



ON WAY HOME — Two heavily-bearded brothers from Norfolk, Va., are shown at Minneapolis on their way home from what began as an Eastern vacation trip, without funds, to Alaska. Doug, left, and Steve Lewis didn't find their fortune in the north country but they did pick up a pair of husky pups. They made the long trek with less than \$10 and a lot of faith in the goodwill of gas station operators and roadside restaurants. (UPI Telephoto)

Future of Vending Machine Business Said To Be Wide Open

By HENRY J. BECHTOLD
UPI Financial Editor

New York—Vending in America has come a long way in 75 years, yet its future is as wide open as outer space.

Progress continually is being made as quickly as new technological and marketing advances can be put into practical use.

Many of man's needs now are being dispensed by vending machines. Not only do they serve hot and cold foods and beverages, but also run the gamut of such items as detergents, soft goods, hard goods, patent medicines, toiletries, periodicals, insurance policies, fish bait, etc.

And the time is near when most everything a man needs will be dispensed through vendors.

Each day, 70,000 Americans buy at least one meal through vending machines. And in 40 per cent of U.S. industrial plants vending machines now are the only source of food and beverage for people on the job.

Major Breakthrough

One of the major technological breakthroughs responsible for getting the industry in full stride after World War II was the automatic coffee machine invented and marketed in 1946 by Lloyd K. Rudd and K. Cyrus Melikan.

Last year the coffee segment of the industry dispensed 1.5 billion cups of coffee through 100,000 machines, with gross sales of about \$175 million.

The spectacular growth of the coffee vending business has led the entire industry to unprecedented progress and success.

There are about 150 vending machine manufacturers in the nation. But the trend now is to acquire and merge, slimming down the ranks of the manufacturers.

A similar trend is taking place at the operating level. The people in these firms are the specialists in the industry—they purchase machines, place them in operation and service and supply them.

The results of these acquisitions and mergers should be reflected in better quality and quantity of equipment that will be made available to serve more products to more people in more locations more economically.

New Devices Introduced

Recently several new devices were introduced that have helped accelerate the industry's growth. One is an automatic bill changer that will accept a dollar bill and give the correct change. It rejects counterfeit.

A new fresh brew machine developed by Rudd and Melikan dispenses individual cups of coffee, each brewed directly from pods of fresh ground coffee in six seconds.

Another of their developments is a microwave oven that can cook a frozen hamburger on a bun in 15 seconds while it is still wrapped in wax paper on a paper plate.

There is a new machine that dispenses soft drinks with crushed ice in paper cups, and there are many machines in various stages of development that give promise of even greater things.

The Family Council

Editor's Note: The Family Council consists of a judge, a psychiatrist, three clergymen, three editors and a women's editor. Each article is a summary of an actual case history. The Council reports on problems that have been dealt with by responsible agencies and counselors. (Copyright 1961—General Features Corp.)

Ruth M.—He has a perpetual chip on his shoulder. Randolph M.—I see things in their true light, not through rosy glass.

Ruth M.—I'm worried about Randy. He seems to consider everyone his enemy and hardly gives them a chance to prove themselves a friend. His hackles are up when I say hello to a new neighbor, a new member of our church, or newcomers (through marriage) into our family circle.

It never dawns on him that these may be fine, unselfish people. He groans to me, "Now what? See what this fellow will try to get out of me!" And his conversation, even with me, is cutting and sarcastic.

Why is he afraid to relax? Why is everyone such a threat in his eyes? It's true that eventually he comes to trust a few people, up to a point. But he misses so much joy by being so narrow and unfair.

Randolph M.—The trouble with Ruth is that she's a babe in the woods. She doesn't realize that most people are out to get you. And while neither of us is from Missouri, I like to be shown that new acquaintances are okay. Until I know them well, I'm on guard.

I don't let people get away with anything. Ruth lent her brother one of our cameras and told him he could keep it a year, since we have another. That's not the point. Suppose we needed it meanwhile? He can buy his own. He's the type who would have quietly kept it, anyway. Ruth wouldn't ask for it back, so I did. I'm no sucker.

I face facts. Ruth lives in a dream world.

The Council: "Once burned, twice cautious," they say. But Randolph acts as though everybody's a potential flame-thrower! The roots of such unreasoning hostility undoubtedly go back to embittering experiences in his childhood. Unable to "get back at" parents, teachers, or other tormentors, Randolph now reacts to everybody else as though he must beat them to the punch.

Ruth is doing him a good service to put the spotlight on this dangerous pattern of behavior. It's all right to go through life with boxing gloves on when the adversaries are "conditions"—social evils like poverty, un-

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