

children who do not enter or do not win the contest."

A. C. Gilbert buys 3 top ABC-TV shows

Sponsorship of three top shows of the 130-station ABC television network during the Christmas buying season was announced last month by the A. C. Gilbert Co., New Haven.

"Gilbert commercials for American Flyer trains and the new American Flyer Stock Car Race in action will be seen four days a week by nearly 15,000,000 children and their parents," according to President A. C. Gilbert, Jr.

Promotion will begin Nov. 15 and will continue until Christmas. Gilbert commercials will be on "Rin Tin Tin" on Mondays; "Rocky and His Friends" on Tuesdays and Thursdays; and on "My Friend Flicka" on Wednesdays.

The shows are televised 5:30 to 6 P.M. in most areas, but local schedules should be checked.

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