

**THIS \$6.98
OVERLAND EXPRESS
BAGGAGE CAR**

FREE



**WHEN YOU BUY THE
AMERICAN FLYER
"FRONTIERSMAN"
TRAIN**

A. C. Gilbert and the Post Cereals Division of General Foods have teamed up to launch the greatest train promotion the industry has ever seen.

Late this summer, over 50,000,000 Post Cereal packages (Alpha Bits, Grape Nuts Flakes and Sugar Crisp) will illustrate the new American Flyer "Frontiersman" in full color, together with the "Overland Express" car. Consumers will be told on the package that when they buy a "Frontiersman" train set from an American Flyer dealer, they will receive **FREE** a \$6.98 "Overland Express" baggage car.

This car costs the consumer nothing. It costs the distributor and dealer nothing. It is included with the "Frontiersman" train set free by A. C. Gilbert in celebration of . . . Gilbert's 50th Golden Anniversary.



Color photograph shows how the free "Overland Express" baggage car appears in the Frontiersman train.

see other side



TV shows plus magazine ads plus store posters and displays will tell all about this big Gilbert-Post Cereal promotion that spells extra business and a LOT of business for every American Flyer dealer.

Even without a big promotion, the "Frontiersman" is the hottest set in train history. With this free baggage car offer, the "Frontiersman" offers brand new sales opportunities for every dealer.

In addition to the "Frontiersman" feature on 50,000,000 Post cereal boxes, over \$100,000.00 in Gilbert Science Toys are being offered by Post as prizes. Entrants vote for their favorite "Frontiersman" name (they are given four choices) to enter the giant sweepstakes. Offered as prizes are thousands of Gilbert Erector sets, Chemistry sets and Telescopes.

**BUY EARLY and
BUY ENOUGH!**



This \$100,000.00 Sweepstakes not only boosts interest in Gilbert Science Toys throughout the nation, but also leads into the "Frontiersman" offer.

Don't miss your chance to tie in with the biggest train promotion ever! Post cereal packages will be on store shelves starting in August, 1959, so...

GILBERT

The A. C. Gilbert Company • New Haven, Connecticut