

JUN 1962

\$15 million sales Goal for Gilbert; To add "Hot Items"

The A. C. Gilbert Co. will market far broader product lines and will increase its advertising and promotion in 1963, President A. C. Gilbert revealed at the recent annual meeting of stockholders. Labelled "Operation Giant Step", the program will encompass a major policy change to include the marketing of "hot items" in addition to "traditional toys".

For 1962, Gilbert set a sales goal of \$15 million, 20 per cent over 1961 sales of \$11.5 million. He declined to predict earnings for 1962, however, "Because we must spend considerable sums on new product development, new packaging, and advertising to get in the best position for 'Operation Giant Step'." Sales goals for 1963 have been set at \$20 million, or nearly double the 1961 sales figure.

William Shay, vice president for television of the Wrather Corporation, was elected a Gilbert director. He succeeds Herman L. Trisch, former vice president, who retired at the close of 1961 after 42 years with the company.

Mr. Gilbert attributed the low 1961 sales figure to an insufficient number of new products and a small advertising schedule.