

CATALOG COURTESY OF LONNY BENO

AMERICAN FLYER



GILBERT SCIENTIFIC TOYS

ERECTOR

Developed at the Gilbert Hall of Science

1948 LINE

# Display Suggestions for Retail Stores

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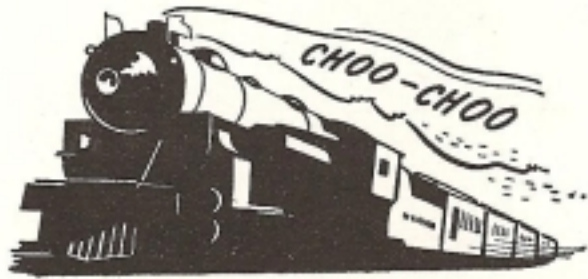
★ ★ ★

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. 4607A or No. 4611A 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. 48T, 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 more than 30 leading magazines and the Sunday Comic sections of 59 newspapers. Erector will be supported by a similar advertising program. The total number of Gilbert advertising messages this year will exceed 200,000,000.

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 this year is given in the following table.

# FEATURE TOYS FROM THE GILBERT HALL OF SCIENCE

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. 4611A New York Central Freight
- ★No. 4607A Pennsylvania Freight
- No. 4620A New York Central Freight with Coal Loader
- No. 4619A Pennsylvania Freight with Log Loader
- ★No. 755 Talking Railroad Station
- ★No. 577 Billboard Whistle
- No. 751 Automatic Log Loader
- No. 752 Automatic Coal Loader
- No. 588 Automatic Semaphore
- No. 589 Passenger and Freight Station
- No. 581 Girder Bridge
- No. 715 Unloading Car
- No. 718 Mail Pick-Up Car

## ERECTOR

- ★No. 12½ Set — The Remote Control Set
- ★No. 8½ Set — The All-Electric Set
- ★No. 9½ Set — The Parachute Jump Set
- ★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 . . .

- Tool Chest
- Erector-Brik
- Mysto Magic
- Tricks and Puzzles
- Kiddikins and Babykins

## GILBERT TOYS for SMALL FRY

- No. F7 Domino Blocks
- No. 2F Village Blocks
- No. 4F Skyscraper Blocks
- 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.

In addition, prepare price tags for each train set and piece of equipment — with prices large enough to be read easily.



- ★ 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  $\frac{3}{16}$ " 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.
- ★ Talking railroad station.
- ★ Billboard whistle — operates anywhere — any time.



## No. 250 SPECTACULAR AMERICAN FLYER ANIMATED TRAIN DISPLAY

Designed as the central unit for an American Flyer display, it vividly portrays the glory of railroading and gives special emphasis to the more important American Flyer features.

It is 12' wide, so that it exactly fits both the counters and display backgrounds used in building a Gilbert Hall of Science. See pages 12 to 16. Central illustration is an adaptation of the famous boys-at-the-crossing gate photograph featured on the cover page of the American Flyer

Train catalog and in American Flyer national advertising.

Unit is sturdily constructed of plywood and Presdwood and finished in a dramatic combination of colors. Electric wiring built in for illuminating locomotive headlight, semaphore and side panels in tower. Lights in semaphore and side panels flash on and off. Unit is equipped with electric motor for automatically raising and lowering crossing gate.



## 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.

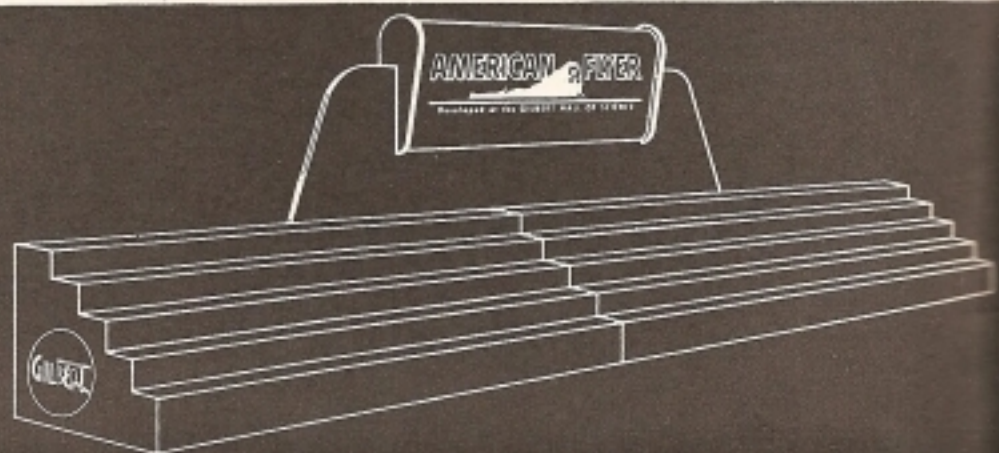
Display consists of two sets of steps, each of which is 60" long x 18" deep and with three steps 3" wide and 3" high.

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.

6



# AMERICAN FLYER

## QUICK-SELLING TABLE DISPLAY

### EQUIPMENT NEEDED:

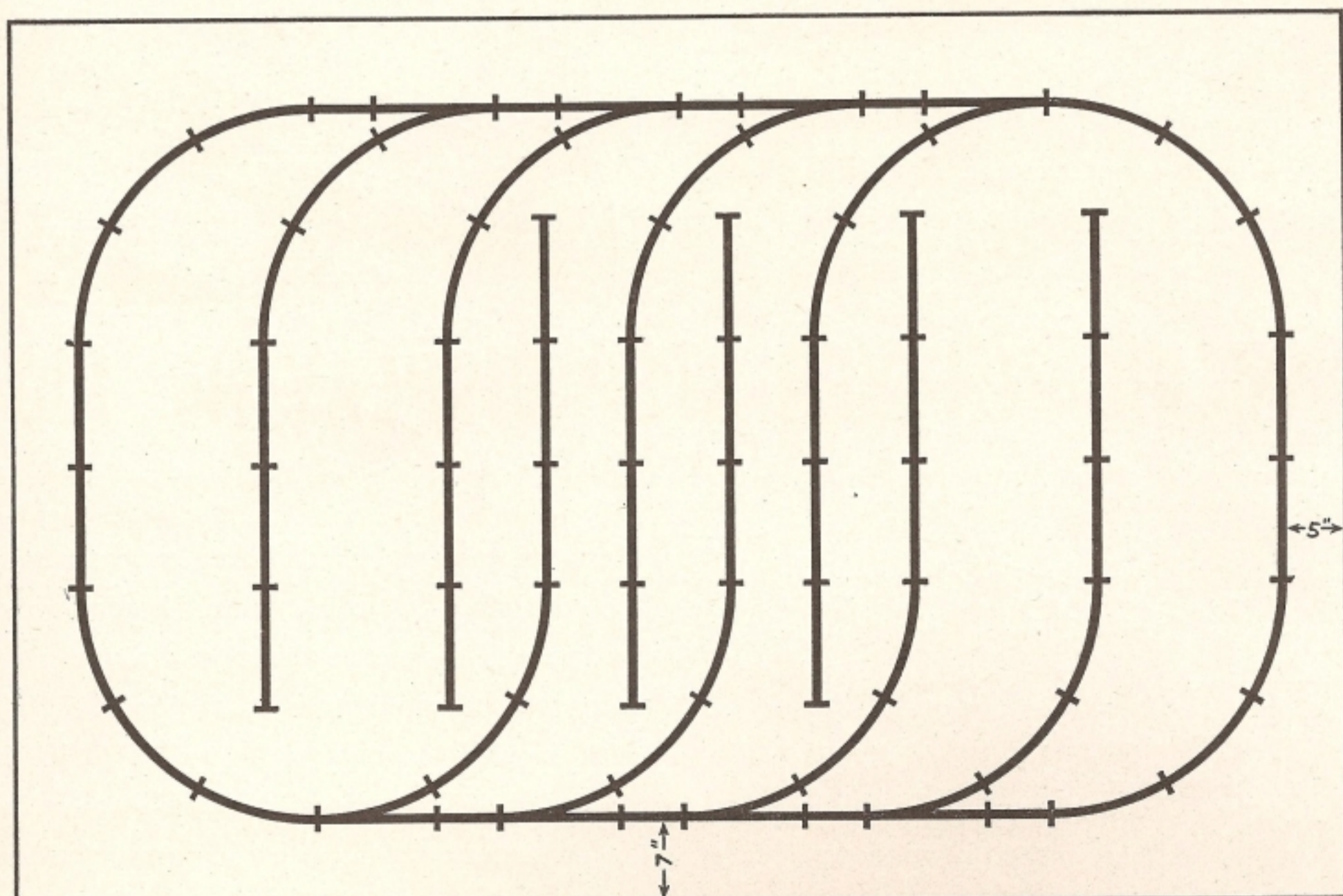
- One 9' x 6' table
- 28 No. 700 sections of straight track
- 28 No. 702 sections of curved track
- 8 No. 701 half straight sections
- 8 No. 720 left hand automatic switches
- 8 trains — each a different popular number in the American Flyer line.

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.

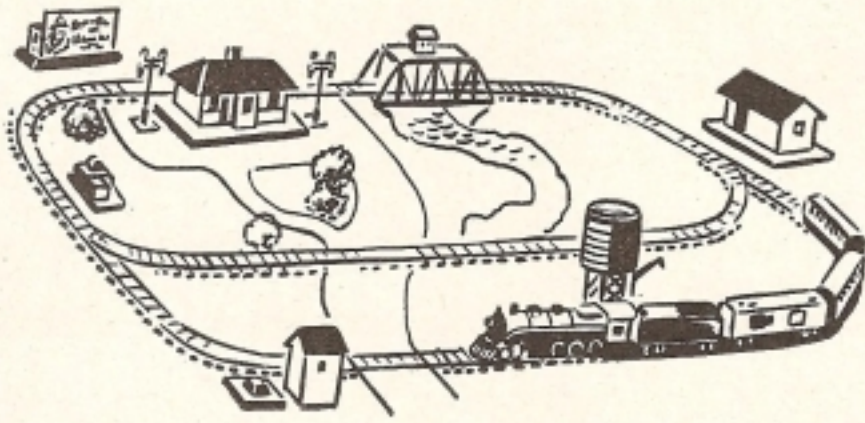
But even more important is the fact that it helps to speed up sales. Customers can see at a glance the price of each train set and exactly which locomotive and cars come with it. It is also advantageous to arrange the trains in price sequence. Place the No. 48T at one end, No. 4801A next, etc.



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

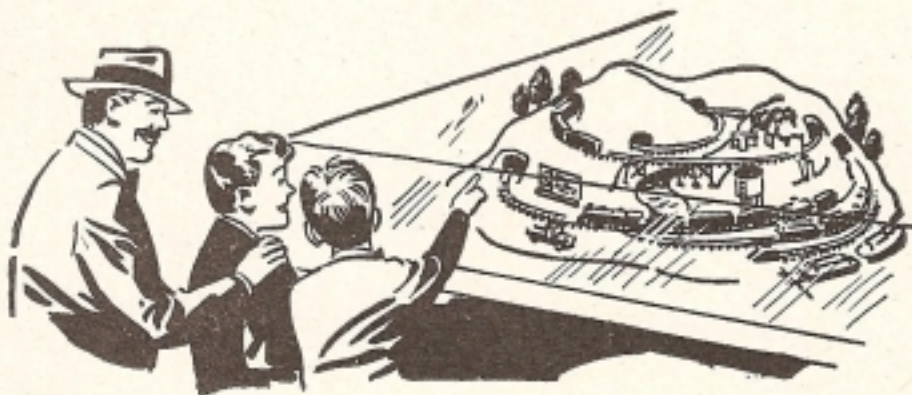


Trains in operation are always more interesting if the layout includes equipment: talking railroad station — log loader — coal loader — stations — billboard whistle — bridges — crossing gate — water tank, etc.



Real smoke is a spectacular American Flyer feature. Be sure operating locomotives are always puffing smoke. Smoke cartridges should be replaced about every three hours.

Keep only one package of each train set open at a time. This will guard against parts becoming misplaced.



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.



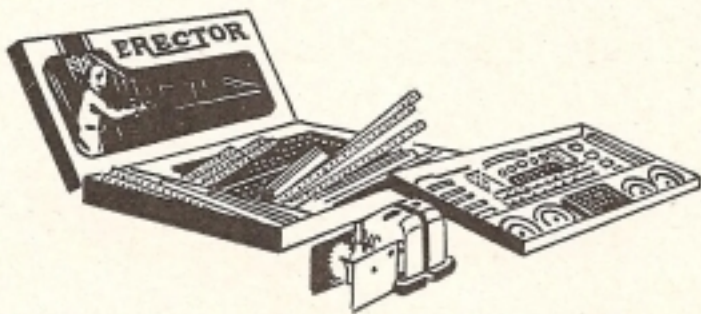
Many customers feel a strong urge to handle the controls of a train system. A good way to let the public exercise this urge without risking damage to equipment is to rig up a billboard whistle with the control button in plain sight and a small sign inviting people to push it. Transformers and all other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



# 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, 9½ and 12½ have hinged covers to facilitate open displays.

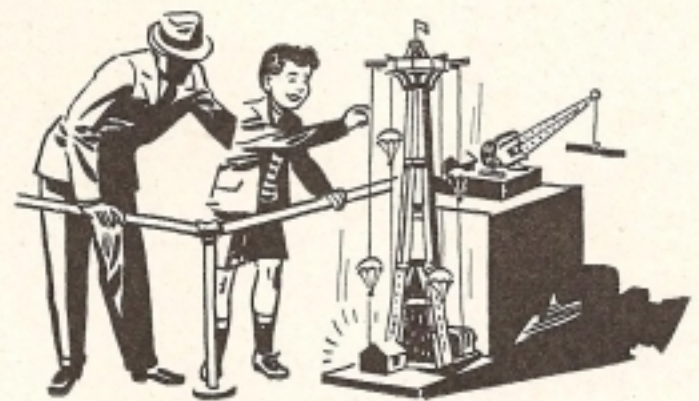


In all Erector sets except the No. 2½, the parts are packed two trays deep. Remove the top tray and place it in front of the set so that customers can see what a big array of parts they are getting for the money. Also, remove the electric motor and place it in front of the box.

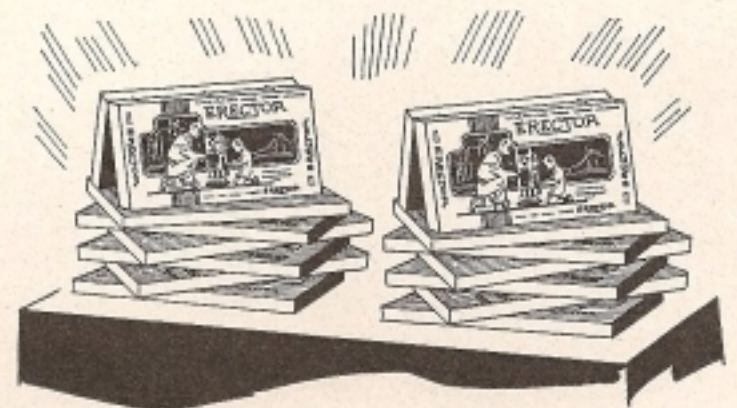


Gilbert Chemistry Sets (except No. 1) and No. 10 and No. 15 Microscope Sets are packed in laboratory style boxes and should be displayed fully opened up. These two items are ideally suited for hanging on walls, either in interior displays or window displays.

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.

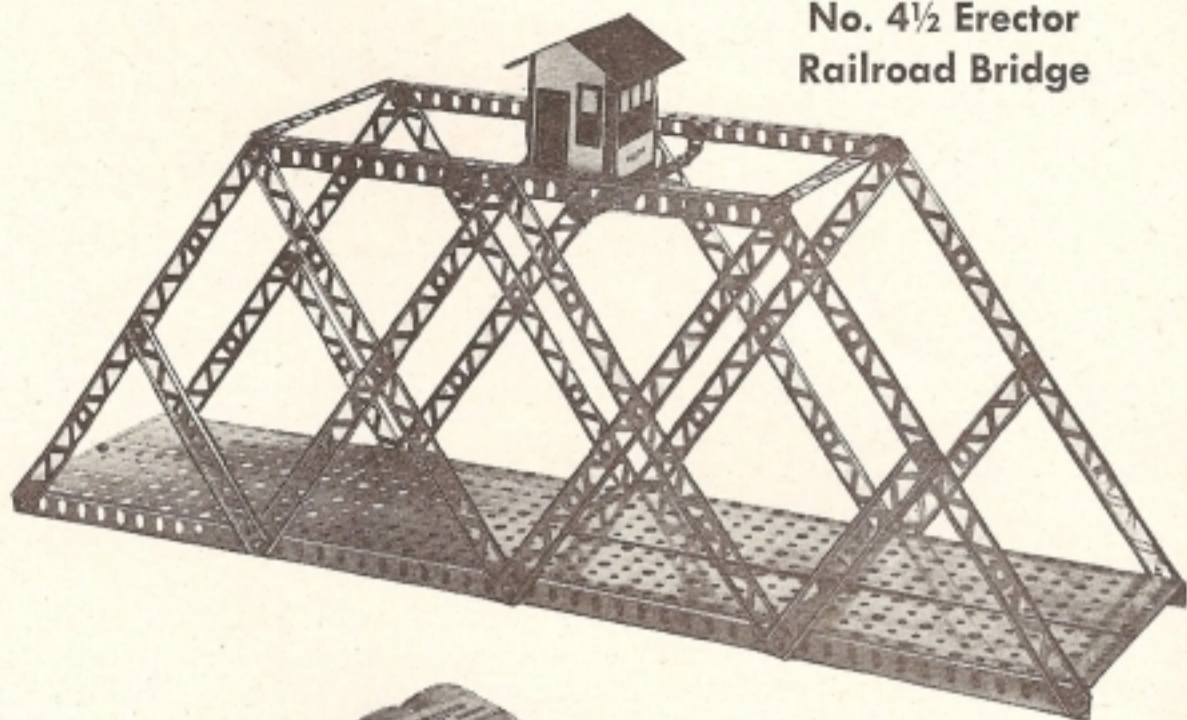


A good selling display of the less expensive Gilbert toys (those packed in cardboard boxes) can be made by piling them up on an island table. On the top of each stack, place two boxes in an upright position, fastened at the top with a pin and with the bottoms pulled apart 5 or 6 inches so that they form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

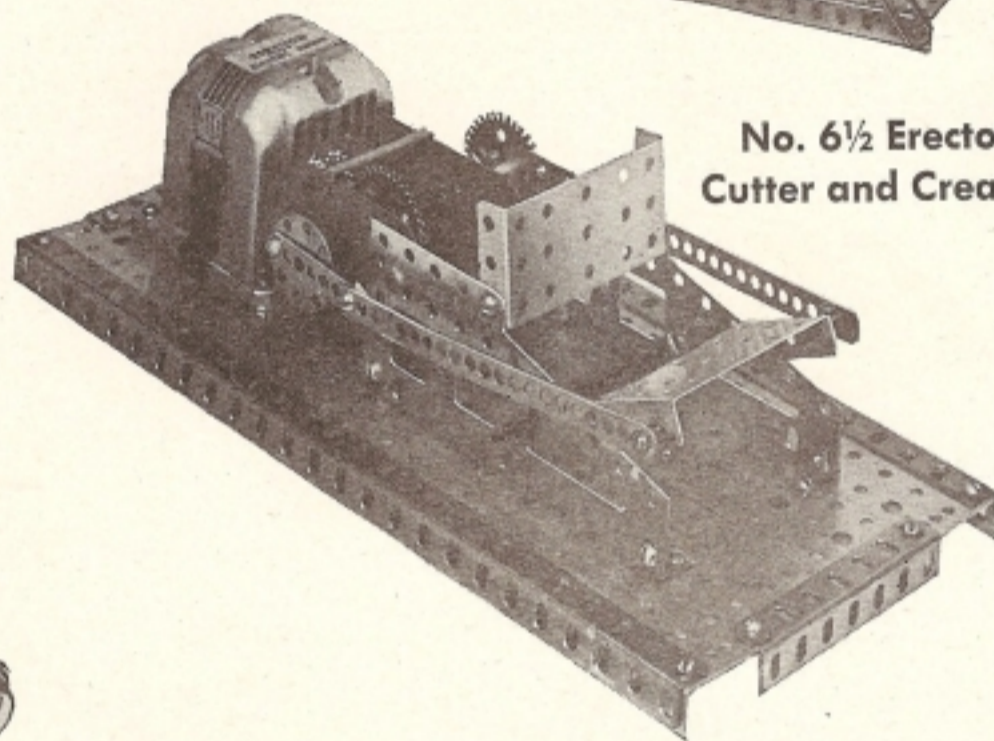


# ERECTOR MODEL DISPLAYS Completely Assembled

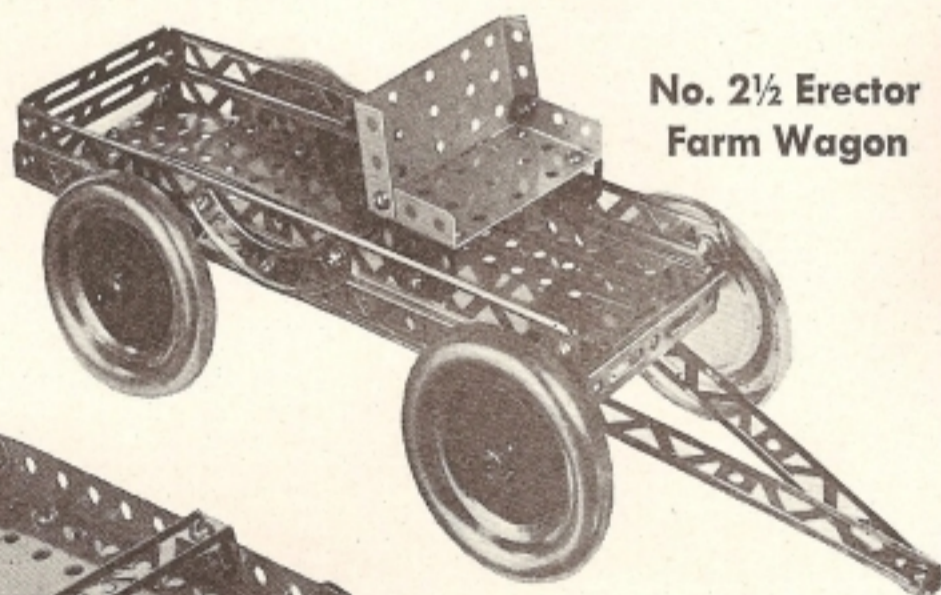
No. 4½ Erector  
Railroad Bridge



No. 6½ Erector  
Cutter and Creaser



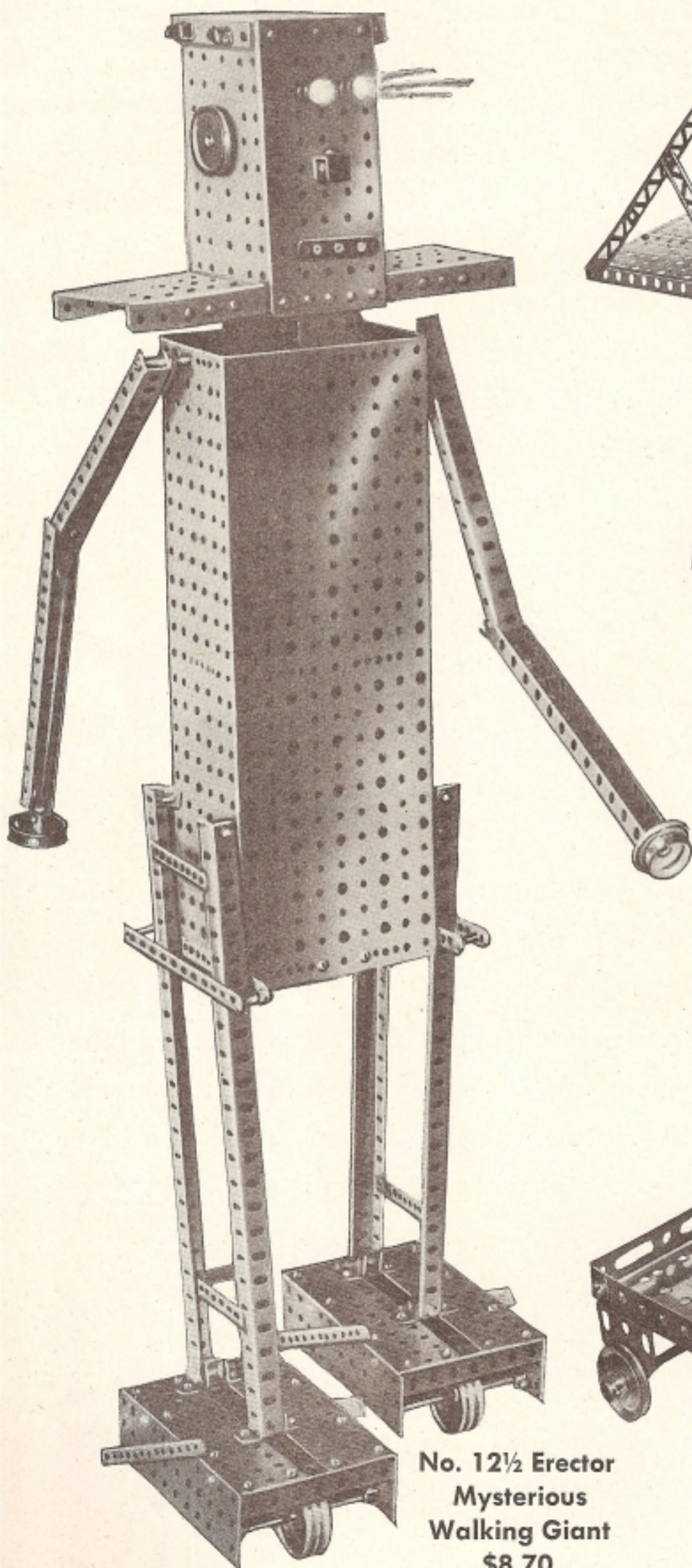
No. 2½ Erector  
Farm Wagon



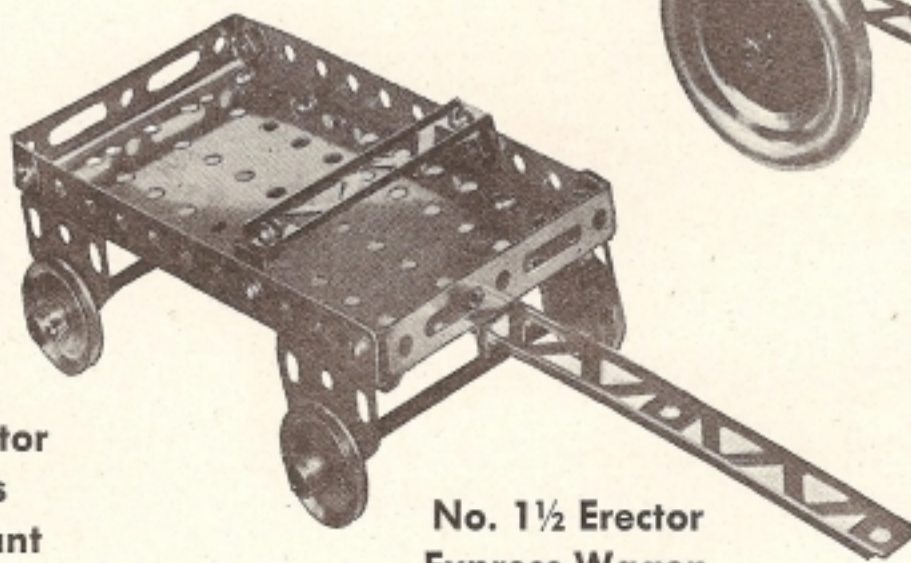
Express Wagon  
Farm Wagon  
Cutter and Creaser  
Railroad Bridge  
B ASSORTMENT

Price for four  
Models . . . \$6.30

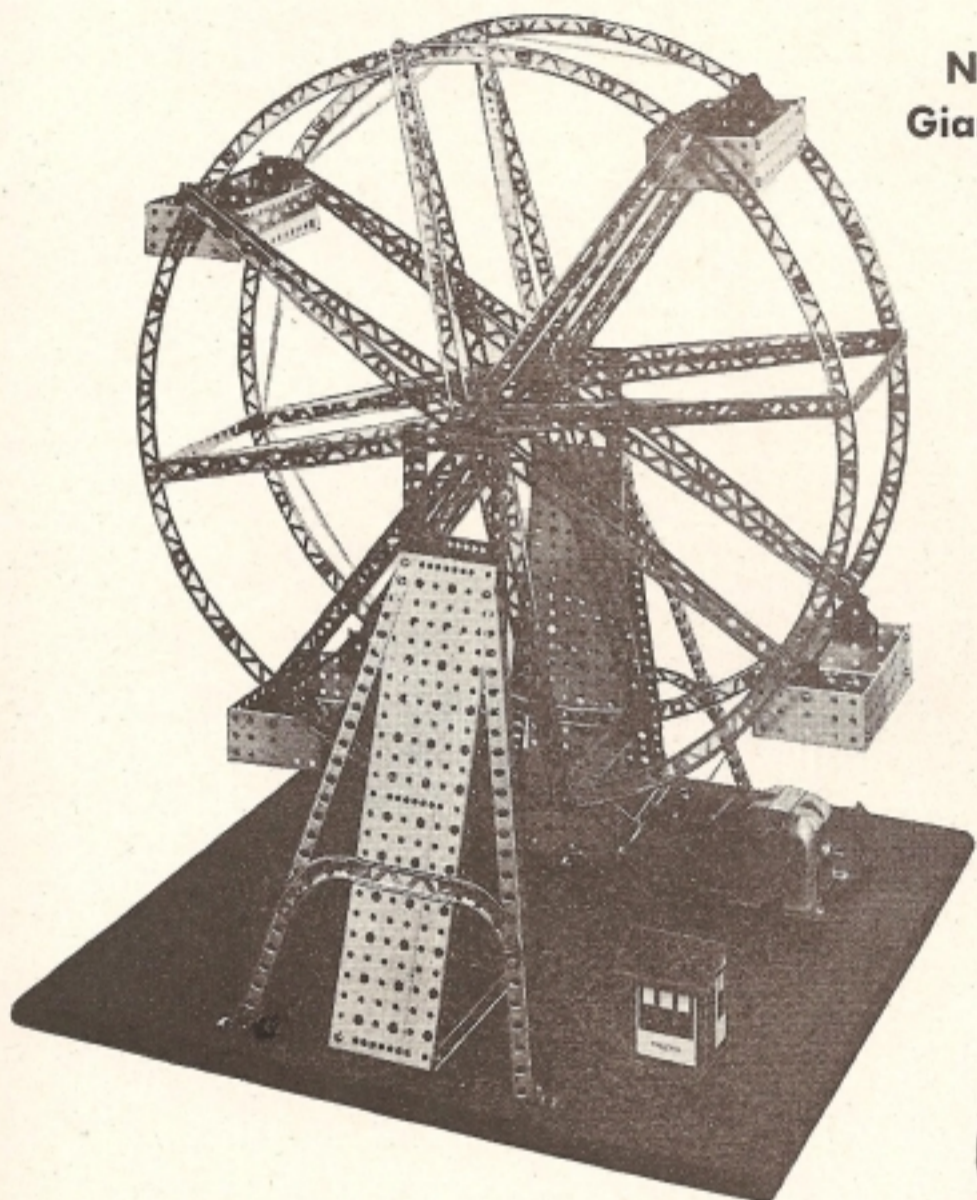
No. 12½ Erector  
Mysterious  
Walking Giant  
\$8.70



No. 1½ Erector  
Express Wagon

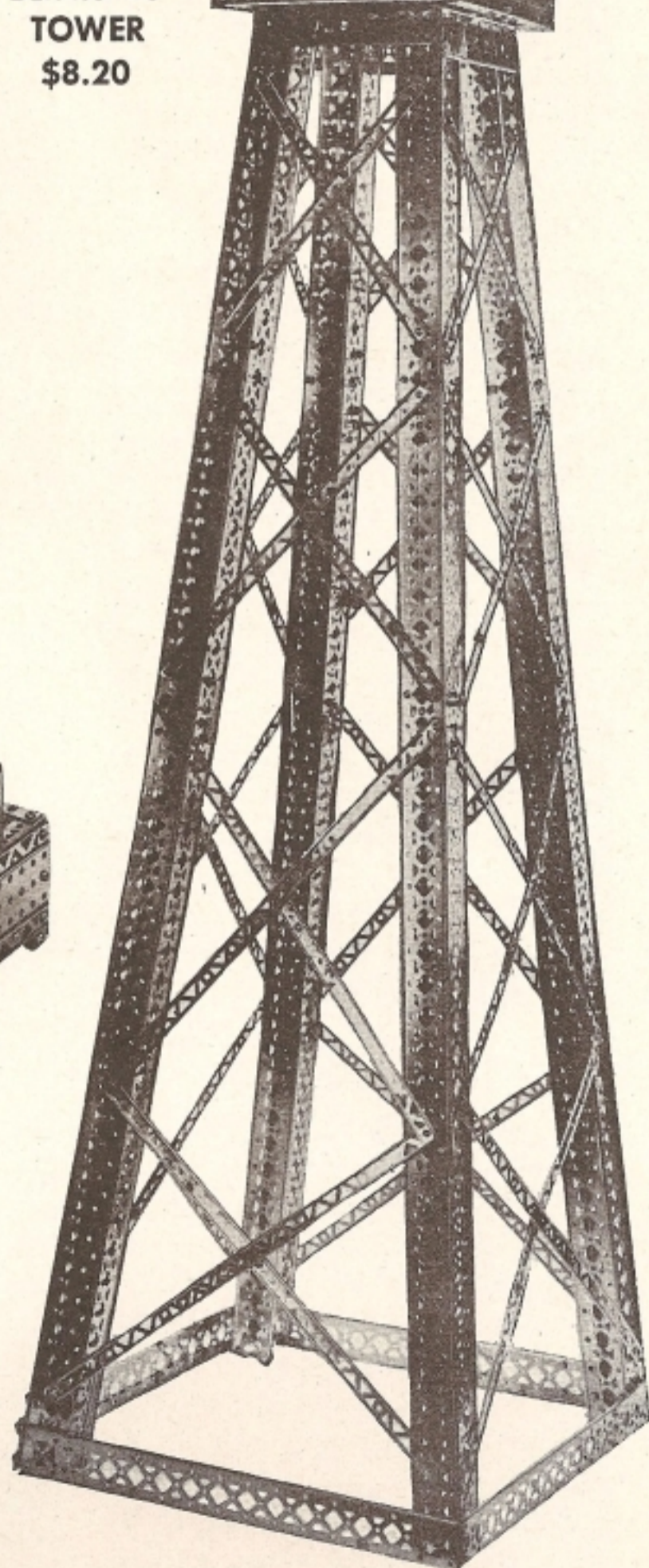


— Ready To Put On Your Shelves And Counters . . .

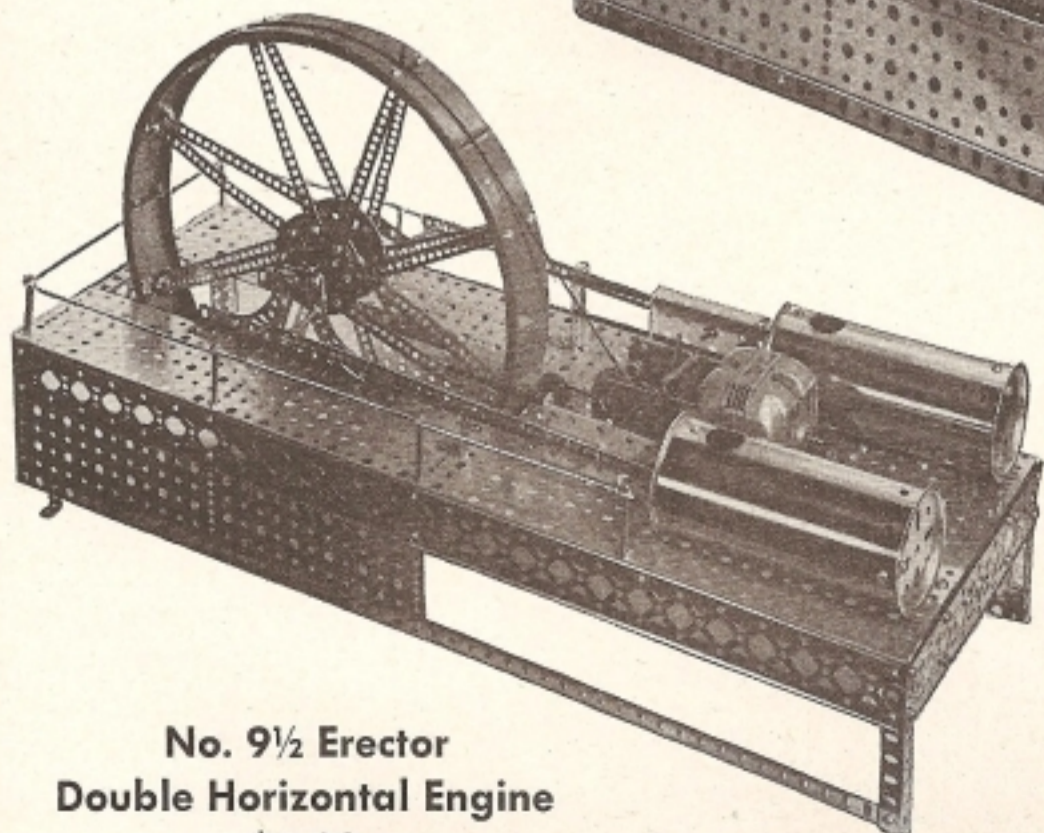
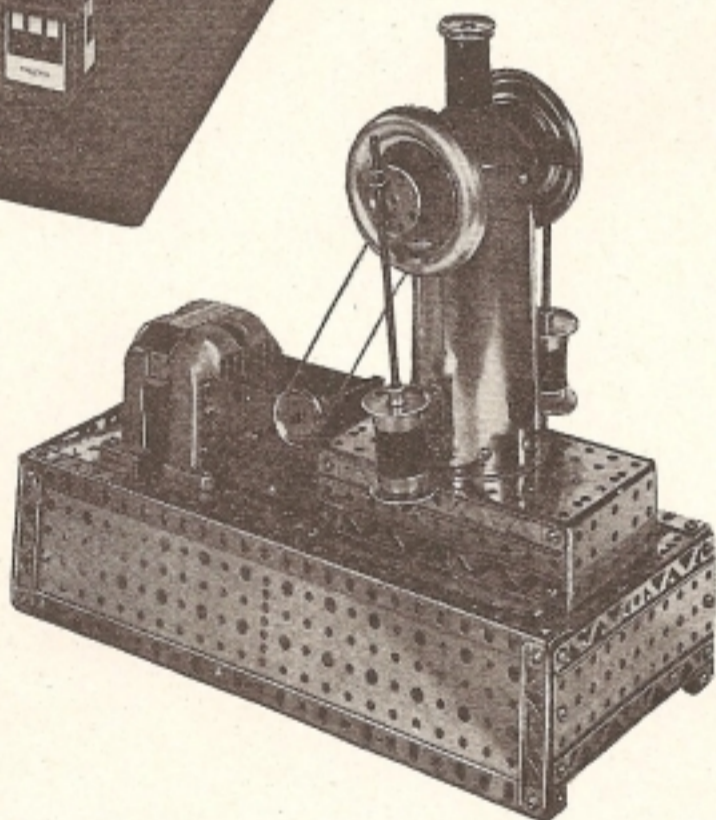


No. 8½ Erector  
Giant Ferris Wheel  
\$10.25

BLINKING  
TOWER  
\$8.20



No. 7½ Erector  
Twin Cylinder Engine  
\$5.24



No. 9½ Erector  
Double Horizontal Engine  
\$6.98

# WHY IT PAYS TO BUILD A GILBERT HALL OF SCIENCE IN YOUR STORE

No other name in the toy world is so famous or carries so much sales magic as "Gilbert Hall of Science." Your customers read about it in Gilbert national advertising. They see the words "Developed at the Gilbert Hall of Science" on packages containing Erector, American Flyer Trains and other Gilbert scientific toys.

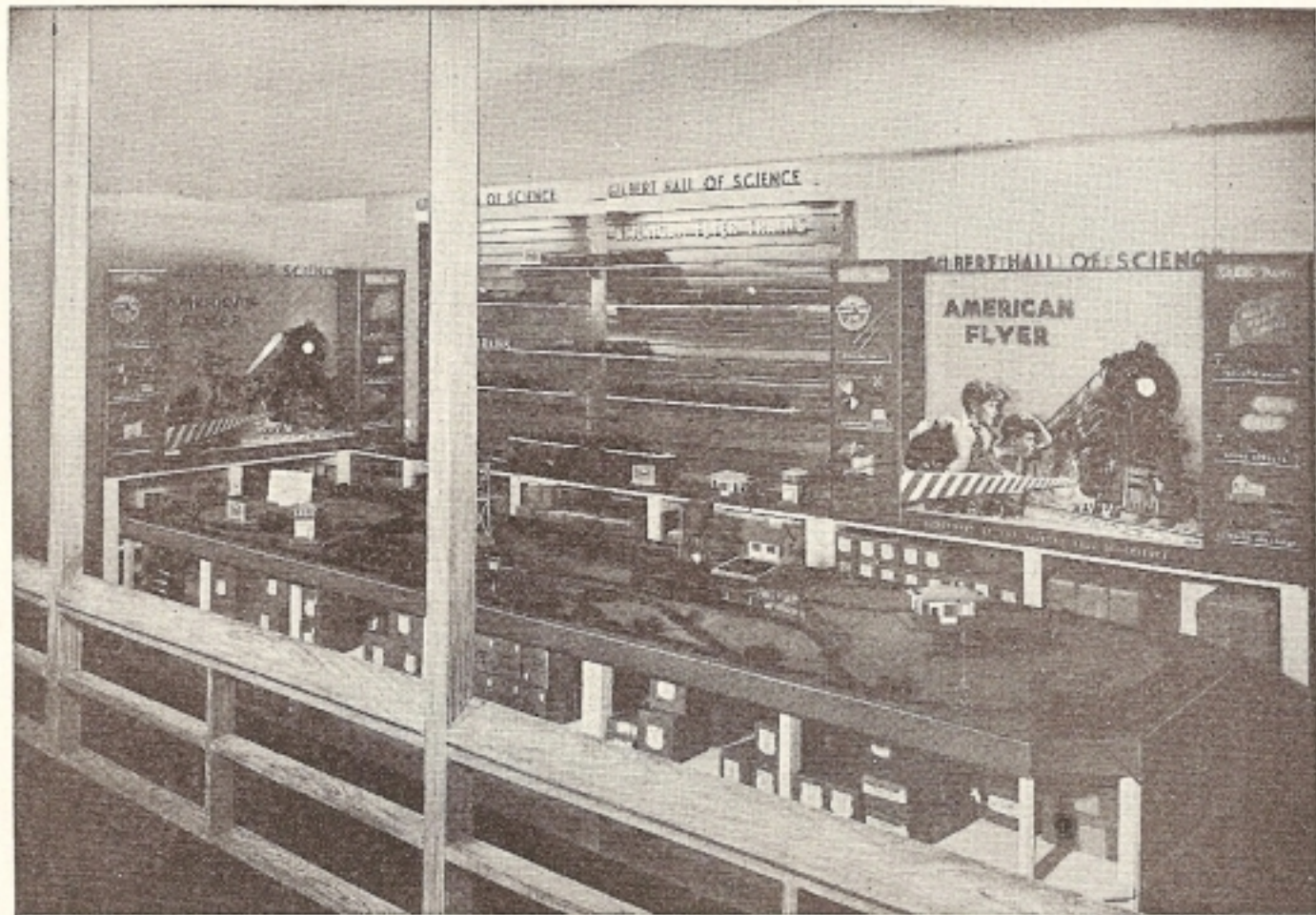
In addition, thousands of boys, girls and parents, from every State in the Union, annually visit the Gilbert Hall of Science in New York and bring back thrilling stories of what they saw.

Today The A. C. Gilbert Company offers you a new plan for cashing in on this famous institution: *Build a Gilbert Hall of Science right in your store.*

The installation of a Gilbert Hall of Science will be important news in your city—and it will continue to be news month after month, year after year. It gives you something definite and specific to point to in building up your reputation for leadership and identifying your store as "Toy Headquarters."

By featuring in your store advertising such phrases as "Visit our Gilbert Hall of Science" . . . "The Store with the Gilbert Hall of Science," you give your store special prestige in the eyes of customers, increase store traffic and enjoy the benefits of an incalculable amount of word-of-mouth publicity.

In brief, building a Gilbert Hall of Science offers you a simple and inexpensive way to put a new and tremendously powerful merchandising force back of your entire toy department.

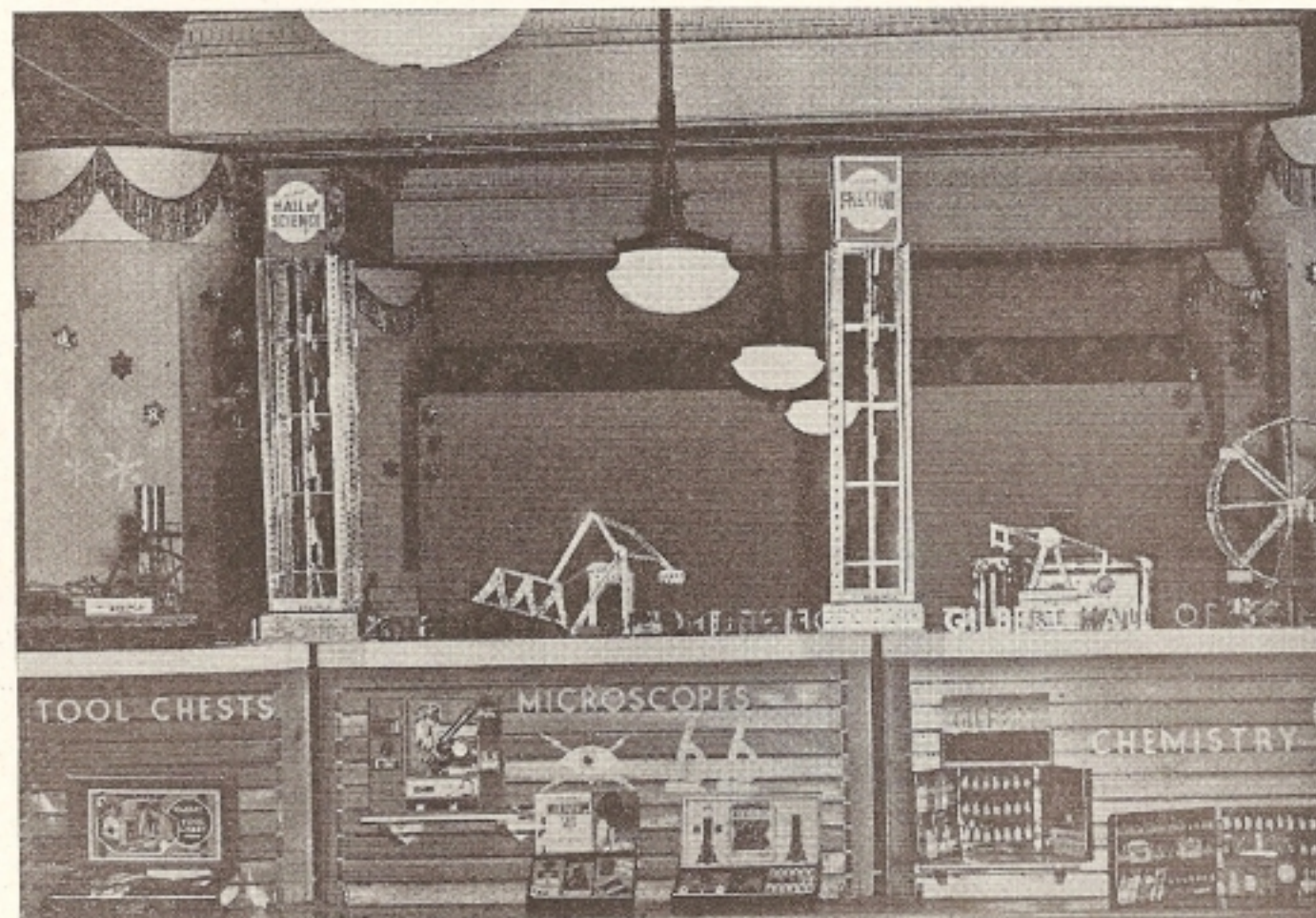


Photograph — Courtesy of G. Fox & Co., Inc., Hartford, Conn.

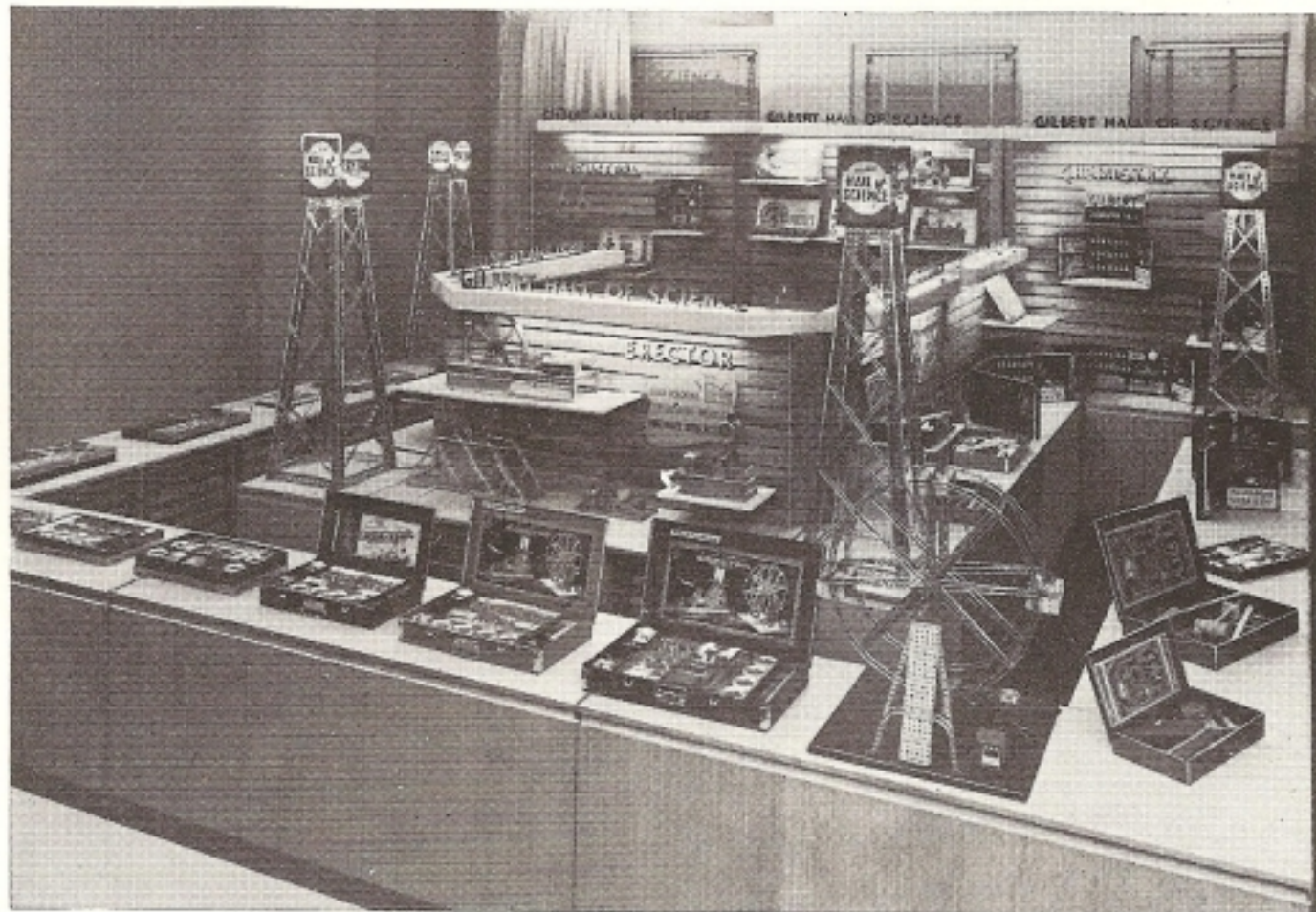
## Sales-Tested in Leading Stores

To make sure there were no "bugs" either in the idea or the actual construction units, three leading department stores were invited to sales test the new Gilbert Hall of Science last year. In all three stores it proved highly successful both as a promotion stunt and as a practical means of displaying, demonstrating and selling toys.

Photograph — Courtesy of John Wanamaker, New York

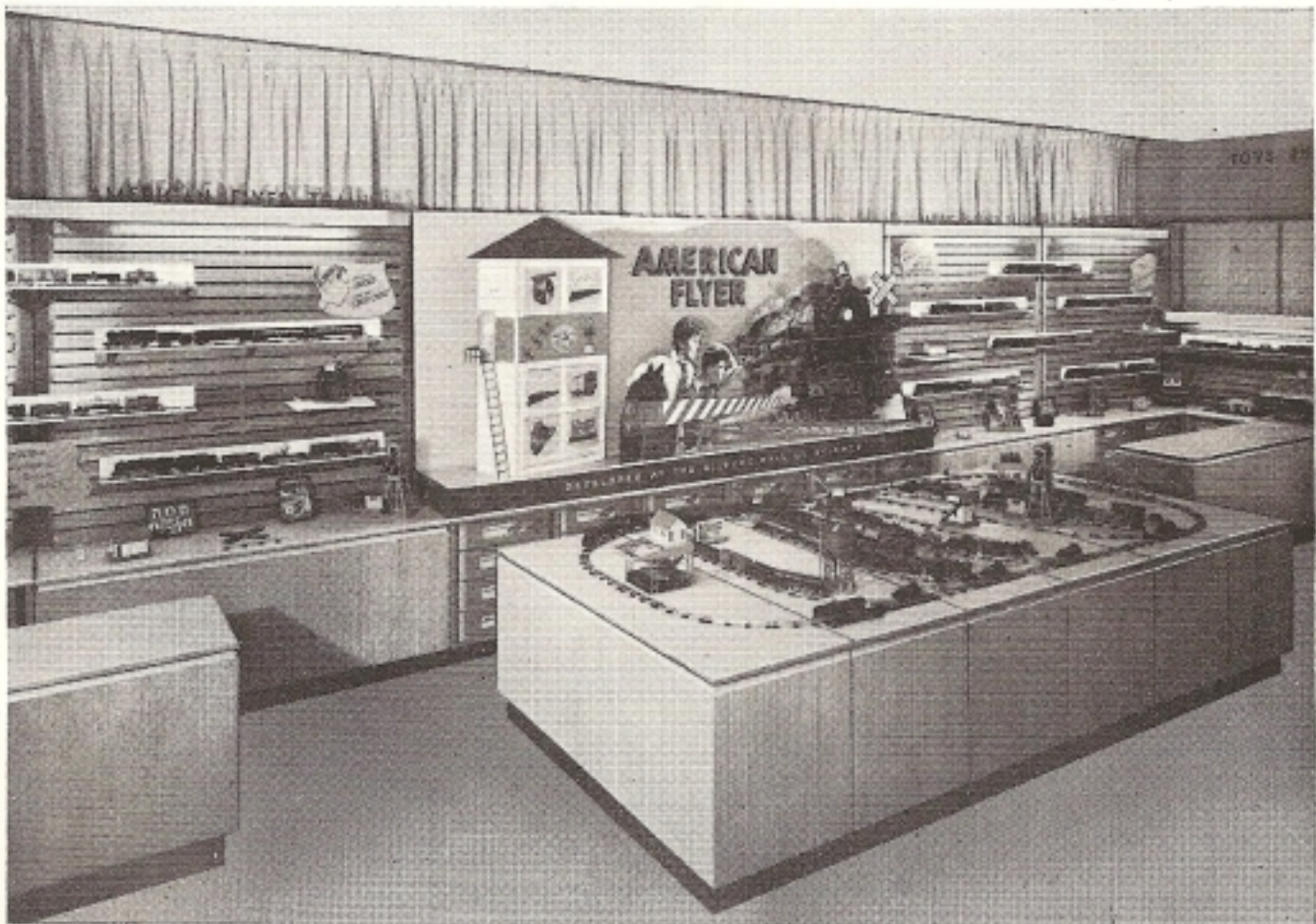


# PRACTICAL SELLING ADVANTAGES OF A GILBERT HALL OF SCIENCE



Erector, Gilbert Chemistry sets and other Gilbert Scientific Toys are displayed together in the model Gilbert Hall of Science in New York. Floor space required for a unit such as this is approximately 24' x 20'.

The American Flyer Train section in the model Gilbert Hall of Science as set up in our New York show room. Floor space required is approximately 40 x 15 feet.



A Gilbert Hall of Science not only increases store traffic and brings you valuable prestige, but it also gives you these four practical selling advantages:

## ONE

**Effective and safe display of feature sets and models.**

Special shelves, which are easily attached to backgrounds, permit displaying Erector models, train sets, train equipment, etc. to best advantage — and at eye level. At the same time, displays are out of the way of sales people and out of the reach of customers, guarding against damage by careless handling.

## TWO

**Ample space for demonstrations.**

Many Gilbert Hall of Science toys as, for example, the new Erector Walking Giant, trains, log loader and many others require demonstration in order to make customers fully appreciate their play value. The special counters can readily be combined in units of two, three or more to give ample room for impressive demonstrations.

## THREE

**Clear counters for selling.**

By displaying merchandise largely on background shelves and demonstration tables, it is very easy to plan your Gilbert Hall of Science in such a way as to leave sufficient clear counter space for actual selling. This facilitates waiting on customers and gives sales people a better opportunity to sell the larger — and more profitable — Erector sets, train sets, etc.

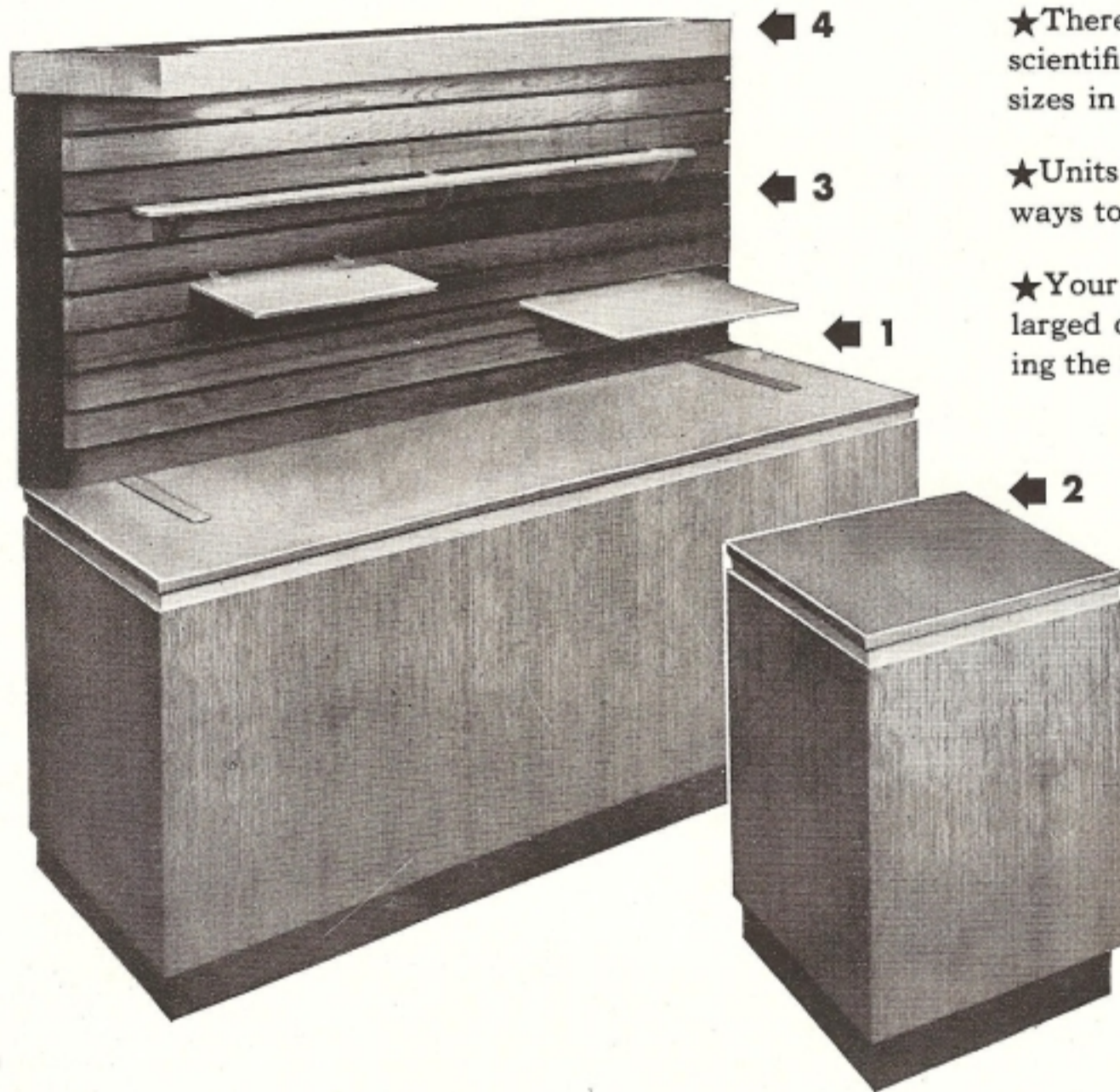
## FOUR

**Convenient under-counter storage space.**

Gilbert Hall of Science counters are constructed with one side open, permitting the use of the entire interior for storage of merchandise. Thus, sales people have packaged sets literally at their finger tips. Where counters are placed together side by side, the interior space can be used for storage of reserve stocks.

# BASIC UNITS FOR CONSTRUCTING A GILBERT HALL OF SCIENCE

*Easily assembled in only a few hours*



★There are only four basic construction units—scientifically designed to fit together—and three sizes in shelves.

★Units can be assembled in an infinite variety of ways to fit floor space of any size or shape.

★Your Gilbert Hall of Science can quickly be enlarged during the holiday season—contracted during the rest of the year.

★All basic units can be obtained from The A. C. Gilbert Company or—if you prefer—you can use counters of your own construction.

A complete counter and background unit measures 6' x 2' at the base and stands 64" high with one background and canopy. With two backgrounds and canopy, the total height is 94".

Shelves are made in three sizes: 54" x 3" for trains. 14" x 20" and 11" x 16" for Erector models, train equipment, etc.

## THERE ARE ONLY FOUR BASIC UNITS

*Design patent applied for*

**1.** Large Weldtex counter—a product of the U.S. Plywood Company. Size: 2' x 6' x 30" high. Natural wood finish—with chrome-yellow linoleum top. Sides in smart, textured Weldtex. One side open, permitting use of entire interior for storage of merchandise. Base is set back, to prevent scuffing of sides.

**2.** Small Weldtex counter. Size 2' x 2' x 30" high. All other specifications same as for large counter.

**3.** Slatted display background. Size: 6' long x 30" high.

Made of wood and supplied in natural finish, waxed on both sides. Slatted construction permits attaching shelves and display plaques by simply slipping metal support lugs through slits. Slats are 3" wide—9 slats per background. Backgrounds may be attached to counters one unit in height or two units in height.

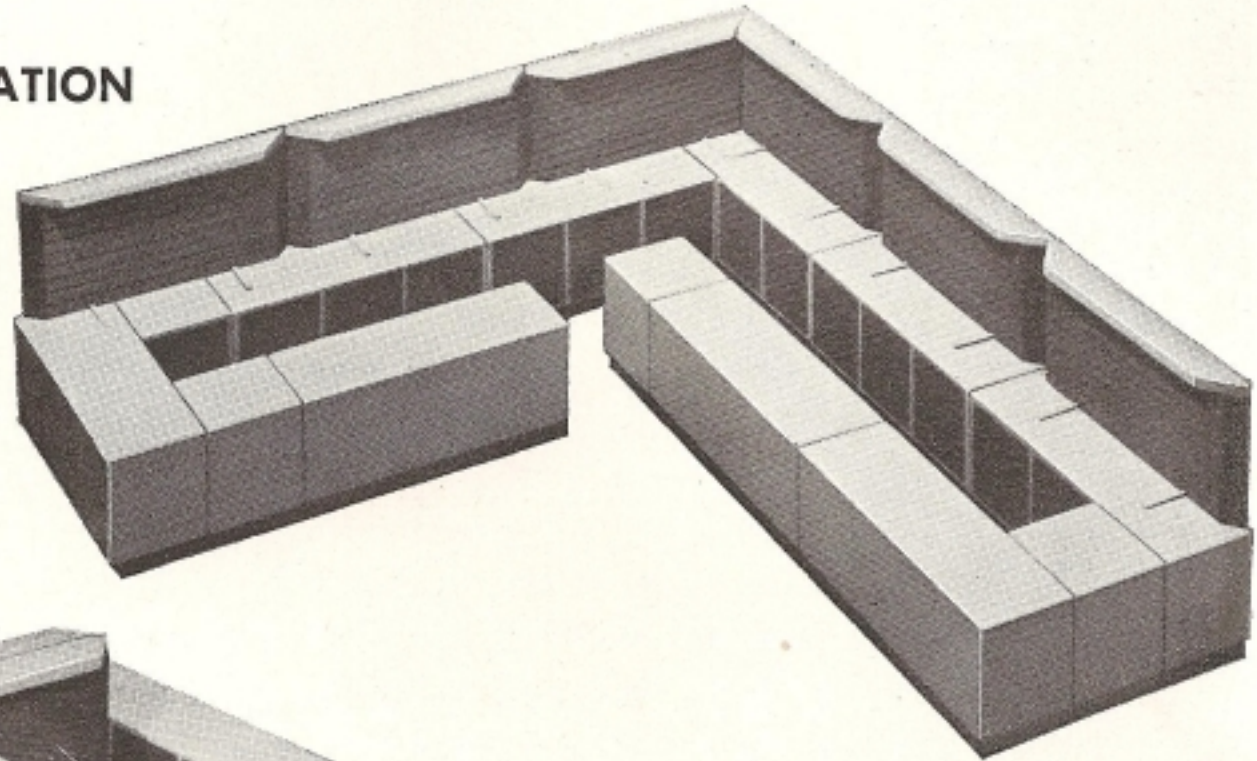
**4.** Illuminated canopy. Size: 6' long x 8" wide x 3" high. Comes complete with built-in fluorescent lamp, approved by Underwriters' Laboratories. Easily attached to top of display background.

# FITTING A GILBERT HALL OF SCIENCE TO YOUR FLOOR SPACE

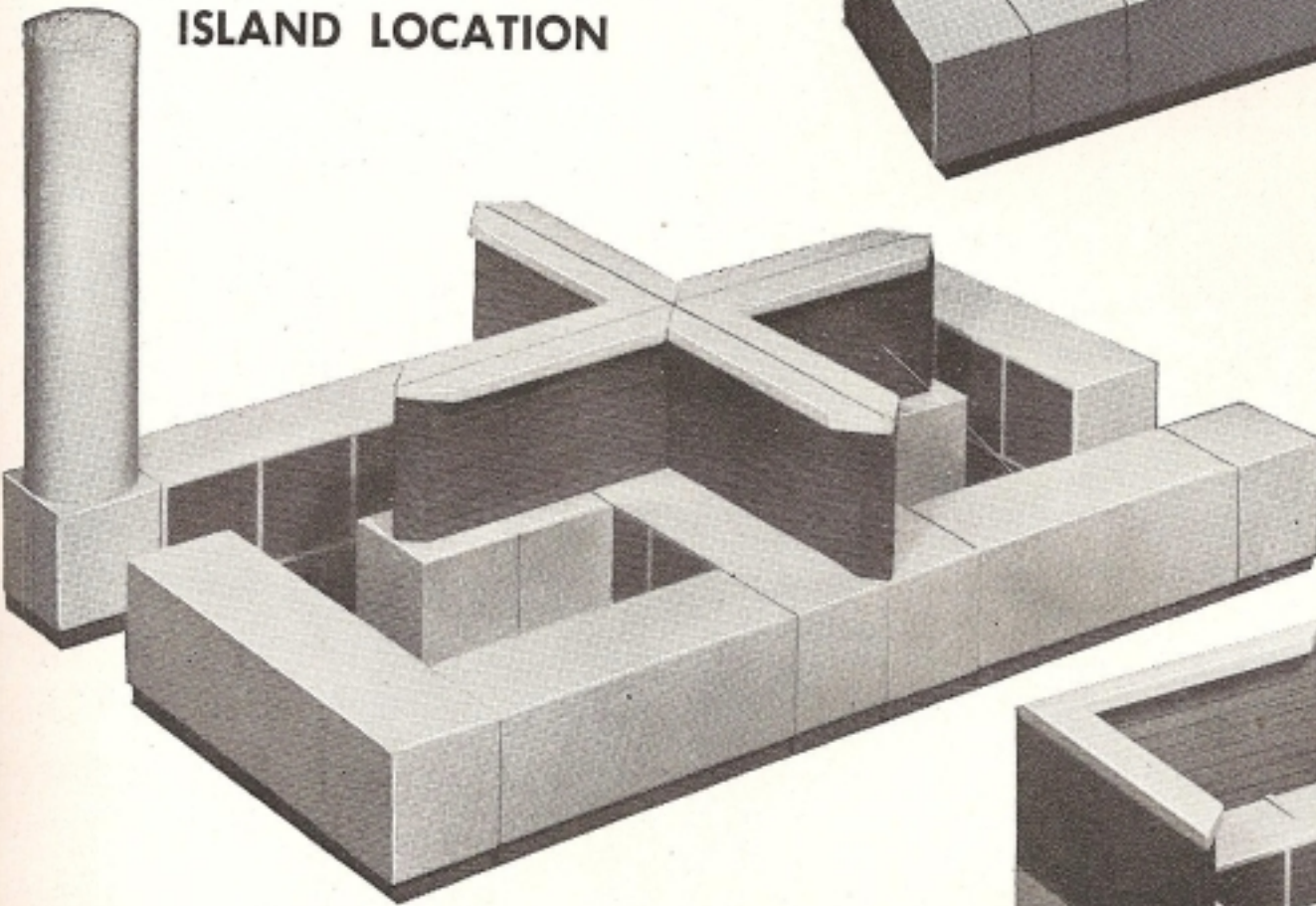
*Regardless of the size or shape of your floor space, a Gilbert Hall of Science can easily be fitted to it.*

*Here are a few suggestions. Many variations are possible in the same floor space or in areas of different sizes and proportions.*

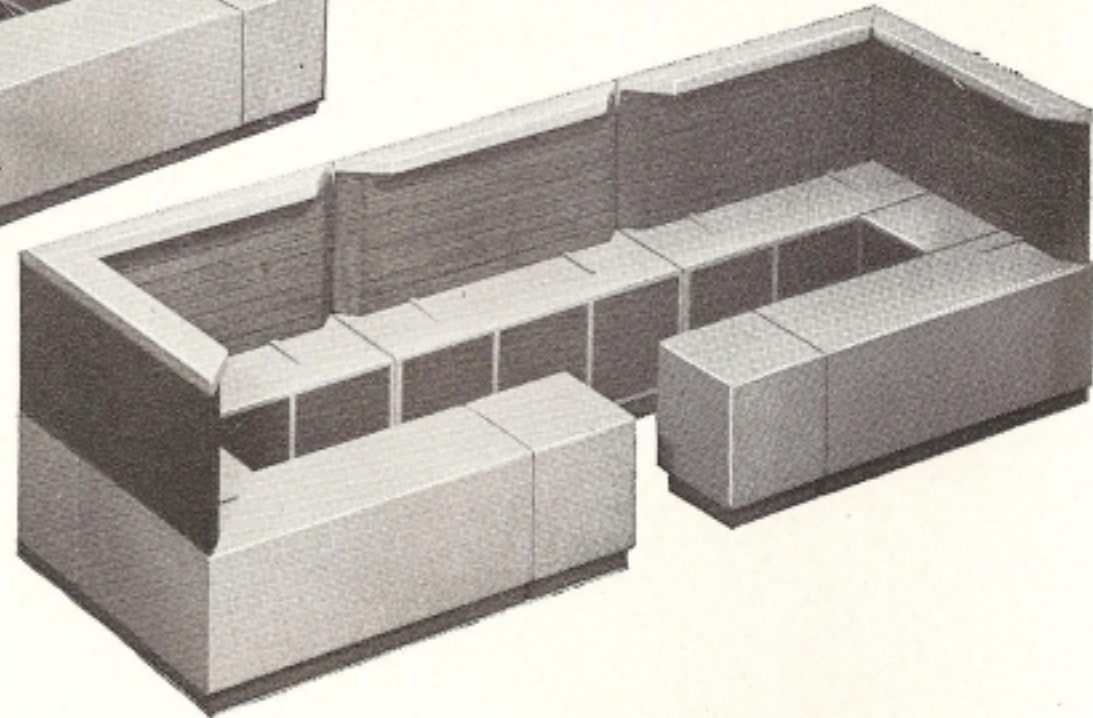
**CORNER LOCATION**



**ISLAND LOCATION**



**STRAIGHT WALL LOCATION**



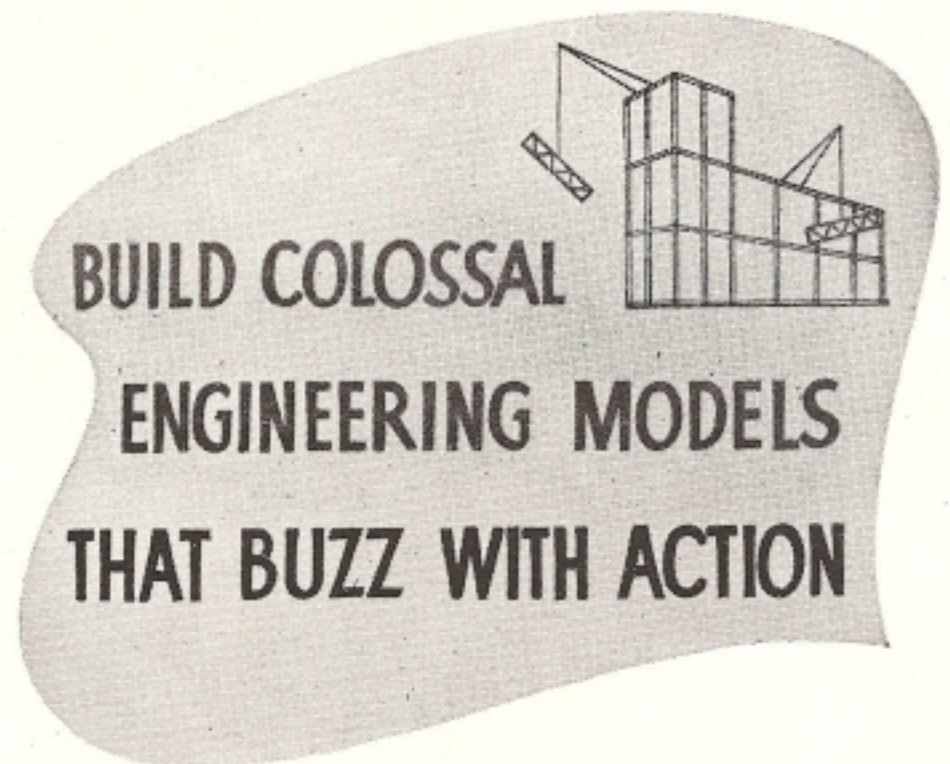
Send for special book "Building a Permanent Gilbert Hall of Science," complete with ruled floor plan form and cardboard cutouts to assist you in laying out a Gilbert Hall of Science. Address: Gilbert Hall of Science Store Display.

★See back cover of this book for Display Plaques and Letter Strips for your Gilbert Hall of Science.

**THE A. C. GILBERT COMPANY**  
New Haven 6, Conn., U.S.A.

# DISPLAY PLAQUES AND LETTER STRIPS

*Epecially designed to be attached instantly to Gilbert Hall of Science slatted display backgrounds.*



## DISPLAY PLAQUES

Display cutouts both dress up backgrounds and spotlight products or special features of products. They are made of Presdwood and are ap-

proximately 18" x 12" in size. Beautifully finished in colors to harmonize with counters and backgrounds.

*Subjects covered by display plaques are as follows:*

- |                     |                                 |                               |
|---------------------|---------------------------------|-------------------------------|
| No. 350—Microscopes | No. 360—Mysto Magic             | No. 364—Trains                |
| No. 351—Chemistry   | No. 362—Erector                 | —“Smoke and Choo-Choo”        |
| No. 353—Tool Chests | No. 361—Trains—“Just like real” | No. 365—Trains—“2-Rail Track” |
|                     | No. 363—Trains—“Worm Drive”     | No. 366—Trains—“3/16” Scale”  |

# AMERICAN FLYER TRAINS

## STANDARD LETTER STRIPS

These are constructed so that they can be attached in two ways. On the top of No. 303 Lighting Canopy or to No. 302 Background.

All letter strips are cut out of Presdwood and finished in brilliant color. Letters are 3" high in all strips but width varies according to length.

*Complete list of letter strips and exact wording is as follows:*

- |                                 |                     |                     |
|---------------------------------|---------------------|---------------------|
| No. 325—Gilbert Hall of Science | No. 328—Microscopes | No. 331—Puzzles     |
| No. 326—American Flyer Trains   | No. 329—Erector     | No. 332—Mysto Magic |
| No. 327—HO Scale Trains         | No. 330—Chemistry   | No. 334—Tool Chests |