

# The ERECTOR RETAILER







**E**RECTOR is the most highly developed, popular and best selling steel construction toy on the market. The purpose of this book is to help you *sell* it. It is a frank effort on our part to render you service. Service is the intangible part of merchandise. It doesn't appear on the bill but you pay for it just the same whether you get it or not. Your profits depend upon the use you make of service, and the better the service the larger the profits. Larger profits follow in the wake of **ERECTOR** Service. **ERECTOR** quality plus advertising has made it the choice of the boy.

The illustrations and descriptions which follow show you plainly how you can make larger **ERECTOR** sales in your store. They tell the story of the **ERECTOR** Advertising Campaign, Store Displays, Demonstrations, Prize Contests and other methods of dealer co-operation. This service is yours for the asking. Will you accept it?

*A.C. Gilbert*  
President

THE MYSTO MANUFACTURING COMPANY  
NEW HAVEN, CONNECTICUT



Here is the **ERECTOR** Structural Steel Girder.

Made of special tempered steel in exact reproduction of actual steel construction material.

Because of its realistic, patented features **ERECTOR** is the most widely known and sold building toy.

The flanged edge and interlocking channels allow the building of four-sided girders, as shown in the illustration above.

These distinctive and exclusive features enable boys to build larger, stronger and more models than with any other.

# ERECTOR ADVERTISING



ALL boys know what **ERECTOR** is because of the wide advertising we have given it. Our policy has always been to keep **ERECTOR** before the boy. To do this we have advertised not only during the Holiday season but throughout the year. Our advertising appears in all the leading Boys' Magazines. This list comprises such great publications as The American Boy, Youth's Companion, Boys' World, St. Nicholas, Boys' Life, and others. But we have not stopped with an appeal to the boy. We approach the parent. In the great National Weeklies, such as The Saturday Evening Post, Collier's and The Literary Digest, large advertising space is being used. For fear mother may be overlooked we have been careful to add on her favorite magazines, and so **ERECTOR** advertising appears in The Ladies' Home Journal, Good Housekeeping, Mothers' Magazine, Metropolitan, etc. Recognizing the great influence of the Sunday magazines which are circulated with your favorite newspapers we have contracted for liberal space in them. The circulation of the Sunday Magazines alone is so vast that when we tell you they exceed 9,000,000 copies you can get some idea of their advertising power. We have thought of the farmer and his boy, and **ERECTOR** advertising will appear in such influential farm papers as The Country Gentleman, The Farm Journal, Successful Farming, etc. Besides the foregoing impressive list we have contracted for advertising space in Popular Mechanics, Popular Science Monthly, The Junior Quarterly and numerous other publications.

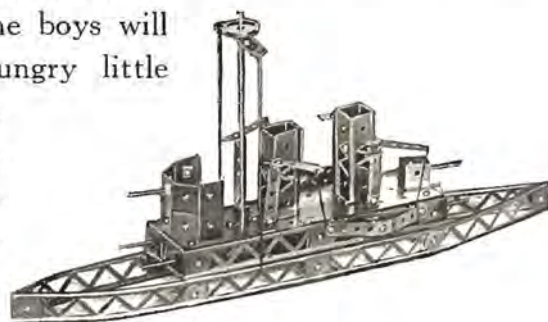
Practically all the publications carry full pages, and a great many are covers in color—including Metropolitan, Popular Mechanics, Independent, Outlook, Christian Herald, National Sunday Magazine, Popular Science Monthly, Boys' Life, and Electrical Experimenter. No expense has been spared to make these advertisements exceptionally attractive and interesting. Leading artists have been commissioned to make illustrations for the campaign, and the boys, their mothers and fathers will be attracted and impelled to buy when they see them. It's the biggest publicity campaign ever tackled by a toy manufacturer.

Just to give an added punch we started publishing a Boy's Magazine of our own a year ago. It is called **ERECTOR** Tips. The subscription list now approximates 100,000; pretty good we think for amateurs in the editorial field.

If there's a boy in this broad land who expects to side step this Advertising Campaign he will have to wear smoked glasses. And you can place your order for the biggest shipment of

**ERECTOR** your Toy Department has room for in the full confidence that the boys will sweep down upon you like hungry little

savages — not to be satisfied with anything but the genuine, patented, leader-of-'em-all—**ERECTOR**



# Store and Window Displays

Because of its very nature **ERECTOR** lends itself to remarkably attractive store and window displays, such as are illustrated in color elsewhere in this book.

We have always felt that where **ERECTOR** was intelligently shown the sales would take care of themselves and this we have proven in thousands of cases.

Consequently our policy has been to co-operate with the retailer in making elaborate exhibits of **ERECTOR** with actual working models and interesting realistic structures. Nothing draws the attention of the public to the store window or the counter half so quickly as the sight of a miniature saw mill buzzing along as if in deadly earnest or an elevator carrying its precious load of dolls up and down an undersized Woolworth Tower. There are any number of motor-driven models equally as interesting ranging from drill-presses to drawbridges. In addition to motor-driven models we supply the retailer with carefully built models of such things as bridges, semaphores, battleships, automobiles, monoplanes and other attractive ideas.

You will find elsewhere in this book actual photographs in colors of store windows trimmed with the advertising material which we furnish the dealer absolutely free—lithographed metal signs, life size lithographed displays showing boys building **ERECTOR** models, price cards, booklets for counter distribution, wonderful working models, and plenty of other expensive and interest-compelling material, which you can use in your own store windows. A window in which **ERECTOR** is skillfully displayed is bound to attract attention and customers.

## Store Demonstrations

A good Demonstrator during the holiday season can make your **ERECTOR** sales about the biggest profit item in the store. We count on our trained organization of Demonstrators to sell **ERECTOR** for you. This is a mighty important part of our Service. Demonstrators are given a thorough coaching by an Instructor from Headquarters well in advance of the Holiday season. This service is absolutely free. And as you know we pay the salary of the Demonstrator and also give him a sales bonus. An **ERECTOR** Demonstrator in your store will make you more money than several ordinary clerks.

**ERECTOR** is a quality proposition. The kind of boys who are interested in Construction Toys are observant and critical. **ERECTOR** advertising matter therefore is always expensive and of the highest class. Metal signs, lithographed window cut-outs, price and model cards are supplied the trade liberally and are so complete that they pretty near approach perfection in silent salesmanship.

## Motion Picture Slides

The use of motion picture slides for advertising purposes in the moving picture theatres in your neighborhood is an excellent method of attracting trade to your store. The motion picture slide gets the undivided attention of every person in the audience and your advertisement on the slide will register 100%. We supply artistic slides in many colors with your firm name and address free of charge. Write for yours.



# Prize Contest

**ERECTOR** prize contests stimulate and hold the boy's interest, throughout the year. There is no "closed season" on **ERECTOR**. We give valuable lasting prizes to boys for new model designs and these new models we use in our manuals. The grand prize is an automobile and other prizes such as motorcycles, canoes, camping outfits, etc. This past year our prize list included prizes aggregating in value over \$3,000. This prize plan brings the boy into your store for larger sets, extra parts, accessory outfits and motors. Repeat orders mean extra profits for you.

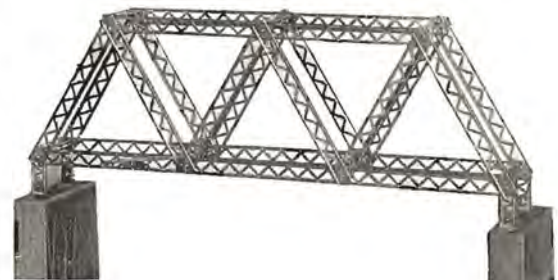
Thousands of boys are already competing in this Contest. In all our advertising we feature it because boys like to get into a game where they have a chance to win. We supply you with attractively gotten up circulars and entry blanks illustrated and giving full details of the Contest. These are for distribution among your customers.

## Booklets

The **ERECTOR** story is attractively told in our booklet. This is prepared specially for your distribution. Interestingly written and illustrated and printed in two colors makes it just the sort of a book a boy will read from cover to cover. Pass them out to the boys and enclose them with your mail and they will bring in the **ERECTOR** business. They bear your imprint.

## Quality

It is our honest conviction that **ERECTOR** is the highest grade Construction Toy on the market. To begin with we use a special formula steel which combines elasticity with great strength. We could use a fair grade of steel and save fifty thousand dollars a year on our raw material bill but it couldn't give the durable finished product that **ERECTOR** boys have grown acquainted with. All parts are stamped to gauge, which insures accuracy and ease in model building. Every girder strip, each angle iron and even the nuts are polished smooth and finally lacquered or nickered, thus producing a rich lasting finish attractive in appearance and pleasing to handle. We take great pains in the assembling and packing of our sets. When the boy opens up an **ERECTOR** cabinet whether costing 50 cents or \$25 it instantly attracts him. Every set contains our guarantee voucher as to number of parts and workmanship. Our aim is to please the boy and give him the greatest value. The boys know what constitutes real merit in Construction Toys. The patented features in **ERECTOR** such as the flanged and latticed girder, the square girder columns, the hub wheels, the smooth working motors—all these features which are exclusively **ERECTOR** are the reason for **ERECTOR** success.



# Newspaper Advertisements Ready Prepared for Your Use

Below we illustrate part of our newspaper series of advertisements which are furnished you free on request. Link up your local advertising with our national campaign. This series will help you do it. These are first quality electros, mounted on wood bases ready to hand to the newspaper. You can use them with your firm name and address or in connection with additional advertising matter. Write for the ones you wish. Send for "Newspaper Service Folder," illustrating many other attractive advertisements.

**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 500 other big steel models—many of them run by the Erector motor free in most sets.

**ERECTOR**  
The Toy Like Structural Steel

**Hello Boys!**  
Make Lots of Toys



**ERECTOR**  
The Toy Like Structural Steel

great fun for boys to build strong bridges, high towers and skyscrapers, battleships, inclined railroads, and 500 other splendid steel

**ERECTOR**  
The Toy Like Structural Steel



The best gift for any boy's birthday

**Hello Boys!**  
Make Lots of Toys



Fun! A chance to win Development of skill in engineering and construction! That's what you get when you buy him You can build over 500 big models. They look identically real steel structures because of locking edges of the Erector build square columns.

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**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 Erector \$1000 prize offer to boys.



**ERECTOR**  
The Toy Like Structural Steel

It's the only construction toy with girders like structural steel material. The powerful Erector motor with most sets) runs many of the models. See our display of Erector. Ask for circulars explaining big \$3000 prize offer. Look at Ser. No. 4 for \$5 which most popular set.

**ERECTOR**  
The Toy Like Structural Steel

I know what boys like. I made Erector girders with interlocking edges so you can build big, strong models. Erector is the only construction toy with girders that build square columns exactly like the columns and beams of real skyscrapers. Powerful Motor Free—With most sets I give the Erector motor free—the most powerful toy motor made. It runs your models, such as derricks, machine shops, inclined railroads. It's great fun! Dealers everywhere sell Erector, \$1 to \$25. You'll especially like Set No. 4, which sells for \$5, has 572 parts and motor, builds 250 models and is packed in handsome oak cabinet.

**Free Book and Boys' Magazine**

Send for my Free Book (printed in colors and full of pictures of Erector models) and a free copy of my boys' magazine, Erector Tips, which tells all about my big prize offer. I am going to give \$5000 in valuable prizes to the boys who build the best models.

Write me now for the Free Book and magazine, please give your dealer's name.

A. C. GILBERT  
President  
The Myro Manufacturing Co.,  
130 Fort St., New Haven,  
Conn.

**ERECTOR TIPS**  
Big Prize Contest

This Auto FREE

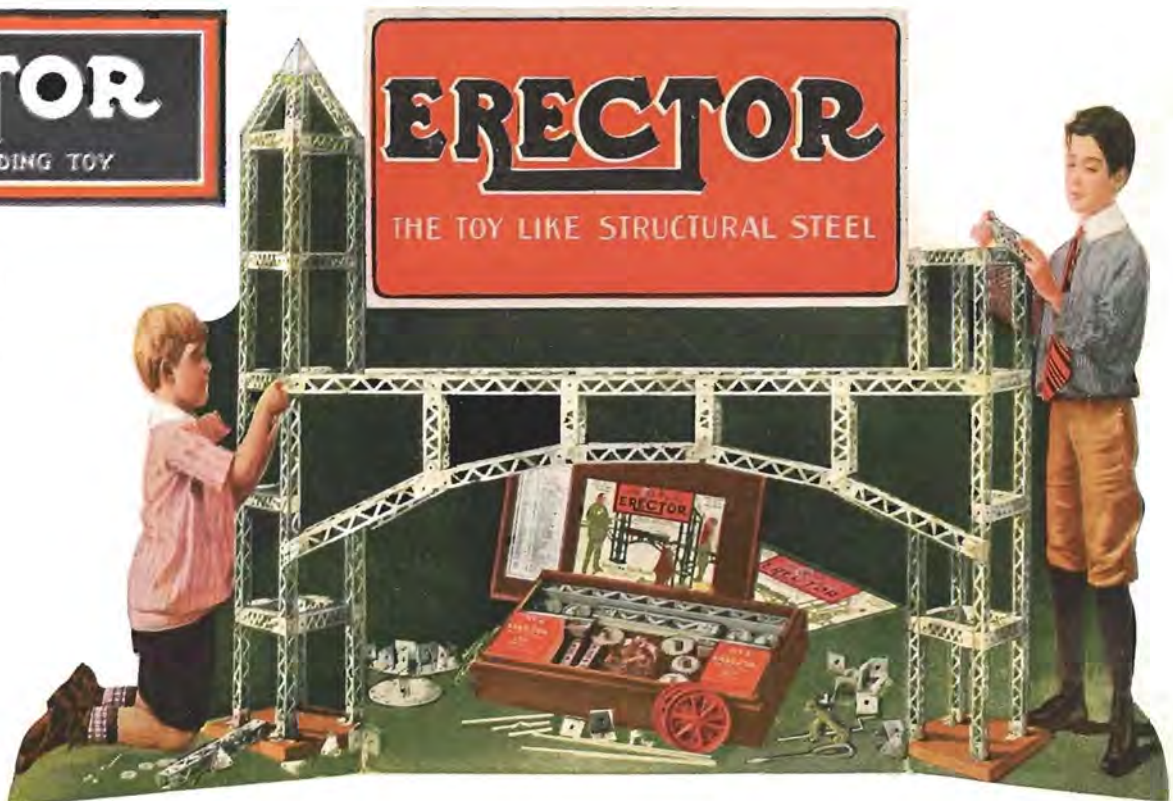
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Myro Dealer's Name \_\_\_\_\_



WE PAY THE SALARY OF A TRAINED DEMONSTRATOR TO SELL **ERECTOR** RIGHT IN YOUR STORE DURING THE HOLIDAY SEASON. THIS IS ONE OF THE MOST VALUABLE FEATURES OF **ERECTOR** SERVICE



LITHOGRAPHED METAL SIGNS.  
HANDSOME AND DURABLE.  
FOR WINDOW OR COUNTER.



TELLS THE **ERECTOR** STORY AT A GLANCE. LITHOGRAPHED IN EIGHT COLORS. SIZE 3' x 5'



Shows the Possibilities of a Window Trim Which You Get with a \$50 Order



Here is a Display Which is Bound to Attract Attention Furnished Free with a \$100 Order



A Big Display. A Credit to the Finest Store. Given with a \$200 Order



An Exceptional Exhibit. Compels Buying. With \$300 Order

MOTION PICTURE SLIDES IN MANY COLORS WITH YOUR NAME AND ADDRESS. ADVERTISE IN THE "MOVIES"

*Hello Boys!* Here's the Best Game of All

# ERECTOR

Buils Steel Models of Bridges, Machinery, Autos and 1000 Other Things.  
Just like Real Structural Steel.



Prizes Given for New Models

Sold By  
DEALERS NAME & ADDRESS HERE

# ERECTOR

*Hello Boys!* MAKE LOTS OF TOYS

THE TOY WITH GIRDERS LIKE STRUCTURAL STEEL

In Progressive Sets of Various Prices with Electric Motors

PRIZES GIVEN FOR BUILDING NEW MODELS

ASK INSIDE

GET THE FREE FOLDER INSIDE

# ERECTOR

THREE-PIECE TRANSPARENT CUT-OUT. ALL READY WITH STICKERS TO PASTE ON WINDOW

This Model Made with No 4  
**ERECTOR**  
MAKES 206 OTHER MODELS

## ERECTOR

Outfit No. 1  
Has 140 Parts  
Makes 88 Models  
\$1.00

## ERECTOR

Outfit No. 4  
Has 571 Parts  
Makes 207 Models  
\$5.00

## ERECTOR

Outfit No. 2  
Has 205 Part  
Makes 120 Mode  
\$2.00

This Model Made with No 1  
**ERECTOR**  
MAKES 87 OTHER MODELS

This Model Made with No 3  
**ERECTOR**  
MAKES 175 OTHER MODELS

PRICE AND MODEL CARDS ALWAYS SENT IN LIBERAL QUANTITIES WITH YOUR ORDER

**YOU GET**

Real Steel  
Girders  
Powerful  
Motors  
Extra Wheels  
Angle Irons  
Bolts & Nuts

and  
complete instructions  
with

# ERECTOR

# ERECTOR

*Hello Boys!*  
Make lots of toys



**YOU CAN BUILD**

Bridges  
Engines  
Automobiles  
Airships  
Steam Shovels  
Semaphores

and  
five hundred  
other models  
with

# ERECTOR

ONE OF OUR HANDSOMEST DISPLAY PIECES. HOW WELL WOULD IT LOOK IN YOUR STORE! LARGE SIZE PRACTICALLY TRIMS THE WINDOW ITSELF. LITHOGRAPHED IN EIGHT COLORS. HEAVILY MOUNTED

# ERECTOR Sets

The following illustrations and descriptions will give you an idea of the **ERECTOR** Sets. We cannot illustrate the entire line in this book.

**ERECTOR** owes its popularity to the fact that it is exactly like real structural steel. It is not a make-believe; it is the real thing. Not only is **ERECTOR** the highest grade structural builder, but every set contains a more liberal supply of parts and is put up in a more substantial and attractive cabinet than any other. A study of the illustrations and a reading of the descriptions will substantiate our claims.



## ERECTOR SET, No. 1

Retail price, \$1.00. (In England 4s 6d.)

Box:—Comes in a board box, 12½x9½x1 in.

Weight:—Wrapped for Parcel Post, 3 lbs.  
Unwrapped, 2½ lbs.

Parts:—It contains 140 parts.

Models:—Makes 88 models. See Manual for illustrations of models.

Case Lots:—24 in one carton—or 36 in one carton.

## ERECTOR SET, No. 4

Retail price, \$5.00. (In England, 21s.)

Box:—Comes in a wood cabinet, 13x9x3 in.

Weight:—Wrapped for Parcel Post, 11 lbs.  
Unwrapped, 9 lbs.

Motor:—Contains an Electric Motor.

Parts:—It contains 571 parts.

Models:—Makes 207 models. See Manual for illustrations of models.

Case Lots:—6 in one carton, 12 in one carton, or 18 in one carton.



# These High Priced Sets Sell Surprisingly Fast

Sets No. 2 and No. 4 are two of our most popular and ready sellers but there is a big demand for the larger and more elaborate sets as well. We illustrate here with Sets No. 6 and No. 8, retailing at \$10 and \$25 respectively. (In England 42s. and 105s.) They represent the very acme of structural building sets perfection. Beautifully packed in handsome oak cabinets. Prepared especially for the finest trade.



## **ERECTOR SET, No. 6**

Retail price, \$10.00. (In England, 42s.)

Box:—Comes in a wood cabinet, 15x10x4 in.

Weight:—Wrapped for Parcel Post, 19 lbs.  
Unwrapped, 16 lbs.

Motor:—Has reversible motor with separate base—and full instructions for attaching the motor to the base. This motor can be operated either in one or both directions.

Parts:—It contains 1,000 parts.

Models:—Makes 264 models. See Manual for illustrations of models.

Case Lot:—4 in one carton.



## **ERECTOR SET, No. 8**

Retail price, \$25.00. (In England, 105s.)

Box:—Comes in a wood cabinet, 20 $\frac{1}{4}$ x12 $\frac{1}{4}$ x4 $\frac{3}{4}$  in.

Weight:—Wrapped for Parcel Post, 40 lbs.  
Unwrapped, 34 lbs.

Motor:—This is a reversing motor—identical with the one described in Nos. 6 and 7.

Parts:—It contains 1,850 parts.

Models:—Makes 304 models. See Manual for illustrations of models.

Case Lot:—1 in a carton.

## **ERECTOR SET, No. 2**

Retail price, \$2.00. (In England, 8s 6d.)

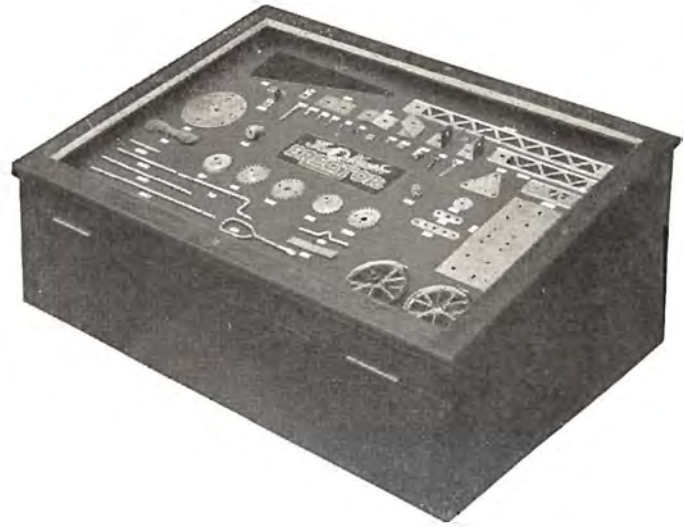
Box:—Comes in a board box,  $17\frac{1}{2} \times 19\frac{1}{4} \times 1$  in.

Weight:—Wrapped for Parcel Post, 4 lbs.  
Unwrapped,  $3\frac{3}{4}$  lbs.

Parts:—It contains 205 parts.

Models:—Makes 120 models. See Manual for illustrations of models.

Case Lots:—24 in one carton, or 9 No. 2's and 6 No. 3's in one carton.



## **ERECTOR SET, No. 3**

Retail price, \$3.00. (In England, 12s 6d.)

Box:—Comes in a board box,  $12\frac{1}{2} \times 9\frac{3}{4} \times 2\frac{1}{2}$  in.

Weight:—Wrapped for Parcel Post, 7 lbs.  
Unwrapped, 6 lbs.

Parts:—It contains 345 parts.

Models:—Makes 176 models. See Manual for illustrations of models.

Case Lots:—18 in one carton, or 6 No. 3's and 9 No. 2's in one carton.

## **ERECTOR SET, No. 5**

Retail price, \$7.50. (In England, 32s 6d.)

Box:—Comes in a wood box,  $15 \times 9 \times 3$  in.

Weight:—Wrapped for Parcel Post, 14 lbs.  
Unwrapped, 12 lbs.

Motor:—Contains an electric motor.

Parts:—It contains 679 parts.

Models:—Makes 229 models. See Manual for illustrations of models.

Case Lot:—6 in one carton.

## **ERECTOR SET, No. 7**

Retail price, \$15.00. (In England, 63s.)

Box:—Comes in a wood cabinet,  $20\frac{1}{4} \times 12\frac{1}{4} \times 3\frac{1}{2}$  in.

Weight:—Wrapped for Parcel Post, 28 lbs.  
Unwrapped, 24 lbs.

Motor:—This motor is also reversible, and is a duplicate of the one described in the No. 6 set.

Parts:—It contains 1,291 parts.

Models:—Makes 278 models. See Manual for illustrations of models.

Case Lot:—1 in a carton.

## **SEPARATE PARTS CABINETS**

Size:— $25 \times 17 \times 10$  in. Occupies very little room on a counter. It is the ideal way to sell extra parts, and we advise every dealer who handles **ERECTOR** to put one in. The same sized cabinet is sent with either \$45.00 (in England 170s.) worth of separate parts or \$90.00 (in England 240s.) worth of separate parts at retail. Is substantially made of wood, and has a glass top which prevents the dust from getting in and soiling the samples. One of each of the different parts of the **ERECTOR** sets is firmly attached and displayed under the glass on a black background. Each part is individually numbered so that it is easy for a customer to point out exactly what he wants, and for the dealer to find it in the compartments—as shown in the picture below.

Our Prize Contest makes the separate parts disappear like "hot cakes," and there is a very steady demand for them throughout the year. By all means order one of these separate parts cabinets and win this extra business for your store.



# ERECTOR Service Reaches You Wherever You Are Located

We make prompt shipments to all parts of the globe. Our branches and selling agents are located in the principal centers.

The middle west is served by our Chicago Office and Sales Room; located in the North American Building, Monroe and State Streets, Chicago, Illinois.

Our Office and Sales Room in New York City is in the American Woolen Building, 221 Fourth Avenue, corner 18th Street.

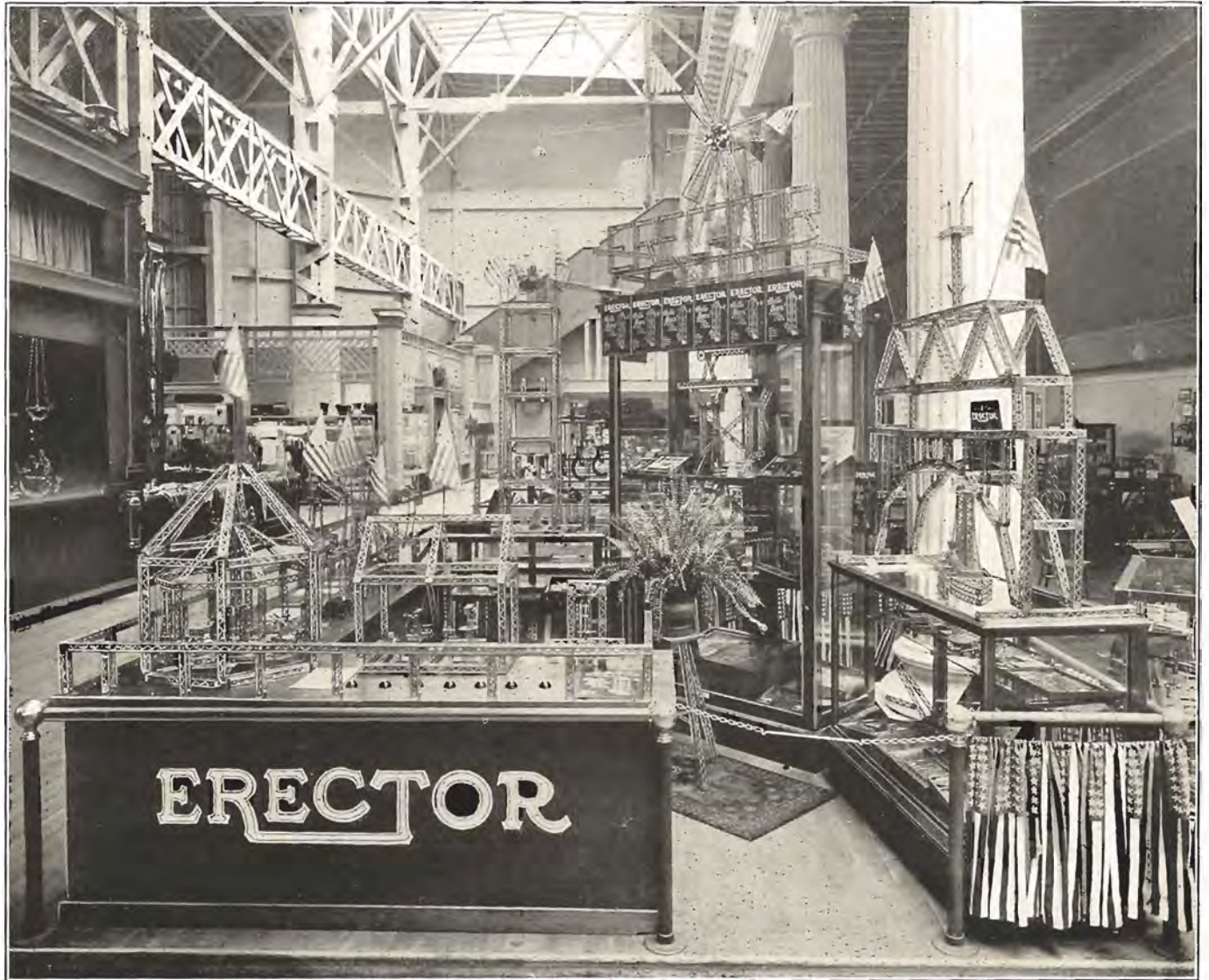
San Francisco Selling Agents: George C. Salch & Co., 718 Mission Street.

London, England, Sales Agents: Bedington-Liddiatt, Limited, 22 Hamsel Street, London, England.

Australian Selling Agents: Richardson-Orr Company, Melbourne.

In addition to the above mentioned branches our salesmen from headquarters cover every section of the United States several times a year.

You can depend upon **ERECTOR** service.



THE **ERECTOR** EXHIBIT IN PALACE OF VARIED INDUSTRIES, PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, 1915. AWARDED GOLD MEDAL

# ERECTOR Advertising



THESE MAGAZINES CARRY THE STORY OF **ERECTOR** TO MILLIONS

# Hello Boys!

Make Lots  
of Toys



# ERECTOR

The Toy Like Structural Steel

It's a toy because it's fun to build and it's steel because it's strong. It's the only toy that can be used to build anything you can think of. It's the only toy that can be used to build anything you can think of.



Come on  
Boys—  
Join in the  
FUN!

**IT'S GREAT FUN TO BUILD** anything you can think of. It's a toy because it's fun to build and it's steel because it's strong. It's the only toy that can be used to build anything you can think of. It's the only toy that can be used to build anything you can think of.

**HELLO BOYS!** Make Lots of Toys

**ERECTOR** The Toy Like Structural Steel

**ERECTOR TIPS** This Auto FREE

**Destructive** **Constructive**

**Every Boy Has Two Sides**

Enter: Build the Tower

**ERECTOR** The Toy Like Structural Steel

**ERECTOR TIPS** This Auto FREE

**ERECTOR TIPS** This Auto FREE

**ERECTOR TIPS** This Auto FREE

# ERECTOR

The Toy Like Structural Steel

It's a toy because it's fun to build and it's steel because it's strong. It's the only toy that can be used to build anything you can think of. It's the only toy that can be used to build anything you can think of.

**ERECTOR** The Toy Like Structural Steel

What the boys of the world have done with Erector sets is a record. They have built everything from a simple tower to a complex machine. They have built everything from a simple tower to a complex machine.

**ERECTOR TIPS** This Auto FREE

The M. W. Gilbert Co., 137 E. 10th St., New Haven, Conn.

**Hello Boys!** Make Lots of Toys

**ERECTOR** The Toy Like Structural Steel

**ERECTOR TIPS** This Auto FREE

**ERECTOR** The Toy Like Structural Steel

Here is the famous Erector girder

It's the only girder that can be used to build anything you can think of. It's the only girder that can be used to build anything you can think of.

**ERECTOR TIPS** This Auto FREE

The M. W. Gilbert Co., 137 E. 10th St., New Haven, Conn.

## Magazine Advertising

Keeping everlastingly at it is the **ERECTOR** advertising policy. These advertisements and many others are appearing in the leading magazines. **ERECTOR** is easy to sell because it is so well known. We are spending over \$100,000 to tell boys and their parents why they should buy **ERECTOR** of you. Full pages appear in the Saturday Evening Post, Collier's, Metropolitan, Literary Digest and other leading periodicals.



# ERECTOR

AWARDED GOLD MEDAL  
THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION  
1915

