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## Washington State Product:

# New Vender May Boost Apple Sales

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Seldom is a new product so appropriately wedded to a need as that of the Apple Box.

The product in this case—tradenamed Apple Box—is a distinctively new refrigerated apple-vending machine that fills a big void in vending. It's manufactured in Yakima.

The need is big. There is every evidence that in the United States today the production of apples is out-running the population explosion—and thousands more acres are being set to apples each year.

Washington State expects to market about 33,000 carloads of apples grown this year. This is a bumper crop, but not quite a record. But it's a lot of apples—about 28 million boxes or 2.8 billion pieces of fruit.

Washington State raises about a third of the apples consumed fresh in the United States. It raises about half of the Red Delicious and Golden Delicious that are consumed.

A 1965 TREE census showed there was a 15 per cent increase in the number of apple trees set in this state since 1961. By 1970 Washington will be producing 38 million bushels, a 58 per cent increase over the 1956-1960 average of 24 million.

All of this preamble



ALFRED  
McVAY

JOHN E.  
MULLER

means that more and better ways must be found to sell apples.

Probably the most wide-open field for marketing of apples is through vending. Yet until the Apple Box of Yakima entered the market, only one other refrigerated apple-vending machine of any consequence had been in the field.

For 40 years inventors have been trying to solve the problems in vending refrigerated apples. If there are any problems left, the makers of the Apple Box aren't aware of them.

So let's see what happens when an inventor has an idea for a new product for which there is a real need.

JAY CRABB, a Yakima equipment dealer, had worked for several years on a machine to vend apples satisfactorily.

Finally his efforts reached a certain stage and the Seattle-First National Bank asked McVay & Associates,

a Walla Walla marketing and product-development firm, to help Crabb work out production problems and conduct a marketing study.

Alfred McVay, head of the firm, had put in 25 years as manager of the Walla Walla Chamber of Commerce, seven years on the State Advertising Commission and two years on the advisory committee for the State Department of Commerce and Economic Development. He knew what to do.

Among other things, the two-year study showed that a vending machine such as the Apple Box would sell an average of four boxes of apples a week. Graduating the figures, 5,000 vending machines would sell 20,000 boxes a week, 1,040,000 a year, or 1,250 carloads.

THE STUDY indicated such sales through the Apple Box could be attained in three years. Washington State people in the apple-marketing business say the above figures are conservative.

Schools, the study indicated, represent the prime location for apple-vending machines. Other good locations are where people snack—at work, play, traveling. Apples outdistance all other fruits combined as a snack item.

Further, the study showed that with controlled atmosphere storage in use today, there is now a 12-month market supply of apples available; that the wholesaler and allied interests have a built-in opportunity for new business.

McVay's study encouraged Crabb to go ahead. Three prototypes of the Apple Box were shown and tested at meetings of big apple-marketing and grower organizations in Washington, D. C., and at a vending show in Los Angeles.

AFTER THESE field tests, Crabb developed the present machine. Then things began to move faster.

McVay organized The Apple Box, Inc., which contracted to handle national sales and marketing of the machine. McVay is the principal stockholder, president and general manager.

Sid Morrison of Morrison Fruit Co., Inc., Zillah, Yakima County, immediate past chairman of the Washington Apple Commission, is vice president. Hugo Wiese, Yaki-

ma, is secretary-treasurer.

Directors include Stephen G. Balough of Seattle, president of United Milk Service, Inc., and a consultant to the vending industry, and John E. Muller of Yakima, president of Pomona Service & Supply, Inc.

Pomona Service & Supply purchased the right to manufacture the vending machine and already is in production. The first 25 now are being completed and all are committed. By mid-September the firm will be producing 50 a month, Muller said.

The Apple Box, Inc., is in the enviable position in which almost everybody wants the product it is selling to succeed.

THE FIRM'S advisory group includes representatives of apple commissions, associations and institutes vending and distributing groups from all over the United States. It also includes a representative of the Federal Extension Service of the Agriculture Department.

And what's so special about the machine?

It has a capacity of six bushel boxes of apples in bulk. It takes any size apple with no mechanical changes. This exceeds the only other major apple-vending machine in capacity by four boxes.

The Apple Box keeps apples from 32 to 38 degrees, can chill warm fruit quickly, is frost free and has a high humidity, which makes it possible to preserve the apples' flavor for 60 days.

OTHER NOTABLE features include its ease of loading, its heavy-duty refrigeration unit and patent-applied-for progressive-feeding system.

The machine will be sold singly or through franchises.

"My feeling," said Joe Brownlow, secretary-manager of the Washington State Apple Commission, "is that the Apple Box is probably the best vending device for apples to come along. It doesn't have the maintenance problems some vending machines have. And it has big capacity."

And speaking for the commission, Brownlow said:

"We like the looks of the Apple Box."