

# TIPS FOR SELLING AMERICAN FLYER TRAINS





FOR YOU, THE SALES PERSON:



THIS BOOKLET HAS BEEN ESPECIALLY  
CREATED TO HELP YOU SELL  
AMERICAN FLYER TRAINS. THE MORE  
YOU KNOW ABOUT THE AMERICAN  
FLYER LINE AND THE FEATURES THAT  
MAKE THE TRAINS FAR BETTER THAN  
OTHER MAKES, THE EASIER YOUR  
SELLING JOB WILL BE.

THIS BOOKLET WILL PROVIDE YOU WITH  
SOME HELPFUL SELLING INFORMATION.  
KEEP IT HANDY, WITH YOUR CATALOG,  
SO THAT YOU CAN LOOK UP INFORMATION  
QUICKLY.

WE HOPE THAT YOUR JOB OF SELLING  
AMERICAN FLYER TRAINS WILL BE A  
PLEASANT AND EXCITING EXPERIENCE.

*THE A.C. GILBERT COMPANY*





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OTHER FEATURES



# TWO-RAIL TRACK

ONE OF THE FEATURES THAT MAKES AMERICAN FLYER OUTSTANDING IS TWO-RAIL TRACK!

SAY-IT LOOKS JUST LIKE REAL RAILROAD TRACK!



YOU BET IT DOES! THAT'S BECAUSE THERE'S NO THIRD RAIL DOWN THE MIDDLE TO DESTROY REALISM!



SEE HOW THE RAIL IS FLAT ON TOP, SO THE WHEELS CAN REALLY 'TAKE HOLD'-TOY TRAINS HAVE ONLY ROUND TOP

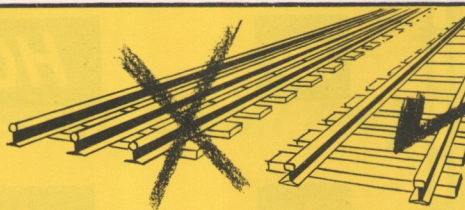


REMEMBER THAT ONLY AMERICAN FLYER HAS TWO-RAIL TRACK!

BOY, THAT MAKES A REAL SELLING FEATURE!



- Flat top "T" formed American Flyer track allows greater traction, is more realistic.
- American Flyer Track measures  $\frac{7}{8}$ " from rail to rail. ("O" Gauge is  $1\frac{1}{4}$ " and requires more space.)



Round top



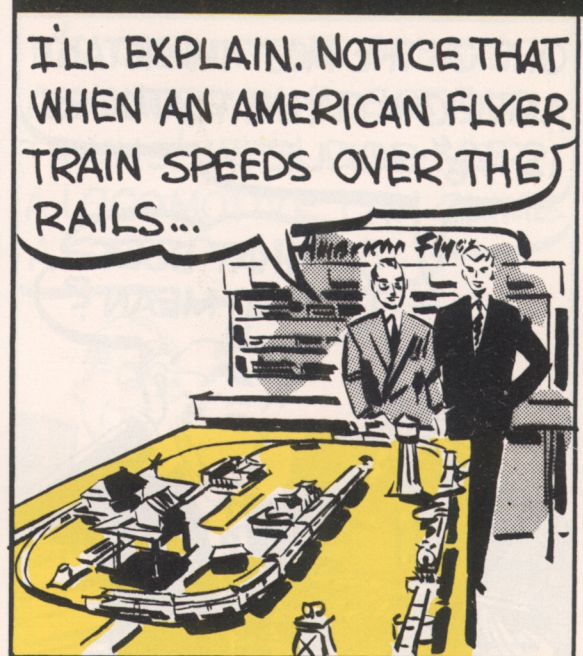
T-track

Ordinary Track

American Flyer Track



# SMOKE AND CHOO CHOO



- **RED GLOWING SMOKE.** Just as in real steam locomotives, American Flyer locos puff Smoke that glows red near the stack. Especially effective at night.
- **SYNCHRONIZED.** Both Smoke and Choo-Choo sounds are timed to the driving wheel action. The faster the train goes, the more Smoke, the quicker the Choo-Choos... just as in real life.
- **LONG-LASTING.** Each smoke cartridge is easy to use, lasts for a long time. Smoke WILL NOT smudge, is clean and white. Cartridge is perfectly harmless, even if accidentally swallowed.



# 3/16" SCALE

ONE OF THE MOST IMPORTANT AMERICAN FLYER FEATURES IS 3/16" SCALE...

WHAT DOES THAT MEAN?



JUST THIS: THAT EVERY LOCOMOTIVE AND CAR IS AN ACCURATE SCALE MODEL OF THE REAL THING! EVERY 3/16 OF AN INCH IN AMERICAN FLYER...



...IS EQUAL TO ONE FOOT IN A REAL TRAIN. THIS SCALING IS IMPORTANT BECAUSE WITHOUT IT, CARS LOOK SQUAT AND DUMPY



NOTICE HOW THIS AMERICAN FLYER DIESEL LOCOMOTIVE COMPARES WITH OTHER MAKES WHICH ARE OUT-OF-SCALE!

WHAT A DIFFERENCE!



- American Flyer trains LOOK right because they ARE right. That's because they're IN SCALE. They're perfect blue print copies of real trains, scaled down to 3/16 of-an-inch for every foot of the big train.
- Ordinary trains, because they're NOT IN SCALE are oversized and out-of-proportion. They're too high and too wide for their length — and thus don't look right.
- Let your customer compare American Flyer 3/16" scale model trains with ordinary out-of-scale sets — and let their eye decide!



# PULL-MOR POWER

HERE'S ANOTHER EXCLUSIVE  
AMERICAN FLYER FEATURE—  
**PULL-MOR POWER!**

PULL-MOR POWER?  
WHAT'S THAT?



IT'S ONE OF THE GREATEST  
ADVANCES IN ELECTRIC  
TRAINS! WITH PULL-MOR  
A LOCOMOTIVE CAN CLIMB  
A STEEP GRADE...



...OR PULL **40, 50 EVEN 60**  
**CARS!** NO OTHER TRAIN  
CAN COME CLOSE TO  
MATCHING THIS!

BOY!



AN AMERICAN FLYER TRAIN  
WITH PULL-MOR HAS MORE  
PLAY VALUE—MORE FUN!

I'LL TELL MY  
CUSTOMERS  
ABOUT THIS!



- American Flyer trains with the extraordinary Pull-Mor Power Drive give you a big advantage in selling against competing lines.
- Pull-Mor is foolproof — they are no tricky magnets or electrical gadgets to cause trouble.
- A train with Pull-Mor is a train with more fun, because it means long car hauls or steep trestle climbs are a breeze.



# WORM DRIVE MOTOR

IF YOU COULD SEE A CUT-AWAY VIEW OF AN AMERICAN FLYER LOCOMOTIVE YOU'D FIND A PRECISION-MADE WORM DRIVE MOTOR

IS THAT BETTER?

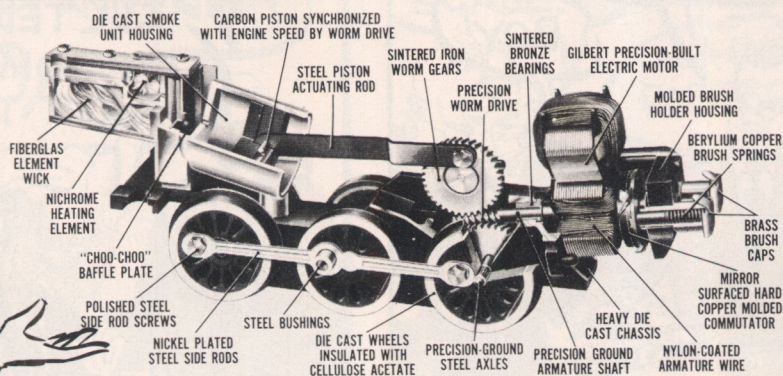


YOU BET IT IS, THE WORM-AND-GEAR DRIVE MAKES STARTING AND STOPPING POSITIVE AND INCREASES POWER. IT'S AN EFFICIENT MOTOR!



HERE'S SOMETHING TO TELL YOUR CUSTOMERS: ALL AMERICAN FLYER TRAINS HAVE THIS WORM DRIVE MOTOR ... NOT JUST A FEW IN THE MORE EXPENSIVE SETS! IT'S ANOTHER GOOD SELLING POINT!

I'LL SAY IT IS!

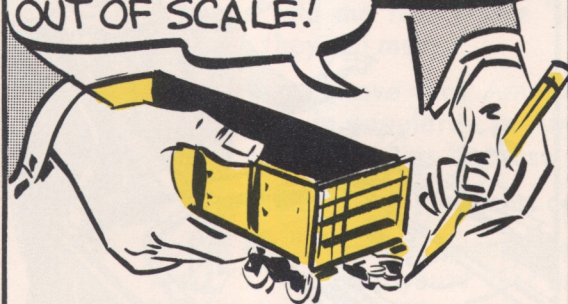


- American Flyer worm drive motors provide **SUSTAINED POWER** at all times. Starting, stopping, running and reversing is **POSITIVE**, as in real trains.
- Ordinary, competing trains have spur drive motors (which are cheaper to make) in all but expensive sets. American Flyer uses Worm-Drive motors in **ALL** trains.
- Only American Flyer Worm-Drive locomotives can climb grades and **STOP**, without rolling back down.



# KNUCKLE COUPLERS

NOTICE THAT THESE AMERICAN FLYER KNUCKLE COUPLERS LOOK RIGHT FOR THE CAR OR LOCOMOTIVE. THEY'RE NOT OVERSIZED AND WAY OUT OF SCALE!



HOW DO THEY WORK?

A BUILT-IN SPRING OPENS THE KNUCKLE. THERE'S NO COMPLICATED ELECTRICAL WIRING TO CAUSE TROUBLE



WHAT ABOUT CHANGE-OVER FROM LINK COUPLERS?

THAT'S EASY! ANY AMERICAN FLYER SERVICE STATION CAN DO THE JOB!



I'LL CERTAINLY SHOW MY CUSTOMERS THE ADVANTAGES OF AMERICAN FLYER KNUCKLE COUPLERS!



- With Knuckle Couplers, an American Flyer freight or passenger car is an exact scale model of real rolling stock.
- Knuckle Couplers operate equally well with either the No. 704 manual or No. 706 remote control uncouplers.

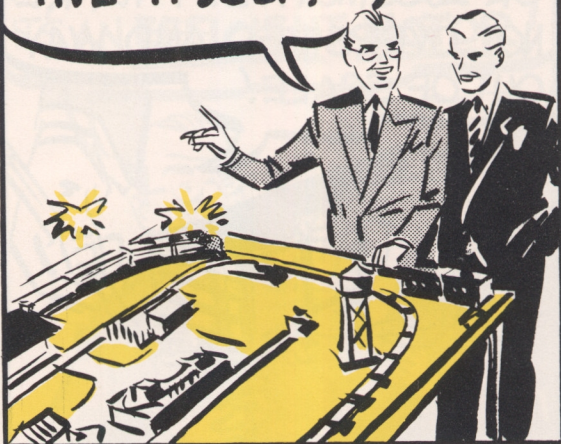


# HORN AND WHISTLE

LOOK AT 'ER GO! AND LISTEN TO THAT DIESEL HORN! SOUNDS REAL, DOESN'T IT? THAT'S THE....



...AMERICAN FLYER HORN BUILT RIGHT INTO THE LOCOMOTIVE ITSELF.



AND IT BLOWS BY REMOTE CONTROL, ANYWHERE ON THE TRACK, JUST LIKE REAL RAILROADING!



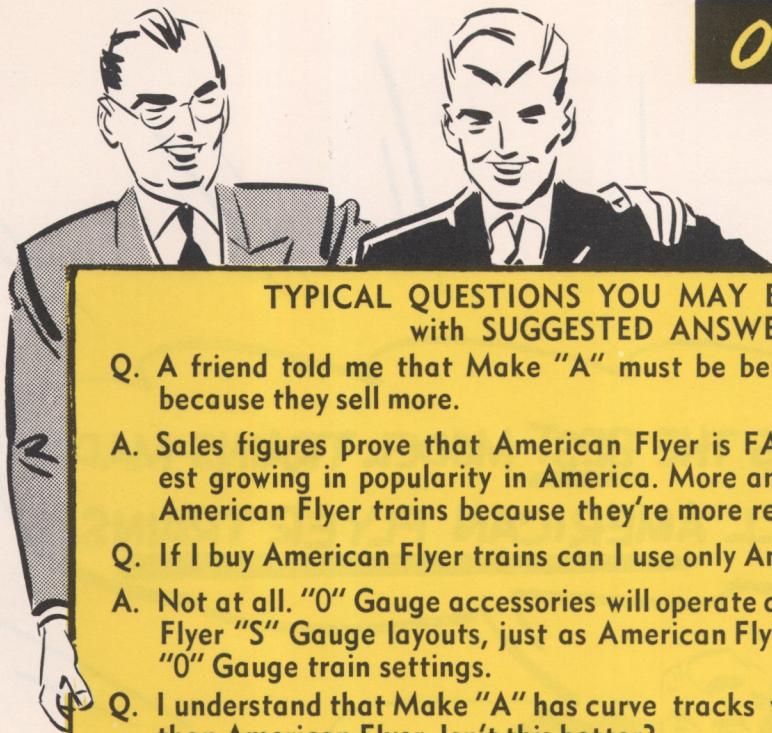
AMERICAN FLYER STEAM LOCOMOTIVES HAVE A BUILT-IN WHISTLE, TOO.

AND IT SOUNDS LIKE THE REAL THING IT'S GREAT!



- The American Flyer built-in steam Whistle and Diesel Horn were designed to sound like the kind used on America's real railroads.
- The American Flyer whistles and horns are simple and trouble-free; long blasts and short toots can both be sounded by remote control.





## TYPICAL QUESTIONS YOU MAY ENCOUNTER, with SUGGESTED ANSWERS

- Q. A friend told me that Make "A" must be better than American Flyer because they sell more.
- A. Sales figures prove that American Flyer is FAR AND AWAY the fastest growing in popularity in America. More and more people are buying American Flyer trains because they're more realistic.
- Q. If I buy American Flyer trains can I use only American Flyer accessories?
- A. Not at all. "0" Gauge accessories will operate and look right on American Flyer "S" Gauge layouts, just as American Flyer accessories are ideal for "0" Gauge train settings.
- Q. I understand that Make "A" has curve tracks which bend more sharply than American Flyer. Isn't this better?
- A. Quite the contrary. The sharper the bend, the less realism. Because of the sharper bend, the cars of Make "A" MUST be out-of-scale to avoid "cutting across" the rails as they round the bend. With American Flyer's gradual bend cars are in-scale and the roadbed is realistic.
- Q. Won't 2-rail track cause me more trouble than 3-rail?
- A. Just the opposite. With 3-rail track the center rail must be insulated to carry one side of the current, since the outside rails carry the ground current. At any spot where the 3rd rail insulation breaks down a short develops which affects the ENTIRE layout. With 2-rail track, if one insulation is faulty, nothing is affected because BOTH rails are insulated.
- Q. Can American Flyer trains be used on "0" gauge track and vice versa?
- A. No, they cannot.
- Q. Are "0" gauge and American Flyer track and switches interchangeable?
- A. No, they are not.
- Q. How big should my transformer be?
- A. It depends on the train set and the number of accessories you have, or PLAN to have. Get a transformer large enough to handle future needs.
- Q. Will American Flyer transformers run on house current?
- A. Yes, if current is A. C., as most is. If it is D. C., an inverter must be used.
- Q. I have been told electric trains are dangerous. Is this true?
- A. Absolutely not. The transformer reduces current to a harmless 15 volts.
- Q. Are American Flyer trains guaranteed?
- A. Yes, for one year from date of purchase. If any defects in material or workmanship occur within this time, the unit will be repaired or replaced free of charge. Units may be sent to The A. C. Gilbert Co., or the nearest Authorized Service Station.



YOU'RE SELLING THE BEST MODEL TRAINS MADE  
WHEN YOU SELL AMERICAN FLYER TRAINS

