

IT'S THE
GREAT, NEW
GILBERT 1950
TELEVISION
CAMPAIGN!

★ Brand new 15-minute coast-to-coast show, reaching millions of viewers! Televised to 59 cities in the United States — nearly 100% TV saturation! Gilbert program is the "AMERICAN FLYER BOYS' RAILROAD CLUB," featuring American Flyer trains and packing plenty of selling power to boys and their dads—YOUR customers! See list inside for time and station in your area.



A. C. GILBERT COMPANY, Erector Square, New Haven 6, Conn.

Meet the Gang in **American Flyer** BOYS' RAILROAD CLUB

15 MINUTE SHOW **TELEVISED** EACH WEEK FROM COAST-TO-COAST

They're all here—Ben, Herky, Corky, Steve and Toby—with one of the most exciting, full-of-fun television shows you've ever seen! Each week, on your local TV station (see the complete listing on the next page) they bring you the new "AMERICAN FLYER BOYS' RAILROAD CLUB," a 15-minute show that's packed from start to finish with thrilling train action. Each week you'll see a guest from one of America's crack railroads with colorful stories about life on the "high iron." You'll see plenty of fascinating shots showing the new American Flyer Trains amid breath-taking scenery.

It all adds up to a show that's crammed with thrills, humor, color and excitement—and loads of high-impact selling to boys and dads! Don't miss your chance to tie-in locally with this big Gilbert promotion! Write TODAY for details about obtaining FREE 20- and 60-second TV film "spots." Address: Advertising Dept., The A. C. Gilbert Co., New Haven 6, Conn.



SEE

AMERICAN FLYER TRAINS IN

ACTION!

Here are the 60 STATIONS Televising American Flyer's Weekly Network Show!

SHOW LASTS FOR 6 WEEKS ON EACH OF THE STATIONS LISTED BELOW
(EXCEPT BOTH NEW YORK STATIONS WHICH LAST FOR 7 WEEKS!)

CITY	STATION	STARTING DATE AND TIME	ADJACENCIES	
			PRECEDED BY	FOLLOWED BY
Albuquerque, N. M.	KOB	Nov. 2, 7:15-7:30	To come	Lone Ranger
Ames, Iowa	WOL-TV	Nov. 1, 5:45-6:00	To come	Captain Video
Atlanta, Georgia	WSB	Nov. 3, 5:45-6:00	Howdy Doody	Art Linkletter
Baltimore, Md.	WBAL	Nov. 3, 6:00-6:15	Howdy Doody	To come
Birmingham, N. Y.	WNBF	Oct. 30, 6:45-7:00	To come	Kidzie, Fran & Ollie
Birmingham, Ala.	WAFB	Nov. 2, 5:15-5:30	Cowboy Theater	Music
Boston, Mass.	WBZ	Oct. 31, 5:15-5:30	To come	Howdy Doody
Charlotte, N. C.	WBTV	Nov. 4, 5:15-5:30	To come	Howdy Doody
Chicago, Illinois	WGN	Nov. 2, 5:30-5:45	Small Fry	Captain Video
Cincinnati, Ohio	WCRC	Nov. 4, 5:30-5:45	Western Film	Time for Beany
Cleveland, Ohio	WXEL	Nov. 3, 5:15-5:30	Cottles in the Air	Western Film
Columbus, Ohio	WTVN	Nov. 2, 6:45-7:00	Western Video Theater	Captain Video
Dallas, Texas	KRUD	Nov. 3, 5:15-5:30	Lucky Pup	Adventure Theater
Dayton, Ohio	WHIO	Nov. 3, 5:15-5:30	Lucky 13 Ranch House	Magic Cottage
Dayton, Mich.	WHYJ	Nov. 2, 5:15-5:30	Story Book	Howdy Doody
Eric, Pennsylvania	WICI	Nov. 4, 6:30-6:15	Western Video Theater	Mohawk Show Room
Fair Worth, Texas	WBAP	Nov. 4, 12:00-12:15	Howdy Doody	To come
Grand Rapids, Mich.	WLAB	Nov. 2, 5:15-5:30	Tara in Time	To come
Greensboro, N. C.	WFMY	Nov. 4, 5:15-5:30	Football Games	Howdy Doody
Houston, Texas	KPRC	Nov. 3, 5:10-5:25	Texas Sam & Ruby	Howdy Doody
Huntington, West Va.	WSAZ	Nov. 1, 5:15-5:30	Western Theater	Howdy Doody
Indianapolis, Ind.	WFBM	Nov. 2, 5:30-5:45	Chuck Wagon Tales	Unc & Andy
Jacksonville, Fla.	WWIR	Nov. 2, 6:15-6:30 or 6:45-7:00	Western Film	Kidzie, Fran & Ollie
Johnstown, Pa.	WJAC	Nov. 3, 5:15-5:30	Comedy Serial	Howdy Doody
Kansas City, Mo.	WDAF	Nov. 3, 5:00-5:15	Howdy Doody	Cartoon Theater
Lancaster, Pa.	WGAL	Nov. 4, 11:15-11:30	Covered Wagon	Acrobats Theater
Lansing, Mich.	WJIM	Nov. 1, 6:45-7:00	To come	Kidzie, Fran & Ollie
Los Angeles, Calif.	KTSL	Nov. 4, 6:15-6:30	Cowboy Caravan	Small Talk
Losville, Ky.	WAVE	Nov. 5, 5:00-5:15	Gene Autry	Hopalong Cassidy
Memphis, Tenn.	WMCZ	Nov. 3, 5:30-5:45	Children's Program	Children's Program
Miami, Florida	WTJZ	Nov. 4, 6:15-6:30	Junior Sports Quiz	Life with the Rivies
Minneapolis, Minn.	KSTP	Nov. 2, 5:10-5:25	Howdy Doody	Kidzie, Fran & Ollie
Nashville, Tenn.	WSM	Nov. 4, 11:15-11:30	To come	Acrobats Barish
New Haven, Conn.	WNHC	Oct. 31, 6:15-6:30	To come	To come
New Orleans, La.	WDSU	Nov. 1, 5:00-5:15	Howdy Doody	Western Film
New York, N. Y.	WABD	Oct. 28, 6:45-7:00	To come	Captain Video
New York, N. Y.	WATV	Nov. 3, 5:30-5:45	Junior Profiles	Short Feature Film
Norfolk, Virginia	WTAR	Oct. 31, 6:00-6:15	Howdy Doody	To come
Oklahoma City, Okla.	WKY	Nov. 2, 6:30-6:45	To come	To come
Omaha, Nebraska	KMTV	Nov. 5, 3:45-4:00	To come	Super Circus
Philadelphia, Pa.	WFIL	Nov. 5, 4:45-5:00	Feature Film	Super Circus
Phoenix, Ariz.	KPHO	Nov. 3, 3:00-4:00	Participation on Bob Cowley Show	
Pittsburgh, Pa.	WDTV	Nov. 4, 9:45-10:00	Magic for Kids	Magic for Kids
Providence, R. I.	WJAR	Nov. 4, 11:15-11:30	Adventures of Archie Andrews	Acrobat Boach
Richmond, Va.	WTJR	Nov. 2, 5:15-5:30	NBC Classics	Howdy Doody
Rochester, N. Y.	WHAM	Nov. 4, 12:25-12:50	Acrobat Boach	To come
Rock Island, Ill.	WHBF	Nov. 2, 5:45-6:00	To come	Captain Video
Salt Lake City, Utah	KDYL	Nov. 5, 5:45-6:00	To come	Hopalong Cassidy
San Antonio, Texas	WGAT	Nov. 3, 5:30-5:45	Cartoon Carnival	Sandy Strong
San Diego, Calif.	KFMB	Nov. 2, 6:15-6:30	Channel 8 Corral	Time for Beany
San Francisco, Calif.	KPIX	Nov. 2, 6:15-6:30	To come	Time for Beany
Schenectady, N. Y.	WRGB-TV	Nov. 2, 5:00-5:15	Kate Smith	Bread Time Stories
Seattle, Wash.	KING	Nov. 1, 6:00-6:15	Beany TV Club	Hopalong Cassidy
St. Louis, Mo.	KSD-TV	Nov. 4, 12:00-12:15	Worries for Kids	Music
Syracuse, N. Y.	WHEN	Nov. 2, 5:15-5:30	Ozark Mountain Boy	Lucky Pup
Tulsa, Oklahoma	KOTV	Oct. 30, 5:15-5:30	Howdy Doody	Time for Beany
Utica, N. Y.	WKTV	Nov. 2, 5:15-5:30	To come	Howdy Doody
Washington, D. C.	WTTG	Nov. 4, 6:45-7:00	Cartoon Theater	Captain Video
Wilmington, Del.	WDEL	Oct. 29, 5:45-6:00	Feature Film	Hopalong Cassidy

PLUS ONE MORE KEY TELEVISION STATION TO BE ANNOUNCED LATER

USE BACK COVER AS WINDOW OR COUNTER DISPLAY!

American Flyer presents:

The **BOYS'** **RAILROAD** **CLUB**

**DON'T MISS THIS FUN-PACKED
COAST-TO-COAST TELEVISION SHOW!**

- AMERICAN FLYER TRAINS IN ACTION!
- SPECTACULAR REAL-LIFE RAILROAD SCENES!
- FAMOUS GUEST STARS!
- THRILLS . . . SUSPENSE . . . HUMOR!

SEE your American Flyer dealer for time and station
or watch for newspaper announcement

