

AMERICAN *Flyergram*

TRADE NEWS—MERCANDISING IDEAS—GRYPE FORUM



HE WASN'T
STIFF—JUST
OVERWORKED.

SPIKE FITZPATRICK'S THE NAME, GANG!

WE THANK YOU ALL

From all reports we've heard, the first issue of the American Flyergram went off --- and up --- like one of Cape Canaveral's better rocket efforts. Frankly, we hadn't expected the very first copy to arouse much of a ripple, but within a matter of hours the mailman staggered in with a load of coupons clipped from the back page --- asking for catalogs. Some jobbers wrote for extra copies and one dealer phoned for additional Flyergrams for his salesmen.

We had planned a little sunshine-soaking on the beach this summer, but it looks as though we're stuck with this job.

ACTUALLY, WE
DON'T MIND
A BIT!

JUST 15 WORDS
BUT WHAT A 15! {

SELLING STRATEGY

Not long ago we were chatting with a very successful dealer who operated a hobby store that had increased its volume 400% in the last nine years. We asked him the secret and he thought a moment before replying: "Turn your prospects into friends because it's easier to turn a friend into a customer."

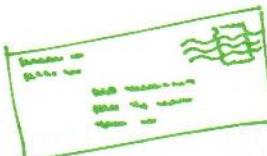
He went on to explain that going out of your way to help a customer, showing an interest in the customer (without being nosy!) and being honestly solicitous of his welfare do more to create additional sales than anything else he's ever tried.

AMEN, SAY WE. {{

"It takes more effort in the beginning," he said, "but it's surprising how much more pleasant life can be with this attitude.

THE GREATEST LETTER WE HAVE RECEIVED

A few months ago we opened our morning mail and found a letter so surprising that we asked the sender if we could reproduce the entire contents.



This man is a dealer in Chicago who has sold trains for many years.
This is what he had to say:

WE HAD
EVERY FLYER
SALESMAN
READ THIS
TWICE!

"Dear Mr. Gilbert:

I think you people are missing the boat,
in a very large way.

I've been selling trains for 22 years ---
not American Flyer, but "another" brand. One jobber
used to call on me regularly to stock Flyer, but I
wasn't interested. I was doing all right --- I
thought.

Last year I switched. It's a long story why
I did but, anyway, it was a real eye opener. I dis-
covered that American Flyer's one gauge line made a
big difference in my store operation. Instead of
four different kinds of track, switches and attach-
ments, with all sorts of special adaptors, I just had
one gauge to stock, sell and advertise. It really
cut down on my paperwork, inventory problems and on
the amount of time my clerks had to spend on a sale
to a customer, confused about gauges.

Mr. Gilbert, I think you people ought to
make a bigger feature of this one size-one gauge
line. Maybe I might have made the change sooner
if someone had explained it to me.

ANYONE
LISTENING?

Yours sincerely,

J. S. L."

WHAT'S 5%
OF YOUR
GROSS?

ARE YOU LOSING SALES THIS WAY?

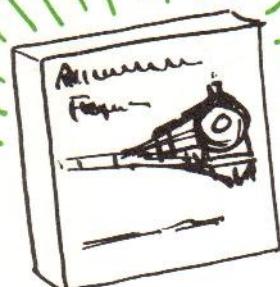


According to a recent market study, an "out-of-stock" con-
dition can account for as much as 5% loss on your total annual
sales.

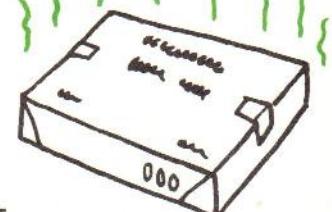
Almost more serious than that is the loss of "regular"
customers who don't become so regular any more, because they're
trading with the guy down the street who has the stock.

Don't let this happen to you. Keep your American Flyer
stock built up. You'll not only keep your regulars, but add
new customers.

NEW PACKAGING



Every dealer (and jobber) knows the value of good
packaging. Without it, in today's competitive market,
merchandise just won't sell. The bright, colorful package
with the interesting selling message quickly told, will out-
sell the same product in a drab, poorly prepared package
15 to 1.



DEAD PACKAGE
MEAN DUD SALES

In the 1959 American Flyer line, the first five trains will be in the most consumer-appealing package yet. Outside of the box is bright, dominant, compelling, with an illustration of a big train roaring around the bend.

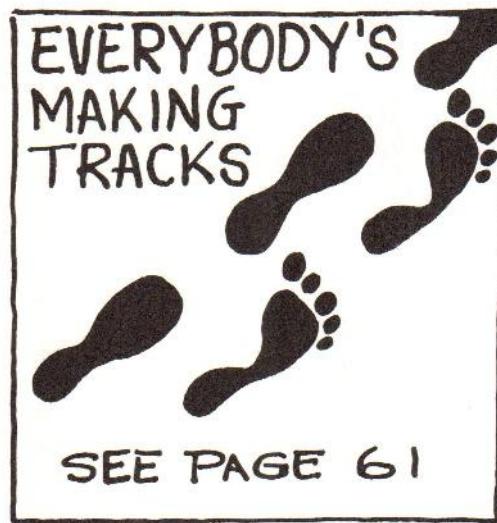
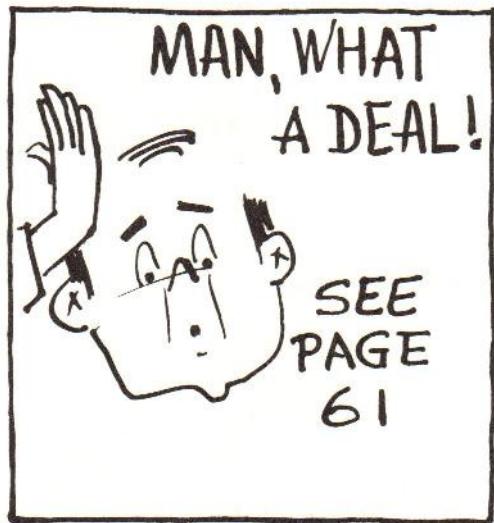
Inside, the train components --- locomotive, cars, transformer, track, etc., are nested in a die-cut tray and at various points on the tray are printed various selling features of that particular train: REAL PUFFING SMOKE, TRANSFORMER WITH CIRCUIT BREAKER, etc.

We know that this packaging will help the dealer, help the consumer and help the train business in general.

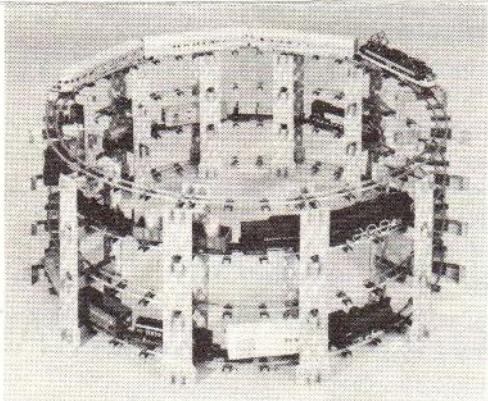
TRY THIS THE NEXT TIME YOU ADVERTISE

You'll triple the readership of your next ad if you insert little reminder ads on different pages of the newspaper you use, calling attention to your larger ad on page so-and-so.

Such ads are inexpensive and more than pay their way in extra attention value and added store traffic.



IF YOU LIKE FREE DISPLAYS, READ THIS CAREFULLY



KIDS ARE REALLY
FASCINATED
BY THIS!

The American Flyer display you see on the left is a real value, but every dealer can obtain one for FREE by purchasing from his distributor four or more No. 20550 "Frontiersman" train sets.

This No. 26611 display is a winner in every respect. It sets up in a few minutes in a 44" circle and will run 4 American Flyer trains at the same time. It's the greatest attention-getter of all time.

This offer expires July 31. When your distributor salesmen send us the names of dealers who bought 4 or more "Frontiersmen", we'll ship them the display direct.

As a test, we tried this plan with one distributor in February and his men sold 200 "Frontiersman" sets.

DON'T FORGET: THIS ENDS JULY 31.



WHO WANTS FREE "FRONTIERSMAN" POSTERS?

If this giant four-color poster doesn't sell a potful of "Frontiersman" trains, with the FREE \$6.98 OVERLAND EXPRESS" BAGGAGE CAR offer, then we have promised to eat a complete set, car-by-car and wheel-by-wheel.

WITHOUT
KETCHUP,
YET.

With each full color poster we will send you a jazzy sticker that announces the free car offer. Scotch tape the two posters to your store window and then stand back. So you won't get trampled, man!

FUTURE CUSTOMERS --- BY THE MILLIONS

If you're skeptical about all the boom talk for the 1960's, listen to this: in the elementary school group, 5-14 years, there will be an increase of 49% to 36.4 million in 1960 and by 27% to 46.2 million in 1970.

WILL YOU BE
READY TO GET {{
YOUR SHARE {{
OF THIS BUSINESS?

That represents 21,800,000 MORE CUSTOMERS in the 5 to 14 age range than you now have.

STOCK BONUS PLAN #2



This here is a real shingle shaker for all you guys who like a genuine bargain.

It's the American Flyer equivalent of the original give-away and it works like this:

When you (the dealer) buys SIX of these No. 23830 Piggy Back Unloaders DURING JULY ONLY, you will receive another Piggy Back Unloader FREE.

This is not only a great offer but a fine accessory, packaged in a four-color display box that really puts on a selling show. Your American Flyer catalog shows how the Piggy Back Unloader operates.

YOU CAN GIVE
AWAY THE FREE
UNLOADER AS
A STORE
CONTEST
PRIZE



ANYONE FOR CATALOGS?

Send us your name and address and we'll get catalogs back to you right away. We have Gilbert Toy, American Flyer and "HO" books available.

SEND THIS TODAY →

THE A. C. GILBERT COMPANY,

Erector Square,
New Haven 6, Connecticut

----- ----- **CHECK** -----

SEND ME AMERICAN FLYER
 GILBERT TOY "HO" CATALOG

NAME -----
COMPANY -----
STREET -----
CITY ----- STATE -----
DEALER ? DISTRIBUTOR ?