Coin-in-the-Slot Business on A Boom Basis -- Laundering Next Set Friday

By REYNOLDS KNIGHT
Coin-operated vending machines, said to nave originated in pre-Christmas times when a clever Greek built a coina clever Greek built a coinbighlight this field, industry and general industrial fields. a clever Greek built a coin-operated public bath, are mov-ing vigorously into new sectors of American business. Such machines scored their

sources indicate.

Such machines scored their first solid advances during the 1940's, when they were used for candy, smoking products, and — to a small extent—soft drinks. Then there came a sarge into new offerings, and by 1960 the consumer could avail himself of products ranging from hot soup and sandwiches to pocket combs and shaving equipment.

Currently cigarettes, candy, and soft drinks remain the leaders in the field, and get the lion's share of the \$2-billion-plus total market. Business observers, however, are now pointing to a different area "out on the fringe" as the one holding great promise for the future. It's laundering.

SOME OF THE more complex valves often are delivered to the consumer of the valves often are delivered to the consumer of the consumer of the same of the sa

the future. It's laundering.

LOCAL BUSINESSMEN who installed coin-operated washing machines, giving birth to the names "laundermat" and "laundromat," now are going one step further: to the dry-cleaning machine. One executive estimates consumers will have surprising that, with this synthese spent about \$100 million on dry cleaning by this method in 1961 (compared with virtually nothing two years ago), and that for 1962 the outlay will to \$300 million. Manufacturers of the equipment expect their sales to double next year. Their promillion. Manufacturers of the equipment expect their sales to double next year. Their production facilities are being heavily pressed to meet current demand. The complex machines cost up to \$6,000 each.

CHRISTMAS OUTLOOK -Whether he's buying toys or timepieces, this year's average Christmas shopper wants high-er quality and is willing to pay a bit more for it than last year. So observes Bulova Watch

year. So observes Bulova Watch Company after a recent survey of manufacturers and retailers in traditional Yule-boom fields. Toy makers see sales 12 to 13 per cent higher than in 1960, a record year, it's reported. Rising personal income and higher unit spending will keep the business close to record levels for the next 10 years, one source comments.

IN THE JEWELRY survey.
84 per cent of those polled said this Christmas would be "as good or better" than 1980; 64 per cent said flatly "better." Biggest gains are expected in higher-priced items: diamonds, sterling silver, fine china and jeweled wristwatches.

Noting that teen-aged "first-watch" customers born between 1946 and 1949 are now entering the market in record numbers, Bulova president Harry B. Henshel says his company will concentrate for the first time on a Christmas line of diamond watches styled for dress-up occasions yet priced at \$40 and up; the line was designed to have special appeal for younger girls.

for younger girls.
In another field, the music industry foresees — thanks to

Cooke Given Tribute by Teachers

Citing the outstanding edu-cational efforts of a retiring board member took a brief moment at the meeting of the Torrance Unified School District Board of Education last

Monday.

Mrs. Irma B. Wilson, vice president of the Torrace Education Assn., read to the board members a letter of commendation to be sent tod commendation to be sent to Clinton Cooke, who resigned as a member of the Board of Education on Dec. 1, to ac-cept a position in Houston, Tax

Tex.
Mrs. Wilson, in her presentation, mentioned that the Torrance Education Assn. will send a certificate of appreciation to Cooke in addition to ciation to Cooke in addition to the letter read at the board meeting. She further stated that the Torrance Education Assn. hopes to establish a tradition of recognizing out-standing members of the com-munity for their contributions to the educational welfare of to the educational welfare of

our children. Certificates of appreciation from the Torrance Education Assn. may be granted by the Assn. executive board to members of the community for outstanding contributions to education in the community,

source indicate.

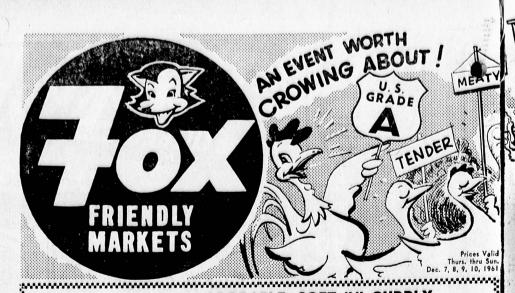
veloped a refrigerator that has no door at all; a curtain of cold air from strategicallyplaced ducts keeps the roomtemperature air out . . . Coming to market is a new type of cleaning mop with a push-pull device t hat unloads accumulated dirt in one simple motion.

Hanukkah **Festival**

Temple Menorah Choir which is directed and accom panied by Mrs. Harry New man of Torrance, will present its annual Hanukkah Festival THINGS TO COME — For the man who has everything, including a wife, a New York store will soon offer vicuna "his and hers" lounging robes. This and hers "lounging robes. at \$1100 for the pair . . . A harv Newman will sing Idelduring Friday evening ser whis and hers" lounging robes, at \$1100 for the pair . . . A more modest Christmas suggestion, for younger male, is an astronaut's toy space helmet equipped with a microphone said to broadcast up to ½4 mile . . . A California firm has developed a refrigerator that has veloped a refrige

Seven lights of the Meno-rah will be kindled as this will be the seventh evening of Ha-nukkah. An Oneg Shabbat will be held after services are concluded, during which time re-freshments will be served in the temple lounge.





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