

TOYS AND NOVELTIES
NEW YORK, N.Y.
MONTHLY 12,500
APR 1959



A. C. GILBERT CO. and Post Cereals division of General Foods have teamed up to launch what is said to be "greatest promotion in the toy industry." Promotion will feature Gilbert's American Flyer Golden Anniversary train—"Frontiersman." Late this summer, over 50 million Post Cereal packages will illustrate the train in full color together with the "Overland Express" car. Consumers will be told on package that when they buy the "Frontiersman" train set from

an American Flyer dealer, they will receive free a \$6.98 "Overland Express" baggage car, a gift from Gilbert in celebration of the firm's 50th anniversary. TV and magazine ads, store posters and displays will be used to explain the tremendous promotion. Further, over \$100,000 in Gilbert science toys will be offered by Post as prizes. Entrants vote for their favorite "Frontiersman" name from four given choices. In photo at right, kids play with "Frontiersman" train.