

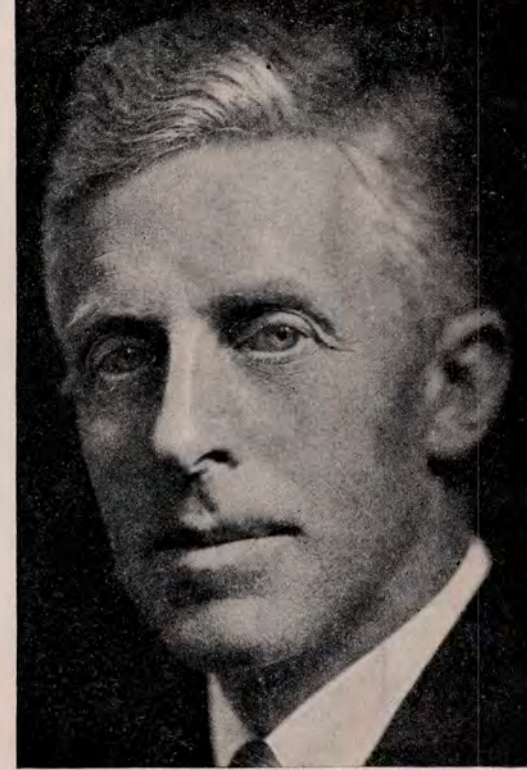
THESE FAMOUS ENGINEERS WILL SEE YOUR MODELS AND JUDGE THE CONTEST



MR. GEORGE F. PIERROT
Managing Editor *American Boy Magazine*. Traveler—adventurer—journalist-lecturer. A great editor of a Great magazine. Deeply interested in boy life and a great writer of adventure stories.



MR. FREDERICK E. WILLIAMSON, B.A.
President New York Central Lines. One of America's greatest railroad executives. Formerly Operating Vice-President of the Northern Pacific Railroad and elected to Presidency of Toronto-Hamilton & Buffalo road in 1933.



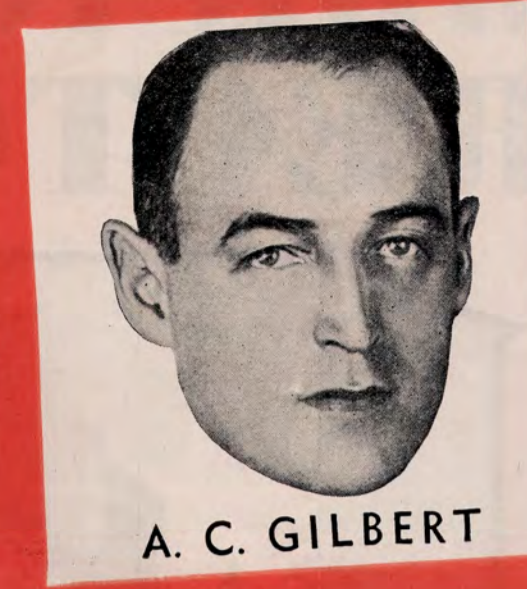
MR. SAMUEL W. DUDLEY, M.E.
Chairman Department Mechanical Engineering, School of Engineering, Yale University. A practical engineer himself and one of the most inspiring teachers of engineering. Many of the boys of yesterday can trace their engineering success to first having had an Erector Set and later studying under Mr. Dudley.

Contest Rules for the 1935 ERECTOR Prize Contest

-Be Sure to Read Every Word Carefully-

- 1 **Purpose of Contest.** The purpose of the contest is to develop new and original models of machinery, engineering projects or structures that can be made with metal construction toys of the Erector type.
- 2 **Who May Compete.** The contest is divided in two sections—a Senior Division and Junior Division. The Senior Division Contest is open to all boys and girls who have passed their 12th birthday but are not yet 16 years of age when the contest closes (April 30th, 1935). The Junior Division Contest is open to all boys and girls who are not over 12 years of age by the time the contest closes (April 30th, 1935).
- 3 **Entry Blank.** Every entry must be accompanied by an "Official Entry Blank." You will find an Entry Blank at the bottom of this page. Fill this in, then cut it along the lines as indicated and mail it with a photograph or drawing of your model.
- 4 **Don't Send Models.** Send only a drawing, sketch or photograph of your model. A photograph size 5 x 7 inches is preferred, but this is not required.
- 5 **How to Send Photograph or Drawing.** Be sure to write your name and address on the back of every photograph or drawing submitted. The A. C. Gilbert Co. will not be responsible for entries miscarried in the mail or lost, and no photographs or drawings will be returned to contestants. All entries must be sent, postage prepaid, to The A. C. Gilbert Co., New Haven, Conn.
- 6 **How Models Will be Judged.** Prizes will be awarded for the best models of any piece of machinery, mechanical device, engineering project, building or structure made with any metal construction toy. By "best models" are meant those showing greatest ingenuity in design, that are made most realistically and show greatest skill in craftsmanship. No restriction is placed on the make or type of construction outfit used in building your model. Of course, because Erector is "real engineering" and enables you to reproduce great mechanical marvels most realistically, it would be the material with which to build the best models. But no one will be ruled out if they send in designs made from other materials.
- 7 **Diploma of Merit.** Every boy who enters the contest will be made a member of the "Gilbert Engineering Institute for Boys" and will be awarded a handsome "Diploma of Merit" bearing his name.
- 8 **Photographs to be Published.** In addition to the award of the prizes, some of the models will be selected for reproduction in the 1935 edition of the Erector Manual. Every boy whose model is accepted for the Manual will be entitled to have his picture shown with his model.
- 9 **When Contest Closes.** The contest closes on April 30th, 1935, and all entries must be received at the offices of The A. C. Gilbert Company, New Haven, Conn., by that time.
- 10 **Announcement of Prize Winners.** Prize winners will be announced June 15th, 1935, and prizes delivered as soon thereafter as possible.
- 11 **Ties.** The decision of the judges will be final, but in the event of ties, each tying contestant will be awarded the full prize tied for.

Hello



A. C. GILBERT

Boys!

HERE IS THE INSIDE NEWS AND YOUR OFFICIAL ENTRY BLANK—FOR MY GREAT 1935 ERECTOR PRIZE CONTEST

The Greatest Prize Contest I have Ever Held

Boys, to get an Erector this year is to get in on the world's greatest double-header in fascinating fun. First, you'll have the thrill of building Erector models — great cranes — towering bridges — monster motor trucks — whirring engines — and dozens of other mechanical marvels. Erector — you know — is just like real engineering. Second, you have a chance to win one of the 1001

fascinating prizes I am giving away in my Great 1935 Erector Prize Contest. It's easy to win in my Erector Contest. You will find the complete list of prizes, rules of the contest and an entry blank in this circular. Read every word carefully. And I hope you will win the prize you want most.

Your friend,

A.C. Gilbert
President.

THE CHANCE OF A LIFETIME TO WIN AN AUTOMOBILE—SHETLAND PONY—TRIP TO A MOVIE STUDIO—BICYCLE—OR ONE OF 1001 VALUABLE PRIZES



OFFICIAL ENTRY BLANK

for the great new **ERECTOR** prize contest

IMPORTANT:—This blank, correctly filled out, must be sent in with your entry.

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

I wish to enter the new Erector Prize Contest and am submitting photograph (drawing) of my model:

NAME AND BRIEF DESCRIPTION OF MODEL

(Give detailed description of model on back of photograph or drawing)

Name _____

Street or R. F. D. _____

City _____ State _____

Age—Years _____ Months _____ Date of Birth _____

Name of school you attend and school address _____

Name of your teacher _____

Coupon and photograph or drawing of model must reach The A. C. Gilbert Co. in New Haven, Conn., not later than April 30th, 1935

FORM D1074—PRINTED IN U.S.A.

Complete List of Prizes in the Great 1935 ERECTOR MODEL BUILDING CONTEST

SENIOR DIVISION

Open to boys over 12 but not yet 16 when contest closes

FIRST PRIZE—

- You may select one of three optional choices: A, B or C.
- A. A trip to Warner Bros. Studios in California to see how moving pictures are made and meet the movie stars. You may, if you wish, take your parent or guardian.
 - B. Five Hundred Dollars in cash toward payment of tuition in college, university or engineering school.
 - C. Selection of either a Chevrolet, Ford or Plymouth car.

PRIZES 2 to 6 Inclusive



Selection of a course in the famous International Correspondence Schools. Value up to \$200.00, giving a choice of the following subjects: Civil Engineering, Mechanical Engineering, Electrical Engineering, Chemistry, Automobiles, Radio, Telegraph, Aviation, Architecture.

PRIZES 7 AND 8

Eastman Kodak Camera with Films

Boys—Pictures that you have always wanted will be yours with this genuine Eastman Kodak. Your family and friends, sports, travels and vacations—all snapped in a jiffy with this camera with action front and many other special features.



9th PRIZE

No. 19 Gilbert Bench Type Tool Chest



A complete tool bench for your work shop. Assembled stands 37 1/2" high, 36 1/2" long and 15 1/2" wide. 37 pieces. Real craftsman's tools. Electrical connection for soldering iron included in equipment also wooden vise grip. Finished in California redwood with brass trimmings.

10th PRIZE

No. 20 Gilbert Chemistry Laboratory Set

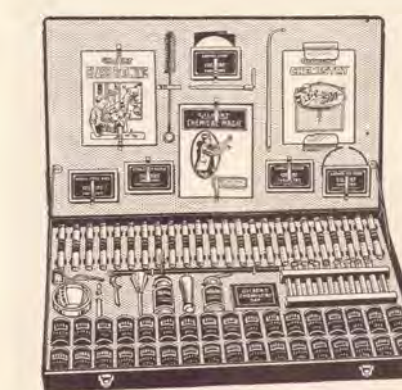
Real Master Scientist's Laboratory. Materials and equipment for Chemical Magic, Chemical experiments, Glass Blowing, Mineralogy, and Hydraulic and Pneumatic Engineering. Cabinet fitted with racks for chemicals, metal work tray and over 140 Chemicals, Mineral specimens, etc. Jammed full with a whole year's fun and entertainment and scientific experiments. 5 instruction books. Finished in blue with brass trimmings.



11th PRIZE

No. 15 Gilbert Chemistry Laboratory Set

Similar to No. 20 Outfit. Materials and equipment for Chemistry, Glass Blowing, Chemical Magic and Mineralogy. 600 amazing experiments—4 instruction books.



PRIZES 12 to 14 inclusive

No. 10 Gilbert Chemistry Set

Over 575 experiments in Chemistry, Glass Blowing and Chemical Magic in this wonder steel cabinet. Many of the great mysteries of nature and chemistry revealed to the boy chemist in big 220-page instruction book. Equipment and manuals on Glass Blowing and Chemical Magic included.

PRIZES 15 to 20 inclusive

No. 10 Gilbert Tool Chest

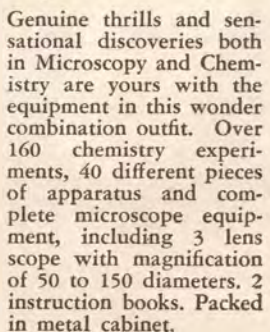
An assortment of 27 pieces packed in blue metal cabinet with carrying handle. Includes 16" cross cut saw, scroll saw, chisels, drills, plane, metal vise, soldering iron, etc. A real carpenter's outfit for the boy craftsman.



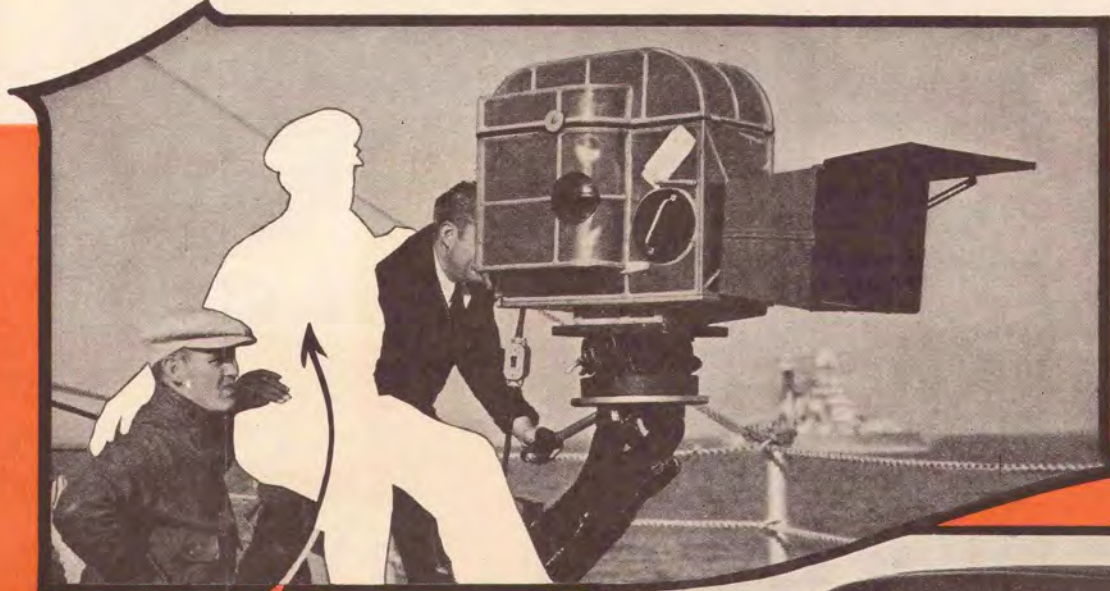
PRIZES 21 to 25 inclusive

No. 7 Gilbert Micro-Chemistry Set

Genius thrills and sensational discoveries both in Microscopy and Chemistry are yours with the equipment in this wonder combination outfit. Over 160 chemistry experiments, 40 different pieces of apparatus and complete microscope equipment, including 5 lens scope with magnification of 50 to 150 diameters. 2 instruction books. Packed in metal cabinet.



26 to 30, inc. No. 6 Gilbert Chemistry Set



Put Yourself in this boy's place

Next summer some lucky boy is going to be whizzing along the highways in this streamlined automobile. That boy may be you—if you enter the Great Erector Prize Contest. A brand new 1935 Model Chevrolet, Ford or Plymouth car (your preference) is one of the optional choices for first prize in the Senior Division.

Imagine Seeing Movies in the Making

How would you like to take a trip to Warner Brothers Studio in California—see movies in the making—shake hands with Joe Brown or other famous stars. Such a trip is optional first prize in both the Senior and Junior Division Contests. Still another optional first prize (Senior Division only) is part tuition at a college or technical school.



Picture yourself on this pony

This handsome Shetland pony is just waiting for a boy to ride him. Why not make yourself his owner? Just think how you could gallop around on him—or put on a wild west show and do real cowboy stunts. A Shetland pony is second prize in the Junior Division of the 1935 Erector Contest.

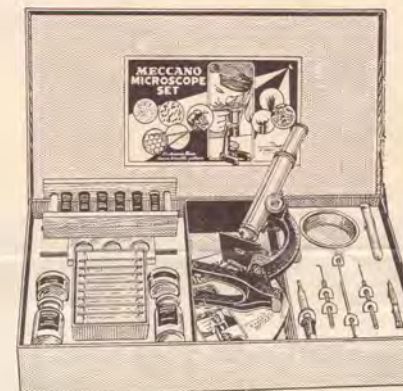
Wouldn't you like to be this boy

You can go most anywhere on this shiny Ranger bike. It rides so easy it almost runs itself. Finished in Chrome-plate, with electric headlight, horn that makes people step lively and carrier at rear for carrying lunch basket, camp outfit, etc. Third and fourth prizes in Junior Division.



SENIOR DIVISION PRIZES CONTINUED

- 31 to 35, inc. No. 5 Gilbert Electrical Set
- 36 to 40, inc. No. 5 Gilbert Tool Chest
- 41 to 45, inc. No. 5 Meccano Microscope Set



Complete microscope equipment. Scope stands 11 1/2" high, has cast iron frame and base with tilting device, rack and pinion focusing. Both objective and eye piece mounted in brass and fitted to chromium plated tube. Finest ground and polished lenses giving magnification up to 550 diameters. All necessary apparatus included, also complete manual of instructions.

46 to 50, inc. No. 5 Gilbert Magic Set



Outfit contains secrets and apparatus of the world's greatest magicians. You can perform before your wondering friends many of the greatest feats of magic with which the conjurers of America, Europe and the Orient have mystified the world. Complete assortment of Handkerchief Tricks and Knots and Splices included. All explained in three manuals of instructions.



- 51 to 100, inc. No. 4 Gilbert Micro-Chemistry
- 101 to 200, inc. No. 3 Gilbert Chemistry Set
- 201 to 300, inc. No. 3 Meccano Microscope Set
- 301 to 400, inc. No. 2 Meccano Microscope Set
- 401 to 450, inc. No. 1 Meccano Microscope Set
- 451 to 500, inc.

Choice of a year's subscription to either American Boy, Boy's Life, or Open Road for Boys.

EVERY BOY HAS AN EQUAL CHANCE TO WIN

Boys, have you ever seen such an exciting assortment of prizes as I am giving away in my 1935 Erector Contest? Just think how proud you would feel to win one of them. How all the other fellows would envy you.

Remember this! You have just as good a chance to win that brand new Automobile or the Shetland pony—or one of the other prizes—as any other boy. Erector is so much fun—and it's so easy to build dozens of things with it—that you may make a prize-winning model the very first week you have your Erector Set. Then all you have to do is take a photograph of it (or make a drawing)—send it to me—and your hat is in the ring for winning one of the marvelous prizes described in this circular.

Just one more thing. Every boy who enters the contest is made a member of the Gilbert Engineering Institute for Boys and is awarded a handsome Diploma of Merit bearing his name.

I shall be looking forward to receiving your entry in my new Prize Contest—and I hope I'll see your name high up among the winners.

Your friend,

 President.

JUNIOR DIVISION PRIZES CONTINUED

PRIZES 41 to 50, inc. No. 5 Gilbert Tool Chest

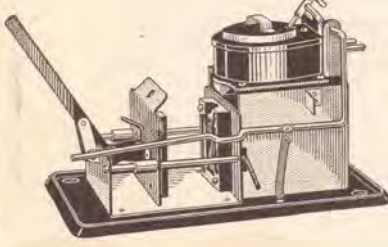
Eleven pounds of master craftsman's tools packed in red metal cabinet with carrying handle. 22 pieces in all including large brace with sturdy handle, hammer, 16" saw, plane, and other real tools for the boy builder.



- 51 to 60, inc. No. 5 Meccano Microscope Set (Same as Prizes 41 to 45 in Senior Division)
- 61 to 70, inc. No. 5 Gilbert Magic Set (Same as Prizes 46 to 50 in Senior Division)
- 71 to 80, inc. No. 4 Gilbert Micro-Chemistry (Similar to No. 7 Set listed in Senior Division. Over 100 experiments. Scope magnifies about 50 diameters.)

81 to 90, inc. Gilbert Kaster Kit No. 5

Complete outfit for casting soldiers, animals, Indians and other metal toys. Simple to operate. Heat supplied by built-in heating unit. Complete with one mould—8 pigs of lead, necessary tools and manual.



- 91 to 100, inc. No. 4 Gilbert Magic Set
- 101 to 200, inc. No. 3 Gilbert Magic Set
- 201 to 300, inc. No. 2 Gilbert Tool Chest
- 301 to 400, inc. No. 1 Meccano Microscope Set
- 401 to 450, inc. No. 1 Gilbert Chemistry Set
- 451 to 501, inc.

Choice of a year's subscription to either American Boy, Boy's Life, or Open Road for Boys.

JUNIOR DIVISION

Open to boys not over 12 years of age at completion of contest

FIRST PRIZE—

- You may select one of three optional choices: D, E, or F.
- D. A trip to Warner Bros. Studios in California to see how moving pictures are made and meet the movie stars. You may, if you wish, take your parent or guardian.
 - E. A trip to any other interesting place in the United States you want to visit (with parent or guardian).
 - F. A two months' vacation in a boys' summer camp.

2nd PRIZE Shetland Pony

(See Illustration—Center Panel)

PRIZES 3 and 4 Ranger Bicycle

(See Illustration—Center Panel)

PRIZES 5 and 6 Eastman Kodak Camera with Films

Two lucky boys, somewhere, are each going to have this dandy Eastman Kodak with new action front and other special features. It sure will be great sport taking pictures of Mother and Dad, and your friends or views that you have always wanted when on a hike, or vacation or of different sporting events. It's so compact it slips right into your pocket easily but it's made ready for a picture in a jiffy.



7th PRIZE Brunswick Pool Table

Look at this Brunswick Junior Playmate Table, Boys. It's built with substantial frame construction and has special constructed bed, well supported by metal channel irons. Legs are rigidly braced to assure best possible playing conditions. Equipped with Junior Monarch Cushions, covered with cushion cloth. Complete with Playing Equipment.



8th PRIZE No. 11 Gilbert Bench Type Tool Chest

Assembled this work bench is 35" high, 31 1/2" long and 15 1/2" wide. A complete outfit for your workshop with a total of 26 real craftsman's tools. Has wood vise grip mounted on front of bench. Finished in California redwood with brass trimmings.



9th PRIZE No. 12 Gilbert Chemistry Laboratory Set

Just picture yourself in front of this Inventor's Laboratory outfit. Chemicals—Test Tubes—etc., mounted in real racks. A big metal work tray and all necessary apparatus together with complete equipment for Glass Blowing and Chemical Magic are at your finger tips. 3 big instruction books set you ready to explore thousands of mysteries of the chemical world.



PRIZES 10 to 12, inclusive No. 10 Gilbert Chemistry Set

(Same as Prizes 12 to 14 in Senior Division)

13th PRIZE No. 7 Gilbert Bench Type Tool Chest

Similar to No. 11 Bench. 22 pieces in this practical working outfit. Has wood vise grip.

PRIZES 14 to 20, inc. No. 7 Gilbert Micro-Chemistry Set

(Same as Prizes 21 to 25 in Senior Division)

PRIZES 21 to 30, inc. No. 6 Gilbert Chemistry Set

You can do hundreds of interesting and fascinating experiments with this combination outfit. Make colored fire, test foods for their elements, make cement, sparklers, soda water, tan leather, etc. Glass Blowing equipment included with 2 complete Instruction Books. Packed in steel cabinet with carrying handle.



PRIZES 31 to 40, inc. No. 5 Gilbert Electrical Set

Complete outfit for the boy who likes to experiment with the electrical marvels of the age. With it you can electrically illuminate things in your own home, perform mystifying tricks, learn telegraphy, magnetize metal, find out what a motor will do, etc. Two manuals explain the mysteries of electricity and are chock full of interesting experiments and stunts.



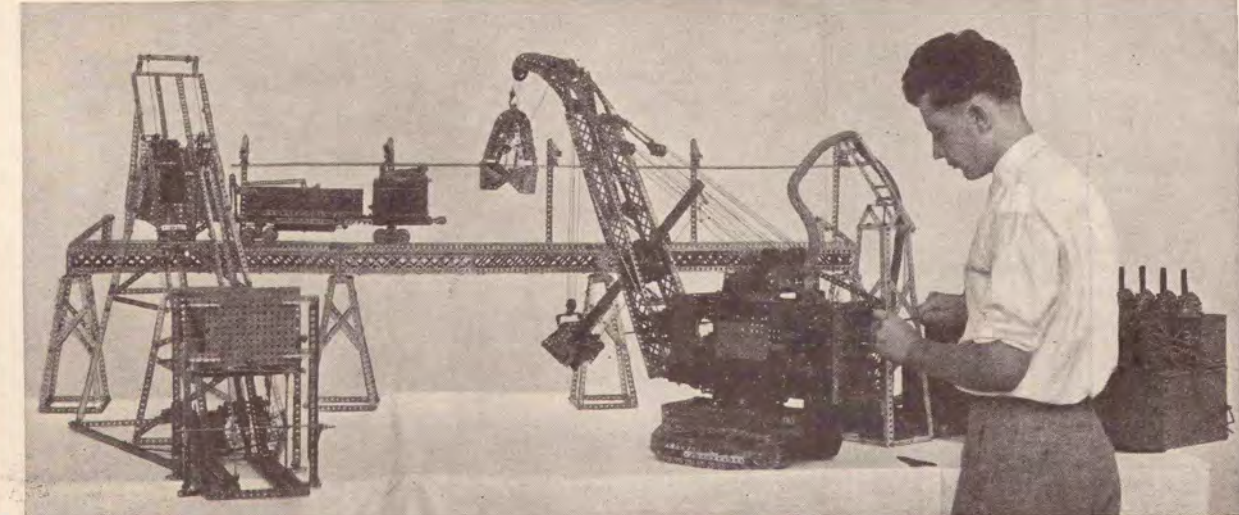
OVER 1000 BOYS—WON VALUABLE AWARDS—IN LAST YEAR'S CONTEST

Over a 1,000 boys got the thrill of their lives last year by winning prizes in the 1934 Erector Contest—This year you can do the same

FIRST PRIZE WINNER IN 1934



Here is Eugene White, Jr. of West Fairview, Pa., with his model of an Electric Crane and Shovel with remote control that captured first prize in the 1934 Erector Contest. Eugene had his choice of a free trip to any place in the United States, but decided to use the money toward a college education.



DID MURRAY STRASBERG FEEL PROUD WHEN HE WON A CHEVROLET CAR?

"It sure was a big day for me," says Murray, "when Mr. Gilbert notified me I had won a Chevrolet. It was fun making the model of the Road Making Machine that I won the prize with—and now I'm having more fun with my new Chevy."



"YOU BET I'M GLAD I ENTERED MR. GILBERT'S ERECTOR CONTEST"

Says Jack Higham of Toronto, Canada, whose model of a Mobile Siege Gun won him this shiny new Ranger Bicycle. "It's easy to build all kinds of models with Erector," says Jack, "because Erector is just like real engineering. And the Erector electric motor is a humdinger."

