

Vending Machines Gaining on Us Reporter Finds; Mergers Result

By REYNOLDS KNIGHT

The ever-present vending machine, which peddles everything from soup to nuts in the food and beverage line and even dispenses such items as dry cleaning for suits and use of sterilized electric razors, is steadily gaining in popularity with the American consumer.

An increase of 28 per cent in the value of shipments of the mechanical salesmen in the United States was recorded in 1960 over the previous year, according to the National Automatic Merchandising Association.

SHIPMENTS of vending machines for the year amounted to \$164,500,000, compared with \$126,900,000 in 1959, with beverage machines accounting for the lion's share of the rise — \$109,400,000 in 1960 compared with \$75,300,000 in the previous year.

However, the growing reliance on this means of merchandising products has created a competitive situation that is prompting a number of mergers, and this is reducing the number of companies operating in this field. The number of vending machine manufacturers has dwindled from 96 to 86.

SURE SUCCESS ROUTE?—A marketing official of a major manufacturer has predicted that his company's business would double in the next four years, primarily because of the introduction of new products. A. O. Fisher, international division vice president of Johnson's Wax of Racine, Wis., made the forecast at an international conference in London of 122 delegates from companies all over the world that make and distribute Johnson's Wax products.

FISHER pointed out that in this country Johnson's has introduced 22 household and auto products in the last decade, that 20 of them are still on the market, and that they account for 90 per cent of total dollar volume, he added. But while making this case for new products, Fisher also pointed out that new product development in itself doesn't guarantee success, especially if there is failure to understand up-to-date marketing concepts. He explained that for the U. S. as a whole, the survival rate of consumer packaged goods is nowhere near his company's 91 per cent. In fact, he said, only one out of 25 survives—a success rate of only 4 per cent.

WOOLWORTH EXPANDS—Confidence in the present and future economy of the nation was illustrated recently by the F.W. Woolworth Co. with its recent announcement to open a chain of discount department stores.

Robert C. Kirkwood, Woolworth president, said the company based its decision to open discount department stores after close observation and careful study of the development of discount department stores and the attitude of the customer toward that type of operation. All evidence pointed to a great deal of customer interest in that direction.

EACH OF these stores will comprise a minimum of 60,000 square feet of space, and the company says the exact size of any store will be limited only by customer requirements.

Kirkwood said these stores will follow the company's policy of directing its efforts toward providing the customer with an outstanding line of merchandise by the most convenient means and at the lowest prices.

He stressed the fact that the decision to operate discount department stores will in no way conflict with or reduce interest in the company's regular variety store operations.

THINGS TO COME — U. S. soft drink sippers in some areas of the nation this summer may find their favorite beverage in polyethylene pouches being packaged by a Canadian concern. The four-by-six-inch containers come with built-in straws that can be punched into the bags... A fiber glass bicycle, latest thing in streamlined transportation, is said to be lightweight but durable. Glass fiber forms frame and connection structure, and all mechanical parts are encased to prevent rusting and chain hazards.

VEGETABLE PLATE — The popularity of frozen vegetables is expected to increase this year, according to producers, who predict that the average American will consume 10.4 pounds, up from 9.6 last year and more than triple the 1947-49 average. As a result, growers are being asked to plant more for processors this summer than last year. For example, processors have contracted for 150,420 acres for freezing, an increase of 24,700 acres over last year. Increases in contracts also are noted for corn (19 per cent), snapbeans (17 per cent) and substantial gains for potatoes.

BITS O' BUSINESS — The Department of Agriculture, seeking greater accuracy in crop reporting, plans to add 630 people for a 10-day, 15-state special survey of cotton and corn in connection with the July report. Forecasts now are based on information supplied by 100,000 volunteer reporters... Latest thing in housing is a "splanch" house combining best features of the ranch and split level.

Barber Shoppers Fill Air With the 'Good Old Songs'

The pleasing vocal strains heard in the Peninsula area are the Good Old Songs in Barbershop Quartet Style sung by members of the Palos Verdes Chapter of the Society of the Preservation and Encouragement of Barbershop Quartet Singing in America, Inc., at their Monday night practice sessions in preparation for their big Parade of Championship Quartets Show to be held Saturday night, June 10, at 8 p.m. at the Torrance High School Auditorium.

Tickets are now on sale for the event. Walter Jay Stephens, founder of the chapter, says SPEBSQSA "is a youthful organization, even though its activities hark back to the era of individual initiated shaving mugs, when the tenor's soapy shaving brush had to be suspended until a particularly mellow chord of 'Garland of Roses' faded away into silence so it wouldn't be jabbed into the open mouth of the baritone, under the towels in the chair.

FOR TODAY Barbershop singing is a vocal jam session for four male voices unaccompanied. Melody, time and words are subordinated to harmonizing. The boys love 'those minor chords' the bass 'boom-boom-boom', and the 'swipes' - barbershops for harmonizing chords, sometimes as many as five, enable them to soar to lofty heights on each melody note while the bass down below the cellar.

"The melody is usually sung by the lead, with the top tenor singing above the lead and the baritone and bass rounding out the chord in furbellowed harmony."

AND BARBERSHOP singing is a tonic to the fretting and worried man of the day, who finds his worries and troubles evaporating to the strains of "Keep America Singing."

All congenial males are invited to attend the next meeting and join in the practice sessions for the chorus rehearsal for the Big Harmony program, Stephens said. Meetings are held each Monday night at 7:30 p.m. at the South High School located at Rt. 101 and Calle Mayor, Torrance. Come out and join in the fun of singing in the chorus or in organizing a quartet.



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LIBBY — 303 — YELLOW Cling Peaches **5 FOR \$1**

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