



1962 - 1963

RETAIL  
DISPLAYS

ERECTOR

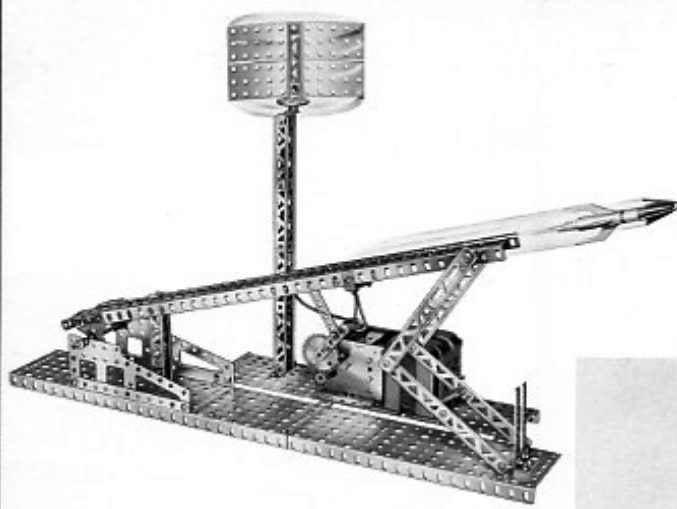
AMERICAN  
FLYER

Auto-Rama

Trains

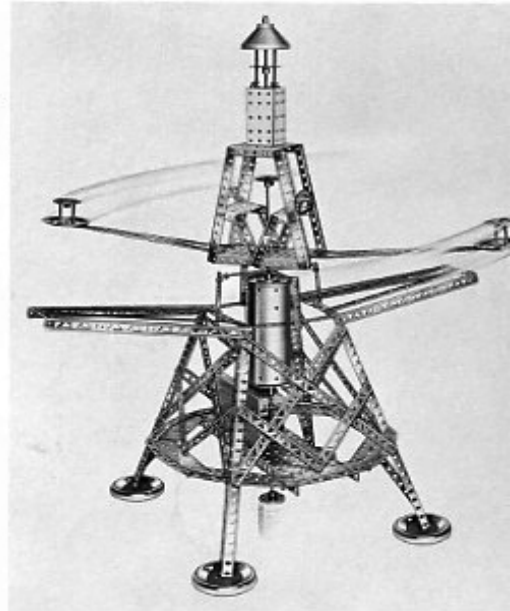
THE A.C. GILBERT  
COMPANY

ERECTOR SQUARE  
NEW HAVEN, CONN.

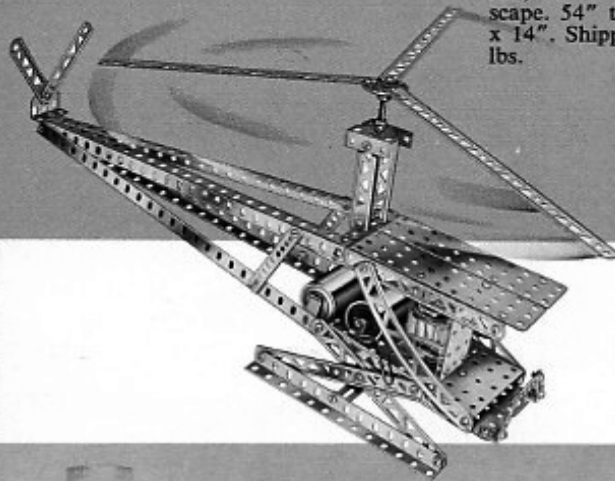


**No. 17039 Motorized Rocket Launcher.** Fascinating, double-action model as modern as today's headlines! Launching track elevates and lowers automatically as radar antenna rotates 360°. Antenna 16½" high, base 25" x 7". Shipping weight 8 lbs. **\$20.00 NET**

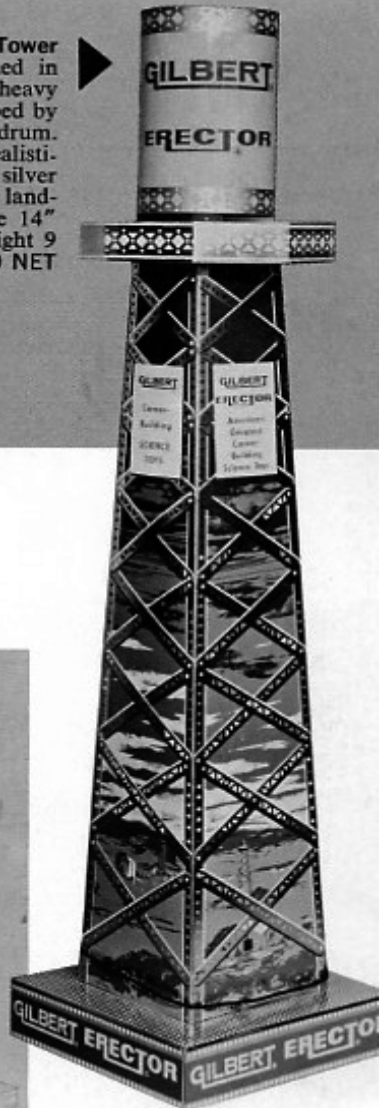
**No. 17038 Lunar Drilling Rig.** Space Age gadgetry at its most fascinating: a model of a drilling device that scientists are planning to land by rocket on the moon's surface. Motor operated, the top section whirls as a central "drill" rotates. Build a "moonscope" as a setting and watch their eyes pop! Model is 28" high with rotating arms 28" in diameter. Shipping weight 14 lbs. **\$34.95 NET**



**No. 17041 Action Helicopter.** Rotors whirling realistically, this interesting model looks as if it should be airborne any minute. Model is 11" high, 24" long including rotor blade. Includes Erector motor, powered by two flashlight cells (batteries not included). Shipping weight 4 lbs. **\$12.50 NET**

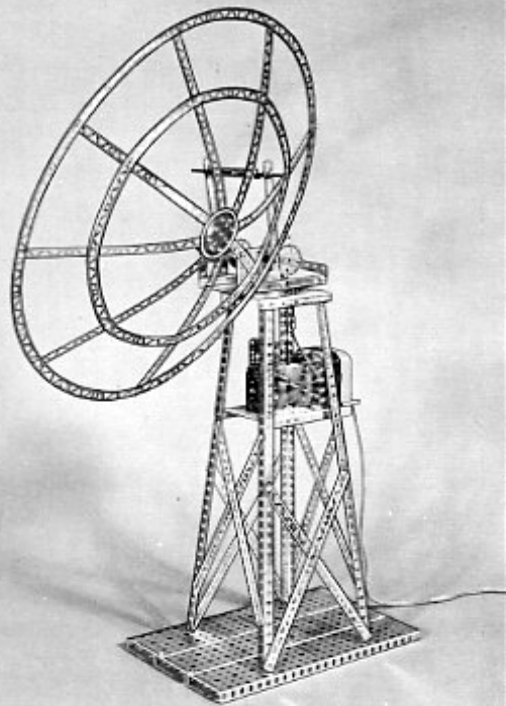


**No. 17072 Erector Tower Display.** Silk-screened in 7 vivid colors on heavy board, tower is topped by lighted revolving drum. Erector girders, realistically simulated by silver foil, frame colorful landscape. 54" tall, base 14" x 14". Shipping weight 9 lbs. **\$7.00 NET**



**No. 17081 Erector Tower Connector.** Model truss bridge built of actual Erector girders, frames, sign and connects 2 No. 17072 Towers to create a striking counter or window display. 72" long, 9¼" high. Shipping weight 4 lbs. **\$11.25 NET**

# AMERICAN FL



**No. 17034 Giant Satellite Tracker.** Dramatizes how well Erector fits into space age technology! Big 20" "dish" antenna rotates 360° and rocks up and down in realistic scanning motion as it turns—a real eye-catcher on counter or in window. 32" high, base 12½" x 8". Shipping weight 12 lbs. **\$14.50 NET**



**No. 17033 Erector Flasher Sign.** A bright beacon for your toy section! Shipped complete and ready to plug in, hangs from wall on standard picture hook. 8½" wide, 12½" high. Shipping weight 4 lbs. **\$5.25 NET**



**No. 19076 AUTO-RAMA Counter Display.** Flag down the customers with this colorful, compact unit that dramatizes the fun and excitement of the "Which Lane?" Chicane—unique feature of the No. 19075 Auto-Rama set—that enables cars to change lanes unpredictably in mid-race. One complete 19075 set is included, with the actual Chicane sections, one curved roadway section and the 2 Flyer Karts mounted on the base under clear plastic bubble. Set becomes completely salable unit after display has served its purpose. Shipping weight 10 lbs. **\$15.00 NET**



**No. 28077 Figure 8 AUTO-RAMA Operating Display.** You can actually demonstrate the fun and thrills of the No. 19083 Over-and-under Figure 8 Speedway Race, here mounted on a 3 x 5 foot board, landscaped and completely wired for operation. Includes two Fords, two speed controllers, power pack, roadway, fence and ramp set—ready to run. **\$30.00 NET**



# YER RETAIL DISPLAYS

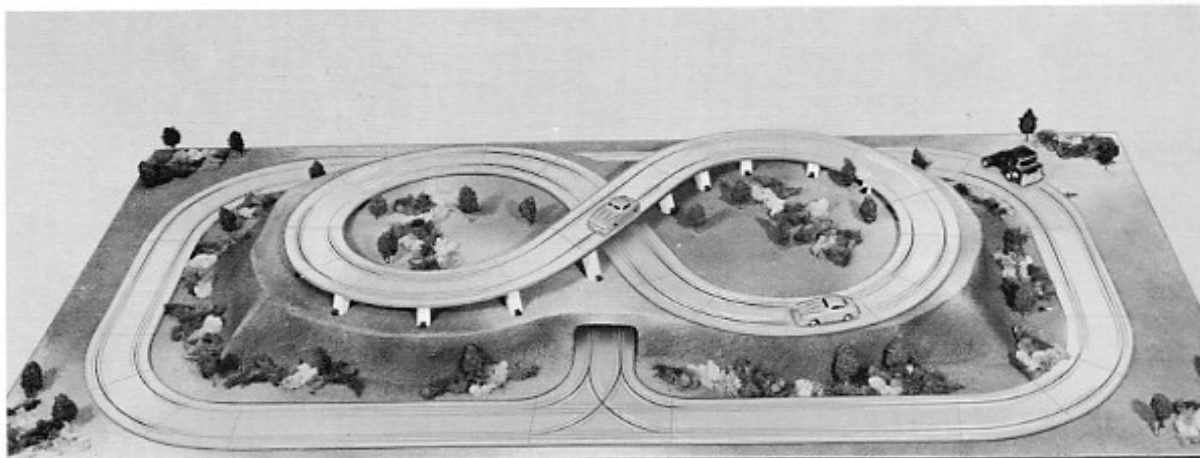


**No. 20706 "S" Gauge Bubble-Pack Counter Display.** One of the most spectacular point-of-sale devices for toy train selling ever designed! Each piece in No. 20705 "S" Gauge set clearly visible, yet securely encased in heavy, pilfer-proof plastic. Backing is sturdy board 25" x 35", die-cut at top, silk-screened in 3 colors on buff background. Ready to use — just open easels and set on counter. No. 20705 Train set included. Shipping weight 13 lbs. **\$10.50 NET**

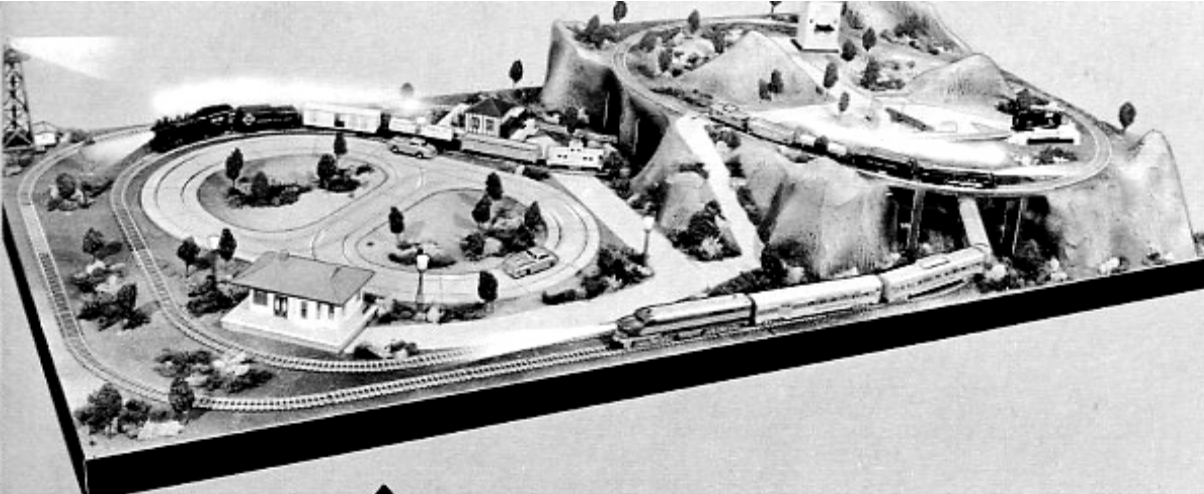


**No. 30706 "HO" Gauge Bubble-Pack Counter Display.** Let your customers see at a glance each piece of the No. 30705 HO Train set with this effective, colorful display that's similar in construction to the No. 20706 Display at left. As in the "S" gauge version, this becomes a complete, salable train set after the display has done its job. Shipping weight, 8 lbs. **\$12.00 NET**

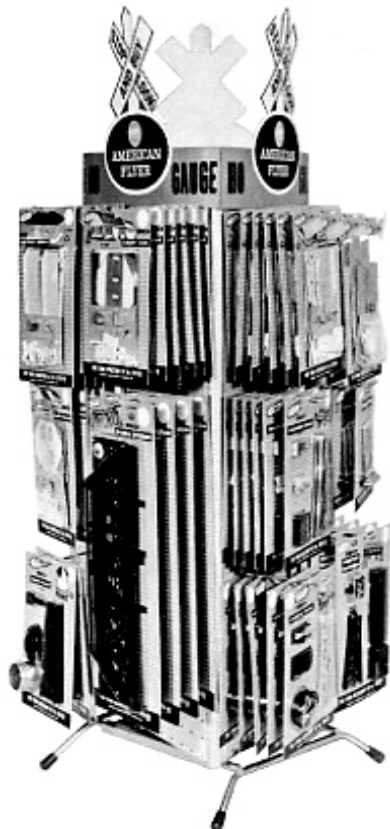
**No. 28067 "Which Lane?" Chicane Operating Display.** Show them with this compact operating display, only 30 x 44 inches, how the exclusive American Flyer "chicane" adds so much fun to miniature racing because it permits cars to change lanes (but you never know whether they will or not!). It's an actual No. 19075 set mounted, landscaped and completely wired, ready to plug in and run. **\$25.00 NET**



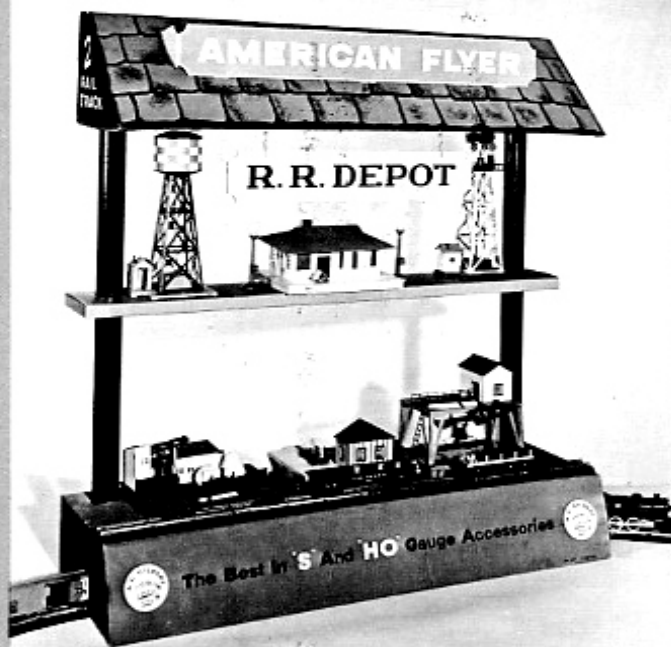
**No. 28071 2-Level AUTO-RAMA Display.** This 4 x 8 foot display includes two separate Auto-Rama layouts on two fully landscaped levels — and over-and-under figure 8 racing layout on upper level and super highway layout on lower level with center leg running through tunnel. Power Packs are included to operate both layouts simultaneously. Four vehicles are also provided. **\$75.00 NET**



**No. 28235 "World of Transportation" Display.** Most spectacular American Flyer display ever designed! Includes all three American Flyer lines in full, exciting operation: 2 separately-operating "S" gauge railroad systems, weaving in and out through tunnels on base level, operating Auto-Rama layout with two cars, and HO railroad line on upper level. Train layouts are made with new, realistic Pikemaster Track for both "S" and "HO". Adding to the tremendous variety of action are no less than six action accessories, plus street lights, suburban station, etc. Display is completely wired and landscaped, and includes all necessary transformers, power packs and accessory controls. Trains not included; you add them from your stock. **\$150.00 NET**



**No. 28185 "Wayside Station" Train Department Display.** It's quick and easy to set up a complete American Flyer Train Department in minimum space with this colorful, rugged corrugated display that's only 40" x 13½" at the base. Two levels permit displaying a wide selection of accessories that can be wired for actual operation, with wiring completely concealed. Upper level has wood insert for displaying train sets if desired. Base is high enough to place transformer under display out of sight for operating trains. Designed so two can be placed back-to-back for island display or two or more set side-by-side. Two signs are provided—"Railroad Depot" or "The Perfect Birthday Gift." **\$5.00 NET**



**No. 35806 HO Accessory Display Rack.** A substantial counter unit consisting of a 3-sided metal rack with pegboard facing to hold American Flyer HO Accessory Kits for complete high-visibility display. Unit is included FREE with standard accessory assortment consisting of 6 each of 13 different accessories in easily-assembled kit form—all electrically illuminated—having total retail value of \$109.90. For further details, contact your Gilbert District Manager or write direct to New Haven. Shipping weight 30 lbs. **\$49.45 NET**



**No. 28184 Full Color Counter Display.** Beautifully lithographed in full color on heavy board, takes up minimum counter space—29" x 9¾"—yet it holds locomotive and up to five "S" gauge cars. Two levels with tunnels at ends give realistic impression of train winding around mountain grades. Choice of two full-color scenes on insert card at top: one features figure 8 layout with cross over, the other pictures trestle set—both show variety of American Flyer accessories in use. Train not included **\$2.00 NET**