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A. C. Gilbert Co. Sets Example In Confidence

One of the most encouraging bit of news to hit our front page since the move by Malley's and the word of Macy's coming is that of the \$10 million expansion plans of A. C. Gilbert Co.

If the plans as outlined materialize, and there is every reason that they should with the business judgment and management enterprise which they reflect, they promise in-

creased employment opportunities and new plant construction investment for the New Haven community.

The vision shown in this private enterprise venture at a time when there is so much misgiving about the economy, national and local, extends to broadened export and manufacturing potentials of the United Kingdom and the European Market.

This, as we see it is putting venture capital to work in a way which contributes to a substantial boost in the much-talked of economy, to employment and to the business health of the community. And it is at the local level all around the country that this sort of enterprise and "thinking big" is really going to help toward sound economic growth and confidence.

The original A. C. Gilbert Co. years ago showed similar vision and enterprise. It built well on its Erector sets, its scientific and educational toy kits, and other lines. Under the new ownership of the Wrather Corporation the future of this long-established New Haven industry looks bright indeed.