

**They're
here!**

THE NEW 1951

ERECTOR®

and

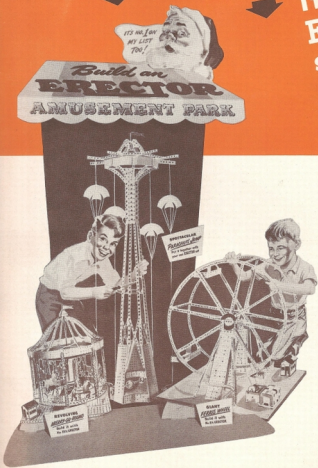
American Flyer

RETAIL DISPLAYS

IT'S COLORFUL!

IT'S ATTENTION-GETTING!

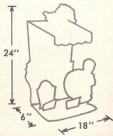
IT TELLS THE
ERECTOR
STORY!



FEATURES

- Ideal for counter
- A "stopper" in the window
- Dramatic in sales appeal
- Sturdy, rugged construction
- Printed in five attractive colors
- Varnished gloss finish

EASY TO ASSEMBLE — INSTRUCTIONS INCLUDED



 **THIS POPULAR
DISPLAY WILL
HELP YOUR
American Flyer
TRAIN SALES!**

So great has been the demand for this colorful, compact No. 200 AMERICAN FLYER display, that we are again making it available to AMERICAN FLYER dealers. Placed conspicuously in your store window or set up prominently on the counter, this Flyer display will prove a real sales aid. Copy on the die-cut base is your cue to point up the exclusive AMERICAN FLYER features to customers. Display puts together quickly; instruction sheet included.

**AMERICAN
FLYER
TRAINS**



HEAR 'EM SMOKE
Hear 'em CHOO-CHOO and WHISTLE
REALISTIC TWO RAIL "T" TRACK

24"

29"

American Flyer

WALL and WINDOW POSTER



PUT IT ON THE WALL

Taped or thumb-tacked to the wall, the poster provides a bright splash of color that identifies you as an AMERICAN FLYER dealer.



ATTACH IT TO THE WINDOW

Suitable for your store window; sets off your AMERICAN FLYER running display. Visible from great distance.



IDEAL FOR COUNTERS

Affix the poster to your counter, just below the edge molding, and watch customers flock to your AMERICAN FLYER train section!



HANG IT AS A FESTOON

Four lengths of twine, Scotch-taped as shown, will create a real eye-catching festoon. Poster is durable enough for permanent use.

**Here's how to get
these FREE
GILBERT DISPLAYS**

All you have to do is write us a letter, on your store stationery, telling us which display you would like and how you plan to use it. If you carry both AMERICAN FLYER and ERECTOR lines, you are entitled to all three displays. Let us know quickly, because supplies are limited.

**THE A. C. GILBERT CO.
ERECTOR SQUARE
NEW HAVEN 6, CONN.**