

**Western Union
Rate Increase
Request Approved**

Washington (UPI)—The Federal Communications Commission has approved an average telegram and money order rates.

The new rates—asked for by Western Union Telegraph Co.—are effective Aug. 17.

The rate increases would boost the cost of a 15-word telegram by 5 cents and a 50-word day letter by 10 cents. A 50-word night letter would cost an average of 10 cents more. Money orders will cost 5 cents more for amounts under \$100.

GSA Request Rejected

The commission turned down a request from the General Services Administration to investigate the rate increases which affect both public and government messages compared to an 8 per cent increase for public messages as "unjustly discriminatory."

But the commission ruled that Western Union needs the additional revenue which the new rates will bring in immediately to off-set wage increases already in effect.

A commission spokesman said the FCC will take no further action in the matter.

Western Union has also asked the commission to approve an increase in press message rates. This would become effective Aug. 26 but must still be approved by the commission.

**Woman Cited After
Two-Vehicle Crash**

Ashland — A 69-year-old Cave Junction woman was cited by Ashland police Saturday for failing to yield right of way after a two-car collision here which caused a total of \$650 damage to the vehicles involved.

Cited was Mrs. Frances B. Racknor. She posted \$25 bail and was released.

The accident occurred at 3:55 p.m. Saturday at North Main and Wimer sts. when Mrs. Racknor's auto struck the rear end of one driven by Mrs. Annabelle Lunsford, 35, Talent. Damage to Mrs. Racknor's car was estimated at \$450 and to Mrs. Lunsford's at \$200.

**1960 Expected To Be Year of
Coin Machine Breakthrough**

By HENRY J. BECHTOLD
UPI Financial Editor

New York (UPI)—The vending machine industry has made fantastic progress the past 35 years, but 1960 could very well go down as the year of the breakthrough.

This is the year the machines learned to make change for dollar bills. "The ability of machines to receive bills, and return change as well as men's underwear presages an era when manufacturers of anything small enough for a machine to stock and a consumer to carry cannot ignore the possibility of a retail revolution," according to American Investor magazine.

The number of vending machines has grown from 50,000 in 1925 doing an annual business of \$30 million, to more than four million last year dispensing \$2.3 billion worth of merchandise.

And the trade sources look for growth at an annual rate of 10 to 15 per cent, at least, over the next decade.

Vending machines today account for 20 per cent of all candy bar sales, 18 per cent of single pack cigarette sales, and 25 per cent of all soft drink sales.

Coffee Machines Flourish

But, the magazine of the American Stock Exchange points out, coffee presently is the biggest news in the industry. Coffee, like cigarettes, is a high profit item and sales are expanding so fast the trade cannot keep up with them now that machines can turn out "fresh brew" coffee.

The optimistic outlook for the industry not only reflects the technical developments in vending machines, but the growth in population, and, more important, the growth of the work force which will mean more in-plant feeding.

Vending machines already have been introduced to in-

plant feeding, but compared with the potential in this field, the surface has only been scratched.

Many Plants Untouched

Harold Roth, president of Continental Industries, manufacturers of vending machines, recently pointed out that cafeterias in industrial plants now cater to about 24 million people on an average day, and total food sales amounted to \$805 million in 1959.

Yet, he added, more than 96 per cent of all manufacturing plants in the United States still are untouched by hot food, full line vending.

Roth believes that the in-plant feeding market alone can reach 10 times the industry's total volume of \$2.3 billion last year. "And this can come about within the next five years," he stated.

He noted that in the few

locations where vended hot meals are being offered, prices range between 35 and 50 cents, and compare favorably with "any manually cooked and served cafeteria meals."

Lengthy History

The vending machine idea dates back at least from 219 B.C. when a Grecian high priest invented a machine to provide holy water for supplicants, according to the American Investor.

The temple vendor utilized a balanced bar which, when tipped by a five drachma coin, opened a valve releasing a few drops of holy water.

There were numerous interpretations of vending machines down through the years, but it was a coin-operated postal vendor, invented by an Englishman in 1833, that became the forerunner of today's vendors, the magazine notes.

Tobacco Mainstay

The postal vendor then was converted into a successful automatic dispenser of tobacco. Other adaptations including the Adams Gum machines, followed.

Until recently, however, the magazine notes, tobacco in one form or another had been the mainstay of the coin-in-the-slot machines. Cigarette machines were the first to accept coins of varying sizes and denominations.

William H. Rowe introduced the first successful cigarette machine in 1926, and Continental Industries built the first successful electrical cigarette vendor in 1955.

It was this machine that set the pattern for those that afterwards sold other goods.

Senator Kennedy's Grandmother Ill

Hyannis, Mass. (UPI)—Mrs. Josephine Fitzgerald, 95, grandmother of the Democratic presidential nominee, was hospitalized here Sunday night, it was disclosed today.

Her ailment was not described, but a Cape Cod hospital bulletin said she was "slightly improved" today.



RESCUED FROM FLOOD—Irene Lopez is pulled from her auto by rescuers who answered her distress call when flood waters stopped her car near the center of San Antonio, Tex. Rescuers carried her to safety. Her mother, Mrs. Tillie Lopez, braved swirling waters and walked to safety but Irene became frightened and took refuge on the hood of the auto. (UPI Telephoto)

Transportation Award Announced

Washington (UPI)—Stephen D. Bechtel Sr., board chairman of the Bechtel Corp. of San Francisco, has been named winner of the National Defense Transportation Association's 11th annual award. Bechtel was chosen by the joint chiefs of staff as the person "whose achievement contributed most to the effectiveness of the transportation industry in support of national security."

The award will be presented to Bechtel at the association's annual convention in New Orleans Oct. 2-5.

NEED 220-100 AMP SERVICE
LET SEARS ARRANGE INSTALLATION
AS LOW AS
\$8500
Nothing Down, 3 Years To Pay On Sears Modernizing Credit Plan
Includes: Service for Range, Dryer and Hot Water Tank Up to 30 Feet Each, Plus 3 Circuits.
PHONE SP 3-6661 FOR FREE ESTIMATES

**Ford Foundation
Announces Awards**

New York (UPI)—The Ford Foundation has announced the award of \$2,355,000 to 14 universities to expand, speed and improve the education of college teachers.

The 14 universities which received the grants include: Brown University, \$262,000; University of California (Santa Barbara) \$128,000; University of Cincinnati, \$161,000; Indiana University, \$184,000; State University of Iowa, \$75,000; Kansas State University, \$165,000; University of Missouri, \$210,000; University of New Hampshire, \$136,000; New York University, \$98,000; University of North Carolina Women's College, \$64,000; St. Louis University, \$215,000; Stanford University, \$202,000; Tufts University, \$195,000; and University of Washington, \$260,000.

IKE SENDS GREETINGS

Washington (UPI)—President Eisenhower has sent greetings and best wishes to the new Congo Republic. The White House made public Monday his message to President Fulbert Youlou of the republic, formerly governed by France. The republic, which became an independent member of the French Community of Nations Monday, is independent of the strife-torn former Belgian Congo.

**stays cool
for hours!**

New "Iceless Icebox"
Sealed in ALUMINUM FOIL
Costs No More!

Chill the carton first—its aluminum foil covering will keep it cool, for hours. Then take it along to picnic or beach—your Rainier stays cool and sparkling. Get Rainier in this exclusive 12-can "iceless icebox"—it costs no more!

**PHONE
BOOTH
OF THE
FUTURE?**

This is the Vistabooth—one of many new booths telephone people are testing. The idea is to explore new materials and new designs for your future telephone convenience. Meanwhile, phone people continue to increase the number of modern, well-lighted booths available to you now—spotting them where you're most likely to need them.

Last year, we added 2,600 new public telephones in the Pacific West, raising the total to 69,500. And, we plan to add more in 1960, so it will be even easier to find a phone wherever you may go.

Pacific Telephone—Northwest
PART OF THE NATION-WIDE BELL SYSTEM

