

Hello boys!

Tells all about the new 1928

ERECTOR

Send for your free copy of
A.C.GILBERT'S SPORTS BOOK
—world's sports and champions

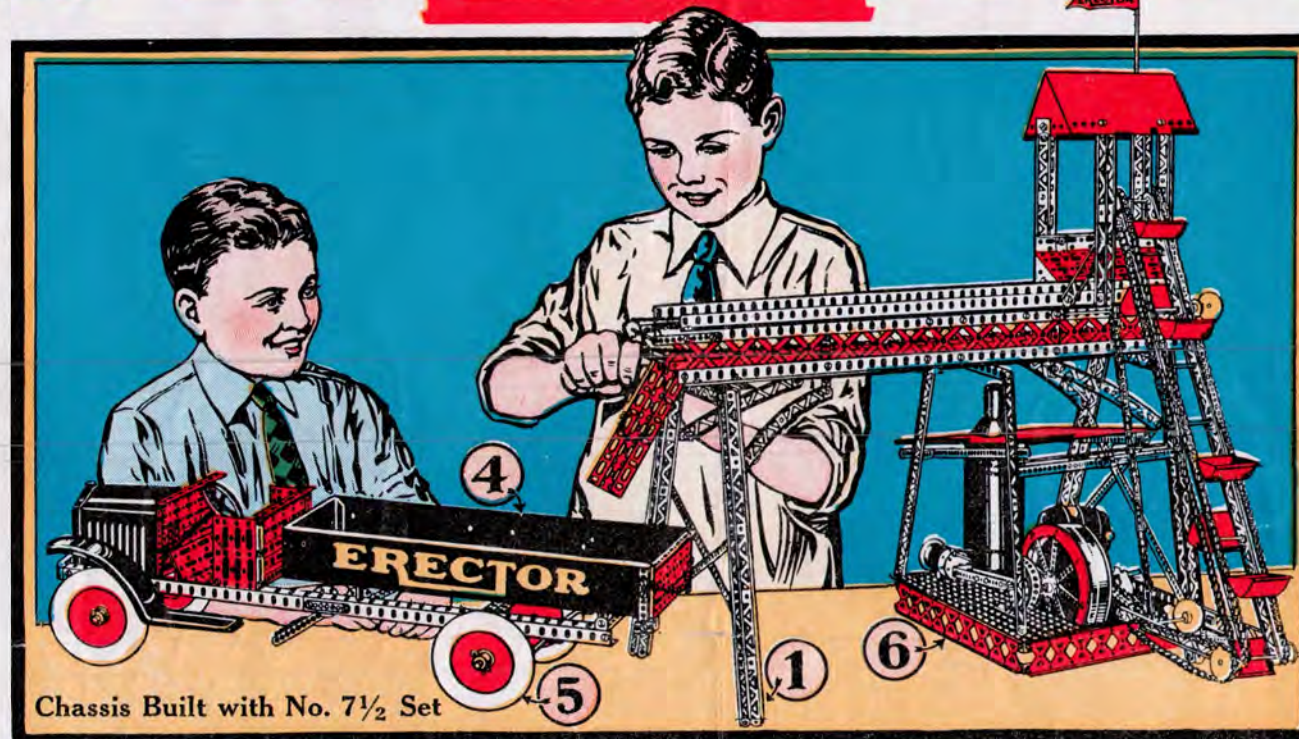
Boys—I want you to send today for my free Olympic Sports Book and read all about world famous athletes and the 1928 greater Erector. Erector will give you play days that you will never forget. You can build with your own hands almost every wonderful mechanical invention you can think of and have your models operate under their own power. Everything necessary lies beneath the cover of the brass-bound chest that holds the new 1928 Erector. Think what a thrill you will get building these wonderful models that whiz and hum along just like the big ones engineers build. With its many new exclusive and feature patented parts you can build and operate, one after another, over one thousand working models, including aeroplanes, automobiles, trains, steam shovels, locomotives, derricks, bridges, hoisting machinery, power plants, and construction equipment of every description and kind. Learn about this toy that engineers call the World's Greatest.

A. C. Gilbert's Radio Sports Talks

A.C. Gilbert

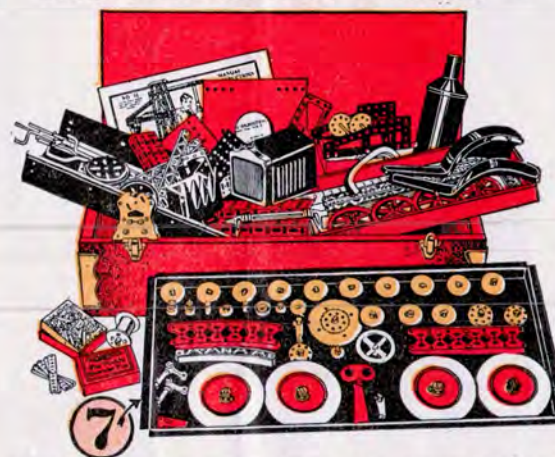
Get in on these big radio thrillers. Hear Babe Ruth tell how he slugs them over the fence. Hear Lawson Robertson, American Olympic Team Coach describe the Olympic Games, T.A.D. Jones, Yale's greatest football coach, Grantland Rice, and other famous sports experts. Every Monday night, beginning November 5th, 6:30 Eastern Time, 5:30 Central Time. Pick out your station now.

WEAF New York	WCAE Pittsburgh	WCCO Minneapolis	KVOO Tulsa
WTIC Hartford	WTAM Cleveland	WTPM St. Paul	WFAA Dallas
WJAR Providence	WWJ Detroit	WMTJ Milwaukee	WFAA Ft. Worth
WTAG Worcester	WSA Cincinnati	KOA Denver	KPRC Houston
WCSH Portland, Me.	KSD St. Louis	WHAS Louisville	KYW Chicago
WFI Philadelphia	WOC Davenport	WSM Nashville	WOAI San Antonio
WRC Washington	WHO Des Moines	WMC Memphis	Boston
WGY Schenectady	WOW Omaha	WSB Atlanta	Kansas City
WGR Buffalo		WBT Charlotte	



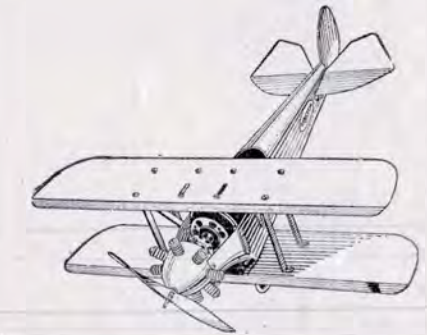
Chassis Built with No. 7 1/2 Set

Wonderful New No. 7 1/2 \$15.00
with Automobile Chassis



Here's the set I know will give you the greatest thrill you ever had. Fun? Oh, Boy! It's the real thing and there's a thrill packed in every one of its many parts. Boys, this is one great outfit and there are hours of real sport waiting for you, building automotive models. From this great assortment of distinctive, important, patented, feature Erector Parts, you can build 749 models. Automobile chassis, tractors, scooters, service cars, fire engine, and a hook and ladder are only a very few. Packed in a big red brass-bound chest, has big solid steel 1 1/8 inch truck body, featuring famous combination solid steel model building tray, 100-page manual, powerful electric motor, completely assembled gear box, big red steel disc wheels, with oversize balloon tires, fenders, radiator hood, bumper, springs, steering wheel, heavy truck axles, cab top, boiler, digger scoop—in fact, 25 lbs. of scientific thrills for every day in the year.

BOYS!
Just What You Have
Been Waiting For
ERECTOR
Airplane Set
(No. C)
\$10.00



Builds 19 different Airplanes, one after another, that actually fly captive in a circle for hours at a time. Powered by the famous Universal Polar Cub 110 volt motor, that operates from regular house current, either alternating or direct. Models average 24 inches over all, with 20 inch wing spread. Realistic, genuine duplicates of modern Airplanes. A complete construction set, nothing else to buy. Featuring these new genuine Erector parts: Fuselage, Wings, Cylinders, Propellers, Stabilizers, Rudder, pontoons, Struts, Electric Motor, etc. 19 different types made quickly and easily, such as Monoplanes, Seaplanes, Biplanes, etc. Hangs suspended from the ceiling. Just plug in the light socket, and away it whizzes. A sure winner in a model building contest. Packed in a beautiful, permanent brass-bound wooden chest, finished in Chinese red with black high lights. Illustrated Airplane book included. Price complete, all necessary parts with famous 110 volt motor, \$10.00.

Why the New 1928 ERECTOR is the world's greatest toy

PATENTED TRUMODEL FEATURES

- 1 Erector Square Girder. Like real girders engineers use in making Skyscrapers and Bridges. This big exclusive Erector feature makes sturdy and strong models. In all Erector Sets.
- 2 Erector Motors. Powerful battery motor in No. 4, 77, and 7 1/2. Famous Polar Cub 110 Volt Universal Motor in No. 8 Trumodel Set and up.
- 3 Completely 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 Solid steel Truck Body. 1 1/8 inches long. Complete unit part. Exclusive Erector feature. In No. 7 1/2 Set and up.
- 5 3 3/4 in. solid steel disc wheels with balloon tires—an exclusive Erector feature.
- 6 Big Giant Channel Girders—straight and curved. Exclusive Erector feature. In No. 77 and up.
- 7 Large solid steel model building tray. Pierced with Erector standard holes for model building. Exclusive patented Erector feature in Nos. 77, 7 1/2 and 8.

OTHER EXCLUSIVE FEATURES

1. Patented Erector Steam Boiler. This feature makes possible the building of hoisting engines, steamboats, fire engines, locomotives, etc. In the Big New No. 77 and up.
2. Erector Steam Shovel. In the Big New No. 77 and up.
3. Erector Dredge Bucket. In the New No. 10.
4. Tip Bucket. In the No. 8 Set and up.
5. Patented Curved Erector Girders. In all sets.
6. Patented Giant Fly Wheel. In No. 10 Set.
7. Perforated strips, four holes to the in. In all sets.
8. Erector gears. Complete assortment including Pinion, Crown, Flat, Mitre, Helical.

A FEW OF THE MANY OTHER FEATURES

Boiler Plate, Bull Ring, New Chain Bucket, Segment Plate, Ratchet, Cone Pulley, Cams, Rack, Machine Frame, and hundreds of other genuine perfect mechanical parts, mostly patented, for duplicating every engineering feat ever attempted. Possible with no other toy but the New Erector.

Contains more parts, builds more models than any other construction toy.

Made from structural steel—plated, brilliantly enameled in colors, and electrically baked.

Designed, used and endorsed by engineers.

Mechanical features correct—only correct method of reproducing engineering feats.

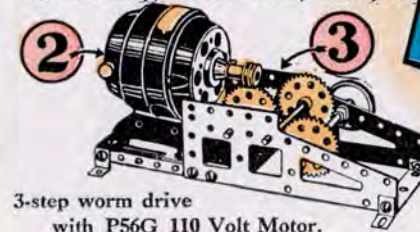
Perfectly interchangeable, owing to minute details of standardization.

Last, but not least, most Erector sets are packed in big red brass bound chests.

SENSATIONAL NEW 1928 FEATURES Real Engineering Thrills

- 1928 marks a higher new World's standard. I thought when I announced the sensational features of 1927 that I had exhausted the limit of perfection in Erector, but my enthusiastic boy friends have inspired me to greater accomplishments. I am presenting to you these latest achievements—they are
- 1 Multi-Unit Control—gives realism to models and insures successful operation.
 - 2 Famous 110 Volt Universal Polar Cub Motor.
 - 3 Patented Machine Frame Foundation. A new exclusive Erector control part. Adaptation of this part makes it possible to build genuine machinery models.
 - 4 New Giant Channel Girder—straight and curved. Adapted from the famous patented Erector Channel Girder and embodying all its features. Electrically baked in bright red.
 - 5 Duplex Base Plate. Double standard holes, making it possible to use axles of two sizes and also increase the adjustment adaptability. An exclusive patented Erector feature.

A Few of The Many Other 1928 Exclusive Feature Erector Parts
Cone Pulley, Helical Gear, Cams, etc.



3-step worm drive with P56G 110 Volt Motor.

**FREE:-
Send for it!**



You will want to know all about this greater 1928 Erector. It is easy to get the whole story, together with a series of exciting sports talks by America's most famous athletes. All between the covers of A. C. Gilbert's brand new book that comes free to your door for the asking. The little coupon below brings this free book to you. Just write in your name and address and mail the coupon today.

The A. C. Gilbert Company, 84 Erector Square, New Haven, Conn.

Please send me free copy of A. C. Gilbert's Olympic Sports Book and Gilbert Toy Catalog.

Name

Street

City..... State.....

Famous ERECTOR
Sets Consists of

No. 1—Dandy Beginner's Set. Larger size, contains more parts, builds 460 models. Price \$1.

No. 3—The set with the Gears and the Big Red Wheels. Builds 562 models. No reduction in parts—Price now only \$2.50.

THE BIG FOUR

THE FAMOUS NO. 4—with powerful electric motor and completely assembled gear box. Contains more parts, builds 680 models. Price \$5.00.

THE NEW BIG 77—Builds the Steam Shovel. Contains big steel model building tray, motor and gear box. Builds 727 models. Price \$10.

THE WONDERFUL NO. 7 1/2—Motorized Erector. The set that builds the Chassis. Contains more parts, builds 747 models. Price \$15.00.

NO. 8 TRUMODEL SET—with 110 Volt Universal Polar Cub Motor. Contains all features described above, more parts, builds 827 models. Price \$25.00.

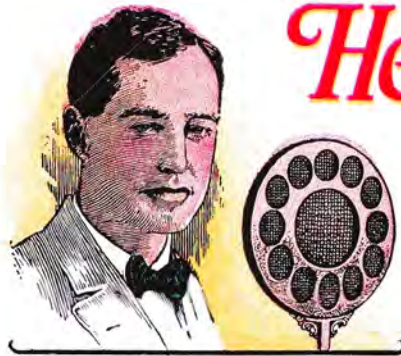
No. 10—The set with the Giant Fly Wheel. Contains every feature—over 2000 pieces, with 110 Volt Universal motor and builds unlimited models. Price \$50.

THE NEW FAMILY OF ERECTOR ACCESSORY SETS

"B" Set—Big Girder Set. The set that builds the Ferris Wheel. Builds 57 models. Price \$8.50.

No. 3005 Electrical Set—Electrifies and illuminates. Price \$5.

No. C—Erector Airplane Set. Price \$10.



Hello boys! Now—you can build this Giant Air Liner with **ERECTOR**

HELLO BOYS! The boy who gets my new TRAIL BLAZING No. 8 ERECTOR for Christmas will sure be the talk of the town. When you've built your 5-foot model of a real trans-atlantic Zeppelin, your pals will flock from miles around to look it over—with its giant silver bag, gondolas, propellers, landing mast. And that's not all. I have worked all year to put into these new 1929 Erectors the thrills of a lifetime. You can build almost every mechanical invention you can imagine.

Think what a thrill you'll get building these wonderful models that whiz and hum along when operated with your big powerful Erector electric motor. Everything necessary lies beneath the cover of the brass bound chest that holds the new 1929 Erector. With its many new exclusive and patented parts, you can build, one after another, over one thousand working models, including Airplanes, Automobiles, Trains, Steam Shovels, Locomotives, Derricks, Bridges, Power Plants; models of every description and kind.

Now, boys, here's the way to get this barrelful of red blooded fun. Send for the amazing Mysterious Erectorscope and Catalogue that tell all about Erector. Show it to your Dad—then take him to any good toy store. Let him see Erector himself—watch him warm up to it. He will want to build things with it himself. It's a sure way to get the World's Greatest Toy for Christmas.

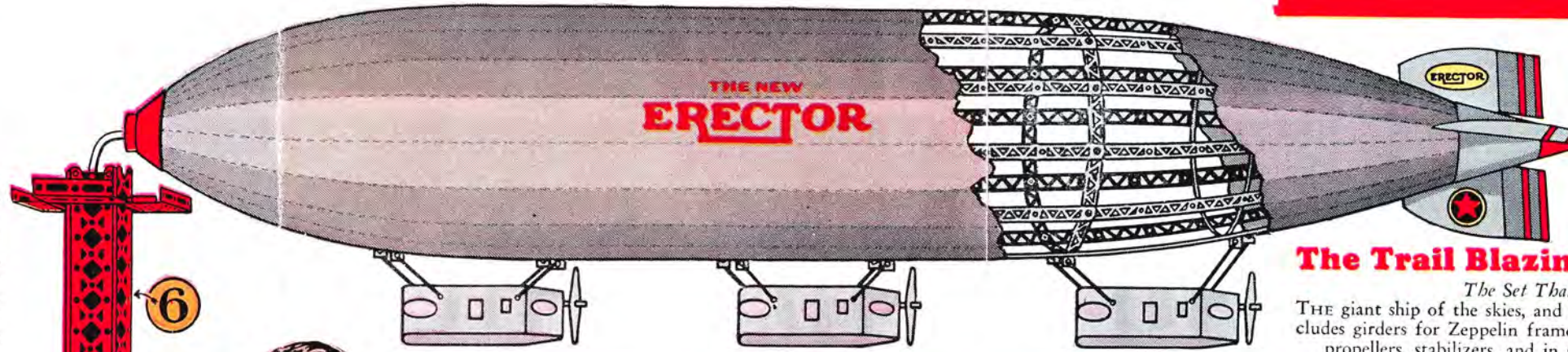
A.C. Gilbert

SUNDAY AFTERNOONS
Tune in on
RADIO'S ZIPPIEST FEATURE
A. C. Gilbert's Famous Sports Talks

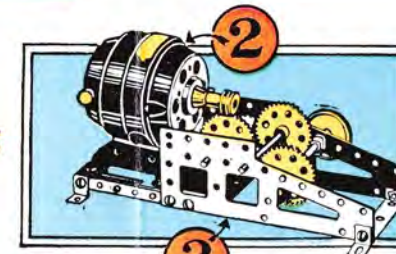
Let me introduce to you Babe Ruth, Ted Jones, and other great Sports Heroes of 1929! Hear them broadcast their inspiring messages to the boys of America. Every Sunday afternoon beginning November 10th. Remember the Time—5:30 Eastern Time, 4:30 Central Time, 3:30 Mountain Time, 2:30 Pacific Time. December 8 Program has been allocated to Monday, December 9 at 6:30 p. m. Eastern; 5:30 p. m. Central; 4:30 p. m. Mountain; 3:30 p. m. Pacific. Cut out the list of stations below and choose the one you get best on your radio receiver.

WEAF	New York	WOC	Davenport
WEEL	Boston	WHO	Des Moines
WJAR	Providence	WOW	Omaha
WTAG	Worcester	WDAF	Kansas City
WCSH	Portland, Me.	WTMJ	Milwaukee
WFI	Philadelphia	WEBC	Superior, Wis.
WGAE	Pittsburgh		& Duluth
WRC	Washington, D.C.	KOA	Denver
WGY	Schenectady	KSL	Salt Lake City
WGR	Buffalo	KGO	San Francisco
WSAI	Cincinnati	KOMO	Seattle
KYW	Chicago	KFI	Los Angeles
WWJ	Detroit	KCW	Portland, Ore.
WCCO	Minneapolis & St. Paul	KHQ	Spokane
KSD	St. Louis		

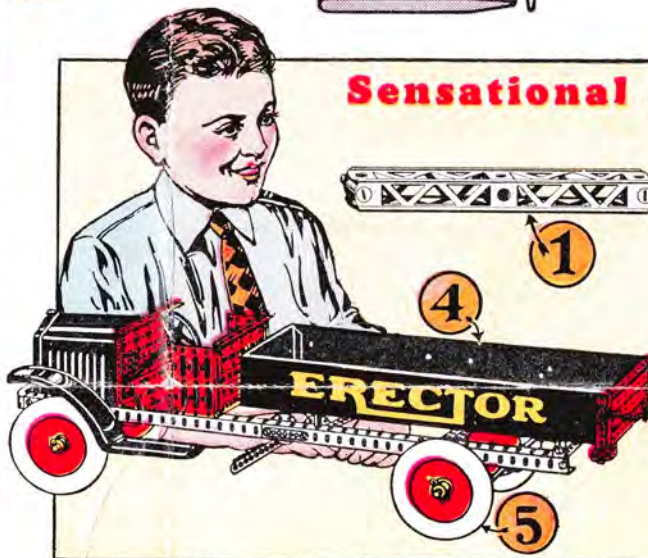
And other N.B.C. Chain Radio Stations



The Trail Blazing No. 8 \$25
The Set That Builds the Zeppelin
THE giant ship of the skies, and hundreds of other great inventions. Includes girders for Zeppelin frame and landing mast, silver bag, gondolas, propellers, stabilizers, and in addition includes all the parts of the Sensational No. 7½ ERECTOR



Sensational No. 7½ Motorized Erector builds the Chassis \$15



HERE's the set I know will give you the greatest thrill you ever had. Fun? Oh, Boy! It's the real thing and there's a thrill packed in every one of its unrivaled parts. Boys, this is one great outfit, and there are hours of real sport waiting for you building automotive models. From this great assortment of distinctive, unsurpassable, patented feature ERECTOR parts you can build over 800 models. Automobile Chassis, Tractors, Scooters, Fire Engines, and a Hook and Ladder are only a very few. Packed in a big, red, brass-bound chest, has big 15" steel truck body, famous steel model building tray, 88 page manual, powerful electric motor, completely assembled gear box, big red steel disc wheels with oversize balloon tires, fenders, radiator, hood, bumper, springs, steering wheel, heavy truck axles, cab top, steam boiler, steam shovel—in fact, 25 lbs. of scientific thrills for every day of the year.



Why the New 1929 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 fly wheel; 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, pontoons, struts, nose, swivel.

SENSATIONAL AUTOMOTIVE FEATURES
Truck body, fenders, radiator, hood, axles, steering wheel and knuckle, springs, bumper, heavy duty disc wheels, etc.

A FEW OF THE MANY OTHER COUNTLESS FEATURES
Steam-Boiler, Steam Shovel, Boiler Plate, Bull Ring, Segment Plate, Perforated Strips—four holes to the inch (in all sets); Erector Gears—Pinion, Crown, Flat, Mitre, Helical, Internal, Quarter, Worm. The only construction toy for duplicating every engineering feat. Possible with no other toy but the New ERECTOR. Made from structural steel, plated, brilliantly enameled in colors and electrically baked. Perfectly interchangeable owing to the minute details of standardization. Contains an unrivaled assortment of parts and builds more models than any other construction toy.

Famous ERECTOR Sets-

- The New Big No. 7 \$10.00
The Set that Builds the Steam Shovel
 - The Wonderful No. 6 \$7.50
In the Big Red Chest with the Steam Boiler
 - The Famous No. 4 \$5.00
with Powerful Electric Motor and Gear Box
 - DANDY BEGINNER'S SET No. 1 — The Set that builds the Square Girder... \$1.00
 - THE ADVANCED No. 3 — The Set with the long girders... \$2.50
 - THE GIANT No. 9—The Mechanical Wonder Set, with 110-volt motor... \$35.00
 - THE DELUXE SET No. 10—Complete, Unsurpassable, ERECTOR in all its glory, \$50.00
 - ERECTOR ELECTRICAL SET, No. 3005. The Set that electrifies and illuminates, \$25.00
 - THE BIG GIRDER SET No. B — The Set that builds the Ferris Wheel... \$9.50
 - ERECTOR AIRPLANE SET No. C — Flies by an electric motor... \$10.00
- Also Manufacturers of*
BIG BOY TOOL CHESTS, GILBERT CHEMISTRY, AND MYSTO-MAGIC

FREE!

AS LONG AS THEY LAST
A. C. GILBERT'S
AMAZING AND
MYSTERIOUS
ERECTORSCOPE

THE first lucky 100,000 boys will get absolutely free the Mysterious Erectorscope. It will fool the smartest boy. You have never seen anything like it. Just look through the Erectorscope; you will not believe your eyes. Everybody will want to look through it. Mail the coupon today, and get your Erectorscope and Gilbert Toy Catalog.

THE A. C. GILBERT CO.,
25 ERECTOR SQUARE,
NEW HAVEN, CONN.

Please send me my free copy of the Mysterious Erectorscope and Gilbert Toy Catalog.

NAME

STREET

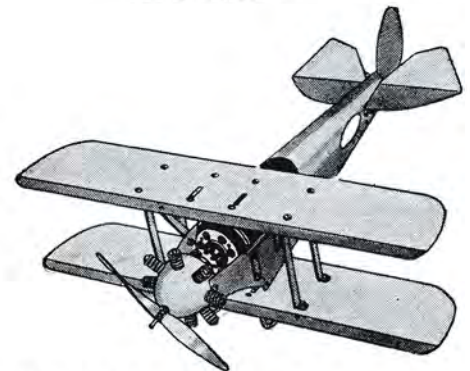
CITY

STATE

BOYS!
Just What You Have
Been Waiting For

ERECTOR
REG. U.S. PAT. OFF.

Airplane Set
(No. C)
\$10.00



Builds 19 different Airplanes, one after another, that actually fly captive in a circle for hours at a time. Powered by the famous Universal Polar Cub 110 volt motor, that operates from regular house current, either alternating or direct. Models average 24 inches over all, with 20 inch wing spread. Realistic, genuine duplicates of modern Airplanes. A complete construction set, nothing else to buy. Featuring these new genuine Erector parts: Fuselage, Wings, Cylinders, Propellers, Stabilizers, Rudder, Pontoons Struts, Electric Motor, etc. 19 different types made quickly and easily, such as Monoplanes, Seaplanes, Biplanes, etc. Hangs suspended from the ceiling Just plug in the light socket, and away it whizzes. A sure winner in a model building contest. Packed in a beautiful permanent brass-bound wooden chest, finished in Chinese red with black high-lights. Illustrated Airplane book included. Price complete, all necessary parts with famous 110 volt motor, \$10.00