

ALFRED C. GILBERT, PRESIDENT

The A.C. Gilbert

MANUFACTURERS OF GILBERT TOYS
POLAR CUB ELECTRICAL PRODUCTS

NEW HAVEN, CONN.



Dear Friend:—

Enclosed you will find your copy of my OLYMPIC SPORTS BOOK also complete four color illustrations of my world famous toys.

I'm sure you are going to find it all very interesting reading.

I know what boys like, because I have been a boy myself. Maybe a little story of some of the things I have done in college would interest you boys.

YALE—All through my college course I was interested in athletics—football, gymnastics, wrestling and track athletics. During this time I won over 160 medals, mostly gold, and over 100 trophy cups. I held seven world's records. I went to London to represent the United States at the Olympic Games in Pole Vaulting, and on the last day of the games I was awarded a medal by the Queen of England as the world's champion Pole Vaultler. I twice broke the world's record.

When at Yale I won a "Y" in three different branches of athletics, so you can see I was always interested in doing things that boys like. I have lots of regard for boys and know what pleases them, because I like sports and games myself.

When I was a boy, about all we had to play with were marbles and tops and kites, but like most boys, the greatest thrill I ever got was to rig up models of things for myself. Somehow there were always some missing parts that I could not supply. That was the time that I made up my mind to make a toy for boys that would give them the greatest thrill of their life and opportunities for fun that I never had myself. I am proud to have been the inventor of the most popular toy that boys ever had.

Just think of the fun that is waiting for you when you start making these working models of the world's greatest engineering feats—trains, draw-bridges, steam shovels, concrete mixers, lighthouses, engines, dynamos, railroad signals. There is no end to them. And when you actually own a New Erector Set you'll get the thrill of your life when the motor starts to purr and the model which you have built with your own hands starts working—Oh, boy! how you will shout.

As you go through this book you will see that the bridges, machinery, steam shovels, etc., look like the real things that men build. If you live near a big bridge in the city, or a steel building that is being erected, you will notice that the girders that are shown in this book exactly resemble those steel buildings planed by mechanical engineers. You will also find pages on "Big Boy" Tool Chests and other Gilbert Toys.

Christmas or any other time will be the best day of your life when you get your New Erector. The boxes are jammed full of fun. When you lift the lid and see all the wonderful parts, some in colors, your hands will itch to start building models right away. And with every set you will find the big Manual of Instructions.

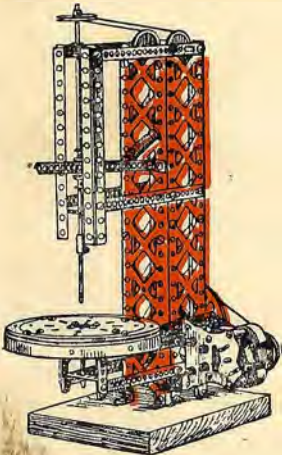
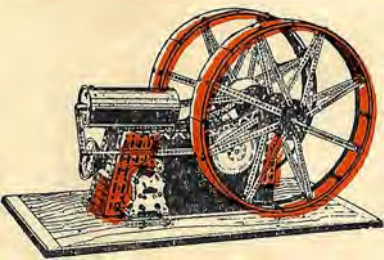
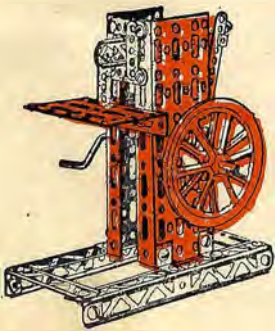
With best wishes,

A.C. Gilbert
President

NEW HAVEN

NEW YORK

LONDON



GILBERT
TOYS

Announcing
ERECTOR'S

Newest Sensational Achievement
Powerized **ERECTOR**
REG. U.S. PAT. OFF.

A New World's Standard-Real Engineering Thrills!

The Famous P 56 G-\$5.00 110 Volt Motor now included in Erector

The Toy World will agree that when I electrified the Construction Toy by including a toy motor in the Erector Sets largely accounted for success and popularity due to the fact that it gives action.

The adaptation of the famous P56G \$5.00 110 volt commercial motor [not a toy] so that it can be used in conjunction with any Erector set and is unquestionably one of the most startling announcements Erector has ever made—because.

First—It is a starting point for building higher powered models

Second—Greater Engineering Thrills for the Boy.

Third—Power when you want it.

Fourth—No batteries to wear out.

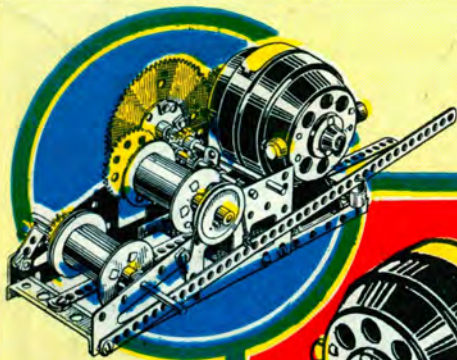
Fifth—No transformer to buy.

Sixth—Economical—runs for an average cost for current of one penny, one cent 1-100 part of one dollar for 6 hours.

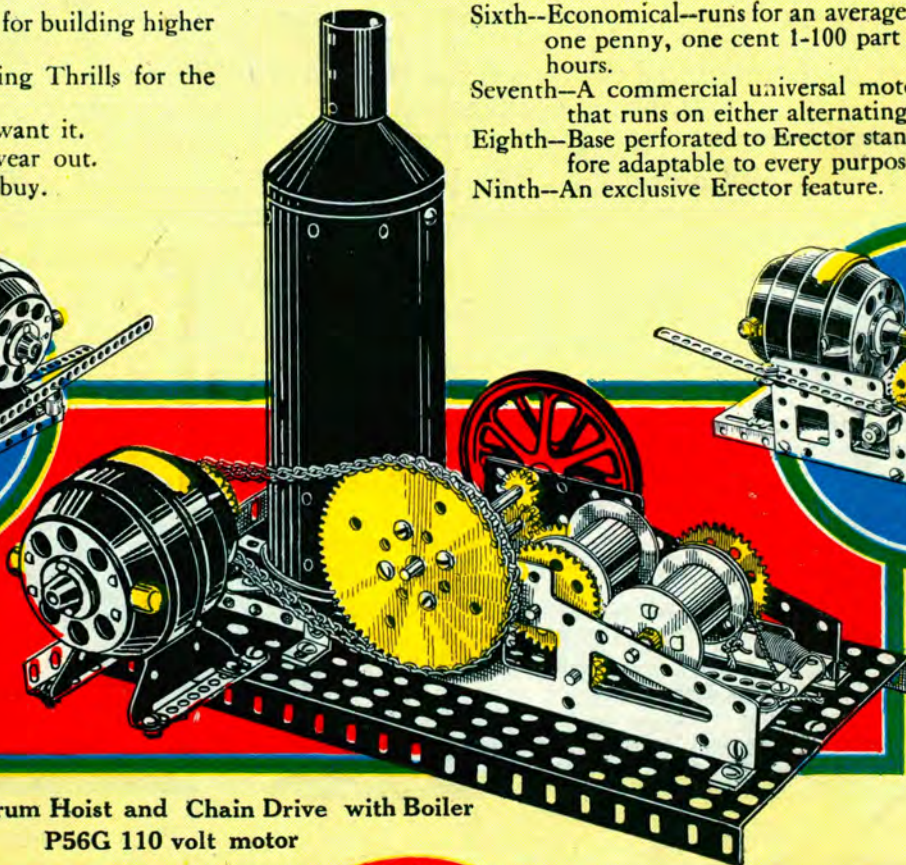
Seventh—A commercial universal motor, tried and true, that runs on either alternating or direct current.

Eighth—Base perforated to Erector standardization, therefore adaptable to every purpose.

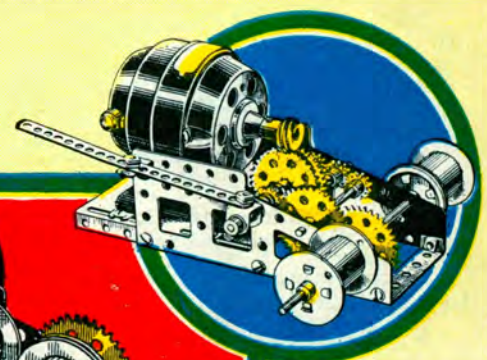
Ninth—An exclusive Erector feature.



Two-drum
Hoist with
P56G 110 volt
motor.



Two-drum Hoist and Chain Drive with Boiler
P56G 110 volt motor



Three-step
worm drive
with P56G 110
volt motor.

Printed in U.S.A.

1928

**GILBERT
TOYS**

1928 marks another Great 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 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 to the unit edition to construction equipment—Clam Shell Bucket, Steam Shovel, Boiler, etc.

1927 The third epoch was the addition to the Erector line of the complete unit control such as 3 drum hoist, tip bucket, clam shell bucket, Erector complete unit accessory plan, Udylite—a rust-proof finish, manuals in color.

1928 Marks A Higher New World's Standard

I thought when I announced the sensational features of 1927 that we had exhausted the limit of perfection in construction toys, but in combination with my Engineering associates, we have been inspired to greater accomplishments and I am presenting to you these latest achievements.

They are: 1 - Multi-Unit Control. 2 - The Famous 110 Volt Universal P. C. Motor included in some sets. 3 - Machine Frame Foundation. 4 - Duplex Standardization. 5 - New Powerful Motor Driven Disc Clutch Hoisting Unit.

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 age - 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.



P56G 110
volt motor.

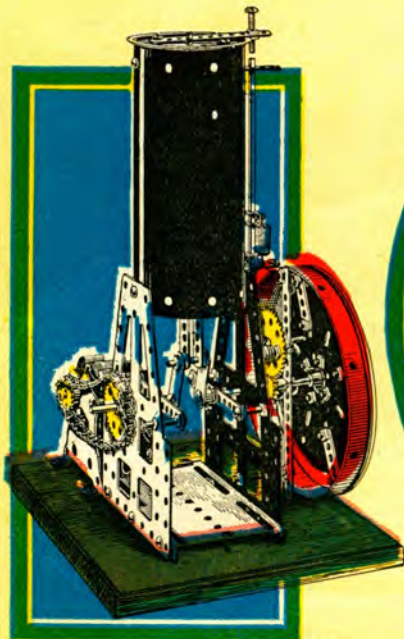
3-step worm drive with
P56G 110 volt motor.

1928

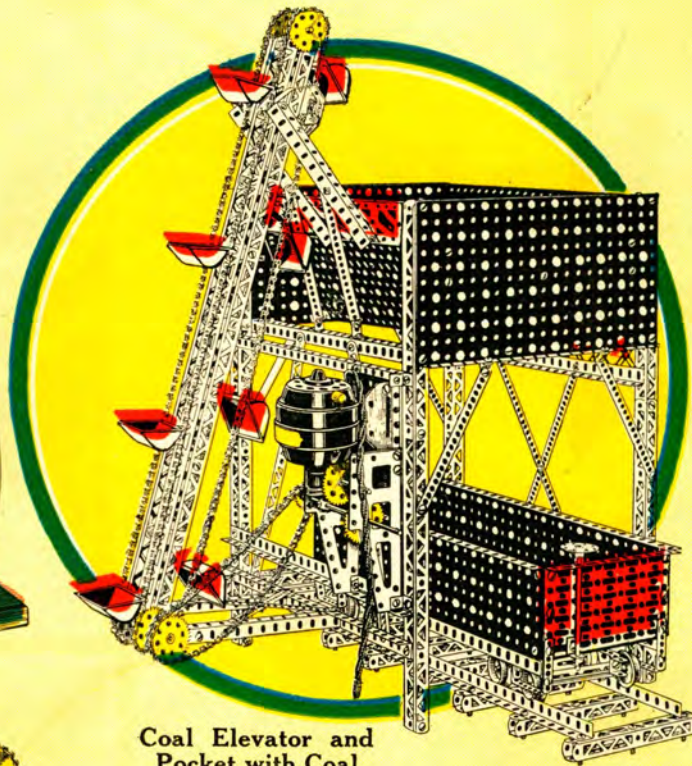
Multi-Unit Control - Electrical - Mechanical

The Most Important Complete Unit Control Part ever Added to Erector.

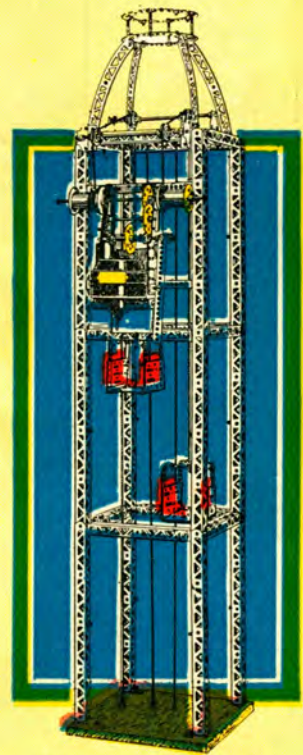
- 1 - Completely Assembled Gear Boxes arranged and standardized so that it can be adapted to every possible gear combination. The new manual itself illustrates 28 different combinations.
- 2 - Can be converted into one, two, or three drum hoisting engine.
- 3 - Standardized - to be used in combination with the new Erector 110 volt Universal Motor, or with the Famous Standard Erector battery motor.
- 4 - Parts arranged for disassembly and so standardized that they can be adapted in building other Erector models.



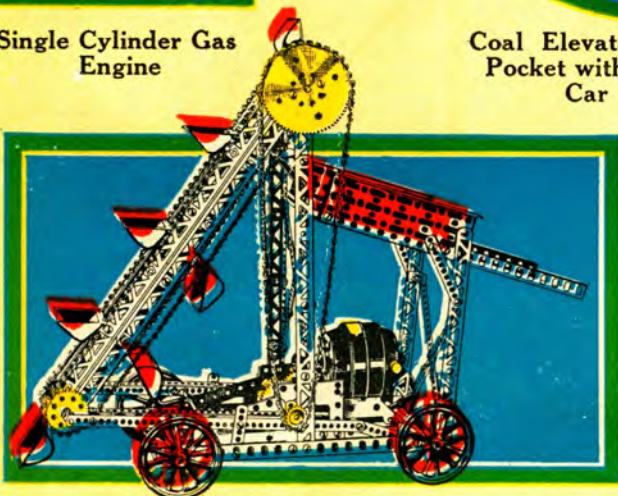
Single Cylinder Gas Engine



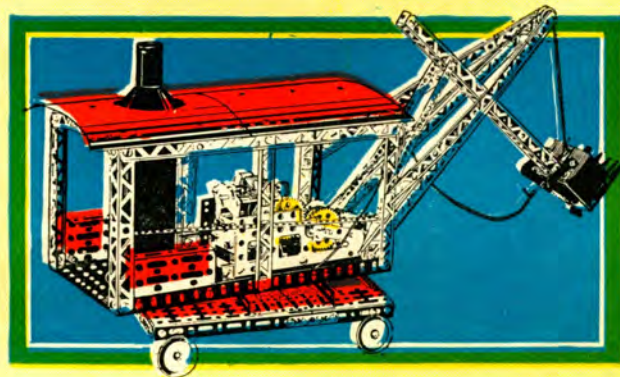
Coal Elevator and Pocket with Coal Car



Three-story Elevator



Portable Coal Loading Machine



Steam Shovel

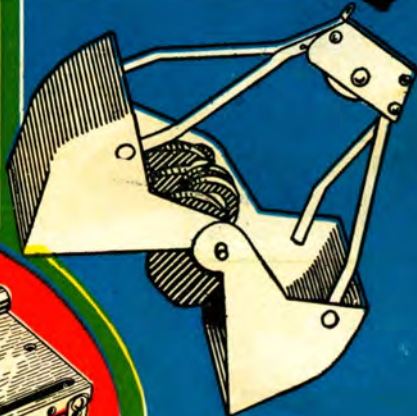
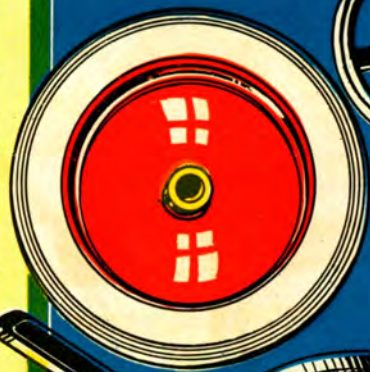
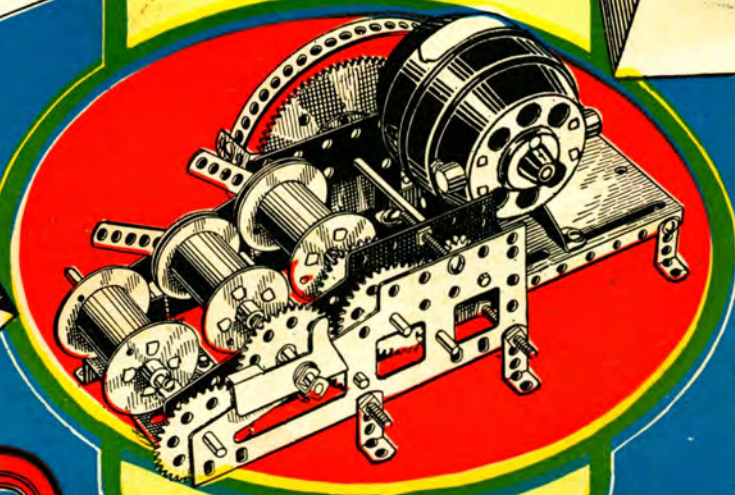
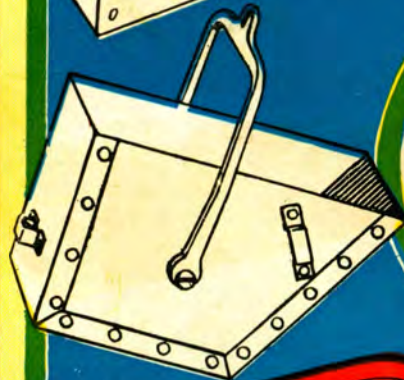
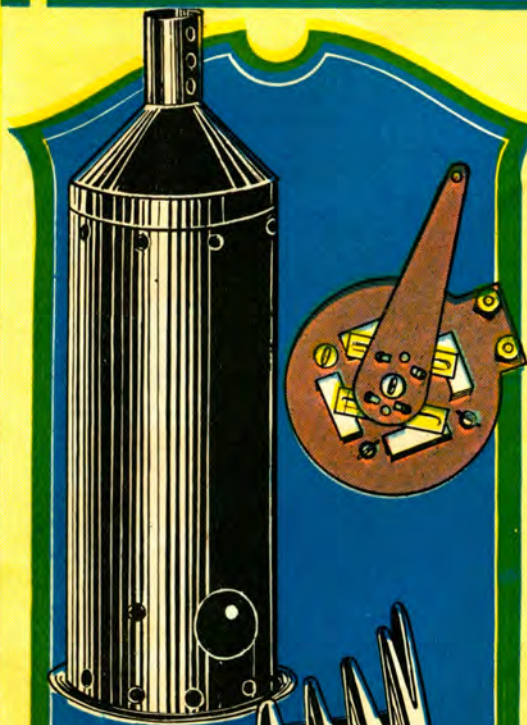
Complete Unit Control

(Exclusive Erector Feature)

We predicted in 1927 that the addition of these unit control parts was a great contribution and we believe this promise has been justified. We said then, and we say now, that the boy demands complete unit control parts in his construction toy set. These unit control parts—an exclusive Erector feature -- give realism to the models and insure successful operation.

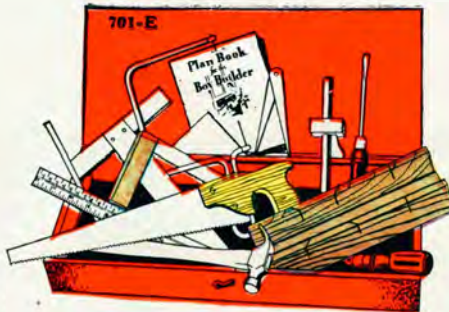
Remember these complete unit control parts are:

- | | |
|----------------|----------------|
| Boiler | New Reverse |
| Standard Gear | Switch Attach- |
| Box Hoisting | ment |
| Units | Fenders |
| Hood | Steering Wheel |
| Truck Body | Digger Scoop |
| Electric Motor | Clam Shell |
| Disc Wheels | Bucket |
| Bumper | Tip Bucket |





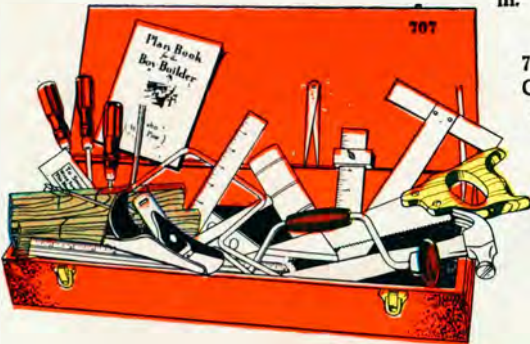
701 BIG BOY TOOL CHEST—BOY'S SIZE
Contains 11 pieces and manual. Packed in stained wooden box, size 14½ x 6⅛ x 3 in. \$1.00



701E BIG BOY TOOL CHEST—BOY'S SIZE
Contains 13 pieces and manual, size 17 x 7⅞ x 2½ in. \$1.50

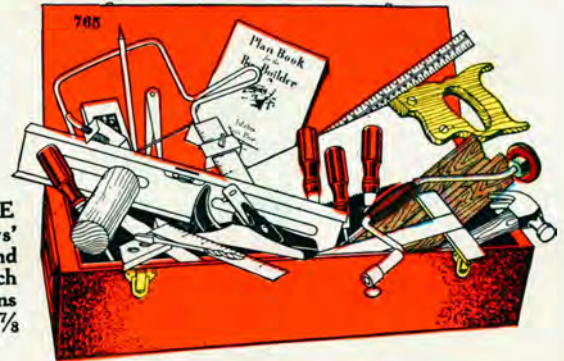


702 BIG BOY TOOL CHEST—BOY'S SIZE
Contains 16 pieces and manual. Size 17 x 7⅞ x 3½ in. \$2.50



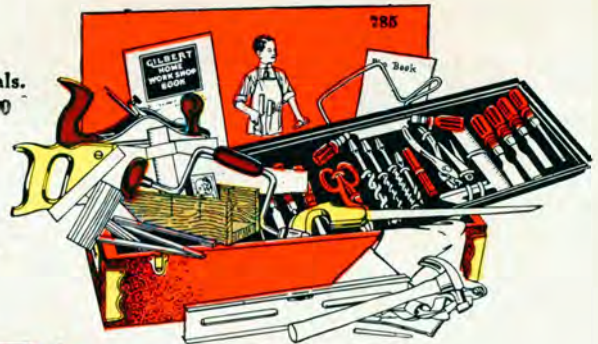
707 BIG BOY TOOL CHEST—BOY'S SIZE
Contains 19 pieces and manual. Size 21½ x 8¼ x 3¼ \$3.50

765 BIG BOY TOOL CHEST—BOY'S SIZE
This is the feature tool chest in the Boys' Size Line, contains larger assortment and larger tools than the lower priced sets, such as large level, larger saw, plane. Contains 1 manual and 23 pieces. Size 21½ x 8¼ x 4⅞ \$5.00



**780 BIG BOY TOOL CHEST
DAD'S SIZE**
Contains 26 pieces with 2 manuals. Size of box 22½x10¾x5¾ in. \$10.00

**785 BIG BOY TOOL CHEST—
DAD'S SIZE**
Contains 33 pieces, 2 manuals. Size 26 x 11 x 5¾ in. One to a carton, carton weight 23 lbs. \$15.00

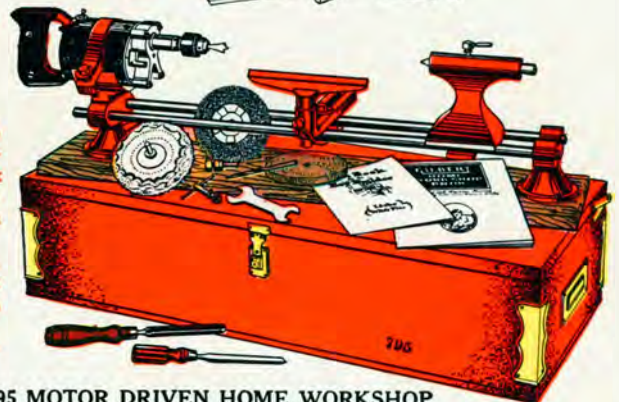


**GILBERT TOOL CHESTS
GREATEST SELLING
FEATURES THIS
YEAR**

Sets No. 701E to 795 inclusive, are packed in beautiful cabinets with red finish and black high-lights. Sets No. 765 to 795 have brass corners. Sets No. 780 to 790 contain special patented feature display tray. We believe this is the finest presentation ever made on a Tool Chest line. Sample must be seen to be appreciated.

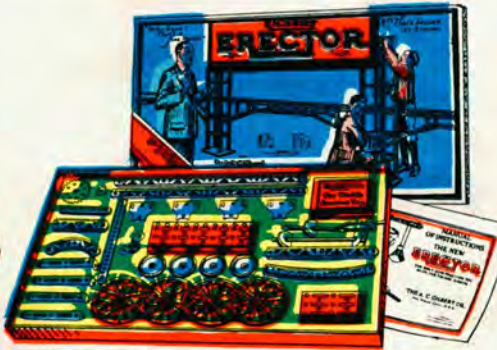


790 BIG BOY TOOL CHEST—DAD'S SIZE
A still better quality of tools such as larger plane, ratchet brace and lock, three saws, large hammer, etc. Contains 36 pieces, with two manuals. An ideal household chest. Size 27½x12x6½ in. One to a carton. Carton weight 28 lbs. \$25.00

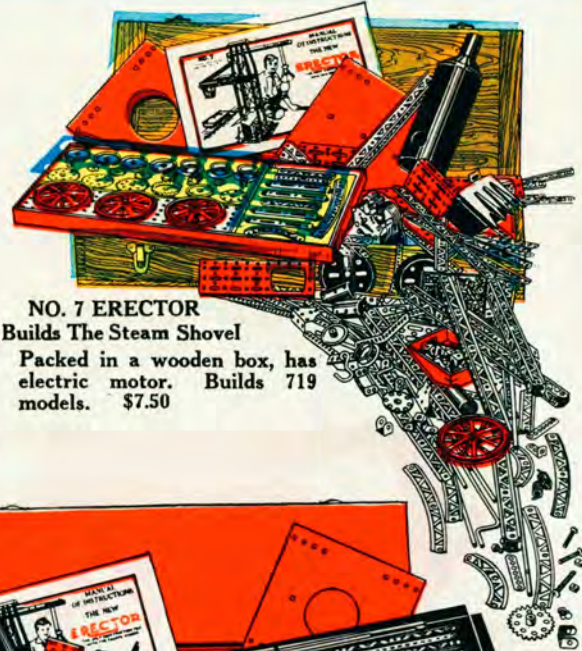


795 MOTOR DRIVEN HOME WORKSHOP
The Craftsman's complete Motorized Workshop for home or commercial use. Portable type, standard equipment. practical, efficient. Driven by powerful 110 volt motor with interchangeable parts for turning, spinning, grinding, polishing, buffing, etc. Motor has pistol grip and detached from holder is convertible into powerful electric drill. Assortment of accessory units with book of instructions. Size 30 in. long, 8 in. wide, 8¼ in. deep. Weight packed 34 lbs. \$35.00

NO. 1 ERECTOR Beginner's Set
New Larger set, more parts, many in colors. Size 13½ x 9½ x 1 in. Builds 460 models, \$1.00



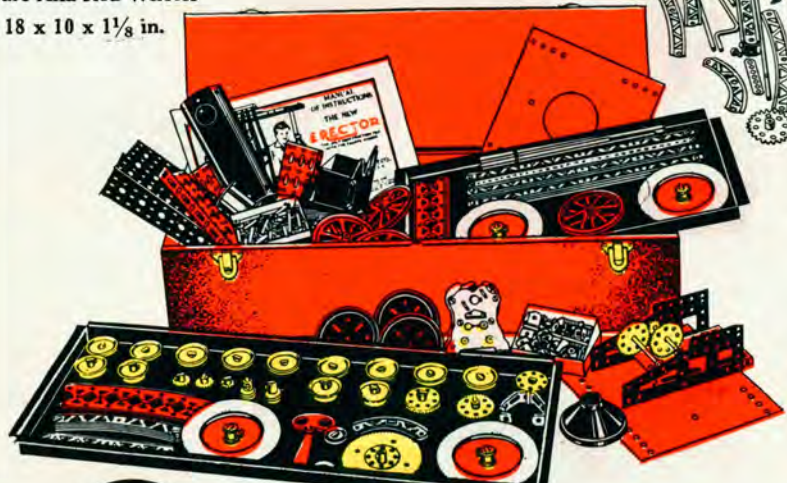
NO. 3 ERECTOR With Gears And Red Wheels
Builds 562 models. Size 18 x 10 x 1¼ in. \$2.50



NO. 7 ERECTOR
Builds The Steam Shovel
Packed in a wooden box, has electric motor. Builds 719 models. \$7.50

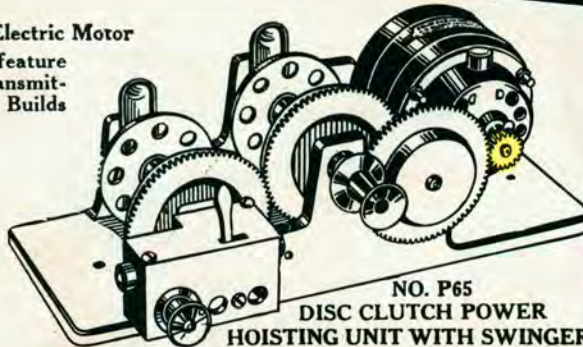


FAMOUS NO. 4 ERECTOR With Powerful Electric Motor
This is the first set with electric motor. New feature completely assembled gear box for reversing, transmitting, increasing, and regulating power and speed. Builds 680 models, size 18 x 10 x 2⅝ in. \$5.00

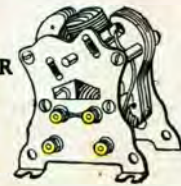


NEW 77 ERECTOR Builds The Steam Shovel
Packed in beautiful red and black high light wood box, with special patented feature display tray, nickel plated heavy steel disc wheels, motor and completely assembled gear box for reversing, transmitting, increasing and regulating power and speed. Builds 727 models. Size 22½ x 8¼ x 5 in. \$10.30

No. P54 Reverse Motor
Two terminal motor mounted on base, with reverse switch for operating forward and backward. Size 4¼ x 4¼ x 4¼ in. Individual weight 1 lb. \$2.00



NO. P65 DISC CLUTCH POWER HOISTING UNIT WITH SWINGER
For hoisting and lowering loads. Swinger shifts boom to left or right. Device arranged so that the utmost simplicity is required in operation with the use of but two levers. One lever through disc clutch arrangement raises or lowers boom, another lever raises or lowers tip bucket or load. When hand is released any operation automatically stops. Driven by 110 v. powerful motor. Weight 7 lbs. Individually packed. \$15.00



P58 4-TERM. BATTERY MOTOR
Strongest battery motor of its size. Operates on 6 to 12 volts, by using Transformer or dry cells. Especially useful in operating Erector and other mechanical toy models. Can be used with reverse base or control switch. Size 3x2¾x2⅞ in. Individual weight 12 oz. \$1.25

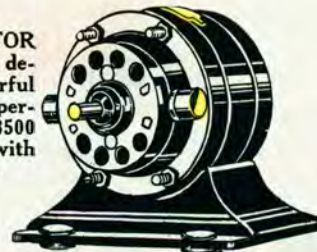


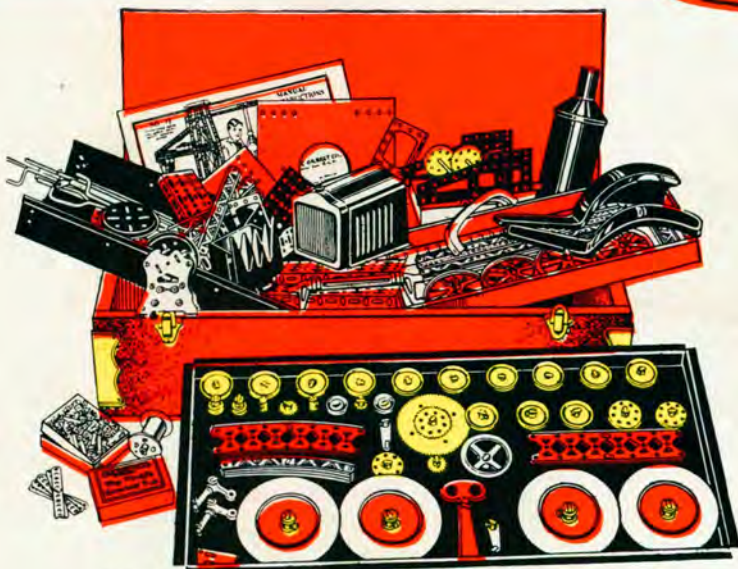
NO. P56G UNIVERSAL 110 VOLT MOTOR
Operates on A.C. or D.C. House Current Complete with cord and plug. Size 4¼ x 4¼ x 4¼ in. Individual weight 2¼ lbs. \$5.00

P60C TRANSFORMER
Operates on 110 volt, 60 cycles, A. C. only. Wattage 60. Primary taps 5½, 10½, 16 volts. Size 4¼ x 4¼ x 4¼ in. Individual weight 2 lbs., 8 oz. \$3.50



NO. P57 110-V. MOTOR
A motor that fills the demand for a more powerful unit than the P56G. Operates on A. C. or D. C. 3500 R. P. M. Complete with cord and plug. \$7.50





NO. 7 1/2 ERECTOR Builds The Chassis

Contains automotive parts, rubber tire disc wheels, motor and completely assembled gear box for reversing, transmitting, increasing and regulating power and speed. Builds 749 models. Packed in beautiful red and black high-light wooden box, brass corners with special patented feature display tray. Size 22 3/4 x 10 3/4 x 5 3/4 in. \$15.00



NO. 8 ERECTOR

The Trumodel Set With 110 Volt Motor

Has 110 volt motor with a completely assembled gear box for reversing, transmitting, increasing and regulating power and speed, many new feature parts, such as machine frame design, cams, bull wheel, large girders, etc. Has patented feature metal display tray, builds 827 models. Packed in beautiful wooden box, colored red with black high-light, brass corners and trimmings. Size of box 26 x 10 3/4 x 5 3/4. Packed 1 to carton, carton weight 30 lbs. \$25.00

NO. B ERECTOR Builds The Ferris Wheel

Contains big girders and channeled curved girders. An accessory set to be used in conjunction with any Erector set, or can be sold as a complete set itself, featuring models not built in any other Erector set. Builds 54 larger, attractive models. Packed in a wooden box, beautifully colored in red with black high-light. Size 21 1/4 x 8 1/2 x 3 1/4 in. Packed one to a carton, carton weight 19 lbs. \$8.50



NO. A ERECTOR With The Giant Girders

Contains giant girders and other feature parts not contained in the regular Erector sets, will act as an accessory to any Erector Set, or as a complete set in itself. 42 models shown in 16 page colored Manual. Size 18 x 10 x 2 1/8 in. \$7.50



NO. 3005 ELECTRICAL SET

Electrifies And Illuminates Erector

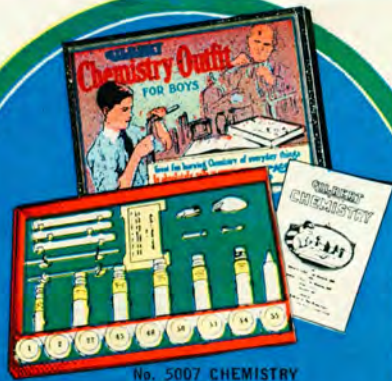
An Accessory set, featuring electrification of Erector Models. A complete set in itself, with many interesting experiments, described in 26 page Manual. Size 18 x 10 x 2 1/8 in. \$5.00



NO. 10 ERECTOR The Complete DeLuxe Set

Builds 1000 models. This is a DeLuxe set, containing all of the various Erector parts, has 250 page manual. Packed in stained hardwood cabinet with drawers. Size of cabinet 20 x 15 1/2 x 10 1/2 in. Packed 1 to a carton, carton weight 85 lbs. \$50.00

GILBERT TOYS



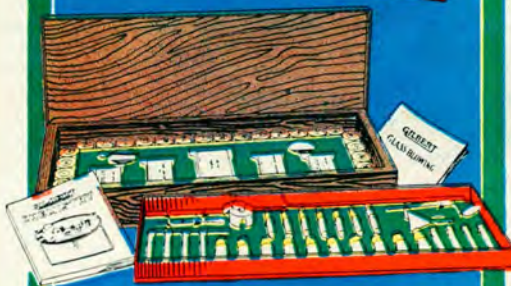
No. 5007 CHEMISTRY
\$1.00

Contains an assortment of chemicals for performing many startling effects. Assembled in handsome four color labelled box with illustrated book of instructions. Size 8 3/4 x 12 1/4 x 1 in. Individual weight 1 lb., 6 oz.



No. 5008 CHEMISTRY
\$3.00

Full assortment of Chemicals for the amateur. Instructions for making dye, nickel plating and many other interesting experiments. Booklet on Glass Blowing also included. Assembled in four colored labelled box. Size 10 x 18 x 1 1/4 in. Individual weight 2 1/2 lbs.



No. 5009 CHEMISTRY
\$5.00

A complete laboratory packed in hard-wood cabinet with separate tray. Harmless chemicals of all kinds with necessary equipment for performing 284 experiments. Manuals on Chemistry and Glass-blowing included. Size 21 1/2 x 8 1/4 x 3 1/4 in. Individual weight 5 lbs., 1 oz.



No. 5010 CHEMISTRY
\$10.00

Largest and most complete of Gilbert Chemistry Sets. Assembled in hard-wood handsome cabinet is an assortment of funnels, tubes, spoons, alcohol lamp, etc as well as harmless chemicals for performing 453 experiments. Large 220 page Chemistry manual and booklet on Glass Blowing included. Size 21 1/2 x 8 1/4 x 4 1/4 in. Individual weight 11 lbs., 2 oz.



No. 2001 MAGIC
\$1.00

An assortment of interesting tricks for the young magician. Assembled in handsome 4 color labelled box, with illustrated book of instructions. Size 8 3/4 x 12 1/4 x 1 in. Individual weight 1 lb.



No. 2005 MAGIC
\$2.50

Contains fine assortment of tricks such as the Drum-head Tube, Handkerchief Cassette and many others. Illustrated manual included and assembled in four color labelled box. Size 10 x 18 x 1 1/4 in. Individual weight 2 1/2 lbs.



No. 2006 MAGIC
\$5.00

A varied assortment of interesting and mystifying tricks. Spirit Slate, Coin Tricks, Handkerchief Cassette, among those included with many others. Handsome four colored labelled box with illustrated manuals on Magic and Knots and Splices. Size 10 x 18 x 2 1/4 in. Individual weight 5 1/4 lbs.



No. 2007 MAGIC
\$7.50

A complete set for the young magician. Dozens of tricks not contained in the other magic sets. Assembled in handsome hard-wood cabinet. Five big illustrated manuals covering Magic, Handkerchief Tricks, Coin Tricks, Knots & Splices and Card Tricks. Size 21 1/2 x 8 1/4 x 3 1/4 in. Individual weight 7 1/2 lbs.

No. 1030 PUZZLES
25c

Contains 5 interesting puzzles, assembled in handsome four color labelled box with directions sheet. Size 6 3/4 x 9 1/2 x 3/4 in. Individual weight 10 oz.



No. 1031 PUZZLES
50c

8 puzzles, each locked together ready to solve, assembled in handsome four color labelled box with illustrated book of instructions. Size 8 5/8 x 12 3/8 x 5/8 in. Individual weight 1 lb.

No. 1032 PUZZLES
\$1.00

The big set of Gilbert Puzzle Parties. Contains an assortment of 15 fascinating puzzles with illustrated book of instructions. Size 10 x 18 x 1 1/4 in. Individual weight 1 1/2 lbs.



**GILBERT
TOYS**

NEW 1928 EXCLUSIVE FEATURE PARTS

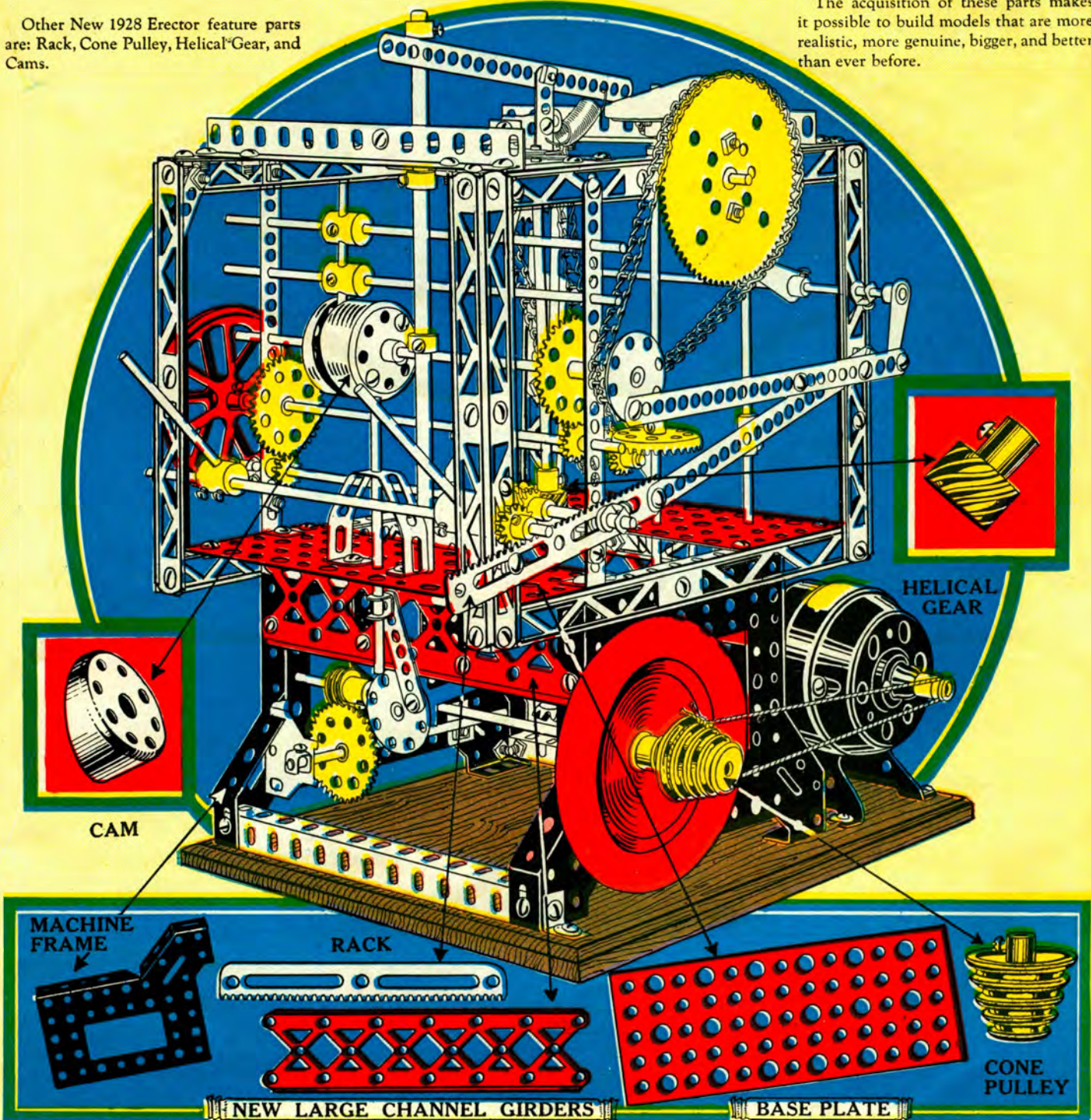
Machine Frame—The new exclusive Erector Control Part—The adaptation of this part makes it possible to build Genuine Machinery models as this frame is used in a variety of ways to duplicate and imitate the frame foundation of most machines. Can be used in variety of ways and combinations.

New Large Channel Girders—Straight and Curved—Adapted from the famous patented Erector Channel Girder and embodying all its features. With these new Girders, it is possible to build large Giant models quicker with less screws and nuts. Electrically baked in bright red enamel—another exclusive Erector feature.

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.

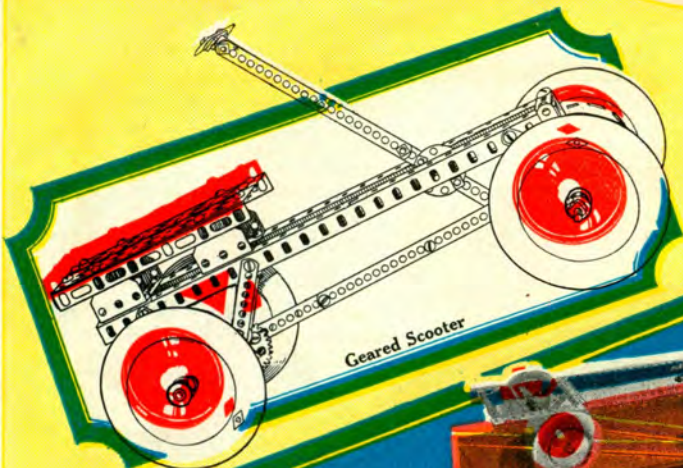
Other New 1928 Erector feature parts are: Rack, Cone Pulley, Helical Gear, and Cams.

The acquisition of these parts makes it possible to build models that are more realistic, more genuine, bigger, and better than ever before.

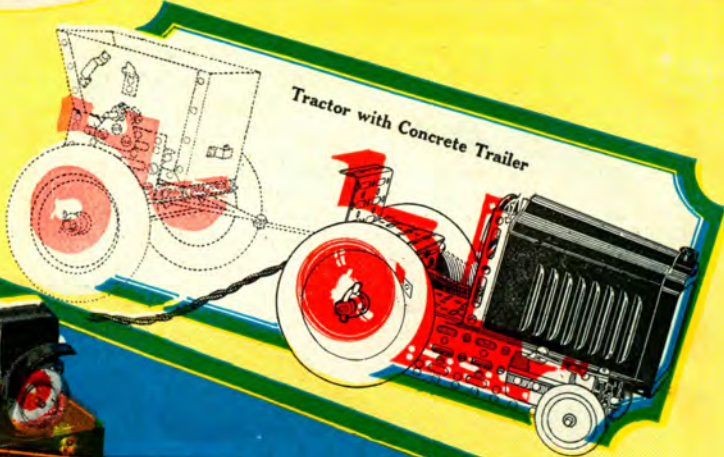


1928

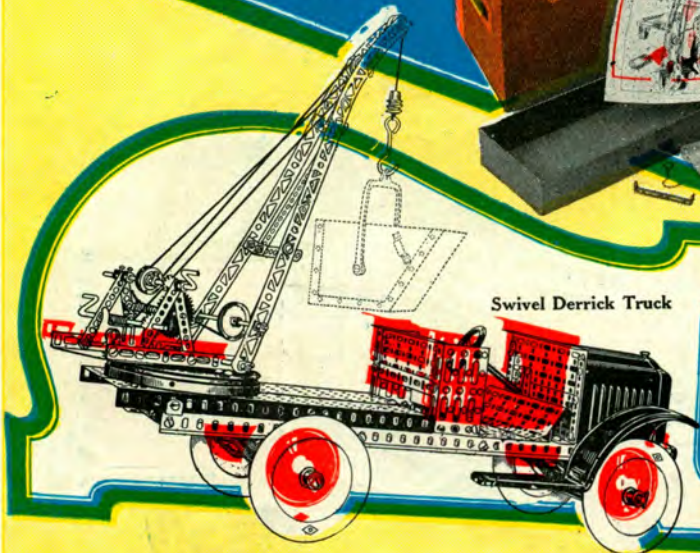
**GILBERT
TOYS**



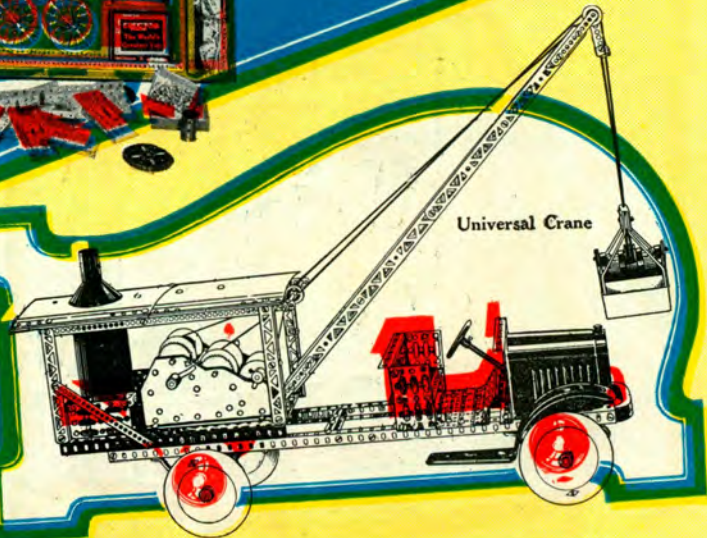
Gearing Scooter



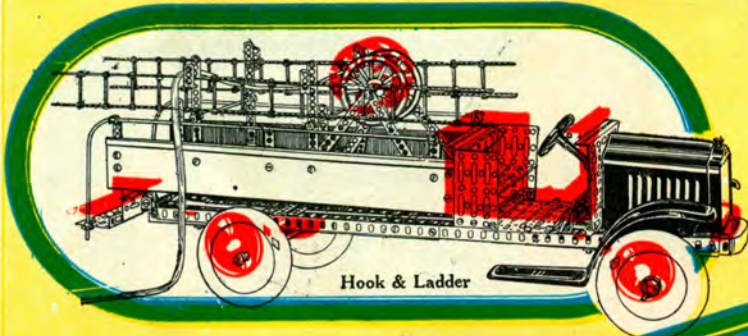
Tractor with Concrete Trailer



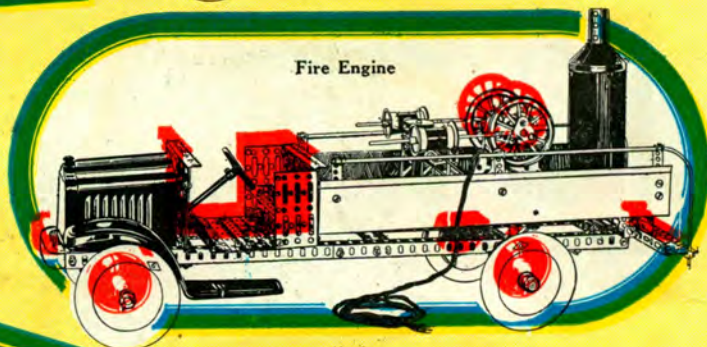
Swivel Derrick Truck



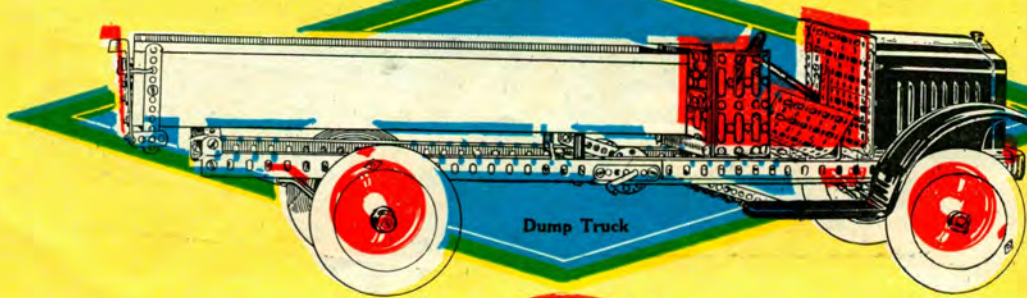
Universal Crane



Hook & Ladder



Fire Engine

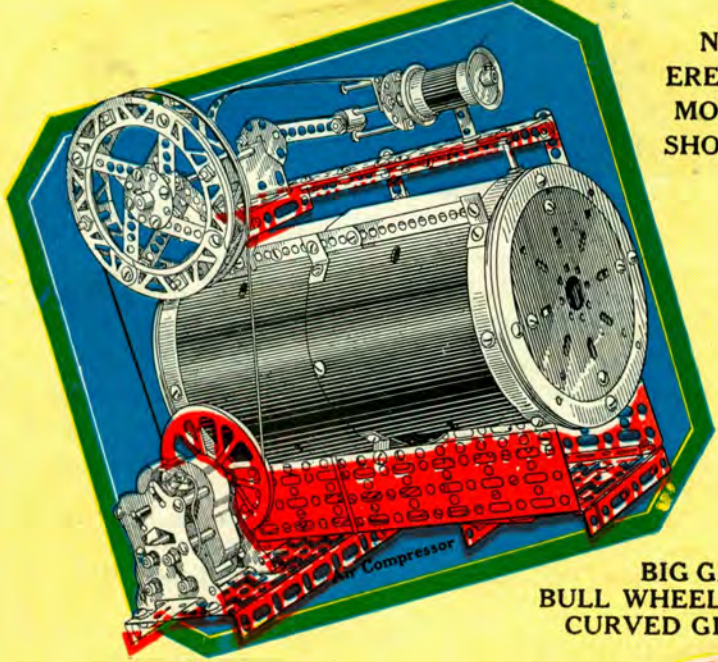
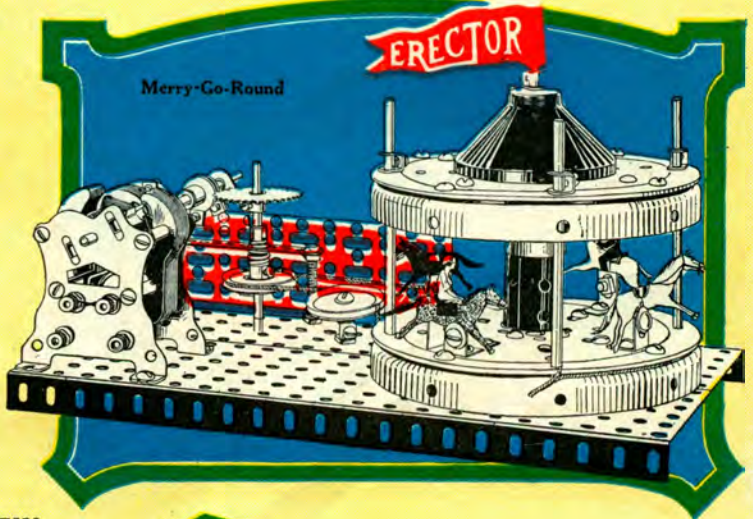
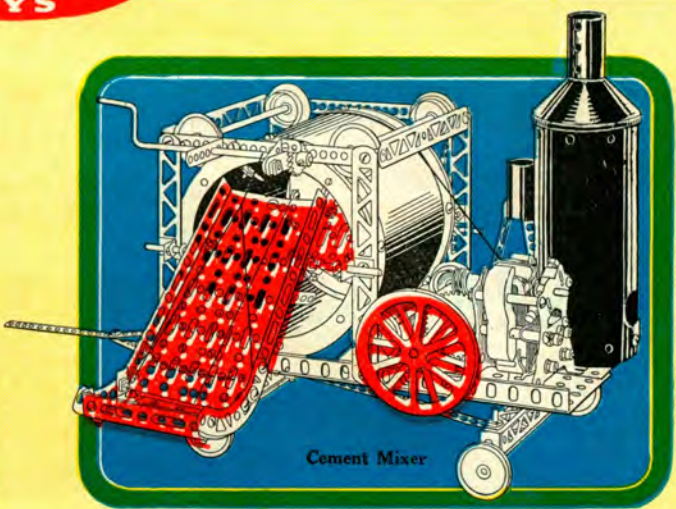
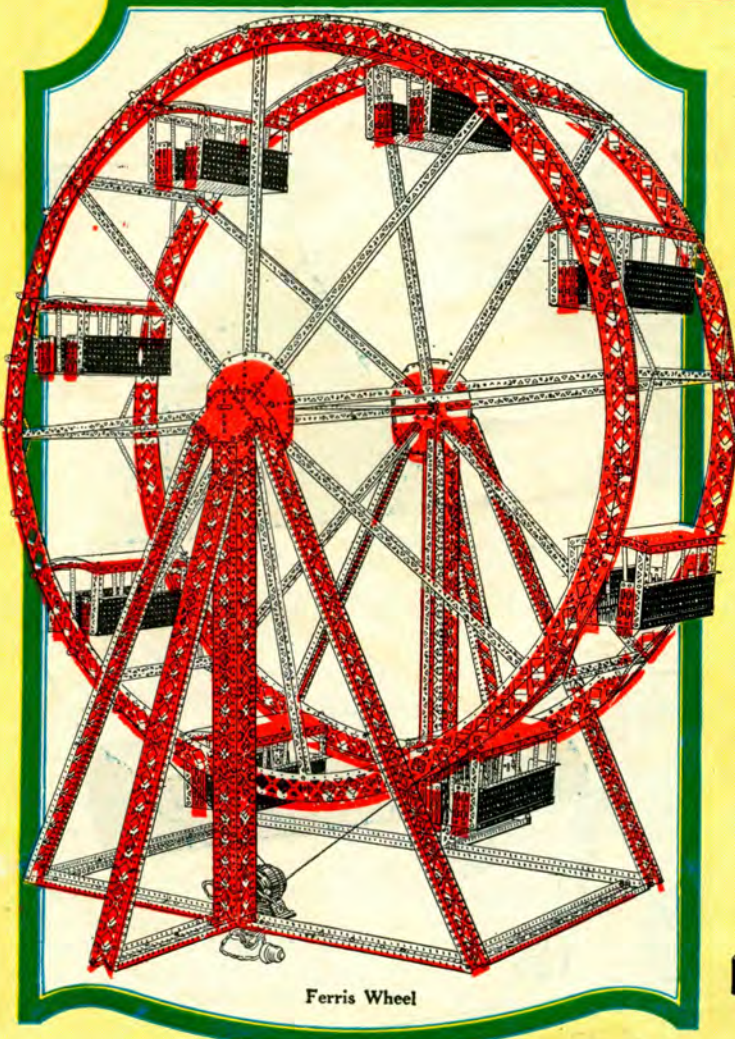


Dump Truck

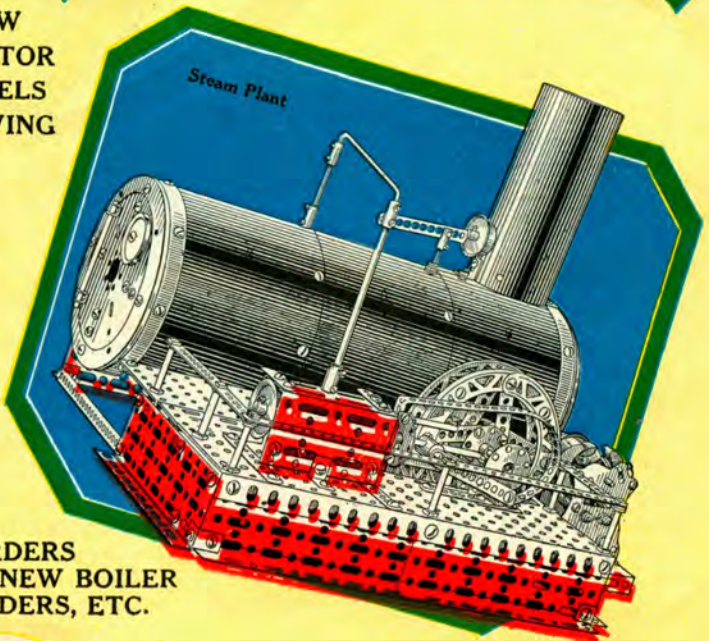
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