

HOW TO SELL
POPCORN

FROM YOUR Manley MACHINE

"Your Manley Popcorn Machine is guaranteed to give the best results when Manley's Supreme Popcorn and Popcobetter Seasoning are used"

SALESMANSHIP

You have a popcorn machine that will make money for you if you watch the little things. Here are some things to think about. We are sure that as you go along you will find others:

1. Keep the lights of your machine on as much as possible. It is built to attract people and display popcorn to the best advantage.
2. When not popping, keep your warming pan on and your doors closed. Popcorn should always be served warm.
3. Your machine should always be kept clean. If you let it get greasy and dirty, people will soon figure you are not interested in popcorn, then they won't be interested in you. You are selling a food product. You must handle it like a food.
4. See that your operator handles the popcorn with a scoop. Never allow her to put her hands into the corn.
5. Don't bag or box too much popcorn ahead of time; just enough to take care of the rush periods. Build up a pile of popcorn to work from and to display. During slack periods, make the customer wait a few seconds while you make up a fresh package for him. He'll like it fresh, and what is better for you, it creates a little action around the machine and perhaps attracts another customer. The power of suggestion is a wonderful thing.

Here is another thing to think about. A theatre that opens up tonight will in an hour and a half to two hours sell anywhere from five to ten times as much popcorn as

the average drug store or variety store will sell in a whole afternoon or evening.

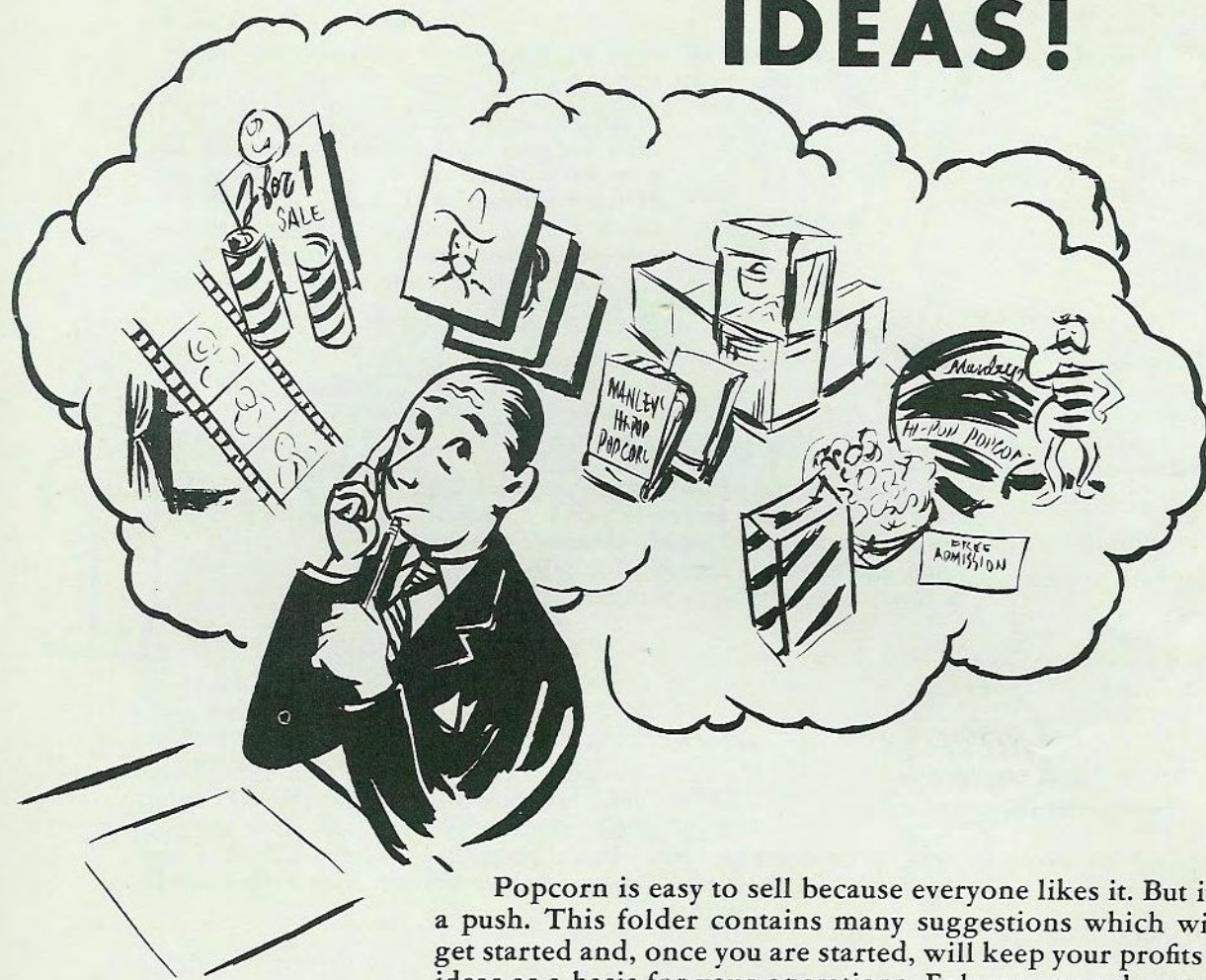
There are a number of reasons for this. One is that the people going to the theatre are out for enjoyment and relaxation, and the American people like confections with their entertainment. There are a lot of people going by drug stores, variety stores, and confectionery stores who have time on their hands. Each of these people is a prospect for popcorn. If your machine is tied in with the candy counter, see that the operator pays some attention to the machine. And don't forget—people buying popcorn to eat on the spot invariably buy soft drinks.

Another reason that a theatre does such a large popcorn business in proportion to the number of people that go in and out is that people never see a theatre machine except when it is busy. The theatre opens at a certain hour. The operator immediately starts popping corn expecting to do a large volume of business during the evening. He acts as though he expects it, and people naturally buy popcorn from him. If you can exude the same confidence, if your operator can make the machine appear alive, you will sell more popcorn.

A popcorn machine in your place of business becomes a business within a business. Merchandising ability, thought, care and attention will make the machine pay your rent and cut down overhead expense. It will make more money proportionate to the investment than anything else in your place of business.

READ THIS BOOK FOR...

MERCHANDISING IDEAS!



Popcorn is easy to sell because everyone likes it. But it still needs a push. This folder contains many suggestions which will help you get started and, once you are started, will keep your profits up. Use the ideas as a basis for your operations. Enlarge upon them as new ideas occur to you. Thousands of Manley machine owners make good money out of popcorn, simply by showing a little enterprise in selling a food confection which appeals to everyone. Just let people know you sell popcorn and you will find rich profits.

Manley, Inc.

1920 WYANDOTTE ST.
KANSAS CITY, MO.

"THE BIGGEST NAME IN POPCORN"

TESTED MERCHANDISING STUNTS

THAT WILL HELP GET YOU STARTED-- PICK UP VOLUME IF SALES LAG . . .

NOTE

All of these merchandising suggestions have been field tested and proven over a long period of years by actual usage in the field by Manley machine owners. You can use them with complete assurance that they are entirely practical and have proven successful in the past.



FREE SAMPLES

"Something for free" is a great dividend-payer. Fill small nut cups with Manley popcorn and pass them out as samples. It's just a teaser to whet appetites. Nine times out of ten customers will come back to buy a whole bag or box at the regular price. The cost of the samples is practically nothing, but your resulting profit on the regular bag or box is BIG.

COSTUME YOUR OPERATOR

One good method of attracting customers is to costume your operator in some striking garb, such as top hat and tails, Spanish costume, dancing costume, etc. Make the costume yourself—or rent them at small cost from local outfitter.

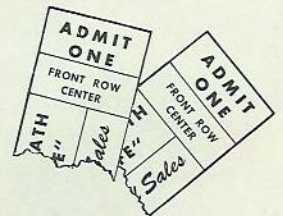


BALLOONS PULL UP SALES

Up—up—she goes. Your profits as well as the balloons. Balloons are attention-getters. Display them alongside your machine and slip one—they are inexpensive—into each package for the kids. Put up a sign, reading: "A Free Balloon with Each Box of Popcorn."

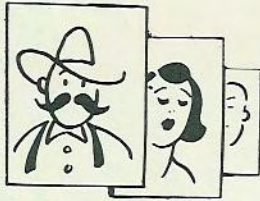
FREE THEATRE TICKETS

Many theatres selling Manley popcorn have tucked a theatre pass into every tenth or twentieth box of popcorn. Try this yourself. Into boxes without tickets insert a card which says, "Better Luck Next Time." Of course, you must put up a sign saying that every so often a ticket will be found in a popcorn box.



MOVIE SLIDE PAYS OFF

If you operate in or next to a theatre, have a clever slide made up and arrange with the theatre to exhibit it between the features. You'll find the extra reminder makes a big difference in your receipts.

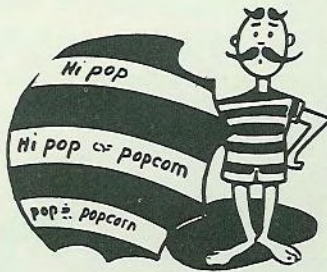


FREE PHOTOS OF STARS

The bobby soxers as well as the "small fry" like to collect photos of their favorite movie stars. You can buy these photos for about \$3.00 per thousand from the various movie companies. Make up a display card showing that these photos are available in your boxes of popcorn.

NEWSPAPER ADS PULL PLENTY OF PROFITS

Newspaper ads on amusement pages have been used to good advantage by many Manley machine owners. For example, say in the ad: "The coupon in this ad is good for 5c on the purchase of a box of Manley popcorn."

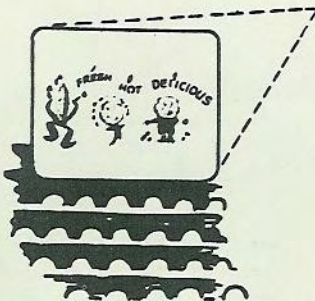


BEACH UMBRELLA PUTS FORMER SALES IN SHADE

You wouldn't think a beach umbrella could sell popcorn, but here's how one customer did it. He moved outside into the blazing sun and to protect himself from its scorching rays, installed a large, colorful beach umbrella on top of his machine. The bright colors did the trick and he broke all records.

COUPONS IN BOXES BRING REPEATS

Perhaps you have saved coupons, so you will know their pulling power. Put a coupon in your boxes of Manley popcorn, each coupon saying, "Ten of these coupons are redeemable for one full box of Manley popcorn." This idea could also be used in giving away other merchandise, such as theatre tickets, marbles, knives, flashlights, etc.



MOVIE TRAILER AVAILABLE

Manley has produced a minute movie trailer for use in advertising the popcorn sold in the theatre or at a nearby store. Merely for the price of a duplicate print, you can secure one of these movie trailers and show it at the end of the feature. It will sell popcorn while the customer is in the theatre and it will also suggest buying some to take home.

HI POPPING NEWS IS PACKED WITH IDEAS

Several times a year Manley, Inc., sends to all Manley machine owners a copy of the HiPopping News, official paper of the Manley organization. This interesting little publication is filled with good suggestions on how to increase business.



DISPLAY MATERIAL FROM *Manley*

PUTS A PUNCH IN YOUR LOCATION!

**MAKE YOUR
MACHINE
A REAL
EYE-CATCHER
AND
INCREASE
YOUR
PROFITS**

With each machine, Manley, Inc. sends out a kit of display material similar to that shown on the next few pages. These pages will show you how to use this material. You will undoubtedly find other ways of using it to your best advantage. You will probably be able to make up other material. The main point

is this: Use it—keep using it. If you have any better ideas, use them. You are in a merchandising business . . . Manley, Inc. mails this material periodically to its supply customers on a no-charge basis. To others, display kits are available for a slight service charge . . . Brighten your stand with display material.

PENNANTS AND BANNER



The banner above and the pennants at left and right were created for the express purpose of appealing to boys and girls, who are the biggest popcorn buyers. The banners and pennants are double-sided for easy suspension from wires. They will catch the eyes of store and theatre customers coming in or going out. Cut in half, they can be used as a central display piece on mirrors, doors, or windows.



Manley DISPLAYS

FOR THEATRES, STORES AND SCHOOLS

FOUR COLOR LITHOGRAPH WINDOW STREAMERS!



Size 8x22 Inches



These gay and colorful window streamers feature the new Manley Popcorn Kids in natural color.

The little Manley Popcorn girl is attractive, while the Manley Popcorn Boy is a healthy, vigorous All-American Boy.

These window streamers are available both on cardboard and paper.

FOUR COLOR LITHOGRAPH BOY & GIRL STANDEES!

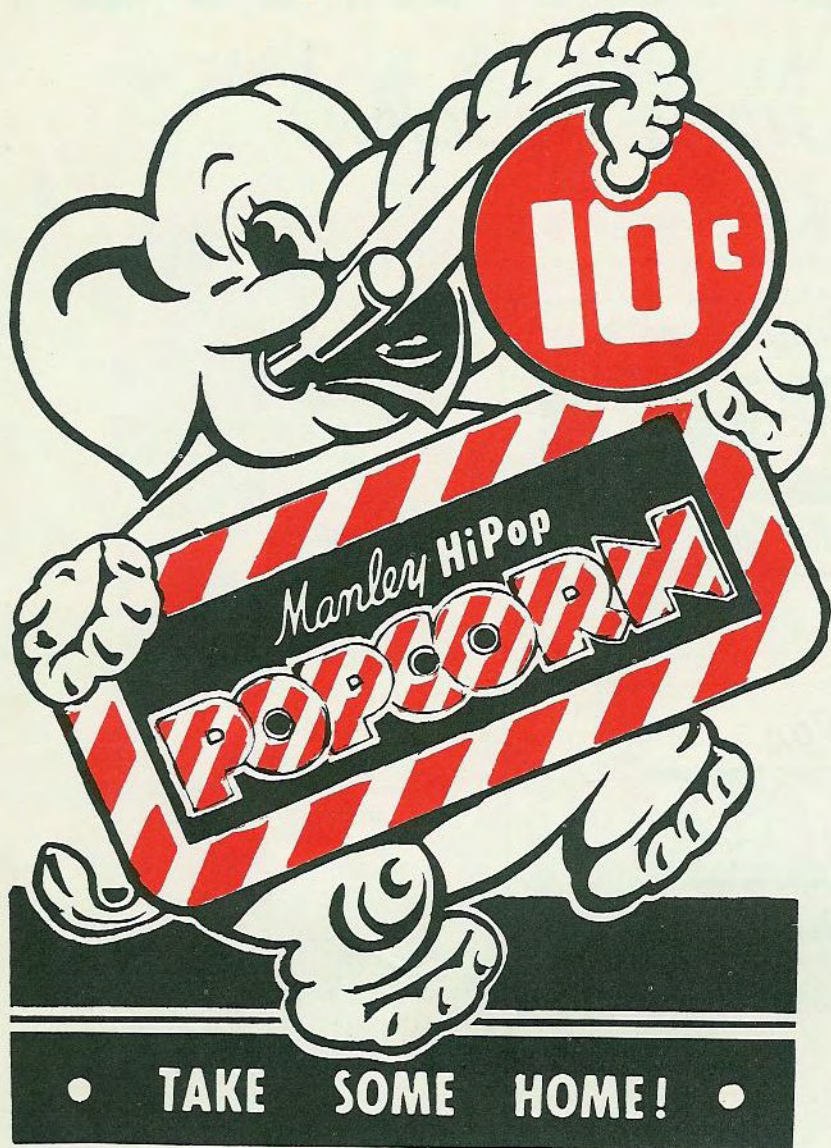
The Manley Popcorn Boy and Girl are featured in these attractive die-cut and eased standees.

They are 18 inches high and are available in cardboard with a handy eased back so they will stand alone on shelves, counters, and window ledges. These standee designs are also available on paper. Both are laminated for extra brilliance.



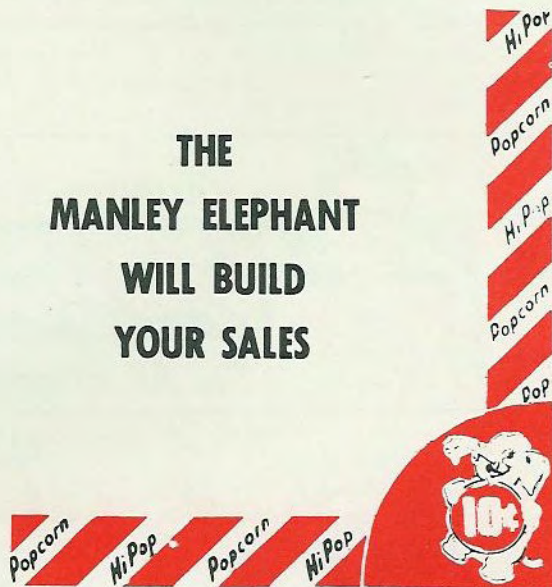
Manley

CARDBOARD CUT-OUT ELEPHANT CENTRAL THEME OF WINDOW DISPLAY!



Jaunty and happy, the Manley elephant stands 27 x 44 on durable cardboard, eased at the back. It is processed in three colors—red, green, and black, with high-gloss enamel finish. This arresting cut-out is a real attention-getter.

THE
MANLEY ELEPHANT
WILL BUILD
YOUR SALES



EASELED ELEPHANTS FOR SIX SEASONS



Manley has six elephant cutouts for display at six holiday times; Christmas, Hallowe'en, July 4th, St. Valentines Day, football season, and baseball season. Eight inches high, in four colors.

AD MATS

ALL ADS SHOWN HERE ARE ACTUAL SIZE!

-and for that Show Snack get a pack of
Manley's HiPop
POPCORN 10¢
 Popped Fresh & Hot - on the Spot!

-and we always have delicious, nutritious
Manley's HiPop
POPCORN 10¢
 Popped Fresh & Hot - on the Spot!

ALL-AMERICAN HEALTH FOOD!
Manley's HiPop
**POP
 CORN** 10¢
 POPPED ON THE SPOT!
 • AT THIS THEATRE! •

WE'VE GOT IT!
Manley's HiPop
**POP
 CORN** 10¢
 Delicious-Nutritious

THERE'S NOTHING BETTER!
Manley's HiPop
**POP
 CORN** 10¢
 Fresh & Hot!
 • AT THIS THEATRE •

For that After-Theatre Snack
Manley's HiPop
POPCORN
 IN THE LOBBY OF
 THIS THEATRE

M-M-M-M-M *Manley's HiPop*
POPCORN
 Delicious Nutritious 10¢

NOTHING BETTER THAN-
Manley's HiPop
POPCORN
 IN THE LOBBY OF
 THIS THEATRE 10¢

TRAILERS

If your Manley popcorn machine is in a theatre, you will want one of these Manley popcorn trailerettes, ordered direct from your nearest National Screen Service Exchange at \$1.65 each. There is a selection of eight copy lines with appropriate backgrounds. Please specify the number of the copy when ordering.

TRAILER No. 1

Take home a big family size box of our delicious POPCORN! 25c a box.

TRAILER No. 2

A box of POPCORN is hard to beat for that after theatre "Ride Home" treat! 10c a box.

TRAILER No. 3

Serve POPCORN dishes with holiday wishes! Take some home! 10c a box.

TRAILER No. 4

POPCORN the holiday food puts party guests in a happy mood! Take some home! 10c a box.

TRAILER No. 5

Serve POPCORN at your next party! Popped for you on your order. 10c a box.

TRAILER No. 6

POPCORN makes fine party "rations" and is perfect for Christmas decorations! 10c a box.

TRAILER No. 7

POPCORN and cokes—just the trick—for the next family picnic. 25c Family size box.

TRAILER No. 8

Give POPCORN a try for a safe and sane Fourth of July! 10c a box.



PARTY IDEA FOLDER

Here's an idea that will help build your take-home popcorn sales. It is a small folder with suggestions for your customers on how to serve popcorn at their parties. There is plenty of space on the folders for imprinting your store's name. Give away one of these folders with each box or bag of popcorn and watch your customers come back for popcorn to use in their party recipes.

DISPLAYS PUT TO GOOD USE . . .

IN THEATRE LOBBY

In the picture at the left you will see how to mount the various displays shown on previous pages of this folder. Notice the candy-stripping lining both the box office and the popcorn machine. At the rear are the two pennants and a banner; in front of the machine, an elephant standee. These and other features shown in the picture all help to attract customers and remind them of the great treat in store for them in every package of Manley's HiPop Popcorn.



IN STORE WINDOW

The displays shown on the previous pages of this folder also are well worth using in stores, schools, carnivals, concessions, etc. Store windows may be lined with the candy striping, as in the theatre. Use standees atop mounds of popcorn. Put banners and pennants up in schools. The kids will love them. Place the small eased elephants—one for each of six seasons—on a counter near your machine. The big standees are perfect for carnivals, circuses or stadiums where there is a lot of room and everything has to be big to attract attention.



...AND HERE'S HOW

THE OTHER FELLOW DOES IT!

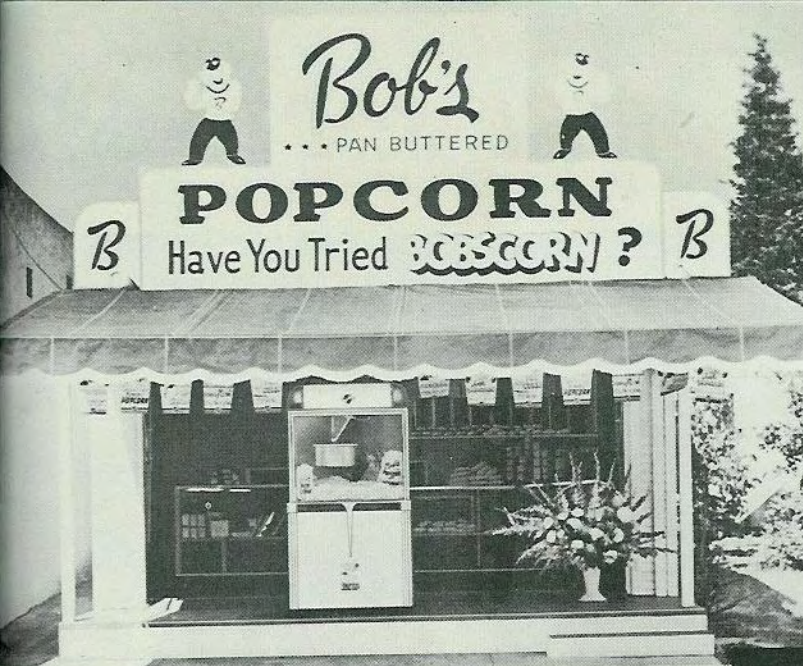
FOUR PAGES OF PHOTOS

SHOWING TYPICAL SPOTS

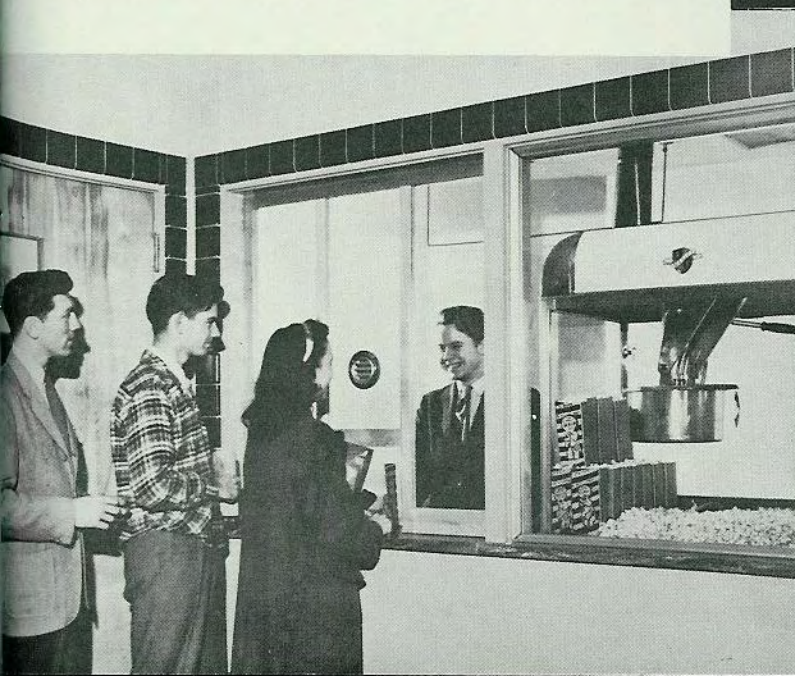
WITH *Manley* MACHINES



Look at these photographs for ideas on running your popcorn business. The photographs will show you how the other fellow does it. Upper left, a corner window of the J. J. Newberry Co., Auburn, N. Y. Above, an outside concession at the Joy Theater, New Orleans, La. At left, Miller's Super Market, Colfax and Poplar Streets, Denver, Colo.



Popcorn machines make good money when they are placed in the right locations and have the proper promotion. On this page you will see five different types of popcorn stands. Perhaps one of them fits in with your ideas. Study them for pointers. Directly above, Bob's Popcorn Stand, Burbank, Calif. Upper right, Fred Hamilton Popcorn Trailer of Newton, Kansas, with 20th Century Shows. Right, Grand Theater, Frankfort, Ky. Below, Griffith Amusement Company, Boomer Theater, Norman, Okla. Lower right, Josephine Theater, San Antonio, Texas.



HEWITT Rexall DRUGS



MORE SPOTS WITH



Whether you plan to have your machine indoors or out, you'll find you'll make more money with a little thought on how to display your machine and promote your business. Here on this page are some more ideas on displaying your Manley machine. Upper left, Hewitt's Rexall Drug Store, Carbondale, Ill. Above, front window of S. H. Kress Store, Riverside, Calif. Left, St. Louis Cardinals' Houston Baseball Club, Buffalo Stadium, Houston, Texas. Lower left, Miller's Popcorn Stand, Des Moines, Iowa. Below, outdoor festival, Immaculate Conception Church, New Bedford, Mass.



Manley MACHINES ...



Above is a photograph of a Manley popcorn machine in the Union Station, Kansas City, Mo. Upper right, Cub Nut Hut, Watertown, South Dakota. Below, Andrew Slovak Thrifty Drug Store, Sheridan, Wyoming. Right, Ray Killam's Stand, Oklahoma City, Okla. Let the people see your machine and they will throng around it to buy popcorn. Use the suggestions on this and the succeeding three pages to help you set up your popcorn business.



DO

- Let people see corn popping. It will arouse their interest, tickle their appetite.
- Keep machine sparkling clean. Nothing pleases a customer more than knowing his food confection was cleanly made.
- Look clean and neat in a starched uniform with cap or hair net. Keep hands and nails clean always.
- Be alert and pleasant. An operator doesn't have to be young and glamorous. Many elderly people make fine salesmen and saleswomen.

DON'T

- Don't send the *clean* exhaust air outside your building. Let it permeate your location inside. The wonderful aroma will attract customers.
- Don't bag a lot of popcorn in advance, if business is slow. Make a customer wait while you bag his order. Others will notice. The power of suggestion is a powerful thing.
- Don't drive scoop into the pile of popcorn. This will break up the popcorn—reduce your volume and profits. Scoop popcorn *gently* from bottom of pile.
- Don't keep your kettle at popping heat when not in use. Turn it down to low heat to save heating elements.
- Don't handle popcorn with fingers, no matter how clean your hands are. You will be making change constantly and many persons do not like their edibles touched by hands which also touch money.