

Impulsive Buyers Boost Coin Machine Business

By JAY HEAVILIN
CLEVELAND, (NEA) — When you drop a coin in a slot machine to get gum, candy, cigarette or nylon hose, you do it "on impulse" or because you are caught in an "emergency."

So say officials of the National Automatic Merchandising Association, gathered here for their fifth annual exhibition of vending supplies and equipment.

They point out that a chain smoker, caught with only one cigarette left, is as much a victim of emergency as a mountain climber in the path of an avalanche.

HOSE
The emergency factor is not limited to cigarettes, although that is the industry's biggest money maker. A nylon hose machine, at a New York airport, moved 1999 pairs of hose at \$1 a pair in a single month.

Machines that tickle the appetite and provoke curiosity are responsible for most "impulse" sales. Brightly-colored one-cent gum, chocolate, peanut and scale machines prompted New York subway riders to reach impulsively for pennies that totaled almost \$2,000,000 last year.

Success stories like these have spurred vending machine magnates on to bigger and better things. The automatic machines offered, last year, 65 different commodities. Collector's coin bags jingled to the tune of almost a billion dollars.

This year, despite a shortage of critical materials needed for the manufacture of new machines, the coin machine industry hopes to rake in almost twice as much.

ITEMS
There are 2,500,000 machines that dispense such items as 703 cubes, 60 seconds of invigorating body massage, 12 aspirin tablets, six ounces of steaming soup, two chilly apples, or a squirt of perfume.

With 65 percent of all vending machines in essential locations—such as defense plants, military installations, hospitals—the industry is concentrating most of its efforts on the development of labor-saving, morale-building food units.

An example is the automation that dispenses hot chocolate, broth, sweetened or unsweetened tea, and coffee, with or without sugar and cream. Widespread popularity is also predicted for an automatic vender or refrigerated apples and lemons.

Other food available for the proper coin are grilled hamburgers, hot dogs, french fries, vita-

mins, doughnuts, soups, hot sandwiches and ice cream in five flavors. One railroad is experimenting with machines as possible replacements for the old-fashioned candy-and-sandwich butcher.

Off the job, defense plant employees can tap machines for an equally impressive array of products and services, ranging from golf tees and toothbrushes to insurance and shoe shines.

SELECTION

Multiple vendors now being designed promise to supply not two or three items but as many as 25 packaged commodities from a single machine. When these become popular, warn NAMA executives, retail sales personnel may have to make way for the automaton.

But don't bet your last dime, if you haven't surrendered it to a machine, that salesgirls will disappear overnight. The number of existing automatic vendors will have to be more than doubled before the machine age really arrives.

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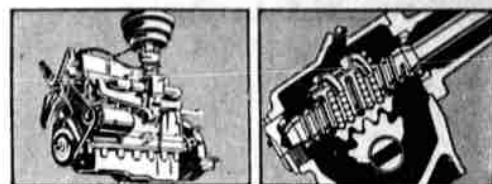
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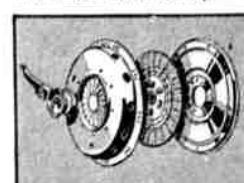
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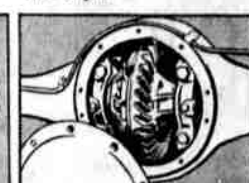
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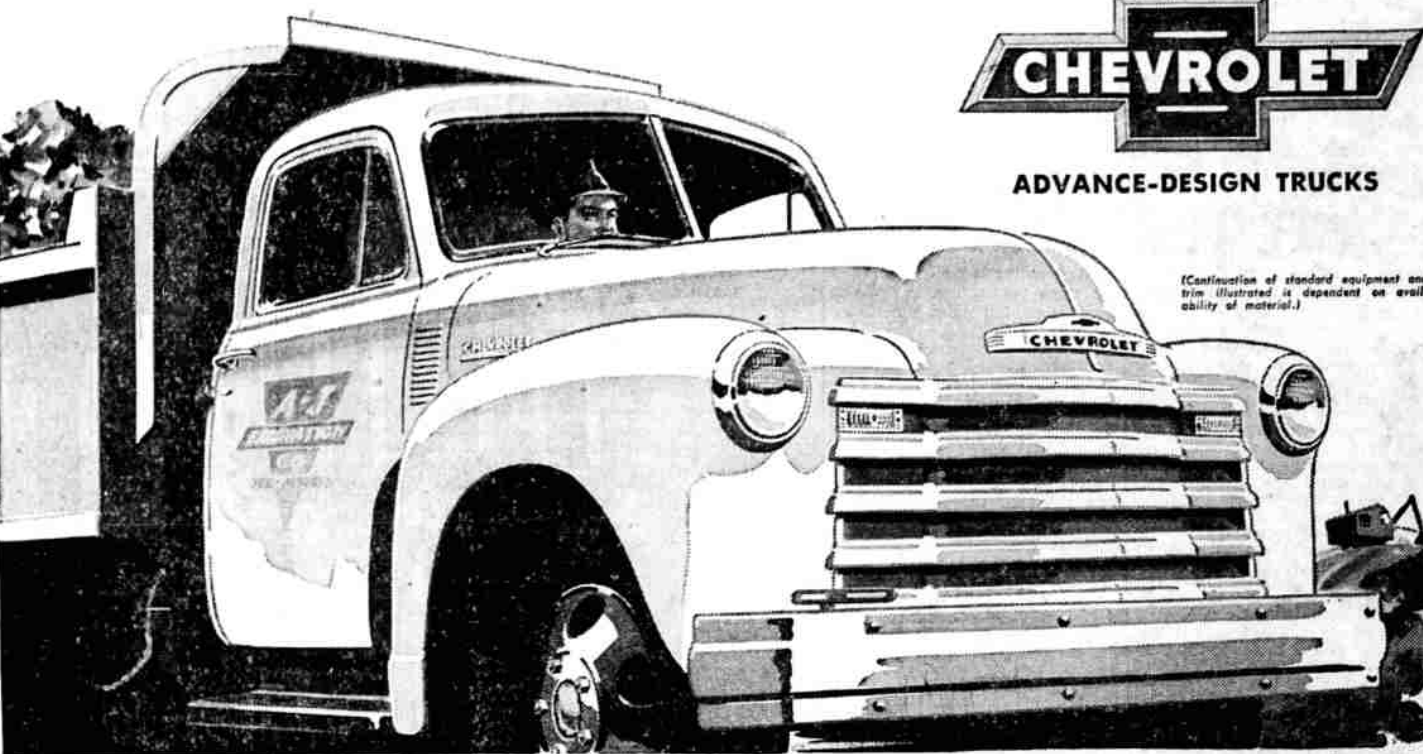
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(Continuation of standard equipment and trim illustrated is dependent on availability of material.)



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Body Parts Fight Eased

AP Newsfeatures
VIENNA — An international dispute over the heart of Napoleon's son and heir has been settled—at least temporarily.

Austria has the heart suspended in a sealed silver urn. France possesses the body of the 21-year-old Duke of Reichstadt, who died in Vienna in 1832 of pneumonia.

After much postwar argument, France finally has given up a demand that Austria send the heart to Paris to be with the bodies of the young duke and his father in the Invalides.

But the struggle may be renewed if Austria decides to request back the body of "L'Algon"—the "young eagle"—as he was affectionately called.

The Duke of Reichstadt was the child of Napoleon and Archduchess Maria Louise of Hapsburg. Napoleon's dream was that the young duke would become Holy Roman Emperor.

When the duke died in Vienna's Schoenbrunn palace, the Hapsburg monarchs carried out the same rite they had for hundreds of years. They separated the heart from the body and sealed it in a nine-inch high urn.

The urn was placed sixth from the left on the bottom row of a collection of Hapsburg hearts in the crypt of Vienna's St. Augustine church. The collection now numbers 54 hearts and includes those of nine emperors, eight empresses and a motley collection from Hapsburg princes and archdukes.

The Duke of Reichstadt's body lay peacefully beside his mother in Vienna's Capuchin crypt until November 12, 1940.

On that date, Hitler's Gestapo carted off the body, over the protests of the Capuchin monks, and took it to Paris.

TRAINING
HONG KONG, (AP)—The Independent Hong Kong Wah Kiu Yat Po says Russian advisers are drilling 3000 Chinese Communist marine trainees in amphibious landings on Hainan island off the South China coast. A first group of 2500 completed a six-month amphibious course Aug. 15, the newspaper says.

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