

TOY & HOBBY WHOLE-  
SALER  
ATLANTA, GA.

APR 1962

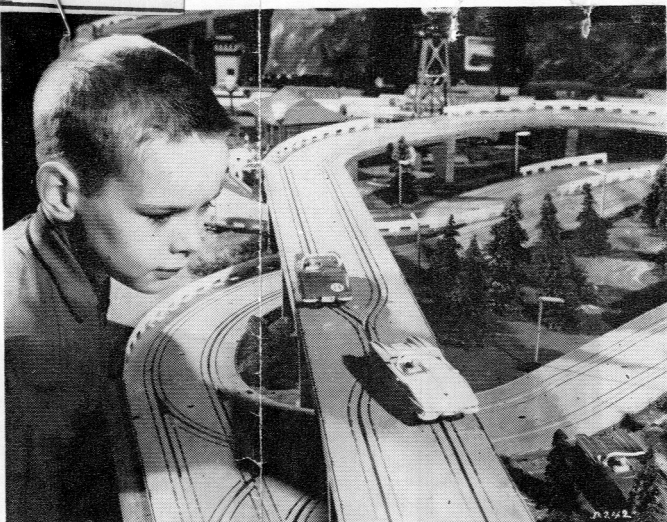
Five of A. C. Gilbert's top toys will each have its own commercial in 40 to 50 key markets this Christmas season, it has been announced. This will mark the largest number of Gilbert toys ever televised in a single year.

The five toys to be seen on top-rated children's television programs will include Erector, Autorama race and highway systems, chemistry sets, zoom micro-

scopes, and the American Flyer Championships Line of ready-to-fly model airplanes. Each of the one minute commercials on the individual toys will be shown on every station chosen.

Selection of the individual markets has not yet been completed, "But," said Harvey E. Rath, vice-president for marketing and sales, "we will be much heavier than last year in each of the markets chosen, and the markets themselves will be more than we have ever had before."

The most appealing selling points of every toy will be emphasized in its commercial, Rath said. The Erector commercial for example, will feature the "Man in Space" theme with Erector astronaut trainer models, "cherry pick-



A. C. Gilbert's new Autorama "Chicane," in which miniature cars change lanes unpredictably, will be part of Gilbert's 1962 television commercials. Four other Gilbert toys will also be shown on television this year, more than double the number ever shown before.

er" and rocket Gantry cranes, helicopters and lunar probes, all of which can be built by children.

The power and silence of Gilbert's new engines in its Championship Line of ready-to-fly model airplanes, the rugged construction, "flight compensator" and simplicity of flying will highlight the commercial for the miniature aircraft.

"Last year Erector was shown on television for the first time," said Rath, "and the success of this leads us to believe that the chemistry sets and microscopes can be demonstrated just as effectively." The televising of the model planes in action he described as "ideal for this medium."