

GILBERT
TOYS

Announcing

ERECTOR'S

Newest Achievement

A New World's Standard-Real Engineering Thrills!

These Sensational Features are:

1—Complete Unit Control (New assembled Trumodel
Construction equipment parts.)

2—New Erector Trumodel 3 Drum Hoist.

3—New Erector Trumodel Tip Bucket.

4—New Erector Trumodel Clam Shell Bucket.

5—A great assortment of New Feature Parts.

6—Erector Complete Unit Accessory Sets.

7—Udylite—the rust-proof finish.

8—Some Manuals in Color

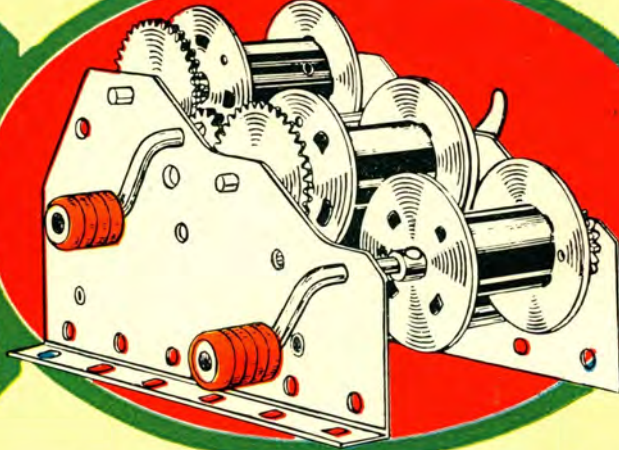
9—The new Solid Brass Perfect Gear standardization.



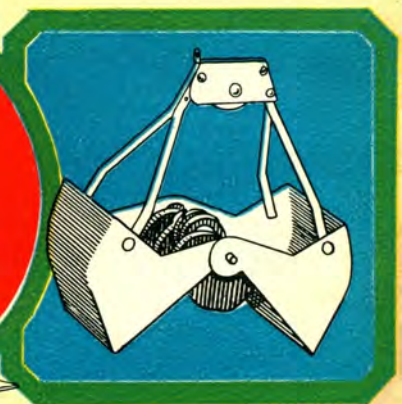
Gears



Tip Bucket



3 Drum Hoist (Hand Drive)



Clam Shell Bucket

1927

GILBERT
TOYS

1927 marks my Greatest Contribution to construction toys



A.C. Gilbert

A Brief Resume of Erector achievement will Prove Interesting and Inspiring.

1912—The Toy World will agree that my invention of the Square Girder and the electrification of the Construction Toy largely accounted for its success and popularity, due to the fact that the girder gives realism and the motor action.

1924—The second epoch was the announcement of the New Erector with its curved girders, when I gave to the boy world my second contribution in the unit edition to construction equipment—*Clam Shell Bucket, Steam Shovel, Boiler, etc.*

1927—A New World's Standard

I believe that my 1927 sensational features will mark the turning-point in the greatest contribution and new interest, combining the Trumodel features that hereafter will be incorporated in Erector. The addition of the 3-Drum Hoist (necessary modern construction equipment), combining the best features of Trumodel Construction equipment in conjunction with Erector, will without doubt, crystallize more strongly than ever in the boy's mind why Erector has been, and is, the World's Greatest Construction Toy.

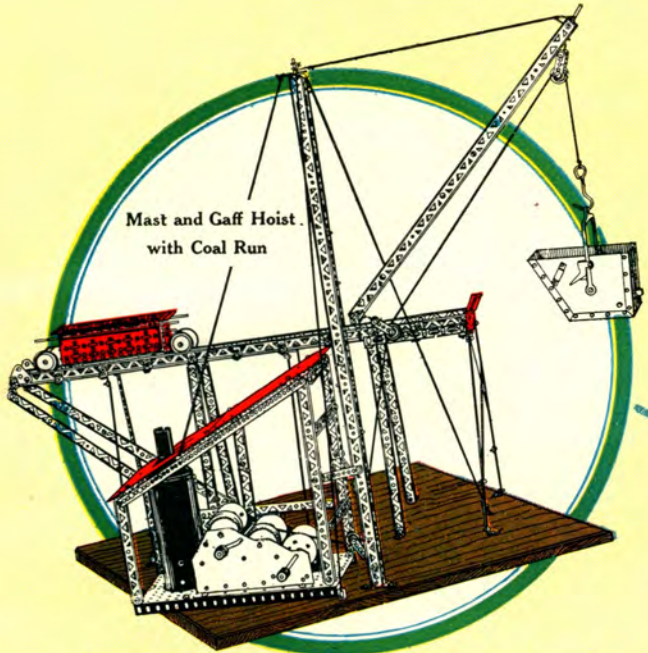
The Greatest Thrill A Boy Can Have

For more than fifteen years Erector has been the greatest inspiration to boys all over the world. For more than fifteen years it has been accepted as the standard by which all other construction toys have been judged. For more than fifteen years it has furnished the initiative, ingenuity and engineering features that have made it the World's Greatest Toy. Now Erector has something new to inspire it—the most brilliant achievement in its history. Boys the world over will now experience the greatest thrill of their lives. Despite the fact that the glory of all previous achievements have been surpassed, Erector prices have not been increased—a victory of greater value. As it was in the beginning, so it is today greater value, greater quality, finer engineering performances, through which Erector is earning its due and just reward. The force which is sweeping Erector into higher sales with incredible rapidity, is nothing but the working out of the natural law as old as ages—seeking that which is best and finding it, to bestow upon it its unmeasured recognition. Characteristically, the American Boy, searching for more value, is finding out that Erector offers more for the money in every way.

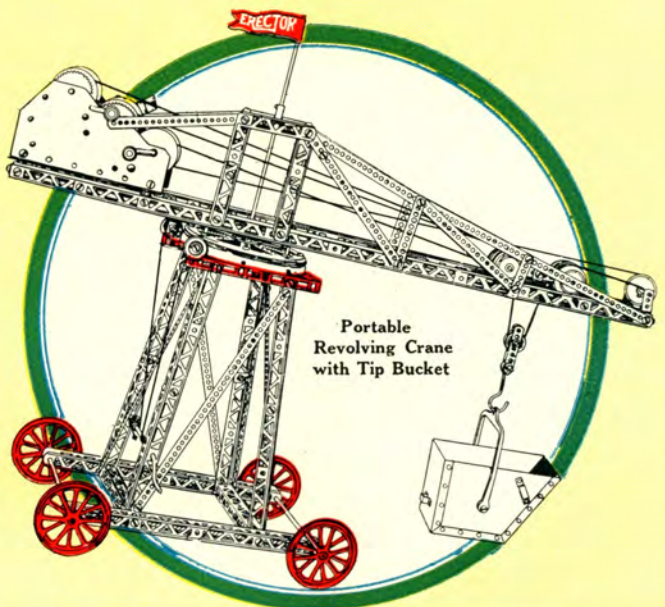
Greatest Success

To its supremacy in the past Erector now adds complete domination of the field in creativeness, value, and individuality. Here is a manufacturing advance more important than any other development since the electrification of Erector. Erector dominates in its unmatched ability to supply every construction requirement, to meet every individual boy and his preferences. Through its years of leadership Erector has never accomplished a greater feat than the solution of the problem of Trumodel Construction Equipment. It surpasses anything ever before attempted and should reward Erector with the greatest success in the history of its manufacture.

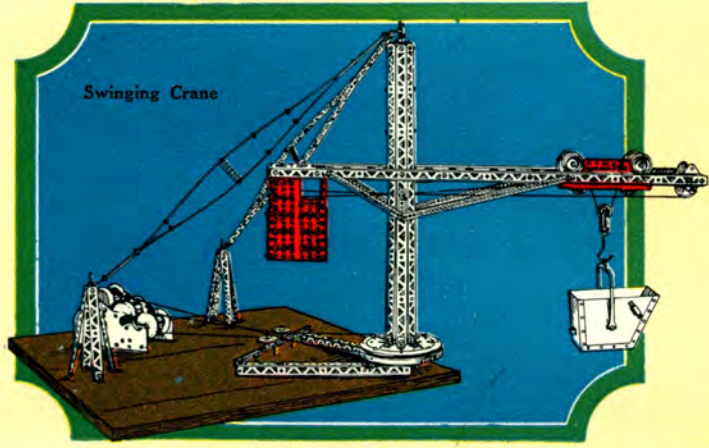
1927



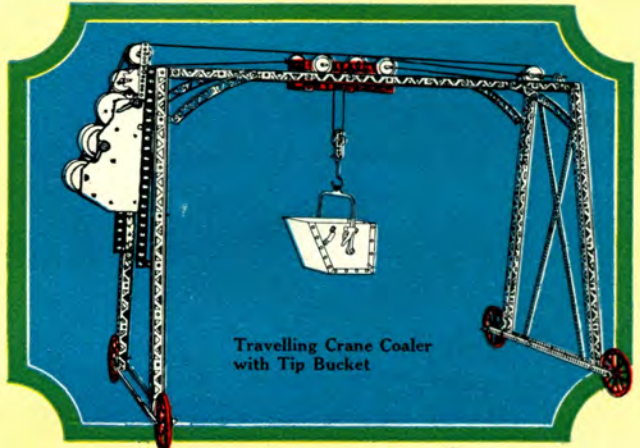
Mast and Gaff Hoist with Coal Run



Portable Revolving Crane with Tip Bucket

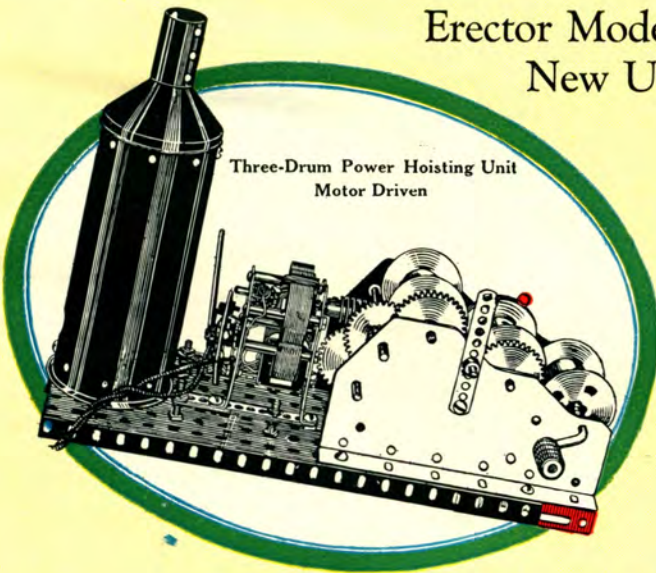


Swinging Crane

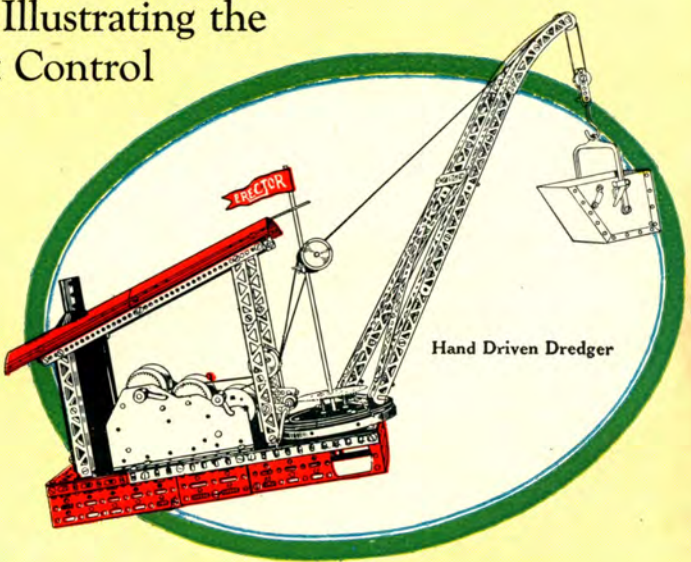


Travelling Crane Coaler with Tip Bucket

Erector Models Illustrating the New Unit Control



Three-Drum Power Hoisting Unit Motor Driven



Hand Driven Dredger

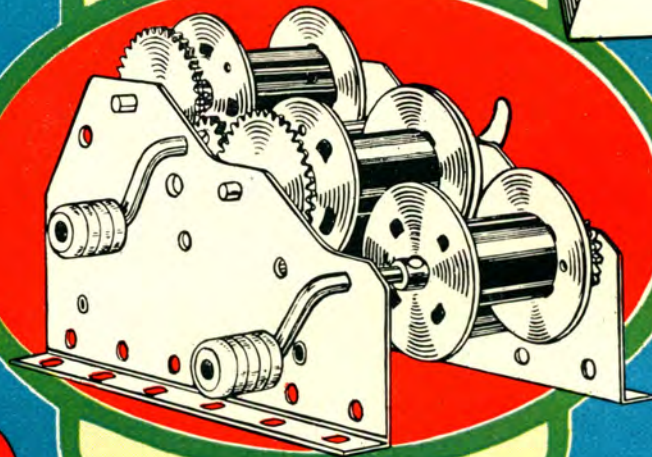
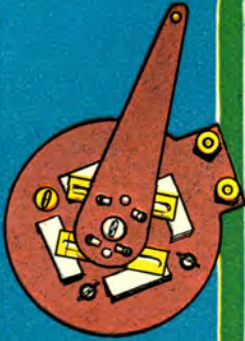
Complete Unit Control

What is the New Erector Complete Unit Control? We have discovered that the boy wants complete operating units to build into his models. The units he demands are really too complicated, and sometimes so intricate, that it is hard for him to imitate the thing that the Complete Unit Control makes possible.

These Units, built out of construction toy parts would lack realism and successful operation. We have recognized this demand—no other toy enjoys these exclusive features—

These Complete Units are:

- | | |
|--------------------------------|-------------------|
| Boiler | Fenders |
| 3-Drum Hoist | Steering Wheel |
| Hood | Digger Scoop |
| Truck Body | Clam Shell Bucket |
| Electric Motor | Tip Bucket |
| Disc Wheel | Bumper |
| New Reverse Switch Attachments | |



NEW 1927 FEATURE PARTS

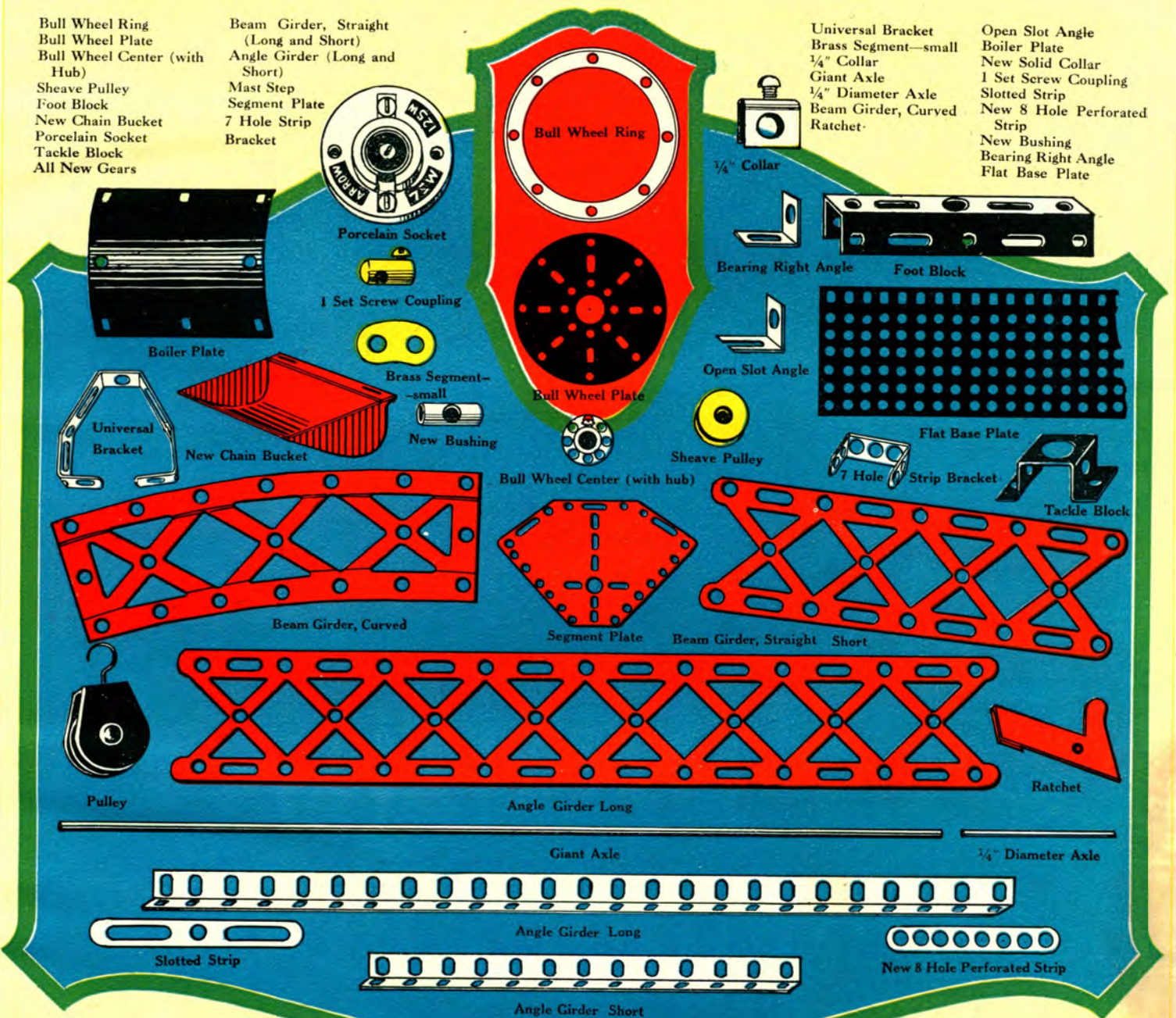
Never before in the history of Erector have so many important and necessary parts been added to Erector Sets. The acquisition of these parts makes it possible to build models that are more realistic, more genuine, bigger and better than ever before.

Bull Wheel Ring
Bull Wheel Plate
Bull Wheel Center (with Hub)
Sheave Pulley
Foot Block
New Chain Bucket
Porcelain Socket
Tackle Block
All New Gears

Beam Girder, Straight (Long and Short)
Angle Girder (Long and Short)
Mast Step
Segment Plate
7 Hole Strip
Bracket

Universal Bracket
Brass Segment—small
1/4" Collar
Giant Axle
1/4" Diameter Axle
Beam Girder, Curved
Ratchet

Open Slot Angle
Boiler Plate
New Solid Collar
1 Set Screw Coupling
Slotted Strip
New 8 Hole Perforated Strip
New Bushing
Bearing Right Angle
Flat Base Plate



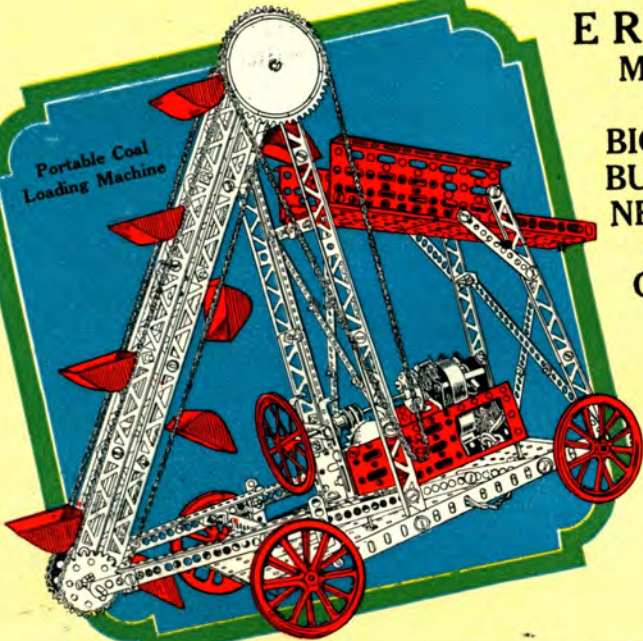
Finish

The New 1927 Erector marks the period of enduring finish. There has been a never-ceasing demand for an enduring and lasting bright finish. The advent of Udylite and our adaptation of this finish will probably be, to the dealer and the boy's mind, the most welcome news imaginable. To realize that your sets will be enduring and your models lasting, through a new process of finishing that is lasting, will not only mean more business but less deterioration. All colored parts are enameled, electrically baked.

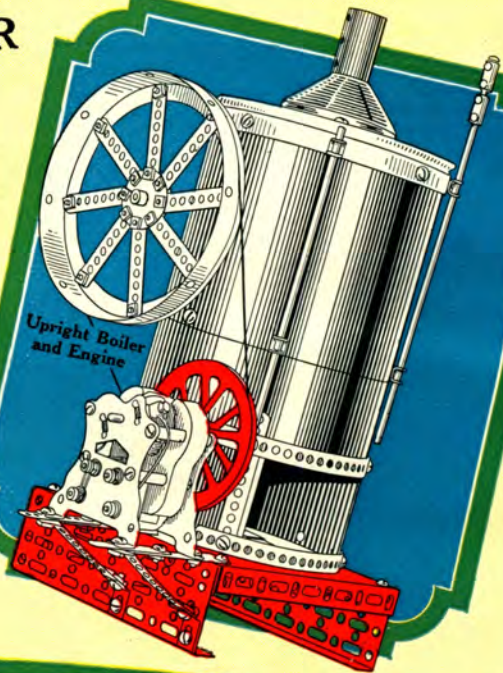
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**NEW
ERECTOR
MODELS**
Showing
**BIG GIRDERS
BULL WHEEL
NEW BOILER
CURVED
GIRDERS
ETC.**

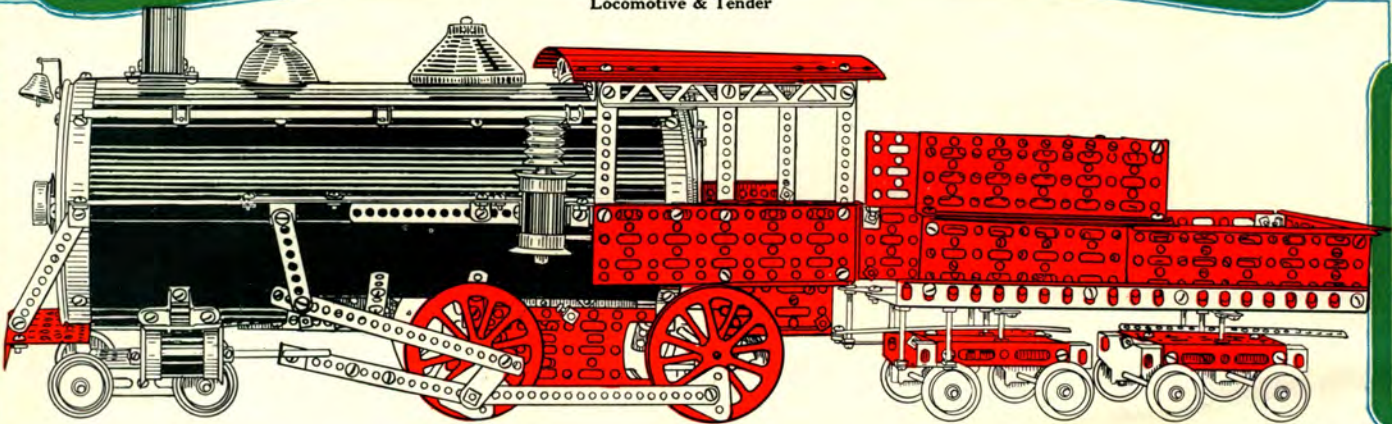
Portable Coal
Loading Machine



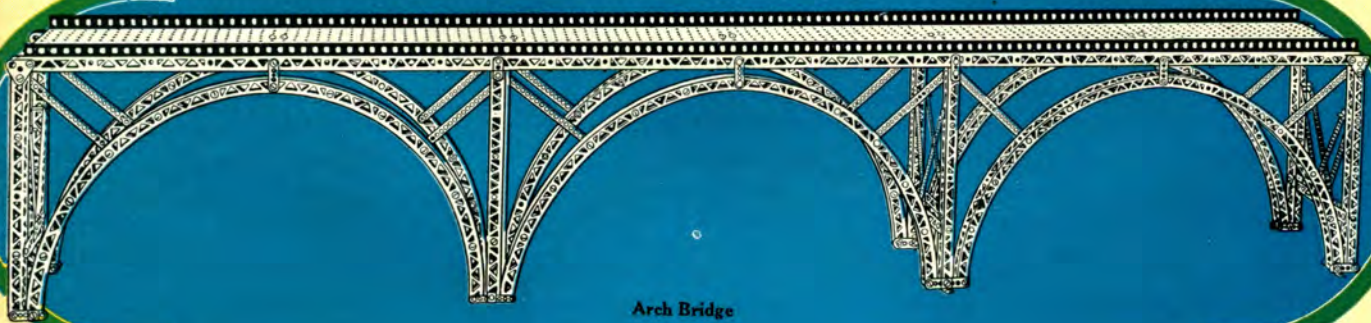
Upright Boiler
and Engine



Locomotive & Tender



Arch Bridge

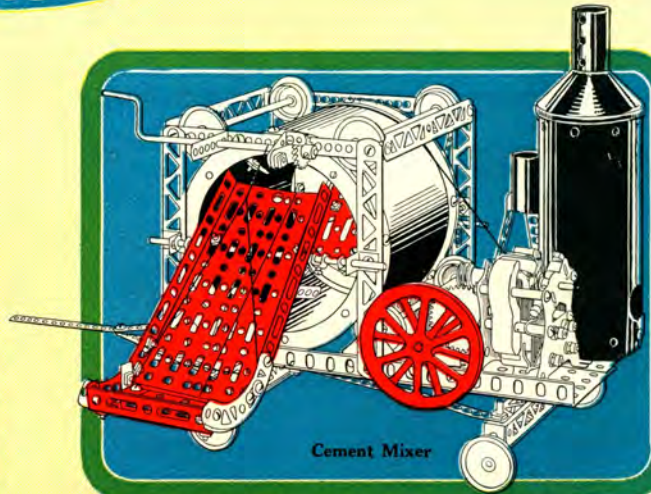


1927

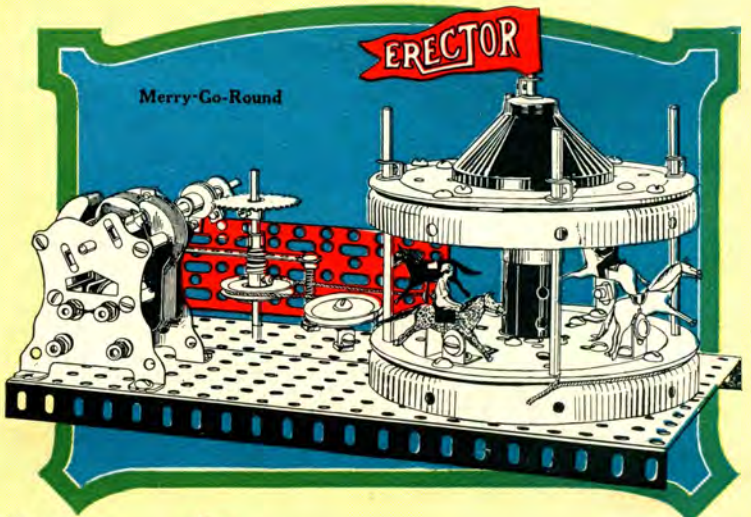
GILBERT
TOYS



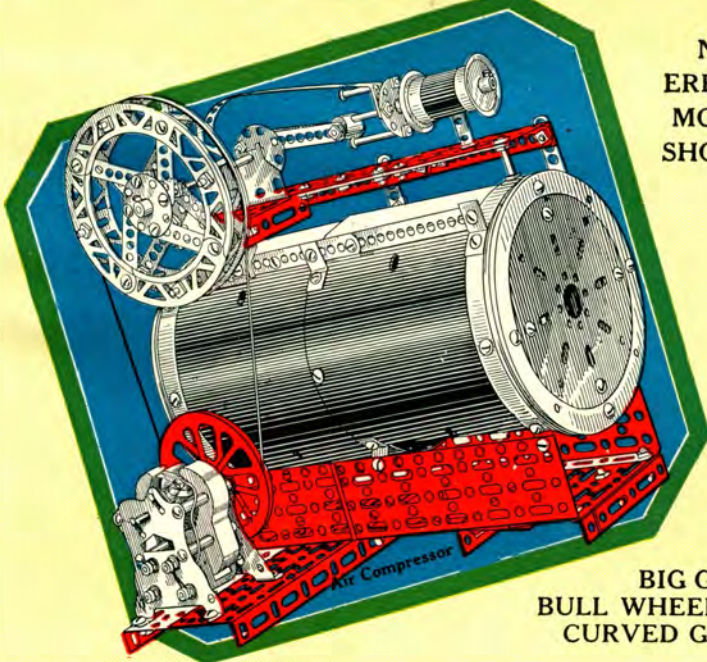
Ferris Wheel



Cement Mixer

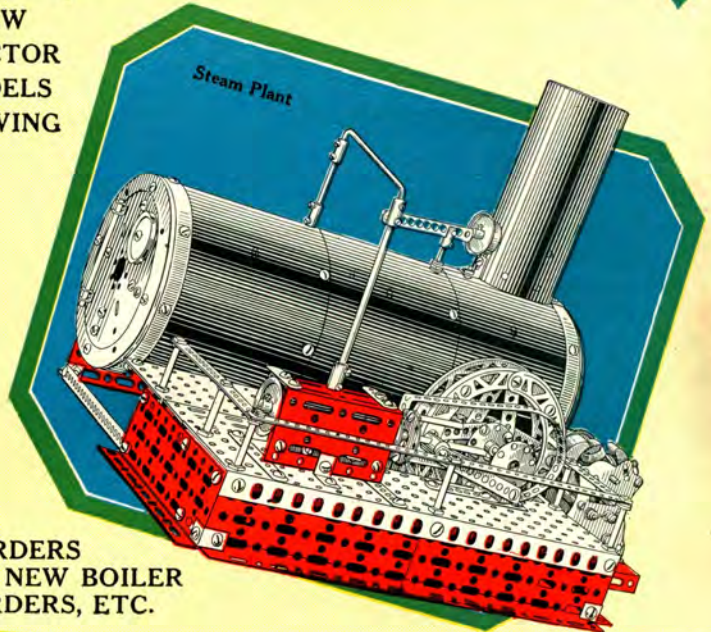


Merry-Go-Round



Air Compressor

NEW
ERECTOR
MODELS
SHOWING



Steam Plant

BIG GIRDERS
BULL WHEEL, NEW BOILER
CURVED GIRDERS, ETC.

1927

The New 1927 Complete Set Accessory Plan

THE OLD PLAN

The old type of Accessory Set merely converted one size construction toy set into the next higher-priced set. It mainly provided more parts of the same kind the boy already had.

THE NEW PLAN

Now when you obtain an Accessory Set, it will match with any standard Erector Set and in addition, the New Erector Family of Accessory Sets are complete sets in themselves.

The regular Erector Sets consist of:

	<u>Price</u>
No. 1 Dandy Beginner's Set	\$ 1.00
No. 3 The Set with the Gears and the Big Red Wheels	3.00
No. 4 The Famous No. 4 with powerful electric motor	5.00
No. 7 The Super No. 7 that builds the Steam Shovel	10.00
No. 7½ Motorized Erector—The Set with the Chassis	15.00
No. 8 The Trumodel Set, New Giant Boiler Plates, Trumodel Derrick, Complete Operating Three Drum Hoist, Tip Bucket	25.00
No. 10 The Set with the Giant Fly Wheel, Beam Girders	50.00

The New Erector Family of Accessory Sets consists of:

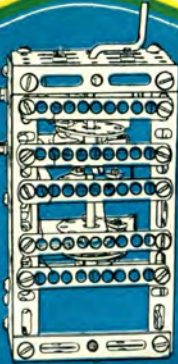
No. 3005 Erector Electrical Set. The Set that Electrifies and illuminates	\$ 5.00
No. 3010 Erector Electrical Set. The Set that builds the Automatic Flash-Light Sign	10.00
No. A Big Girder Set. The Set with the Giant Girders	7.50

[These New Accessory Sets are for the purpose
of featuring and specializing in certain types
of Trumodel building, Construction Equip-
ment, Electrification and Illumination, etc.]

Increased Volume -- More Profits -- All Year Sales

The New Accessory features will result in increased volume for dealers, larger unit sales, better all-year-round business, and repeat orders from the same customers.

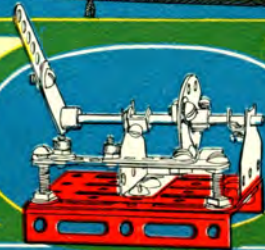
GILBERT
TOYS



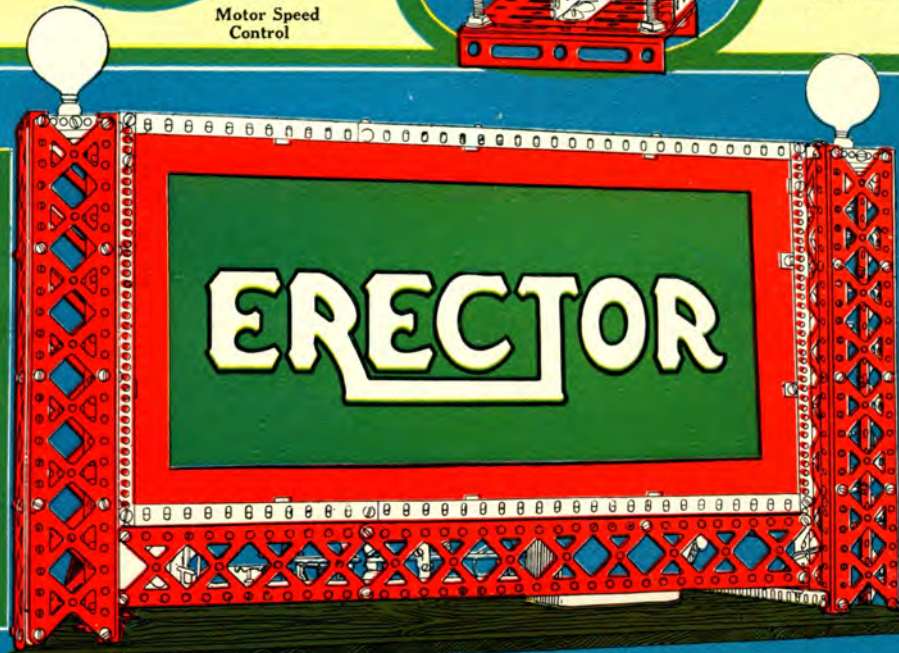
Motor Speed
Control



Double Throw
Switch



Single Pole, Single
Throw Switch



Electric Sign Flasher

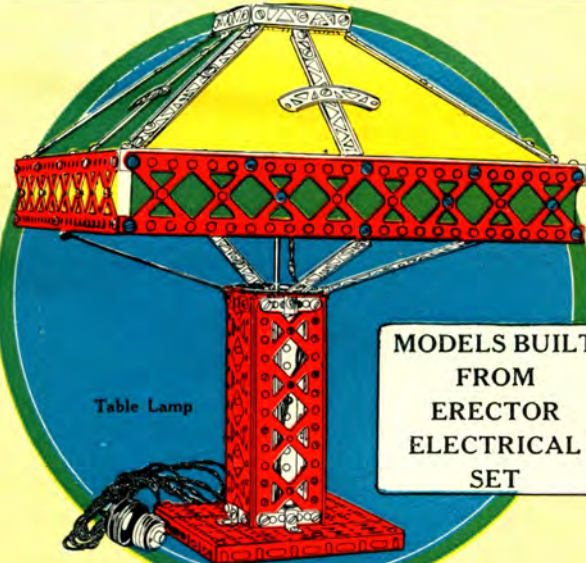
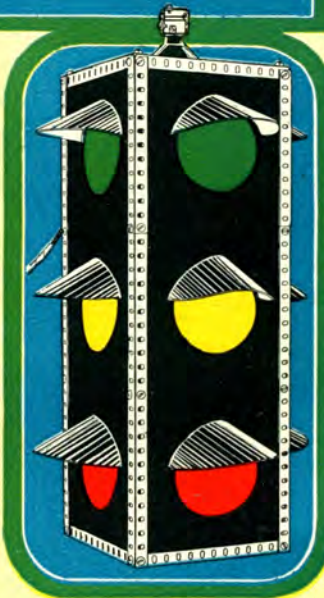
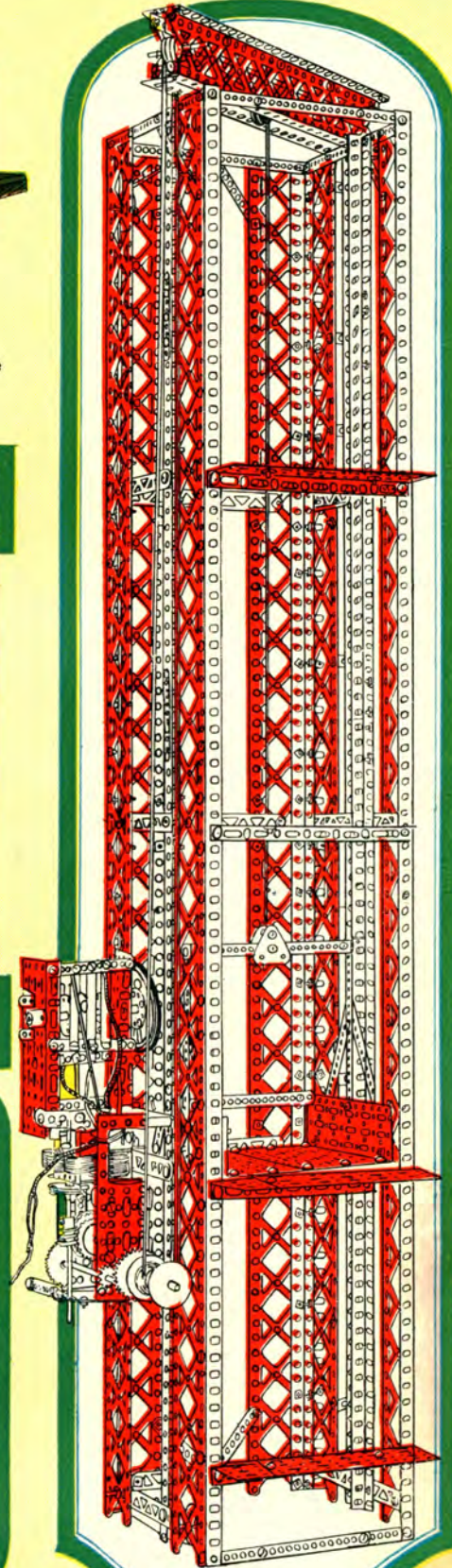


Table Lamp

MODELS BUILT
FROM
ERECTOR
ELECTRICAL
SET



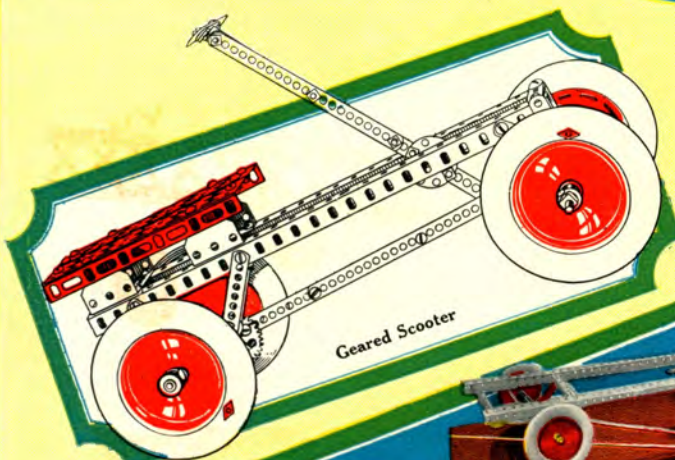
Traffic Signal



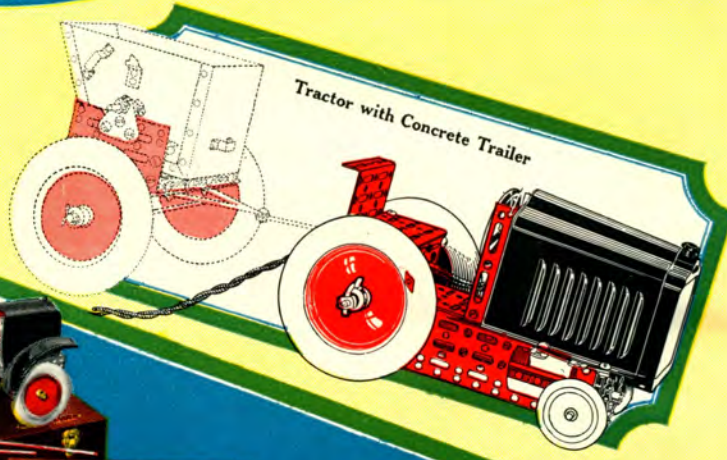
Electric Elevator

1927

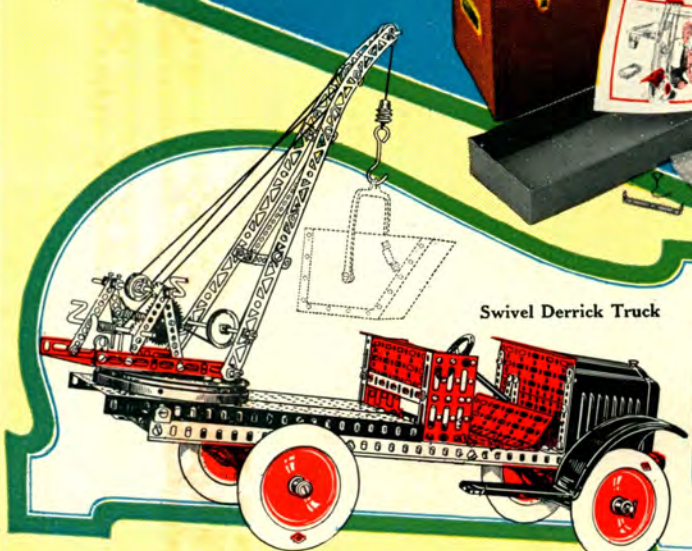
GILBERT
TOYS



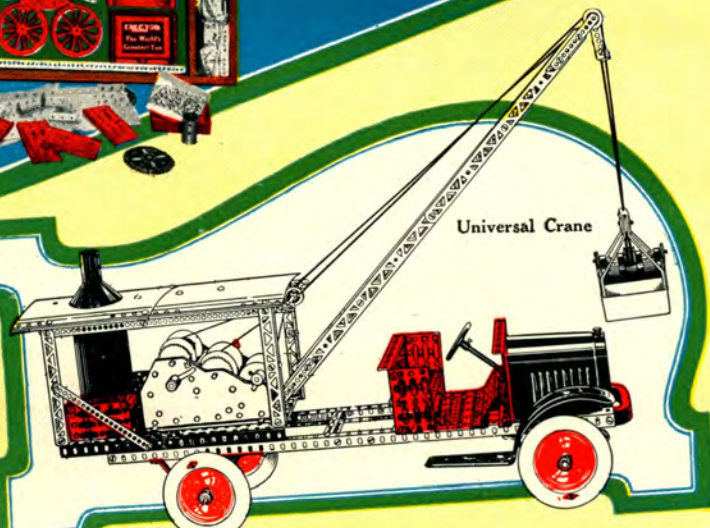
Gearing Scooter



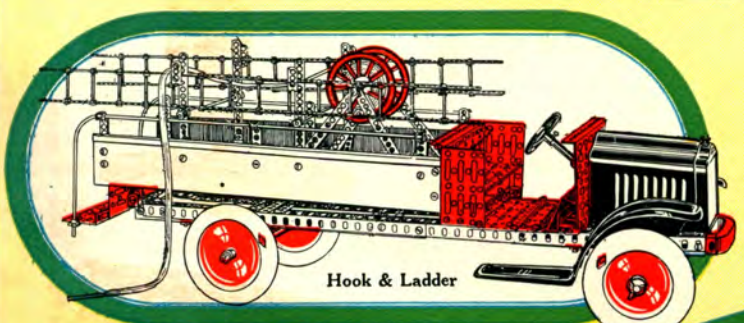
Tractor with Concrete Trailer



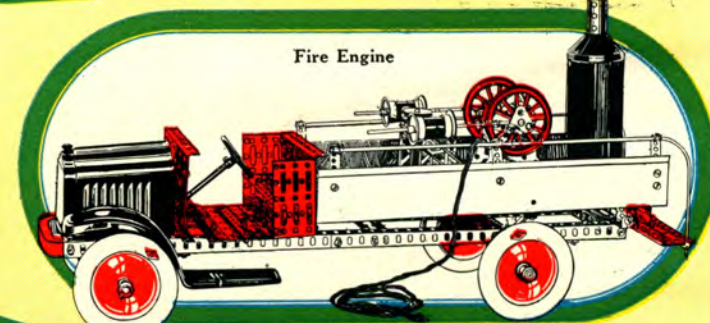
Swivel Derrick Truck



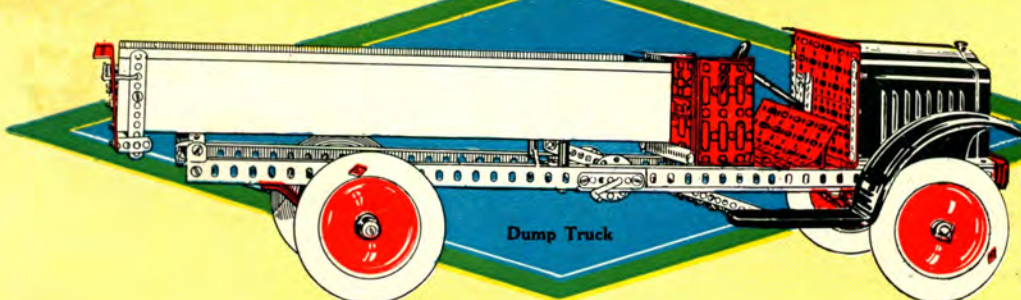
Universal Crane



Hook & Ladder



Fire Engine

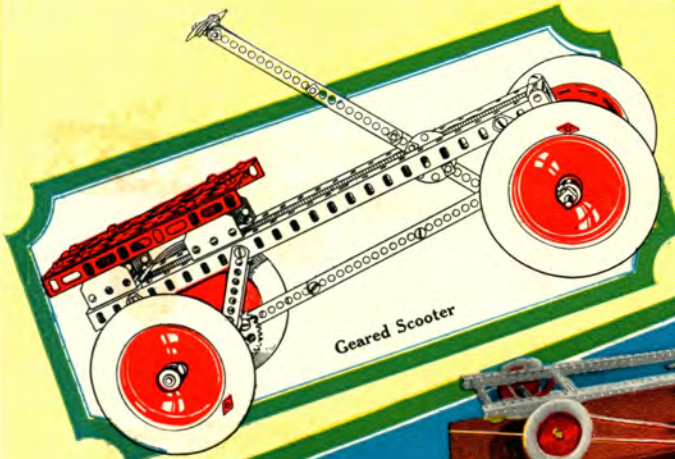


Dump Truck

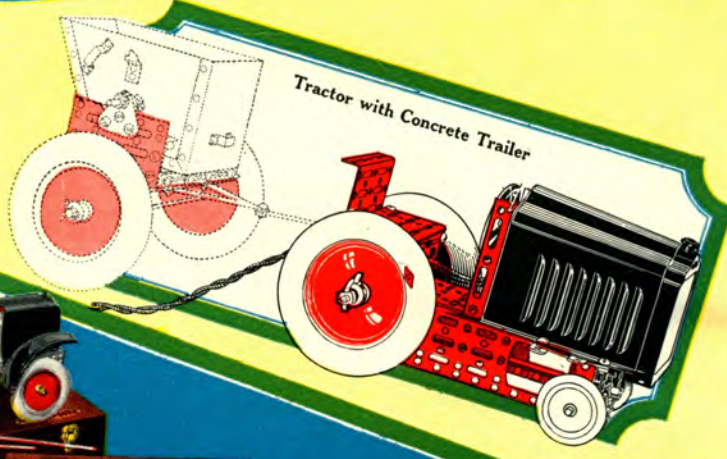
Models built
from the new
7½ Motorized
Erector

1927

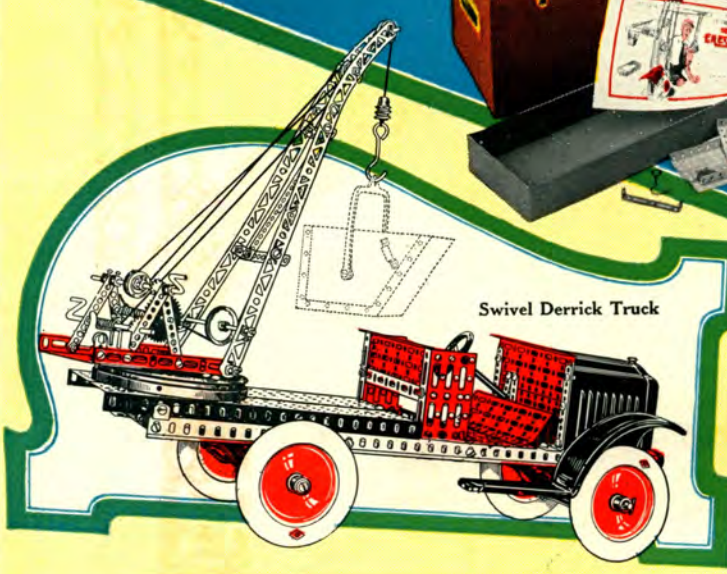
GILBERT
TOYS



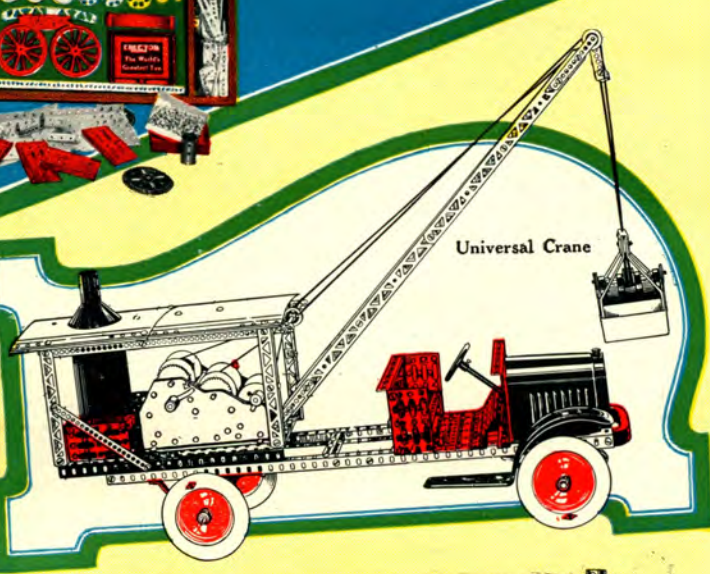
Gearing Scooter



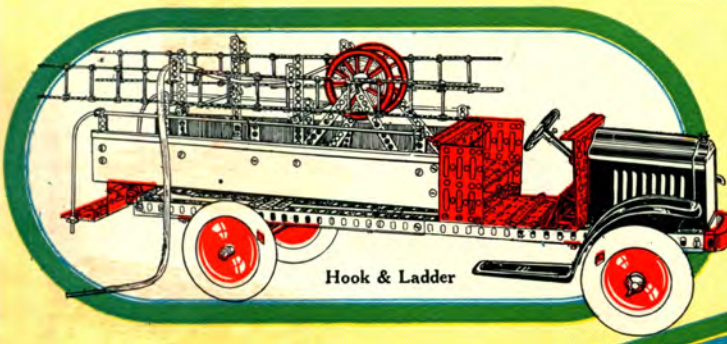
Tractor with Concrete Trailer



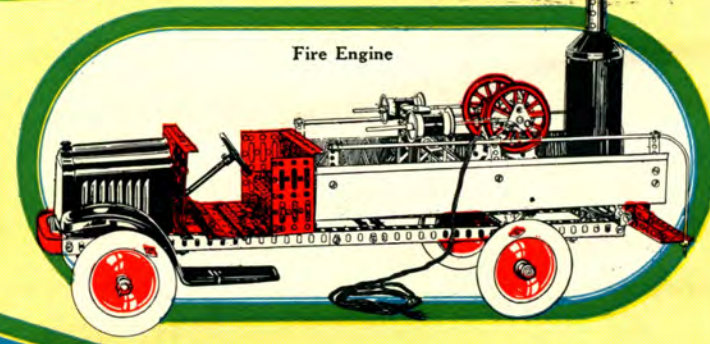
Swivel Derrick Truck



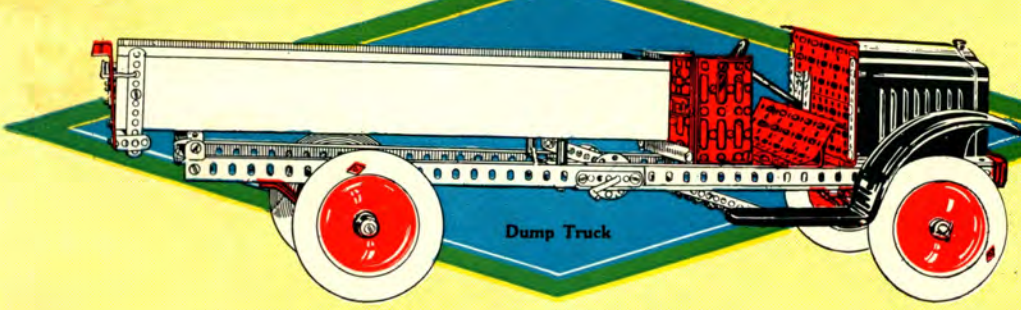
Universal Crane



Hook & Ladder



Fire Engine

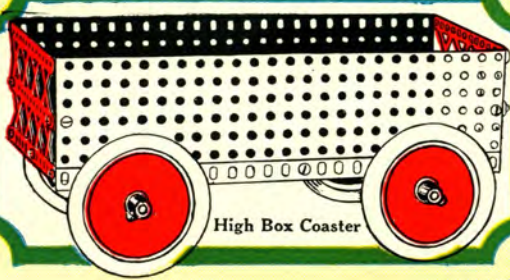


Dump Truck

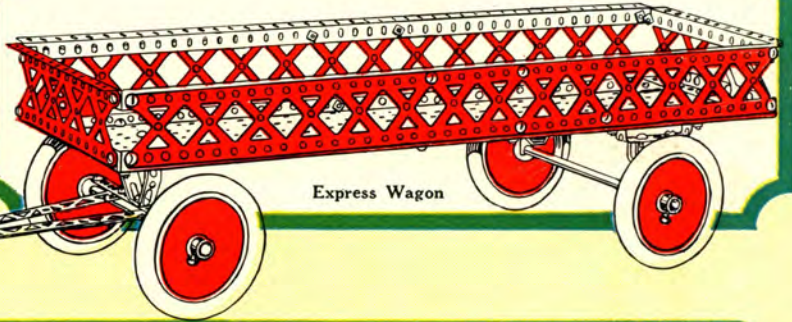
Models built
from the new
7½ Motorized
Erector

1927

GILBERT
TOYS



High Box Coaster

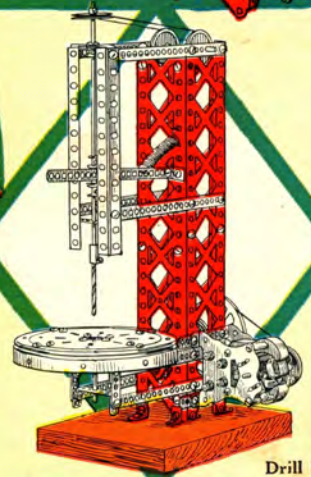
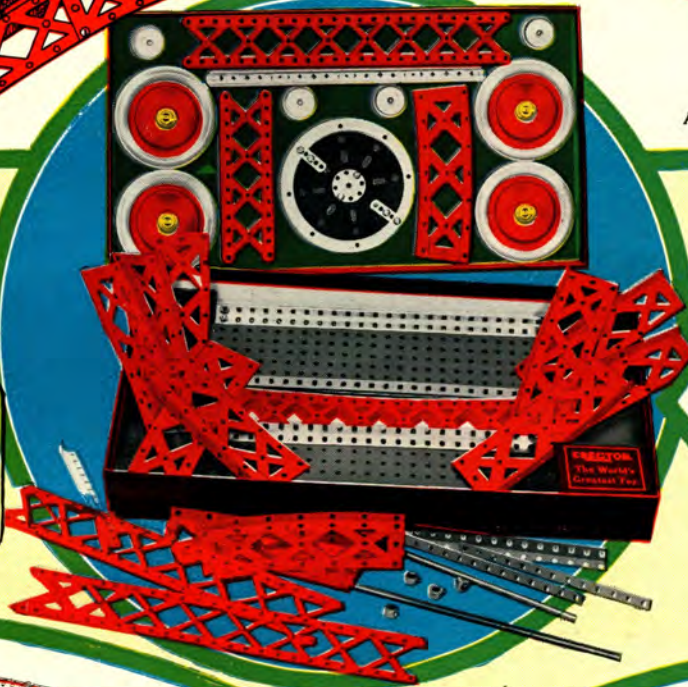


Express Wagon

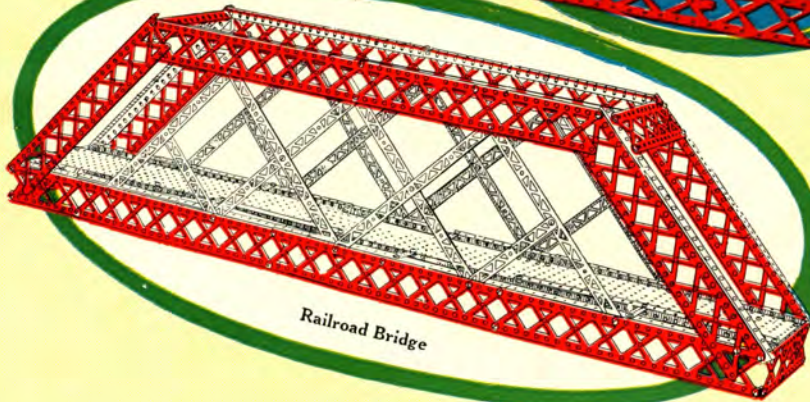


Arch Bridge

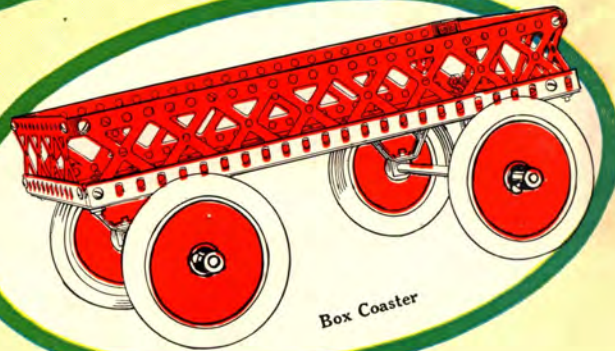
Models built
from Erector
Giant Girder
Set.



Drill Press



Railroad Bridge



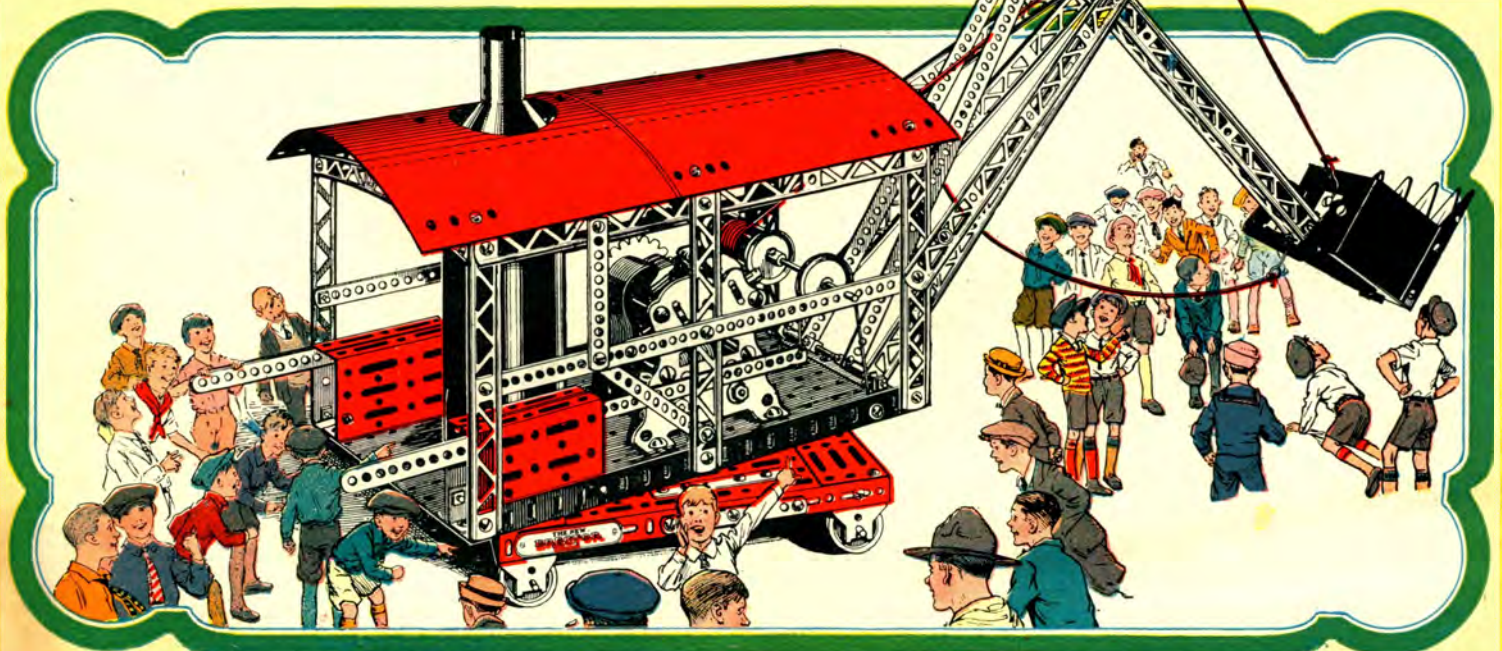
Box Coaster

GILBERT
TOYS

Investigate **ERECTOR** Selling and Merchandising Plan

Stocking ERECTOR means Stocking the Leadership Toy of the World

It means More Boys coming into your Store. It means Increased Year-round Sales (made possible by addition of complete unit parts and the New World Standard of Accessory Sets.) It means More Profits. It means Satisfied Customers who will repeat. It means attractive Counters, and Windows (made possible by using attention-getting models and advertising material furnished free by us.) It means prestige through stocking Nationally Advertised Goods such as Erector represents.



ADVERTISING CAMPAIGN

Largest advertising campaign ever attempted.

4-color advertisements in leading newspaper comic sections.

National mediums—Boy Magazines, Billboards, Consumer Booklets, Signs, Cards, Models.

Write for our Demonstration Plan or ask for our salesman to call on you and explain details of the best Erector proposition ever offered.

A. C. GILBERT COMPANY, New Haven, Conn., U. S. A.

Main Office and Factories
New Haven, Conn., U. S. A.

CANADA—A. C. GILBERT-MENZIES CO.
Toronto, 2, Ontario
ENGLAND—A. C. GILBERT COMPANY
57 Kingsway, London
NEW YORK CITY—Fifth Avenue Building
200 Fifth Avenue

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