

# A. C. Gilbert

## Hikes Budget to \$2,500,000 Level

### Schedule Includes TV, Four Magazines; Toy Line Is Expanded

NEW HAVEN, March 12—Having expanded its product line from 250 to 307 items, A. C. Gilbert Co. has boosted its 1963 advertising budget to \$2,500,000 to expand its share of the toy market.

William L. Quinlan Jr., president, said expansion of the Gilbert line represents "the most comprehensive and ambitious program in the history of the American toy industry." He said no other company in the toy industry in a single year has ever broadened and repackaged its product line, and quadrupled its advertising budget. Gilbert spent about \$600,000 in 1962, he added. Gilbert's advertising will cover network and spot tv and magazines.

Television, scheduled to start Sept. 15, includes sponsorship of "Mr. Ed" (CBS-TV) and syndication in local markets of "Sgt. Preston of the Yukon." Print ads will appear in *Good Housekeeping*, *Life*, *The Saturday Evening Post* and *TV Guide*. Other publications may be added.

Benjamin F. Moats Jr., vp of marketing, said the Gilbert agency's computer is being employed to chart the company's print campaign. Batten, Barton, Durstine & Osborn is the agency.

■ New toys for girls in the Gilbert line include My Mixer, a food mixing device, and a line of miniature sewing machines and paper cutting toys. For pre-schoolers, Gilbert has Scrubble Bubble, a bathtub toy, and Tuggy the Turtle, a two-headed remote control mechanical toy.

Other new items: Wing Thing, a gasoline-engine-powered flying device; Musketeer, a new model plane; Multi-Microprojector, which projects microscopic slides onto a screen or enlarger; Land Lore and Sea Lore; dissecting kits; a protozoa growth chamber; and new chemistry sets that permit youngsters to make fire extinguishers, model volcanoes, and mold plastic cars and boats. Game Train is played with an S gauge model train by two to six players.

■ In addition, Gilbert has redesigned its famous Erector set to include multi-colored steel panels, streamlined girders and a more versatile motor. The miniature automobile racing game, Autorama, now comes with a "fly over chicane," enabling little cars to change lanes in mid-air. Gilbert also has added sulky racers to the 1963 Autorama line. #