

**M**ANY NEW toys in entirely new product areas, a significant strengthening of previously existing lines, a complete repackaging program, and a greatly increased advertising budget were reported to characterize the A. C. Gilbert Company's bid for a larger share of the toy market at the opening of the American Toy Fair.

Gilbert's president, William L. Quinlan, Jr., described the company's revitalization program for 1963 as "the most comprehensive and ambitious in the history of the American toy industry."

This year, Gilbert has departed from its traditional line of boys' toys with the introduction of several new girls' toys, preschool toys, and games.

New toys for girls include My Mixer, a food-mixing device that makes the preparation of a variety of food and desserts a fun-filled adventure in homemaking, and a line of miniature electric and manual Gilbert-Singer sewing machines and paper-cutting toys.

For smaller children, there is Scrubble-Bubble, a bubbling bathtub toy in the shape of "Dopey" the lovable dwarf.

In the game area, Gilbert is introducing Tuggy the Turtle, a two-headed mechanical turtle operated by remote control, and Game Train, a game played with an "S" gauge model train by from two to six players. There is also a new line of manual and electric Canadian hockey games that are said to simulate all the fun and excitement of the action-filled sport.

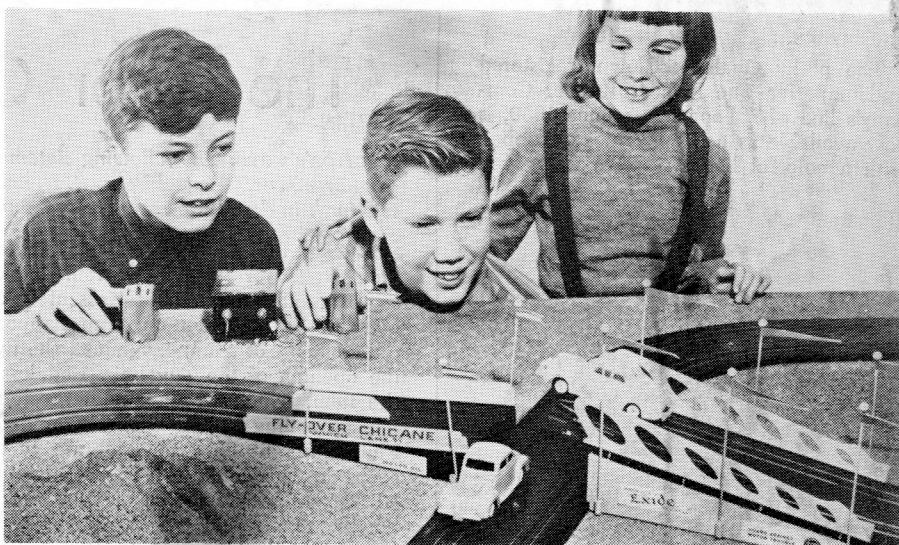
Gilbert has added several new items to its model airplane line too, highlighted by the unusual Wing Thing. This is a unique device that looks like a giant bird and is powered by a small gasoline engine that sends it aloft, where it soars and glides at the end of a control line long after the engine has run out of gas.

Another new model plane, the Muskeeter, has been added to the rapidly growing armada of Gilbert's American Flyer plane line. There are also two new accessories, Plane Away and Bombs Away that promise to add to model flying fun.

Gilbert has added a new series of Micrology sets to its famous science toy line. Featuring a Multi-Microprojector capable of projecting the microscopic slide onto a screen, or serving as an enlarger from which pictures of small specimens may be traced. Other additions to the new Micrology line include Land Lore and Sea Lore, with which a youngster may dissect and study small animals supplied with the sets. There is also a new protozoa growth chamber that permits a youngster to grow his own samples of nature's smallest living animals, the protozoa.

The Gilbert chemistry sets are claimed to have been completely revitalized with the innovation of a "can do" concept that allows a child to make finished products such as operating fire extinguishers, a safe and realistic volcano, and molded plastic cars and boats. He can electro-plate, experiment with "black light," or work with a new centrifuge and mixing device.

Erector, the perennial favorite of generations of American boys has been updated and redesigned in this, its 50th year



An innovation in the Autorama sets is the "Jump Chicane"—the cars leap over a gap.

## Gilbert Calls '63 Line Most Comprehensive in Its History

on the toy scene. The addition of clear plastic domes, flexible, solid appearing multi-colored steel panels and streamlined girders enables a boy to build such up-to-date toys as lunar exploration vehicles. And there is a new Erector motor that can be programmed.

In Autorama, youngsters and oldsters alike who enjoy the thrills of miniature automobile racing will be pleased at the many new additions to the Gilbert line. For example, there's Fly-Over Chicane, in which the little cars actually change lanes in mid-air as they hurtle across a jump-like gap in the roadway. New Indianapolis racers, lap-counters, timers and other accessories add to the realism. And for a quick switch, there are even new sulky racers with horses that move up and down just as the gaited trotters do on the nation's leading tracks.

All of these toys, plus the many other

items in the Gilbert toy lineup for 1963 have been completely repackaged by Robert Zeidman Associates, one of the nation's leading design consultant firms. A new three-bullet design insures instant identification of Gilbert toys from any angle. All the firm's toy packages are now pilfer-proofed, and may be attractively displayed just as taken from the shipping carton in their bright, full-color boxes.

Backing up the merchandising of the entire line will be what is called the heaviest advertising program in Gilbert history, with a \$2,500,000 budget. Linear programming has been used by Gilbert's advertising agency, B.B.D. & O., "in the scientific selection of the best advertising media for Gilbert toys," and commercials have been pre-tested for consumer reaction. Advertising exposure will be on both network and local TV shows and in major consumer magazines.

The Wing Thing, powered by an .074 engine.



My Mixer, for preparing cold food recipes.

