

The

ERECTOR

"Look-em-over"
Book—



Revealing the Galaxy of Mechanical Marvels and
Mind-Rousing thrills and fun, that come with—

The "World's Champion Toy"

With my compliments

A.C. Gilbert
President

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

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Hello Boys

Please read every word in this book. Take no chance of missing a single word or picture of the most exciting story ever published for boys, the world over.

Imagine a *whole year* of Fourth of July's! Imagine going to a new and different 3-ring circus every single day! *Imagine* the greatest, zippiest dream you ever dreamed, come true!

Imagine all these things rolled into one, and you will have some idea of the blood-tingling sport you can have with my new Erector.

Last year boys by the million called Erector the world's greatest toy. But the 1932 Erector is *far more than a toy*. It dwarfs all my previous efforts. It is the pathway to engineering fame. It is more exciting sport than any boy ever dreamed of. It is the sensation and talk of every neighborhood where there's a boy who owns one.

With Erector you can build real operating models of great locomotives, traveling cranes, carnival ferris wheels, airplanes and hundreds of other modern mechanical marvels. Piece by piece, part by part, see them grow, right before your eyes, right in your own home.

Then hook them up to the powerful Erector electric motor, click the switch and watch them swing into action just like the big ones great engineers build.

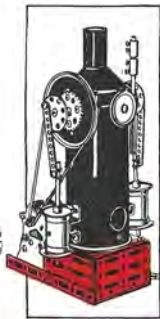
Does that give you an inkling to what is in store for you? Does it sound possible? Don't take my word for it, boys. Examine every page of this book and see for yourself just a few of the modern miracles you can perform with Erector. Judge for yourself, why boys by the million are hoping with all their might that Erector will come to their homes soon.

And, good news for your Dad, too. I've not only improved Erector this year, but I've also reduced all Erector prices.

A.C. Gilbert
President.

Look! The Wonderful No. 6 Set

HERE it is, right below, the wonderful No. 6. It contains over 400 engineering parts and builds 325 models. It builds and electrically operates the Double-Cylinder Engine shown below. Also the Portable Derrick, the Revolving Jib Crane, the Cantilever Bridge, the big brute Pile Driver, the Auto Oil Tank, Elevator Truck and hundreds of others, including a number of industrial engines. And the big number Six, 72-page "How to Make 'em Book" which comes with it, shows you every step in the building of each and every engineering model. This set costs \$6.00. And *what a money's worth!*



(Below), the No. 3 Erector, with the long girders and over 175 other engineering parts. It builds the Revolving Crane, the Portable Ladder, the Lawn Swing, the Rocking Chair, the Mechanical Roundabout, the Trolley Repair Wagon, the North Pole Submarine, the Railway Signal Bridge, and 200 other models. With the 40-page "How to make 'em" Book, only \$2.50.



(Below), the Famous No. 4 Erector with the Powerful Erector Electric Motor and Gear Box for reversing and regulating power and speed of the motor when operating the models you build. This set contains over 275 Erector Engineering Parts with which you can build a Railroad Wrecking Hoist, a Carrier Hoist, a Ship Crane, an Automatic Draw Bridge, and 300 other models, including all of those built with sets Nos. 1 and 3. The 56 page "How to make 'em" Book shows you how. \$5.00



(Below), the No. 1 Dandy Beginner's Set for the very little fellow. With its over 100 engineering parts you can build a Machine Gun, a Band Saw, a Trip Hammer, a Factory Truck, a Scooter, a 3-wheeled Wagon, a Wind Mill, a Wheelbarrow, a Hoist Derrick, a Timber Truck and nearly 100 other models. It costs only \$1.00, with the Number 1 24-page "How to make 'em" Book.



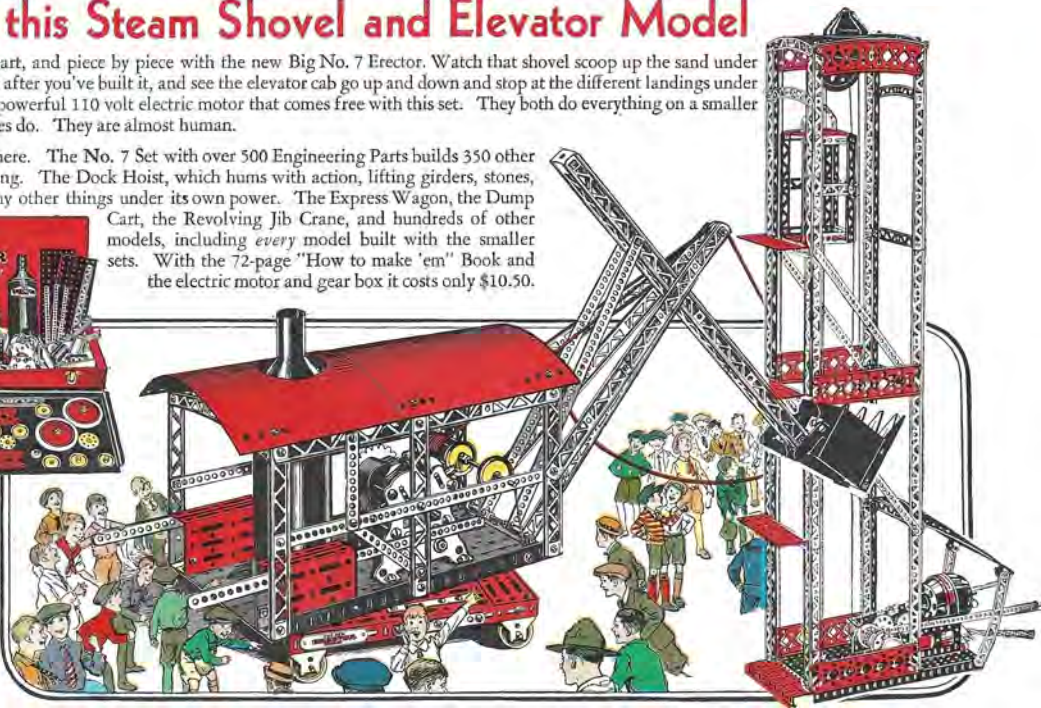
Look at this Steam Shovel and Elevator Model

BUILT part by part, and piece by piece with the new Big No. 7 Erector. Watch that shovel scoop up the sand under its own power after you've built it, and see the elevator cab go up and down and stop at the different landings under control of the powerful 110 volt electric motor that comes free with this set. They both do everything on a smaller scale than the real ones do. They are almost human.

But don't stop here. The No. 7 Set with over 500 Engineering Parts builds 350 other models, just as exciting. The Dock Hoist, which hums with action, lifting girders, stones, toys soldiers and many other things under its own power. The Express Wagon, the Dump Cart, the Revolving Jib Crane, and hundreds of other models, including *every* model built with the smaller sets. With the 72-page "How to make 'em" Book and the electric motor and gear box it costs only \$10.50.



The Big Sturdy Famous Gilbert 110 volt Motor now included with all Erector Sets from No. 7 and up. No Transformer or Batteries to buy.



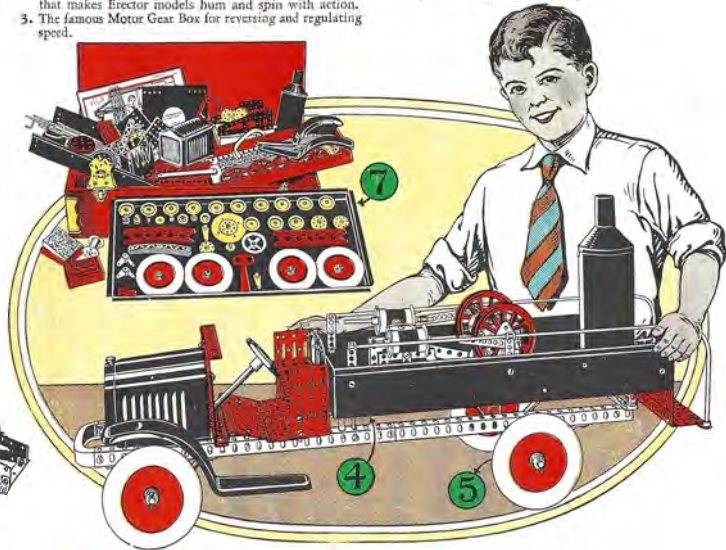
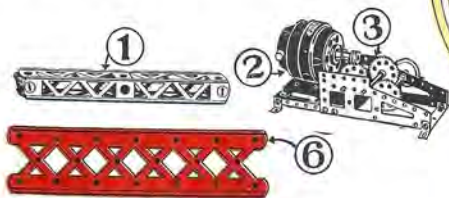
Sensational No. 7½ Motorized Erector

THE set that builds the big 4-alarm Fire Engine, the Motor Truck, and hundreds of amazing realistic models.

This big No. 7½ Set will give you a new idea of what Sport can be. It holds a brand new thrill for every day in the year. It is loaded with parts and equipment, each and every item invented and patented by Mr. Gilbert, with which you can build over 400 realistic models. It includes the 15-inch steel truck body, the famous steel model building tray, the 88-page "How to make 'em" Book that describes every step in building each model, the powerful 110 volt ERECTOR motor, completely assembled gearbox, big red steel disc wheels with oversize balloon tires, fenders, radiator, hood, bumper, springs, steering wheel, heavy-duty truck axles, cab top, steam boiler, steam shovel, and many other exciting features. Over 650 Engineering parts. It is 25 pounds of scientific thrills for every day in the year. Only \$15.00.

SEE THESE BIG FEATURES!

1. The big construction girder, with interlocking edges, just like the big ones, that skyscrapers and giant steel structures are built with.
2. The big powerful 110 volt Erector Electric Motor that makes Erector models hum and spin with action.
3. The famous Motor Gear Box for reversing and regulating speed.
4. Heavy Steel 15-inch Truck Body.
5. Solid steel Disc Wheels with balloon tires.
6. Big Giant Channel Girders, curved and straight.
7. Large Steel Model Building Tray.



The Mile-A-Minute No. A Erector



THE No. A set at left, builds the Giant Locomotive and 12 other models. If you now own an Erector this is the set you want to bring your Erector up to date. It contains parts never before obtainable such as the Locomotive Boiler, Smoke Box Shell, Cowcatcher, Boiler Fire Box, Track, Engine Frame, Driver Wheels, Boiler Sections, Cylinders, Connecting Rods, Valve Levers, Cab—everything you need to make a Giant 5200 type New York Central Engine and 12 other ponderous models such as Pumping Station, Yard Engine, Air Compressing machine, Upright Steam Engine, and others. It contains en-

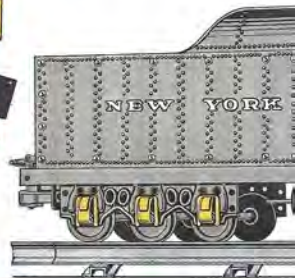
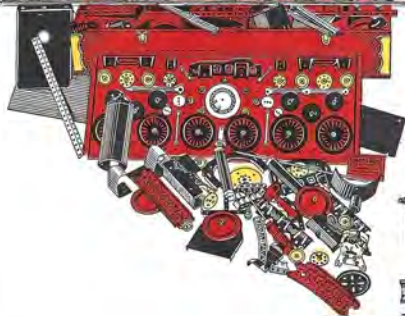
tirely different parts and builds entirely different models than Erector sets No. 1 to 7½ inclusive or No. 9.

If you do not already own an Erector set you can start with this, as it is a complete set in itself building entirely different models and containing different parts than Erector sets No. 1 to 7½ inclusive or No. 9. A brand new 32-page "How to make 'em" Book shows you how to use over 600 engineering parts. Packed in a great big red brassbound chest. Here is the biggest surprise of all. This whole carload of engineering sport costs only \$12.95.

The World's Champion

No. 8½ Erector

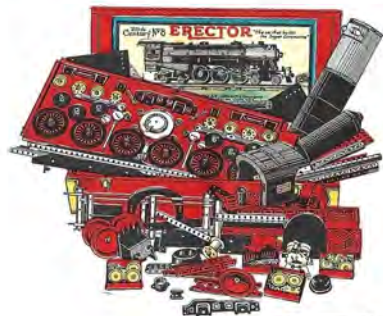
THE No. 8½ set at right builds the 4-foot Locomotive and Tender and 405 other mind-rousing models that will make your blood tingle. It builds all of the models that can be built from Erectors 1 to No. 7 inclusive, A and 8, and many sensational new vehicles, machines and devices, including the Locomotive, Tender, Timber Car, Trolley Repair Car, Wrecking Derrick. You can build a whole train with this set with the 100 different kinds of parts and the 110 volt motor. It has over 1200 separate engineering parts. The two "How to make 'em" Books of 144 pages of Plans and Models show you how to produce what is called the World's Champion Collection of models, nearly 50 pounds of steel and brass. Packed in great red brassbound chest and it's only \$30.00. Looks like a hundred dollars.



Build the New York Central's Champion Flyer

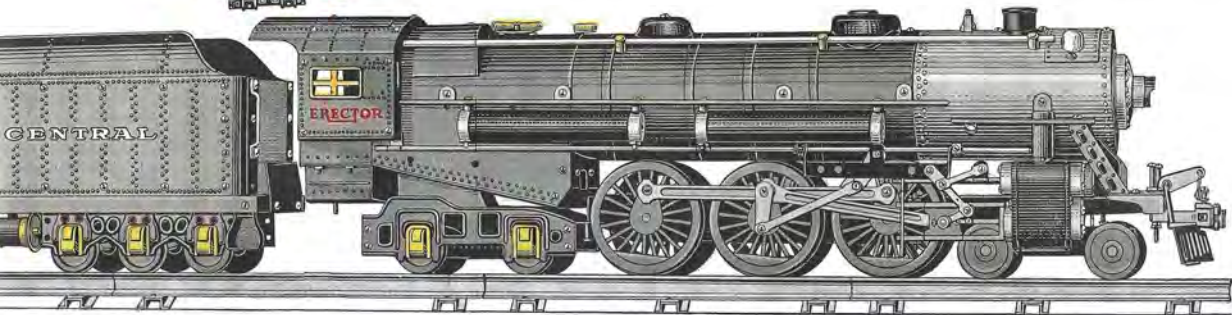
THE newest, most amazing Erector model. A real Toy Sensation. An exact duplicate of the 20th Century Limited Locomotive. You can build it with your own hands, with the new No. 8, No. 8½ or No. A Erector. Each set also builds many other engineering marvels.

Boys, this giant locomotive and tender is *4 feet long!* It is A. C. Gilbert's crowning achievement, designed to give the boy engineer the greatest thrill of a lifetime. Read all about these great Erector sets on these pages.



The 20th Century No. 8 Erector

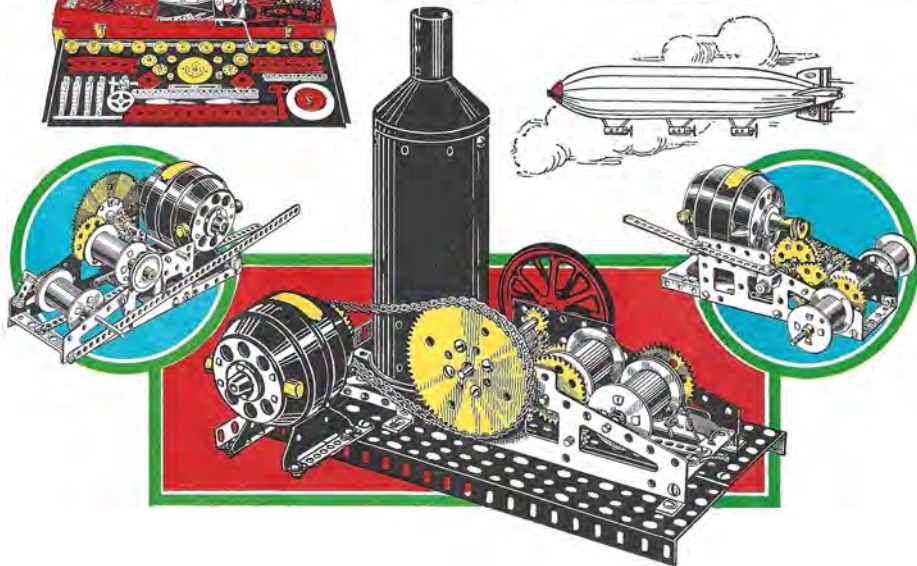
THIS big No. 8 Railroad Set at left brings heretofore undreamed of joys to construction toys. It builds the New York Central Locomotive, Industrial Locomotive with Trailer, Wrecking Derrick, Electric Revolving Crane, Steam Plant, Twin Cylinder Horizontal Engine, Mill Steam Plant, Portable Steam Plant, 398 models in all including all of those built with Erector numbers 1 to 7 inclusive and the No. A. Over 850 separate engineering parts and 110 volt motor and gear box, together with two big "How to make 'em" Books of 128 pages, all of which are packed in a sturdy red brass-bound chest and what a low price—\$25.00.





Build the Giant Trans-Atlantic Zeppelin

THIS is the set that makes boys' eyes pop right out of their heads. The Trail Blazing No. 9 Erector. It contains every part and piece necessary to build the great ship of the skies, the record breaking trans-Atlantic Zeppelin. The big gas bag, gondolas, rudder, curved girders—everything just like the big air liner. But that's only the beginning of your sport.



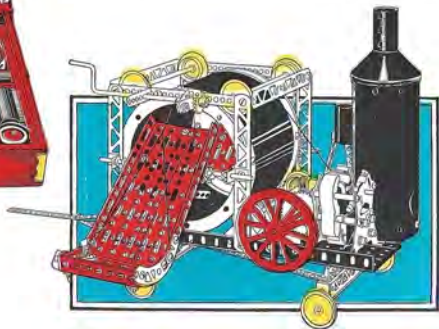
WITH this set you can build all of the models in Erector Sets No. 1 to 7½ and dozens of new different industrial engines and make them hum with action with the big Gilbert Electric 110 volt motor. You can also build all the famous Erector Mechanical wonders, all kinds of funny and instructive geared devices that go through electrical motions that are almost human. Build the Traveling Crane, the heavy traffic Revolving Draw Bridge, the miniature Steam Power Plant, the Circus Merry-go-round, the realistic Cement Mixer, and 450 other famous machines, devices, vehicles and models.

It would take 100 pages to describe all the thrills in this fascinating set with its 1150 engineering parts. In the great big red brassbound chest, it is 38 pounds of marvelous sport.

With the 144-page "How to make 'em" Book this great Erector set costs \$29.45.

The Climax of Erector Glory

IT'S the giant DeLuxe No. 10 Erector, the set that combines all Erector thrills in one big red brass-bound chest. Think of it, boy! All the trail blazing Railroad Models! The sand-digging steam shovels and a hundred other big industrial machines. All the great ships of the sky, dirigible and airplanes. Automobiles and other fast moving vehicles of every kind and shape. The giant carnival ferris wheel and the circus Merry-Go-Round, which revolve just like the ponderous big giants of fun and pleasure. You can build everything you can think of with this Master set. It's the most gigantic, magnificent chest of sport ever offered to boys the world over. And it's so sturdy and rugged that you can hand it down to your own children when you grow up—the most treasured possession of two generations. It weighs 150 pounds in all and contains over 2500 engineering parts. Builds over 500 models. With the master 312-page and 72-page Locomotive "How to make 'em" books this enormous Erector set costs \$69.75.



Ferris Wheel

The Special B Big Girder Set

BELOW is the Special B Big Girder Set with large over size girders. It builds the Giant Ferris Wheel and many different feature models and contains features not found in any other Erector set except No. 10. Used as an accessory to any other Erector set or can be used as a complete Erector in itself. Builds 58 models. Contains over 1100 engineering parts together with a 24-page colored "How to make 'em" Book. It is a great big money's worth for \$8.75 and comes packed in a wooden box.



For the Boy Electrical Engineer

Sport and instruction for the boy who loves to tinker and experiment with the electrical marvels of the age. With it you can electrify and illuminate things in your home. Perform mystifying tricks. Ring bells at a distance. Learn telegraphy. Magnetize metals. This set is the road to electrical engineering fame. It opens up a great career for the boy who wants to get in on the tremendous future for electric engineers. The 26-page Electrical "How to make 'em" Book explains the mysteries of electricity and its 88 experiments contains 30 different electrical engineering parts. Only \$5.00.

Electric Drill Press

A marvelous and useful device for the boy's home workshop. It accurately and quickly drills holes in wood or metal. It is 20 inches high, and equal to any job around the home. Equipped with the famous Gilbert 110 volt Universal Motor for alternating or direct current. Complete, only \$22.50.



Universal 110 Volt Motor

P56-G operates on alternating or direct house current. Complete with cord and plug cap. Price \$3.95.

Reverse Motor

P-54. Two terminal motor mounted on base, with reverse switch for operating forward and backward. Price \$1.75.

4-Term Battery Motor

P-58. 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. Price \$1.00.

110 Volt Motor

P-57. Fills the demand for a more powerful motor than the P-56G. Operates on alternating current or direct current, 3500 R.P.M. Complete with cord and plug cap. Price \$5.00.

Transformer

P60-C. Operates on 110 volts 60 cycles, alternating current only, wattage 60. Primary taps 5½, 10½, 16 volts. Ideal for operating Erector Motors, P58 and P54. Price \$3.50.





The Man who made

ERECTOR

REG. U.S. PAT. OFF.

the World's Champion Toy.

BOYS, meet the man who knows what thrills a lad. The man who never forgets what it means to be a red-blooded boy. The man who once was one of Yale's great athletes and Olympic world's Champion. The man who invented and perfected the world's champion toy, the topmost rung of fun and sport . . . **ERECTOR**. He is A. C. Gilbert.

Millions of boys have read his books. Millions of boys have heard him on the radio with his friends, Babe Ruth, Tad Jones, Grantland Rice and many other sports heroes and all-American football stars. Millions of boys have spent exciting days building engineering models with Erector.

Why is Erector the World's Champion Toy? Because Mr. Gilbert knows what a real boy likes. He knows how a boy enjoys himself, and what it is that puts a real punch into a boy's life.

Many times grown-up men have told him he was wrong about some new invention for Erector. But each time he knew he was right because he knows what boys want. And every time boys the world over have *proved* he was right.

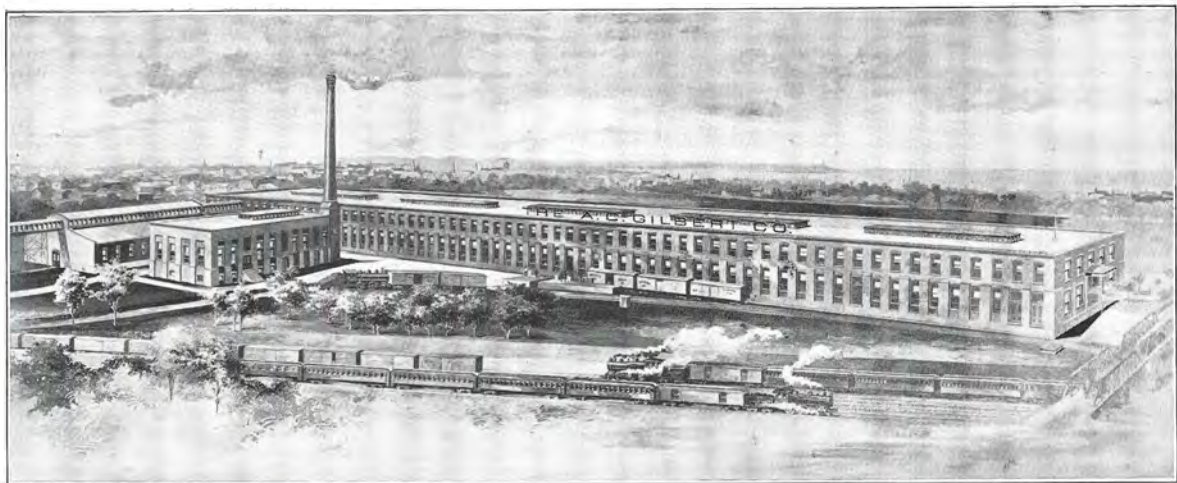
That is why the Gilbert Toy factory on Erector Square, New Haven, Connecticut, covers acres of ground, where hundreds of people and tons of great machinery keep busy day after day, turning out Erector sets to make boys happy.

HOW TO GET ERECTOR

You have read all about Erector in this book. You know what glorious sport you can have when you get your Erector.

Show this book to your father or mother. Tell them that Erector is the thing you want to make you the world's happiest, peppiest boy on Christmas morning. Let them know you *mean* it. Tell them that every toy store or toy department sells Erector.

Tell them there is an Erector set for any price they are willing to pay. That's all. Ten to one, you'll get it.



EVERY single part and piece of every Erector set is made in this big factory, one of America's great manufacturing plants, the world's greatest source of real sport for boys.