VENDING TIMES

and V/T MUSIC & GAMES

December 1970

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SURVEYING THE OUTLOOK FOR 1971

Industry Sees Bright Year Ahead For Vending

VENDING Views ...

■ BACK TO VENDING: When reduced work forces and production schedules at certain plants served by American Automatic Vending Co. (Cleveland) became marginal, the firm renegotiated contracts to relieve profit pressures. "Where profitable," reports president Robert S. Reitman, "we have been converting the manual cafeterias to automatic food service. These automatic cafeterias are not only more profitable but they also provide us with additional production for our new commissary."

■ PRETTY UP: With cigaret firms repacking their products with "pretty packaging" to increase brand awareness among consumers, we now expect more of an effort to "pretty up" the fronts of cigaret vending machines.

■ COFFEE CUT: After a year in which several boosts in coffee costs were recorded, operators are now looking forward to reductions. Shipments from Brazil are now reaching normal levels, following curtailment caused by frost damage to java crops, and ground coffee prices have been cut by several suppliers.

■ WELCOME TRAVELERS: With better than 65,000 hotels/motels now in operation around the country, vending firms find guests using the 2,500,000 rooms provide good patronage for varied machines. Operators report chain-controlled hostelries (generally Class A outlets) are top locations. While the chains control 7% of the hotels/motels (4,500), these stops account for 24% of the rooms (674,000).

■ O.J. ON THE WAY: A record Florida orange crop is forecast by the U.S. Agriculture Dept. for the 1970-71 season. Watch for a big push by citrus interests to find additional juice outlets, with emphasis on vending the product in school locations.

■ SWEET AND SOUR: Whether we like it or not, it is the general feeling in the candy industry that costs will continue to increase—costs of product, labor, packaging, delivery and general overhead. Wholesalers therefore are discovering that their costs are increasing too; vendors should anticipate this by making plans to move into 15-cent vending of candy and snacks before they are compelled to do so by the force of circumstances.

■ LITTER BIT: New anti-litter ad campaign developed by Coca-Cola features the theme: "Bend a Little . . . to keep America green and clean". Ecology pitch will be utilized via TV, radio, magazines and newspapers.

LOOKING AHEAD: The younger generation sees new avenues for revenue opening for operators in 1971. That's the viewpoint of Neal and Heather Kaufman, grandchildren of publisher Morris Weintraub, after looking over a recent issue of VENDING TIMES.

Experts Forecast Better Profit Picture, Upgraded Price Structure

U.S.A. – What kind of a year can the vending industry expect in 1971? A good one, a just-completed VENDING TIMES survey of operators and manufacturers indicates.

According to these sources, the coming year should see:

(1) A firming up of the industry with increased sales and profits.

(2) Upgrading of the overall pricing structure, coupled with strong emphasis on quality products and service.

(3) Improvement of internal operating efficiency, including more and better training programs for personnel.

(4) Efforts at further diversification by large operating firms and the entrance of a new group of operators into the industry.

During the past year, large segments of vending were hurt by trucking strikes, campus disruptions, and lowered employment in some industrial locations. At the same time, inflationary pressures caused operators' costs to rise. In the wake of the General Motors strike settlement, U.S. industrial activity is expected to show marked improvement in 1971 and operators expect to take advantage of this upturn. "We are optimistic that general economic improvement is possible," notes Wagner Van Vlack, president, Interstate United Corp.

Says NAMA chairman Ted Nicolay, vice president and coordinator, Western Division,

(Continued on Page 10)

GOOD SCOUT: Joseph C. Szabo (right), chairman of the board, Szabo Food Service, Inc., received the "Good Scout Award" from the Chicago Area Council, Boy Scouts of America, at the group's annual food and beverage Lunch-O-Ree. Here he is congratulated by speaker H. Ross Perot, Dallas billionaire who has been seeking to free U.S. prisoners of war from North Vietnam prison camps.

Play Active Role In Contracting Vending, Purchasing Agents Told

NEW YORK CITY – "If you don't play an active role in contracting for vendor service, your company may lose money – and employee goodwill as well."

That's some of the advice offered to purchasing agents in an article titled "Don't Get Short-Changed On Vending Service" that appeared in the Nov. 26 issue of "Purchasing" magazine. The author is Charles Bates, former corporate commodity specialist for IBM, and operators will find it of interest as a reflection of location management viewpoint.

"Though they're out of the mainstream of procurement activities, vending services are nevertheless an important purchased commodity. They should be bought through normal purchasing channels," Bates maintains.

He points out that profits and employee morale are the main considerations when it comes to vending services. "If the machine provides a quality product, and the supplier keeps it stocked and operating smoothly, sales are usually good," he observes. "Employees will feel they're well taken care of – and both

(Continued on Page 10)

PROGRESS: Automatic Products Co. board chairman Art Gross (second from right) looks over the company's "Candyshop" production line with (left to right) Walter Strauss, Peter Geritz and Lou Dettner. The get-together occurred during a plant tour for Automatic Products distributors, designed to bring them up-to-date on progress made since the production of the firm's first "Smokeshop" (in 1949) and other equipment introduced since then. Full story appears on page 7.

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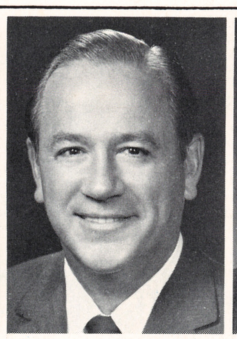
W.C. JONES
Macke

R.B. PIERCE
Beech-Nut

G.S. DRUM
Standard



C.R. GREEN
Kraft

C.R. LEMASTER
Kraft

Names In The News

MACKE APPOINTMENT: William C. Jones is named purchasing specialist, food service for The Macke Co. Jones's duties will include responsibility for coordination of purchasing activities for the corporation's nationwide foodservice division. He had previously been purchasing agent at the University of Wisconsin and for Corn Products Co.

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BEECH-NUT VEEP: Russell B. Pierce is named vice-president, sales for the Foods Division of Beech-Nut, Inc. Pierce's duties include responsibility for Beech-Nut brand baby foods, Tetley tea and new products.

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STANDARD APPOINTMENT: Standard Change-Makers, Inc. appoints Gerald S. Drum district manager. Drum has been with the firm since 1968 when he joined the company as assistant district manager in Detroit, Mich. He has previously been with Dominion Forge Co.

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KRAFT EXECUTIVES: Chester R. Green is appointed senior vice-president, marketing, and Charles R. LeMaster is appointed senior vice-president, sales and sales operations for Kraft Foods. Green is responsible for all areas of Kraft's marketing program; LeMaster is responsible for all sales and sales operations.

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NATIONAL MONEYMEN: Edward W. Havey, Norbert W. Orf, and Arthur R. Ruprecht are named to the financial management group of National Vendors, a division of UMC Industries, Inc. Havey, previously controller for the company, is appointed to the newly created post of vice-president, finance. His duties include responsibility for all of National's financial management and planning. Orf is named controller for National Vendors. He has been with the firm since 1961, when he joined the company's corporate accounting office. In 1968 he became accounting manager for National Rejectors, also a division of UMC. Ruphert, formerly manager of general accounting for National Vendors, is appointed to the newly created post of treasurer. He is responsible for all treasury functions of the firm. Ruphert has been with UMC since 1960 when he joined the firm's corporat accounting office.

● ● ●

P-M MANAGERS: Larry O. Geisel is named Los Angeles division manager and William C. Gawlikowski is named area manager-chain sales for Philip Morris U.S.A. Geisel has been with the firm since 1969 when he joined as a sales trainee. His new duties include the marketing of the company's tobacco products. Gawlikowski will be responsible for marketing the company's tobacco products through chain headquarters in Illinois. He joined Philip Morris in 1965 as a salesman.

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TOOTSIE ROLL PRODUCTS MANAGER: H. Kenneth Hatter is appointed product manager for Tootsie Roll Industries, Inc. Hatter, who comes to Tootsie Roll from Quaker Oats, will be responsible for sale of Tootsie Roll and Tootsie Roll Pop candy products.

If you had 16 main dishes you were proud of,

which can would you serve them in?

There's nothing like a dull gray tin can to make you feel like you're eating out of a dull gray tin can.

That's why Chef Boy-Ar-Dee created CHEF-PLATE™. It's a pure white lining that looks almost like porcelain. So what used to look like a tin can now looks more like the inside of a cup or a deep-dish casserole.

And now our 16 quality main dishes look as delicious as they taste, at no extra cost to anybody. And vending machine customers are eating it up.

We know it works. We're selling more than ever. And that means you can, too. After all, you have *quality* products, a variety to rotate, a brand you can trust, and CHEF-PLATE.

Get the beautiful inside story from Institution Food Service, American Home Foods, 685 Third Avenue, New York, New York 10017. It includes Beef Stew, Beefaroni®, Corned Beef Hash, Spaghetti and Meat Balls, Beef and Cheese Ravioli, Chili Con Carne, Spaghetti 'n Beef and Lasagna.

CHEF-PLATE™ by Chef Boy-Ar-Dee®

JACK M. SLATER

Rowe Elects Slater As Executive Veep

NEWARK, N. J. -- Jack M. Slater has been elected executive vice president of Rowe International, Inc., a subsidiary of Triangle Industries, Inc., according to an announcement by Carl S. Menger, chairman of Triangle. The position had been vacant since last April when Harry H. Martin, who was executive vice president of Rowe, became president.

Slater, who was senior vice president-operations of Triangle, joined the firm in 1949. He was elected treasurer in 1958, to the board of directors in 1959 and senior vice president-finance and treasurer in 1966.

Rowe, with plants in Whippany, N. J., Grand Rapids, Mich., and Toronto is a major manufacturer of vending machines, coin-operated photographs, dollar bill changers, background music systems and related dispensing and music equipment.

NCVA Signs Agency To Aid P.R. Program

RALEIGH, N.C. -- The North Carolina Vending Assn. has decided to enter into a contract with Inform, Inc. of Hickory, N.C. "to supplement the NCVA public relations program."

Inform, Inc. is represented by Paul Fogleman and Chuck Barber, the latter chairman of the North Carolina Democratic Party, who will also assist in legislative work.

S&S Acquires United In Continued Growth

NORWALK, Conn. – S & S Automatic, Inc. has further expanded its operations through the recent acquisition of United Cigarette Service, Bridgeport, which has cigarette and music machine routes in the Bridgeport area.

S & S Automatic began its expansion move two years ago, when it purchased A&D Vending Service, which has cigarette and candy routes in Norwalk and Stamford. Broadening its operation further last year, S & S Automatic acquired Norwalk Vending Corp., Norwalk, a full-line vending concern that services industrial accounts in the Fairfield County area.

Active in the vending field since 1945, S & S Automatic is a subsidiary of S & S Tobacco & Candy Co. According to Seligson, the three acquisitions have permitted his vending firm to broaden its activities. "We can now offer locations a complete line of service that includes industrial food service and music," he said.

Al Rodstein Leaves Macke, Resumes Banner Affiliation

WASHINGTON, D.C. -- Albert M. Rodstein, a director and senior vice president of The Macke Co. and chief executive officer of its Keystone Region, with headquarters in Philadelphia, Pa., has resigned from those posts.

Paying tribute to the five-fold growth of the region under Rodstein's leadership since 1961, Macke president Aaron Goldman noted: "His services as a director and member of the company's executive committee have been valuable and appreciated by his colleagues. We are sorry that he has decided to retire and pursue business interests that lie outside of The Macke Co."

Rodstein is resuming an active part in the management of Banner Specialty Co., an equipment distributing firm which he heads. An exclusive distributor for Automatic Products in the Philadelphia area, Banner distributes for Rowe International and the D. Gottlieb Co. in the territory served by its Pittsburgh office. The firm distributes exclusively in both territories for Williams United Shuffle Alleys, the Sega line, Allied Leisure Products, Valley Pool Tables, and Universal Vendors.

With a background of 36 years in the vending, games and music business, Rodstein plans to become active in Banner "after a sabbatical of a few months." He also announced that the firm planned to add additional coin-operated lines on an exclusive basis.

Angelo Musi, a Macke vice president and chief operating officer of its Keystone Region, has been named to succeed Rodstein as chief executive officer of the Macke regional operation. Musi is known to sports fans as captain of the 1946 championship Philadelphia Warriors professional basketball team.

AL RODSTEIN

Interstate Appoints Wiler VP, Marketing

CHICAGO -- Interstate United Corp. has appointed Edward A. Wiler vice president of marketing of the firm's Business and Industry Group. "In his new position, Wiler will be responsible for planning and directing the company's national sales, marketing and customer relations activities," said Lorron G. Caryl, president of the Business and Industry Group.

Wiler had previously been manager of marketing services for Servomation Corp., and he has been employed in the food service and vending industry for the past 18 years.

EDWARD A. WILER

ARA's Davidson Wins USC Business Award

LOS ANGELES – Davre J. Davidson, chairman and chief executive officer of ARA Services, Inc., has received the University of Southern California's School of Business Administration Award for Outstanding Achievement in Business Management. Davidson was honored as "a man whose name has long been synonymous with quality service."

Golden Leaf

RICHMOND, Va. -- To give Virginians an idea of the everyday economic importance of tobacco to the state, the Tobacco Tax Council has launched an information program employing the theme "Tobacco -- The New Dominion's Pot of Gold." Members of the Tobacco Economy will stamp their personal checks "This Is Tobacco Money."

Said Gordon Crenshaw, president, Universal Leaf Tobacco Co., "Tobacco is our state's number one cash crop, our leading manufacturing industry in value of product, and Hampton Roads is the number one tobacco port in the world."

Westinghouse Plans To Close Automatic Merchandising Div.

SPRINGFIELD, Mass. -- Westinghouse Electric Corp. is closing its Automatic Merchandising Division here and manufacturing operations are scheduled to terminate by mid-December. Sales activities are expected to continue until the current inventory of machines has been marketed.

It is understood that efforts by the company to negotiate the sale of this division have not been successful, although one source indicated that such negotiations "might still take a favorable turn."

Active in the vending field since 1945, Westinghouse has produced a line of bottle, can and cup machines, as well as coffee, candy and milk venders. A spokesman noted that the firm would follow a policy of honoring warranties on all of the vending equipment that has been or will be purchased from Westinghouse.

SERVICE AWARD: At 25th anniversary dinner of Boys' Towns of Italy in New York City, Alfred Miniaci, Paramount Automatic Industries, Division of ARA, receives gold cross of honor and desk set made by children at the institution in appreciation of his service to the charity. Peter Giambalvo (left), former mayor of Boys' Towns, makes the presentation, while Msgr. Carroll-Abbing, founder of the institution, looks on.

Court Seeks To Stop Dallas Operator From Violating 'Non-Compete' Accord

DALLAS, Tex. – U. S. District Judge William M. Taylor, Jr., ordered E. M. (Jack) Madera to appear in court to show cause why he should not be held in contempt. Madera's company, Mid-States Services, Inc., has been accused of disobeying an order by soliciting a contract to provide vending service at three Dallas post office locations.

Judge Taylor had enjoined Madera from soliciting vending accounts of ARA Services, Inc. in the Dallas metropolitan area.

Madera had filed a suit in federal court against ARA after he was discharged by the firm last April. He claimed that the termination was not within provisions of an employment agreement he signed with ARA in 1966. Part of that agreement contained a contract for the sale of Madera's stock in another vending operation to ARA with the provision he would not compete for ARA customers for five years.

In an affidavit supporting the contempt motion, ARA general manager Fletcher W. Ward stated that Madera recently contacted members of the Dallas Post Office employees welfare committee to solicit the contract for the General Post Office building and its Terminal Annex, as well as the air mail facilities at Love Field.

Madera claims that he did not solicit the account. "I was asked to bid for the account with 10 other bidders," he stated. "I put in my bid as a qualified food and vending service operator on the advice of my attorney. We in no way did anything to go against Judge Taylor's ruling that I could not contact or solicit any of ARA's customers as long as they remain ARA's customers in metropolitan Dallas."

Madera said that he had learned his firm had been awarded the contract in a letter from Dallas Postmaster Henry Wrigge. He noted that he had also taken over the Houston, Tex. post office account from ARA on Oct. 3 on the basis of bids.

ARA has held the Dallas post office account for the past five years. There are about 75 pieces of vending equipment in use at the postal locations.

Esposito Chairs 71 Canadian Convention

TORONTO -- The Canadian Automatic Merchandising Assn. will hold its annual Convention and Trade Show May 12-14 at the Skyline Hotel in Toronto.

Exhibits will be open each afternoon. In addition, the show will be open on the evening of May 13 to allow local service personnel to view the exhibits.

Tony Esposito, Pic-O-Mat Limited, Oshawa, Ontario, is serving as convention chairman.

Longworth Dies

LYONS, Ill. -- Raymond A. Longworth, president, Szabo Food Service, Inc., died on Dec. 7 at the Hinsdale Hospital (Hinsdale, Ill.)

Longworth, 59, also served as a director and member of the executive committee of the food and vending service management firm. At the time of his death, he had been planning retirement in Fort Lauderdale, Fla.

Canteen Names Two To Million Dollar Club

CHICAGO -- Canteen Corp. has named two of its employees to the company's Million Dollar Club, emblematic of achieving $1 million or more in sales. The new club members are Robert B. McCormack, St. Louis district manager, vending; and Robert Brady, Sausilito, Cal. sales representative.

Appointed to the firm's St. Louis office last August, McCormack previously served as a Canteen salesman in Kansas City, Mo., where the major portion of his sales record was compiled. Brady, whose sales territory covers the greater San Francisco area, has been a member of Canteen's sales staff for three years.

Operator's DATE BOOK

January 12	Connecticut Automatic Merchandising Council General Membership Meeting, Holiday Inn, Wilbur Cross Parkway & Interstate 91, Meriden, Connecticut.
March 12-13	Alabama-Mississippi Council, Grand Hotel, Point Clear, Alabama.
March 19-21	western NAMA Show, Anaheim Convention Hall, Anaheim, California.
April 2-3	Indiana Vending Council, Hospitality Inn, Indianapolis, Indiana.
April 23-24	Kentucky Automatic Merchandising Council, Executive Inn, Louisville, Kentucky.
April 23 - 25	National Vendors Association Annual Convention and Exposition, Americana Hotel, Miami Beach, Florida.
April 29-May 4	Illinois Automatic Merchandising Council, Lake Lawn Lodge, Delavan, Wisc.
May 12-14	Canadian Automatic Merchandising Association, Skyline Hotel, Toronto, Ontario, Canada.
May 14-15	Ohio Automatic Merchandising Association, Pick Fort Hayes Hotel, Columbus, Ohio.
May 14-15	Tennessee Automatic Merchandising Council, Nashville, Tennessee.
May 20 - 21	International Foodservice Manufacturers Association 16th Annual Foodservice Sales Conference, Conrad Hilton Hotel, Chicago, Illinois.
May 21-22	Automatic Merchandising Council of New Jersey, Holiday Inn, Atlantic City, New Jersey.
May 21-22	Wisconsin Automatic Merchandising Council, Delview Hotel, Lake Delton, Wisconsin.
May 21 - 23	North Carolina Vending Association and South Carolina Automatic Merchandising Association Annual Convention - Exhibit, Convention Center, Myrtle Beach, South Carolina.
May 23 - 26	National Restaurant Association Convention and Educational Exposition, McCormick Place, Chicago, Illinois.
June 11-12	Minnesota Automatic Merchandising Council, Voyager and Pine Portage Hotels, Rutgers, Minn.
June 11-13	New York State Automatic Merchandising Council, Grossinger's Hotel, Grossinger's, New York.
June 18-20	Pennsylvania Automatic Merchandising Council, Pocono Manor Inn, Pocono Manor, Pennsylvania.
June 19 - 23	National Confectioners Association 88th Annual Convention, Conrad Hilton Hotel, Chicago, Illinois.
September 5-7	California Automatic Vending Council, Installation Meeting, Palm Springs Hotel, Palm Springs, California.
October 7-10	California Automatic Merchandising Council, Del Monte Hyatt House, Monterey, California.
October 15-18	National Automatic Merchandising Association, McCormick Place, Chicago, Illinois.
October 16-18	Music Operators of America Trade Show, Sherman House, Chicago, Illinois.
November 15 - 18	National Soft Drink Association Convention - Association, Astrohall, Houston, Texas.

AMHIC Okays Icemaker, Backflow Projects

CHICAGO -- The preparation of new standards for vending machine icemakers, temperature cut-off controls, and carbonation backflow devices were among the new projects approved by the Automatic Merchandising Health - Industry Council (AMHIC) of the NAMA during its annual meeting here.

Design problems of office-type coffee service units were also scheduled for review. AMHIC appointed a special committee to study the need for ending present standards or to develop new guidelines for these machines.

AMHIC was formed 14 years ago as an advisory group to assist NAMA in its new public health programs. Since its formation, members have accepted increased responsibilities in the area of commissary layout, product labeling and safety, reflecting the broadening interests of NAMA members in vending and food service management

Present at the AMHIC meeting were representatives of six national public health associations, U.S. Public Health Service, U.S. Army and U.S. Air Force Surgeons General, NAMA's machine testing universities and the chairman and co-chairman of NAMA's Public Health Committee.

Servend Gains G-E Contract

WALTHAM, Mass. -- Servend-Seiler Corp. has been awarded contracts to provide manual and vended food service at the General Electric Co. facility in Bridgeport, Conn. The firm has also received a contract to provide similar services at the Remington - Rand plant in Elmira, N.Y., and it has been named to manage the dietary service at the North Adams (Mass.) Hospital.

According to a spokesman for Servend - Seiler, "Sales volume from the new contracts will exceed $1 million per year."

Pepsi General Elects Beisel And Selleck

CHICAGO -- E. E. Beisel, president of Pepsi-Cola General Bottlers, Inc., has been elected chief executive officer of the company, according to an announcement by chairman Edgar J. Higgins. Pepsi-Cola General operates bottling plants in Chicago, Kansas City, Des Moines, Louisville and New Orleans, and is a subsidiary of IC Industries, a multi-industry firm.

Higgins also announced the appointment of Robert W. Selleck as senior executive vice president and chief operating officer. He had been executive vice president in charge of sales.

Beisel has been president of the firm since 1951. Selleck joined the firm in 1956 in a sales management capacity and was made executive vice president in 1968.

American Reports 100-MM Advance

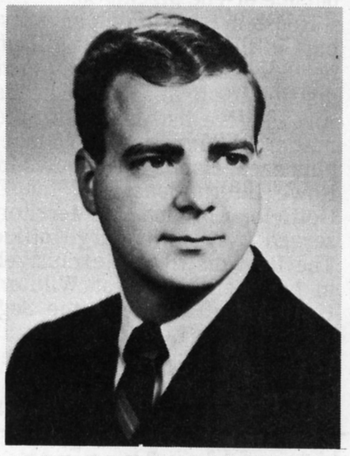
NEW YORK CITY – Discussing the 100 millimeter segment of the cigaret business, Robert B. Walker, chairman of the board, American Brands, Inc. noted that it has grown in 1970 to over 18 per cent of the total market, up from almost 16 per cent last year.

He pointed out that American Tobacco first introduced this cigaret concept in 1964 with Pall Mall Gold 100's. Other American Tobacco brands in this category are Pall Mall Menthol, Tareyton 100's, Lucky Filters and Silva Thins Regular and Menthol. In October the company introduced Maryland Menthol 100's, containing 100 per cent air-cured tobacco.

Forcasting record earnings in 1970, Walker stated that the American Tobacco Division would report higher income this year. At present, tobacco accounts for about 65 per cent of American Brands, Inc. domestic business.

NAMA Names Zei To Eastern Office Post

CHICAGO -- The National Automatic Merchandising Assn. has appointed John J. Zei eastern manager and counsel with offices in Philadelphia, Pa. He had previously served as assistant director of NAMA's department of government affairs and succeeds Marc Brookman, who will enter private law practice.



JOHN ZEI

"While we regret losing Marc Brookman, we are fortunate to have one of our experienced staff attorneys to replace him as manager of our eastern regional office," president G. R. Schreiber stated. "In addition to directing eastern state council activities and the management of legislative affairs, he will also be responsible for NAMA contacts in Washington."

Zei joined NAMA in 1968 as assistant legislative counsel. He has practiced in both the Federal District Court and the Illinois Supreme Court.

NCA Announces 1971 Convention Chairmen

CHICAGO -- The National Confectioners Assn. will hold its 88th annual convention here June 19-23. George C. Lawlis, Kraft Foods, Div. of Kraftco Corp., has been named General Convention chairman.

William A. Beich, Paul F. Beich Co., has been appointed chairman of the Program Committee and Jack Zachary, Jr., Zachary Confections, Inc., has been named co-chairman.

Chairing the 1971 committee in charge of planning the annual technical program to be sponsored by the NCA and the American Assn. of Candy Technologists are Curt M. Erickson, E. J. Brach & Sons Division, American Home Products Corp., chairman, and Dr. Alan Thomas, M&M Mars, co-chairman.

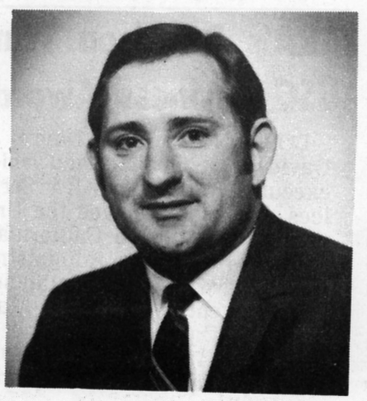
ELSTON NAMED

Lloyd W. Elston, Peter Paul, Inc., is chairman of the 1971 NCA Policy Committee and Richard L. Hoffman, Hoffman Candy Co., is co-chairman of the committee charged with formulating the trade association's official policy statements for the coming year.

Missouri AMA Elects Automatique's Cahow

ST. LOUIS, Mo. -- Harold J. Cahow, recently promoted to the position of general manager for the St. Louis branch of Automatique St. Louis, Inc., has been elected to the board of governors of the state's Automatic Merchandising Association.

Cahow will serve a three year term on the board, as well as secretary of the association for the coming year. He has been with the St. Louis branch of Automatique since 1969.



H. J. CAHOW

Fried Chicken Sites Using Drink Venders

ST. LOUIS -- Soft drink can vendors are being utilized in five Kentucky Fried Chicken stores in this market. According to owner Phil Elrod, store personnel pack and sell chicken and shrimp dinners at such a rapid pace that they lack the time to merchandise soft drinks to accompany the food.

As a result, Elrod points out, soft drinks have to sell themselves and the vending machines stimulate impulse buying. "What we're selling is quality food and fast service," he notes.

Set Carolinas Meet In Myrtle Beach, S.C.

MYRTLE BEACH, S.C. -- The annual convention-exhibit of the two Carolinas associations (North Carolina Vending Assn. and South Carolina Automatic Merchandising Assn.) will be held May 21-23 at the Convention Center in Myrtle Beach.

V/T Bulk Vending

Manufacturers Foresee Larger Machines, More Sophistication In Future Designs

U.S.A. – Novelty capsule venders will increase in size and will benefit from technological advance in 1971, according to a majority of bulk vending machine manufacturers interviewed by V/T. Opinions differed on the role of the smaller gum and candy machine in the industry's future.

Victor Vending, Northwestern Corp., VMI, Oak Manufacturing and Harby Industries all detect a trend to larger equipment. Victor, which has been marketing consoles for some time and which announced a prototype $1 capsule vender during the National Vendors Association show this year, feels that console units reduce service time, according to Robert Norling of Victor. "The larger machines are more expensive as a one-time deal, but they save time to service," he said. Citing the forthcoming $1 capsule vender as an example of technological advance, he observed that the goal is to keep the end result "as simple as possible -- because the operator won't be happy if he has to send clear across the country for a spare part." Norling noted that another objective is to hold down cost, since manufacturer success depends on maximum operator prosperity.

Northwestern's W. R. Greiner agrees that machines will get larger and more sophisticated, but feels that individual units "will never be replaced." He cited increased slug protection as a major technological goal.

Oak Manufacturing's Margaret Pilger agreed that machines will get larger. "We find that vendors prefer to service less often, and to be able to display more," she said. Technology will be more sophisticated, Mrs. Pilger observed, hinting that Oak has a development in the works which will surprise the industry.

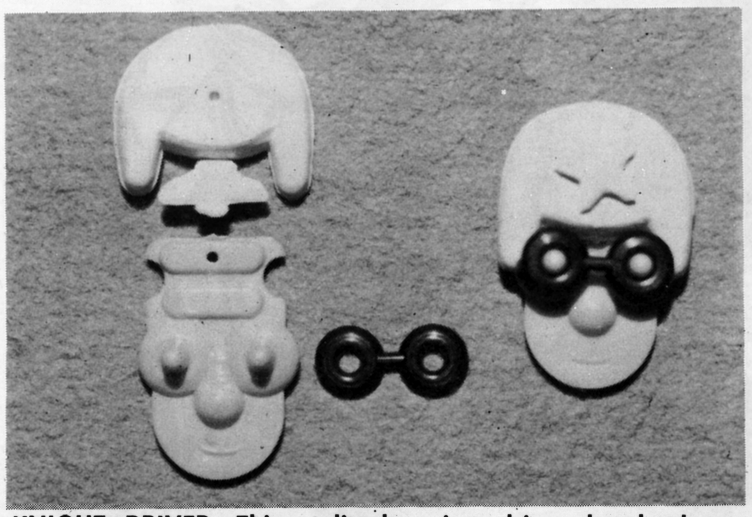
NOVELTIES

Harold T. Probasco, Harby Industries, told V/T that the future of the bulk vending industry can be summed up in one word: "Toys. It will be miniature toys all the way," he said. Probasco remarked that multiple coin units or dollar bill acceptors offer methods for accommodating larger capsules with high prices; these, in turn, will necessitate larger equipment.

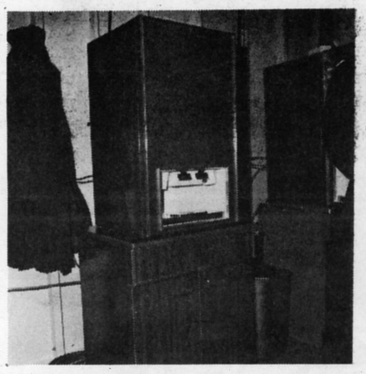
VMI believes that machines larger than today's individual units are definitely in prospect, but feels that the industry is presently on a technical plateau, according to the firm's Frank Perritt.

John Fry, Ford Gum & Machine, said that increased machine capacity would reduce service costs and aid in countering inflationary pressures. He feels that increased sophistication would take the form of marketing advances, such as three-dimensional advertising "or some sort of motion involved with the machine." Fry said that the great advantage enjoyed by bulk vending of the traditional penny-nickel sort is its immunity from economic down - cycles; "the worse the economic conditions get, the better the business," he said. "Everyone always has a penny or a nickel; they don't always have the price of a candy bar." The other manufacturers also observed that bulk vending is a good business to be in during a recession, because of the low prices of bulk merchandise and the use of bulk machines to keep children occupied while their parents are shopping for necessities.

With general manufactufacturers agreement on the desirability of larger and more sophisticated equipment, the 1971 NVA Show should be an interesting event in terms of new products.



KNIGHT DRIVER: This stylized racing driver head, shown disassembled for vending (left) and assembled for display, is the latest in the Knight Toy & Novelty Corp. line of charms. Helmet ornament -- star in assembled version above, eagle in disassembled -- detaches from molded position for insertion into helmet.



NEW RMi DIMENSION: This compact BAC-120 coffee vend- signed to permit operators to penetrate the top ten per cent tween 10 and 50 persons; the company estimates that there are about 750,000 of these locations. Available with or without 5- or 10-cent coin mechanism, the machine features an optional matching base and optional photographic artwork for the door. Available in two configurations, LG (freshly-brewed coffee, using a disposable fiber filter) or FD (freeze-dried coffee, whipped chocolate, and tea or soup), the machine offers internal cup mech, whitener and sugar to avoid "unsightly mess."

Vendo Describes New Accessories Service

KANSAS CITY, Mo. -- The Vendo Co. has revealed further details on the firm's new accessory and supply department, (V/T, Nov., 1970).

The new department is an expansion of the customer Services Division and offers a wide range of items for use by vending operators.

"Our objective is to provide a single convenient source for all the many auxiliary items an operator needs to run his business on an efficient and profitable basis," explained F. A. (Mac) McLaughlin, manager. "We are constantly expanding the line of accessories as new items are introduced and as operators express a desire for specific products."

Among the products offered by the new department are security systems, product and display signs, mobile carts, cleaning and lubricating agents and electrical and hand tools.

McLaughlin noted that a catalog is available from the new department. Further information may be obtained by writing to The Vendo Co., Customer Services Division, Accessory Dept., 999 Corrington Ave., Kansas City, Mo. 64126.

S-M's Name Changes To Freeze-Dry Corp.

BARTOW, Fla. – Beat J. Jenni, executive vice-president of S-M Vacu Freeze Corp., recently announced that the company has changed its name to Freeze Dry Corp. of America.

The change became effective Nov. 10, 1970. In making the announcement, Jenni noted that "The new name identifies our corporate stature and activities more accurately in that we wish to be identified as a producer serving the whole nation with highly sophisticated freeze dried products -- currently limited to a premium quality, strictly food service oriented freeze dry coffee and juice enriched freeze dry citrus cells for the beverage industry."

Freeze Dry, a subsidiary of Lamb-Weston, Inc. (Portland, Ore.), operates as an autonomous entity.

BUNN BROCHURE - Bunn - O - Matic Corp. is offering a new brochure which describes the firm's recently announced model VPR Pour - Omatic Coffee Brewer. The VPR model features two separately controlled warming stations and a width of 16", designed to allow the brewer to fit in almost anywhere, spokesmen for the firm noted. Free copies of the brochure are available from the firm at 1400 Stevenson Drive, Springfield, Ill. 62705.

Micro-Magnetic Adds New Conversion Kit

PALO ALTO, Calif. – Jack Riddle, president of Micro-Magnetic Industries, recently announced that the firm is marketing its new "MMI Conversion Kit."

The new kit, according to Riddle, "makes it possible to modernize and improve old Rowe $1 bill changers at a cost well worth the conversion."

The conversion kit is made up of a new Micro-Magnetic validator, as well as the brackets and trim necessary for installation. The kit is available in a variety of panels, Riddle noted, including walnut, rosewood or teak. These are designed to match the latest vending styles, he added.

Instructions are provided with the kit and conversion can be done in less than an hour in the field, with no special tools required, Riddle continued. The company president explained that the modernization package can be installed on Rowe models 6, 6A, or 7, and that they provide "a new looking, reliable dollar bill changer for use in low capacity, relatively secure areas."

Further information on the firm's new kit and its complete line of products can be obtained by writing to Micro-Magnetic Industries, 951 Commercial Street, Palo Alto, Calif. 94303.

GUARANTEED USED MACHINES
Merchandise & Supplies

CAPSULES 250 per bag with Money Making Displays

5c All Ring Mix	$4.60	Licorice Gems	.32
5c Trick & Game Mix	5.00	M & M, 500 ct.	.60
5c Creepy Bugs	5.00	Brites	.40
5c Northwestern Mix	4.25	Sun Tarts	.40
5c Latest Assorted Mixes	5.00		
10c Jewelry Mix	8.00	Wrapped Gum — Fleers 2000 pcs.	$7.40
10c Big Dice Mix	8.00	Rain-Blo Ball Gum, 2400 per ctn.	8.28
10c Assortment Mix	8.00	Rain-Blo Ball Gum, 2100 printed per carton	7.85
10c Western Mix	8.00	Rain-Blo Ball Gum, 5550 per ctn.	9.40
25c V2 Assorted, 100 per box	10.00	Rain-Blo Ball Gum, 4300 per ctn.	9.50
25c V2 Bugs, 100 per box	10.00	Rain-Blo Ball Gum, 3550 per ctn.	9.50
Empty V-V1-42 CAPSULES		Maltettes, 2400 per carton	8.65
		20 Cartons minimum prepaid on all Leaf Brand Rain-Blo Ball Gum.	
Pistachio Nuts, Jumbo Red	$1.00	Adams Gum, all flavors, 100 ct.	.55
Pistachio Nuts, Jumbo White	.95	Beech-Nut, ALL FLAVORS, 100 ct.	.55
Pistachio Nuts, 3 Star Buds	.85	Minimum order, 25 Boxes, assorted.	
Cashew, Whole	.96		
Cashew, Butts	.84		
Peanuts, Jumbo	.52		
Spanish	.37		
Mixed Nuts	.67		
Baby Chicks, 25 lb. Ctn.	9.65		
Rainbow Peanuts	.32		
Bridge Mix	.32		
Boston Baked Beans	.32		
Jelly Beans	.32		

VICTOR 77 With Extension

VICTOR 88

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Write for complete list.

Complete line of Parts, Supplies, Stands, globes, Brackets.

Everything for the operator.

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VICTOR SELECTORAMA 77-88 Console

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SPEAKERS CHAT: Talking things over at opening of new R. J. Reynolds plant in Puerto Rico are (left to right) Jack Africk, president of the Puerto Rican operation; William S. Smith, president, R. J. Reynolds Tobacco Co.; Governor Luis A. Ferre; and H. Gene Wick, manager of the new operation.

RJR Opens Puerto Rican Cigaret Factory

YABUCOA, P.R. -- A new $4 million cigaret manufacturing plant has been opened here by the R. J. Reynolds Tobacco Co. Constructed on a 15-acre site north of Yabucoa in southeast Puerto Rico, it will manufacture Winston, Salem and Camel cigarets. The plant has been producing these brands on a limited basis since September, helping supply the more than two billion cigarets Reynolds sells annually in Puerto Rico.

The factory, which is the only cigaret plant on the island, will employ more than 350 people in its sales and manufacturing operations. It has 90,000 sq. ft. of interior space, all on one floor, and is completely air conditioned.

The Puerto Rican-made cigarets contain the same blends of tobacco used as those made in Winston-Salem, N.C. The tobacco arrives in Yabucoa already blended, ready for use in manufacture. To ensure Reynolds' high standards of quality in the new plant, several employees hired in Puerto Rico spent four months at Winston-Salem learning to operate making and packing equipment used in producing cigarets.

"The success of imported Reynolds brands caused us to construct this beautiful plant here," commented Jack Africk, president of Reynolds in Puerto Rico. Pointing out that the firm already has the largest share of the cigaret market in Puerto Rico, he stated: "With this new facility we shall be able to better provide Puerto Rican smokers with Winston, Salem and Camel cigarets at their peak of freshness." Noting that the San Juan port makes Puerto Rico "an open door to the Caribbean," Africk stated that the Yabucoa facility will also supply cigarets for the Virgin Islands and eventually other markets in the Caribbean area.

Speaking at the plant dedication were Luis A. Ferre, Governor of Puerto Rico; William S. Smith, president of R. J. Reynolds Tobacco Co.; and H. Gene Wick, manufacturing manager of the Puerto Rican subsidiary. Attending the inaugural ceremonies were a number of Puerto Rican civic leaders, tobacco distributors, and vending machine operators.

MERRY CHRISTMAS

and a Happy New Year to all of you from all of us at

RANDEL LOCK SERVICE

61 Rockaway Ave. • Valley Stream, N. Y. 11580

TOBACCO AWARD: At Tobacco Chemists Research Conference in Montreal, Dr. Alexander White Spears III (left), director of Research and Development, P. Lorillard Corp., accepts Award for Distinguished Achievement in Tobacco Science from Ross R. Millhiser, president, Philip Morris Co. The award, made annually, consists of a specially designed medallion and $1,000 in cash.

Automatic Products Holds 'Smokeshop,' 'Candyshop' Distributor Showing

ST. PAUL, Minn. -- Automatic Products Co. held a meeting for distributors at its plant here, prior to the recent NAMA Convention. According to the company, the event represented the first time in the history of Automatic Products that distributors were invited to visit the firm's factory simultaneously.

Emceeing the distributor meeting was Merrill Steincamp, Automatic Products sales manager. Guests viewed the company's engineering department and production techniques, and reviewed the progress made by the firm since the first Smokeshop was introduced in 1949, and the first Candyshop in 1954. Keynoting the evening portion of the program was Jay Beecroft, director of sales training for the 3-M Co.

"The distributors, to a man, voiced their amazement and satisfaction with the ultra-modern engineering development and production techniques used to manufacture the popular Smokeshop, Candyshop, Pastryshop and Snackshop," Automatic Products announced. The venders are suitable for use in banks or as free-standing units.

FIRST - HAND INFORMATION: Automatic Products president John B. Edgerton (left) describes coin mechanism to Harold Heyer, J. Herman Saxon, Harold Ayres and Ron Pepple.

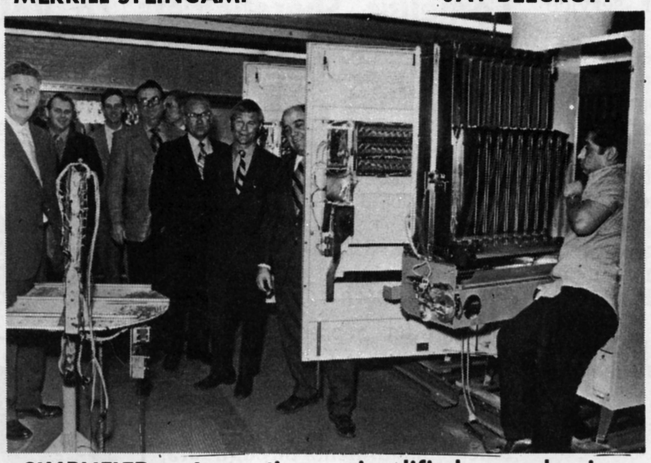
MERRILL STEINCAMP

JAY BEECROFT

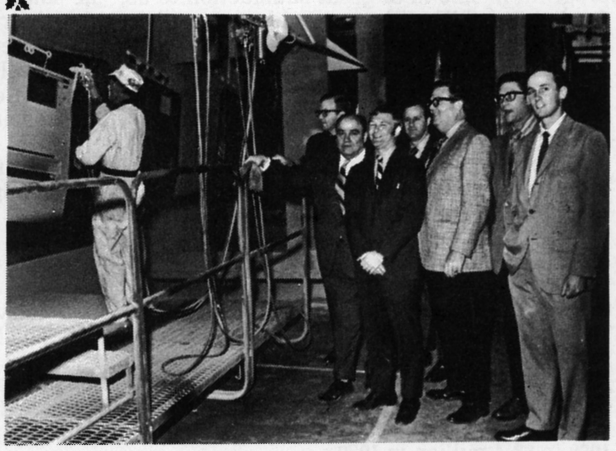
QUALITY CONTROL: Visitors observe final testing procedure for Automatic Products' exclusive totalizer. Left to right are L. C. Butler, Dorothy Stedt, John Gross and Marshall McKee.

SPECTATORS: Watching spot - welding operation are (left to right) Al Toranto, Bob Buzicky, Dave Waller, Ted Hartsock, Norwood Veatch, Bert Betti and Mel Wyner.

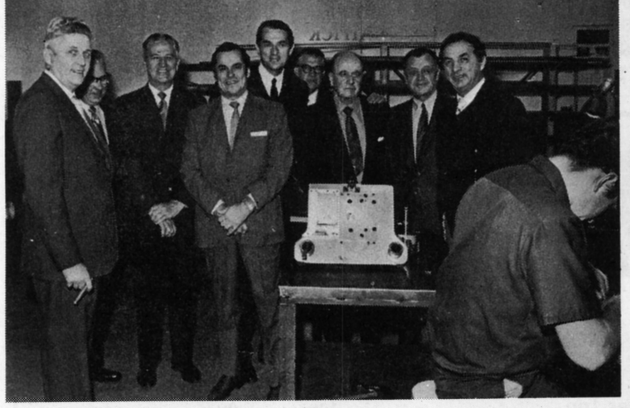
BREAK FOR LUNCH: Guests took time off to enjoy a buffet luncheon at the plant. Meeting was the first attended simultaneously by all Automatic Products distributors.



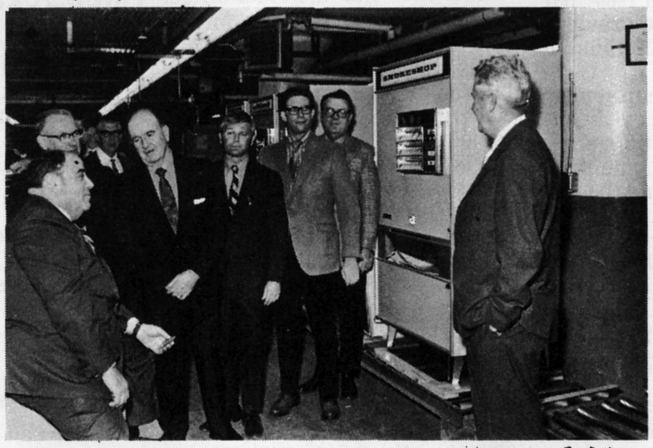
SIMPLIFIED: Inspecting simplified mechanism are (left to right) Bill Gross, Don Waters, John Gross, L. C. Butler, Eldon Kingston, Ed Wilkes, Joe Westerhaus, Jr., John Bilotta, and Technician Edward Ortiz.



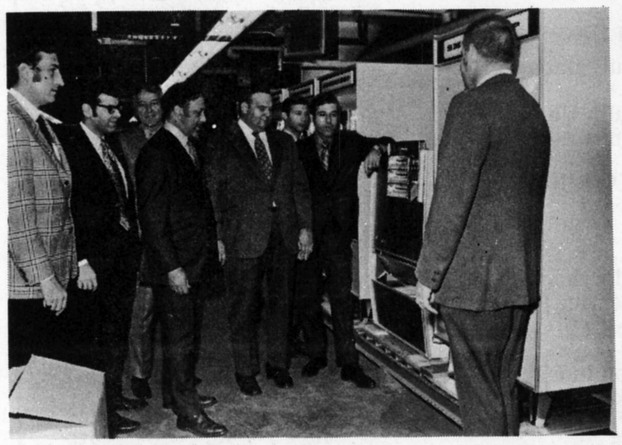
PAINT SHOP: Guide John Gross, Automatic Products personnel manager (right) shows off company's paint booths to (left to right) Gary Grimes, Wurlitzer Co. (DeKalb, Ill.); John Bilotta, Bilotta Enterprises (Newark, N.Y.); Joseph Westerhaus, Jr., Royal Distributing Co. (Cincinnatti, O.); Warren Sandler, Sandler Vending (Minneapolis, Minn.); L. C. Butler, Gulf Coast Distributing (Houston, Tex.); and Lon McKee, Northwest Sales Co. (Portland, Ore.) Demonstrating technique is painter Einar Edwardson (left.)



DIE SHOP: Automatic Products vice-president Bill Gross, left, shows off the company's die shop to visiting distributors (left to right) Ed Wilkes, Weymouth Distrubiting Co. (Los Angeles, Calif.); C. A. Culp, Culp Distributing Co. (Oklahoma City, Okla.); Gilbert Kitt, Empire Distributing (Chicago, Ill.); Marvin Roth, Roth Novelty Co. (Wilkes-Barre, Penna.); Marshall McKee, Northwest Sales (Portland, Ore.); Al Weymouth, Weymouth Distributing; Lou Dettner, Electronic Industries (Montreal, P.Q., Canada) and Irving Sandler, Sandler Vending (Minneapolis, Minn.)

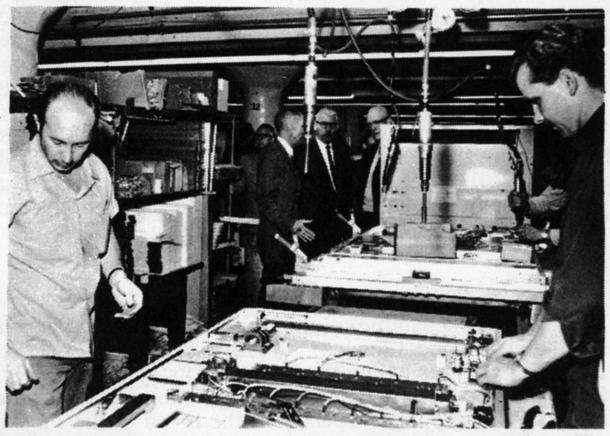


ON THE LINE: Bill Gross, right, describes Smokeshop assembly to (left to right) John Bilotta, Ed Wilkes, John Gross, Marshall McKee, Joseph Westerhaus, Jr., Lon McKee, L. C. Butler, and W. J. Gross.



FREE - STANDING: Visitors look over free-standing "Smokeshop" venders on assembly line. Joseph Lotspeich (right) explains machine to Don Siegel, Mark Blum, Jr., Robert Nims, M. Lerner, M.M. Hammer, James Ginsberg and Harvey Weingarten.

THE SCENE: Automatic Products factory and headquarters hosted the recent distributor meeting, at which visitors reviewed company progress and observed manufacturing procedures.



TOUR: Automatic Products president John Edgerton, Jr. (center) shows visiting distributors how doors are assembled. Left to right are Leonard Anderson, Ron Pepple, Edgerton, Harold Ayres, Herman Saxon, Gary Munklewitz and Bob Olmstead.

The WALL STREET DIARY

V.H. LAVAY Associate Publisher

Looking over our lead story in last year's December issue, I was struck by the extent to which opinions on the then-impending "inflationary recession" expressed by industry leaders have been borne out. Like the legendary scholars examining an elephant, our respondents correctly described different aspects of the situation; two financial reports issued recently illustrate this point.

ARA Services, Inc. reports that, for its fiscal year ended October 2, 1970, it established new records -- for the 15th consecutive year -- in total revenues, pre - tax income, net income and earnings per share. According to the report, preliminary figures indicate total revenues of $648,399,000, pre - tax income of $34,767,000, and operating margins improving to 5.36 per cent.

"ARA Services' continued improvement in operating performance despite the slowdown in the general economy reflected its effective cost service controls, balanced markets and services, and expansion of management fee services," according to chairman Davre J. Davidson. "Growth in revenues was restrained by the reduced activity in the manufacturing sector and serious national strikes."

The company notes that higher interest costs restrained the gain in net income, which nevertheless rose to $18,610,000 from $17,019,000 last year. Fiscal 1969 had 53 weeks; fiscal 1970, 52.

As several experts had predicted, success in the economic environment of 1970 was the result of realistic diversification and reasonable price adjustment. "Our operating people were sensitive to client needs and responded effectively to the challenge of changing conditions," Davidson noted. "Progress was made in adjusting prices in cooperation with our clients, who recognize the value of our service program."

During the past year, the company entered what it described as "important new markets," introducing new management and consumer services. Also of interest is Davidson's evaluation of the company's success in its initial experiencewith school feeding under revised USDA regulations. "The manner in which we served the growing school lunch program in 1970 is of great satisfaction to us," he said. "It demonstrated the ability of our service group to organize their people and other resources to join together to serve this important new market."

In addition to management programs initiated for new large office - commercial centers, Davidson cited "new concepts in convenience systems," which were "successfully introduced for hospitals and airline clients.

"Important new accounts were added during the year, reflecting vigorous marketing programs and the steadily increasing range and depth of our professional services," he concluded.

MACKE

Illustrating the novel nature of the present "inflationary recession" (as predicted by one of our respondents last year) is The Macke Co.'s annual report for its fiscal year ended September 30, 1970. Total revenues were $131 million, compared with $109 million in fiscal 1969; but net income was $1,809,000, compared with $2,341,000 in the previous year. Cash flow from operations rose, however -- from $8.1 million in 1969 to $8.4 million in 1970.

Macke president Aaron Goldman, noting that 1970 was the first year since 1944 that earnings had fallen below those of a previous year, attributed this to the peculiar nature of the present economic slump. "Over the entire year our profits were squeezed by the highly unusual combination of diminished industrial activity on one hand and the spiralling costs of doing business on the other," he said. "In most of our major operating areas industrial employment was down, but we were not able to reduce operating costs on any commensurate scale to offset this decline."

The Macke president explained that profits in the firm's industrial coatings division were "down sharply from 1969 because of the general economic slowdown, and specifically because of a 60-day building trades strike in the Baton Rouge area, compounded by local operating problems that have since been corrected." Another adverse factor, he observed, was the discontinuation of the investment tax credit; this action added $285,000 to Macke's federal taxes in fiscal 1970.

"On the plus side, our building maintenance, coin-operated laundry and office furniture divisions met budget goals that were substantially higher than the previous year," Goldman concluded. "We expect to benefit in 1971 from more efficient operating procedures and stringent expense control measures that were introduced in the current year." The company projects sales of $145 million in 1971.

BEWARE

The current economic situation has also had an impact on the feasibility of going public. Charles C. Baum, Loeb Rhoades & Co., touched on this subject in his evaluation of the industry which was read by Dick Starke at the NAMA Convention (see this column in the November issue.) "Going public depends on the mood of the market," he said. "The more cautious it is, the bigger you must be." Baum regards sales of $4 to $5 million, and pre - tax earnings of at least $1/2 million, as essential if a company is to go public on a national basis today. "If you're smaller, you can go public on a regional basis," he added. "But however you do it, don't regard it as the end of your problems -- in some ways, it's just the beginning. The responsibilities are immense."

SVM Shareholders End Cumulative Voting

NEW YORK CITY--In a twice-recessed annual stockholders' meeting, Servomation Corp. stockholders voted to discontinue cumulative voting in electing directors. The change in voting procedure was approved by 80 per cent of the shares voted, and the management slate of directors was elected by 83 per cent of the shares voted.

A group of dissident stockholders, known as the Stockholders Committee to Retain Cumulative Voting, had opposed the proposal to eliminate this type of voting. The committee was headed by William C. McConnell, Jr., former president of Servomation's New England division, and S. Paul Jones, former president of the firm's Louisville, Ky., division. Both were previous directors of the company but were not renominated for the management slate of directors.

McConnell's committee nominated five directors who were not on the management slate of nominees, but none were elected. "All of the members of the committee intend to remain stockholders and will continue in their efforts to stimulate the present management to perform in the most effective manner," McConnell stated.

Servomation president Allan P. Lucht said: "I am happy that this matter has been resolved so that we may go forward with the regular conduct of our business." Noting that sales in the firm's first quarter (ended Sept. 26) were up 1.6 per cent over the comparable period in 1969, he pointed out that profits for the same period had increased 10 per cent over last year's first quarter figure.

ASC Sales & Earnings Increase

ATLANTA, Ga. -- Sales of Automatic Service Co. for 1970 rose 16 per cent and net earnings increased 7 per cent, according to Stuart V. Bowen, president and chairman of the board. Sales totaled $50,730,000, up from $43,613,000 in 1969. Earnings advanced to $506,000, equal to 96 cents a share, as against $474,000, equal to 85 cents a share a year ago.

ASC includes a vending division operating in five states and Washington, D. C.; Bon Marche department stores in Asheville, N. C.; Ford Gum & Machine Co. (Akron, N. Y.), manufacturer of chewing gum and gum venders; and Automatic Vendors of America (Atlanta, Ga.), supplier of products and services to independent vending companies.

According to Bowen, ASC's financial condition has been strengthened through the recently concluded sale of common stock and warrants. Net earnings, combined with the proceeds from this sale, resulted in an increase from $3,000,000 to $5,103,000 in stockholder's equity, he stated. ASC is reported to be preparing to apply for listing its common stock on the American Stock Exchange.

Cornelius Shareholders To Vote On Plan To Buy 500,000 Shares From Chairman

ANOKA, Minn. -- Stockholders of The Cornelius Co. will vote at a special meeting here Dec. 17 on a proposal that the firm buy 500,000 of its common shares from Richard T. Cornelius, chairman and majority stockholder, for $5 per share.

The offer represents a total purchase price of $2,500,000. Of that amount, $1,000,000 would be paid in cash and the balance by a $500,000 6 per cent note, payable in installments through 1975, and a $1,000,000 6 per cent subordinated note payable from 1976 through 1980.

Cornelius was the chief officer of the company from its formation in 1935 to June 30 of this year, when W. Joseph Blood was elected president and chief executive officer; Cornelius has retained the office of chairman of the board. However, if the stock purchase is approved, he will no longer serve as a full-time employee, receiving an annual compensation of $25,000 as chairman of the board. This compares with $110,000 he received during 1969 as president and chairman.

He and his associates now own 24.9 per cent of the company's 4,122,838 shares. After giving effect to the purchase of 500,000 shares held by Cornelius, he and his associates will own 525,664 shares or 14.5 per cent of the then outstanding shares.

In a letter to stockholders, president Blood stated that the board recommends that shareholders vote for the proposal, which requires the approval of at least 50 per cent of the balance of the shares outstanding and 75 per cent of those voted. Dain, Kalman & Quail, Inc., Minneapolis investment dealers retained to evaluate the proposal, have advised that the agreement is "fair and equitable to the company and its other stockholders."

The Cornelius Co. manufactures a line of vending machines and beverage dispensers. For the period of 36 weeks ended Sept. 7, 1969, and Sept. 13, 1970, the company reported sales of $30,159,000 and $31,472,000, respectively, with net earnings of $219,000, or 5 cents per share, and $847,000, or 21 cents per share, respectively.

Coca-Cola's 9-Month Earnings Set Record

ATLANTA, Ga. -- Coca-Cola Co. earnings for the first nine months rose 11 per cent, president J. Paul Austin announced.

Reporting record earnings, the firm netted $115,617,137, or $1.95 per share, as compared with $103,750,229, or $1.75 per share, for the comparable 1969 period.

As the result of its merger with Acqua-Chem, Inc., on a poolings of interest basis, the figures for both years include the operations of that firm. This year, The Coca-Cola Co. also adopted the policy of including the entire net profit of all foreign subsidiaries in its consolidated net profit.

Vending Securities market prices 1970

NEW YORK EXCHANGE	PRICE RANGE HIGH	LOW	RECENT PRICE
Ancorp	31¾	14⅝	17⅞
ARA Services Inc.	122½	88⅛	117¼
Brunswick	22¼	13⅜	18½
ITT Common	49⅛	37½	49⅛
ITT PfK4	83	66	83
Litton Industries	74½	18¼	19⅞
Macke Co.	29¼	8½	9⅝
Ogden	39⅝	7⅝	25
Servomation	49½	13⅝	22¾
Triangle	37¾	13⅞	15⅝
UMC Industries	28⅛	14	12⅜
Vendo	32⅜	9¾	12¾
Wometco	23	15¾	16¼
Wurlitzer	23½	7⅛	8
AMERICAN EXCHANGE			
American Automatic Vending	20¾	5¾	5¾
Coffee-Mat	49⅝	10⅛	11⅞
Commonwealth United			
Interstate United Corp.	35	6⅞	8¼
OVER THE COUNTER			
All-Tech	10½	1¾	2⅜
Allvend	8¾	5¾	5¾
Automatic Merchandising	11½	⅞	3½
Automatic Service Co.	10½	⅞	5⅝
Automatique	3¼	1½	2¼
Cornelius	7¾	3½	4
Dolly Madison Industries	8¾	¾	1
LaCrosse Cooler	6	6	6
MVC Industries	9¼	1/16	1/16
Pennstar	2⅛	2⅛	2⅛
Szabo	14⅞	3	3
Victor Products	7¼	⅝	¾

The recent prices for OTC Securities are supplied by the National Association of Security Dealers, Inc.

V/T VISITS PORTLAND, ORE.

Imperial's Denning Cites Orderly Growth, Business Practices As Keys To Planning

BY TIM SANFORD

PORTLAND, Ore. -- "In evaluating a location and determining the commission structure, I think an operator has to find out whether the location is primarily interested in commissions or in service," said Duane Denning, Imperial Vending Co. "If they're after a high commission, then in most cases they can't expect equipment which requires extensive servicing and maintenance."

Imperial Vending was founded in 1966 by Denning and his partner, Guss Dussin. Denning runs Imperial; Dussin is a restaurant operator with branches in Oregon, Washington, California and Canada.

"We started right out with a full line of equipment, including food machines," Denning told V/T. "My partner, who has four restaurants in Portland, is in charge of Imperial's food production." Denning had previously worked for another vending company; after about five years' experience, he decided to go into business for himself.

The company presently has two full routes, and has followed a policy of careful evaluation and analysis in its expansion. Before installing equipment in a new account, Denning will take several days to observe the location and interview people there to get some idea of the level of sales. "I won't put equipment in until I have some reason to believe that the operation will be profitable.

"I buy all new equipment, and so I have to look at that investment," Denning added. "My criteria might be somewhat different when the company is larger and there's equipment in the warehouse."

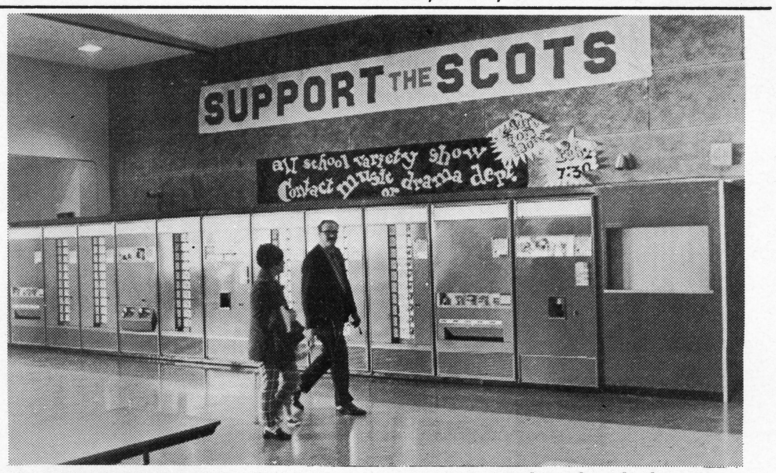
Denning said that his requirement for a certain number of sales a day to justify the installation of equipment is a plus in dealing with locations. "Customers respect you for being business-like," he observed.

Another business practice which Denning favors is the use of written contracts with locations. "I have contracts with all my accounts," he told V/T. "Without a contract, any installation would be my investment against the management's say-so."

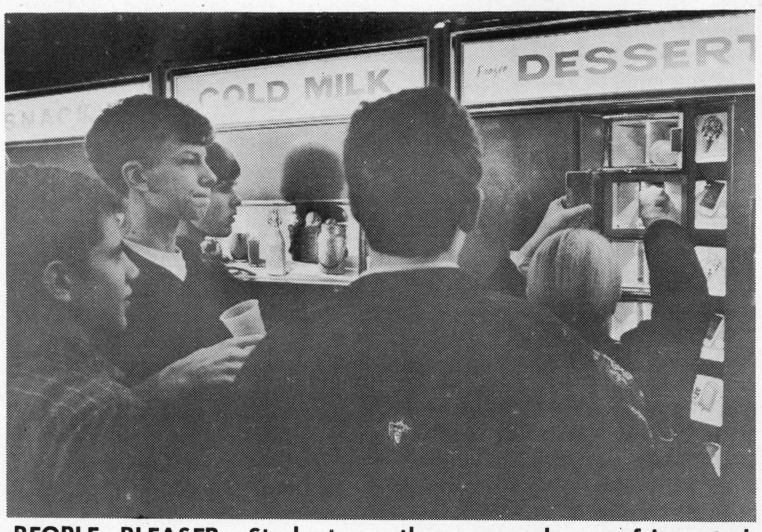
At present, Imperial serves industrial, office and school locations; one high school account is "one of the largest in Oregon," according to Denning. Schools, he says, "are completely different from industrial or office accounts;" he notes that machine security requirements are much higher at schools. "But despite that, I really like to work with kids," he told V/T. "It's much easier to talk to them and get them oriented to vending."

Each school account has an attendant who works five hours a day. When Imperial puts equipment into a school, Denning explains its functioning to the students. "For example, in our first school account, we had the kids completely organized within four days," he said. "They knew all about the machines, the bill changers, and the arrangement of equipment."

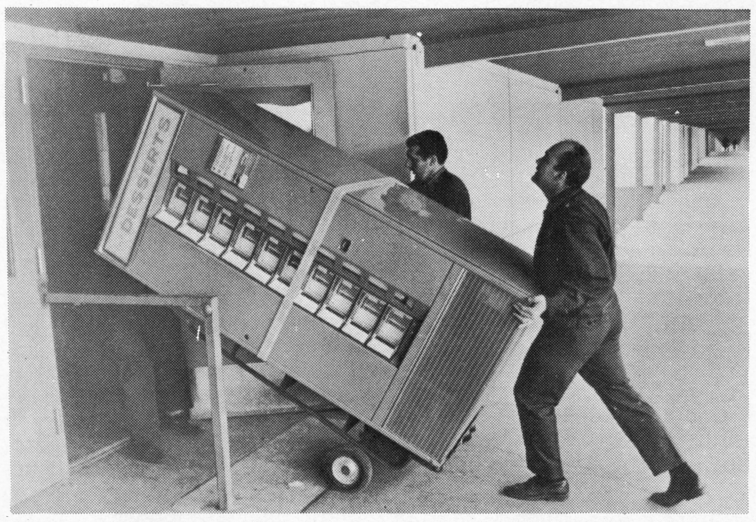
(Continued on page 36)



VENDING BANK: Visitors to an Imperial school location pass one of the company's full-line vending banks. Imperial provides vending services to industrial plants and offices as well as schools.



PEOPLE PLEASER: Students gather around a refrigerated dessert vender at an Imperial school cafeteria location. Company president Denning finds school children receptive to vending, enjoys working with them.



MEN WORKING: Duane Denning, center, and Imperial Vending crew move dessert vender into an account. The company follows a policy of careful planning before each stage of expansion.

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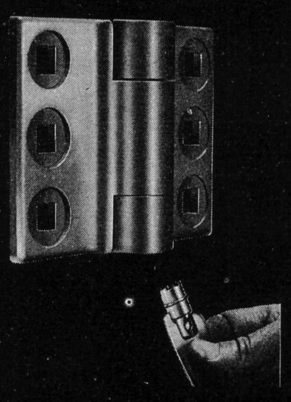

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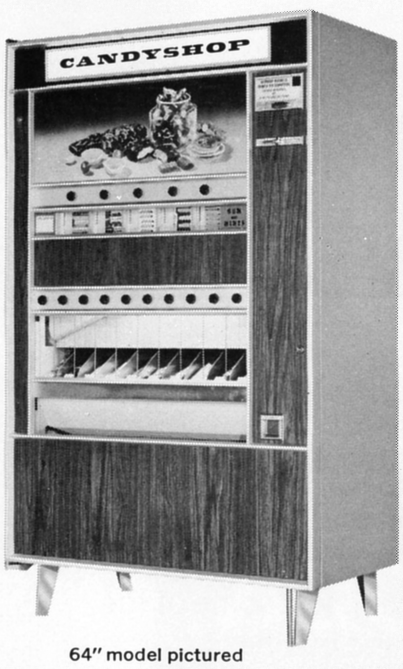

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Nyman Manufacturing Moves To New Plant

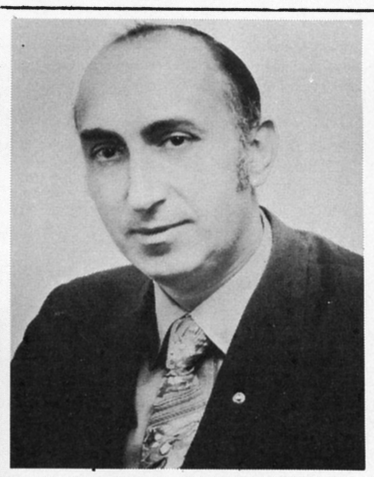
EAST PROVIDENCE, R.I. -- Nyman Manufacturing Co. has recently completed its move into its new 300,000 square foot facility here.

The new facility, which houses more than six acres under one roof, features an indoor railroad siding which can accommodate 12 freight cars. Spokesmen for Nyman note that the new plant is built on a 23 acre tract which provides space for expansion.

The firm now has raw material storage for 30 carloads of roll stock, as well as an automated silo system which stores 200 tons of plastic resin. The new facility also contains new installations of paper and plastics converting equipment and an automated materials handling system.

The Nyman Machinery Division, a 40,000 square foot facility, is located several miles from this plant. At the machinery division the firm designs and manufactures converted equipment.

Nyman manufactures a line of disposable paper and plastic cups and food service items.



DON POST

Post Becomes Sales Exec At Sweetheart

WILMINGTON, Mass. – Sweetheart Plastics, Inc., a division of Maryland Cup Corp., has announced the promotion of Don Post to the position of director of sales administration for Sweetheart.

Samuel Shapiro, president of Sweetheart, noted that Post will assume the responsibility for the internal sales administration of the firm's product line. Post has been with the company since 1968 and was previously director of food packaging.

FORECAST FOR 1971: OUTLOOK FOR VENDING IS PROMISING

(Continued from page 1)

Servomation Corp. (San Bernardino, Cal.); "Management will continue to place strong emphasis on quality products and services. The economic slowdown that presently exists will tend to firm up competent management thinking in terms of profit and return on investment.

"I think our industry will continue to expand through acquisition and by internal growth through the business it knows best, the service business--industrial vending, food service, on-street cigaret and amusement service, concessions, mobile vending, college and hospital feeding and franchise food operation. Further expansion is evident in building maintenance and plant security and protection. These businesses are compatible to the food and vending industry, and tend to complete our sales package," he stated.

Other vending firms believe that food operations in the nation's school systems will provide a whole new area for their expansion. For example, William S. Fishman, president, ARA Services, Inc. (Philadelphia, Pa.) reports that his firm has attained "important growth" in the education market. "Progress in the new School Lunch Program has been favorable," he comments.

Patrick L. O'Malley, president, Canteen Corp., Chicago, sees the operator's major problem in 1971 as one of maintaining and improving operating margins in an unsettled economic environment. He feels that this situation can best be met by "the use of improved marketing and merchandising techniques aimed at increasing sales volume; and the development of more scientific and advanced management techniques designed to improve the productivity of the vending industry employee."

In their drive to increase profits, many firms plan to aggressively seek new locations, upgrade existing accounts and close down others that are not producing sufficient revenue.

For example, president Arthur D. Stevens, Automatique, Inc. (Kansas City, Mo.,) notes that his firm has been adjusting prices, renegotiating customer contracts and improving internal operating efficiency. "Because each customer has special requirements and mechanical adjustments are necessary on each vending machine to change prices, this has been a slow process. There are definite indications now, however, that this effort is beginning to show results," he reports.

Ben Montee, president, Cater-Vend, Division of Autoviable Services, Inc., (Jacksonville, Ill.), points out that the industry has been unable to pass along increased costs as they occur. "Why do we forever have to play the game of 'catch-up'?," he asks. "Research dollars should be flowing into a fund to solve this problem. If more flexible pricing could be made available to the operating branch of the industry, all other segments would also benefit directly and indirectly," he contends.

SECURITY NEED

FLAGSTAFF, Ariz. -- Responding to V/T's survey, some firms viewed security as a big problem for operators in 1971. Observes Michael C. Purcell, Flagstaff Vending Co., Flagstaff, Ariz.:

"The time-old problem of vandalism and pilferage seems to be the major problems, with the situation worsening. More security, with possibly closed-circuit TV in larger installations might help."

"This must be a year for mental growth," he also maintains. "Large, medium and small companies must learn that their very existence depends upon the adoption of a businesslike approach to the solving of the profit-squeeze facing our industry. These are 'old words', but still true and more important each day. Pricing must become realistic."

Discussing the rising cost of operations, Herbert Luckower, president, Servo-Trend, Inc. (Pelham, N. Y.), observes: "Costs of operation have spiraled upwards because of increased labor costs, increased costs of equipment and increased costs of supplies. The obvious answer to increased operational costs is to increase selling prices. However, this has always been a tremendous obstacle to overcome.

CHANGES REQUIRED

"I feel that our industry needs radical and revolutionary changes which can best be developed by the manufacturers of equipment in conjunction with the major suppliers of products for this equipment. A tremendous potential exists but has never been realized for automatic merchandising-be it in food items or the multitudes of other products that have yet to be successfully sold by vending equipment," he maintains.

All vending machine manufacturers responding to the survey indicated that they were investing heavily in new product development. "Whether 1971 will be the year our plans get off the drawing board is hard to predict," one firm told V/T "However, we hope to come up with several new venders, as soon as practicable." Manufacturs' spokesmen also expressed the view that new products and new operational techniques would be developed to offset rising labor costs. For example, George Arneson, president, The Vendo Co., pointed out that servicing of some machines might be on a less-frequent basis as packaging was devised which would prolong the life of food items.

TRAIN PERSONNEL

A number of operators plan to provide better training programs for their field employees, as well as plans to improve their internal operating efficiency. Many firms expressed the view that personnel will be the key to productivity and profits in 1971. "Seeking better approaches to performance of routine functions is an endless process, but this activity has become a prime priority at all levels in our company," says Allan P. Lucht, president, Servomation Corp. (New York).

Several major operating companies expressed the intention for further diversification to broaden the base of their activities and reduce their dependence on the industrial commercial market. Such plans not only call for moves into additional types of food service, but for development of other service area capabilities (such as maintenance and building services). However, some respondents expressed the view that as these big firms diversify and concentrate their vending activities in large locations, opportunities will open up for small operators at the local level. The result: 1971 may see a whole new group of small businessmen enter vending.

PRICING PROBLEM

Viewing pricing as the operator's fundamental problem for 1971, NAMA president Nicolay stated: "We as an industry must insist on getting a fair return on our investment. This can be accomplished by persistently selling our customers on a quality product at a higher retail price. We must also increase our productivity per man hour of labor by being more selective in our hiring process, training our personnel to be more effective on the job, and understanding what their job duties require.

"In those businesses which require high capital investment, such as food and vending, management must continually seek methods to increase volume per dollar invested. If the volume is not profitable, a subsidy may be required," he noted.

Concluded Nicolay: "The vending industry is an excellent barometer of business conditions in general. Further unemployment may temporarily hamper our growth. However, it is my feeling if management reduces its overhead, continues to increase retail prices equitably, places emphasis on additional sales increases, and realigns its assets to profitable locations, 1971 show great improvement over prior years."

CHOOSING A VENDOR

(Continued from page 1)

using company and service outfit make money."

The article then advises purchasing agents on such procedures as location specifications, bids, choosing an operating firm, and writing a vending contract. Here are some of the author's suggestions to location management:

. Check the various vending firms' financial status and ask for a list of their customers. After talking with other companies who use their services, decide which one offers "the best buy."

. A vending contract should include "all the specs" on equipment, products, service, insurance and financial matters. It should also provide for the removal, replacement, relocation or addition of machines as required.

The article concludes with the observation and the vending contract should cover such matters as "rights of access to company facilities; liability and liens; assumption of risks; and adherence to local laws, regulations and codes."

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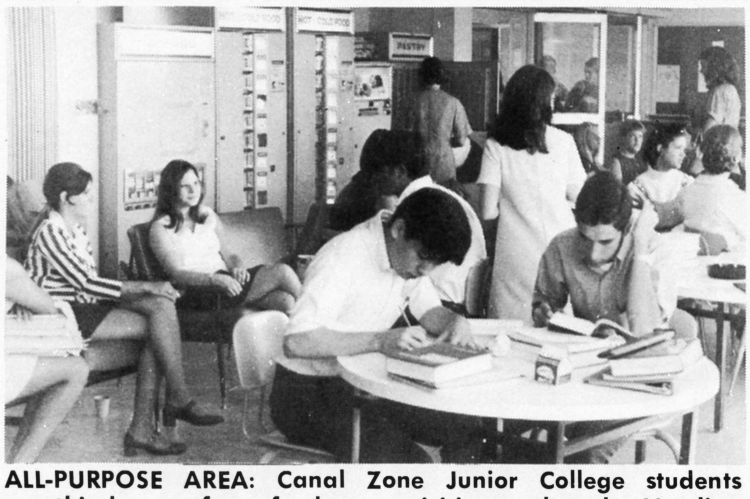
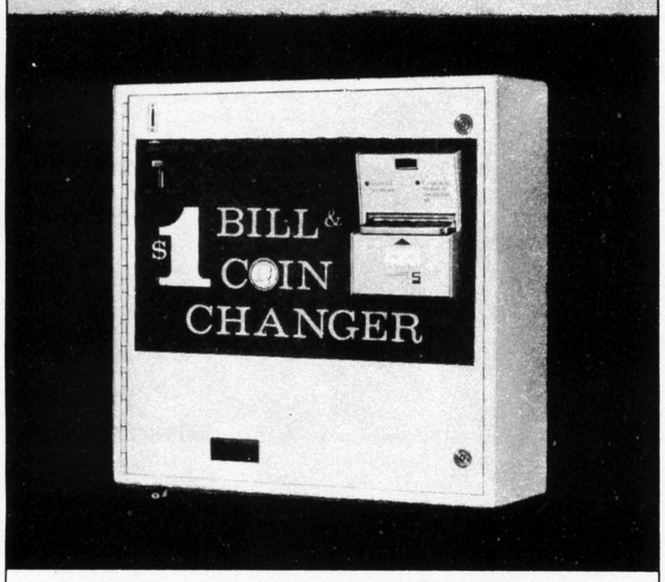


ALL-PURPOSE AREA: Canal Zone Junior College students use this lounge for refreshment, visiting and study. Vending has enabled the Panama Canal Co. to phase out unprofitable manual operations.

How much will this $1 bill and coin changer increase your sales?



Some say 15% to 20%, others as high as 30%, 40% and 60% (even we're hesitant to claim that much, but we've got the letters to prove it). But whatever anybody says, we *know* a change-maker will increase *your* sales substantially.

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VENDING AT THE CROSSROADS OF THE WORLD

Full-Line Vending Solves Cost Problems, Pleases Panama Canal Company Personnel

BY DAN RAY

CANAL ZONE, Panama -- Back in late 1964, two ex - Missourians, Al Houston from Joplin and C. W. Kilbey from St. Joseph, began working to change the eating habits of thousands of persons in the Canal Zone, Isthmus of Panama.

The Panama Canal Company was gradually increasing its pay scale for aliens to a level equal to the minimum wage paid in the United States, squeezing narrow-margin manual food operations. A number of the 26 Company-operated cafeterias and lunchrooms (such as the unit at Gatun, or those in communities at Paraiso and Rainbow City) were operating at substantial losses as a result of mounting costs.

Kilbey, then the superintendant of the Service Center Branch, Supply Division, Panama Canal Company, came up with the idea of utilizing vending machines rather than continuing the unprofitable over-the-counter system. Houston, his supervisor of restaurants, was in complete agreement.

While in the U.S. on vacation, Kilbey attended an orientation course given by a vending machine manufacturer. Returning to the Canal Zone, he assembled facts and figures and then recommended that the money-losing units in the feeding operation be converted to vending and that venders be utilized in any new installations rather than over-the-counter service. This proposal was approved by the Canal's Governor.

The Company -- as represented by the Service Center Branch -- had previously only owned such coin-operated machines as stamp and ball gum venders, scales, and a few amusement machines. Thus, an entirely new method of procedure had to be established. The Buildings and Equipment supervisor of the Supply Division was sent to the vending machine manufacturer's plant in the U.S. for instruction in vender maintenance, and Restaurant Supervisor Houston was also sent there to observe commissary operations.

When commissaries were opened in the Canal Zone, Houston rode the trucks to the vending sites. He familiarized himself with the complete operation so that he could train subordinates in this new concept of how to feed Mr. and Mrs. John Q. Public.

LOCKED COIN BOXES

Next, the Comptroller's Staff of the Panama Canal Company set up a new procedure for the handling of receipts from the venders. Locked coin boxes were procured for use in each machine, and a central cashier was assigned to handle receipts at each end of the Canal Zone.

The Dean of Canal Zone Junior College appealed for assistance in establishing a feeding center in a new building accommodating students attending night and day sessions. An initial installation was made of machines offering hot and cold sandwiches, pastries, milk, soft drinks, and candy. These machines were re-loaded several times daily from nearby Balboa Service Center, which was to be the main commissary for the Pacific side.

The Service Center Branch had a large kitchen in Balboa and one almost as large on the Atlantic side of the Zone at Margarita. This personnel was available to prepare and package food items. Employees were reassigned, and food items for vending sites were prepared just a bit earlier, packaged, and delivered to the vending sites. This, of course, involved trucks and the training of routemen to make the deliveries. But since this had all been done in advance, no hitches occurred. Panamanian craftsmen of the Buildings and Equipment Section had also been given a crash course in machine repair, and employees at vending sites had also been trained by Houston in vendor maintenance.

Installations were then made in such locations as the Cristobal Piers, where ships from all over the world tie up to discharge and take on cargo and passengers. The Service Centers had operated a small over-the-counter sandwich bar in the area on an 8-hour day, 5-day week basis. Vending machines were installed in a newer building that was more centrally located in the Pier Area. The staff was reduced to a single employee during the busiest hours, but the machines were on hand to offer food and drink to the longshoremen, pilots, and crews and passengers from ships on a 24 - hour, 7 day week schedule. Gross income increased to three times that enjoyed from the old sandwich bar.

With approval of their supervisors, Kilbey and Houston expanded the use of the vending equipment. For example, the Cristobal High School lunchroom, located at Coco Solo, had been a losing operation. At the request of the Superintendant of the Schools Division, the cafeteria-style service was discontinued and vendors installed, The lunchroom staff was reduced considerably and this operation became self-supporting. (In the Canal Zone, there is no Government subsidy for school lunches and the operating unit must pay full price for all needed food items and supplies.)

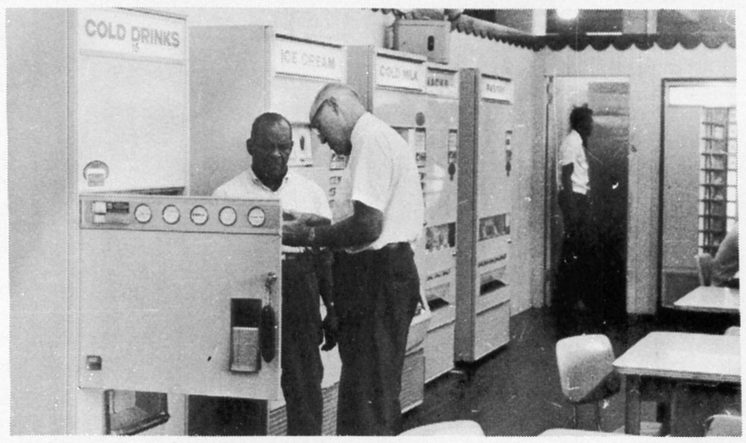
The Pacific Luncheonette, that at Paraiso, Gatun and at the Gorgas and the Coco Solo Hospitals were all converted from counter service to vending machine operations. At most units, hours of service were lengthened for customer convenience, and in all these units the operating costs dropped.

At the village of Gamboa, located at about the center of the Canal Zone, two manual installations were in operation -- one at the Santa Cruz Service Center, the other at the Gamboa Luncheonette. The Supply Division also ran a sizeable retail store here which sold groceries, clothing, etc. One end of the store was vacated to permit the installation of vending machines, tables and chairs, plus large stainless steel refrigerators to hold backup food items. The service center and the luncheonette were then closed and the patrons served in the new vending dining area. This has worked very satisfactorily.

When the Curundu Junior High School was to be built, plans called for inclusion of a so-called "Cafetorium," a big round building that doubled as cafeteria and auditorium for the 2,500 students. Here a tug-of-war began between the operating unit for student feeding (the Service Center Branch) and the architects. The latter favored the old style cafeteria, complete with kitchen. The Service Center Branch envisioned a plant that would permit most of the serving to be done via vending machines, with hamburgers and French fries about the only items served manually. The Service Center Branch contended that, with vending to assist, they could operate the facility with seven less employees.

A nationally known architect, specializing in planning school buildings, had been engaged by the Company in an advisory capacity. To resolve the deadlock, he inspected U.S. schools on both the East and West Coasts where student feeding was handled via vendors. He then flew to the Canal Zone, where a meeting of the interested parties was held. The consultant stated that when he began his study he had been opposed to vending. However, after observing various successful school operations,

(Continued on page 14)



TRAINING: Al Houston, supervisor of vending for the Panama Canal Co.'s Service Centers, instructs Oscar B. Lowe, a Panamanian employee, in vending machine service and maintenance. The Company went to vending in order to increase efficiency.

V/T Feeding

VOL. 4, NO. 4
FOURTH FOOD SUPPLEMENT - 1970

MANUAL FEEDING

Servomation's Lucht Sees Opportunities For Versatile Full-Line Operators

FOOD FOR THOUGHT

By Morris "Tiny" Weintraub

As 1970 comes to an end, it may be appropriate to review some of the progress made in telling the vending story to foodservice suppliers, and in bringing foodservice management information to vending operators. We might also consider some of the work which still remains to be done.

One outstanding accomplishment of the past year is the report, prepared by the Vending Committee of the International Foodservice Manufacturers Association, which is nearing completion and which should be ready for distribution early next year. As I reported in the last "Food for Thought" (V/T, September 1970), this IFMA document will provide a convenient reference for food producers, and will indicate to them the sort of potential which exists in the vending and industrial/institutional market. V/T has endeavored to do this for several years, by means of our Vending Market Report, and I'm delighted that IFMA has recognized the need for this sort of information.

Others taking a closer look at vending included the Institute for Packaging Education, which held a seminar on vended packaging in New York (V/T, September 1970). Present at that three-day event were representatives of major packaging suppliers as well as vending operators and machine manufacturers; all of them got a firsthand look at the problems and requirements of the others.

On the operator end, NAMA's second annual Food Management Seminar held in Lake Bluff, Ill. (V/T, September 1970) gave operators a chance to exchange ideas and to hear experts from large foodservice operating companies explain in detail their approaches to feeding problems. As time goes on, perhaps programs like this (on a smaller scale) could be conducted in different regions around the country.

What we have not yet seen is a program format which will bring food suppliers not presently familiar with vending into close contact with operators. I suspect that many of these suppliers have been misled into waiting until all vendors become manual operators – and, as I've said before, I think they'll have a long wait.

Vended foodservice will continue to grow in importance, and vendors will continue to seek better ways to meet their clients' needs. Suppliers who recognize this trend and help find these better ways will profit. The IFMA vending report is a promising start toward accomplishing this.

BY RUTH DEMBOWITZ

NEW YORK CITY--"We pride ourselves in serving local needs with a service tailored at the local level," Allan P. Lucht, president of Servomation Corp., told V/T in a recent interview.

The company executive explained that Servomation has a management philosophy of adapting the service to the location. The corporation has developed a full range of programs from completely automatic to fully manual. Servomation takes into account the wishes of the location management, as well as those of the employees. "We can provide foodservice as elaborate as the location owner wants, as long as he is willing to pay for it," the Servomation chief said.

"When we go into a new location," Lucht continued, "we try to determine exactly what it needs in the way of equipment and service -- and we then go ahead and submit our program to the client."

Among the factors Servomation uses to determine the type of facility it puts into a location are the number of employees, the wage scale of the employees, the number of shifts the company maintains, the length of the meal periods, the ratio of men to women employees, and the eating preferences of the employees.

"No matter what type of operation we put into a particular location," Lucht said, "we take into account the physical conditions of the plant. The physical surroundings in the dining area of the location often need a face lifting.

"This aspect of our operations is a good deal more important than a lot of people think," he continued. "Even the highest quality food will not be enjoyed if the surroundings are not pleasant.

"We also try to determine what the employees are eating at home, so that we can offer them a menu at the plant to complement those meals and offer them a well-balanced diet," Lucht said.

(Continued on page 15)

VERSATILITY: Manual feeding makes sense during peak periods in high - volume locations such as this one, according to Servomation. The company offers a variety of feeding plans.

NODAWAY MANAGER

J. Addison Bland was recently appointed to the position of southern regional sales manager for Nodaway Valley Foods, Inc., a wholly owned subsidiary of Allied Chemical Corp. The announcement was made by James A. Martin, Nodaway national sales manager. Bland will be responsible for marketing, merchandising and sales for the firm's product line to the institutional trade in the southern states.

CAMA Aids Toronto College Foodservice Vending Curriculum

TORONTO, Ontario -- The Canadian Automatic Merchandising Association reports that George Brown College here had added "vending" to the second year of its two-year Food Management Course.

"CAMA was approached for assistance, and a committee under the chairmanship of Frank Wendling are now working with the college," says the association. "Courses such as this could be an excellent source of trained food personnel, and operators would be wise to enquire if food management courses are being held in their communities, and lend their support."

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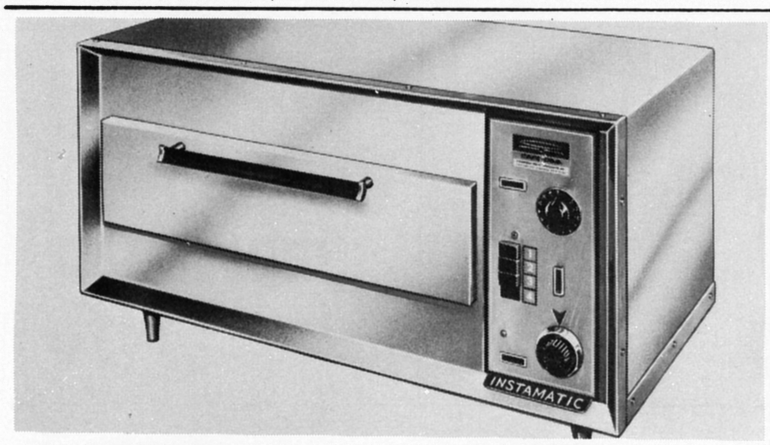

CRES-COR OVEN: Designed for fast heating of frozen foods is this Crescent Metals Cres-Cor infrared oven, capable of accepting individual meal packs or bulk frozen food in steam-table pans, and of bringing forzen food to 150° internal temperature in ten minutes or less.

Bachman Adds Cheese And Pretzel Snacks

READING, Penna. -- Bachman Foods, Inc. has recently added two snack items to its line of Dutch Country items.

The two new products are Cheesers and Barn-A-B's. The Cheesers are Corn Snacks immersed in cheese and are packed in a 2¼ oz. orange can. The Barn-A-B's are small pretzels shaped like the letter "B." They are packaged in 5½ oz. light blue cans.

Both items are packed 12 tins to a can. The tins are vacuum sealed and feature reusable plastic lids.

SERVICE STAND: New from Great Lakes Equipment Co. is this Wall Service Stand, model No. 5251-D, featuring two stainless steel containers with hinged plastic covers. Space is provided for a can opener and soup - cup dispenser.

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PANAMA CANAL

(Continued from page 12)

he now strongly favored utilizing venders.

However, the Canal's Board of Directors hesitated to earmark capital funds for the purchase of the 33 machines required for the school. They therefore approved vending facilities, but with the priviso that an effort be made to have a private company purchase the machines and operate the lunchroom. This was done, and an operator took over the food service when the school opened in 1965. Since that time, however, the vending company has ceased operations on the Isthmus, and student feeding has become the responsibility of the Service Center Branch, which now operates the heavy-volume units during the school year.

As the Canal Zone is but nine degrees above the Equator, daytime temperatures run about 90 degrees, with high humidity. Despite this, no equipment failure has been experienced other than the routine problems encountered in any vending operation. And, the machines have been in heavy use, with one can drink vender registering over 180,000 sales. It has been necessary to replace glass in the doors of cold food venders, since a heavy condensation of moisture would not permit the items in each compartment to be seen. The regular doors have been replaced with the type usually found in ice cream venders, and heating wires prevent condensation.

Probably the biggest problem experienced in this vending operation stems from the fact that the Canal Zone is located at what is popularly called "the crossroads of the world." People from Europe, Asia, Africa, Australia, North and South America, and all points in between are transients at this busy spot and make use of the machines, particularly those installed in the pier areas. Unfortunately, many foreign coins (having less value than U.S. money) can be used to operate the machines. A particularly annoying situation involves a can beer vender in the Pacific Luncheonette, near Balboa Pier Area. Australians are great beer drinkers and many of them visit the Canal Zone on voyages to and from England. They have a penny just the size of a U. S. dime, and they quickly found that two of their pennies and a U. S. nickel could get them a 25-cent can of cold beer. Now, when an Australian ship is seen docking, the beer vender is disconnected and an "out of order" sign is posted.

As an adjunct to the venders, coin changers have been installed in various busy locations, including a few dollar bill changers. Burglar alarms have been put on some of these units in less protected areas.

Thus, the Panama Canal Company, long recognized as a prime example of an efficiently operated Government agency, proved that it will move quickly to take advantage of new innovations that reduce operating costs and increase efficiency. Houston, with the approval and assistance of his supervisors and fellow employees, has continued to expand vending activities. Kilbey retired in the spring of 1966.

At present, the Panama Canal Company has 328 vending machines in operation.

LUCHT: TAILOR SERVICE TO LOCATION'S NEEDS

(Continued from page 13)

Lucht explained that Servomation has a number of menus which are planned at the corporate headquarters, but these aren't imposed on the locations. "We try to develop a menu which will fit the needs of each plant."

The corporation head indicated that, in the past, employees did not expect too much in the way of personalized service, but rather were satisfied with what they got. This is no longer true. "We are recognizing the importance of such service," he went on. "It most definitely can be used as an effective marketing tool.

"Hospitals," he went on, "are the ultimate in personalized service. Menus and meals have to be prepared with a great many dietetic problems in mind."

Lucht indicated that there is a trend today for plants to turn over the responsibility for feeding their employees to a specialized outside firm. He also noted that in some cases, plants with extensive cafeterias are being converted to vending in various degrees.

Servomation has an ongoing program to determine what the needs of a particular location are. The company has a research department which evaluates which areas are best suited for manual operations. Food service specialists call on the accounts to ensure that the program outlined for that location is working to expected standards. "We offer the best quality food," Lucht said. "And we offer the account a financial arrangement that will fit its needs."

He expressed the feeling that there is a bright future for institutional feeding. "Manual feeding," he said, "should not be viewed either as the sole means of accomplishing all food service or as an image building, but unprofitable, sideline; it should rather be viewed as an integral and comprehensive part of a total approach to a profitable food service system."

OPPORTUNITIES

Among the new vistas which are opening up for the institutional food service companies is the school lunch program. The new regulations of the United States Department of Agriculture, he said, have given the food service companies a tremendous opportunity. Servomation is in this field on a modest scale and is actively studying it.

Lucht noted that among the prime difficulties facing the industry today is dealing with rising costs. Lucht indicated that as costs continue to rise, accurate determination of costs is an increasingly important management responsibility.

The problem of increasing wages is not insurmountable, he said. "The first step in a manual operation," he said, "is making certain the cafeteria is open only during those hours when the traffic is at its peak. Location management should also develop ways to profitably employ its personnel during the slack periods."

Lucht also suggested that fully-prepared and partially-prepared "convenience" foods be used to a greater extent, to partly increase the productivity of workers.

"I feel that convenience foods are still in an early stage of development," Lucht said. "As the quality, uniformity and variety of these products are brought to proper levels, I am confident that convenience foods will be used to a greater extent."

Servomation has developed the Servomat System, which makes it possible for a location to have a complete manual food service while keeping equipment and specialized food preparation skills down to a minimum. "Our clients seem to like this arrangement," Lucht said.

The changing sociology in the modern world, Lucht said, has also affected the entire industry, both in industrial locations and in public restaurants. Housewives have been "liberated" from the kitchens and many more have taken jobs than was the case years ago.

"The days when the wife would pack the husband's lunch for him to take to work are disappearing," he went on. "Today, both the husband and wife are eating out."

Housewives, he continued, also want a quick-service restaurant system where they can dress as they please, bring their families, and receive good food at a low price. "We developed our system of Red Barn restaurants for that reason," Lucht said. "We have about 300 of them across the country where we try to combine quality, value, freshness,

(Continued on page 37)

CONVENIENCE: Location employees pass along a Servomation manual cafeteria line. Servomation president A. P. Lucht feels that increasing use of convenience foods will increase foodservice workers' output, improve efficiency.

25¢ money machines

BIC® PENVENDERS®

Each model has 148 pen capacity and takes less than one square foot of wall or floor space.

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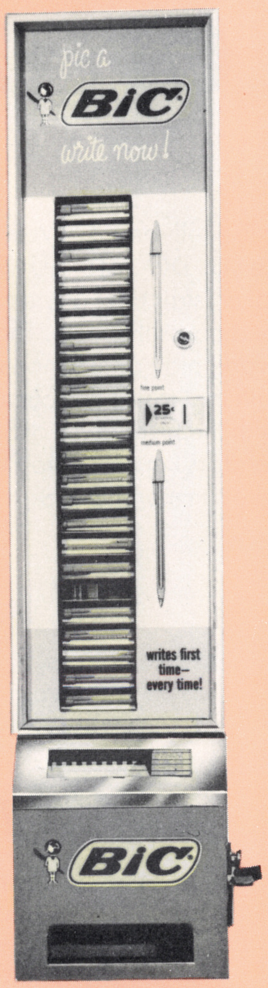

WALL MODEL 148B

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Works like medicine. Sells like candy. Vends like crazy.

How'd you like to sell a cough tablet that people eat like jellybeans? Well, now you can. New Mentho Plus from Murray-Allen, the people who gave you DOUBLE QUARTET.

Mentho Plus contains more of the relief-giving menthol crystals than any other brand. It helps relieve coughs due to colds, soothes raw throats, and cools the taste. That's why it's a must for every machine on your route. Wherever people work, play or just mosey by, there's always someone with a cough, a scratchy throat, or a mouth that tastes like cactus.

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MMI'S NEW VENDING-STYLE BILL CHANGERS OFFER NEW PAYOUT, NEW CONVENIENCE

MMI's brand-new line of CHANGE-O-MATIC bill/coin changers were designed with vending in mind. They're rugged and styled to go on location in spots where vending machines won't fit. Like under windows or against low partitions. And they're built inside to make change-making easier and more reliable than ever. We've designed and patented an all-new motorized payout system that's absolutely fail-safe. Using a single-cycle Geneva motion, it mechanically prevents a runaway payout. There's even a simple and easy-to-load bulk loading option with removable hoppers. You also get MMI's famous validator, proven in thousands of locations for more than seven years. All these features add up to the best changer you can buy. Shouldn't you make the change to CHANGE-O-MATIC?

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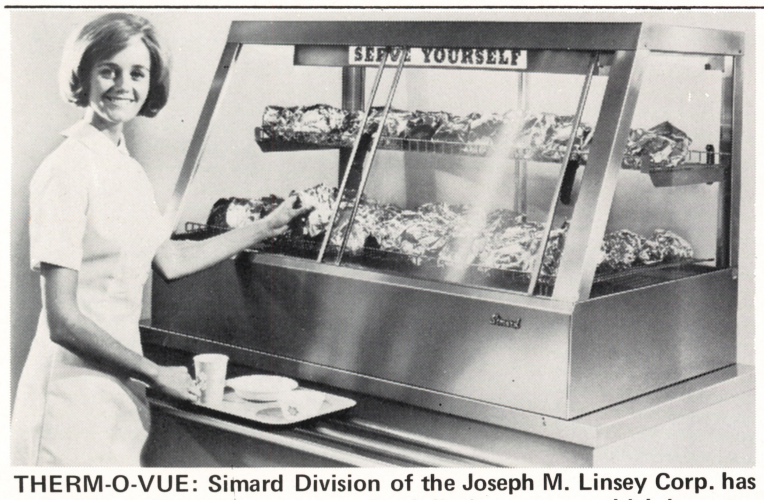

THERM-O-VUE: Simard Division of the Joseph M. Linsey Corp. has introduced this quick-service eyelevel display system, which incorporates a patented forced convection heat system and combined forced and evaporative humidification, for product freshness.

Varo Launches Six-Flavor Slush Vender

CHICAGO, Ill. – A six-flavor non-carbonated slush vender, coin-operated and self-contained, was introduced by Varo, Inc. (Garland, Tex.) at the NAMA Convention here.

Designed for indoor or sheltered outdoor locations, the machine requires no plumbing connections and operates on 115-volt, 60-cycle AC current (20 amps.) It is 74 ins. high X 36 ins. wide X 33 ins. deep, and is constructed with modular subassemblies for ease in service.

The Varo unit offers on-location price adjustment for 10-, 15-, 20- and 25-cent sales; it can be adjusted to hold 600 nine-ounce or 800 seven-ounce cups. An automatic shutdown feature and "sold-out" light is actuated when the vender runs out of flavor concentrate or neutral base.

Incorporating an automatic-defrost system and ball-bearing coasters, the slush vender is equipped with four levelling screws and provides six fruit flavors at a temperature of 28°F.

Adaptable to any six approved fruit flavors, the machine is constructed of 16-gauge steel with a white ripple corrosion-resistant finish. Information is available from Varo, Inc., Garland Bank Building, Garland, Tex. 75040.

SALESMAN: The illuminated cover atop this Wilch Manufacturing ice slush drink dispenser sells drinks and provides easy access to the agitator motor and drive belt, according to the company. The cover is molded of Eastman Kodak "Uvex" opaque white plastic sheet, and carries colorful silk-screened design; the material was chosen because of its uniform light diffusion. The Wilch dispenser uses manually operated syrup containers.

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- NEW Motorola Integrated Circuits (IC's) eliminate 104 parts.
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Bally's Panels Pass UL Flamespread Test

BALLY, Penna. – Bally Case & Cooler, Inc. reports that its metalclad foamed-in-place urethane insulating panels, used in constructing prefabricated Bally walk-in coolers and freezers, have received a "25 flame spread rating" from Underwriters Laboratory. According to Bally, this rating – which means that the material is self-extinguishing – can mean advantages for operators in conforming to building codes and in securing lower insurance rates.

The U.L. rating "qualifies Bally units to receive in most states the same low insurance rates applicable to masonry-type refrigerated structures," the company asserts. "It also makes it possible to use Bally prefab construction in many major cities where building codes, in the past, have required higher cost masonry type construction."

Bally notes that its panels conform to ASTM Fire Hazard Test No. E-84-61, and that this success is the result of combining the chemistry of higher cost pour-type urethane with the mechanics of foaming it in place with thermal controlled high-pressure molds.

The panels may be built up into a wide variety of configurations, affording operators flexibility in installing walk-in coolers and freezers in existing facilities or new construction.

SELF-EXTINGUISHING: This walk-in cooler features Bally urethane foamed-in-place panels, certified self-extinguishing by Underwriters Laboratory.

DESIGNED FOR VENDING

New Timer And Service Features Highlight Litton Vendmaster 500

CHICAGO, Ill. – Litton Industries Atherton Division introduced its new Vendmaster Microwave Oven at the recent NAMA Convention here.

The oven, designed exclusively for the vending industry, includes more than 250 product improvements which have been made on the firm's microwave ovens over the past 10 years, according to vice president, marketing, John R. Ashby.

The Vendmaster Model 500, has an easier-to-clean interior and a timer panel designed to simplify operation, Gordon O. Werner, marketing-communications manager for the division explained to V/T. Werner noted that the model has a new sealed-in food shelf which is completely flush with the interior of the oven. The shelf is constructed of Pyroceram, which is a heat resistant material and can be cleaned with a damp cloth for ease in cleanups, he continued.

SETTING ADJUSTED

"The Litton Vendmaster microwave oven Model 500," Werner told V/T, "is designed to stand-up to the roughest use. It delivers the rugged durability and high speed food heating capability essential to successful vending, and its small size, light weight, efficiency and dependability make the Litton Vendmaster a profit-builder in every type of vending installation." He noted that the timer is pre-set at the factory, but that the operator can change the settings as needed, by means of a minor adjustment.

The oven's stirrer is recessed above the cavity, which leaves the roof smooth. This is designed for ease in cleaning, as well as creating more heating space, noted spokesmen for Litton.

The pushbuttons on the timer on the new Vendmaster are easier to read, the spokesmen continued, and are numbered with the food categories listed for each. Litton spokesmen indicated that the heating times have been included to emphasize the speed with which the model operates.

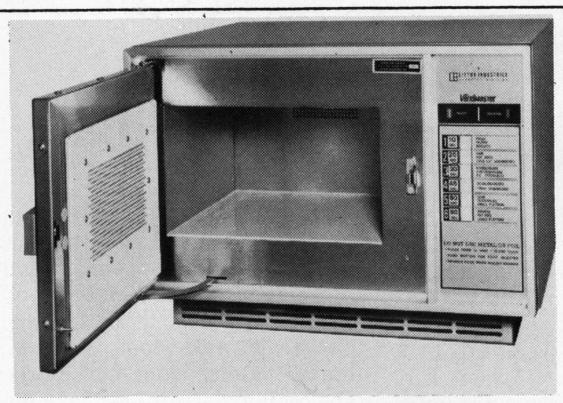
Werner explained that the timer can be removed simply by unscrewing the two bolts which attach it to the oven. A new timer can be placed into the model by reversing this process.

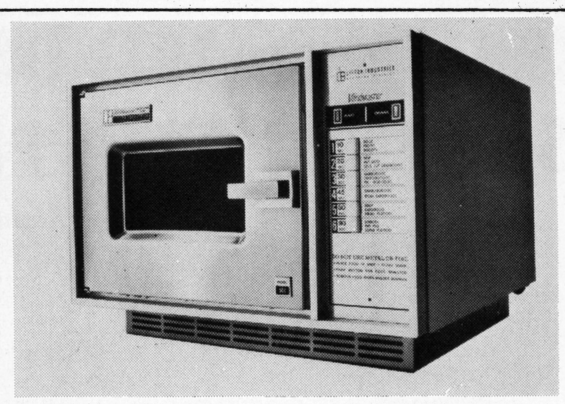
The cabinet of the new model is 21-5/8 ins. X 15 ins. X 21-3/8 ins. (with 2 ins. behind for air circulation). The cavity is 12 ins. X 12-1/2 ins. X 6-3/4 ins.; net weight of the model is 98 pounds.

SERVICE PROGRAM

The firm has also developed a long-term preventive maintenance and service program, designed to aid commercial customers in the field. John C. Villforth, director of the Bureau of Radiological Health, of the Federal Department of Health, Education and Welfare, recently commended the firm's program, observing that "It is gratifying to note that the training, maintenance and field survey program is proceeding ahead of schedule.

"This effort on a national basis," Villforth continued, "will upon completion, be a major step in assuring the continued safety of use of your product."





OPEN AND SHUT: The new Litton "Vendmaster 500" microwave oven, designed specifically for on-location customer operation in vending accounts, incorporates a new timer with simplified markings and cooking times as well as a redesigned cavity featuring a Pyroceram food shelf and recessed wave 'stirrer' for easier cleaning. New modular design is said to speed service. The unit is otherwise similar to Litton's well-known Model 500 ovens, and incorporates all Litton product improvements made over a 10-year period of research and development.

What's NEW from AUSTIN means better business for YOU

Variety is the spice of life in Vending, and Austin continues to bring you new and different varieties to stimulate sales. Such as these new members of the fine-quality Vendapaks® line: Lemon Cremes and Duplex Cremes, two hefty 15¢ sellers, each boasting 6 large-size cookie sandwiches. Two new 10¢ items, each with 6 crunchy coconut cookie sandwiches: Peconut, with peanut butter creme; Hawaiian, with coconut creme. For food locations, two sizes of large VenDine Saltines — 12 crackers for 10¢ and 6 for 5¢. Smokies All-Beef Smoked Sausage, 15¢ and 10¢, not only bring a meat snack to confection machines but, because of their peppy taste and flavor, will stimulate sales of high-profit drinks! Like Austin's famous peanut butter sandwiches, these new items deliver fast-turnover volume sales and profits. Add a few cases to your next order, or write for samples and prices from Austin Vending Products Division of Fairmont Foods Company; Box 1936; Baltimore, Md. 21203. Member NAMA.

MARK OF AUSTIN'S FINEST-QUALITY

IFMA Elects 1971 Officers, Directors; Sets Feb. 1 Silver Plate Entry Deadline

CHICAGO, Ill. — The International Foodservice Manufacturers Association recently held elections for its 1971 officers and board of directors. The elections were held at the Marriott Motor Hotel here.

Elected president of the organization was Daniel A. Gescheidle, president, Morton Quality Products (Chicago, Ill.). William C. Sexton, vice president, John Sexton & Co. (Chicago, Ill.), was elected vice president of IFMA and F. Joseph Scharon, vice president, foodservice group, Ecko Products, Inc. (Wheeling, Ill.), was elected IFMA treasurer.

Continuing in their posts as vice presidents are James E. Hamilton, vice president, institutional food sales, H.J. Heinz Co. (Pittsburgh, Penn.) and Richard J. Hauer, vice president, refinery division, Swift Edible Oil Co.

DIRECTORS

Newly-elected to the board of directors of IFMA were Joseph F. Abely, Jr., president, institutional food service division, General Foods Corp. (White Plains, N.Y.); George R. Bunn, president, Bunn-O-Matic Corp. (Springfield, Ill.); John Carbonell, president, food service products division, Campbell Soup Co. (Camden, N.J.); Robert G. Cowan, vice president, marketing and sales, Lamb-Weston, Inc. (Portland, Ore.); T. Hal Gibson, vice president and manager, fountain sales department, Coca-Cola USA; and John J. O'Brien, vice president, sales and marketing, American Potato Co. (San Francisco, Calif.).

AWARDS

During the course of the IFMA conference, three members of the organization were honored with awards.

Glen Y. Miller, manager, BR&T Food Sales Department, Procter and Gamble Distributing Co. (Cincinnati, Ohio) was given the organization's Key Man Award. Miller has been chairman of IFMA's Conference Planning committee.

Receiving IFMA's Sparkplug Awards were Mrs. Austin F. Hunter, executive vice president, Dudley-Anderson-Yutzy Public Relations, Inc. (New York City) and William Ash, marketing research associate, Glidden-Durkee Division, SCM Corp. (Cleveland, Ohio).

IFMA executive vice president, Ruben R. Cordova, noted that "IFMA's committee members and chairmen are the lifeblood of the association. Without them the educational programs, marketing services and research projects sponsored by IFMA could not be accomplished. We are extremely grateful for their dedication and outstanding services."

GOLDEN PLATE

Cordova also reported that the deadline for nominations for the 17th Annual Golden and Silver Plate Awards is February 1, 1971.

Cordova noted that nominations can be submitted to IFMA headquarters, 1 East Wacker Drive, Chicago, Ill. 60601, or to any member of the Awards Jury, who are listed on the nomination form.

The IFMA executive explained the Silver Plate Awards, which are presented annually, are given to outstanding foodservice operators in seven industry categories. These are commercial restaurants; hospitals and nursing homes; primary and secondary schools; colleges and universities; industrial feeding, catering and transportation; hotels, motels, clubs and resorts; and public institutions and the military.

Recipient of the Golden Plate Award and the "Foodservice Operator of the Year" is selected from one of the seven Silver Plate Award winners.

NEW OFFICERS: Newly elected IFMA officers are (from left to right) James E. Hamilton, H.J. Heinz Co.; F. Joseph Scharon, Ekco Products, Inc.; Daniel A. Gescheidle, Morton Quality Products; William C. Sexton, John Sexton & Co.; and Richard J. Hauer, Swift Edible Oil Co.

SPECIAL INFORMATION FOR

Golden Plate Award

NOMINATION

BASIS OF ELIGIBILITY

Any person who shall have been engaged in the active ownership, management, supervision or employment of an establishment in one of the following seven classes of the Institutional Foodservice Industry, located on the North American Continent for a period of one year prior to December 31, 1970, shall be eligible for nomination to receive an IFMA Silver Plate Award. The Golden Plate Award winner will then be selected from the seven Silver Plate winners.

NOMINATION QUALIFICATIONS

A nomination for the 1971 IFMA GOLDEN PLATE AWARD shall be submitted on an official nomination form prescribed and provided by the International Foodservice Manufacturers Association.

Nominations may be submitted by any person or persons having a direct affiliation with the foodservice industry, any of its recognized trade or professional organizations or related industries.

There shall be no limit on the number of nominations to be submitted by any one eligible person or organization. Each nomination shall be submitted on a separate official nomination form. (Extra forms can be obtained from any member of the Award Jury or by writing to: IFMA, Suite 2120, 1 E. Wacker Drive, Chicago, Illinois 60601.)

Nominations cannot be returned.

CATEGORIES:

1. Commercial restaurants
2. Hospitals and nursing homes
3. Elementary and secondary schools
4. Colleges and universities
5. Industrial feeding, catering and transportation
6. Hotels, motels, resorts and clubs
7. Public institutions and the Military

AWARD PRESENTATION

The 17th Annual IFMA Golden Plate Award Presentation will be held in the Grand Ballroom at The Conrad Hilton Hotel, Chicago, May 24, 1971, beginning promptly at 7:00 P.M. Members of IFMA and their guests are welcome to attend. Dinner reservations are required, and may be arranged by contacting the office of IFMA located in Suite 2120, 1 E. Wacker Drive, Chicago, Illinois 60601 (Telephone 312—467-0810).

WHERE NOMINATIONS SHOULD BE MAILED

After the reverse side of this official nomination form has been filled out and signed, please mail it together with all documents which support the nomination to one of the following named members of the 1971 GOLDEN PLATE AWARD JURY:

AWARDS JURY

CHAIRMAN

Mr. Michael J. Whiteman, Editor
NATION'S RESTAURANT NEWS
2 Park Avenue
New York, New York 10016

MEMBERS

Mr. John F. Wagner, Editor
CATHOLIC INSTITUTIONAL MGMT.
53 Park Place
New York, New York 10007

Mr. George Serra, Editor & Publisher
CHEF MAGAZINE
866 United Nations Plaza
New York, New York 10017

Mr. Wesley H. Clark, Editor
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Mr. James R. Myers, Associate Publisher & Editorial Director
COOKING FOR PROFIT MAGAZINE
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Madison, Wisconsin 53715

Mr. Lawrence Witchel, Editor
DRIVE-IN MANAGEMENT MAGAZINE
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Mr. Cal Morken, Editor & Publisher
DRIVE-IN & CARRY-OUT MAGAZINE
401 North Wabash Avenue
Chicago, Illinois 60611

Mrs. Joan Bakos, Editor
FAST FOOD MAGAZINE
144 East 44th Street
New York, New York 10017

Mr. Webb Young, Editor & Publisher
FOOD AND EQUIPMENT PRODUCT NEWS
347 Madison Avenue
New York, New York 10017

Mr. Carleton B. Evans, Editor & Publisher
FOOD EXECUTIVE MAGAZINE
815 Anthony Wayne Bank Building
Ft. Wayne, Indiana 46802

Mr. Al Masson, Editor
FOODSERVICE EQUIPMENT DEALER
95 East Putnam Avenue
Greenwich, Connecticut 06830

Mr. Bruce Smith, Executive Editor
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25 East Chestnut Street
Chicago, Illinois 60611

Mr. Henry S. Ehle, Editorial Director
HOSPITALITY PUBLICATIONS
5 South Wabash Avenue
Chicago, Illinois 60603

Mr. Robert C. Freeman, Editor & Publisher
HOTEL AND MOTEL MANAGEMENT
105 West Adams Street
Chicago, Illinois 60603

Mr. Kevin Hyland, Editor
INSTITUTIONAL DISTRIBUTION
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New York, New York 10017

Mrs. Jane Wallace, Editor
INSTITUTIONS/VOLUME FEEDING MGMT.
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Mr. Harold R. Dolby, Editor & Publisher
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131 Clarendon Street
Boston, Massachusetts 02116

Mr. Gerald Egyes, Editor
METROPOLITAN RESTAURANT NEWS
1225 Broadway
New York, New York 10001

Miss Judy Shoen, Editor
SERVICE WORLD INTERNATIONAL
205 East 42nd Street
New York, New York 10017

Miss Mary Jane Anderson, Food Editor
VEND MAGAZINE
165 West 46th Street
New York, New York 10036

Mr. Morris Weintraub, Editor & Publisher
VENDING TIMES MAGAZINE
211 East 43rd Street
New York, New York 10017

DEADLINE FOR 1971 AWARD NOMINATIONS: 6:00 P.M., FEBRUARY 1, 1971

RIBBON CUTTING CEREMONIES: Participating in the ribbon cutting ceremonies which opened the NAC convention were (left to right): Harvey Fleischman, NATO Convention Chairman; Melvin R. Wintman, NAC Convention Chairman; Mitchell Wolfson, Honorary Convention Chairman; Julian Rifkin, NATO Board Chairman; and Van Myers, NAC Exhibit Chairman.

2,500 Delegates Attend NAC Convention; Group Welcomes New Member Companies

BAL HARBOUR, Fla. – The National Association of Concessionaires recently announced that approximately 2,500 delegates had pre-registered for the annual convention and trade show co-sponsored by NAC and the National Association of Theatre Owners and the Theatre Equipment Supply Manufacturers Association.

Held at the Americana Hotel here, the convention included business sessions, social events and the exhibits of about 92 manufacturers and suppliers.

Julian Lefkowitz, outgoing president of NAC, presided over a meeting of the group's officers and directors. Reports were given by the convention and trade show committee chairmen, as well as other reports. The board praised the work of Melvin R. Wintman, general convention chairman, Larry Blumenthal and Richard Grossman, program co-chairmen, and Van Myers, exhibit chairman.

Performing the ribbon cutting honors on the opening day of show were Lefkowitz; Piker; Julian Rifkin, NATO board member; Mitchell Wolfson, NATO honorary convention chairman; Wintman; Harvey Fleischman, NATO convention chairman; and Myers.

(See related story in V/T, October, 1970).

Clifford C. Lorbeck, Superdisplay/Server Sales, Inc., newly elected vice president of NAC, has recently announced that 33 new members have joined the organizations.

Lorbeck attributed the membership increase to a two-phase membership program begun by the organization last May. The program included a mass-membership procurement campaign, under the chairmanship of NAC director J.C. Evans, Gold Medal Products Co. (Cincinnati, Ohio).

New members are:

In the Diversified Concessionaire Segment, Awalt Concessions (San Antonio, Tex.); Bernstein Park Zoo (Monroe, La.); Cedar Point, Inc. (Sandusky, O.); Clarke's Concessions (Pomona, Calif.); Columbia Association (Columbia, Md.); Erb Memorial Union, University of Oregon (Eugene, Ore.); Eskin Corporation (East Brunswick, N.J.); Gore Mountain Ski Center Resort (North Creek, N.Y.); Greater Los Angeles Zoo Assn. Concession Co. (Los Angeles, Calif.); Gulf Amusement Co. (Pascagoula, Miss.); Guyton's Fun Park (Grand Junction, Colo.); Lakeview Park (Mendon, Mass.); MRC, Inc. (Akron, O.); Natural Bridge Caverns (Natural Bridge, Tex.); Olympia Stadium (Detroit, Mich.); Owensboro Sport Center (Owensboro, Ky.).

Also in this segment are Pacific Terrace Concessions (Long Beach, Calif.); Packard Concessions (Defiance, O.); Pavillion Food & Novelty Co. (Hampton, Va.); Southern Illinois University (Carbondale, Ill.); Sutherland Distributing Co. (Oklahoma City, Okla.); Tanglewood Park, Inc. (Clement, N.C.); Texas Stadium Corp. (Dallas, Tex.); and West-Am Corp. (San Jose, Calif.).

In the Theatre Concessionaire Segment, Circle Drive-In-Theatres, Inc. (Spartanburg, S.C.); Lemucci Bros. Candy (Bakersfield, Calif.); MCM Theatres, Ltd. Inc. (Leesburg, Fla.); and Toronto Cinema Services (Toronto, Ont., Can.).

In the Jobber/Distributor Segment, San Diego Fountain Supply (San Diego, Calif.); and Wheaton's Popcorn Supply Co. (Columbus, Ohio). In the Equipment Manufacturer Segment, Leisure-Tron Corp. (Dearborn, Mich.). In the Supplier Segment Brown Paper Goods Co. (Libertyville, Ill.). And in the Manufacturer-Wholesaler Segment James C. Shoemaker School Popcorn (Hawthorne, Calif.).

IFMA

1971 Golden Plate Award

OFFICIAL NOMINATION FORM *for the* "FOODSERVICE OPERATOR OF THE YEAR"

The Golden Plate Award is presented annually by the International Foodservice Manufacturers Association in recognition of the personal, unselfish effort which contributes so greatly to the advancement of America's Foodservice Industry.

I am pleased to nominate the following person to receive the 1971 IFMA GOLDEN PLATE AWARD and to provide the necessary background information for your consideration:

Name of Person Nominated_____ **Present Position**_____
(Please Type or Print)

Name of Business or Operation_____

Business Address_____ **City**_____ **State**_____ **Zip**_____

Home Address_____ **City**_____ **State**_____ **Zip**_____

Enter nominee's category number here: ☐ (See category numbers on reverse side)

Please describe the contributions made by your nominee. Essentially, the Award Jury will be interested in (but not confined to) the following considerations:

1. **Improved foodservice management and operating techniques:**_____
2. **The educational advancement of the industry:**_____
3. **Betterment of the local community and neighborhood:**_____
4. **The accomplishments of a trade or professional association:**_____
5. **A better relationship with employees or co-workers:**_____
6. **The prestige and public image of foodservice operations:**_____
7. **Other contributions:**_____

IMPORTANT NOTE: Documents supporting the above considerations are encouraged. The Jury will carefully assess all information submitted. Attach as many additional papers as you feel will help to illustrate the contributions of your nominee.

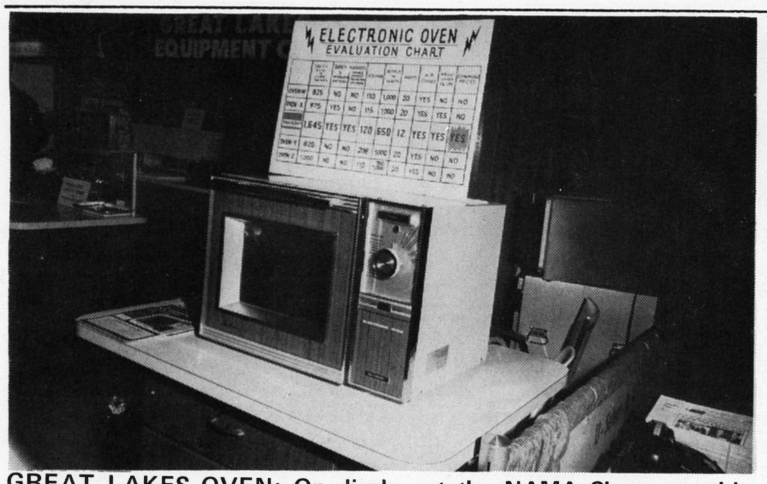
Nomination Submitted by_____

Name of Your Company_____

Company Address_____ **City**_____ **State**_____ **Zip**_____

IMPORTANT! SEE REVERSE SIDE FOR RULES AND QUALIFICATIONS

DEADLINE FOR 1971 AWARD NOMINATIONS: 6:00 P.M., FEBRUARY 1, 1971



GREAT LAKES OVEN: On display at the NAMA Show was this Sharp Electronics economy micro-wave oven, distributed by Great Lakes Manufacturing Co. The unit is intended to be utilized by vending operators in lower-volume locations.

NAC CONVENTION

Security Expert Recommends Personnel Bureau As Dishonest-Worker Deterrent

BAL HARBOUR, Fla. – "Given the opportunity, seven out of ten employees will steal from their employers," Maurice Gitlin, president of Continental Protective Service, told concessionaires attending the NAC Conference here last month. "Dishonest employees, when caught, tend to seek new jobs in the same industry."

Speaking on "Security and Employee Theft," Gitlin suggested that a Central Clearing Bureau for personnel in theater and quick-service food industries might provide a method of reducing the opportunities open to repeat offenders. The proposal, under consideration by the directors of the National Association of Theater Owners, would not be a "black-list" (which is illegal) since it would list only employees who had confessed to, or been convicted of, dishonesty, Gitlin asserted.

"We can't stop theft, but we can slow 'em down," he said, contending that some method for doing this must be sought in a situation where employees "stole $5½ million yesterday and over $3 billion last year." He advised that concessions operators not delegate responsibility for security, since in many cases managers have conspired with their subordinates to steal from employers.

Gitlin also recommended that concessionaires educate employees on the impact of dishonesty. "Make it clear that dishonest employees will be prosecuted, not merely dismissed, if they're caught," he advised.

If your machines can't take the 100's ...you're missing a lot of the action.

If your machines can't handle 100-millimeter lengths – you're missing out on some big ones from American:

Pall Mall Filter Tipped. Pall Mall Menthol. Tareyton. Lucky Filters. Silva Thins Filter. Silva Thins Menthol.

These are the brands your customers keep looking for. The brands that keep bringing in profits.

So be sure your machines can take 100's. And you'll have all the action that you can handle.

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PALL MALL · LUCKY STRIKE · TAREYTON · SILVA THINS

Disposables Better Than Ever, Asserts DMS Prexy Schechter

BAL HARBOUR, Fla. – The concessions industry was instrumental in building the disposables business, and disposables are helping to return the favor. Michael Schechter, president of Disposables Marketing Services Corp., told concessionaires here. In a lively presentation utilizing disposable items ranging from paper cups to paper waitress uniforms, Schechter explained what's currently happening in disposables.

Sturdier trays engineered for one-hand holding, decorator-colored place mats, napkins, plates and other supplies, aprons, toothbrushes with integral toothpaste, and numerous other products make the disposables business a lively one, Schechter said. He oberserved that, while not all disposable items currently in production have immediate concessions application, the concessions field had developed new uses and a growing demand for throw-away items.

Color, he went on, is "in" because colorful containers and accessories "make customers more receptive to eating."

Emphasizing the versatility and appeal of disposable products were two models, clad in disposable uniforms, who assisted in recovering the wide variety of items thrown about by Schechter during the course of his speech. These items were placed in plastic bags (disposable, of course) for disposal.

SBA Insurance Guide Offers BusinessAid

WASHINGTON, D.C. – The Small Business Administration offers a bookelt, "Insurance & Risk Management in Small Business," which discusses the type and scope of insurance coverage desirable in small businesses. It's available from the Superintendent of Documents, U.S. Government Printing Office, at a price of 40 cents per copy.

V/T Music & Games
VOL. 4 NO. 12
December
1970

SEEBURG SUMMIT: Getting together at the Seeburg hospitality suite during the course of the recent MOA Convention were (seated, left to right) Sam Stern, newly-elected executive vice president of the Seeburg Corp. of Delaware and operators Sumner Segall and Nicholas Roco, Kiddie Time Corp. (Natick, Mass.) Standing, left to right, are William Deselm, Jack Mittle, and Seeburg president William Adair.

Seeburg Elects Stern As Executive Vice-President

CHICAGO, Ill. – Samuel Stern, chairman of Williams Electronics division of Seeburg, has been named executive vice president of the Seeburg Corp. of Delaware. The announcement was made by Seeburg chairman Louis J. Nicastro.

Stern, a coin machine industry veteran with more than 30 years of experience in vending, music and amusements, will assume specific responsibility for overseeing manufacturing operations, and will assist Nicastro in day-to-day management of all Seeburg divisions.

Nicastro said that, in view of Stern's "impressive background and record of accomplishment in this industry, I am pleased that he has accepted this new challenge and has joined with me and the Seeburg corporate management team in working toward the goals we have established for the company.

"Seeburg is a strong, viable company with historic leadership in the design, quality and acceptance of the products it manufactures," Nicastro continued. "I know that Sam Stern will make important contributions to the continuance of that record."

Bally Records 9-Month Sales, Earnings Climb

CHICAGO – Bally Manufacturing Corp. sales for the nine months ended Sept. 30 totaled $24,094,631, an 18 percent rise over $20,362,303 for the 1969 period. Net income rose 41 percent to $2,001,311, equal to 77 cents a share, compared with $1,416,414, equal to 60 cents a share, for the same period a year ago.

"The gains recorded in the third quarter are doubly gratifying because they have been achieved during a period when business conditions in general were very difficult and despite the fact that the third quarter is historically our weakest," president William T. O'Donnell commented. "We can now look forward to excellent year-end results because the final quarter is traditionally very strong for our firm."

The 1970 results include the operations of Bally Continental, Ltd., of Belgium and Automatimport AB of Sweden, both acquired during 1969 on a purchase basis. The 1969 results were restated to reflect the operations of Lenc-Smith Manufacturing Co. and Midway Mfg. Co., two Illinois-based operations acquired in 1969 in poolings-of-interests transactions.

Bally Manufacturing Corp. had an average of 2,608,612 common shares outstanding in the 1970 period, as against 2,372,862 shares in 1969. The average number of shares has been adjusted to reflect a 3-for-2 split of common stock which took effect last February.

V/T VISITS PHILADELPHIA

Rosens Cite Family Accord As Key To Success At Willow Grove Sites

BY RUTH DEMBOWITZ

PHILADELPHIA, Penna. – "We're a family organization, doing business with another family organization," David Rosen, president of David Rosen, Inc., told V/T in a recent interview. "Thus, we have a rapport with our clients which otherwise might get lost."

Rosen was describing his relationship with Perch, Max, Sam and Moe Hankin, Philadelphia entrepreneurs who have been involved in the leisure time industry for many years.

The Hankins completed building the Willow Grove Park Lanes, a 116-lane bowling alley, about ten years ago. "Wherever the Hankins go, so do we," Rosen continued. "So when the lanes were completed, we installed a line of amusement games and vending machines. We also put in the arcade pieces at the Hankins' Willow Grove Amusement Park, at their request."

Rosen, who is a leading distributor of Rowe/AMI equipment in the Philadelphia area, feels that the type of family relationship which he enjoys with the Hankins is often lost in larger conglomerates. "It's a shame," he said, "because I feel that this sort of thing is needed in the industry."

Rosen also noted that no contracts are needed between the two families. The entire operation is based upon the relationship between the Rosens as vendors and the Hankins as customers. "We know their problems and they know ours," Rosen continued. "We help each other and work together to provide our customers with good, clean fun."

The company executive noted that the Hankins are a remarkable family, involved in a great many things. "As an example," he explained, "if you want an ear of corn, you still have to go back to the Hankins who grow their own on their own farm."

Elliot Rosen, the executive's son, noted that they also have a good rapport with the manager of Willow Grove Park Lanes. The younger Rosen said that about the only problem they have had at the lanes is one of security. "That is one reason why all of our equipment at the lanes is in one central area," he explained. "It doesn't pay to have them scattered; the security problem

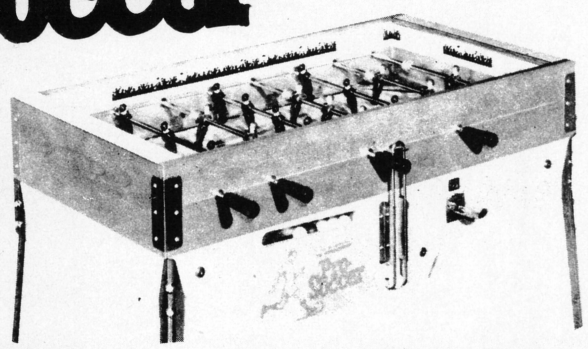
(Continued on page 26)

TESTING GAME: Elliot Rosen tests Chicago Coin's Motorcycle game in the Rosen's warehouse before putting it out on location. A mechanic from the firm is out on location on a regular basis to make sure that the equipment the family has placed is in top shape.

HURVICH DIES

Max Hurvich, president of Birmingham Vending Co. (Birmingham, Ala.) died in that city late last month. An industry pioneer, he and his brother Harry founded Birmingham Vending in the early 1930's; the company grew to occupy an important place among Southern distributors. Hurvitz is survived by his wife, a son, and two daughters.

U.S. BILLIARDS'
Pro Soccer



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KEEP AMERICA BEAUTIFUL

Virginia Governor Addresses KAB Annual Meeting; P-M's Bowling Presents Awards

NEW YORK CITY – The youth of America is playing a key role in the national crusade against pollution and litter, Gov. Linwood Holton of Virginia told the annual meeting of Keep America Beautiful, Inc. (KAB is a non-profit public service organization that provides assistance to thousands of groups and communities throughtout the 50 states, advocating litter-preventiion as a first step in environmental control.)

Representatives of a number of national and local youth organizations were cited by KAB for their contributions to the anti-litter movement. Awards were presented to them by KAB president James Bowling, who is assistant to the chairman of Philip Morris Inc.

YOUTH PROGRAMS

"I commend KAB for its emphasis on youth programs," Gov. Holton stated. He accepted KAB's 1970 "State Award" on behalf of all the individuals and organizations that participated in the anti-litter movement in Virginia, "from the tiniest tot who picked up a candy wrapper and put it in a trash can to the trade associations who have conducted vigorous and continuing crusades against the litter menace."

The Reynolds Metals Co. and the National Soft Drink Assn. received the KAB 1970 "Business Awards" for their outstanding work in litter prevention. President Bowling stated that "effective efforts have put Reynolds in the forefront of the movement for a quality environment," calling attention to the firm's all-aluminum can reclamation project.

Bowling observed that NSDA's "active and extensive participation in the litter-prevention movement not only reflects good corporate citizenship, but also indicates a feeling of responsibility on the part of the industry for the proper use of its containers." The soft drink trade group has sponsored extensive campaigns to reach consumers of its products and the general public with an appeal to stop littering.

Elected as new KAB directors were Victor Bonomo, president, Pepsi-Cola Co.; Fred W. Dickson, president, Coca-Cola USA; Robert O'Hara, Mead Packaging; David Reynolds, executive vice president, Reynolds Metals Co.; Thomas Thompson, senior vice president, General Foods Corp.; and Glen Woodard, Jr., vice president, Winn-Dixie Stores, Inc.

MOVIEGOERS VOTE: Patrons at 111 Loew's Theatres in 19 states are voting to name their favorite concessions employee as "Miss ARAServ." Here Mel Siegel, general manager of ARAServ, recreation division of ARA Services, Inc., checks contest rules. Winners in each Loew's division will be awarded $50 U.S. Savings Bonds.

Purdy Elects Two; Adds New Dressing

MILWAUKEE, Wisc. – Karroll L. Purdy was recently elected as chairman of the board and Bruce L. Purdy as president of the Purdy Steak Corp. by the firm's board of directors.

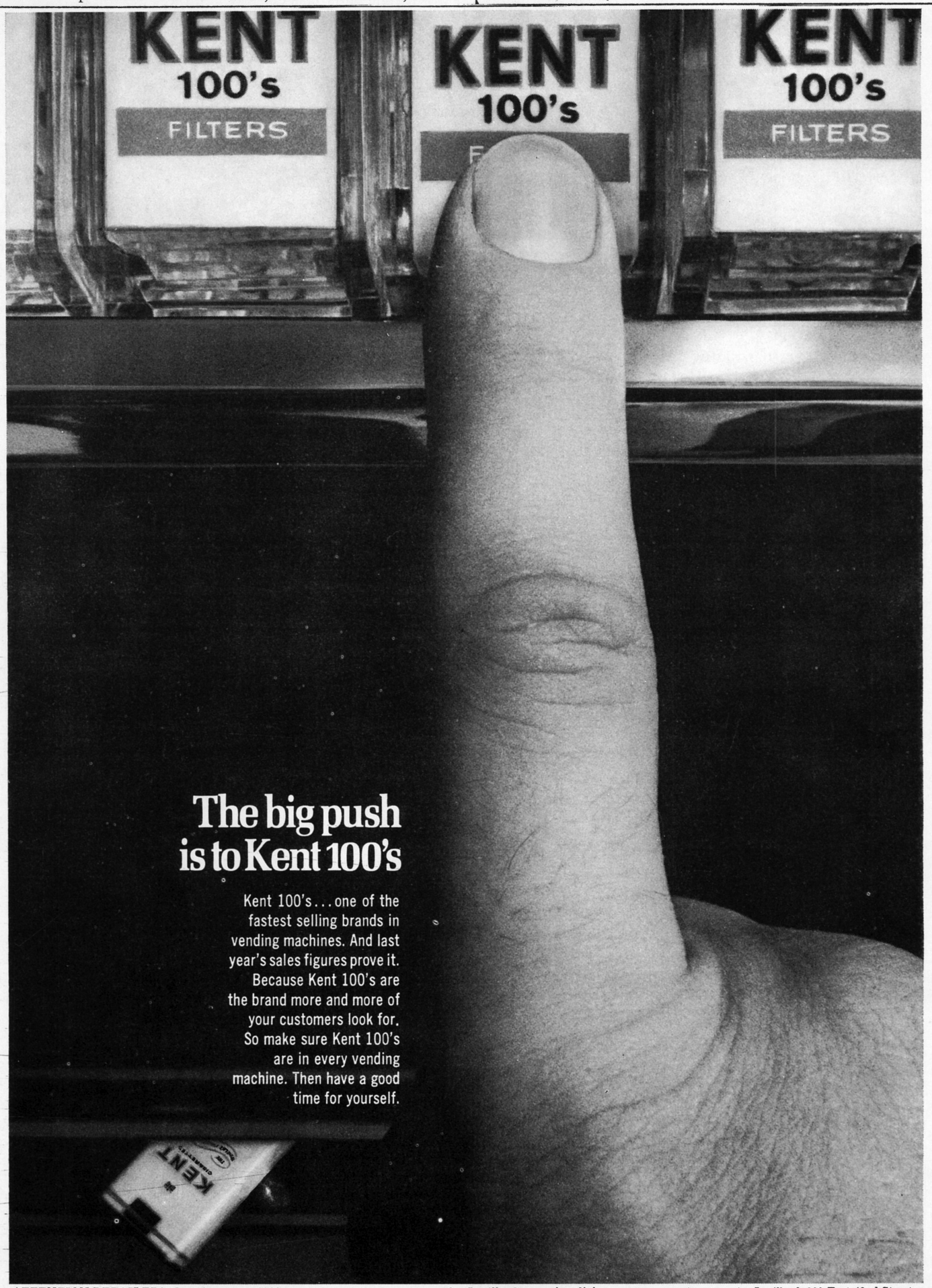
Bruce Purdy has been with the firm since 1960 and has served as vice-president since 1963.

NEW PRODUCT

Purdy has introduced its new dressing, packed in twin-pack cartons. The dressing is made form a wide range of breads including rye, wheat and whole wheat and then diced and blended. The item is then seasoneed, water toasted and quick frozen.

The dressing is shipped frozen in 10 pound cartons, divided into five pound servings. Company officials note that the product can be used in full or half steam table trays.

Complete information on the product can be obtained by writing to Purdy Steak Corp., 2730 E. Layton Ave., Cudahy, Wisc. 53110.



ATTENTION RETAILERS: Benefits are available on proportionally equal terms to all retailers or vendors of Lorillard cigarettes under Lorillard's merchandising plans. For further information consult your Lorillard representative, or write Lorillard, 200 East 42nd Street, New York, New York 10017.

REVIEWING PAPERS: David Rosen looks over papers before signing them in his office at the company's headquarters.

QUALITY, SERVICE SCORE FOR ROSENS

(Continued from page 23)

would be too great."

Another reason why all the games are in one place is to keep the noise level near the bowling lanes down. The vending pieces at the lanes, which are quieter, are scattered.

TYPE OF EQUIPMENT

Among the types of equipment that the Rosens have at the lanes are pinball machines, photo units, quiz games, and new novelty pieces. The family noted that every new piece of equipment that they receive at their plant gets placed at the lanes first. There is at least one new unit placed there every month.

The Rosens have about 30 amusement machines at Willow Grove Park Lanes. The games are constantly rotated in order to keep up interest.

Grove Amusement Park includes pool tables, guns, baseball, midget movies, and the old fortune teller pieces. The company has also installed cigaret, candy, soda and ice cream machines.

At the Willow Grove Park Lanes, the firm has installed eight cigaret machines, as well as ice cream, soda and candy machines. "We had put pool tables in the lanes at first," the younger Rosen recalled, "but the upkeep and security for the tables became too great so we took them out." The same was true for the kiddie rides which had been installed at the lanes.

The younger Rosen noted that the novelty pieces that are being produced are fantastic pieces of equipment.

The Rosens noted that there was one piece of equipment they had installed at the lanes that was there for about three and a half years. After all that time, customers had worn out the unit through extensive use and the firm had to replace it.

The family has noticed a decrease in the attendance at the park. They feel that this is due

(Continued on page 36)

CHECKING MACHINE: Elliot Rosen (left) and Edward Newman check one of the company's machines. Newman's duties at the firm include expediting route operations.

The only coin-operated table that provides the incomparable quality, unrivalled design and unequaled craftsmanship for which American is famous. **That's why AMERICAN means PROFITS!**

American SHUFFLEBOARD COMPANY

'Quality Products SINCE 1928"

210 PATERSON PLANK ROAD · UNION CITY, NEW JERSEY

J-A Builds Cue Rack For Western; Wright Terms Idea Success

PORTLAND, Ore. – Western Distributors is marketing a mahogany cue rack "of very high quality," produced entirely by high school students getting first-hand business experience through the local Junior Achievement organization. According to Western's Budge Wright, the rack is made to his company's specifications and features a good steel spring clip.

"These racks cost a little more than the imports; however, we feel we are cooperating with a worthwhile enterprise, as only high school students are qualified as members of this manufacturing organization," Wright said. "This, to me, is one way we can help the youth and promote good public relations for the coin machine industry. We are extremely proud of the quality of the merchandise that we receive from this organization."

Junior Achievement organizations, functioning at the high school level, are designed to give students practial knowledge of company organization and financing on a small scale. Area businessmen provide guidance, on a volunteer basis.

ON CUE: Western Distributors executive shows off the cue racks produced for his firm by local high school student Junior Achievement organization.

Gamut Introduces Ad Plan For Jukeboxes

GREENSBORO, N.C. – Gamut Productions has developed a new plan to bring people "a word from their sponsor."

According to Gamut's president, Tatum Sprager, the new idea is a pre-recorded tape cartridge, which is attached to jukeboxes, and plays national spot advertising.

Sprager noted that the program depends upon what the location has to offer. The basic program, he said, has about ten advertisers.

PROGRAM LOCATION

The unit, which is compatible with every jukebox on the market today, Sprager explained, would be programmed for each location. "For example," he said, "if the jukebox is in a tavern, the spot ads would be for cigarets or beer. If the phonograph were in a luncheonette, the ads would be for snack items or soft drinks."

The unit automatically turns itself on and off after each record is played on a phonograph. "One advantage to this unit," Sprager noted, "is that is would eliminate the silence that comes between plays, as well as makes money for the operator."

TEST PROGRAM

The unit contains one continuous tape, explained the executive. Once hooked up, the spot ad will come on automatically after each recording.

Sprager explained that the company is planning a test program in the Atlanta market in about two months. "So far," he noted, "we have had remarkable response from the operators."

Talking coin-operated equipment seems to be a concept engaging the attention of increasing numbers of inventors. An attachment permitting cigaret venders to deliver an advertising message is reportedly undergoing tests in the New York area (V/T, October 1970).

BALLY "SEE SAW"

Bally Launches 4-Player 'See Saw' Game With Extensive Scoring Opportunities

CHICAGO, Ill. Bally Manufacturing Co. has introduced the "See Saw" four-player pinball game; according to sales manager Paul Calamari, free balls and high bonus scoring are prominent features.

"Free balls are featured in 'See Saw,'" said Calamari. "In addition to the 'mystery' free balls delivered to the shooter tip when the 'free ball' light is lit through the 00-90 unit, free balls may be obtained through two different gates which are opened by skill shots." A ball exiting through the bottom gate scores 1000 on its way to the shooter tip, while a ball which escapes through the bottom gate is worth "a whopping 3000," he added.

"Big bonus scoring is another important feature of 'See Saw,' with two separate bonus indicators," Calamari went on. "Each of these steps up 100 points to a top of 1000, when various bonus advance targets are hit, and are collected by shooting a ball into one of two kick-out holes." Any bonus may be multiplied by ten when the "times 10" light is lit through the 00-90 unit, he observed.

"The famous 'kick-back feature' is also built into 'See Saw,'" the Bally sales manager noted. "This provides extra action and extra scoring. A ball shot into the left out lane, when 'kicker on' is lit through the 00-90 unit, scores 1000 – and is immediately kicked back for a repeat performance on the score-studded playfield."

Calamari said that 'See Saw' is getting "terrific responses from players world-wide," which success he attributes to the 32 different ways of pushing up the totalizers, ranging from ten-point rebounds to 10,000 top bonus. "We think 'See Saw' may well exceed such great games as 'Capersville' in play appeal, earning power and long life on location," he concluded.

N-I Hails MOA Show

MILWAUKEE, Wisc. – Nutting Industries, Ltd. recently announced that its entire inventory of single and dual I.Q. Computers was sold at the recent convention of the Music Operators of America.

The announcement was made by Marty Johnson, marketing director for the firm.

According to the announcement, the firm will develop new film and quiz game ideas "to insure that this type game continues to maintain a high value in the coin machine industry."

A program to develop new novelty coin games on a regular basis is being developed by the firm. Nutting plans delivery of the first of these games to its distributors in January, 1971.

ALL 'ROUND

THINKING

is the reason National's SHOWCASE 21 turns in business increases of 20 to 100% . . .

* Exclusive spiral racks accommodate the widest range of candy, gum, mint, cracker, cookie, pastry, snack and confection sizes . . . up to 9" long and 6" wide.
* Big capacity of 803 items . . . spiral racks dispense merchandise "first-in-first-out" for freshness.
- Features 21 "sure choice" selections . . . unique spiral design increases variety.
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national's thinking machines

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New Bally Exclusive:
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The Rowe Presidential Line sounds as good as it looks.

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Playgirl

Tiffany

It ought to. Rowe has always had the best sound in the industry. This year it's better than ever.

Rowe engineers have added another bass speaker. Now there's a bigger sound and a clearer sound. And the refined duct tuned chamber gives out the best balance money can buy.

So, no matter which of our six machines you decide you like best, you'll be sure to get the best industry sound built in.

Now, isn't that music to your ears?

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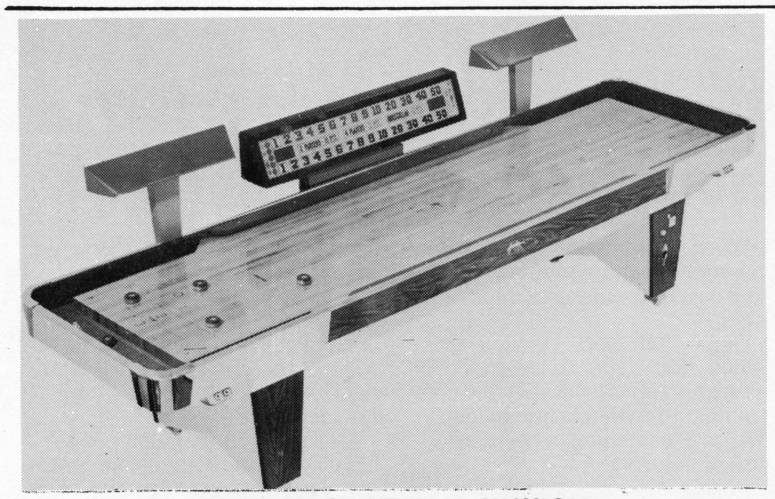


AMERICAN'S IMPERIAL CUSHION

American Views New Coin-Op Shuffleboard

UNION CITY, N.J. -- American Shuffleboard Co. has introduced its new 12-foot "Imperial cushion."

The new piece is 39 ins. wide and 12 feet long (overall) and is available with or without pin gate control. The unit also features either a rail-type electric scoreboard or a double - faced over-head electric scoreboard.

The pin gate control mechanism is designed to prevent free play on the game, note spokesmen for American Shuffleboard. When a game is over, they explained, small pins which are imbedded across the center foul line, rise above the playing surface. The system is tied into the scoreboard, and is adjustable for 15, 21, and 51 points.

CIMARRON: Williams Electronics has introduced this new United six - player shuffle alley. Called "Cimarron," the unit offers five ways to play -- "Flash," "Strike 90," "Regulation," "Roto" and "Tri - X" a "Beer Frame" feature on the third, fifth and eighth frames. New cabinet styling is designed to offer more pin visibility; the unit is 2-½ ft. wide X 8-½ ft. long, with a shipping weight of 470 lbs. 2/25-cent play is recommended; 1/5-cent play with 2/25-cent pricing is available. Options includes single, double or triple chutes. The unit is said to be available for immediate delivery from Williams distributors.

MONY Meet Reelects Denver

NEW YORK CITY -- Albert Denver was re-elected as president of the Music Operators of New York at the group's recent meeting held at the Park Sheraton Hotel here.

Other officers elected at the meeting were Gilbert Sonin, vice-president; Al Herman, treasurer; and Bob Matthews, secretary.

The group also elected new directors. These were Donald Shapiro, Irv. Fenichel, Bernie Antonoff, Murray Finkelstein, Stan Lebowitz, Len Block and Abe Weisberg. The officers and directors will serve for one year terms.

About 50 MONY members attended the meeting; they discussed several problems facing them. One of these was the high cost of servicing and repair work, as well as the lack of good telephone answering services.

The group organized a committee to look into the possibility of having a pool of service mechanics as well as an answering service for the members of the organization.

Another problem which the group discussed was that of illegal games which are operating in clubs. The organization is working with several city departments to help eliminate the illegal games.

The organization members also discussed how to deal with the rise of closed circuit television, especially in clubs on New York's East Side. It was noted that while these televisions were showing sporting events and other shows, the jukeboxes were not in operation. The group decided that one way to deal with the situation would be to ask for a guaranteed minimum from the location owner.

MONY executive director, Ben Chicocofsky, urged the group to identify each of their machines with an identification sticker. "Both the name of the operator and his service number should appear on all of our machines," he said. These stickers are available to all MONY members.

Manufacturers Show Games At Annual OAE

CHICAGO, Ill. -- Approximately 5,000 exhibitors, visitors and guests attended the 52nd annual Convention and International Outdoor Amusement Exposition.

Among the 154 exhibitors who displayed their equipment at the exposition were Empire International, Myron Sugarman International, International Mutoscope, the Mike Munves Corp., Nutting Industries, Bilotta Enterprises, Sensorama, Inc., and Sega Enterprises.

Seeburg Introduces New Service Feature

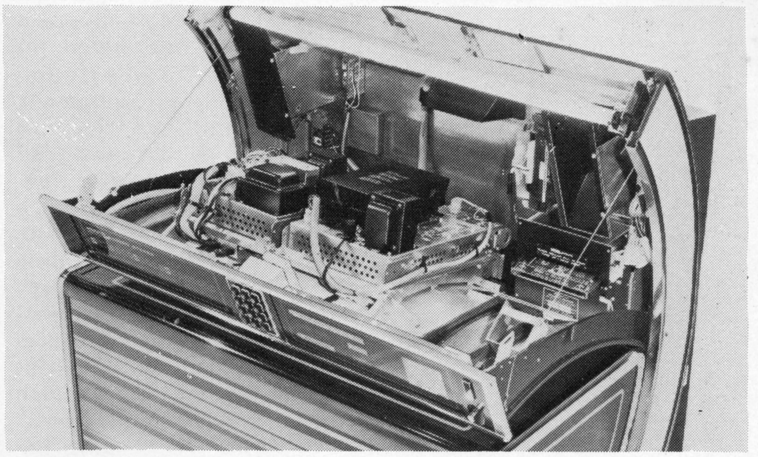
CHICAGO, Ill. -- The Seeburg Corp. has recently introduced a stand-up service feature in its new model, the Musical Bandshell.

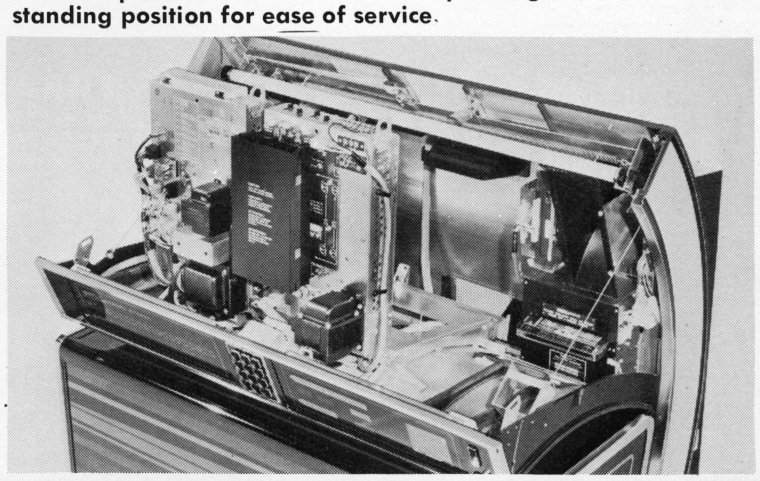
The new feature provides for ease in servicing and convenience, according to the firm. Seeburg's vice-presdent for coin phonograph sales, Ed Blankenbeckler, noted that: "Thanks to this stand-up design, we can now provide complete on-top, up-front accessibility at eye level to the important electronic components in the phonograph. This new arrangement reduces servicing time, eliminates the need for moving the unit, and does away with those 'hard to reach' places."

WORKING SPACE

Blankenbeckler explained that the key components of the unit stand up in an on-end position, which provides a full 360 degrees of unobstructed working space.

The company executive noted that the serviceman simply releases the front-facing underside of the Bandshell arc and pulls it down, thus exposing the Digital Control Center and the Solid State Stereo Amplifier which are located on the top part of the console.





SEEBURG STAND-UP SERVICE: Picture above shows Seeburg Bandshell with "arc" lowered to expose Digital Control Center and Solid State Stereo Amplifier; below, these two components are shown after pivoting to their on-end standing position for ease of service.

Chicago Coin's New 4-Player

Cowboy

ROUNDS UP THE PLAY!

NEW "TEXAS SIZE" FLIPPERS!

5-inch flippers create more player control and action!

- BUILD-UP BONUS for Higher Scores. Top Bonus Score of 1,000 Collectable 3 Ways
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COWBOY FROM CHICAGO: Chicago Coin has added the four - player "Cowboy game to its line of equipment. The new unit has five-inch flippers which are designed to create "more player control and action." The game has a top bonus score of 1,000, which is collectable in three different ways. The "Cowboy" game is adjustable for three-or-five-ball play and features optional single, double or triple chutes. The unit has a match feature and a "ball saver" which closes the opening between the two flippers to keep the ball on the playfield. The center hole on the unit collects and builds up bonus scores.

JAPAN COIN SHOW

Sega "Jet Rocket" Wins Acclaim At Show; Firm Praises Leisure Events Scheduling

TOKYO, Japan -- Sega Enterprises' "Jet Rocket" game was singled out by the Japanese newspaper "Nihon Keizai" as "the best game of more than 300 on display" at the ninth Coin Machine Show here.

The show, attended by approximately 15,000 visitors, was held at Tokyo's International Fair Grounds. The show was co-sponsored by the Nippon Amusement Machine Manufacturers Association (NAMA) and the Japan Recreation Equipment Association. A simultaneous exhibition of hotel and resort equipment was also held.

Sega chairman, David Rosen, noted that "the success of the show reflected primarily the continuing growth of the industry. We are becoming a well established industry."

Rosen also remarked that he was "pleased with the great attention focused on newly released Sega games, many of which, unfortunately, are made solely for the Japan market."

Sega's Ray Lemaire said that he was "elated with the results" of a sale of used equipment which was held at Sega headquarters during the course of the exposition.

Masaya Nakamura, NAMA chairman, indicated that most of those who attended the show were in some way involved with the leisure-time industry. He noted that a similar combined show would probably be planned for next year as it proved to be advantageous.

Sega's George Tanaka, who was show committee chairman, said that "efforts would continue toward including the vending association in a future show. We managed to schedule the shows this year so that automatics, recreation equipment, hotel and resort equipment, and vending were all held in Tokyo during the same week. Perhaps we can get it under the same roof next time for a one-industry show."

SEGA ARCADE

Sega recently opened a new arcade near Tokyo's Imperial Hotel. An initial problem posed by the 115 unit game center was that foreign businessmen staying at the hotel were continually asking questions.

K. Taguchi of Sega's operations division, explained that the problem was solved by the placement of a rack of brochures near the equipment. Taguchi noted that "The fact that the location is turning into a combination showroom arcade is not diminishing sales."

Taguchi is also negotiating the final details of an agreement which would provide a coin-operated game recreation room at Shinjuku Tokyo's Plaza Hotel. The hotel will be ready for occupancy in June, 1971.

HAWAIIAN VACATION

Forty Sega employees were awarded free vacations in Hawaii at a ceremonial drawing held at Sega headquarters recently.

Lemaire spoke at the ceremonies and outlined the tour. He noted that a similar trip will be planned at the end of every year.

Rosen congratulated the winners in a cable. He praised the "loyalty and team spirit of Sega employees, which has been a major reason for our rapid growth."

Jack Miura, Sega controller, will accompany the group as the representative of management. Department chiefs Tadashi Takahata and Masao Takahashi will also be part of the tour. Chosen as part of the committee to organize the details of the annual tour were directors John Kano and Shunichi Shiina.

Taguchi recently announced a program for the short-term rental of games for company parties and outings. "Formerly," he said, "companies only rented jukeboxes. But now large organizations are increasingly renting games for a single day or a weekend. To encourage this, we are sending direct mail proposals to leading firms."

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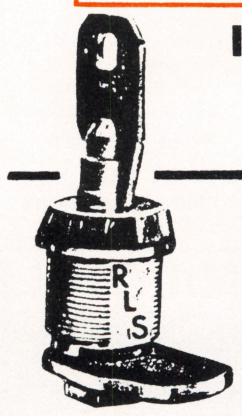

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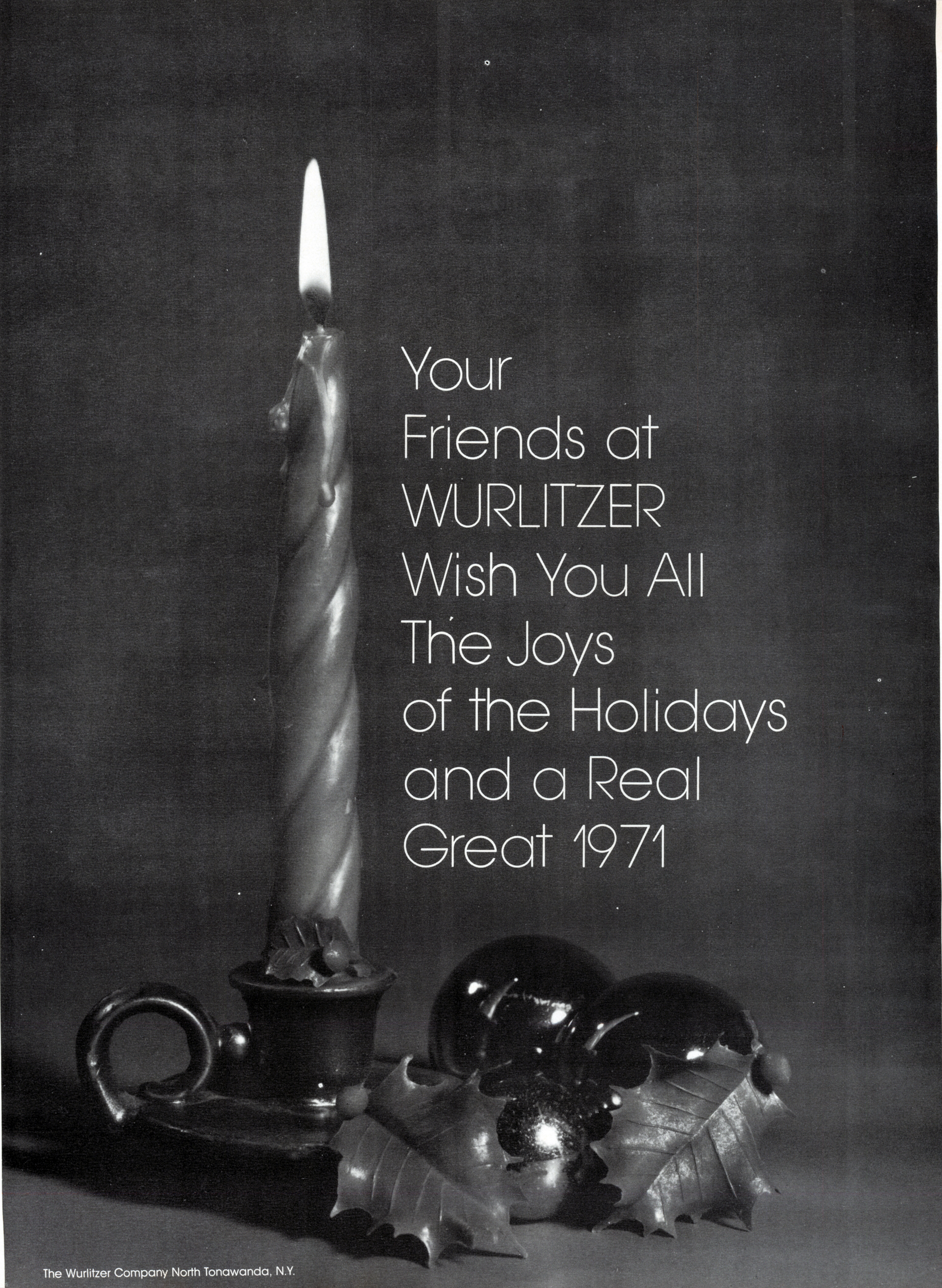
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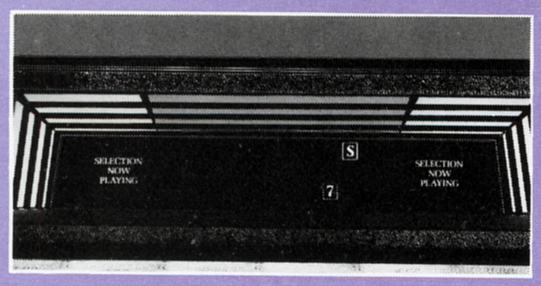
SELECTION
NOW
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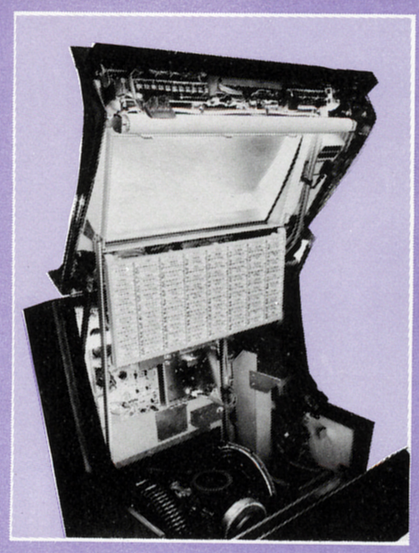

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Those are only some of the ways we made the new Rock•Ola 444 better than last year's model. And it wasn't easy. Because last year's model was our stiffest competition.

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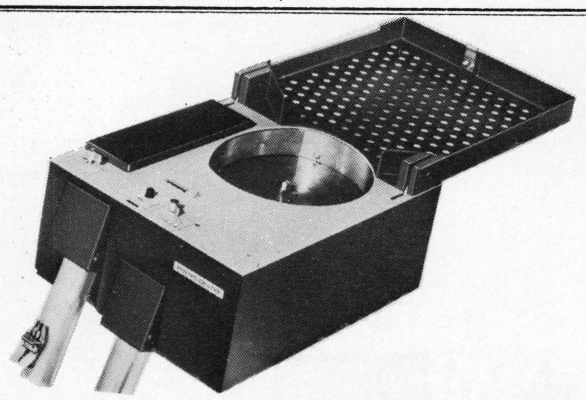


SEIFERT COIN UNIT: This apparatus, from Seifert Machinery Co., is designed for use as an electric sorting and counting machine, a straight coin counter, a coin wrapper, or as a three-in-one machine combining the three functions. Called the "Sort-O-Count S," the device accepts mixed coins, counting the largest size first and either depositing these in bags or automatically packaging them in wrappers. After this is completed, the counter is reset and the machine repeats the procedure for the next largest coins. It is said to count at a rate of 3000 per minute, and to sort 500 coins per minute; it's equipped with automatic stops at 20, 25, 50, 100 and 200, or can be set for continuous count.

ROSENS HAIL ROLE OF INDUSTRY ASSOCIATIONS

(Continued from page 26)

to the economic state of the country today, as well as to changing habits. They indicated that a new way must be found to attract teen-agers to the park. The Rosens said that the lanes provide a steadier business, since it's a 52-week-a-year operation.

RUSSIAN DEBUT

MOSCOW -- USSR -- Amusement machines have come to the Soviet Union.

A baker's dozen of Czech - made coin operated units have been installed in the Four Season Cafe in Central Park by a branch of the Ministry of Culture known as National Attractions. After it is determined which units are most popular with patrons, selected machines will be produced in the Soviet Union.

The pricing structure on all the units which the Rosens have out on location is either 10 cents, 25 cents or two-for-a-quarter play. There are also a few pieces priced at a nickel. The firm does not have separate pricing structures for different locations.

The younger Rosen said that the pricing structure on the soda machines is at 15 cents. Some of the coffee machines have been priced at 15-cents as well, but the change to 15-cents on these units depends upon the locations and the amount of resistance to the price hike.

Machines that can't be fixed on location are brought into the shop to be repaired. The firm has a separate warehouse where equipment is stored, as well as a body shop, and a paint shop. The parts department, of which the family is very proud, is in the main plant. "We have parts in this department that are designed for nearly every piece of equipment that was ever manufactured," the family members explained.

A mechanic from the firm is out on location at least three times a week.

Each cigaret machine has a locked cash box and a meter to indicate how much money is in there. Collections are made according to a fixed schedule.

LOCATIONS

The types of locations at which the firm has equipment includes apartment houses, bars, motels, luncheonette, schools and colleges, and department stores, as well as the amusement parks and bowling alleys. The Rosens have the concessions at Philadelphia's International Airport.

The firm has a complete program for supermarkets, which includes such chains as the A&P, Daitch Shopwell, Food Fair, and Penn Fruit. The supermarkets, which lease the machines from the Rosens, had been faced with a great internal pilferage problem. So they asked the family to provide them with the cigaret machines.

Some of the locations at which the family operates are seasonal locations. The younger Rosen explained that at the end of the season, all the pin games are brought back to the warehouse where they are reshopped. The antique pieces are usually kept on location all year.

The Rosens have been in business for about 40 years. The umbrella firm of David Rosen, Inc. is the distributor company. The firm also has several subsidiary companies. These include Arcade Coin-O-Matic, which handles the vending equipment; Fun Fair, Auto - Photo, and Photo-Machines; the William Simpson Co., which handles all the amusement pieces; and the David Rosen Music Co., which handles all the jukeboxes.

Among the executives who work for and with David Rosen are David Harrow, who runs the vending operations; Edward Newman, who is the firm's expeditor of route operations, as well as heads the Fun-Fair, Auto-Photo and Photo equipment; and William and Jay Simpson, who head the amusement and jukebox operations respectively.

David Rosen and William Simpson have been together for about 30 years. They began as partners, operating music and game equipment. The firm also has a record promotion department, as well as a separate promotion room for new releases. The Rosens are one of the largest record distributors in the area.

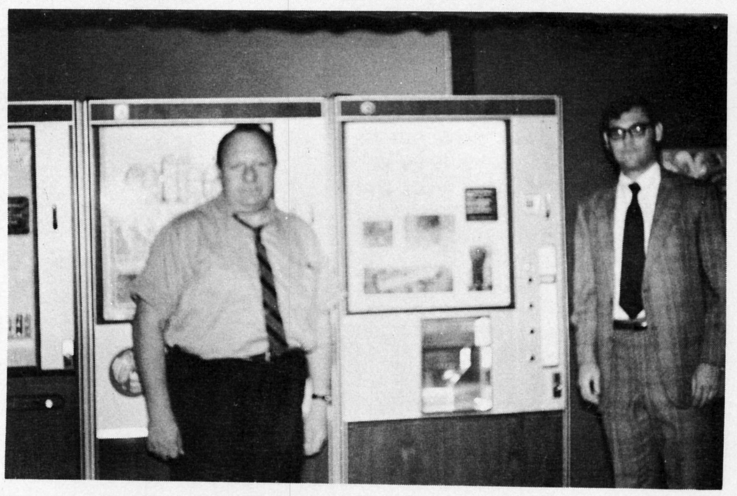
"A lot of areas in the industry are being neglected," the younger Rosen said. "Labor is good, but there are not enough aggressive young men entering the industry, as was the case when my dad started out.

"I have been encouraging younger men to enter the industry," he continued, "and I feel that I have been fairly successful. I hope that we can continue this flow, as this is the secret of keeping our industry aggressive."

The company president feels that one of the great strengths of the industry is its nature; that is essentially small family businesses developing close and cordial relations with family-owned clients.

"Another great strength," he said, "is in the industry's strong trade associations, especially the Music Operators of America and the local Philadelphia group, the Amusement Machine Operators of Philadelphia."

Rosen praised the director of the Philadelphia group, Joseph Silverman. "He has kept Philadelphia strong and aggressive, and has been instrumental in developing and maintaining a good public image of the industry here," Rosen concluded.



ALL SMILES: Dave Weiss, sales manager for the firm (left) and Elliot Rosen pose for V/T camera at one of the Rowe units which the company distributes.

DENNING: SCHOOL MARKET CHALLENGING, REWARDING

(Continued from Page 9)

Denning has found that a straight vending approach to feeding in schools can be very efficient, without recourse to peak-hour manual service. "If you arrange the bank well, in a school you can serve about 100 customers a minute. The kids learn to use the 'buddy system' to decrease the numbers lining up at each machine -- all you have to do is guide them at first."

Imperial's routemen service all types of equipment on the route; they are also proficient in basic maintenance procedures, Denning said. The company also has a mechanic, who handles more difficult service problems and is in charge of the company's shop.

Control is exercised by monthly warehouse inventories, and by cross-checking machine fills and collections by means of route cards. Imperial's routemen bag by location; collections are counted and analyzed each night.

"Our trucks are equipped with safes, into which the collections are put while the truck is on its route," Denning said. "We have an alarm on the warehouse, and most of our locations have their own alarm systems."

Food is ordered by the routemen in the afternoon, upon their return from their runs; it is prepared by the restaurant and picked up by one man early the following morning. He transports it to the company's warehouse, where it is readied for the routes.

PLANNING

Expansion, Denning feels, requires a good deal of preparation in advance if it is to be done on a sound basis. "A company has to plan for each jump," he told V/T. "It takes a lot of planning and sweat." He noted that giving good service requires a large degree of personal interest in each location, and concern for all of them; thus a vendor must be able to enjoy working long hours. "I usually start at four A.M. and run through to five or six in the evening," Denning said, "and I do enjoy it."

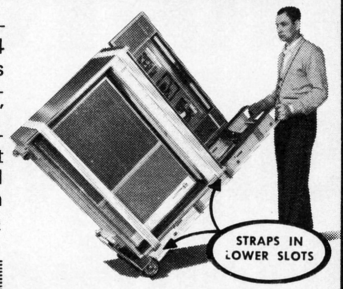
Imperial's public relations activities include the use of a blue-and gold-imprinted cup carrying the company's name and logo, which consists of a crown surmounted by a Maltese cross. The same design appears on the company's trucks.

Denning, recently elected president of the Northwest Automatic Retailers Council, is a firm believer in trade organizations. "I think associations are a good thing," he told V/T. "Operators have to keep up with all the changes to regulations and new laws, especially at the State level -- most particularly, taxes. There should be more cooperation in dealing with these matters; all operators basically have the same problems when it comes to legislation, security and relations with the public -- and we should all work together to solve them."

WITH NEW MULTI-POSITION STRAPS

Work saver grabs all machines

Deliveries . . . pickups . . . inside handling can be easier. The YEATS #14 dolly ends dangerous lifting with its load balancing design, lightweight aluminum alloy frame and "step glide." It's two dollys in one! Two strap ratchets and *four* strap positions grip short or tall juke boxes, cigarette, pin ball and other heavy vending machines with non-slip holding power. Saves up to ½ hour on every delivery.



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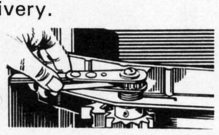

A few turns of the handle draws each strap vise tight in seconds. Straps can be used in upper or lower frame slots.

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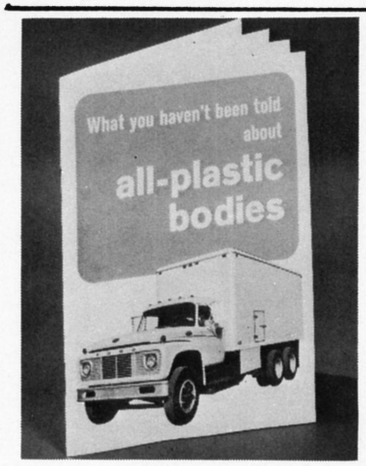


PLASTIC TRUCK TIPS: 8 - page folder entitled "What you haven't been told about all-plastic bodies" is available from Johnson Truck Bodies, 215 E. Allen, Rice Lake, Wisc. The booklet describes the differences between different types of plastic bodies, provides information about repair and maintenance, and offers detailed instructions on minor repairs which can be made by plastic body owners in their own shops. Johnson produces a line of insulated truck bodies for perishable item deliveries.

Heil Offers Lifting Vehicle Tail Gates

MILWAUKEE, Wisc. -- The Heil Co. offers folding elevating tailgates in models with 1600-, 2000- and 3000-lb. capacities. Designed for easy mounting on any truck or trailer frame, the units are available in electric-hydraulic or PTO-actuated designs.

Manual "deadman" dual controls provide one-man operation from either side of the vehicle; the lightweight platform may be stopped in any position between ground and truck-bed level, for loading and unloading at any height.

The elevating platform folds down and under the truck body, in order not to interfere with dock loading. Information on these units, and others offering up to 5000-lb. lifting capacities, may be had from Heil at 3000 W. Montana St., Milwaukee, Wisc. 53201.

SERVOMATION

(Continued from Page 15)

and fast service, as well as neat and helpful personnel -- all with modest prices."

The corporation president also indicated that the standards of all members of the public are rising. Better quality food is demanded by the consumer and it must be provided.

"There will be more leisure time in the future," Lucht said. "People will also have more money to spend, especially the lower-income groups. These people will thus want better service and higher quality food service at recreational facilities."

Lucht predicted that the strong trend of institutions to hire outside food service companies to run their cafeterias is going to continue in the future. This, with the increased demand for professional food service of all types in commercial, institutional, industrial and public markets, will result in excellent opportunities for companies with manual food service capability," he concluded.

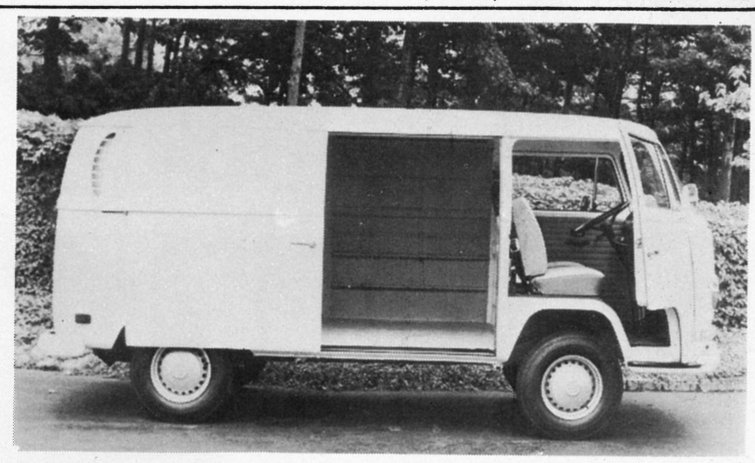
V-W Launches New '71 Trucks

ENGLEWOOD CLIFFS, N.J. -- Volkswagen of America has announced the introduction of the 1971 line of Volkswagen trucks. Featured are increased horsepower and a new power-assisted braking system which includes self-adjusting disc brakes on the front wheels.

The air-cooled engine is now rated at 60 HP, up from last year's 57 HP.

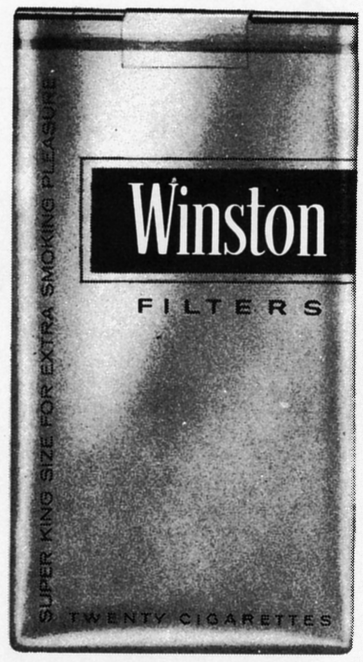
Standard equipment on single- and double-cab pickups, and on the delivery van models, includes power-assisted brakes with a rear circuit brake - force regulator which functions as an anti-skid system. Brake lining thickness has been increased 20 per cent; the wheel rims have been perforated for more efficient cooling.

The delivery van, described as only about a foot longer than the VW "super beetle," offers 176 cubic feet of passenger and cargo space; it is rated for a 2,370 pound payload. Single-cab pickup models also carry 2,370 lbs.; the double-cab pickup carries six passengers and can handle a 2,260-lb. load. The van has a double-width sliding door on the right side; options include a door on the left, or on both sides. All three vehicles have gross weights of 4,927 lbs.; top cruising speed is 68 mph. and gasoline consumption is said to be about 23 miles per gallon.



VW VAN: The 1971 Volkswagen delivery van, shown here, features a 60 - horsepower engine, power - assisted braking, and large sliding door on the right side. Options include doors on both sides, or on the left side.

PUT THIS No. 1 SUPER SALES FORCE TO WORK FOR YOU...



No. 1 selling Super King Size Filter Cigarette

No. 1 selling Super King Size Menthol Cigarette

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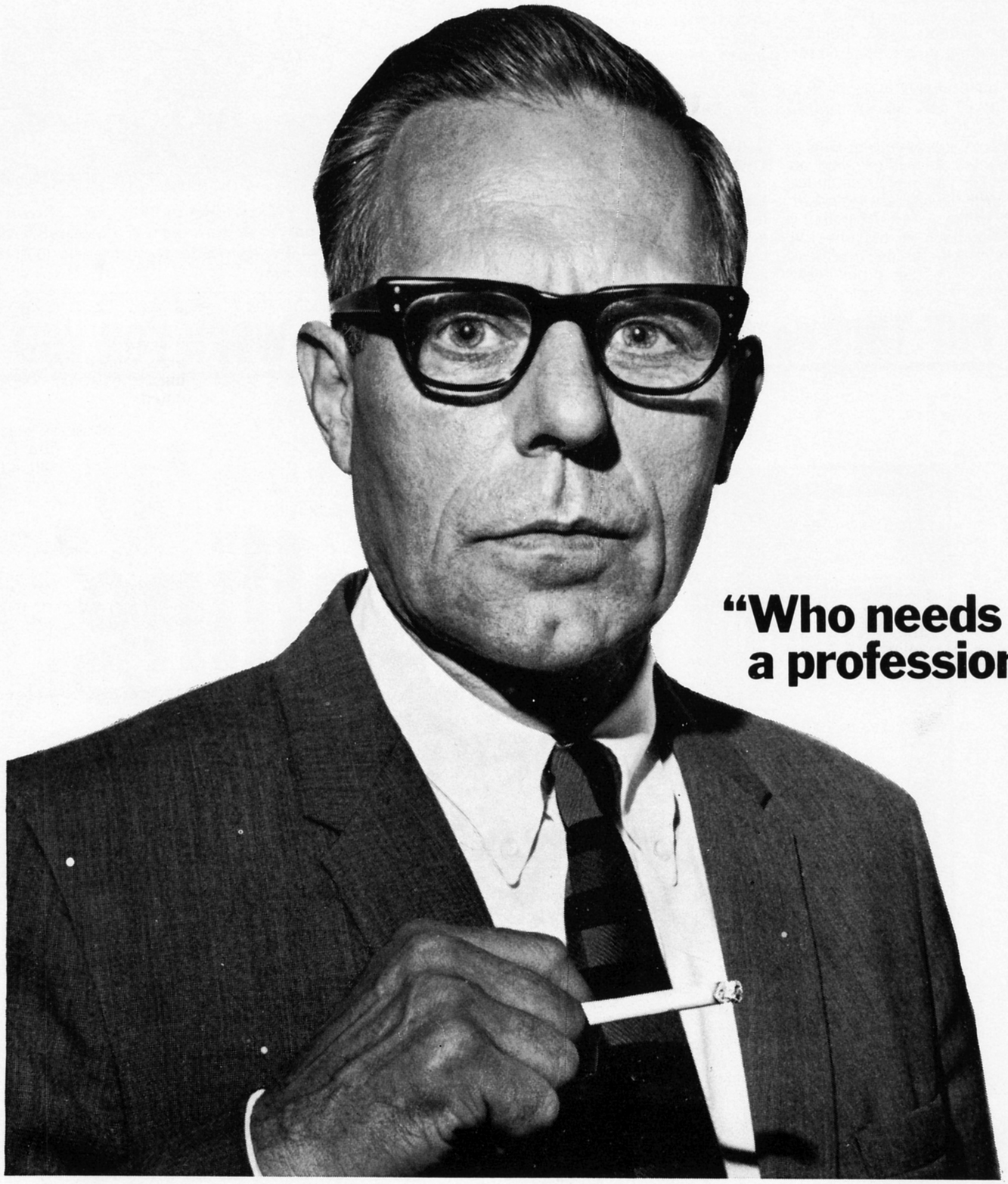

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Jack Turner, Owen Vending, Janesville, Wisconsin

"I do! "Automatic merchandising is my business, but I still need all the help I can get... and I certainly welcome the professional support from the L&M Area Vending Manager. L&M's AVMs are real pros. They're specially trained in automatic cigarette merchandising and they have only one assignment: to help make our vending machines work harder for us.

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V/T Mobile Catering

Mobile Caterers Roll With The Punches; Differ On Economic Prospects For 1971

U.S.A. – Mobile catering has weathered the storm of the "inflationary recession," and may or may not do better in 1971, according to leading caterers contacted by V/T. A decrease in purchases by individual employees was offset by an improved pricing structure and expansion of routes, as well as streamlining of procedures.

"Most companies had higher sales volume, but on a dimishing growth basis," said Ande Evers, Automatic Buffets (Scottsdale, Ga.). "The growth factor is there, but there has been decreased participation per employee," Evers observed that the curtailment of overtime has been the primary cause of the reduction of unit purchases, since workers have less money for non-essentials. "As overtime increases, so will business pick up," Evers told V/T. He predicted that 1971 will see old business increase, but would not speculate on new business. "It depends on what happens in the plants," he said.

REGIONAL EFFECT

Mobile caterers were affected according to their regions. John Ahern, Jr., Golden West Catering (San Jose, Calif.) pointed out that, in his area, unemployment has reached 12 per cent. "The trend is down, due to unemployment," he told V T. "When large firms lay off, caterers must tighten and update routes, combining some and keeping the good ones." He noted that one solution to the problem of reduced spending per employee has been an increase in smaller, lower-priced items -- smaller cups of coffee, for example.

Gene Meyer, Western Catering (Dallas, Texas) said that business has not been affected in his region. He observed that 1970 saw people tending away from eating restaurant lunches, and toward purchasing lunch from catering trucks; there has also been an increase in the development of new sandwich items by mobile caterers. Meyer expects business to improve in 1971.

Another region not seriously affected by the economic dip was Louisville, Kentucky, according to Steve Payne of Servomation-Williams. "Volume is up a little," he said; "economic conditions are better here than in the rest of the country." Payne expects mobile catering to continue to thrive; "this is basically a sound industry," he said. "It's become more accepted as a method of feeding people; location owners are beginning to see the advantages of mobile catering – and of vending." The formula for this continued success, he said, is to "tie in the service to the need." A versatile feeder can present "a very nice package," he explained.

Chicago saw an increase in business, but falling route averages, for sales which equalled the previous year, according to Thomas Whennan, Triple A Caterers. "It's been a bad year," he concluded. "Not enough people are working, and there's not enough overtime." He foresees an upturn in 1971, as the government makes money more readily available and construction picks up. "There's always more money at construction sites," he said. Whennan noted that caterers have held their sales despite the slump through adding new items; "people are always looking for something new," he told V/T.

QUALITY & VARIETY

An increase in customer selectivity may be partly responsible for industry-wide decreases in unit sales, according to Ralph Sylvester, Ralph's Chuckwagons of Indiana (Dublin, Ind.). "People aren't buying just to buy; they want variety and more quality. Our customers are looking for something new in sandwich form, and in snack items," he said. "And they're definitely looking for quality." Sylvester thinks 1971 will be "a good year, and a competitive one," especially after mid-year. "The same problems will continue, of course, but sales will increase as money opens up and construction increases," he predicted.

An increased enthusiasm for quality and variety has also been detected by Leo Olko, Pioneer Industrial Caterers (Garfield, N.J.). "There's a trend toward more elaborate sandwiches, and the food has to be good," he said. "Most people are looking for increased quality, partly because of the activities of the U.S. Department of Agriculture and other organizations." Olko recognizes the impact of the economic downturn, but is confident that the industry can withstand it. "Since 1932, we've been faced with some sort of recession," he said. "Mobile catering doesn't have the same setbacks that other industries face." New lines and new markets can offset a decrease in business, Olko said. He predicts that the first half of 1971 will be very much like 1970, with an increase in business beginning around September.

DIVERSIFICATION

Robert V. Main, Industrial Luncheon, Inc. (Perth Amboy, N.J.) told V/T that mobile caterer diversification has, in many cases, offset the loss of business due to the economic slump. "For example, when people have less money to spend on coffee in restaurants, they have an increased need for office coffee service," he said. Noting that individual sales from trucks have decreased while sales volume has either remained the same or increased, Main attributed this performance to an improved pricing structure offsetting a loss in purchasing power of location employees. "It's my opinion that net profit overall is down from last year," he said. "The effect of the slowdown has been for industry to cut out overtime, to cut down on shifts and on personnel." He observed, however, that since caterers do 95 per cent of their business with the first shift, this cutback has not had the same effect on the mobile catering business that it has had on vending. "There's a lot of work to get, but it's harder to get it," he said, citing a chronic shortage of qualified personnel as a leading problem for the mobile catering industry. He does not expect 1971 to represent any improvement over 1970, but looks for improvement in early 1972 with "a big upturn" as that year goes on.

American Sugar Becomes 'Amstar'

NEW YORK CITY – Amstar Corp. is the new corporate name of American Sugar Co. The new name was selected to reflect the increasing diversification of the firm, which is the nation's largest sugar manufacturer under the Domino and Spreckels brands.

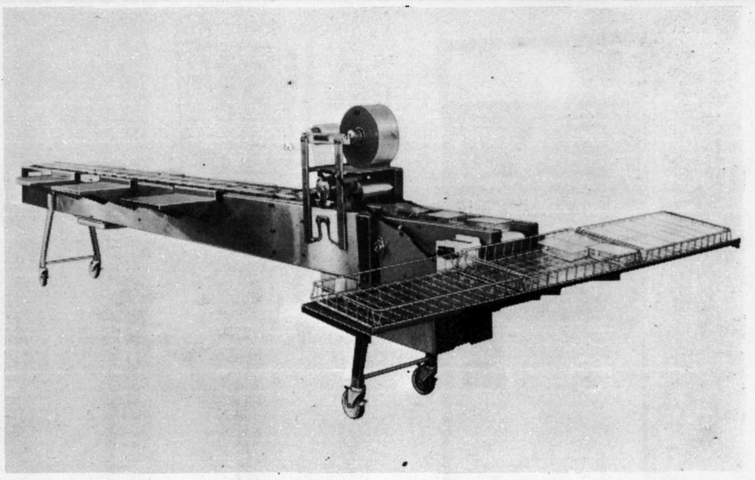
In recent years, the firm has moved into a number of other areas of business activity. For example, its Domino Food Service line now includes, in addition to sugar, individual services of salt, pepper, mustard, ketchup, jams and jellies.

Naas Foods Unveils New 'Tea Hee' Drink

PORTLAND, Ind. – Tea Hee, a new canned iced tea drink, is being franchised by Tea Hee, Inc. Division of Naas Foods, Inc. Under the program, a concentrate is supplied to area canners who add water and sugar to a specific formulation.

According to a spokesman for the firm, the canned drink has been market tested and "had excellent sales success in vending machines." Advertising copy directed at soft drink canners states: "As a vended product for weary travelers and thirsty travelers, Tea Hee becomes a natural ally to your present soft drink line, enhancing sales volume. Given a prominent position in vending machines, highly profitable Tea Hee will give you a year 'round sales lift."

As part of a special promotion program, the firm has designed decals for use on vending machines.



LINCOLN APC-19

Lincoln Unveils New Packaging Conveyor

FORT WAYNE, Ind. -- Lincoln Manufacturing Co., Inc. is offering its new Model APC-19 Portable Packaging Conveyor.

Spokesmen for Lincoln explain that as the food containers move down the conveyor they nest in cast-aluminum pockets, and are automatically covered with sealing film, heat sealed and separated.

The unit is 36 inches x 19 feet x 18 inches. Its electrical requirements are 110v., 60 cycle, single phase.

The unit features synchronized heating and cutting cylinders. The conveyor's parts are removable, allowing for ease in cleaning, spokesmen for the firm noted.

The spokesmen also indicated that a plastic film is being developed which will allow aluminum food containers to be processed on the APC-19.

Further information on the new conveyor can be obtained by writing to: Gary Krimmel, sales manager, Lincoln Systems, Lincoln Manufacturing Co., Inc., 1425 Progress Road, Fort Wayne, Ind. 46801.

New Soft Drink Line Offers 5 Flavors

DENVER, Colo. -- Murray's 1776, a new soft drink company, is going into distribution with five "sour" fruit flavors. The line is being canned here by Mountain States Canners and marketed in 30 states in the western portion of the country. The firm plans to franchise other territories and expects to have national distribution by early next year.

The brand name was chosen to tie-in with the country's upcoming bicentennial, and the cans are designed to be reminiscent of Revolutionary War drums. According to chairman Thomas D. Young, cans were selected because the products are being shipped long distances. "Cans also give us a strong design flexibility and allow us to portray the drum concept so that the product stands out dramatically," he states.

All of the flavors in the Murray's 1776 line contain Slender Sweet, a sugar inverting agent which intensifies the taste of cane or beet sugar. According to Young, Slender Sweet reduces the calories by 25 per cent.

Slender Sweet Corp., which supplies the invertase, was recently merged into Murray's 1776. Young, who founded Slender Sweet, is chairman of both firms.

G-F Cool-Whip Enters Foodservice Market

WHITE PLAINS, N.Y. -- The institutional food service division of General Foods Corp. is offering its Birds Eye brand Cool Whip topping to food service operators in the central and eastern regions of the nation.

The topping, which is a ready-to-serve, non-dairy, frozen product, is stored frozen and thawed to serve. Cool Whip can be kept under refrigeration for about two weeks after thawing. The product is packaged in half-gallon tubs, which yield about 50, four-ounce servings.

Spokesmen for General Foods note that the item saves the operator time and labor as "it eliminates the preparation and clean-up time required by other toppings."

The spokesmen for the firm indicate that the topping is designed for use on desserts, fruits, cakes, sundaes, hot or cold puddings.

Further information on the product can be obtained by writing to General Foods, 250 North Street, White Plains, N.Y. 10602.

LAKESIDE TRANSPORTER: This new Lakeside Model 360 Adjustable Shelf Truck, suitable for use as a central supply truck or in a variety of foodservice applications, features a top shelf of "4-sides-down" design, to accommodate shelf dividers; other shelves are "2 long sides up - 2 short sides down" style, all fully adjustable in three - inch increments. Another model features underside channel slides for two fiberglass drawers. Trucks are heavy - gauge stainless steel with five-inch swivel casters.

NEW FROM BALLY: Bally Manufacturing Corp. has recently added two new games to its line. These are the "Target Zero" and "4 Queens" units. The "Target Zero" unit features stand-out targets, as well as the Bally 'radar' target tracker which enables a player to zero-in on a target. The game has a three-dimensional terrain which is lit by black light. The "4 Queens" unit is a single player, flipper game, which features two ways of scoring specials. One is the 'Sudden Special' and the other a 'Skill Shot Special.' The game incorporates an "A-B-C-D" bumper idea.

Rock-Ola Announces Delivery Of 100-Selection Model 445

CHICAGO, Ill. -- Edward G. Doris, executive vice-president of the Rock-Ola Manufacturing Corp., recently announced that the firm's 100 selection model 445 has gone into production and is being delivered to all of the corporation's domestic and foreign distributors.

The 445 model was introduced first to distributors at a showing in Point Clear, Ala. and was shown publicly at the recent exposition of the Music Operators of America.

Doris explained that the 445 model, like previous 100 selection models, incorporates all of the features of its companion 160 model, i.e. model 444, with the exception that the two-for-a-quarter-play is an optional accessory. The 445 model also features a new Compute-A-Flash Record Now Playing indicator, which prints out the record number in a series of lights.

The cabinet on the model 445 is 53" x 31¾" x 26¼". Other features of the unit include a plastic protector cover for the coin switch: flip-down program holders for ease in title strip changes according to Doris; and single unit selection panel, price card, credit signal window and coin slot.

MODEL 445: Rock-Ola is now producing this 1971 - model compact 100 - selection phonograph.

Doris also explained that the unit has a slug rejector housing and coin mechanism which are removable and electrically operable for service while in the phonograph. Also available is an optional security cash box for coin only, model 2133.

Doris also noted that the unit has a one key dome door locking system, as well as a rear accessory connection panel for ease in accessibility.

The amplifier, power pack and credit unit assemblies, Doris went on, are interchangeable between the 444 and 445 models in order to aid in reducing the operator's inventory of spare parts.

The styling of the model, as in the 444 160 selection model, incorporates gleaming speaker grills, rosewood "Conolite" side panels and polished chrome casters, Doris said. The stereo sound is provided by the unit's transistorized amplifier and two-12" woofers and two-five x seven oval tweeters.

The 445 model features a new dome counter-balance mechanism for ease in lifting the dome, Doris explained. The grill latches on the model allow for quick removal of the front grill for servicing and cleaning of the inner grill.

The Rock-Ola revolving record magazine and mechanism, the "Accu-Trac" tone arm, and a slotted, precision casted magazine hub are also features of the firm's model 445.

Further information on the 445 model can be obtained by writing to Rock-Ola Manufacturing Corp., 800 North Kedzie Ave., Chicago, Ill. 60651.

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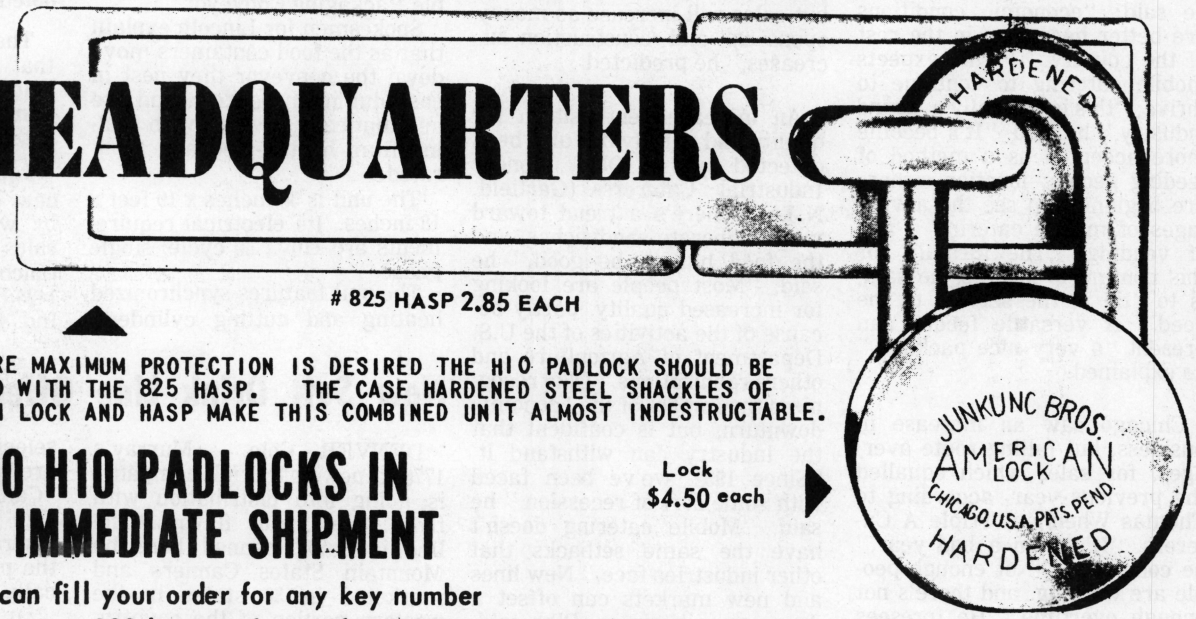

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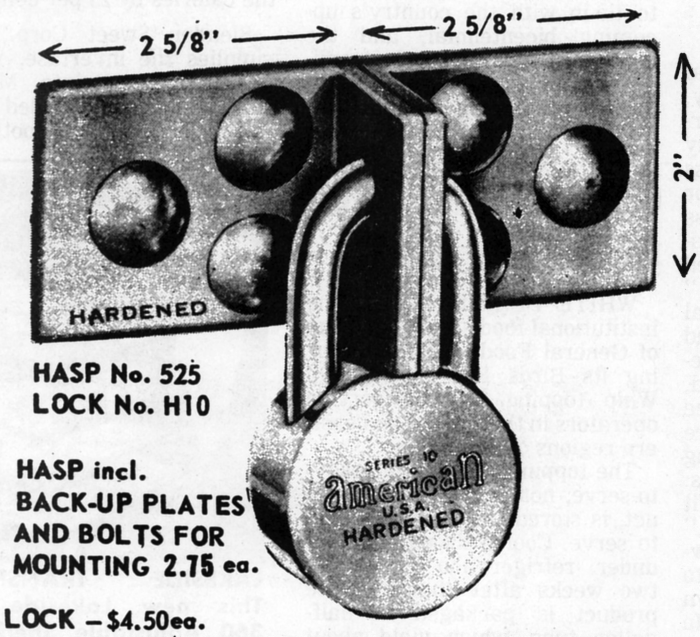

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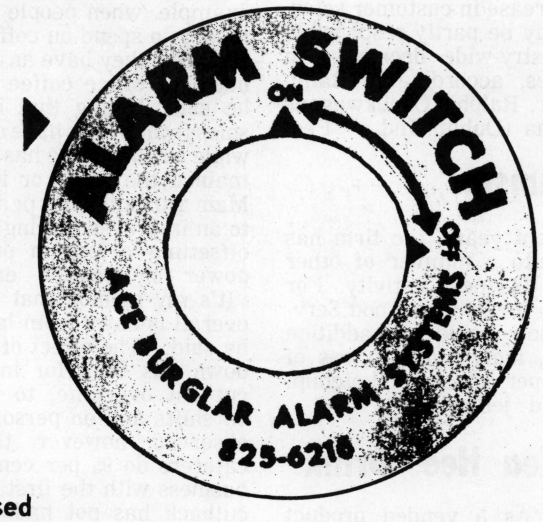

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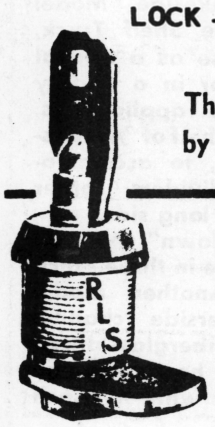

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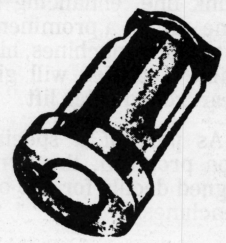

L&M's Harrington: FCC Cigaret Ad Ban Threatens Free Enterprise

RALEIGH, N. C. -- Government action against the cigaret industry can be regarded as one of the first steps toward a gradual attrition of the free enterprise system, Milton E. Harrington, president, Liggett & Myers Inc., told the annual meeting of the Tobacco Growers Information Committee.

Citing the ban on cigaret radio and TV advertising effective Jan. 1, Harrington noted that "this is a good precedent for the Government to say that there can be no more drug advertising, no more this, no more that, whether they are legal products or not." What has happened to cigarets can happen to any legal product in the U.S. in the name of public health and consumer protection, he observed.

Calling upon the tobacco industry to fight back before this form of consumerism engulfs all kinds of products, Harrington said: "We must bring the full force of the entire industry to bear on the issues, because if we lose a few more battles, we may lose the war, and the door for similar action in almost every industry will be side open."

Because the public has been exposed only to the allegations against cigaret smoking, it's not surprising that virtually nobody is aware that many eminent scientists and doctors have challenged the charges that have been leveled against cigarets, Harrington contended. When these same issues have been presented to a judge and jury, and the jurors must listen to both sides of the question, defendant tobacco companies have consistently prevailed, he pointed out. "We must find the means to make our side of the argument visible," he said, "for our position is well reasoned and credible."

Circus Foods Gains

GREENWICH, Conn. -- A substantial increase in the first nine months of 1970 for the sales of Vac-In-A-Box Nuts and candy bars has been noted by the Circus Foods Division of United States Tobacco Co.

KRAFT CANDY: This 15-cent "Chocolate Crisp" peanut bar was shown by Kraft Foods at the recent NAMA Convention: Item joins line of Kraft candy, cookies and snacks for vending.

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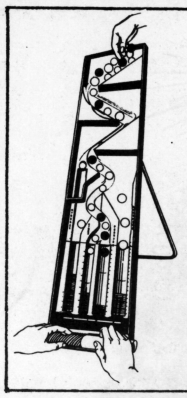

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PENNY WEIGHING SCALES. Watlings with mirror-other makes. Ready for location. G.H.'s Place, Farrell, Pa.

ACE LOCKS KEYED ALIKE $1.00 each, speedy service by bonded locksmith, Midwest location. Send key and locks to: Lock and Key, 1326 Milwaukee Ave., So. Milwaukee, Wisc. 53172 - (414) 762-3527

Coffee machines - STONER 4 kinds of coffee-2 soup-1 tea 1 hot chocolate. Good condition, ready to go $65 each. Harris Vending, 814 Longshore Ave., Phila., Pa. 19111.

For Sale: Amusement game route in Central Wisconsin. Have Pool Tables, Juke Boxes and etc. Write VENDING TIMES, Box 323, 211 E. 43rd St., New ork, N.Y. 10017.

5-ROWE CELEBRITY ALL PURPOSE A-1 CONDITION $555. EACH. DAVID'S SANDWICH CO., INC., 848 N.W. 22nd St., MIAMI, FLA. 33127.

VENDORS EXCHANGE, INC.

5200 Prospect Ave., Cleveland, Ohio 44103
Tel. (216) 432-1800

Integrity. . .the True Image

These are times when more and more operators areturning to used vending equipment. Economics of course is playing a key role. But many of our customers tell us that Vendors Exchange has been "tried. . .and not found wanting".

The area in which we've "not been found wanting" is in that vital intangible: INTEGRITY. This is a word not always historically applicable to the used vending equipment merchandiser.

This very fact that a growing number of operators have learned that "Vendors" and "Integrity" are synonymous is another key element in the increasing operator purchases of used equipment via our organization.

We are pleased to renew our pledge to the vending industry that we rate our Integrity Image as the most priceless ingredient of our business. . .and that we shall always keep this in mind throughout all our dealings with vending operators.

Best wishes for the holiday season.

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VENDING TIMES

THE NATIONAL NEWSPAPER OF VENDING, FEEDING AND RECREATIONAL SERVICES

VOL. 10, NO. 12
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New Year's Resolutions

This is the time of the year when many people begin to think about New Year's resolutions. Here are a few we thought some operators might consider:

I will consider changes in equipment, supplies and concepts of operation because I know that if I resist change, I'm sure to be left behind.

I won't worry about what my competitor is doing, but I will adjust my pricing policy to economic reality so that I can receive a profitable return on my investment.

I will evaluate the equipment I have on location to make sure that it is attractive and efficient, because I know that only upgraded venders will permit me to provide the best possible service to my customers.

I will make sure that my machines dispense quality products and that my venders are clean and inviting because I want repeat patronage.

I will provide top security at my warehouse, office, on the routes and on location because break-ins, thefts and robberies can drain the profits from my business.

I will expand into other areas to broaden the base of my operation because I'd like to generate more profits.

I will think twice about merging because I enjoy my independence as the boss of my operation.

I will seek out new locations because I know that new business is necessary to broaden an operation.

I will re-evaluate my existing locations to make sure that each is profitable because I know that sales volume alone does not tell the whole story.

I will make sure my bills are paid on time because I recognize the advantage of discounting statements and establishing A-1 credit.

I will seek the advice of my suppliers because many of them can provide the services, expertise and ideas that can help me to build my business.

I will work aggressively at public relations for vending and for my operation because I want to insure the continued prosperity of my business.

I will become active in my national, state and local vending trade associations because I want to work together with other operators for the industry and do my part for vending.

I will insist that my routemen are cleanly - uniformed and well - groomed because they need a good image to build location and consumer good - will for my firm.

I will make an effort to be more selective in hiring personnel and I will provide them with better training because a good work force will provide the volume and profits I need for a successful operation.

I will make an effort to bring young blood" into my operation to help build my business -- even though I know nobody can do the job better than I can. But, I promise to have patience.

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Back From Chicago

At the recent NAMA Convention-Exposition, the staff of VENDING TIMES had ample opportunity to talk with hundreds of operators. Whether it was during a break" in a business session, on the floor of the International Amphitheatre, in suppliers' hospitality suites, or in the lobby of the Conrad Hilton, we found the average operator worried about these basic problems:

(1) How to meet rising operational costs and what to do about pricing.

(2) How to recruit and retain the personnel needed to run a successful vending operation.

(3) What operational patterns to follow in charting a profitable business course.

At times, the convention speakers and business sessions touched on some of the answers to these perplexing questions. And, in chatting with fellow conventioneers, suppliers and manufacturers, operators were able to exchange ideas and glean knowledge that they might adopt or adapt in solving the problems of their individual enterprises.

Most operators came away from Chicago with some "bread-and-butter" ideas that can add sales and dollars in the coming year. Now it's a matter of sitting down and making plans to put that knowledge to work toward making 1971 a profitable year. It's up to you to make the new year happy.

From All Of Us

The staff of VENDING TIMES extends season's greetings and best wishes for a happy, healthy and prosperous 1971 to all our friends in the industry. We thank our many loyal readers and advertisers for their cooperation, advice and support, and for their aid in building VENDING TIMES into the leading publication in its field.

May the coming year be a bright one for us all.

TINY TALKS

In travelling around the country, I've been talking to a number of equipment manufacturers, suppliers, location owners and consumers about a variety of subjects. Most of their views are quite varied, but they all appear to have one complaint in common: Vending machine operators resist change.

And, when you think about the matter, it does appear that operators are reluctant to depart from the status quo. How many times have you heard an operator fall back on the old bromide: "Don't rock the boat." Many operators have a tendency to utilize the same ideas and principles over and over again, even though these ideas and principles were developed "way back when" and may have been devised to fit an entirely different era.

Many of the things operators have been doing for the past 20 years are not proving effective in our present day society. The attitudes and life styles of people--and especially young people--have changed. What was sound business practice or good merchandising in 1951 may be neither sound nor good in 1971.

REEVALUATE

It is very important that operators constantly reevaluate what sort of business they're in--and what they're really doing. We only have to look at the sorry state of the railroad industry today to realize that a business which will not adapt to change is doomed to failure.

Manufacturers tell us that improvements that they have placed in equipment are dismissed by some operators as "unnecessary" and "over-engineering." Time and money have been expended to produce a better vender, but the operator--used to functioning in just one way--resents the change and resists it. Perhaps the late Bruce Barton summed up the results of this attitude best when he said: "When you're through changing, you're through."

We may not agree with the modern consumer's outlook and we may yearn for the "good old days." But today is today, and we have to remember that the customer is king--and shape our business practices accordingly. We can't be smug, obstinate or arrogant--or the parade will pass us by.

On the other hand, I want to emphasize that the operator is the final judge of good business principles and he must always maintain his integrity. Basically, it's a matter of adjusting perspective to today's tempos.

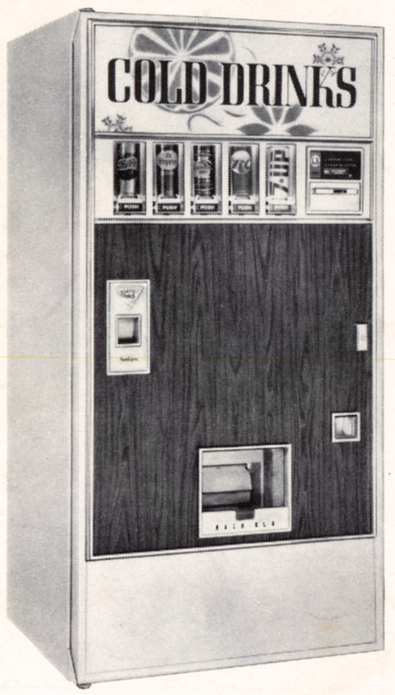
There's a whole new world confronting the vending industry and operators must be willing to adapt to that world. 1971 will be another year of change. Make sure that you change with the times.

"Coca-Cola" and "Coke" are registered trade-marks which identify the same product of The Coca-Cola Company.

The Love Machine

Take a cup vending machine.
Put Coca-Cola in it. Put a sign saying "Enjoy Coca-Cola" on it. Sit back and watch the profits roll in.
You'll love it. People love the taste of Coca-Cola over 110 million times a day.

It's the real thing. Coke.
Trade-mark ®



CC-SERIES CAN VENDERS

Rock-Ola's Can-Do imagination has created a can vender series with remarkable design innovations carefully calculated to out-perform conventional venders. The versatile CC-Series has now been expanded to answer the profit demands of even the smallest locations. Features fast, efficient serpentine columns. Ingenious electro-mechanical components actuate "sold out" and "use exact change" indicators to eliminate the erratic performance of fragile and limited-life light bulbs.

MODEL CCC-5 (left)
5 Selections. 250 Can Capacity.
63″ High x 31½″ Wide x 24½″ Deep.

MODEL CCD-4 (below)
4 Selections. 148 Can Capacity
54″ High x 26½″ Wide x 25½″ Deep.

CAN-DO PERFORMANCE VENDIMAGINATION

WANT A CAN VENDER THAT . . .

. . . lets you service vend mechanism without removing cans from the column?

. . . lets you remove vend mechanism in seconds without tools?

. . . delivers cans instantly to handle peak traffic periods?

. . . puts a stop to wrong selections with fast, sure vends?

. . . has an all steel cabinet and roll formed door strong enough to resist location abuse?

. . . handles steel, aluminum or the plastic cans of the future . . . 10 or 12-oz. . . . without conversion or column adjustment?

. . . vends four or five selections and gives you maximum capacity per square foot of floor space?

THE HIGH PERFORMANCE CC-SERIES CAN-DO!

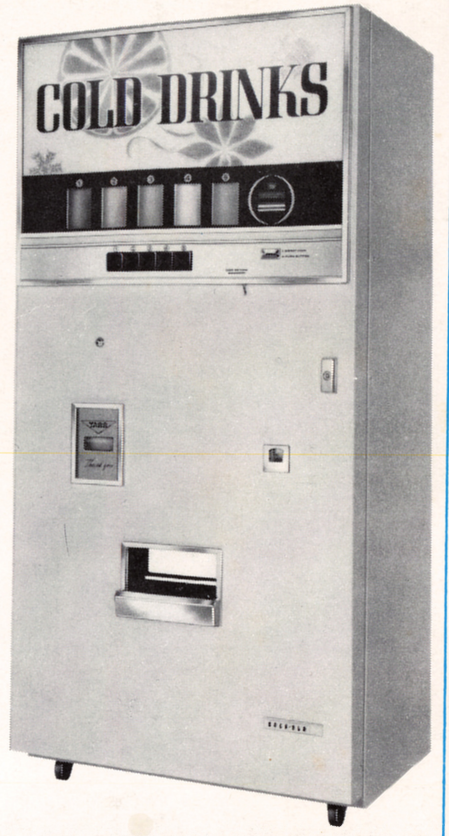
ROCK-OLA
THE NAME FOR PROFITABLE VENDING
Rock-Ola Manufacturing Corporation, 800 N. Kedzie Ave., Chicago, Illinois 60651

3304 SERIES CAN VENDERS

Can-Do performance is dramatically presented in the high capacity 3304 Series can venders. Ideal for medium or high traffic locations where around-the-clock inside-outside automatic sale of cold can beverages is demanded. All models feature giant 408 can capacity and five selections. In spite of high capacity, maxi-vender measures but 79″ High x 37½″ Wide x 26″ Deep.

MODEL 3304 (right)
Illuminated display panel attractively accentuates actual cans to stimulate greater sales. Baked enamel front is framed in sparkling chrome trim for greater location appeal. Also available with deluxe mar and tear resistant heat sealed vinyl wood grain front (Optional).

MODEL 3304 MODULAR DELUXE (below)
Popular new opulent look for more styling conscious modular installations. Features tough, attractive Formica wood grain front for extra durability and sales appeal. May also be ordered with durable baked enamel front (modular).



CAN-DO PROFIT VENDIMAGINATION

WANT A GIANT CAPACITY VENDER THAT . . .

. . . you can load from the front fast . . . faster than any other vender?

. . . lets you handle non-standard cans with up to 30 different settings?

. . . gives you an exclusive spray-proof can opener with no spillover?

. . . has a loading platform for cases of cans to give effortless, back-saving loading?

. . . provides 408 cans on less than 7 square feet of floor space?

. . . has industry's first 100% anti-theft, anti-jackpot starwheel vend mechanism?

. . . gives you a sales stimulating display of the cans you are vending?

THE PROFITABLE 3304's CAN-DO!

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