

DISPLAYS - 1954

AMERICAN FLYER AND GILBERT TOYS

*TO VIEW LAYOUTS THAT SPAN TWO PAGES,
VIEW THEM IN A SIDE BY SIDE PAGE DISPLAY*

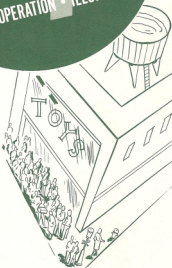
CATALOG COURTESY OF LONNY BENO



American Flyer and **GILBERT TOYS**
displays
with AUTOMATIC ACTION • REMOTE CONTROL OPERATION • ILLUMINATION

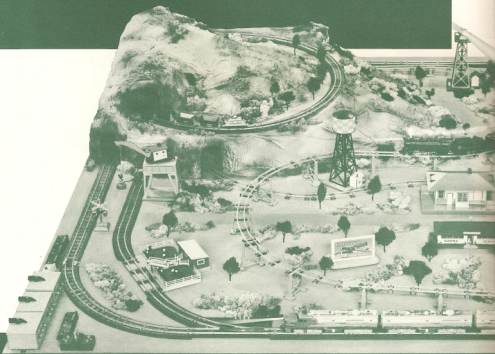
GILBERT AMERICAN FLYER TRAINS
ERECTOR
JUNIOR ERECTOR

*for Store Interiors,
Windows and Counters*



THE A. C. GILBERT COMPANY, ERECTOR SQUARE, NEW HAVEN, CONN.
Export Department:
The Gilbert Hall of Science Building, Fifth Avenue at 25th St., New York City
Other Gilbert Halls of Science in: Chicago, Washington, D. C. and Miami.

Gilbert American Flyer



← MEASURES 8 FEET SQUARE

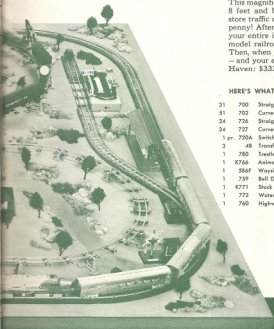
- DISPLAY FULLY WIRED AND READY TO SET UP
- DESIGNED TO DEMONSTRATE
- CONSTRUCTED OF TOP-GRADE WOOD; EXPERTLY LANDSCAPED
- COMPLETE WITH 3 TRAINS

NO. 400 SELF-LIQUIDATING ACTION TRAIN DISPLAY

net price **\$333.95**

*For Large Store Interiors - a
Guaranteed Crowd Stopper!*

This magnificent two-level operation train display, measuring 8 feet by 8 feet and beautifully equipped and landscaped, will increase your store traffic and create American Flyer sales. And it doesn't cost you a penny! After your Christmas selling season is over, you can recapture your entire investment by selling the display complete as shown to a model railroad customer or dispose of the merchandise listed below. Then, when you sell the landscaped layout you actually make a profit - and your entire display has cost you nothing. Net price, F.O.B. New Haven: \$333.95



HERE'S WHAT THE No. 400 AMERICAN FLYER ACTION DISPLAY INCLUDES:

31	700	Straight Track	\$ 7.75	1	566	Whistle	6.95	
31	702	Curved Track	12.75	1	275	Diner	5.50	
34	736	Straight Rubber Roadbed	7.20	1	889	Passenger Station	6.95	
34	737	Curved Rubber Roadbed	10.20	1	883A	Crane	12.50	
1 pr.	720A	Switches	15.95	1	769A	Revolving Aircraft Beacon	3.95	
3	48	Transformers	32.85	1	774	Floodlight Tower	4.95	
1	780	Trestle Set	7.95	1	272	Station	4.00	
1	K766	Animated Station & Car	14.95	2	730	Bumpers	3.90	
1	586F	Wayside Station	3.95	1	706	Uncoupler	3.00	
1	739	Bell Danger Signal	4.95	1	5300T	Miners Work Train	14.95	
1	K771	Stock Yard & Car	14.95	1	K5440	"Yard King" Train	49.95	
1	772	Water Tower	4.95	1	K5375	"Chief" Train	75.00	
1	760	Highway Flasher	3.95					
							Total merchandise at list	\$333.95

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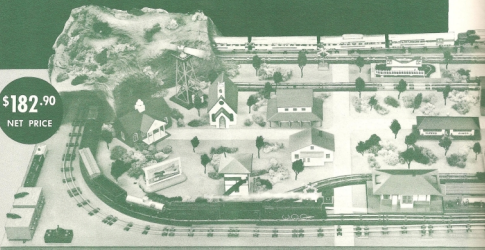
STRATE GILBERT AMERICAN FLYER FEATURES
AIN SETS AND MANY ACTION ACCESSORIES

Order this No. 400
Display from your
American Flyer Jobber

Gilbert American Flyer

\$182.90

NET PRICE



No. 250 AMERICAN FLYER 5 x 9 FOOT DISPLAY

An exciting and colorful action display . . . can be set up as island or against wall . . . a pre-tested retail display guaranteed to be a sure-fire crowd-stopper . . . completely wired . . . simple to set up . . . first class all-wood construction throughout . . . designed to demonstrate unique Gilbert American Flyer selling features. Net price, F.O.B. New Haven: \$155.00

No. 250 DISPLAY INCLUDES THE FOLLOWING:

32	700	Straight Track	\$ 8.00	1	593	Signal Tower	4.95
2	701	1/2 Sec. Straight Track	.50	1	K766	Animated Station	14.95
26	702	Curved Track	6.50	1	K771	Stock Yard	14.95
17	726	Straight Rubber Roadbed	5.10	1	566	Whistle	6.95
14	727	Curved Rubber Roadbed	4.20	1	163	Station	5.00
2	48	Transformers	21.90	1	769A	Revolving Aircraft Beacon	3.95
1 gr.	720A	Switches	15.95	1	586F	Wayside Station	3.95
1	275	Diner	5.50	1	760	Highway Flasher	3.95
1	589	Passenger Station	6.95	1	706	Uncoupler	3.00
1	759	Bell Danger Signal	4.95	1	772	Water Tower	4.95
				1	774	Floodlight Tower	4.95
				2	730	Bumpers	3.90

Total merchandise at list: **\$155.00**



TWO SELF-LIQUIDATING SELLING DISPLAYS, with ACTION!

After Christmas selling season you can dispose of accessories on these displays at list and your original investment is returned! Layout can then be sold at a profit to a railroad fan.



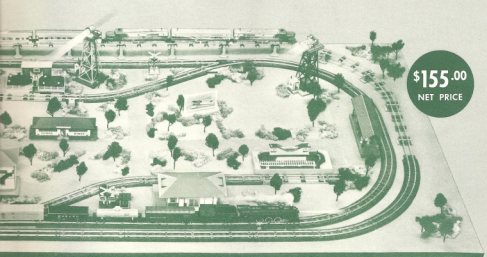
No. 300 AMERICAN FLYER 5 x 9 FOOT DISPLAY

Ideal for store window or toy department . . . sturdy, all-wood construction . . . completely wired and ready to set up . . . more than 66 feet of track plus numerous accessories . . . when you sell accessories at list (below) your investment is returned; layout can then be sold to model railroad customer. Net price, F.O.B. New Haven: \$182.90

No. 300 DISPLAY INCLUDES THE FOLLOWING:

29	700	Straight Track	\$ 7.35	1	774	Floodlight Tower	4.95
27	702	Curved Track	6.75	1	K746	Animated Station	14.95
3	701	1/2 Sec. Straight Track	.75	2	730	Bumpers	3.90
25	726	Straight Rubber Roadbed	7.50	1	760	Highway Flasher	3.95
27	727	Curved Rubber Roadbed	8.10	1	164	Barn	5.00
1 pr.	720A	Switches	15.95	1	166	Church	3.95
1	566	Whistle	6.95	1	167	Town Hall	3.95
1	593	Signal Tower	4.95	1	168	Hotel	3.95
1	739	Bell Danger Signal	4.95	1	161	House	4.00
1	589	Passenger Station	6.95	1	749A	Revolving Aircraft Beacon	3.95
1	586F	Wayside Station	3.95	1	275	Diner	3.50
1	K771	Stock Yard	14.95	2	48	Transformers	21.90
1	772	Water Tower	4.95	1	706	Uncoupler	3.00

Total merchandise at list: **\$182.90**



\$155.00
NET PRICE

No. 175 AMERICAN FLYER
4 x 6 FOOT ISLAND DISPLAY

This attractive loaded-with-sell display is a real attention-getter, designed to show off the two-rail track and other features that make American Flyer best. After Christmas selling season remove the shelf unit, dispose of the accessories at list (which returns to you \$126.70, your purchase price) and then make a profit by selling base layout to a model railroad fan.

American Flyer
SMOKE ... CHOO CHOO WHISTLE ... CLANG BELLS

\$126.70
NET PRICE

No. 175 AMERICAN FLYER DISPLAY
INCLUDES THE FOLLOWING:

9	700	Straight Track	\$ 2.25
16	702	Curved Track	4.00
9	726	Straight Rubber Roadbed	2.70
16	727	Curved Rubber Roadbed	4.80
1 pr.	720A	Switches	15.95
1	566	Whistle	6.95
1	K766	Animated Station and Coach	14.95
1	K771	Stock Yard and Cattle Car	14.95
1	760	Highway Flasher	3.95
1	772	Water Tower	4.95
1	706	Uncoupler	3.00
1	738A	Sam, the Semaphore Man	8.95
1	600	Crossing Gate	7.95
1	48	Transformer	10.95
1	774	Hoodlight Tower	4.95
1	275	Disser	5.50
1	592	Signal Tower	4.95
1	374	Freight Station	5.00

\$126.70

NOTE: TRAIN SETS
SHOWN ARE
NOT INCLUDED.

No. 150 AMERICAN FLYER 4 x 6 FOOT
ILLUMINATED WALL DISPLAY

Watch the crowds gather when you set this colorful display in motion! Includes action accessories and ample track system. Shelf panel, which stands 45" high, has shadow-box illumination at top and copy panels can be seen at great distance. Completely wired and ready for use. Self-liquidating: recapture your investment by selling to model railroader when season is over!

American Flyer

POWERFUL WOOD BOW
BUILT TO "H" JOINT
DESIGNED 3-RAIL TRACK

STABILIZED CASE
ACTION ACCESSORIES
TALKING STATION

READ POPPING COINER
OFF-ICE OVER-ROAD
AIR CHIME WHISTLE

No. 150 AMERICAN FLYER DISPLAY
INCLUDES THE FOLLOWING:

9	700	Straight Track	\$ 2.25
16	702	Curved Track	4.00
9	726	Straight Rubber Roadbed	2.70
16	727	Curved Rubber Roadbed	4.80
1 pr.	720A	Switches	15.95
1	48	Transformer	10.95
1	566	Whistle	6.95
1	K771	Stock Yard and Cattle Car	14.95
1	K766	Animated Station and Coach	14.95
1	706	Uncoupler	3.00
1	760	Highway Flasher	3.95
1	738A	Sam, the Semaphore Man	8.95
1	769A	Revolving Aircraft Beacon	3.50
1	772	Water Tower	4.95
1	374	Freight Station	5.00
1	275	Disser	5.50
1	600	Crossing Gate	7.95

\$120.30
NET PRICE

\$120.30

NOTE: TRAIN SETS
SHOWN ARE
NOT INCLUDED.

American Flyer TRAINS

SMOKE
CHOO CHOO
TWO-RAIL TRACK
BUILT-IN WHISTLE



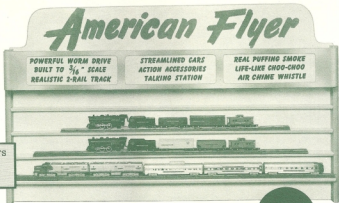
AMERICAN FLYER
BANNER

Big, colorful black-and-yellow poster, measuring 6 feet long by 2 feet wide. Tape it to the wall, tack it to the counter edge or use strung up as a festoon. Write for this poster to: Advertising Dept., The A. C. Gilbert Co., New Haven 6, Conn. Specify Form D1655.

**No. 25 ILLUMINATED
SHELF DISPLAY**

Dimensions: 6 ft. long x 45 in. high. Designed to be mounted on a wall or to place on a flush wall counter. Provides shelf space to display four train sets, which are illuminated by light from shadow-box panels. Store floodlights are unnecessary.

NOTE: TRAIN SETS
SHOWN ARE
NOT INCLUDED.



\$24.50
NET PRICE



No. 18 ILLUMINATED SIGN

Sturdily constructed point-of-sale sign with silk screen lettering and train illustration on translucent plastic, back-lighted with fluorescent tube. Can be used as counter, wall or hanging display. Includes chain and stand.

\$11.95
NET PRICE

**No. 200 AMERICAN FLYER COUNTER
& WINDOW DISPLAY**

Place this full color die-cut American Flyer display in your store window or on the counter and watch your train sales climb! Crossing gate, boys and dog are in separate plane, to give 3-D effect. Display measures 24" high, 29" wide, 14" deep.

NOTE: Because of conditions beyond our control, The A. C. Gilbert Company reserves the right to change prices, compositions, material and finish, without notice.





CONSISTS OF CONNECTOR
ONLY; TOWERS SHOWN
NOT INCLUDED.

\$6.70
NET PRICE

New **ERECTOR** Display

No. 14A ERECTOR REVOLVING TOWER CONNECTOR

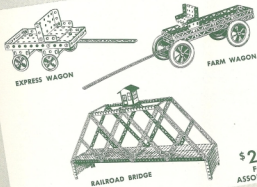
Square girder construction frames a heavy vinylite panel which carries Erector message. Connector bolts to two No. 14 Revolving Towers (opposite page) to form a striking counter or store window display. Each tower has light and action to arrest attention.

If your store already has two of the No. 14 Towers, only the No. 14A Connector is needed to create the display illustrated above. Net price for No. 14A Connector, F.O.B. New Haven: \$6.70. Order from your jobber.

ERECTOR

No. 600 ERECTOR DISPLAY

This handsome dual purpose display (not too large for your store counter, big enough to command attention in your window) really sells Erector. Printed in five colors with durable wipe-clean varnish gloss, the display has plenty of appeal for both adults and boys. It illustrates in appealing form the fun that building with Erector provides. Santa Claus at top is removable for after-Christmas use. Measures 30" high, 24" wide, 14" deep.



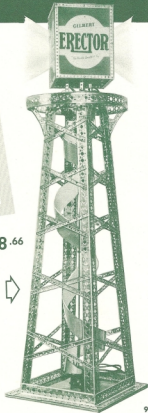
ERECTOR "B" ASSORTMENT DISPLAY

Attractive three-unit display consisting of Express Wagon, (made with No. 1½ Erector), Farm Wagon (built with 2½ Erector), and trestle type Railroad Bridge (made with No. 4½ Erector) for counter, window or shelf use. Shows customers how even the smaller Erector sets will build interesting models with lots of play value and illustrates feature of Erector nut-and-bolt building technique. Carton weight 7 lbs. Net price F.O.B. New Haven: \$2.90. Order through your jobber.

No. 14 ERECTOR REVOLVING TOWER DISPLAY

This giant Erector action tower, which measures 58" high, will command attention from any part of the store. With its illuminated superstructure, its revolving spiral and its impressive height, it attracts crowds where ever shown. It will help to create Erector sales for your store because it shows how Erector is in a class by itself. Tower uprights are square girder construction—an Erector exclusive. Model is mounted on wood base measuring 16" square. Includes 110 volt, 60 cycle A.C. motor. Carton weight approximately 50 lbs. Net price, F.O.B. New Haven: \$18.66. Order from your jobber.

\$18.66





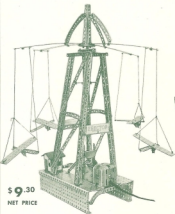
1000 TOYS IN ONE *with* ERECTOR

The WORLD'S GREATEST CONSTRUCTION SET



ERECTOR WALL BANNER

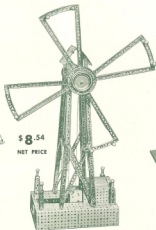
Just the thing for that empty wall area in your store—or to hang from the counter edge, affix to store window or suspend as a festoon across the aisle! Big, colorful poster measures 6 feet long by 2 feet wide and is printed in yellow and black—tops for attention-getting. Write on your store letterhead for poster to: Advertising Dept., The A. C. Gilbert Co., New Haven 6, Conn.



\$9.30
NET PRICE

No. 6 1/2 ERECTOR AIRPLANE RIDE

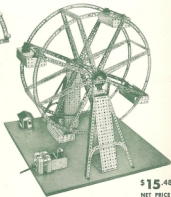
A real traffic stopper! Exciting action model (made with 6 1/2 Erector set), shows your customers the features which have made Erector famous for nearly half-a-century; lights, motion, all-steel construction and realistic girder building. When 110 volt, 60 cycle A.C. motor (included with display) is plugged in, airplanes whirl around pylon while lights twinkle atop tower. Low voltage Transformer (from your own stock) is necessary for illumination. Display measures 32 1/2" high, 8 1/2" wide, 12 1/2" deep. Carton weight approximately 19 lbs. Net price, F.O.B. New Haven. Order through your jobber.



\$8.54
NET PRICE

No. 7 1/2 ERECTOR DUTCH WINDMILL

Another popular and sales-tested Erector display, ideal for counter or window use. As giant windmill blades cut slowly through the air, lights blaze and twinkle—and customers watch fascinated. And your cue is to point out the many features which have made Erector America's traditional gift for a boy. Windmill stands 35" high; base measures 12 1/2" wide by 8 1/2" deep. Electric motor (110 volt, 60 cycle, A.C.), is included but you furnish low voltage Gilbert transformer from stock. Carton weight approximately 21 lbs. Net price, F.O.B. New Haven.



\$15.48
NET PRICE

No. 8 1/2 ERECTOR FERRIS WHEEL

One of the reasons for Erector's continued success is that displays like this create a real desire to buy. While the big wheel revolves and colored lights blaze, the seats go up, down and around and you can almost hear the cry of the carnival barker. Ferris Wheel stands 26 1/2" high on its wood base, which measures 23 1/2" square. 110 volt, 60 cycle A.C. electric motor is provided but Transformer (for lights) you take from stock. Carton weight approximately 32 lbs. Net price F.O.B. New Haven.

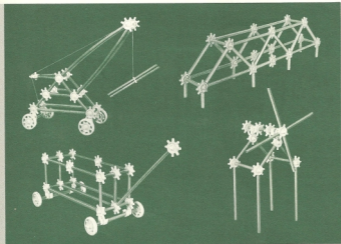
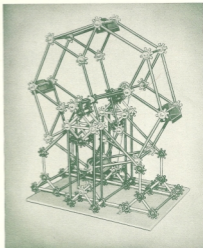
Junior ERECTOR

Gilbert Junior Erector is sold on sight when display models are shown with the sets on retail counters. When your customers see such attractive, colorful models as the Ferris Wheel and Windmill they understand Junior Erector's unique put-together principle: hollow tubes fit OVER knobs (easier for children to manage) and same-color tubes are same length (easier for children who are not old enough to read). Display the models illustrated on this page with your sets and increase your Junior Erector sales.

No. 10A FERRIS WHEEL DISPLAY

Shows your customers how even complex and interesting action models can be built with Junior Erector parts, for children in an older age group. Ferris Wheel, which can be built with No. 10 set, measures 2 ft. high; wooden base on which it is mounted is $23\frac{1}{2}$ " by 15". Ferris Wheel will operate by turning manually. Display packed 1 per carton.

NET PRICE, F.O.B. NEW HAVEN, \$4.67



ORDER DISPLAYS
THROUGH
YOUR JOBBER

JUNIOR ERECTOR "C" ASSORTMENT

Ideal four-unit display to show customers typical models built with No. 2 and No. 4 Junior Erector sets. Consists of Windmill (No. 2 set) and Bridge, Wagon and Derrick (No. 4 set). Can be placed on shelf or

counter. Enables customers to see how simple and ingenious is the Junior Erector building method. Net price for complete "C" assortment:

NET PRICE, F.O.B. NEW HAVEN, \$2.84

GILBERT ANCHOR BLOCKS

MODELS



No. 5 CHURCH



No. 2 BUS STATION

These Anchor Block models are not available in completed form, but we suggest that you build them yourself to create an attractive display for your selling counter. Each model can be put together in just a few minutes (use these photos as a guide) and will help to make Anchor Block sales. Permanent display pieces can be made by using Duco cement or similar adhesive between blocks.

... and don't fail to make use of these other Dealer Sales Aids!

FULL-COLOR CATALOG

Giant 4-color catalog illustrates and describes the entire Gilbert American Flyer train line, plus Erector, Chemistry and Microscope set lines. It's your best "salesman"—and it's promoted nationally on TV, in magazines and in newspapers.



FREE ELECTROS AND PHOTOS

Putting together a catalog? Getting out a mailing piece for your customers? If so, you may want electrotypes or photographs of Gilbert merchandise to do the job. Write to Advertising Dept. at Gilbert for details.

FREE AD MATS

Complete ads, in mat form, as well as individual product mats—all designed to help you make more Gilbert and American Flyer sales. They're free for the asking. If your jobber doesn't have the big Mat Broadside, write to Advertising Dept., The A. C. Gilbert Co., New Haven 6, Conn.

COPY HINTS

Many dealers like to create their own ads for local newspapers. If you're one of these you'll welcome the copy phrases and selling hints in the mat broadside. It will make your advertising easier—and more effective.

Tie-in with **GILBERT** National Magazine, Newspaper and TV Advertising!