

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

MAR 1959

Gilbert acquires rights to Science Electronics' kits

Expanding its career-building science toy line into the field of electronics, Alfred C. Gilbert, Jr., president of The A. C. Gilbert Co., New Haven, and Arthur Nelson, vice-president of Science Electronics Inc., Cambridge, Mass., jointly report the purchase by Gilbert of manufacturing and selling rights to Erec-Tronic Kits in the toy and hobby fields.

The kits feature electronic circuits ranging from simple operating units to powerful transmitters, receivers, telegraphy and short wave. Parts are designed for building and rebuilding as many as fifteen different radios. No special tools, solder, skill or technical knowledge is needed. The kits enable a youngster to

build his own broadcasting station in minutes.

They include Pegboards and templates which may be defined as electronic road-maps each printed with a circuit such as a radio receiver, code practice oscillator or voice transmitter. The junior scientist merely places the correct component mount — identified by a number — over its corresponding numbered outline; plugs pins into holes in the template and the peg board below; attaches jiffy clips to make electrical connections and a working piece of equipment is ready.

The kits are useful and interesting not only to the beginner and hobbyist, but to the electronic design or research engineer as well. The only difference for the professional engineer lies in the



number of components necessary for assembling advanced circuitry.

The kits to be manufactured by Gilbert are similar to those previously made by Science Electronics, Inc. They are also similar to systems now widely used by industrial firms, engineering schools and colleges, such as Bell Telephone Laboratories, Western Electric, Westinghouse, IBM, MIT, Columbia, Harvard and Princeton. These cost as much as \$400. Gilbert is introducing three kits at Toy Fair for June delivery. These will range in price from \$10.98 to \$27.98.