

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

By REYNOLDS KNIGHT

Coin-operated vending machines, said to have originated in pre-Christmas times when a clever Greek built a coin-operated public bath, are moving vigorously into new sectors of American business.

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 surge 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.

LOCAL BUSINESSMEN who installed coin-operated washing machines, giving birth to the names "laundromat" and "laundromat," now are going one step further: to the dry-cleaning machine. One executive estimates consumers will have 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 top \$300 million. 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 higher quality and is willing to pay a bit more for it than last 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 1960; 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.

In another field, the music industry foresees — thanks to

Christmas — a rise of eight per cent in total 1961 volume over 1960. Home equipment for stereophonic and FM music will highlight this field, industry source indicate.

NOT FOR CATTLE — Mention the word "branding" and the layman usually thinks of a Western rancher burning a special mark on his cattle. But there's another kind of branding that's found in industry. The brands here, too, are special marks, such as a three-leaf clover or a heart outline with a numeral inside it. There the similarity ends.

As explained by officials of the W-K-M division of ACF Industries, Incorporated, machineists at their Missouri City, Texas, plant put their individual brands on the high-pressure valves they produce. Close-tolerance machining is required in these manufacturing operations.

SOME OF THE more complex valves often are delivered by W-K-M with more than 200 marks on them — each representing a separate individual's operation or inspection at some point prior to shipment of the finished product. And it's not surprising that, with this system of "private brands," the employees of W-K-M take pride in their individual work.

W-K-M, headquartered in Houston, is recognized as a

leader in the manufacture of special-purpose valves and fittings for the petroleum, gas, chemical, petrochemical power and general industrial fields.

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, 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 1/4 mile. . . . A California firm has developed a refrigerator that has no door at all; a curtain of cold air from strategically-placed ducts keeps the room-temperature air out. . . . Coming to market is a new type of cleaning mop with a push-pull device that unloads accumulated dirt in one simple motion.

CHEAPER GAS — Gasoline producers are worried about a general weakening of prices in their field — although the motorist may be a happy beneficiary of the trend. In several cities, including Detroit and part of the Eastern seaboard, a price war has broken out, stimulated by one producer's introduction of a new, low-priced fuel. Price cuts of as much as 10 cents a gallon in some areas followed the introduction.

Hanukkah Festival Set Friday

Temple Menorah Choir, which is directed and accompanied by Mrs. Harry Newman of Torrance, will present its annual Hanukkah Festival during Friday evening services at 8:30. Rabbi Henri E. Front will conduct services which are held at the temple's Community Hall, 1101 Camino Real, Redondo Beach. Cantor Harry Newman will sing Idelson's, "In the Days of the Macabees," as well as the musical portions of the service. The choir will sing several selections including the traditional Hanukkah song, Rock of Ages.

Seven lights of the Menorah will be kindled as this will be the seventh evening of Hanukkah. An Oneg Shabbat will be held after services are concluded, during which time refreshments will be served in the temple lounge.

Temple Menorah Choir has made several television appearances on local stations, and is scheduled to make another TV broadcast in the spring. Choir members are Mesdames Myer Alpert, Paul Turkheimer, David Goldenberg, Marcus Kellman, Carl B. Pearlston, Jr., Mae Ronne, Stella Benmayor, Alice Smith, Morris Rothstein, Miss Denielle Smith, and Messrs. David Goldenberg and Jack Johnson.



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Cooke Given Tribute by Teachers

Citing the outstanding educational 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 Torrance Education Assn., read to the board members a letter of commendation to be sent to Clinton Cooke, who resigned as a member of the Board of Education on Dec. 1, to accept a position in Houston, Tex.

Mrs. Wilson, in her presentation, mentioned that the Torrance Education Assn. will send a certificate of appreciation 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 outstanding members of the community for their contributions 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, she said.