

ISSUED ON BEHALF OF:

AUTOMAT MACHINE SALES LIMITED,  
BECKENHAM,  
KENT.

AUTOMAT AT VENDING MACHINE EXHIBITION

A full range of their tested, quality vending machines is being shown by Automat Machine Sales Limited, Beckenham, Kent, at the second International Automatic Vending Exhibition and Convention (Royal Horticultural New Hall, February 15 - 18).

For the first time, a Tea Vending Machine, ideally suitable for use in canteens and by industrial concerns, will be demonstrated. It has a carton capacity of two hundred and constant servings are assured.

The Company will be showing a selection of their extensive range of Cigarette Machines, which include models from three up to eighteen columns. All are solidly built for long life and are finished in top-quality English stainless steel. These machines are change-giving and their mechanism is the world's finest.

Automat now have a larger version of their dual-purpose vendor available. This contains eleven columns for cigarettes (each of which takes twenty-five packets, ten-size). These machines can be easily adjusted to suit any brand, both in size and price. The bottom part of the machine - the Ever Open Shop - has been enlarged to three columns. It has eighteen compartments, each of which contains up to eight segments.

The famous Ever Open Shop has already proved a great success in areas where there are heavy concentrations of flat-dwellers - to whom "after hours" shopping facilities are invaluable.

(Over....

All types of groceries and provisions can be marketed from the Ever Open Shop, such as butter, cream, milk, bacon, eggs, cooking fat - in fact, almost any daily necessity. Available in twelve different models, from a single column to a four-column version, the machines cost between £150 and £715.

Tired feet? Also to be seen on the Automat stand will be the Micro Resonance Vibrator - a machine which relieves the tension of foot fatigue caused by excessive walking or standing. It has also a soothing and beneficial overall psychological effect.

Coin-operated, the Micro Resonance Vibrator operates on approved medical principles. The insertion of a coin starts the platform vibrating at high speed for a specific length of time. This action applies a purely mechanical massage to the feet and legs as far as the knee joints, stimulates the circulation and relaxes the muscles. Two models are shown, one of which embodies a special advertising unit which contains a series of constantly changing panels.

Visitors to the Automat Stand can also see a selection from their range of hot and cold drink dispensers and their confectionery vending machines.

All machines carry the Company's 3 years unconditional guarantee.

Further details may be obtained from the Stand, No. C.1., or Automat Machine Sales Limited, Challenge House, Elmers End Road, Beckenham, Kent.

**AUTOMATIC VENDING EXHIBITION & CONVENTION**

THE NEW HALL OF THE ROYAL HORTICULTURAL SOCIETY

WESTMINSTER, LONDON, S.W.1

ORGANISERS: CONTEMPORARY EXHIBITIONS LIMITED, 40 GERRARD STREET, PICCADILLY, LONDON, W.1

TELEPHONE: GERRARD 4951 (9 LINES)

SPONSORED BY VENDING THE JOURNAL OF AUTOMATIC SELLING

PRESS INFORMATION.

FEBRUARY 1960.

WHAT'S YOURS? - AT THE DROP OF A COIN.

Amongst several spectacular new exhibits at the second International Automatic Vending Exhibition next week at the Royal Horticultural Society's New Hall, Westminster, will be the first British made alcoholic drink vending machines. Three machines built as an automatic bar will offer a choice of gin and tonic, whisky and soda, and rum toddy. The machines are equipped with time switches which automatically "lock up" after licensing hours. Drinks are mixed on the insertion of a coin and appear in a dispensable cup. The machines represent a first venture into the vending field by Rollason Aerocessaries Ltd.\* of Croydon and they are expected to fulfil a great need in crowded club and theatre bars.

Magazines, Portable Post Offices, and Phone-Calls.

Other highlights of the show include machines dispensing copies of the Exhibition's sponsoring journal "Vending". Originally made to vend newspapers by a firm in Yewsley, Middlesex, about 40 of them are now used in Liverpool by the "Post and Echo". They have been equipped with 2/6 coin mechanisms by Speciality Equipment and Services Ltd.\*

The prototype version of the new "Conference Suite" designed by the G.P.O for future use at large conferences and possibly in hotels and public buildings will be seen for the first time at the Exhibition. It can dispense three kinds of stamps, stamp books and letter cards, and also includes a telephone, postbox and writing desks.

Another special G.P.O. feature will be the "Pay-on-Answer" or long-distance telephone unit which has been used in Bristol since 1958 and is now due to be installed in other main towns. The unit is being manufactured by National Automatic Machines Ltd.\*

Tea Machines Top The Bill For Drinks

British designers are still hard at work producing a machine which really does fulfil the exacting standards required by the nation's drink - tea. There

\* denotes an exhibitor at the 2nd International Automatic Vending Exhibition.



will be at least eight designs of tea machines on show - the largest number for any one commodity except cigarettes.

A Machine For Every Need.

For other commodities, the greatest number of new designs are in soft drink machines, milk machines, and compartment vendors or "ever-open shops". Machines on show will also vend hot coffee and chocolate, confectionery, soups, hot meals and cold buffet, grocery and bakery items, ball pens, combs, razor blades, soap and towel packs; take, develop and print photographs; and restore circulation to tired feet.

Other exhibits include packaging materials and services, electrical parts and mechanisms, coin-counters, change-givers, cup dispensers, compressed air regulators, prepayment timers, etc. etc.

All space in the Exhibition is now fully booked and the 53 exhibitors come from London, Bristol, Bath, Beckenham, Birmingham, Bradford, Bootle, Croydon, Gloucester, Hershaw, Leeds, Lytham, Newmarket, Nottingham, New Addington, Shipston-on-Stour, Wellington and Weybridge.

Machines and equipment on show include British, Danish, German and American designs. Requests for tickets and information have come from all over the world, and a large proportion of overseas visitors is expected.

Press Enquiries: JANET WHEATON (PUT 4892/CIT 6655)

# new

# press service ltd.

## **PUBLICITY CONSULTANTS**

**12 OXFORD CIRCUS AVENUE  
231 OXFORD STREET LONDON W.1**

**GERRARD 6657**

**BRITISH AUTOMATIC COMPANY  
PRESS PHOTOGRAPHIC CALL FOR THE  
VENDING EXHIBITION**

**3 pm February 14th, 1960  
New Horticultural Hall, Westminster  
Stand B. 1.**

British Automatic Company, with over 70 years experience in the vending machine business, is showing one of their original, ornate slot machines dated 1901 at the Vending Exhibition Press Preview.

To help photographers we will also have on the B.A.C. Stand B.1. a delightful five-year-old girl, Nicola Adams, and a Saint Bernard dog to be photographed with the B.A.C. machines

**DIRECTORS DAVID McLELLAN - - VERA McLELLAN**

**REGD. OFFICE: 12 BUCKINGHAM STREET, STRAND, W.C.2**

**AUTOMATIC VENDING EXHIBITION & CONVENTION**

THE NEW HALL OF THE ROYAL HORTICULTURAL SOCIETY

WESTMINSTER, LONDON, S.W.1

ORGANISERS: CONTEMPORARY EXHIBITIONS LIMITED, 2 DUNRAVEN STREET, PARK LANE, W.1

TELEPHONE: HYDE PARK 6421/2

SPONSORED BY VENDING THE JOURNAL OF AUTOMATIC SELLING

ACTIVELY SUPPORTED BY THE AUTOMATIC VENDING MACHINE ASSOCIATION

PRESS ARRANGEMENTS.

- PRESS PREVIEW:** There will be a Press Reception and Preview at the Exhibition on Sunday afternoon, 14th February, between 3.00 p.m. and 5.00 p.m.
- PRESS OFFICE:** The Press Office is situated next to the Organiser's Offices and will be open on Sunday afternoon and during normal Exhibition hours.
- PRESS OFFICER:** Janet Wheaton.
- OFFICIAL OPENING:** The Official Opening will take place at 12.00 noon on Monday 15th February. The Exhibition will be opened by the Rt. Hon. Reginald Bevins, P.C., M.P., the Postmaster General.
- EXHIBITION  
OPENING TIMES:** 10.00 a.m. to 6.30 p.m. The public will be admitted during the afternoons only.
- ADMISSION:** By Press Pass (enclosed) or by showing professional or union card.



FEB 15.

On behalf of: Joseph Sankey & Sons Ltd., Wellington, Shrops.

Details of New Vendo machines at the Vending Exhibition (1)  
New Horticultural Hall, Westminster, Feb. 15-18.

Snacks and Sweets machines

The Snacks and Sweets machines are both from the Stonermatic range of vending equipment.

(Last July the Stoner Manufacturing Corporation of Illinois was acquired by the Vendo Company of Kansas City. Under the terms of the Vendo Company's arrangements with the Vendo Division of Joseph Sankey & Sons, all the Stoner equipment may be manufactured, under licence, in this country.)

Both machines have the same dimensions: height -  $76\frac{1}{2}$ " ; width -  $31\frac{1}{2}$ " ; depth - 17".

The Sweets machine - or 180 SQ - has a capacity of 180, giving a choice of eight different selections, with five shelves of 24 products, and three of 20.

The Snacks machine - or 92 SQ - has a capacity of 90, giving a choice of five different selections, with three shelves of 20, and two of 15.

Both machines have a coin mechanism that can be altered to accept one or two sixpences for any column. Price for either machine: £145.

Ice cream machine.

The ice cream machine - or IC 210 - is similar to the Vendo milk machine in that it has a capacity of 210 in three columns, giving a choice of three selections.

It is finished in two-tone blue, and has a one-third horse power semi-sealed refrigeration unit which keeps all the contents at freezing point.

Its coin mechanism facilitates the acceptance of 3d., 6d.

Details of new Vendo machines at the Vending Exhibition,  
New Horticultural Hall, Westminster, Feb. 15-18

(2)

Soft drinks bottle machine

The soft drinks bottle machine - V 108 or Vendorlator - has a capacity of 108 in ready-to-sell position.

The serving shelves are adjustable to accept bottles within 7" to 9½" in length; and 1½" to 2 9/16ths" in diameter.

There is a see-through serving door that enables customers to make a choice from ten selections.

The Vendorlator is finished in two-tone, stove enamel paint. It has a one-quarter horse power hermetically sealed refrigeration unit, with an automatic cut-out control that maintains the products at a temperature of between 35 - 40 degrees Fahrenheit.

Price: £235, delivered ready for installation.

Hot canned food.

The hot canned food machine - or HCF 210 - is in basic design a replica of the Vendo milk machine.

In place of the milk machine's refrigeration unit, however, there is a coil heater system that circulates warm air at a temperature of 170 degrees Fahrenheit.

It has a capacity of 210 in three columns, giving a choice of three selections.

As with the milk machine, there is a see-through window in the fascia, enabling customers to identify the products.

Price: £375.

PRESS PREVIEW  
SUNDAY - 14th  
3-5pm.

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With compliments from: Notley's Public Relations Department,  
Fitzherbert House, 6 Tilney Street,  
Park Lane, London, W.1. Tel. HYDe Park 4575  
For further information please contact: Mr. Bernard Slydel.

Janet Wheaton.  
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M2 Kern. M.D.  
Cont. Emporacy

Exhibitions

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ON BEHALF OF: Joseph Sankey & Sons Ltd., Wellington, Shrops.

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FIVE NEW SANKEY VENDO MACHINES FOR  
INTERNATIONAL VENDING EXHIBITION

At the International Vending Exhibition, which opens at the New Horticultural Hall, Westminster, London, S.W.1, on Monday, Feb. 15; the Vendo Division of Joseph Sankey & Sons Ltd. - a member company of the Guest, Keen Nettlefolds group - plans to show five new machines.

The machines - which will be exhibited on Stand A.1 - will vend respectively hot canned food, ice cream, snacks, sweets and a choice from ten bottled drinks.

Announcing plans for manufacturing the new machines - which will be made under licence in this country - Mr. John B. Henderson, Vendo Division sales manager, says:

"The hot canned food and soft drinks bottle machine will be in production at Wellington in February; the ice cream machine in March; and the snacks and sweets machines in May and June respectively.

"Thus, by mid-summer, the Vendo Division will be producing a total range of seven automatic vending machines - enough, in effect, to start an automatic canteen."

The Vendo milk machine, which was the first of Sankey's ventures into the field of automatic vending, continues to outstrip its rivals.

At the end of 1959, just two years after the first Vendo milk machine was sited at Paddington Station, there were over 1,800 Vendo machines - more than four fifths of the total number operating in Britain today - sited throughout the country.

They have sold more than 4,000,000 gallons of milk.

End.

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With compliments from: Notley's Public Relations Department,  
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Park Lane, London, W.1. Tel. HYDe Park 4575  
For further information please contact: Mr. Bernard Slydel.