

THE A. C. GILBERT COMPANY

ANNOUNCES A NEW PLAN

FOR BUILDING A PERMANENT GILBERT HALL OF SCIENCE

IN YOUR TOY DEPARTMENT



A sales-tested way to increase your sales and profits

There's Sales Magic to the Words

“GILBERT HALL OF SCIENCE”

To boys, girls and parents the country over, the words “Gilbert Hall of Science” symbolize the finest in scientific toys.

They read about it in Gilbert national advertising on American Flyer Trains, Erector, Gilbert Chemistry Sets and other Gilbert Toys.

They see the words “Developed at the Gilbert Hall of Science” on the cabinets or cartons in which these famous toys are packaged.

In addition, thousands of children and parents, from every State in the Union, annually visit the Gilbert Hall of Science exhibit in New York, and such a visit makes an unforgettable impression on them. They carry back to their home towns thrilling stories of the spectacular sights they saw.

No other name in the toy world is so famous or is surrounded with so much magic as “Gilbert Hall of Science.” This suggests the practical question: *How can you take full advantage of it?*

And the practical answer is: *Build a permanent 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.

THE A. C. GILBERT COMPANY

Erector Square, New Haven, Conn.

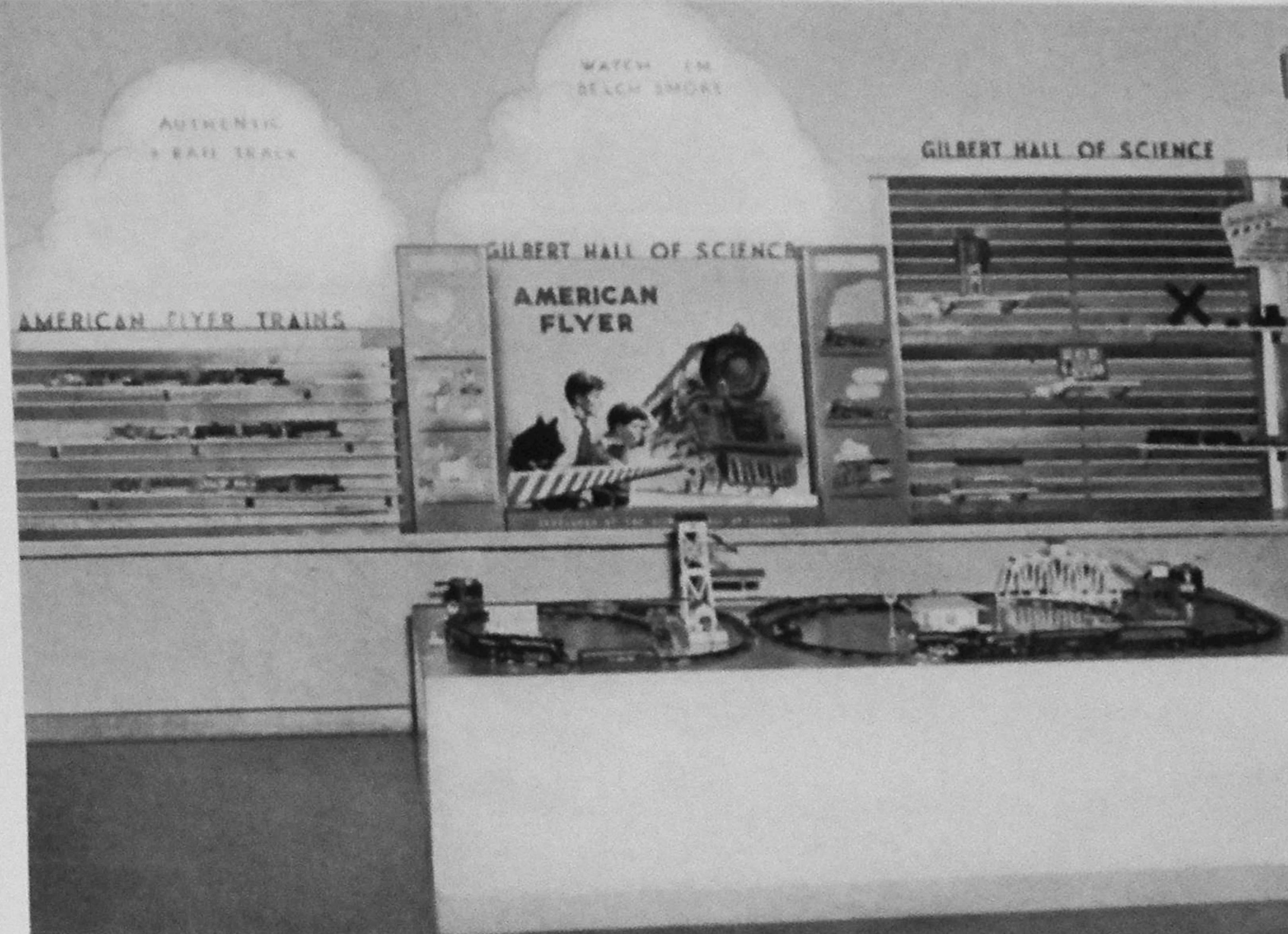
VISIT THE GILBERT HALL OF SCIENCE

FIFTH AVENUE AT 25TH STREET, N. Y. C.



Above—John Wanamaker, New York

Below—John Wanamaker, Philadelphia



Above—John Wanamaker, New York



*To make sure the new
Gilbert Hall of Science plan is
practical and profitable, it was
sales-tested in 3
leading stores*

JOHN WANAMAKER, Philadelphia

JOHN WANAMAKER, New York

G. FOX & CO., INC., Hartford



G. FOX & CO., Inc., Hartford

The idea of making it possible for retail stores to have a Gilbert Hall of Science of their own appeared so sound that shortly after the war we engaged Harry Preble, the prominent industrial designer, to create practical construction and display units for putting the plan into effect. A limited number of units were produced in time for the 1947 Christmas selling season.

But we wanted to make sure there were no "bugs" either in the idea or the actual construction units. So we invited three stores to sales test the new Gilbert Hall of Science. The three stores were Wanamaker's, Philadelphia—Wanamaker's, New York—and G. Fox & Co., Inc., Hartford.

In all three stores the Gilbert Hall of Science proved highly successful both as a promotion stunt and as a practical means of displaying, demonstrating and selling toys. It acted as a veritable magnet in attracting crowds, yet the scientific arrangement of counters and displays permitted showing toys and waiting on customers with minimum confusion.

Another point worth noting is that while the amount and shape of the floor space allotted to the Gilbert Hall of Science differed considerably in each store—as shown by the photographs—the specially designed construction units proved so flexible that each store was able to assemble them in an effective way suited to its individual needs.

These actual sales tests clearly prove that to the store that senses the growing sales possibilities in toys, a Gilbert Hall of Science is a practical and profitable addition.



A Gilbert Hall of Science Gives You Five



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.

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.

Important Merchandising Advantages

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.

FIVE

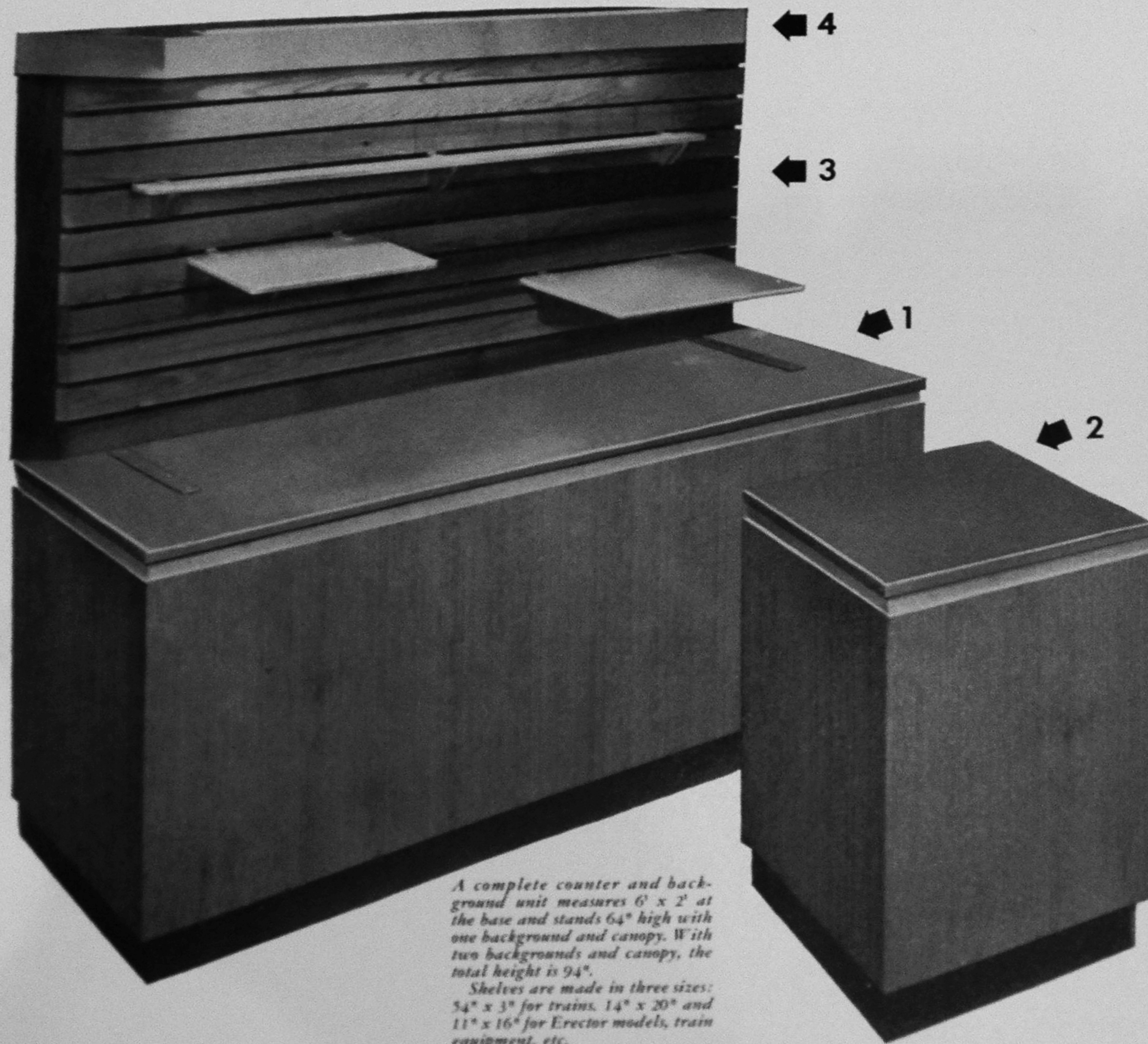
The prestige of a nationally advertised institution.

Less tangible but none the less real is the prestige that a Gilbert Hall of Science brings your store. You gain a valuable competitive advantage when the boys and girls in your city refer to your store as the one with the Gilbert Hall of Science and urge their parents to visit it first.

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'.



You Can Build a Gilbert Hall of Science in your Store *in Only a Few Hours*

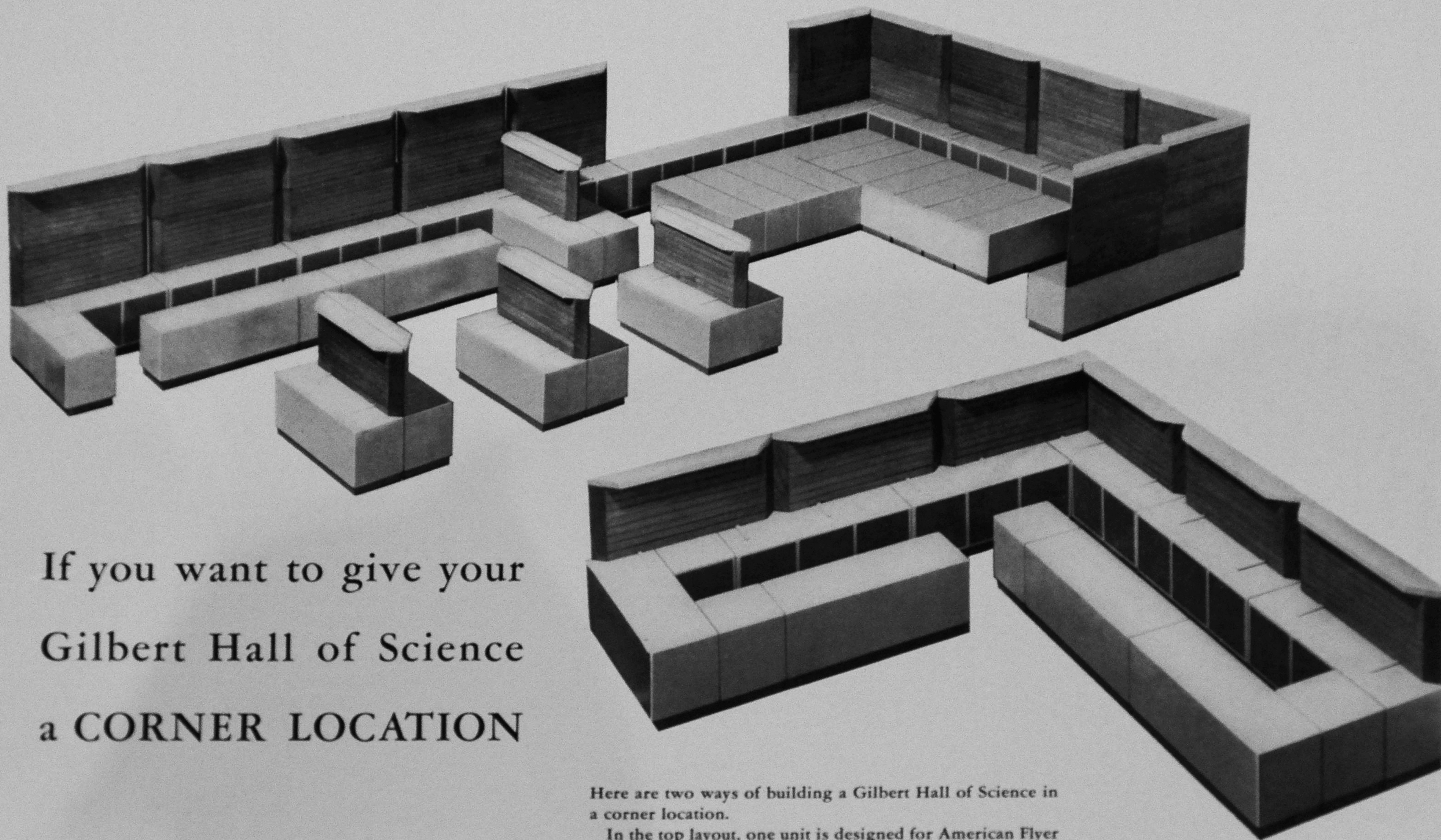


*A complete counter and background unit measures 6' x 2' at the base and stands 64" high with one background and canopy. With two backgrounds and canopy, the total height is 94".
Shelves are made in three sizes: 34" x 3" for trains, 14" x 20" and 11" x 16" for Erector models, train equipment, etc.*

- ★ *There are only four basic construction units—scientifically designed to fit together—and three sizes of 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.*

These Are the 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.

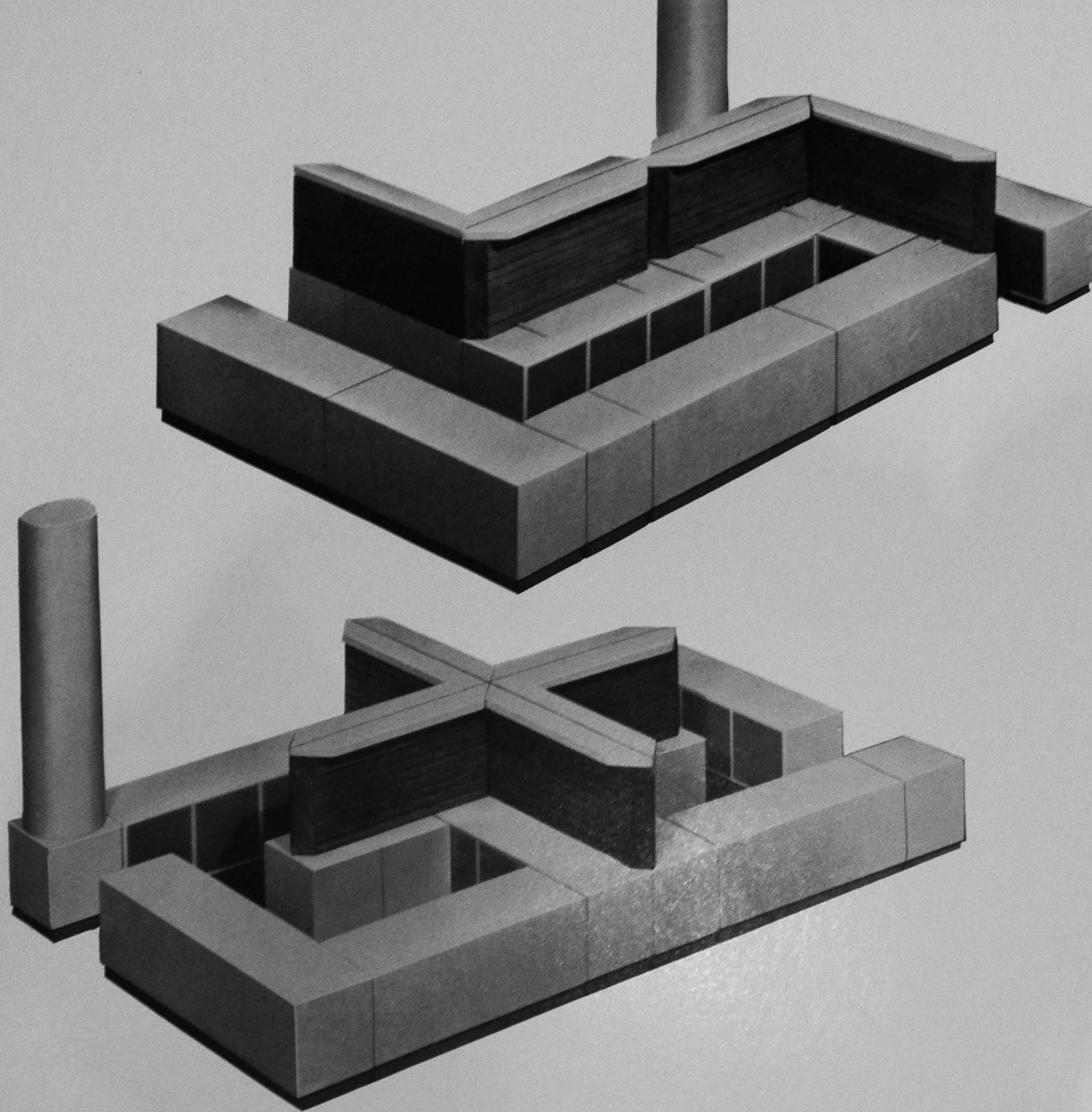


If you want to give your
Gilbert Hall of Science
a CORNER LOCATION

Here are two ways of building a Gilbert Hall of Science in a corner location.

In the top layout, one unit is designed for American Flyer trains and the other unit for Erector and all other Gilbert scientific toys.

These layouts are intended as suggestions only. Many variations are possible in the same floor space or areas of different sizes and proportions.



AN ISLAND
LOCATION
is an ideal
setting for
your Gilbert
Hall of Science

A Gilbert Hall of Science is always a natural center of interest and if your floor space is square in shape, building it as an island in the center of your toy department offers many advantages. The effect is very impressive and both sides of the backgrounds may be used for the display of models and packaged sets.

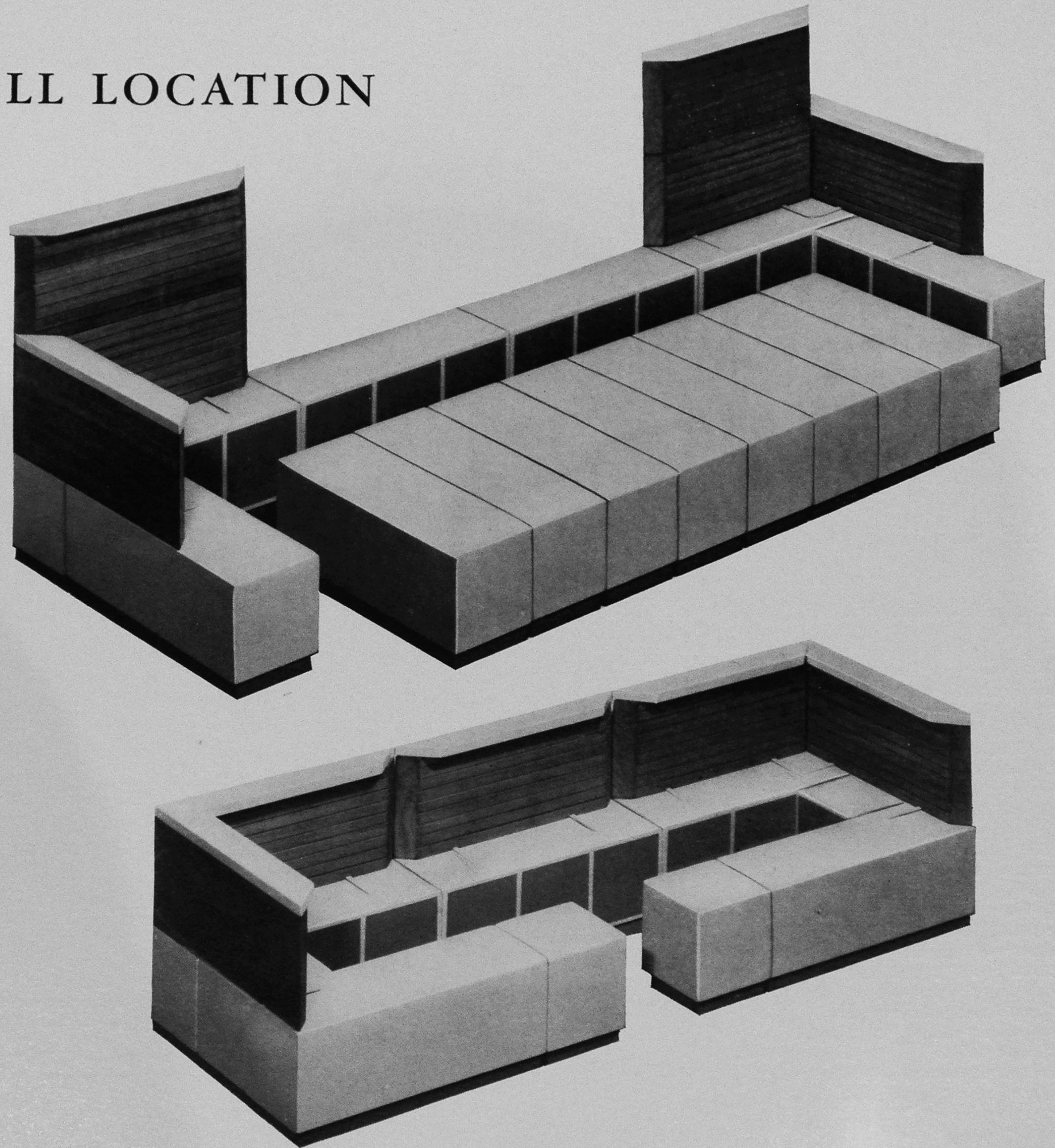
The layouts illustrated show two variations of the island treatment and many others are possible.

A STRAIGHT WALL LOCATION

can be used
very effectively

If your toy department occupies an area on the long and narrow side, a wall location may be best for your Gilbert Hall of Science. It is always desirable to make your Gilbert Hall of Science appear as a special self-contained unit. When located against a straight wall, this can be done by placing two counters at right angles to the wall, at each end. Backgrounds on these counters two units high will further contribute to the desired effect.

The diagram on page 13, together with the accompanying cardboard cutouts, will assist you in working out a suitable plan for your store.

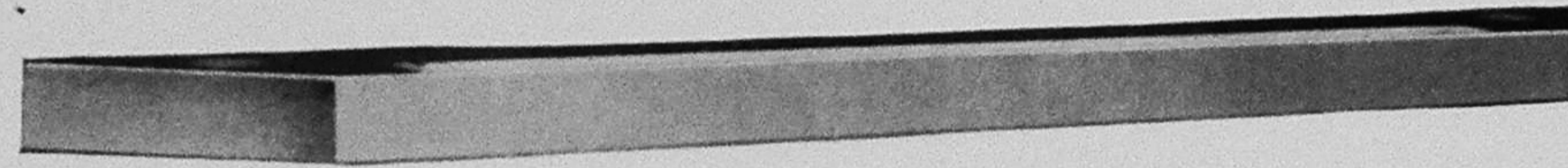


*Here is the
complete list of
Construction Units
and Display Material
available for
building your
Gilbert Hall of Science*

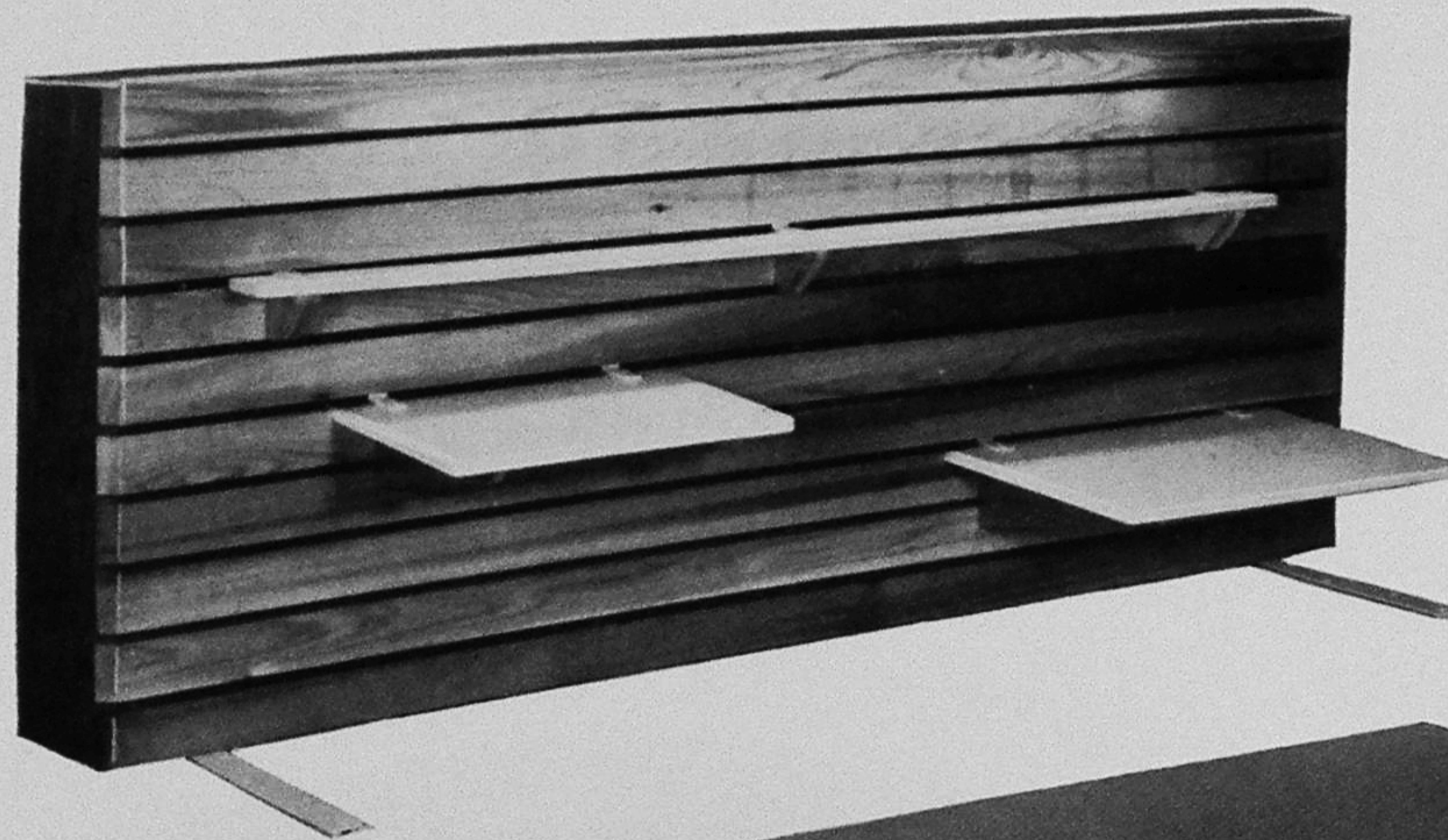
All of the items illustrated and described on this and the following two pages may be purchased from The A. C. Gilbert Company and will be delivered ready to install. There is literally nothing for you to do except assemble them and plug in the fluorescent lamps to your store lighting circuit.

If you have certain standard counters which you prefer to use or if you prefer to build your own counters, Gilbert Hall of Science backgrounds may easily be attached to them.

It is strongly urged, however, that standard Gilbert Hall of Science backgrounds and canopies be used—both for the sake of appearance and because these backgrounds are correctly constructed to accept Gilbert Hall of Science shelves and display plaques. Also, as we are buying these units in large quantities and giving you the benefit of the quantity price, we do not believe that they can be duplicated locally at any saving.



No. 303 LIGHTING CANOPY
6' long x 8" wide x 3" high. Furnished completely wired and with fluorescent lamp.

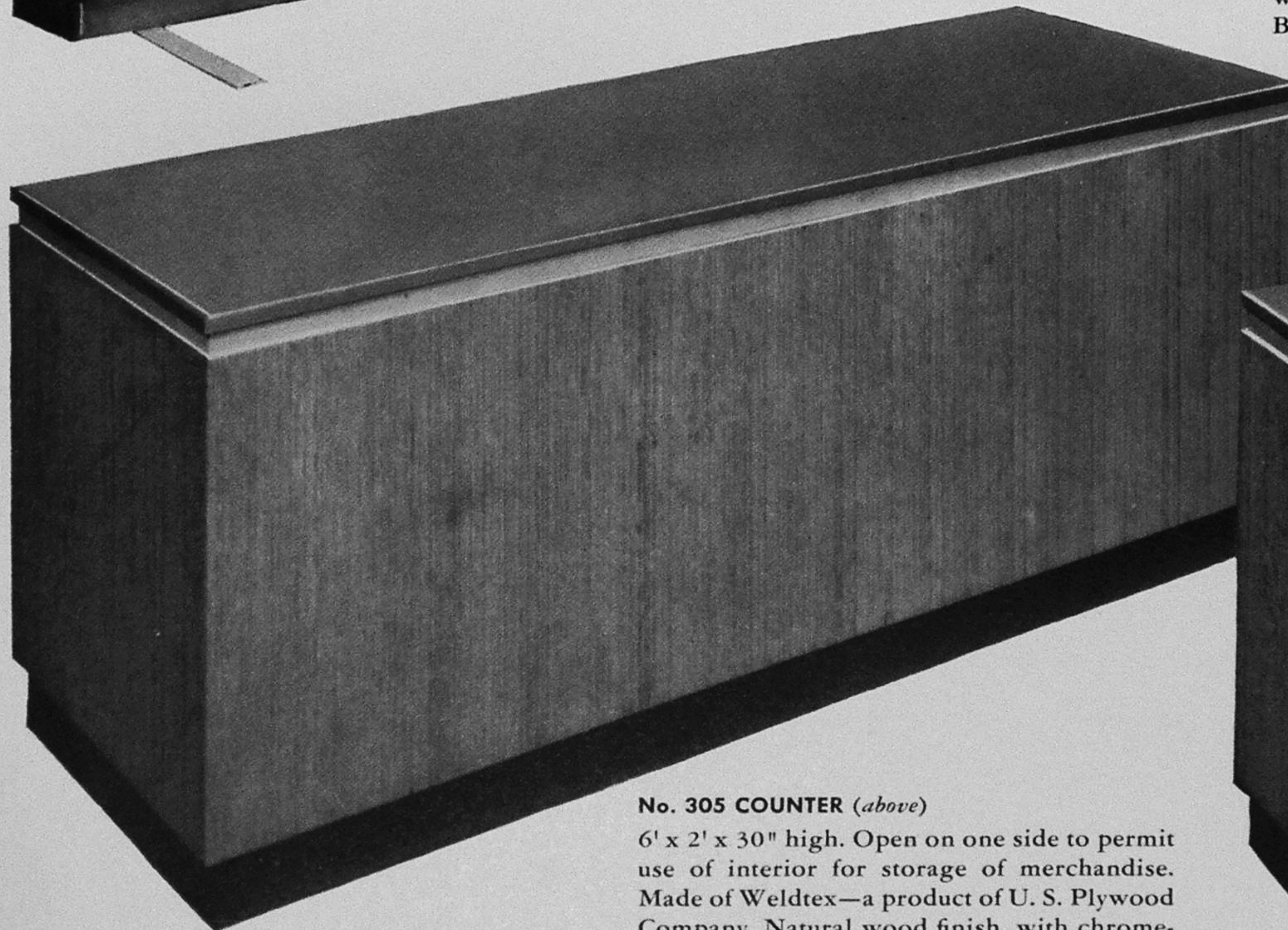


No. 302 SLATTED DISPLAY BACKGROUND
6' long x 30" high x 3" deep. Made of wood, natural finish. Slatted construction with nine 3" slats per background.

No. 300 TRAIN SHELF
54" long x 3" wide. Finished in yellow and with lugs for attaching to No. 302 Background.

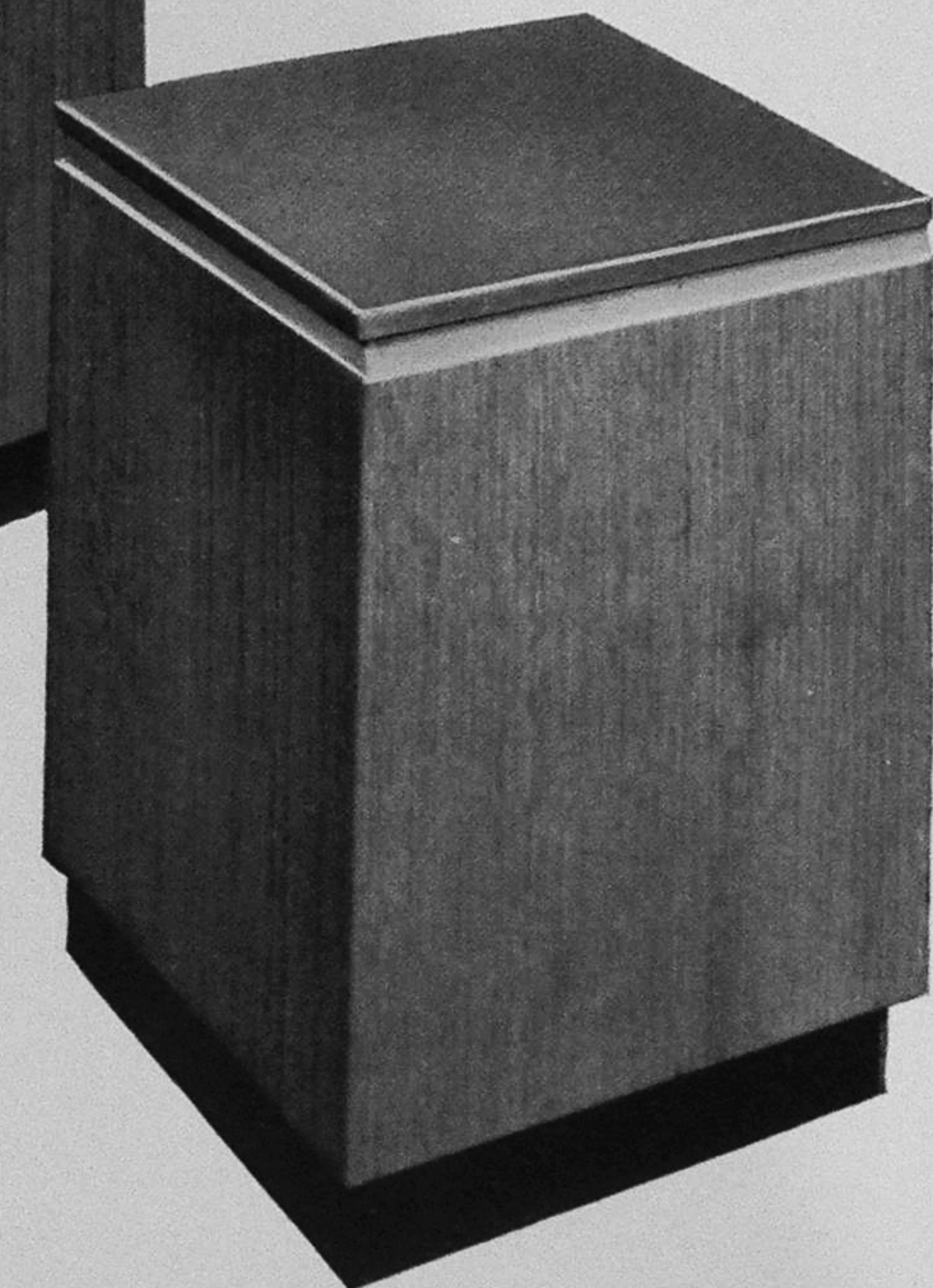
No. 301 STANDARD SHELF
14" x 20". Finished in yellow and with lugs for attaching to No. 302 Background.

No. 301A STANDARD SHELF
11" x 16". Finished in yellow and with lugs for attaching to No. 302 Background.



No. 305 COUNTER (above)
6' x 2' x 30" high. Open on one side to permit use of interior for storage of merchandise. Made of Weldtex—a product of U. S. Plywood Company. Natural wood finish, with chrome-yellow linoleum top.

No. 306 COUNTER (below)
2' x 2' x 30" high. Specifications same as for No. 305.





**No. 250 SPECTACULAR
AMERICAN FLYER
ANIMATED TRAIN DISPLAY**

Designed as the central display unit in the train section of your Gilbert Hall of Science, it vividly portrays the glory of railroading and gives special emphasis to the more important American Flyer features.

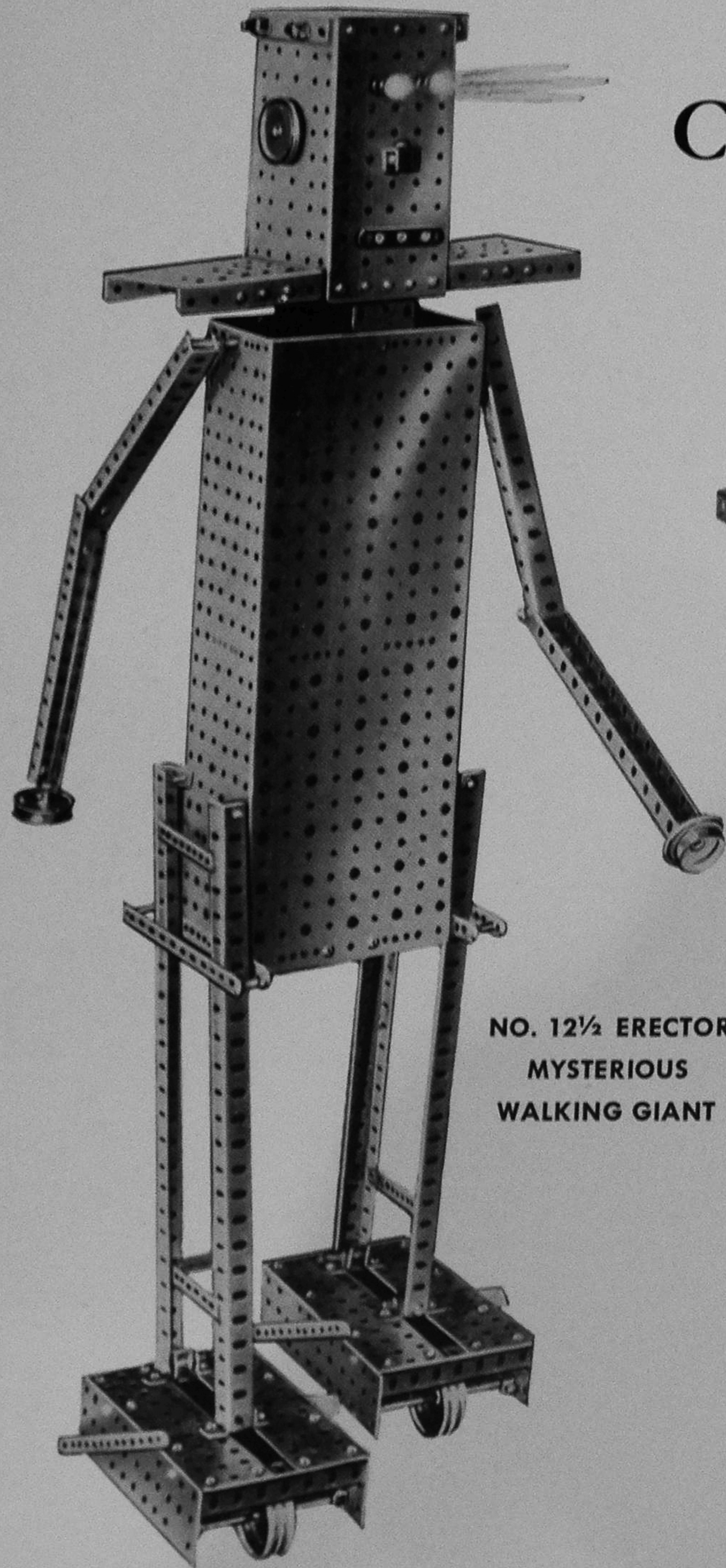
It is 12' wide, so that it exactly fits on two No. 305 counters. The height is the height of two No. 302 Display Backgrounds.

Central illustration is an adaptation of the famous boys-at-the-crossing gate photograph featured on the

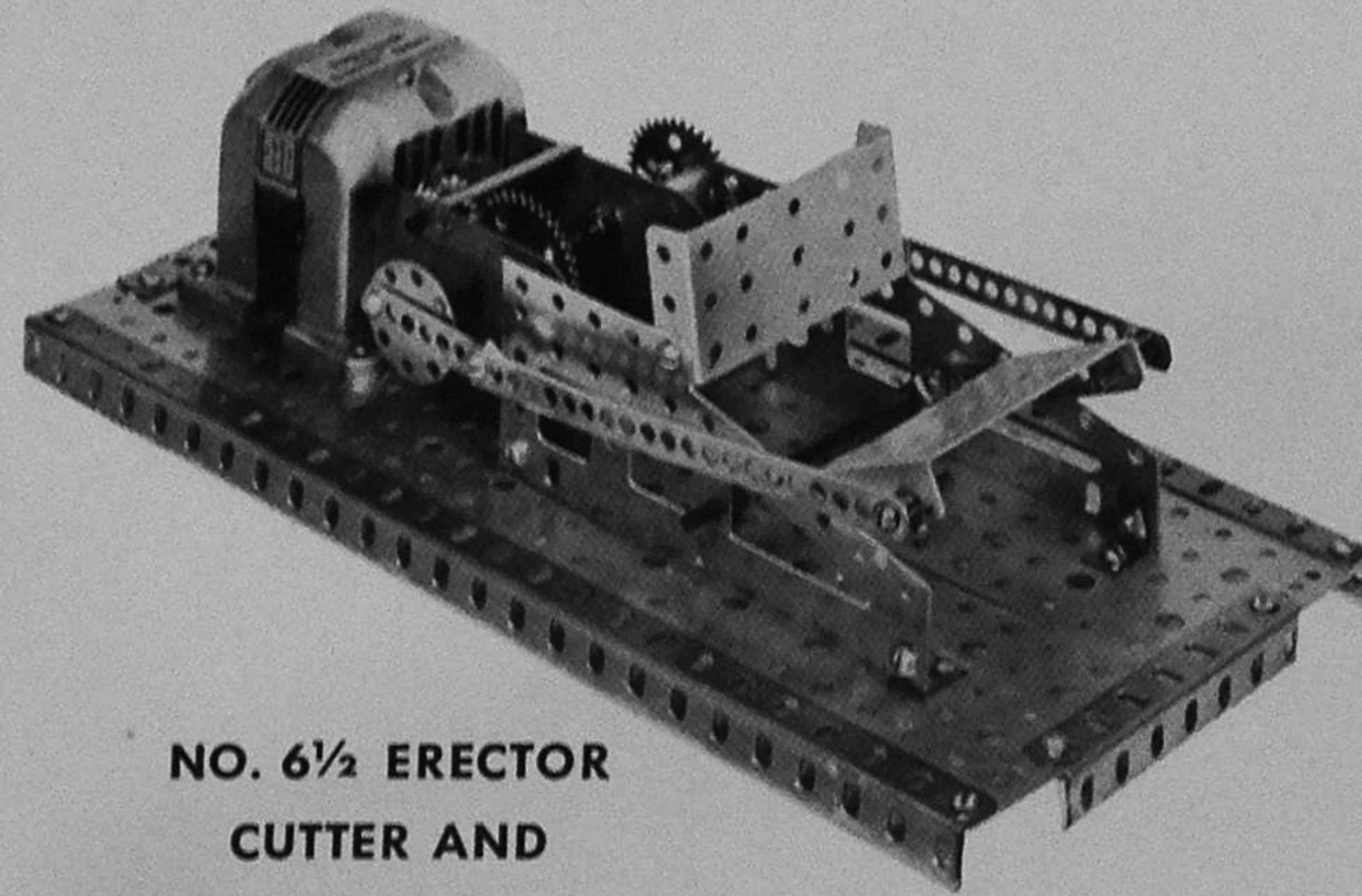
cover page of the American Flyer Train catalog and in American Flyer national advertising.

Unit is sturdily constructed of plywood and Presd-wood 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.

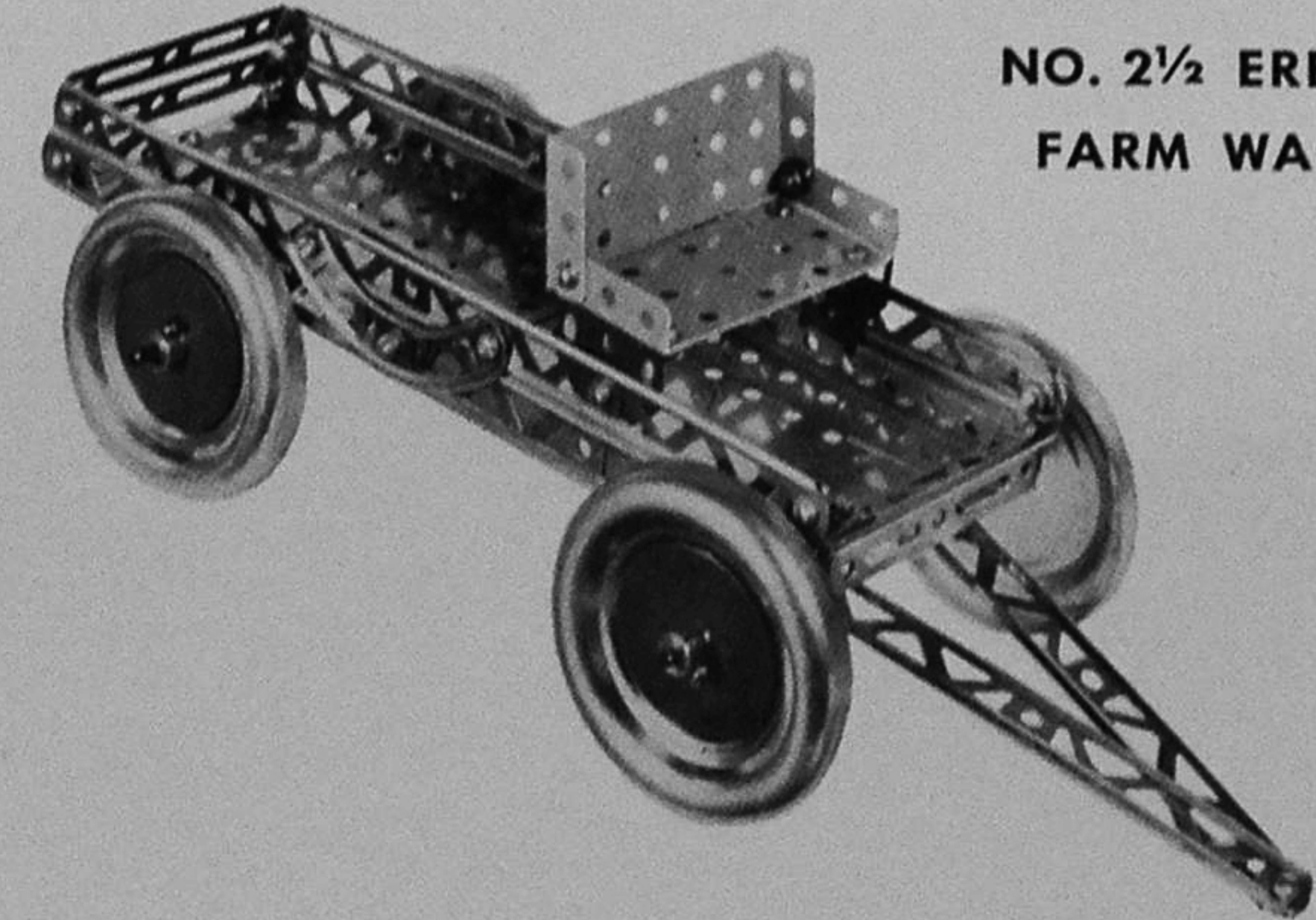
Completely Assembled ERECTOR Models



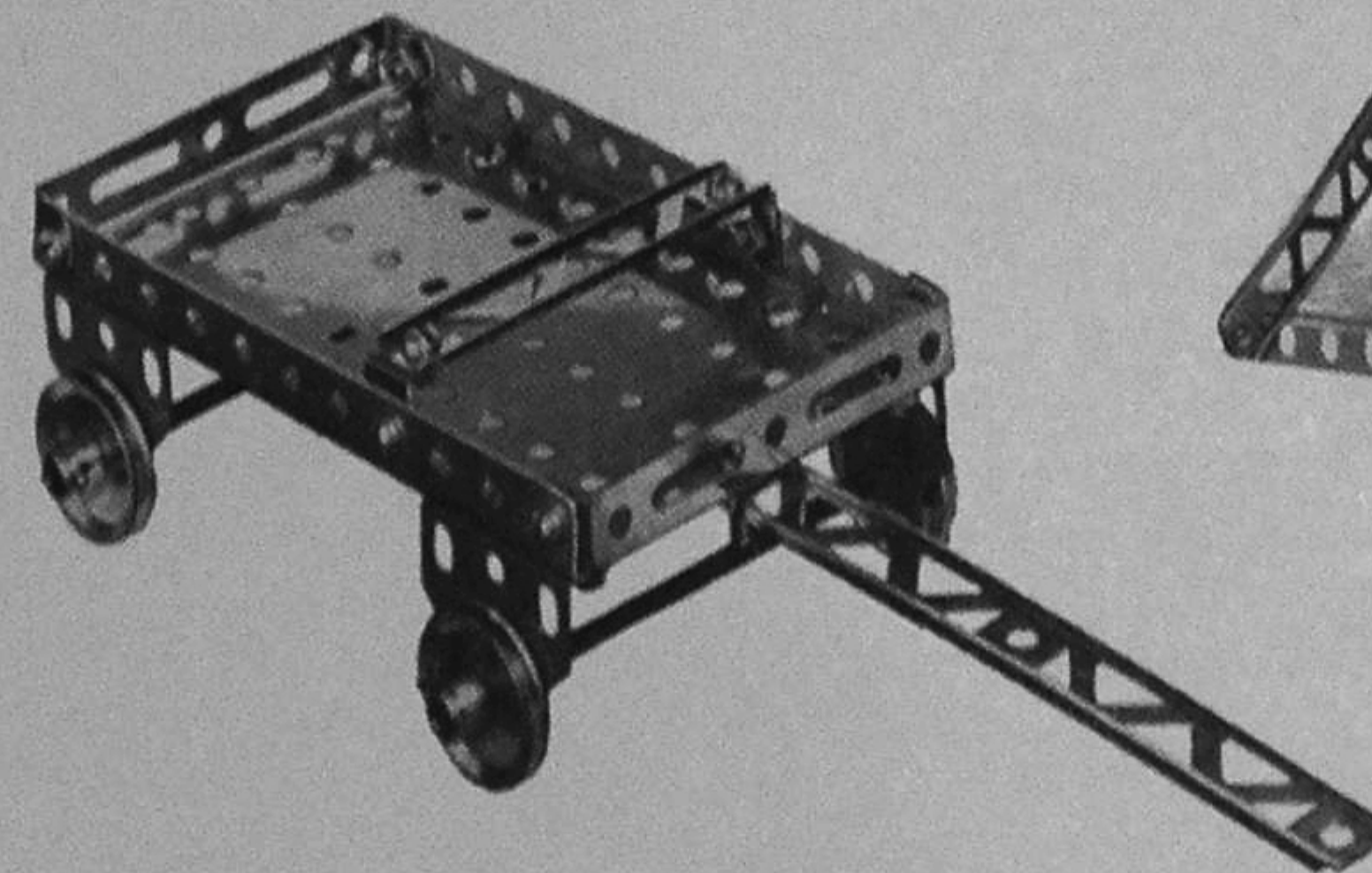
NO. 12½ ERECTOR
MYSTERIOUS
WALKING GIANT



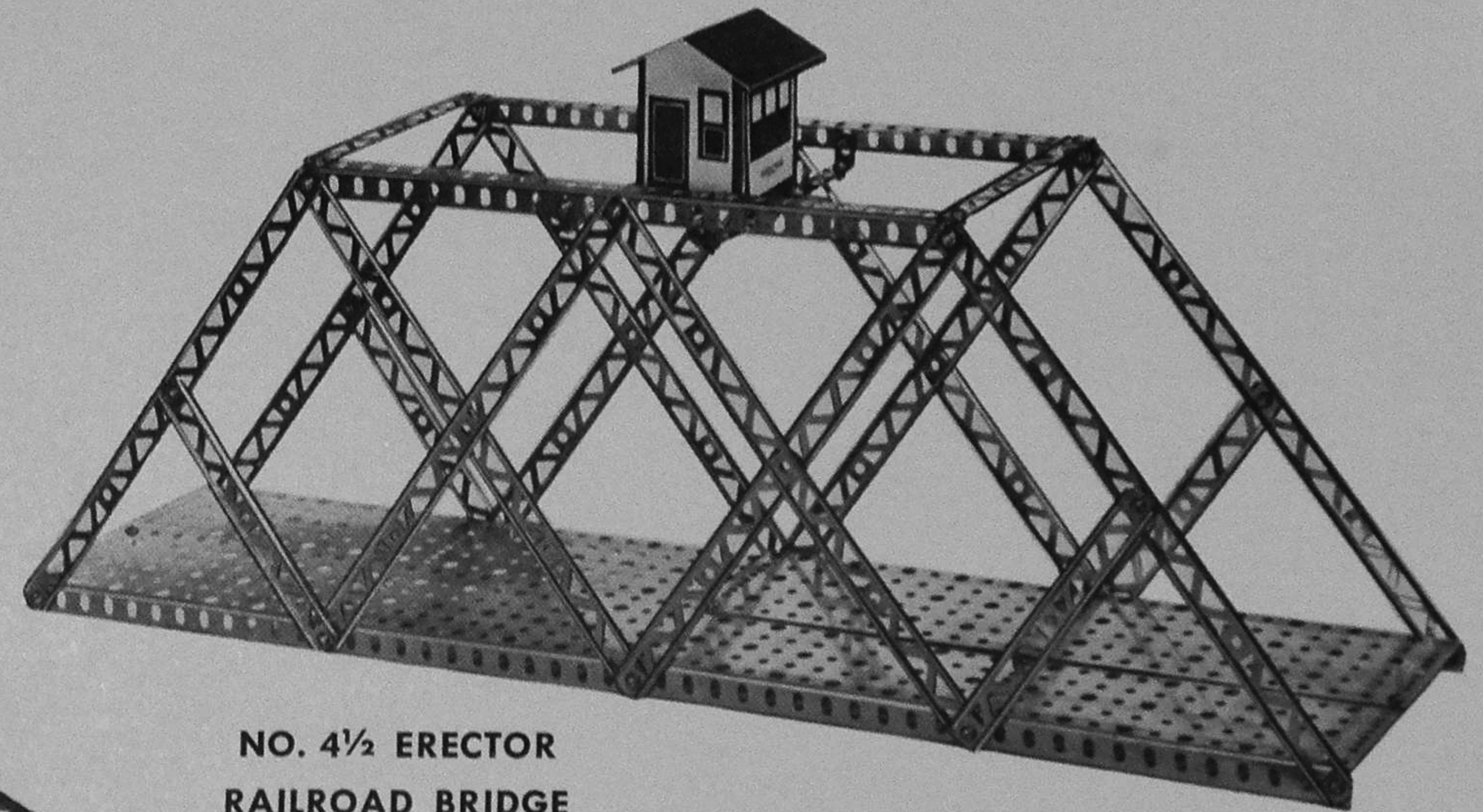
NO. 6½ ERECTOR
CUTTER AND
CREASER



NO. 2½ ERECTOR
FARM WAGON



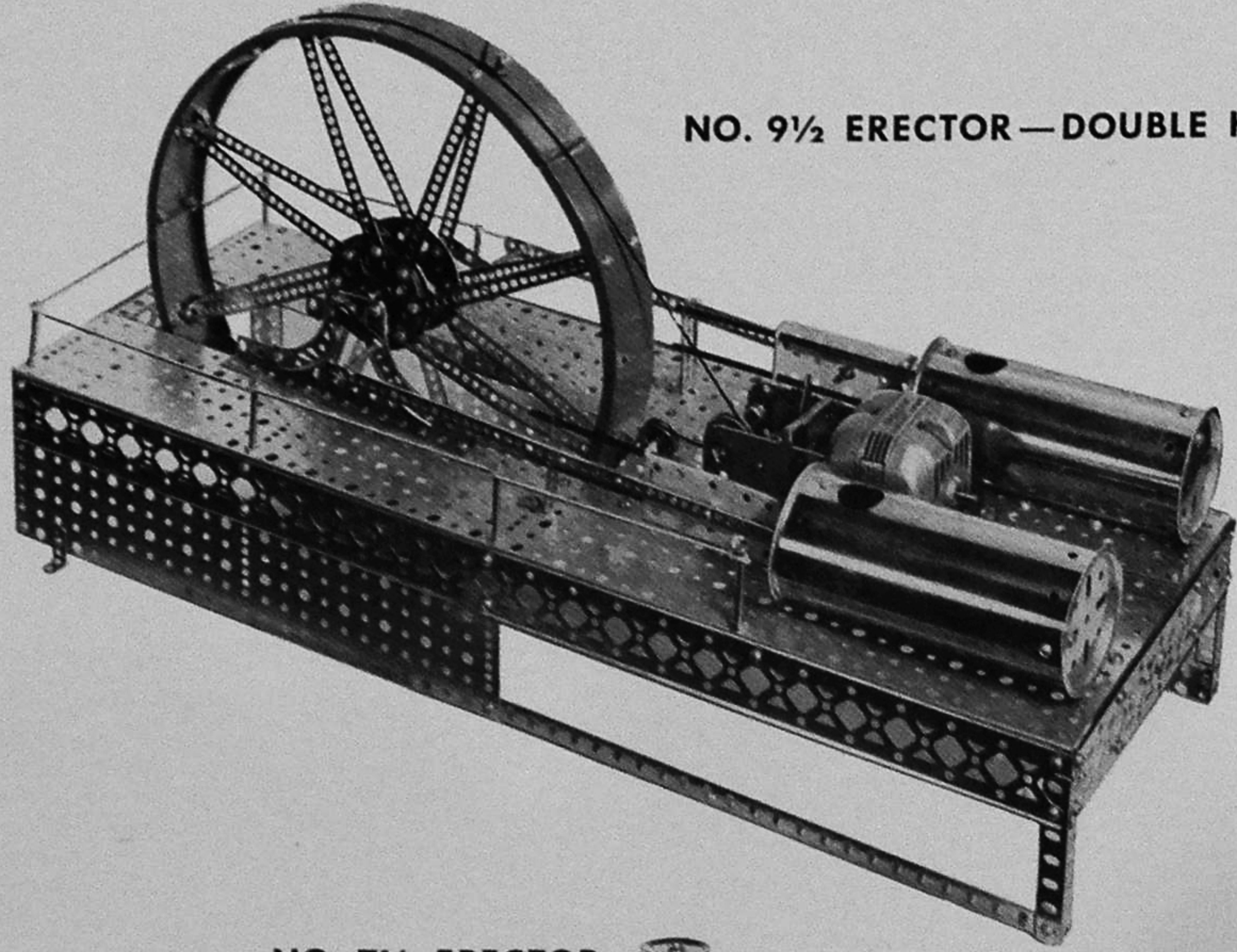
NO. 1½ ERECTOR
EXPRESS WAGON



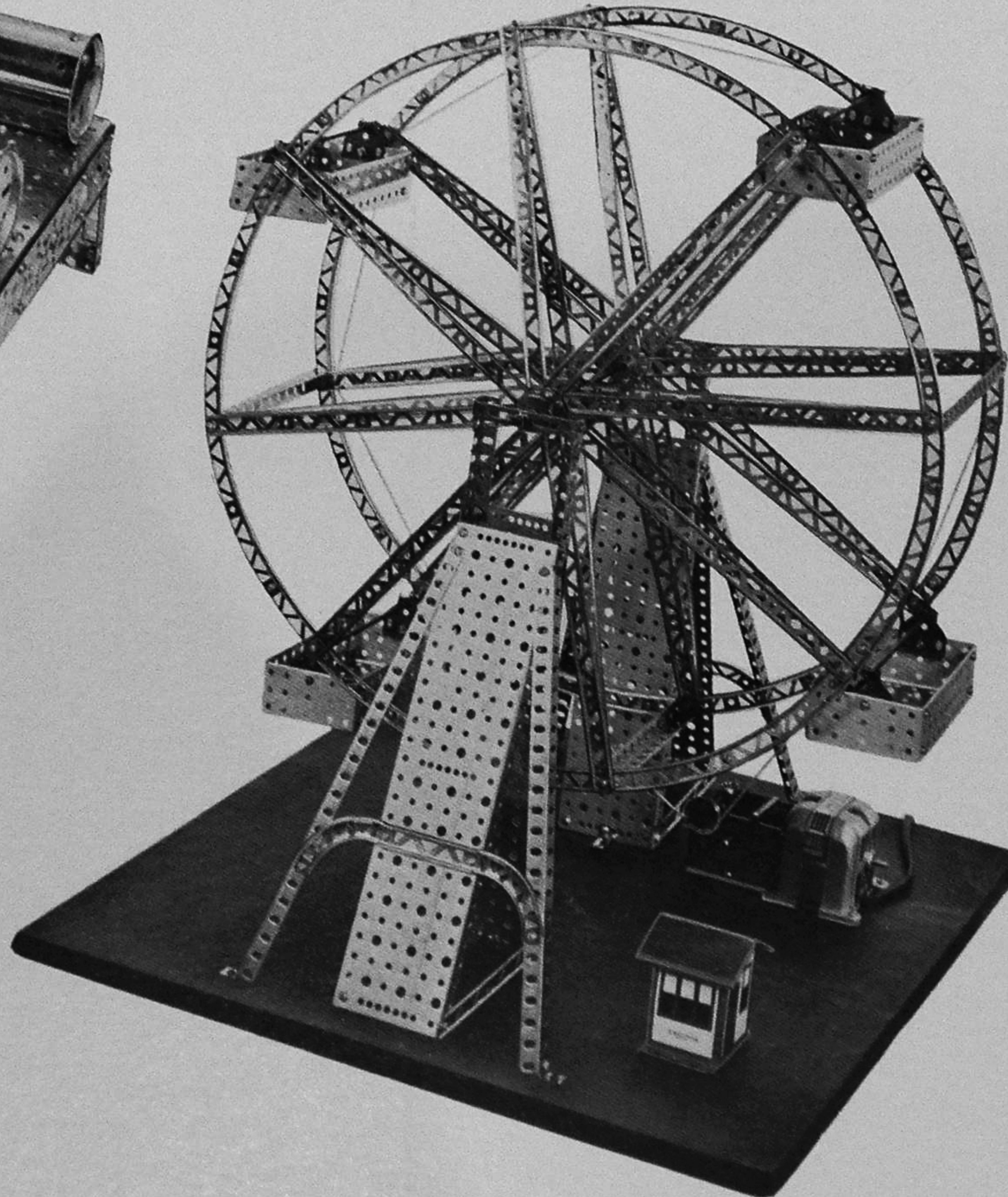
NO. 4½ ERECTOR
RAILROAD BRIDGE

for Your Shelves and Counters

NO. 9½ ERECTOR—DOUBLE HORIZONTAL ENGINE



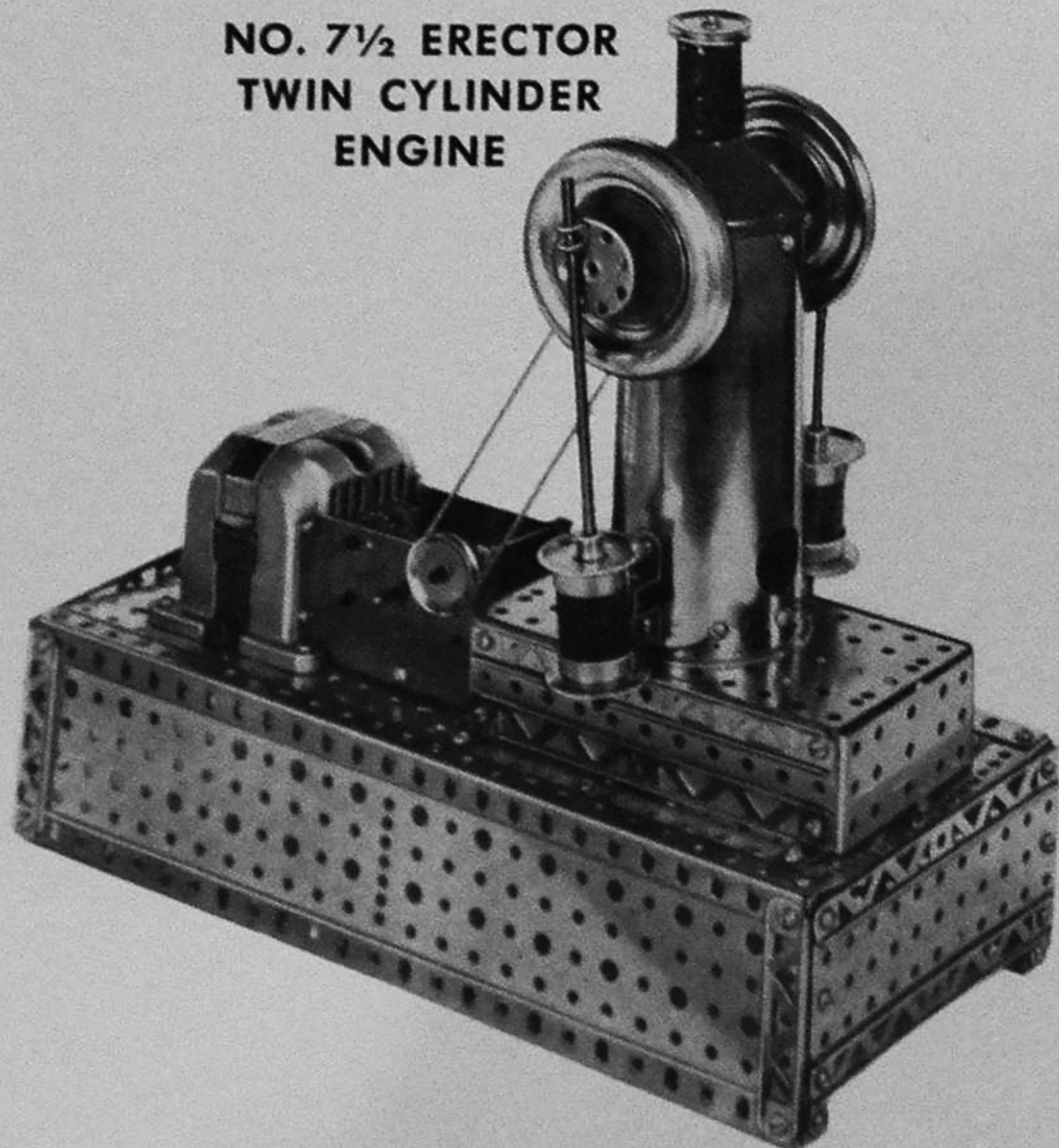
NO. 8½ ERECTOR—GIANT FERRIS WHEEL

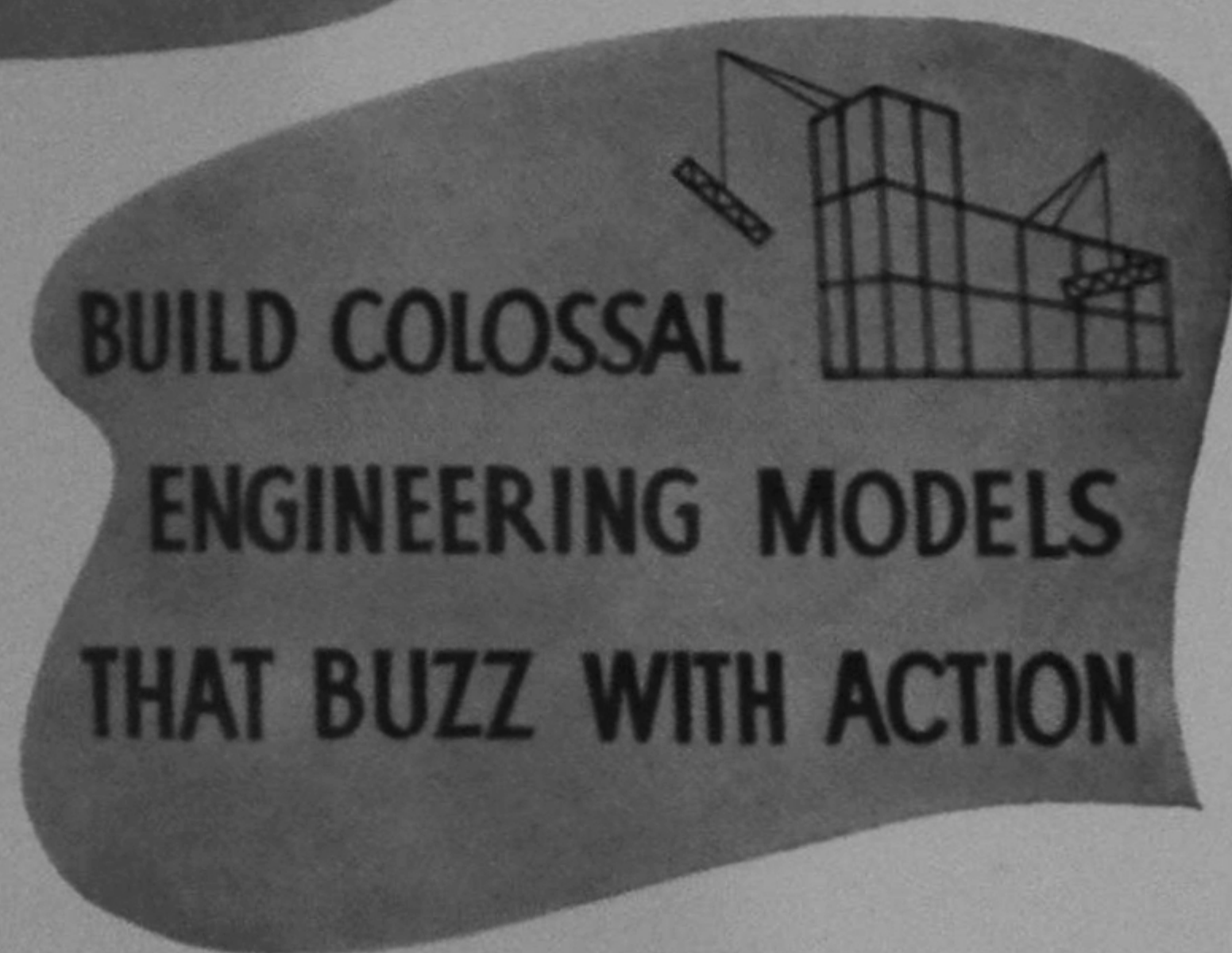


REVOLVING
TOWER



NO. 7½ ERECTOR
TWIN CYLINDER
ENGINE





DISPLAY PLAQUES—Display cutouts both dress up backgrounds and spotlight products or special features of products. They are made of Presdwood and are approximately 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. 361—TRAINS—"Just like real" |
| No. 351—CHEMISTRY | No. 363—TRAINS—"Worm Drive" |
| No. 353—TOOL CHESTS | No. 364—TRAINS—"Smoke and Choo-Choo" |
| No. 360—MYSTO MAGIC | No. 365—TRAINS—"2-Rail Track" |
| No. 362—ERECTOR | 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. 326—AMERICAN FLYER TRAINS

No. 327—HO SCALE TRAINS

No. 328—MICROSCOPES

No. 329—ERECTOR

No. 330—CHEMISTRY

No. 331—PUZZLES

No. 332—MYSTO MAGIC

No. 334—TOOL CHESTS

LAY OUT THE FLOOR PLAN FOR
YOUR GILBERT HALL OF SCIENCE
ON THIS CONVENIENT FORM

- Each square represents floor space 2' x 2'. On the following page will be found an assortment of cardboard shapes representing the various basic construction units for building a Gilbert Hall of Science.
- See back of this page for complete suggestions for laying out your Gilbert Hall of Science.

A large grid of 20 columns and 15 rows of squares, intended for drawing a floor plan. Each square represents a 2-foot by 2-foot unit of floor space.

Suggestions for Laying Out Your Gilbert Hall of Science

- 1** Mark off on the opposite side of this page the area representing your available floor space. Remember, each square represents 2' x 2'. Thus, if your floor space is 18 x 40 feet, mark off 9 squares x 20 squares.
- 2** Decide whether you want to build your Gilbert Hall of Science in a corner—as an island—or against a straight wall.
- 3** Place the cardboard shapes over the floor plan to represent the location of the various counters and displays. As a general rule, all counters placed against walls should be complete with background and canopy. The same is true of counters used to create ends as, for example, in making a layout against a straight wall.
- 4** Be sure to make demonstration counters large enough. For example, the minimum track diameter for American Flyer is 40". To demonstrate trains in action, at least three No. 305 counters are needed. This gives a space 6' x 6'. It is much better to combine four to six No. 305 counters for your main train demonstration. This allows trackage for two trains, space for automatic loading equipment, etc.
- 5** After you have worked out your general plan on this sheet, send it to us and we shall be glad to offer further suggestions, if desired, and submit an estimate on the cost of the units needed.

Address GILBERT HALL OF SCIENCE STORE DISPLAYS

The A. C. Gilbert Company, New Haven, Conn.

THESE cardboard shapes represent the different basic units used in building a Gilbert Hall of Science, and are in the same scale as the floor plan on the preceding page.

The large plain rectangles represent the No. 305 Counters — 6' x 2'.

The small squares represent the No. 306 Counters — 2' x 2'.

The large rectangles with the word "Canopy" represent the No. 305 Counters complete with No. 302 Background and No. 303 Lighting Canopy.

The various shapes are scored for easy separation. ➔

