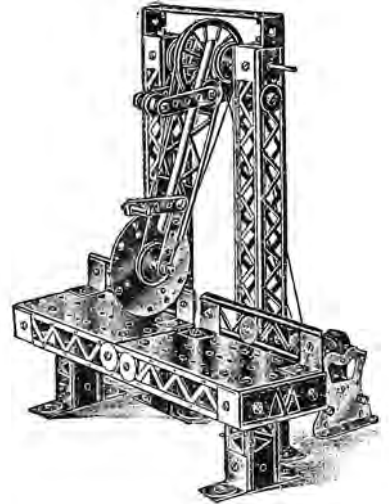
Model 95



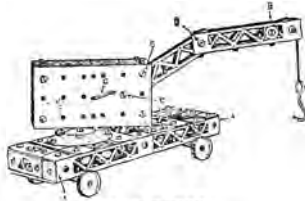
Model 201



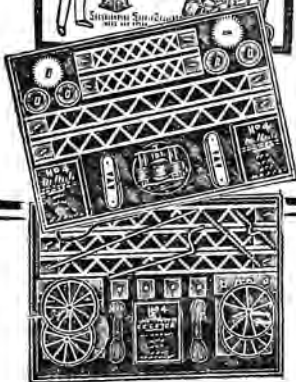
Model 178



Prize Model



Model 225



# ERECTOR

## The Toy Like Structural Steel

The man who invented Erector knows what boys like. He made the Erector girders with interlocking edges so that boys could build unusually *big, strong* models. Erector is the only construction toy with girders exactly like real structural steel.

The Erector motor, free with most sets, runs many of the models—derrick, machine shops, inclined railroads, etc.

## Free Boys' Magazine

The manufacturers of Erector publish an interesting magazine for boys called *Erector Tips*. Any boy can get *absolutely free* a three months' subscription including the big holiday issue in colors, brimful of stories, photographs and announcement of the big Erector \$3000 prize offer.

Full particulars at our store. See our Erector display. It will interest you.



# ERECTOR

## The Toy Like Structural Steel

Of course you have seen in the magazines the advertisements of Erector—the construction toy which appeals to every boy's idea of fun and also teaches him the principles of construction and engineering.

Let us show you our Erector display. Notice the Erector girder—the *only* girder that is exactly like real structural steel and builds *bigger, stronger* models. Bring your boy along and we will tell him about the big \$3000 prize offer.



**Hello Boys!**  
Make Lots of Toys

# ERECTOR NEWSPAPER SERVICE

*Hello Boys!*

Make Lots of Toys



# ERECTOR

The Toy Like Structural Steel

**I**T'S great fun for boys to build strong bridges, high towers and skyscrapers, battleships, inclined railroads, aeroplanes and hundreds of other splendid steel models!

Erector is the *only* construction toy with girders exactly like real structural steel. The interlocking edges (an exclusive Erector feature) enable boys to build unusually *big, strong* models.

The powerful Erector motor (free with most sets) runs scores of the models,

such as bridges with third rail cars, derricks, saw mills, machine shops, etc.

The makers of Erector offer \$3000 in valuable prizes to boys who build the best models. You can get at our store circulars which give full details of the prize offer.

Come in and look at our display of Erector sets and models. Ask especially to see No. 4 for \$5 which is the most popular set.

Here's a striking newspaper advertisement which is sure to attract boys and incidentally parents to your toy department. Be sure to order this mat.