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## RIDGEWOOD MAN DESIGNED NEW TYPE OF STOCK DISPENSER

Among features to be incorporated in the Grand Union Super Market being erected on Rock Road, will be the "Food-O-Mat", designed by Lansing P. Shield of Ridgewood, Grand Union president. This modern type of stock dispenser has already been installed in several Grand Union stores, many Glen Rock shoppers being familiar with the one in Ridgewood.

Mr. Shield had long felt that a better method of displaying stock for purchase might well be used to advantage in his supermarkets. He wanted to eliminate clogged aisles caused by consumers stooping to hunt for a certain piece of merchandise.

As a result the idea for the "Food-O-Mat" was born. It operates on a "slide-down" or "roll-out" principle, with the force of gravity supplying the factor by which the produce is brought from the stock room to the shopper.

Now, without the least exertion, the housewife walks beside the "silent salesman" and selects whichever product she desires. The name, brand and price of the article are clearly displayed, and different types of foods are divided into separate divisions.

The "Meateria" is another unusual feature to be used in Glen Rock. This is a meat department where every cut of meat is wrapped, already prepared, in sanitary, transparent cellophane, and displayed in refrigerator cases.