

A. C. Gilbert to Go All Out for Health Appliance Market

CHICAGO, Jan. 16. — The A. C. Gilbert Co., New Haven, will be going all out to exploit the potentialities of the health appliance market when the shop opens here tomorrow.

The firm's executives and sales staff during the event will offer department stores a "health bar sales plan," thought to be the first such merchandising plan recommended by a manufacturer on a national basis, according to R. T. Killian, manager of the electrical division.

The company has prepared a booklet on the proposal which it will circulate during the show, it was explained. This explains that "books on health are best sellers, newspapers and magazines are loaded with articles on better health. It's a \$9,800,000,000 market. You can share in the big profits."

The booklet includes a price list of health products made by Gilbert. From this a dealer may order a choice of \$1,000 or more in merchandise. The company provides the dealer with a 20 per cent advertising allowance or the employment of a demonstrator.

The idea has already been tested in five stores: Joske's, in Houston and San Antonio; Maison Blanche, New Orleans; Striplings, Fort Worth; and Titcher-Goettinger, Dallas. All reported it to be highly successful, it was said.