



*Hello Boys!*

**L**OOK at that giant power plant! You build it yourself with the great new Erector. Piece by piece you erect its massive steel frame. Assemble its enormous fly wheel—pistons—governor—mount its big, shining boilers. Then you hook up the powerful Erector electric engine and it throbs with action.

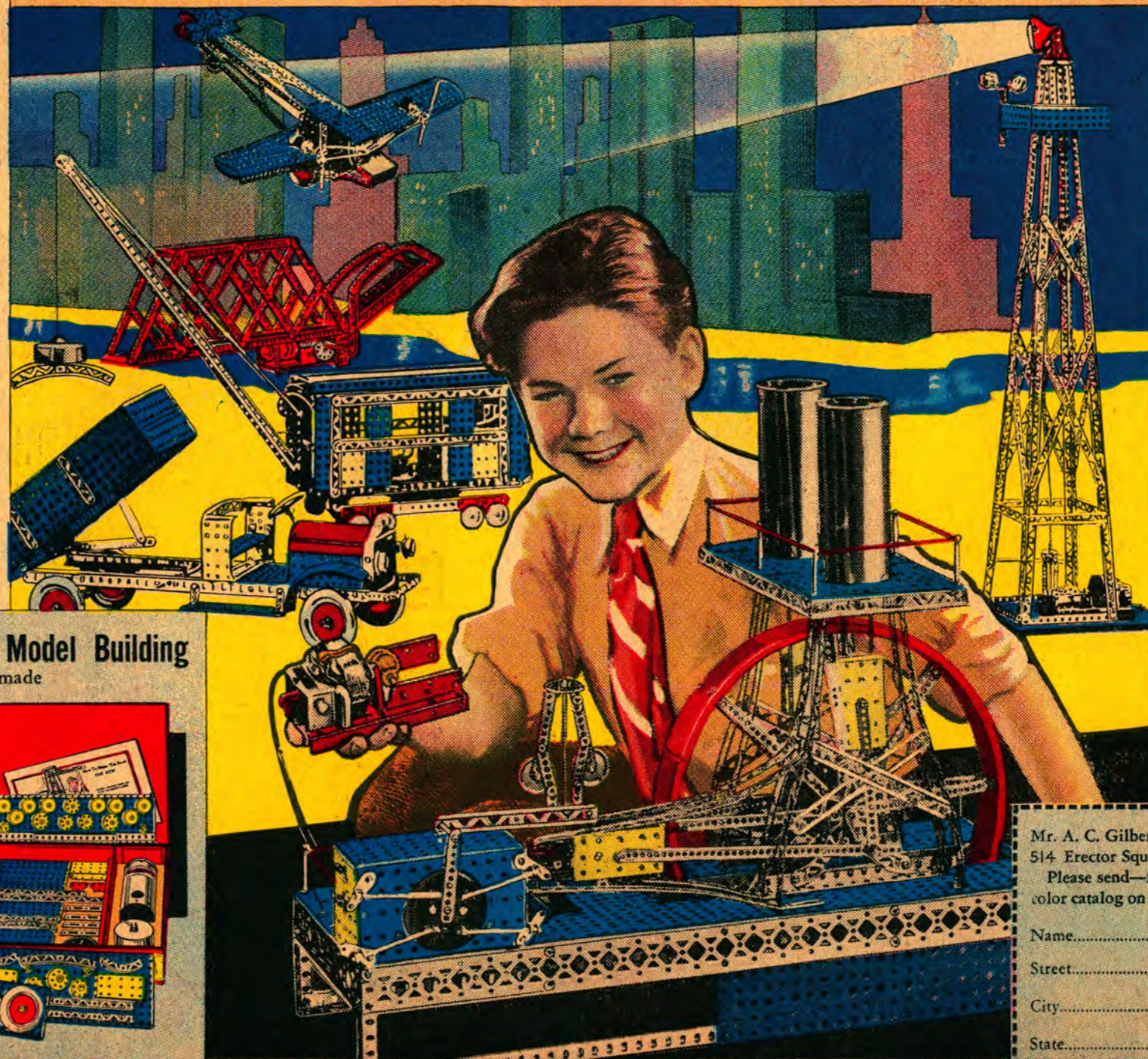
That's only one of the many exciting engineering models you can build with Erector. You can make that marvelous magnetic crane. Click the switch on the Erector Engine—pull the control levers and it raises or lowers—swings to the right or left, just as you command. Its magnet is so strong it grabs up steel girders before it touches them.

You can build *all* of the engineering models shown in the picture—and dozens more—with *one* Erector set. Enormous drawbridges that actually open and close. Towering airplane beacon that revolves just like the real ones. All-metal airplane. Dump-trucks And—with the new Erector Skyscraper Set—you can build skyscrapers as tall as you are.

You're a full-fledged engineer when you have an Erector—ready to build realistic, engine-driven models of the world's greatest mechanical marvels. There are more wonders—more exciting hours of fun—packed in an Erector Set than anything you can own.

*A.C. Gilbert*

# SEE WHAT MIGHTY MECHANICAL MARVELS YOU CAN BUILD WITH THE GREAT NEW **ERECTOR**



**NEW**

The Erector Electric Engine. Not just a motor—but a real engine complete with built-in gears.



**NEW**

Skyscraper parts. Builds realistic models of Radio City and other famous skyscrapers.



**NEW**

Big solid steel base plates and giant girders—make possible larger and stronger models.



**NEW**

Double feature. Snap rivets for speedy building—nuts and bolts for sturdy building.



## See the—**GILBERT HALL OF SCIENCE**

The most stupendous boys' scientific exposition ever created. See the fascinating Gilbert Opto Kits—the mysterious Electric Eye—the Gilbert Chemistry Laboratory—Mysto Magic—the Gilbert Kaster Kit—and dozens of other thrilling sights. Look for these exhibits at your local toy store. Take your Dad along.

## **FREE—GILBERT THRILLS MAGAZINE**

32 big pages packed full of exciting pictures and up-to-the-minute scientific information. True stories of how red-blooded boys have won fame and big awards in building Erector models—in making important chemical discoveries—and becoming masters of home craftsmanship. Regular price 25c. Free—combined with color catalog on the Great New Erector—to the first 50,000 boys who mail this coupon.

**MAIL THIS COUPON TODAY**

## **NEW COLORS—MORE PARTS—Easier Model Building**

The Great New Erectors are the finest ever made

Look at this **SENSATIONAL No. 7½ SET**

Contains the powerful new Erector Electric Engine. Girders and structural plates finished in red, yellow and blue. Glistening boiler parts. The new snap rivets, gears and other engineering parts for building ferris wheel, magnetic crane, trucks, bridges and over 150 action models. With all these new features, only \$10.95. Other sets from \$1.00 to \$25.00.



### **Ferris Wheel**

Built with the No. 7½ Set Operated with the new Erector Electric Engine.



Mr. A. C. Gilbert, The A. C. Gilbert Co.  
514 Erector Square, New Haven, Conn.  
Please send—free—Gilbert Thrills Magazine combined with big color catalog on the Great New Erector.

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