

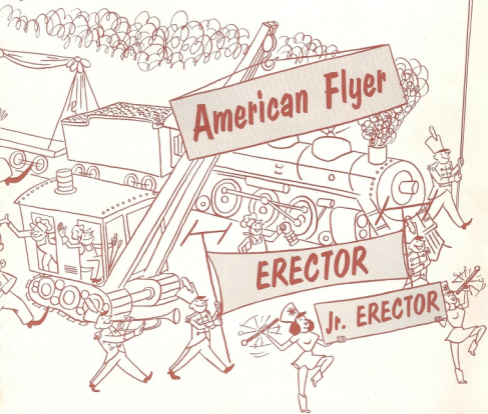
DISPLAYS - 1955

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

DISPLAYS



THE A. C. GILBERT COMPANY, ERECTOR SQUARE, NEW HAVEN 6, CONNECTICUT

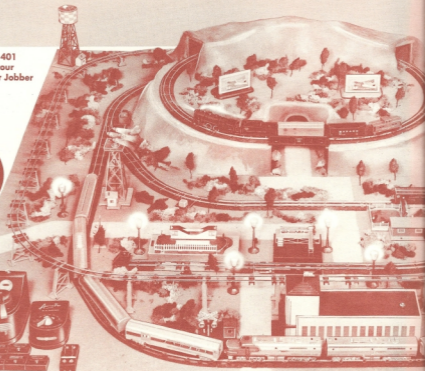
Showroom and Export Division: The Gilbert Hall of Science Building Fifth Avenue at 25th Street New York City

AMERICAN FLYER

No. 401 Action Display

Order this No. 401
Display from your
American Flyer Jobber

\$368.40
NET PRICE

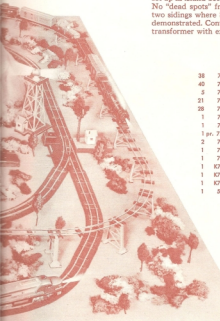


- MEASURES 8 FEET SQUARE — SHIPPED IN 4 X 8 FOOT SECTIONS
- DISPLAY FULLY WIRED, READY TO SET UP AND OPERATE. PACKED IN WOODEN CRATES
- CONSTRUCTED OF TOP-GRADE WOOD, BEAUTIFULLY LANDSCAPED
- INCLUDES ALL TRAIN SETS SHOWN ABOVE
- COMPLETE WITH 7 INTERESTING ACTION ACCESSORIES

Stop Your Customers — and SELL Them — with this Magnificent Train Display!

*Your Entire Investment — plus a PROFIT —
is Returned after the Selling Season!*

Watch this exciting 8-foot square American Flyer train display stop the crowds in your toy department — and hold them. Designed not only for maximum interest but also to show American Flyer's many selling features. Laid out with three track levels; trestle grade dramatically points up amazing climbing ability of American Flyer locomotives. Display has 7 action accessories, including new Talking Station which can be heard considerable distance. Display is ideal when set up as island because visibility is assured from all sides, even for small children. No "dead spots" from any angle. Besides 60 feet of mainline track, layout has two sidings where Stock Yard, Animated Station and Baggage Unloader can be demonstrated. Control panel features total of 400 watts of power, including 30B transformer with exclusive "Dead Man's Control." Price net, F.O.B. New Haven.



No. 401 8 x 8 DELUXE DISPLAY

38	700	Straight Track	\$ 9.30	1	561	Diesel Horn	6.95
40	702	Curved Track	10.00	1	772	Water Tower	3.95
5	701	1/2 Sec. Straight Track	1.25	1	769A	Aircraft Beacon	3.00
21	726	Straight Rubber Roadbed	5.25	1	581	Older Bridge	1.95
26	727	Curved Rubber Roadbed	7.00	1	774	Floodlight Tower	4.95
1	780	Trestle Set	7.95	1	760	Highway Flasher	2.95
1	783	Trestle Set	4.95	1	799	Ball Danger Signal	4.95
1 pr.	720A	Switches	15.95	2	778	Sets of Street Lights	5.90
2	730	Bumpers	3.00	1	758A	Sam, the Semaphore Man	8.95
1	706	Uncoupler	3.00	1	30B	Transformer	34.95
1	799	Talking Station	19.95	1	4B	Transformer	9.95
1	K771	Stock Yard & Car	14.95	1	5505T	Atlantic Freight Train	24.95
1	K766	Animated Station & Car	14.95	1	5580H	Santa Fe Diesel Passenger Train	74.95
1	K775	Loading Platform & Car	14.95	1	5525BW	Pacific Freight Train	39.95
1	566	Whistle	6.95	1			

Total merchandise at list: \$368.40

**ALL THREE TRAIN SETS SHOWN ARE
INCLUDED WITH THE No. 401 DISPLAY**

**DISPLAY IS 100% SELF-LIQUIDATING —
YOUR INVESTMENT RETURNED PLUS A PROFIT!**

Amazing but true! You not only have an action display that sells American Flyer as nothing else will, but you also recapture your money and realize a profit. When you sell merchandise listed below at end of Christmas season, your entire investment is returned. The display hasn't cost you a penny. You can then sell the 8 foot layout to a model railroad enthusiast — and make a good profit.

- HAS THREE TRACK LEVELS; TRESTLE GRADE SHOWS AMERICAN FLYER CLIMBING ABILITY
- TALKING STATION SOUND DRAWS CROWDS FROM GREAT DISTANCE
- MAKES IDEAL ISLAND DISPLAY; CAN BE SEEN FROM ALL SIDES BY ALL AGES
- 70 FEET OF 2-RAIL TRACK

\$260.⁹⁰
NET PRICE

Note specially constructed
control panel.

TRAINS SHOWN
ARE
NOT INCLUDED



**BOTH DISPLAYS COMPLETELY WIRED AND READY TO SET-UP. SHIPPED
WOODEN CRATES. DISPLAYS CONSTRUCTED OF TOP GRADE WOOD**

No. 301 AMERICAN FLYER 5 x 9 FOOT DISPLAY

By far the best train display in its price bracket ever created! Can be used either in store window or in toy department. Has two mainline track for operation of trains (those shown in photo NOT included) plus siding where stock yard can be demonstrated. Has 7 action accessories, including dramatic Talking Station which draws crowds from distance. Trestle demonstrates remarkable climbing ability of American Flyer locomotives. Price is net, F.O.B. New Haven.

No. 301 DISPLAY INCLUDES THE FOLLOWING:

34	700	Straight Track	\$ 8.50	1	760	Highway Flosher	2.95
32	702	Curved Track	8.00	1	K766	Animated Station & Car	14.95
1	701	1/2 Sec. Straight Track	.25	1	769A	Aircraft Beacon	3.50
25	726	Straight Rubber Roadbed	6.25	1	K771	Stock Yard & Car	14.95
26	727	Curver Rubber Roadbed	6.50	1	772	Water Tower	3.95
1	679	E. H. Single Switch	8.95	1	774	Floodlight Tower	4.95
1	730	Bumper	1.50	1	778	Street Light	2.95
1	561	Billboard Horn	6.95	1	799	Talking Station	19.95
1	566	Whistle	6.95	2	48	Transformers	19.90
1	596	Water Tank	5.95	1	706	Uncoupler	3.00
1	758A	Sam, the Semaphore Man	8.95	1	K775	Loading Platform & Car	14.95
1	759	Bell Danger Signal	4.95				

Total merchandise at list: **\$179.70**



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. 351 AMERICAN FLYER 6 x 8 FOOT DISPLAY

An eye-catching action display that will create store traffic — and build American Flyer sales! Has maximum visibility from all sides; trains can be seen by adults and youngsters alike. Has three track levels, including trestle which demonstrates extraordinary American Flyer climbing ability. Has 6 action accessories, including popular Talking Station with sound that draws crowds from afar. Display features interesting tunnel into which trains disappear — and reappear at other end. Control panel has 400 watts, including "Dead Man's Control" dual transformer of 300 watt rating. Beautifully finished and landscaped. Price is net, F.O.B. New Haven.

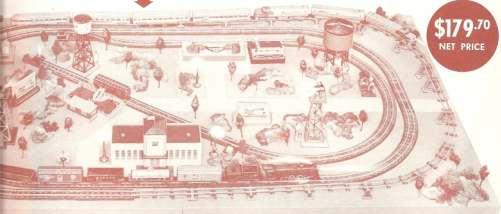
No. 351 DISPLAY INCLUDES THE FOLLOWING:

37	700	Straight Track	\$ 9.25	1	K766	Animated Station & Car	14.95
40	702	Curved Track	10.00	1	772	Water Tower	3.95
25	726	Straight Rubber Roadbed	6.25	1	769A	Aircraft Beacon	3.50
34	727	Curved Rubber Roadbed	8.50	1	774	Floodlight Tower	4.95
5	701	1/2 Sec. Straight Track	1.25	1	750	Trestle Bridge	4.95
1 pr.	720A	Switches	15.95	1	581	Glider Bridge	1.95
2	730	Bumpers	3.00	1	308	Transformer	34.95
1	706	Uncoupler	3.00	1	48	Transformer	9.95
1	740	Highway Flooder	2.95	1	566	Whistle	6.95
1	759	Bell Danger Signal	4.95	1	738A	See, the Semaphore Man	8.95
2	778	Street Lights	5.90	1	5570H	Green Rocket Diesel	
1	799	Talking Station	19.95			Passenger Train	39.95
1	K771	Stock Yard & Car	14.95				

Total merchandise at list: \$260.90

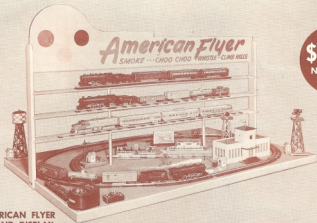
IN
THROUGHOUT.

TRAINS SHOWN
ARE
NOT INCLUDED



\$179.70
NET PRICE

TRAIN SETS SHOWN
ARE NOT INCLUDED



\$130.45
NET PRICE

**No. 176 AMERICAN FLYER
4 x 6 FT. ISLAND DISPLAY**

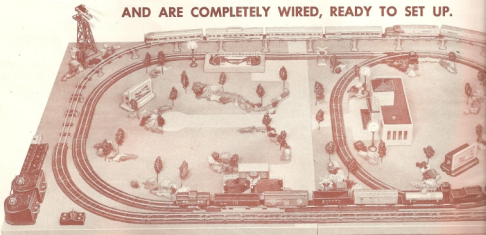
This colorful display has been ingeniously designed to be seen from all sides and it's built to show off the best features of American Flyer. In addition to Talking Station, which provides realistic sound effects, display is also appealing because of siding which permits demonstration of Stock Yard and Animated Station. Shelf unit allows display of three complete train sets. Display is self-liquidating; when accessories are sold at list price, your investment is returned. 4 x 6 ft. base (minus shelf unit) can be sold to model railroader at a profit. Price net, F.O.B. New Haven.

No. 176 DISPLAY INCLUDES THE FOLLOWING:

9	700	Straight Track	\$ 2.25	1	772	Water Tower	3.95
16	702	Curved Track	4.00	1	706	Uncoupler	3.00
9	726	Straight Rubber Roadbed	2.25	1	738A	Sam, the Semaphore Man	8.95
16	727	Curved Rubber Roadbed	4.00	1	600	Casting Gate	7.95
1 pr.	720A	Switches	15.95	1	4B	Transformer	9.95
1	566	Whistle	6.95	1	774	Floodlight Tower	4.95
1	K766	Animated Station & Car	14.95	1	779	Talking Station	19.95
1	K771	Stock Yard & Car	14.95	1	769A	Airrail Beacon	3.50
1	700	Highway Flasher	2.95				

Total merchandise at list: **\$130.45**

**ALL DISPLAYS ARE MADE OF TOP GRADE WOOD,
AND ARE COMPLETELY WIRED, READY TO SET UP.**



▲ TRAIN SETS SHOWN
ARE NOT INCLUDED

No. 151 AMERICAN FLYER 4 x 6 FT. ILLUMINATED WALL DISPLAY

In addition to the 4 x 6 foot table base on which trains and accessories can be demonstrated, this value-packed display also has an illuminated shadow-box with lighted panels which describe American Flyer's unique features. Back panel unit, which stands 45" high, has shelves for 4 train sets. Entire display returns your money to you when merchandise is sold at list; dispose base to model railroader and realize a profit! Price is net, F.O.B. New Haven.

No. 151 DISPLAY INCLUDES THE FOLLOWING:

9	700	Straight Track	\$ 2.25
16	702	Curved Track	4.00
9	736	Straight Rubber Roadbed	2.25
16	737	Curved Rubber Roadbed	4.00
1 pr.	720A	Switches	15.95
1	48	Transformer	9.95
1	566	Whistle	6.95
1	K771	Stock Yard & Car	14.95
1	K766	Animated Station & Car	14.95
1	706	Uncaspler	3.00
1	760	Highway Flasher	2.95
1	758A	Sam, the Semaphore Man	8.95
1	769A	Aircraft Beacon	3.50
1	772	Water Tower	3.95
1	600	Crossing Gate	7.95
1	799	Talking Station	19.95

Total merchandise at list: **\$125.50**



\$125.50
NET PRICE

TRAIN SETS SHOWN ARE NOT INCLUDED



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.



\$145.15
NET PRICE

No. 251 AMERICAN FLYER 5 x 9 FT. ACTION DISPLAY

Set this display against the wall or as an island where traffic can flow around it and see how your customers will gather to watch the train run and the accessories operate. Outer loop of track features elevated trestle section, demonstrating American Flyer climbing power. Has 6 action accessories, including Talking Station that provides audible "sell" to listening customers. Display liquidates self; after Christmas selling season, dispose of merchandise at list and initial outlay is returned. You then sell train base at a profit. Price is net, F.O.B. New Haven.

No. 251 DISPLAY INCLUDES THE FOLLOWING:

25	700	Straight Track	\$ 6.25
28	702	Curved Track	7.00
2	701	1/2 Sec. Straight Track	.50
16	736	Straight Rubber Roadbed	4.00
22	737	Rubber Roadbed-Curved	5.50
1 pr.	720A	Switches	15.95
1	561	Horn	6.95
1	566	Whistle	6.95
1	759	Bell Danger Signal	4.95
1	760	Highway Flasher	2.95
1	K766	Animated Station & Car	14.95
1	769A	Aircraft Beacon	3.50
1	K771	Stock Yard & Car	14.95
1	774	Floodlight Tower	4.95
1	799	Talking Station	19.95
1	778	Street Lights	2.95
2	48	Transformers	19.90
1	706	Uncaspler	3.00

Total merchandise at list: **\$145.15**

**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.**

American Flyer

**POWERFUL WORM DRIVE
BUILT TO $\frac{3}{16}$ " SCALE
REALISTIC 2-RAIL TRACK**

**STREAMLINED CARS
ACTION ACCESSORIES
TALKING STATION**

**REAL PUFFING SMOKE
LIFE-LIKE CHOO-CHOO
AIR CHIME WHISTLE**

\$24.50
NET PRICE

American Flyer
TRAINS



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 finishes, without notice.

**AMERICAN
FLYER
TRAINS**



REALISTIC TWO RAIL "T" TRACK

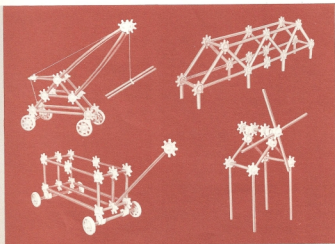
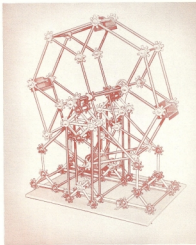
Junior ERECTOR

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 23½" 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, \$3.22



1000 TOYS IN ONE *with* **ERECTOR**

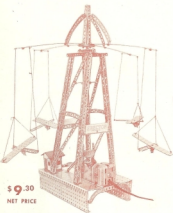
The WORLD'S GREATEST CONSTRUCTION SET



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.

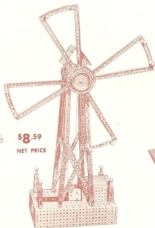
THE A. C. GILBERT COMPANY, NEW HAVEN, CONN.



\$9.30
NET PRICE

No. 6½ ERECTOR AIRPLANE RIDE

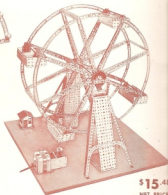
A real traffic stopper! Exciting action model (made with 6½ Erector set), shows your customers the features which have made Erector famous for nearly half-a-century: lights, motion, all-steel construction and realistic girder building. When 110 volt, 60 cycle A.C. motor (included with display) is plugged in, airplanes whirl around pylon while lights twinkle atop tower. Low voltage Transformer (from your own stock) is necessary for illumination. Display measures 32½" high, 8½" wide, 12½" deep. Carton weight approximately 19 lbs. Net price, F.O.B. New Haven. Order through your jobber.



\$8.59
NET PRICE

No. 7½ 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 12½" wide by 8½" 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.



\$15.45
NET PRICE

No. 8½ 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 26½" high on its wood base, which measures 23½" 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.

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 glass, 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.



EXPRESS WAGON



FARM WAGON



RAILROAD BRIDGE

\$2.90
FOR
ASSORTMENT

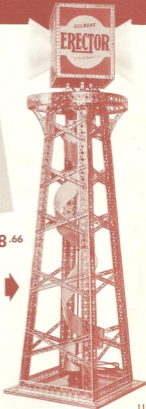
ERECTOR "B" ASSORTMENT DISPLAY

Attractive three-unit display consisting of Express Wagon, (made with No. 1½ Erector), Farm Wagon (built with 2½ Erector), and truss 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" squares. 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



ERECTOR

1,000 TOYS IN ONE

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: \$7.80 Order from your jobber.

CONSISTS OF CONNECTOR
ONLY; TOWERS SHOWN
NOT INCLUDED.

\$7.80

NET PRICE

Help Yourself to Sales with these Dealer Aids.

ELECTROS AND PHOTOS

If you're getting out a catalog or mailing piece you may need electros (printing plates) or photographs of Gilbert merchandise. Write to Adv. Dept., The A. C. Gilbert Co., for details.

FULL-COLOR CATALOG

Illustrates American Flyer trains and Gilbert Toys. Printed in full color and promoted nationally. It's your best salesman! Secure from your jobber.

AD MATS

Complete ads, in mat form, free for the asking. Write to Adv. Dept., The A. C. Gilbert Co., New Haven 6, Conn., and we'll send you giant mat broadside.