

<p>★</p> <p>1947</p> <p>LINE</p> <p>★</p>	<p>AMERICAN FLYER</p>  <p>GILBERT SCIENTIFIC TOYS</p> <p>ERECTOR</p>	<p>★</p> <p>Developed at the Gilbert Hall of Science</p> <p>★</p>
---	--	---

★

Display Suggestions for Retail Stores

★ ★ C O N T E N T S ★ ★

How to Display Toys for Better Profits	page 2
Feature Toys from the Gilbert Hall of Science for 1947	page 3
American Flyer Trains	page 4
Pointers on Displaying Trains	page 8
Erector and other Gilbert Scientific Toys	page 9
Pointers on Displaying Erector and Gilbert Scientific Toys	page 11
Gilbert Toys for Small Fry	page 12

★ ★ ★

Additional copies of this book will be furnished without charge upon request. Address: Sales Promotion Dept. The A. C. Gilbert Company, Erector Square, New Haven, Conn.

HOW TO DISPLAY TOYS FOR BETTER PROFITS

The first step in planning your toy display is to decide which toys should be given the most prominent display locations.

It is generally recognized that the best merchandising practice is to *show fast-selling, higher priced toys first*. There are several practical reasons for this rule.



First, it is better showmanship and builds larger traffic for your toy department. For example, the No. 4607 or No. 4611 American Flyer Freight Trains that puff smoke and reproduce "choo-choo" sound effects are far more spectacular and will make your store more talked about than the No. 4601, which does not have these two features.

But the more important reason for giving fast-selling, higher priced toys key display locations is that this is the surest way to increase your *dollar profits* and end the season without carrying over expensive items.

Note the emphasis on the words "dollar profits." The percentage mark-up on most toys is about the same. But rent, wages and other operating expenses are paid in *dollars*, and the more high priced toys you sell, the easier it is for your store to show a satisfactory *dollar profit*.



Using valuable display locations for low priced toys simply means that you are short-changing yourself. It results in selling \$2.00 and \$3.00 toys to many people who could and should have been sold a \$10.00 or more expensive toy.

Consider the merchandising of Erector, for example. Feature the 4½ Erector and it may look so attractive that the customer will buy it without looking further. But feature the No. 8½ Erector in your display, instruct sales people to point out its all-electric features and extra play value — and even if it costs more than the customer intended to pay, there is an excellent chance of selling the No. 8½ and *tripling your dollar profit*.

Naturally, some customers can afford only inexpensive toys. But they will find such toys even if they are on rear and side counters. The main point is that as a *basic policy*, it is far more profitable to use your best locations for well-known dollar builders.

Just one more point. Toys in the higher price ranges cannot be expected to increase your dollar profits unless they are also "fast-selling." That means they must have wide acceptance.



No other toys have been so well known for so many years as those developed at the Gilbert Hall of Science. They have been nationally advertised for over a third of a century. This year American Flyer Trains will be advertised in large space color ads in *Life Magazine*, the Sunday comic sections of 29 leading newspapers and a host of other publications. Erector will be supported by a similar advertising program. The total number of Gilbert advertising messages this year will exceed 80,000,000.

While Gilbert advertising covers all Gilbert toys, certain sets or models are always given special emphasis. It is to your advantage to feature in your displays the particularly "hot" items. The list for 1947 is given in the following table.

FEATURE TOYS FROM THE GILBERT HALL OF SCIENCE FOR 1947

Items marked with a star (★) are specifically featured in Gilbert national advertising. All are fast-selling, higher priced toys with special features that make them ideally suited for main display locations.



AMERICAN FLYER TRAINS

★No. 4611 New York Central Freight

★No. 4607 Pennsylvania Freight

No. 4620 New York Central Freight
with Coal Loader

No. 4619 Pennsylvania Freight with
Log Loader

No. 577 Billboard Whistle

No. 751 Automatic Log Loader

No. 752 Automatic Coal Loader

No. 587 Block Signal

No. 589 Passenger and Freight Station

No. 581 Girder Bridge

No. 715 Army Unloading Car

No. 718 Mail Pick-Up Car

ERECTOR

★No. 8½ Set — The All-Electric Set

★No. 9½ Set — The Parachute Jump Set

Next choices

No. 7½ Set — The Engineer's Set

Sensational No. 6½ Set

GILBERT CHEMISTRY SETS

★No. 6 Chemistry — Senior Laboratory

No. 10 Chemistry — Inventor's Laboratory

GILBERT MICROSCOPE SETS

No. 10 Microscope Set

OTHER GILBERT SCIENTIFIC TOYS...

No. 6 Tool Chest

No. 5 Erector-Brik

No. 3 Erector Junior

No. 2 Mysto Magic

No. 1033 Tricks and Puzzles

No. 1 and No. 2 Kiddikins

GILBERT TOYS for SMALL FRY

No. F7 Domino Blocks

No. 3F Big Town Blocks

No. 4F Skyscraper Blocks

No. 5F Little Bride Cleaning Set

No. 10F Little Bride Cleaning Set

No. 12F Giant Building Blocks

AMERICAN FLYER TRAINS



American Flyer Trains have a great many exclusive features, which are emphasized in American Flyer national advertising. While some of these points require further explanation — which your sales people will provide when they talk to customers — you can give your train display maximum effectiveness by spotlighting these features as strongly as possible, as, for example, by preparing small handlettered cards calling attention to them. Here is a handy reference list of the more important features.



- ★ Real smoke synchronized with train speed.
- ★ "Choo-choo" sound effects synchronized with train speed.
- ★ Realistic 2-rail track — no old-fashioned third rail.
- ★ Trains and tracks built to uniform $3/16$ " scale — in correct proportion to each other.
- ★ Two-loop track system can be laid out in floor space only 6 feet square.
- ★ Superpower worm drive for smooth, steady pull at all speeds.
- ★ Automatic couplers on all cars — uncouple by remote control.
- ★ Billboard whistle — operates anywhere — any time.



AMERICAN FLYER GIANT DIORAMA DISPLAY No. 150

Illuminated—in color and three dimensions, this giant action display vividly dramatizes the wonder and glory of railroading and establishes your store as scale model headquarters in your city.

The complete unit measures 27 feet long and consists of a main action display and two side displays.

The main action display measures 7 feet long by 4 feet high by 18 inches deep and comes in three sections.

The center section features two boys and a dog leaning on a cut-out crossing gate and watching an approaching locomotive. Boys, dog and train are cut out in full color, mounted on teakwood and laminated with plastic. To give the vivid illusion of a giant locomotive in action, there are realistic smoke effects, a bright headlight and the flickering red glow of the fire box. The background of the center section is light turquoise blue lacquer with "American Flyer" in raised cut-out letters halo-lighted from the rear. The

floor is light yellow lacquer. "Developed at the Gilbert Hall of Science" is in white letters on the medium blue front.

The side columns of the main action display spotlight American Flyer features and accessories. The lettering is engraved in Plexiglass, the pieces are cut out in bright colors and applied and edge-lighted. There's plenty of action here. The crossing gate raises and lowers. The crossing signal flashes on and off. "Watch 'em puff smoke" appears when the flasher is on, and the words "Choo-choo" are progressively lighted.

The two side displays of the complete unit are made up of photomurals of locomotives in action. Each photomural is 10 feet long and 40 inches high.

Total weight approximately 100 pounds—with shipping containers approximately 150 pounds. Photomurals are shipped in separate tube.

Price of American Flyer
Giant Diorama Display \$168.00



AMERICAN FLYER STEP DISPLAY No. 100

This display has been thoroughly sales-tested and offers a practical and effective way to show the entire American Flyer train line.

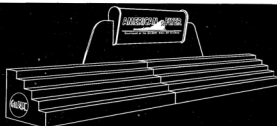
Display consists of two sets of steps, each of which is 60" long x 18" deep and with three steps 3" wide and 3" high.

Placed back to back, the two sets of steps measure 60" x 36" at the base and make an ideal island display. Track layout may be built

around base of display, using space at two ends for stations, automatic loading equipment and other accessories. Placed end to end, the two sets of steps make a wall display 120" long x 18" wide.

Display background is in two tones of blue with red lettering on white panel; can readily be fitted to either method of using display.

No. 100 Train Step Display, price\$14.45



AMERICAN FLYER QUICK-SELLING TABLE DISPLAY

EQUIPMENT NEEDED:

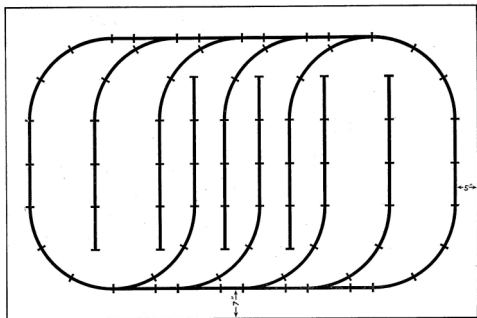
- One 9' x 6' table
- 28 No. 700 sections of straight track
- 28 No. 702 sections of curved track
- 8 No. 701 half straight sections
- 8 No. 720 left hand automatic switches
- 8 trains—each a different popular number in the American Flyer line.

With eight trains placed on the eight sidings, this layout makes a most interesting and impressive display. Automatic equipment set up

between the sidings can be demonstrated by remote control.

The two-train operation feature of the No. 720 Remote Control Switch makes it possible to demonstrate any train a customer wants to see in action—while all the other trains are held on their sidings.

But even more important is the fact that it helps to speed up sales. Customers can see at a glance the price of each train set and exactly which locomotive and cars come with it. It is also advantageous to arrange the trains in price sequence. Place the No. 4601 at one end, No. 4603 next, etc.



9'-0" x 6'-0" TABLE

28 #700 STRAIGHT SECTIONS
28 #702 CURVED SECTIONS
8 #701 HALF STRAIGHT SECTIONS
8 #720 L.H. AUTO. SWITCHES

POINTERS ON DISPLAYING TRAINS



Trains in operation are always more interesting if the layout includes equipment: Log Loader — coal loader — stations — billboard whistle — bridges — crossing gate — water tank — block signal, etc.



Real smoke is one of the most spectacular of American Flyer features. Be sure operating locomotives are always puffing smoke. Smoke cartridges should be replaced about every three hours.



If operating trains are placed in windows, locate them so that they can be easily serviced — smoke cartridges replaced, etc. Trains look

more realistic and will require less servicing if run at a slow speed.

To protect trains from crowds, it is advisable to put up a wire or glass screen one foot high all around the train counter. This is a wise precaution to take both with an operating train system and train displays.

Train set should have the couplers hooked up and the cars in identically the same order as shown in the catalog. This will help customers identify the trains they saw in the catalog or in American Flyer national advertising.



Many customers feel a strong urge to handle the controls of a train system. A good way to let the public exercise this urge without risking damage to equipment is to rig up a billboard whistle with the control button in plain sight and a small sign inviting people to push it. Transformers and all other controls should be kept out of the public's reach and disconnected when the demonstrator is not on duty.



ERECTOR AND OTHER GILBERT SCIENTIFIC TOYS

GILBERT HALL OF SCIENCE DISPLAY

Erector and other Gilbert toys are fundamentally related in that they are all scientific, career-building toys. They are further related in the public's mind through the extensive publicity that the Gilbert Hall of Science has received. There are good merchandising reasons, therefore, for displaying them together and creating a miniature Gilbert Hall of Science in your store.

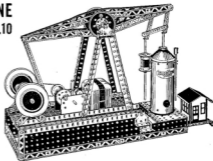
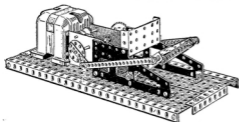
The Gilbert Hall of Science display as illustrated is 74½" long, 21½" wide and 42" high and is available for \$37.25. Or your own display department can doubtless build a similar display to suit your space.

ERECTOR MODEL DISPLAYS

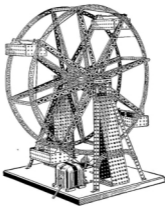
Erector has a double appeal to boys—the fun of building models—the fun of operating them with the electric or mechanical motor. To make your Erector display complete and fully effective, it should include some models as well as open sets.

Working Erector models, assembled by the Gilbert Hall of Science, are available at the prices shown here.

WALKING BEAM ENGINE
7½ ERECTOR . . . \$4.10

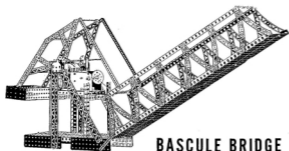


CUTTING & CREASING MACHINE
6½ ERECTOR \$2.45

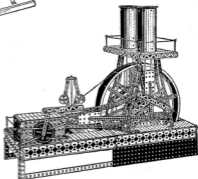


FERRIS WHEEL
8½ ERECTOR . . . \$6.21

The demand for ready-assembled models usually exceeds our capacity to produce them, and orders should be placed early in the season. Of course models can be made in your store from stock sets.



BASCULE BRIDGE
8½ ERECTOR . . . \$6.62



GIANT POWER PLANT
9½ ERECTOR . . . \$6.95

POINTERS ON DISPLAYING ERECTOR AND GILBERT SCIENTIFIC TOYS

All of these toys are packaged in metal, wood or cardboard boxes especially designed for display with the box open. In the case of Erector and Erector-Brik the inside of the top cover shows illustrations of models which that set makes. Be sure to display one box of each set opened up. Erector Sets Nos. 7½, 8½ and 9½ have hinged covers to facilitate open displays.



In all Erector sets except the No. 2½, the parts are packed two trays deep. Remove the top tray and place it in front of the set so that customers can see what a big array of parts they are getting for the money. Also, remove the electric motor and place it in front of the box.



Gilbert Chemistry Sets (except No. 1) and No. 10 and No. 15 Microscope Sets are packed in laboratory style boxes and should be displayed fully opened up. These two items are ideally suited for hanging on walls, either in interior displays or window displays.

Actual models made with Erector increase tremendously interest in and sales of Erector sets. If used in windows, it is recommended that they *not* be shown operating, as they may require servicing from time to time. When displayed inside the store, operating models should be placed where they are out of reach of customer's hands.



A good selling display of the less expensive Gilbert toys (those packed in cardboard boxes) can be made by piling them up on an island table. On the top of each stack, place two boxes in an upright position, fastened at the top with a pin and with the bottoms pulled apart 5 or 6 inches so that they form an inverted V.

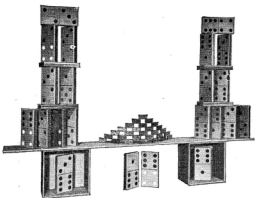


GILBERT TOYS for SMALL FRY

If you are creating a Gilbert Hall of Science in your store, Gilbert Toys for the Small Fry should be included in it. If your toy display is more departmentalized or arranged according to age groups, these toys should be displayed with preschool toys. Here are some specific suggestions for displaying Gilbert Toys for Small Fry.

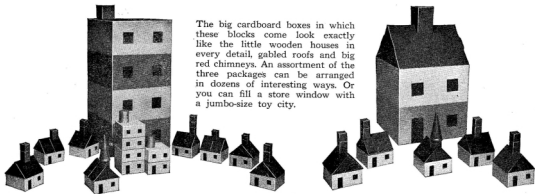
NO. F7 DOMINO BLOCKS

28 of these really huge Domino Blocks with their gay, brightly colored spots build a set of Dominoes up to the store ceiling. For a promotion, they will fill an entire store window.



Village Blocks • Big Town Blocks • Skyscraper Blocks

The big cardboard boxes in which these blocks come look exactly like the little wooden houses in every detail, with gabled roofs and big red chimneys. An assortment of the three packages can be arranged in dozens of interesting ways. Or you can fill a store window with a jumbo-size toy city.



12F GIANT BUILDING BLOCKS

The giant size of these cubes, oblongs and planks and their lollypop colors make them a "natural" for both interior and window display. Cubes are 5¾" square—planks 23" long.

NOTE: These blocks can also be used by your window display manager for backgrounds, pedestals, etc. in building displays for other merchandise.

