

GILBERT TOYS

"BRING YEAR 'ROUND JOY"

Are you familiar with the entire Gilbert line?
Do you know all the members of the famous Gilbert family?
Of course, you know the Gilbert family's big brother, Erector—the toy that has been advertised in the biggest way in the history of the toy-business.

And you've probably become intimately and profitably acquainted with Erector—have learned through personal association with him in your own store that he makes friends quickly, and is wanted in almost every home where there are boys.

But—although you probably have heard of them and read about them in the advertising pages of the magazines, you may not be personally acquainted with the rest of the Gilbert family. We therefore, take this means of introducing them, and suggest that you give them an opportunity to work and earn profits for you.

Gilbert Toys will be advertised even more aggressively this year than ever before in the Saturday Evening Post, American Boy, Youth's Companion, Collier's Weekly and most of the other leading publications of the country.

In view of the remarkably increasing demand for "Gilbert Toys" and the uncertainty of shipping conditions, we suggest that you place your order early so that you may be sure not to be disappointed.

GILBERT WIRELESS OUTFITS

The toy that is the sensation of the year. Big orders being booked from dealers everywhere. Sure to be a big seller because of the great popular interest in wireless—especially on the part of boys.

There is just one outfit, selling for \$5.00 (Canada, \$7.50) which is known as a house-to-house set and is a practical working outfit. With it the boy will be able to send and receive signals from house to house at a distance of 100 to 300 feet.

The set contains two complete outfits so that two boys may work together, each having a sending and receiving set in his house. It teaches all the fundamental principles of wireless without having to purchase expensive apparatus and does not interfere with any of the Government regulations therefore greatly increasing many times the field for the sale of this outfit.

This Gilbert Wireless Toy Outfit fits into the demand created by boys for a low priced, efficient wireless set.

Handsomely printed Manual included with each set contains simple and complete instructions for installation, as well as detailed information for sending and receiving messages.

The outfits are complete in every respect and can be operated more and more efficiently as the boy practices and studies the manual.

IMPORTANT TO PLACE YOUR ORDER EARLY

Because of the popular chord that this wonderful toy strikes, we believe that dealers will immediately recognize its big selling possibilities. We therefore anticipate a big demand for the Gilbert Wireless Outfits, and suggests that, to safeguard against delay in shipments, you place your order now.



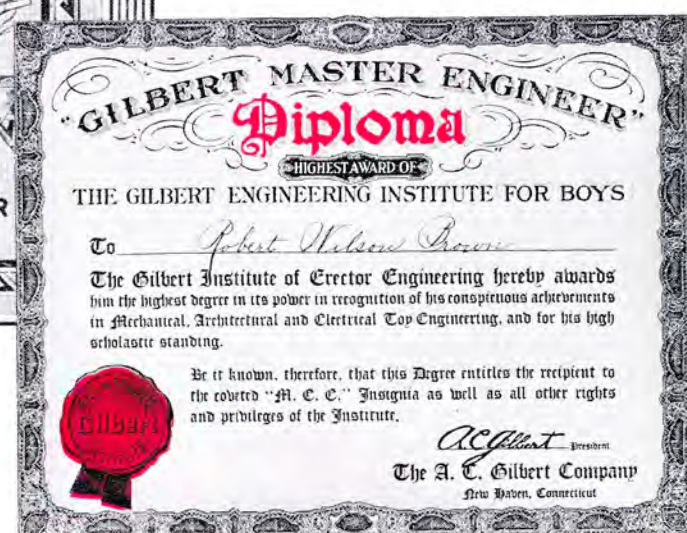
Do You Want
More of Our Trade?



NEW HAVEN, CONN.
J. W. BEEDE CO.

Postmaster: If Not Delivered, Return Postage Will Be Paid By The A. C. Gilbert Co., New Haven, Conn., U. S. A.

1c. Paid
New Haven, Conn.
Permit No. 96



"The Gilbert Engineering Institute for Boys"—introduced last year and now recognized as the biggest idea in the toy world—has aroused the interest and enthusiasm of the boys of the entire country.

Free membership in this Institute is given to all boys who show proficiency in their use of Gilbert educational toys, and Diplomas, Degrees and valuable prizes are awarded in accordance with their accomplishments.

This opportunity to get free membership in the Institute is a big incentive for boys to prefer "Gilbert Toys."

THE trade knows that the name "Gilbert" stands not only for the most intimate and helpful kind of selling-cooperation, but also for business methods that are absolutely fair to the merchant, and calculated to hold his permanent good will.

GILBERT ELECTRICAL SETS

What boy isn't interested in the mystifying power of electricity—doesn't envy the ability to control this marvelous force—to become its master, and make it do things for him at his command?

Profit by this great boy interest by stocking the Gilbert Electrical Set! With this wonderful toy and the beautiful book containing an elementary course in electricity that goes with it, a boy soon learns the fundamental principles of electricity, from static electricity and magnetism to the construction of motors and the generating of electricity. He is able to build his own motor that will operate backward and forward and work his Erector models and electric trains, etc., construct electric magnets, wire door bells, electric lights, etc., and do more than a hundred intensely interesting electrical experiments. He also learns the essential laws of electrical machinery, how to control and reverse current, connect his motor with a multi-gear box, which he constructs himself and which gives him a surprisingly powerful unit for driving models, lifting weights, etc.

A complete line of sets retailing for \$1.00, \$2.50, \$5.00 and \$10.00 each (Canada—\$1.50, \$3.75, \$7.50 and \$15.00.)

These great electrical sets will be aggressively advertised in the magazines this year.



ERECTOR

"THE TOY LIKE STRUCTURAL STEEL"

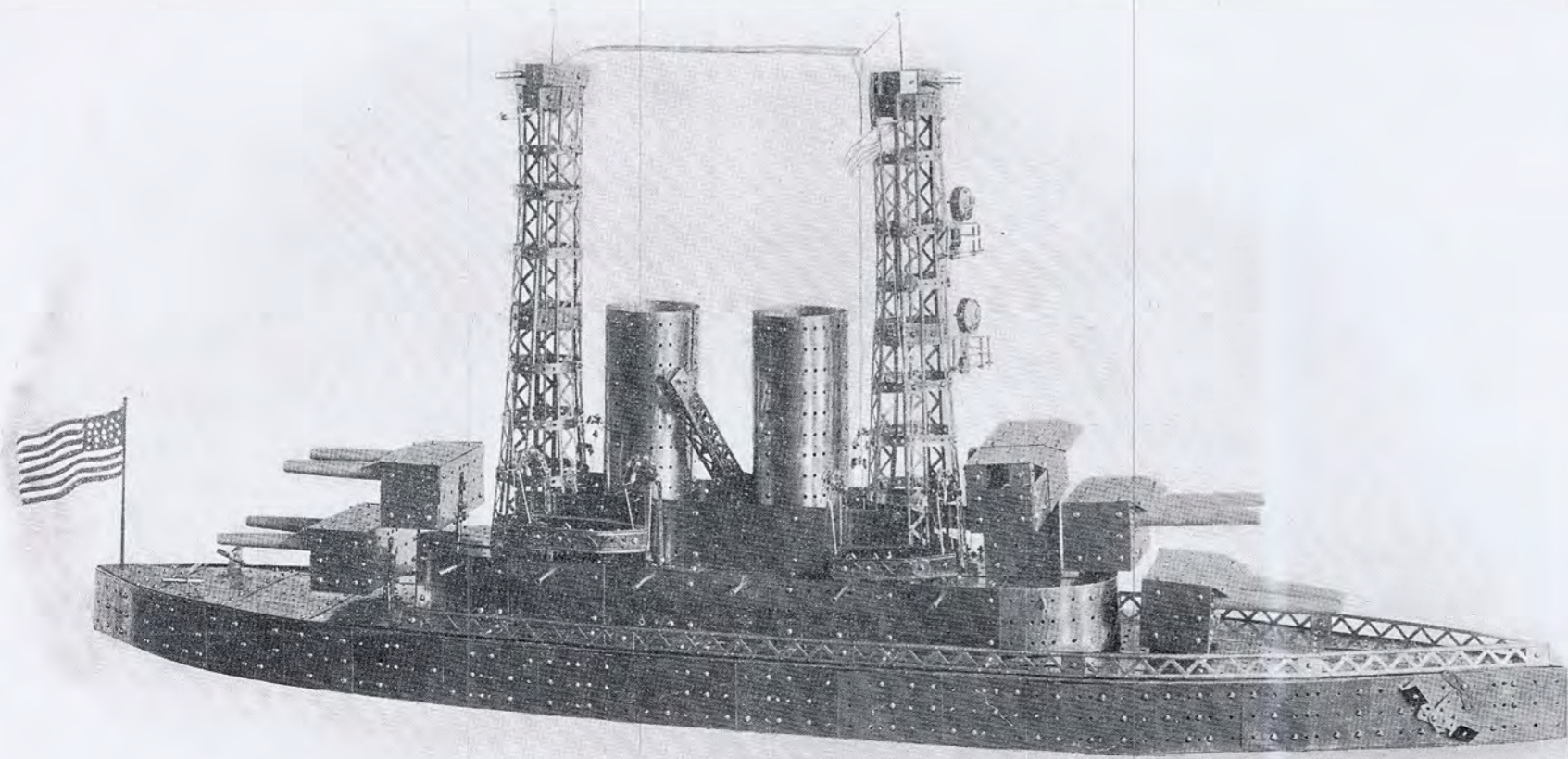
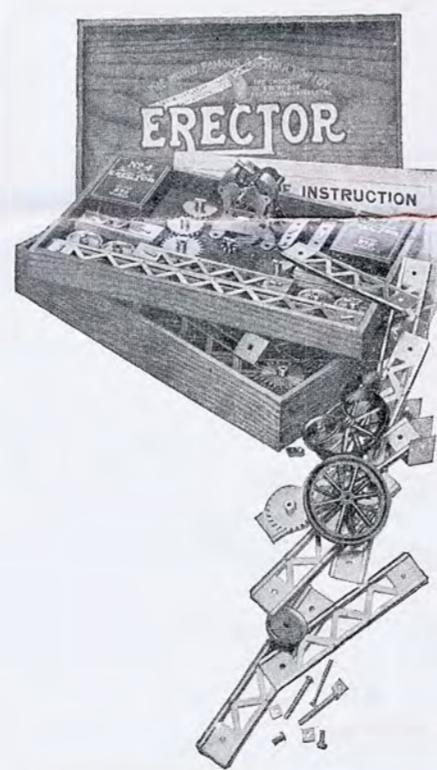
The best made and best advertised toy of its character on the market. Tens of thousands of sets sold every year. The demand for Erector is constantly growing because this famous toy appeals to the live-wire boys. Dealers tell us that Erector is the surest selling toy they ever handled. And no wonder! It's been advertised at a cost of hundreds of thousands of dollars.

At least another hundred thousand dollars worth of advertising will be placed back of Erector again this year. Big advertisements will appear in the Saturday Evening Post, Collier's Weekly, Literary Digest, American Boy, Youth's Companion, Boy's Magazine, Popular Mechanics, and many other publications that are read by more than 20,000,000 persons.

This means real cooperation for dealers—yet it is only one phase of the thorough "selling-help" we give. Ask us for the complete story. The extent to which we go in order to help dealers make sales will amaze you.

Gilbert Erector makes a big hit with boys because it enables boys to do things that they like to do—to build battleships, aeroplanes, skyscrapers, machinery, dredges, cranes, and countless other models. It gives them an opportunity to demonstrate their imagination, ingenuity and skill and affords them an unlimited amount of fun.

Get your share of the big Gilbert Erector 1917 profits! Place your order now.

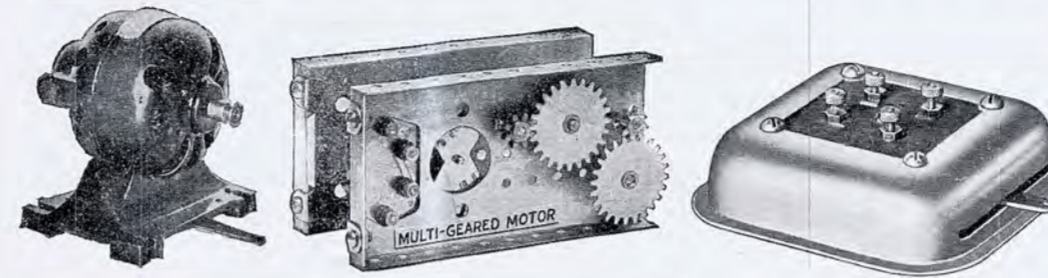


GILBERT ELECTRICAL ACCESSORIES

The average boy knows more about mechanics and electricity than does the average man.

This is because boys are naturally interested in things of a mysterious nature, like to experiment, and always take pride in demonstrating their ability.

This great boy-interest in mechanics and electricity has opened up a big profit-channel for merchants who carry the types of electrical accessories that boys need and want. The Gilbert Electrical Accessories shown below—toy electric motors, transformers, reverse switch bases, control switches, etc.—represent the standard requirements of boys who are mechanically or electrically inclined, and are sold in great quantities every year. Why not add this new department to your business? It will add to your profits in many ways by bringing boys into your store.



GILBERT TOT TROT

Here's something that youngsters will want on sight—a traveling pony that really trots. By simply leaning slightly forward and then backward, the rider operates the legs of the pony, and he moves along with a trotting gait.

The Gilbert Tot Trot makes a big appeal to children between the ages of three and seven not only because it is a toy of action, but because it possesses the additional attraction of novelty.

GILBERT TOT TROT Large No. P87-L
Retail Price \$3.85

Length 32 1/2 inches. Height 25 inches
For the child of six or seven years.

GILBERT TOT TROT—Small No. P87-S
Retail Price \$3.85

Length 29 1/2 inches. Height 21 1/2 inches
For the child of three or four years of age.

The Gilbert Tot Trot is built most substantially, and will withstand a great deal of hard usage.



Brik-tor

"THE TOY FOR YOUNG ARCHITECTS"



Brik-tor instantly appeals to all boys who own Erector or any other construction toy. And the reason is self evident. With Brik-tor, a boy can complete the framework model of houses and bridges, etc.—that he builds—make them look real and true to life by finishing the roof, walls foundations, and even the streets with steel tile the windows can be put in with finely lithographed cutouts.

Although introduced only last year, Brik-tor has already demonstrated remarkable selling-ability. With the more aggressive advertising that will be given to it this year, it is certain to be a big profit-earner for the dealers who carry it. Place your order now!

GILBERT MYSTO MAGIC

You remember how the magic of the magicians thrilled you when you were a boy, and how you envied their mystifying ability.

The boys of today are no different than boys of a generation ago. They like to see magic done and are more than proud when they can do it themselves.

That is why Gilbert Mysto Magic is such a quick seller.



Complete sets sell for \$1.00, \$2.00, \$3.00, \$5.00 and \$10.00 each. (Canada \$1.50, \$3.00, \$4.50, \$7.50 and \$15.00 each.) They enable boys to do the magic tricks just as they are done on the stage.

With them boys can make handkerchiefs, cards, coins and billiard balls disappear, pull ribbon from their mouth until their hands are full, pass big dice two inches square, through a derby hat, etc.

Big, illustrated manual tells how to do it, and explains how boys can give shows, set the stage, and make interesting talks.

Be sure to put in a stock for 1917. A sure seller!

GILBERT Puzzle Parties

Almost everyone enjoys trying to solve puzzles. That is why there is so big a demand for Gilbert Puzzle Parties—the finest and most complete sets on the market.

Dealers tell us that these sets sell themselves. Three different sizes selling for 25c, 50c and \$1.00 each. (Canada 40c, 75c and \$1.50) They make it a point to remove the cover of the boxes, exposing the puzzle contents, and displaying them prominently. People notice them, pick out one of the puzzles, try it, become fascinated and a sale is made.

Descriptive manual explains in detail how each puzzle, including the famous Brahmin's Puzzle, and numerous others can be solved.

Put in a stock. You'll find it a profitable investment.



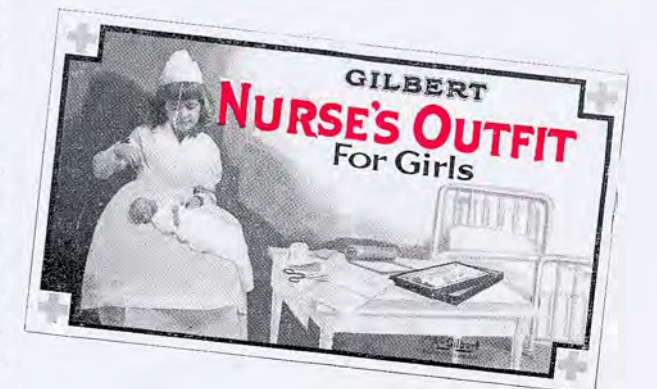
GILBERT NURSE'S OUTFIT FOR GIRLS

Just the thing for little girls. Affords them lots of amusement, and teaches them the principles of first aid.

A glance at this interesting outfit, and any little girl will immediately see herself proudly wearing the apron and cap, and administering first aid to her dolls. Quick sales will be the result.

The Gilbert Nurse's Outfit includes cap, apron, arm band, scissors, absorbent cotton, adhesive plaster, gauze, carbolated vaseline, splints, etc.

A "First Aid Primer" is also included. This is an attractively illustrated book, written in primer style, and suggesting in an interesting way how the little girl can "play grown-up nurse" with her Gilbert Nurse's Outfit. Retail price, \$2.00.



THE A. C. GILBERT CO., New Haven, Conn.

Canadian Representatives: MENZIES & CO., LIMITED, Toronto, Ontario.