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Hello boys—the sensational new Erector are all lit up!

Wow! Erector's gone all-electric—electric lights—4-speed electric engine—electro-magnet

Developed at the Gilbert Hall of Science

Boys! Leading toy stores are showing a sensational new kind of Erector this year. An Erector that makes model-building more fun than the movies—more exciting than a football game. Because Erector has gone ALL-ELECTRIC.

Now, for the first time, you can build a revolving airplane beacon with real electric searchlight—construct electrically lighted railroad trains, Ferris wheel, airplanes, motor cars—erect electric bridges that open and close—make mighty cranes that grab up steel girders by electro-magnetic power.

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BOYS!

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