

JUN 19 1959

IN THIS WORLD

Reg. U.S. Pat. Off.

by Gretter

MILLION DOLLAR IDEAS ARE EVERYWHERE...

FOR EXAMPLE... IN 1911 WHEN
THE NEW YORK, NEW HAVEN AND
HARTFORD RAILROAD WERE
ELECTRIFYING THEIR ROAD,
A.C. GILBERT, A PASSENGER
ON A SALES TRIP TO NEW YORK,
OBSERVED THE ERECTION OF
GIRDERS TO CARRY THE POWER
LINES... AND AN IDEA WAS BORN...



ALFRED C. GILBERT
1911, AGE 27 YEARS.

SETTING TO WORK THAT EVENING WITH
SCISSORS AND CARDBOARD HE MADE
THE FIRST MODEL OF THE FUTURE
WORLD FAMOUS STEEL ERECTOR SET
KNOWN TO EVERY BOY.

HIS COMPANY, KNOWN AS THE MYSTO
COMPANY, NEW HAVEN, CONN., TURNED
THEIR ATTENTION TO EDUCATIONAL
TOYS... NOW KNOWN AS A.C. GILBERT CO.
THE FIRM PRODUCES A
WORLD IN MINIATURE
OF RAILROADS,
SCIENTIFIC AND
CONSTRUCTION
TOYS.

TOTAL SALES IN
ERECTOR SETS
SINCE 1912 IS
OVER 100
MILLION SETS.

