HOW TO MAKE BIG PROFITS FROM POPCORN

SCANNED FEBRUARY 7, 2008

BEST VIEWED IN “TWO-UP” MODE IN READER
(VIEW>PAGE DISPLAY>TWO UP)

SCANNED AT 200 DPI USING HP G3010

THIS PAGE INCLUDED SUCH THAT PAGES LINE UP PROPERLY WHEN VIEWED IN “TWO-UP” MODE, AS SOME ARTWORK, ETC. TAKES UP TWO ADJACENT PAGES.

How to make...

BIG PROFITS FROM POPCORN

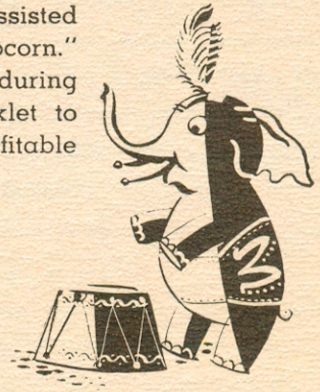
¼ 780
115
665

665 ½ 695
174
8,521

How to make

BIG PROFITS FROM POPCORN

Manley, Inc., the biggest name in popcorn, has assisted thousands of people to "Make big profits from popcorn." The successful sales building practices accumulated during 25 years of experience are presented in this booklet to assist you in creating a successful and highly profitable popcorn business for yourself.



MANLEY'S

Manley, Inc.

BURCH MFG. CO.

THE BIGGEST NAME IN POPCORN!

GENERAL OFFICES and FACTORY: 1920 Wyandotte Street, Kansas City, 8, Mo.

SALES-SERVICE OFFICES IN PRINCIPAL CITIES

Albion, Mich.
Atlanta, Ga.
Boston, Mass.
Syracuse, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cleveland, Ohio
Dallas, Texas
Denver, Colo.
Detroit, Mich.
Indianapolis, Ind.
Los Angeles, Calif.
Memphis, Tenn.
Mexico City, Mex.
Minneapolis, Minn.
New Orleans, La.
New York City, N. Y.
Oklahoma City, Okla.
Omaha, Nebr.
Roanoke, Va.
St. Louis, Mo.
San Diego, Calif.
San Francisco, Calif.
Seattle, Wash.
Toronto, Canada
Vancouver, B. C.
Washington, D. C.

COPYRIGHT 1947 MANLEY INC.

CONTENTS

Page

Are Popcorn Profits Limited to a Few? 6
Can you make big money in Popcorn? 7
Profit in Popcorn ..... 10 and 11
What Is A Good Location? 12
Features to Insist On in a Popcorn Machine 13
What to Know About Supplies 14
Do You Need Experience? 15
Merchandising Popcorn Profitably 16
Warning 17
Why Manley Is The Biggest Name In Popcorn 20
A Camera Trip Through Manleyland ..... 26 to 31
Manley Popcorn Machine ..... 32 to 37
Manley Merchandise
- Popcorn 38
- Seasoning 39
- Salt 40
- Boxes and Bags ..... 40 and 41

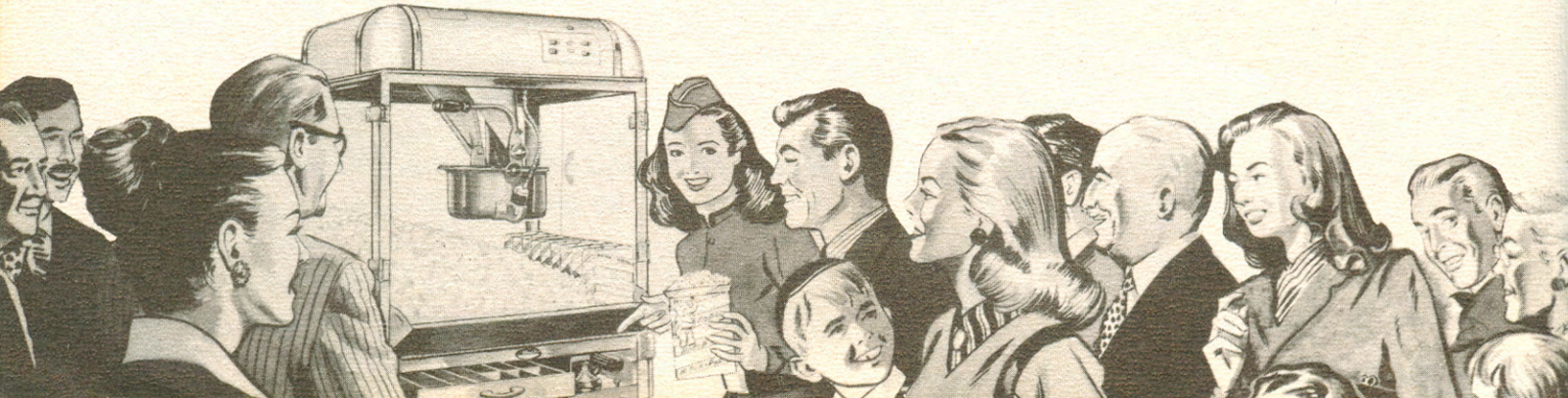
Manley Methods and Merchandising Helps ..... 42 to 50
Adapti-Bilt Popcorn Booth 51
Theatre Section 52
Store Section 56
Carnival and Circus Section 61
School Section 63

Popcorn IS A NATIONAL FAVORITE!

as truly American as the movies and the circus

Yes, as universal in its appeal as chewing gum

The basis of any sound business lies in "demand" . . . the market that exists for the product or service. In exploring the profit possibilities of a business, therefore, you must first determine its sales potentials—whether or not the demand is sufficient to return to you a worthwhile profit. In popcorn there is a tremendous profit potential. This is no brash statement. The annual popcorn crop of the United States is several hundred million pounds. In 1945 the yield from 318,300 acres of popcorn popped out into a volume equal to 8,696,000,000 nickel bags of corn, which represents $434,800,000 in dollar volume. When you consider that government standards set a minimum popping ratio of 21 to 1 by volume, and that most good corn exceeds this by an appreciable percentage, you will readily understand the tremendous demand and sales throughout the country today.



here's proof!

A THEATRE OWNER

R. Lewis Barton, owner of a string of nine theatres in Oklahoma, has made $100,000 with his Manley Popcorn Machine. "Find a good location for a popcorn machine," says Mr. Barton, "then build a theatre around it."

A POPCORN STAND OPERATOR

Mr. and Mrs. Hammond . . . to their friends, "Tommie" and "Margie" . . . . make their entire living from one Manley Popcorn Machine and have been doing so successfully for years. They live comfortably and work easily. Their constant companion is "Freshy," a seeing-eye dog, for, you know, Tommie and Margie are both blind.

IN SUPERMARTS

The Hillman stores in Chicago, Illinois house Manley-operated popcorn concessions. Thousands of dollars profit are realized each year from their operation alone. And, popcorn has proven a crowd-getter, increased traffic and, consequently, sales throughout the stores.

A RESTAURANT OWNER

Mr. L. G. Leech, owner of the New National Zoological Park Restaurant in Washington, D. C., keeps three machines in operation to handle holiday crowds. When you consider that he grosses better than $100 per 100 pounds of corn popped, there can be no question of his profits.

ANOTHER POPCORN STAND OPERATOR

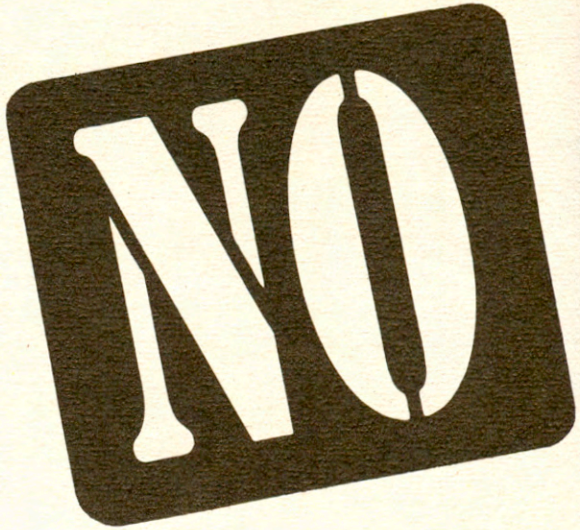
Bill Schrum of Hickory, North Carolina writes, requesting a complete set of Jumbo Popcorn Pennants, and adds: "I don't think I should be charged for these as I have a standing order with you for 1200 pounds of corn, 200 pounds of seasoning and 5,000 boxes, which is shipped to me every two weeks." Enough said! Mr. Schrum has certainly found his Horn of Plenty.

A CAFE OWNER

Henry H. Blanke, of Geneva, Nebraska reports: "Living in a town of nineteen hundred people and with two other machines competing with me, I took in $32.75 the first day." Inasmuch as Mr. Blanke does his own popping, it is easy to see that he is netting a pretty substantial income from popcorn alone.

These are typical of the hundreds of other enthusiastic testimonials in our files.

Are POPCORN PROFITS limited to a few types of business?



Emphatically not! In theatres, a popcorn machine is "standard equipment" in most sections of the country. You'll find them in restaurants, groceries, drug stores, newsstands, delicatessens and many other types of retail business. You will see popcorn machines enjoying amazing popularity in railroad and bus terminals, with carnivals, on busy sidewalks in the city or boardwalks at the beach. They're on highways and cross roads—wherever crowds congregate or even pass by, the universal appeal of fresh, hot and delicious popcorn will pull dimes out of pockets in a jiffy.

Can YOU MAKE BIG MONEY in the POPCORN BUSINESS?

The answer to that one is that *anyone* who is aggressive and who will follow a few simple rules for conducting a sound business can make big money. Dimes make dollars, and traffic makes volume—volume sales mean BIG PROFITS—it's a simple formula.

It is difficult for the average person to conceive of earning thousands of dollars annually from a single popcorn machine. However, if you are interested in making inquiries, you will find that thousands of popcorn merchants from coast to coast are doing just that. As an example, we know of one owner, a moving picture exhibitor, who, over a period of years, has bought another theatre, an airplane and a new car each year—ALL OUT OF POPCORN PROFITS.

Get started right!

Learn the RIGHT answers to these important questions . . .

1. How much PROFIT can I make on popcorn?
2. What is a GOOD LOCATION for a Popcorn Business?
3. What FEATURES must I insist on in any POPCORN MACHINE?
4. What should I know about SUPPLIES?
5. Do I need "EXPERIENCE" to pop corn successfully?
6. What must I do to MERCHANDISE popcorn profitably?

1 How much PROFIT can I make on POPCORN?

• The gross profit on popcorn is tremendous! However, many factors affect the actual net profit. Generally speaking, a fair anticipation is about 400% profit. If the owner doesn't operate the machine himself he, naturally, must also deduct the cost of operator's salary from his net profit.

Important factors to remember in attempting to forecast possible profits are:

1. *Location* of your popcorn business. Are you in a heavy flow of traffic?
2. *Personal Aggressiveness.* How much will you, yourself, do to merchandise your business?
3. *Repeat Sales.* Will you always use quality popcorn, seasoning, salt, etc. so that customers will come back again and again.

On the page at the right you can figure approximately what it will cost to pop out a 100 pound bag of popcorn, including seasoning, salt and bags or boxes. Comparing this cost with the gross receipts will certainly convince you that popcorn is a highly lucrative business.

LET A MANLEY MAN HELP YOU DISCOVER YOUR POTENTIAL POPCORN PROFITS.

Gross Cost (approx.) per 100 lbs. of raw corn popped:—

100 lbs. of corn ..... $.....
..... lbs. of seasoning .....
..... lbs. of salt .....
Makes ..... Bags @ ..... per M .....
..... Bags @ ..... per M .....
..... Boxes @ ..... per M .....

Total Cost of Materials ..... $.....

Gross Sales (approx.) per 100 lbs. of popped corn:—

..... Bags of popcorn @ ..... a bag ..... $.....
..... Bags of popcorn @ ..... a bag .....
..... Boxes of popcorn @ ..... a box .....

GROSS SALES ..... $.....
Less Cost of Materials .....

NET PROFIT $.....

2 What is a GOOD LOCATION for a POPCORN BUSINESS?

Popcorn sales are entirely *impulse sales* and your location must be in the flow of heavy foot or motor traffic in order to succeed. Few people set out on a shopping expedition to buy only popcorn. Potential customers must be at your location, usually for some other purpose, and SEE your product—savor its irresistible aroma. It looks good! It smells good! It's FRESH! HOT! DELICIOUS! They have the impulse—AND THEY BUY.

You will find good popcorn locations anywhere that people congregate or pass by. Naturally, theatre lobbies are excellent, but there are hundreds of other types of locations equally as good. Super markets, bus and railroad terminals, novelty stores, drugstores, groceries, delicatessens, nut and candy shops are all good bets for a profitable popcorn set-up.

A sidewalk location at a busy downtown intersection, a roadside stand on a heavily travelled highway, on the boardwalk at the beach, in amusement parks and at carnivals, anywhere you see people—that's the spot for a popcorn business!

3 What Features must I insist on in a POPCORN MACHINE?

Dependability—The most important feature! Constant servicing cuts into profits. Select a machine with a reputation for trouble-free operation.

Simplicity of Operation—Look for a machine that simplifies the popping of corn as much as possible.

Eye-Appeal—that quality of design that makes the machine a silent salesman for you.

Capacity—Can it handle crowds quickly and efficiently?

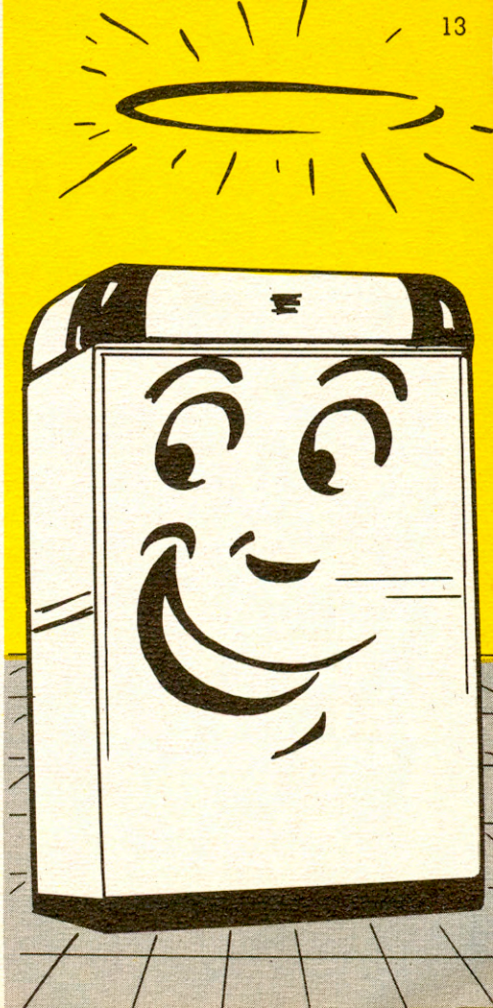
Buy a "Leader"—It's your most important single equipment investment. Select a leader; one that is preferred by thousands of other successful operators.

Cleanliness—The machine you choose should be sparkling-bright, easy to keep clean, and one which will complement the taste-tempting appeal of the popcorn itself.

Service—Be sure that the company back of the machine you select can service your needs "on the spot." Don't be forced to shut down while you wait for parts to be shipped to you.

Weigh All Claims—Weigh carefully the claims of all manufacturers, against the basic requirements outlined above. Don't overlook the importance of buying from a well-established, soundly financed company who will be there to serve you whenever the need arises, whether it be today, tomorrow or 50 years from now.

In a few words, consider all factors carefully before making your purchasing decision. You will find that, in the long run, it will pay off in extra profits.



4 What should I know about SUPPLIES?

The basic supplies or merchandise which you will be called on to use in the operation of a successful popcorn business are, first, popcorn; next, seasoning (the shortening in which corn correctly prepared should be popped); salt (not the common or table variety but a special popcorn salt which in texture resembles powdered sugar); and the boxes and bags in which you serve the popcorn. It is important that you know something about these supplies before you start.

What Kind of Popcorn?

There are many different varieties of popcorn—South American Hulless, Superb South American, Jap Hulless, Spanish Popcorn, White Rice Popcorn, Queen's Golden Popcorn and Calico Corn are all types of corn which will pop, but for real profit in a popcorn business the corn used everywhere today is Hybrid South American. This is the large yellow kernel corn that pops out into big, crispy puffs and that's the answer to its universal popularity. It bulks bigger per kernel of corn popped than any other variety, and that's why customers insist on it.

Also, Hybrid South American has a lot of eye-appeal. Its size is taste-tempting and its color gives the illusion of being well-buttered. In addition, it's delicious in flavor and although it is not a hulless variety, its universal popularity makes it the logical answer for commercial sales. You will serve more customers—make more sales—with Hybrid South American than with any other corn, so don't gamble. Stick to the type of corn that has won popular acclaim.

The Right Seasoning Is Important

There is an erroneous impression that butter is the finest shortening or seasoning in which to pop corn. The fact is, however, that butter turns brown under the intense heat required for the popping operation and the corn popped in butter, therefore, lacks much in appetizing appearance. Very highly refined vegetable or coconut oil in the main provides the best seasoning. It's purer—requires less work in cleaning kettle. It's more delicious and has more appetizing aroma. Select a brand which has been pre-tested and proven over a long period of years and stay with it. This is the safest rule you can follow.

All Salt Is Not Alike

Ordinary table salt will not work successfully for the commercial popcorn operator. With in-the-seasoning popping it is necessary to have a salt that completely dissolves. When the corn pops, every kernel will be evenly flavored. For this reason you should buy only specially prepared popcorn salt made exclusively for the popcorn business.

Bags and Boxes Are Sales Builders

Don't try to serve popcorn in unprinted bags or boxes. Customers walking away from your machine are not unlike "walking billboards" if the bag or box is colorful and adequately discloses the contents. Many tests have been made to determine the importance of containers in which popcorn is served. Folks who have just bought popcorn, which was served in a colorful container, have been checked as they walked down the street, or even down the aisle of a theatre. Invariably it has been noticed that people passing them, walking directly to your location, will glance as they pass, then stop and buy when they reach your machine.

Plain bags or boxes, or poorly designed containers, lacking flash and sales appeal, don't attract attention and many impulse purchases are consequently missed.

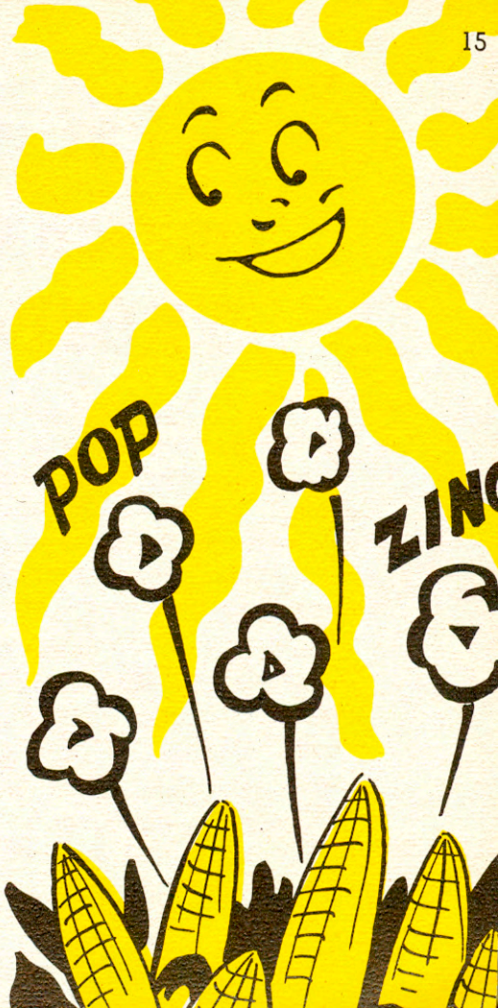
5 Do I need "experience" to pop corn successfully?

Absolutely not! Thousands of operators from coast to coast have popped corn successfully from the very first day they set eyes on their machines. The modern popcorn machine is so simple in operation that all you need do is follow a few easy step-by-step instructions.

Naturally, after making a few batches of corn you'll learn little tricks that will save you time, effort and thought, but basically anybody, after reading directions for popping carefully, can step up to a modern popcorn machine, throw the switch and have his first batch of corn turn out in a very professional manner.

If you've selected your popcorn machine carefully you'll soon find that you will be able to make caramel corn, cheese corn and many other specialty items by following a few extremely simple and concise directions.

Anyone Can Pop corn!

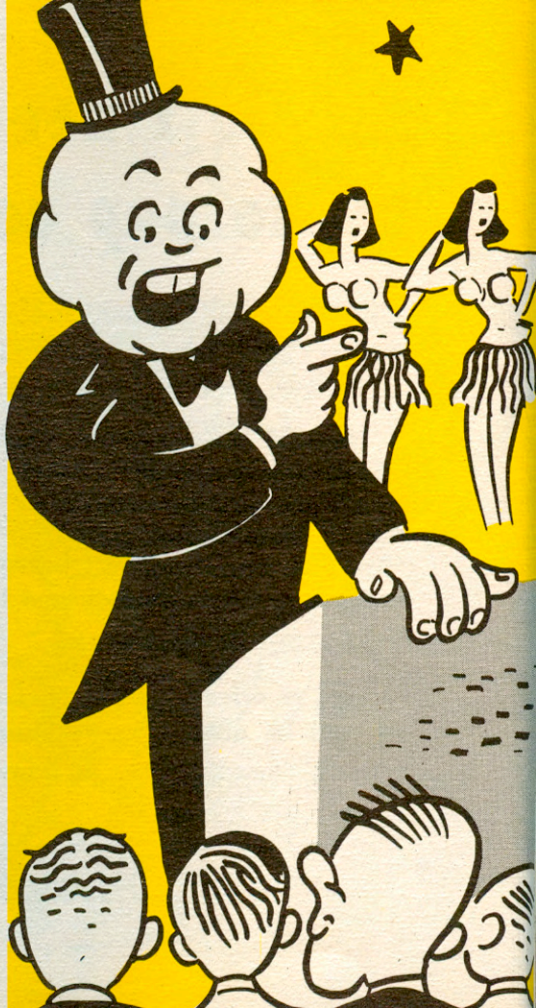


6 What must I do to merchandise POPCORN PROFITABLY?

In the popcorn business, as in any other business, your profits are in direct proportion to the degree of aggressive merchandising effort you employ. For years, popcorn business operators have been dreaming up new and unusual ways of pushing their products. Some of them hand out samples, others run contests, give away premiums, advertise in newspapers and on the screen, if they are adjacent to a theatre.

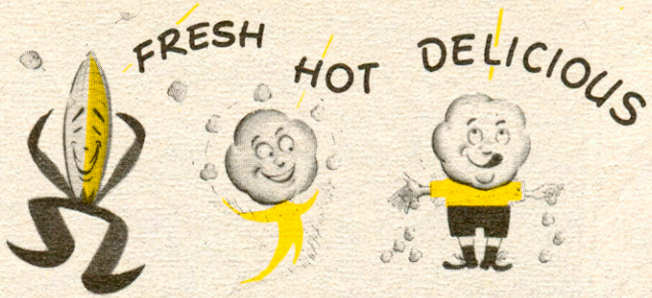
There is a section of this booklet in which you will find many proven, sales-tested merchandising and promotion ideas that will assist you greatly in getting your business started on a sound, profitable basis. Read it carefully, it's a sure-fire business builder.

Remember that the secret of successful merchandising is to do something that is so different from the practices of your competitors that the public sits up and takes notice — favorable notice that results in more sales.



WARNING!

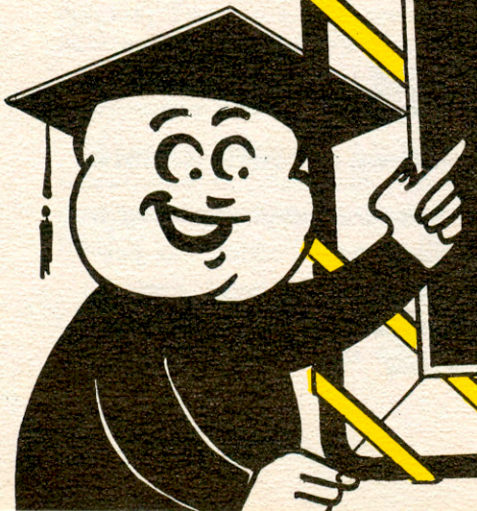
there is no substitute for . . .



POPCORN

Popped before the customers' eyes, it reaps a bumper crop of profit dollars

There is only one sure formula for successful popcorn sales. The corn must be popped fresh with plenty of seasoning and served hot. Warmed-over corn will not build repeat sales. Aside from the taste-appeal of popcorn, there is a fascination in seeing it pop. Add this element of "action" to popcorn's palate-pleasing flavor and exciting aroma, and you have *all* the ingredients for a big profit business.



Summing all this up:

We now know that popcorn has UNIVERSAL APPEAL, with young and old alike—that it sells in any season, winter, spring, summer or fall—and that to the person who is seeking a proven, safe and profitable business opportunity popcorn provides the perfect answer.

We know, by their own testimonials, that thousands of successful operators everywhere are making substantial incomes from popcorn. We know that YOU can get started in this highly lucrative field at once.

There is a single source

from which you can quickly and easily secure everything you need to start and operate a business that will pay you "Big Profits from Popcorn."

Manley, Inc.

"THE BIGGEST NAME IN POPCORN"
brings you

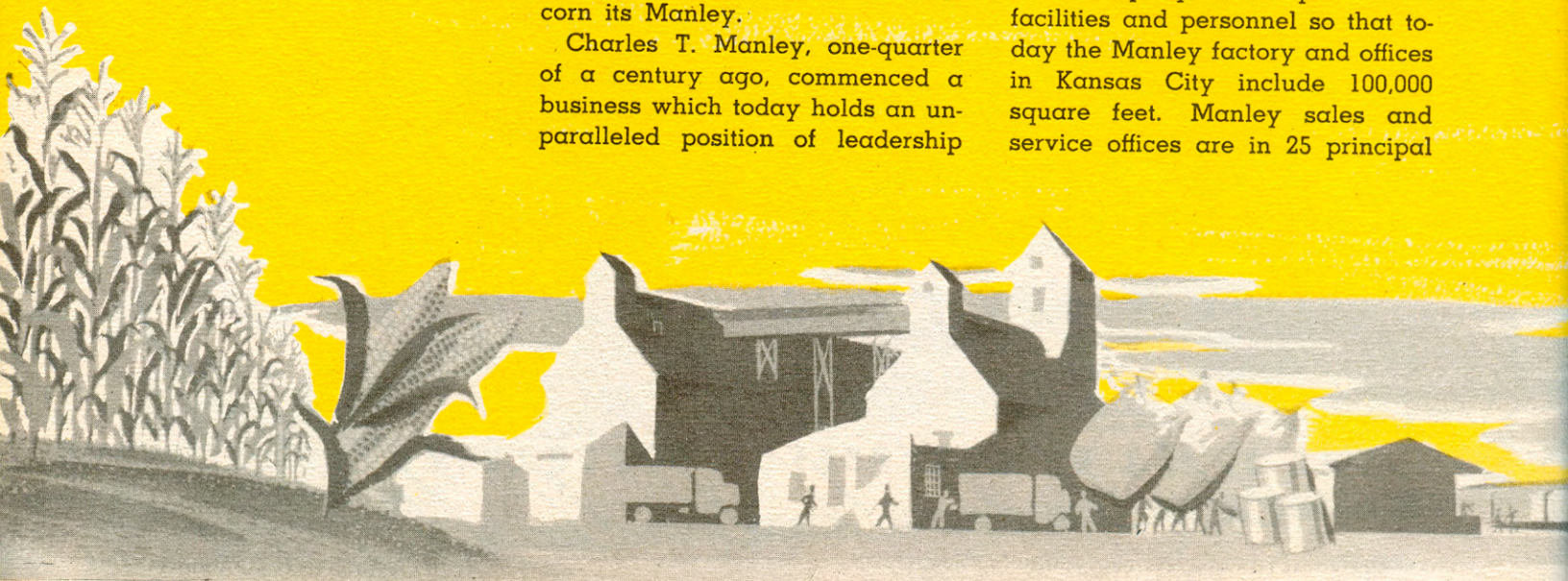
Manley **M**achines
Manley **M**erchandise
Manley **M**ethods

THE 3 *M's* OF SUCCESSFUL POPCORN MERCHANDISING

WHY *Manley* IS THE BIGGEST NAME

The story of Manley, Inc. is another saga in the romance of American business enterprise. The automobile industry had its Ford, chewing gum its Wrigley, and popcorn its Manley.

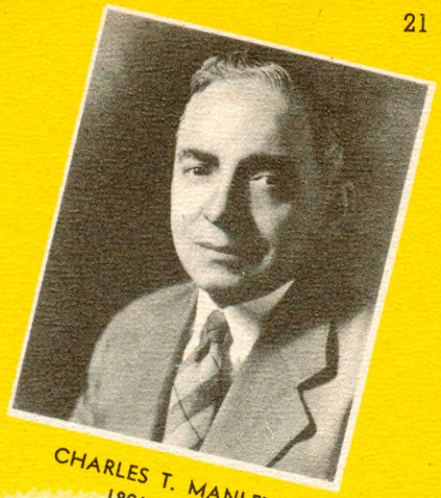
Charles T. Manley, one-quarter of a century ago, commenced a business which today holds an unparalleled position of leadership in the industry. From a small factory in Kansas City, where Manley pioneered the first all-electric popcorn machine, this typically American company has expanded its facilities and personnel so that today the Manley factory and offices in Kansas City include 100,000 square feet. Manley sales and service offices are in 25 principal



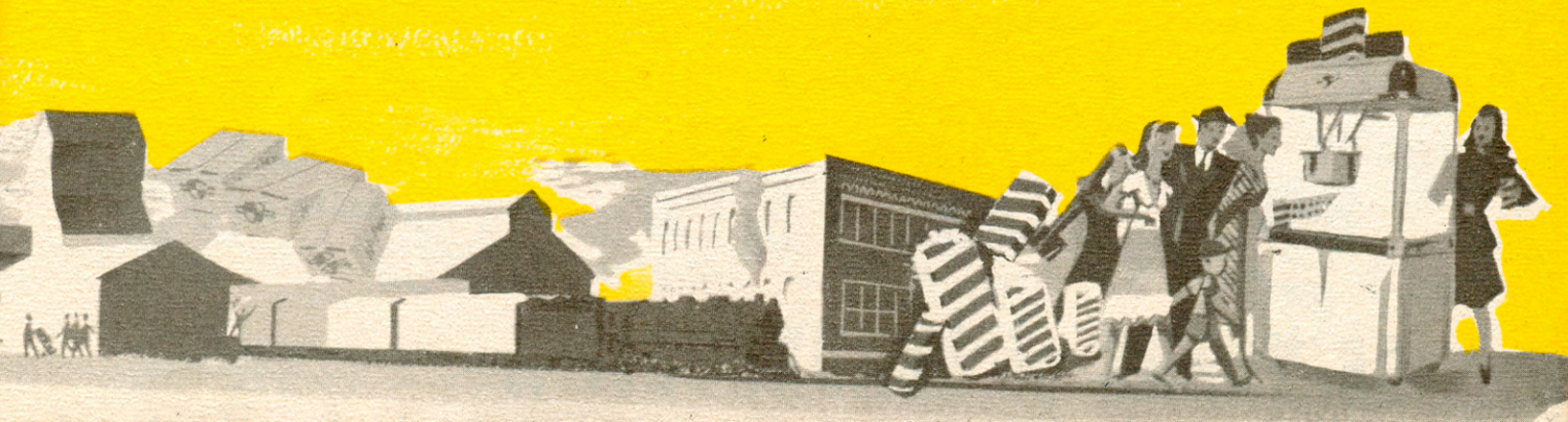
IN POPCORN

cities. 20 warehouses, strategically located throughout the country, handle Manley popcorn supplies. There are Manley sales and service representatives in every state of the Union, in Canada, Mexico, and elsewhere throughout the world.

Manley, Inc. is actively engaged in every branch of the popcorn industry as manufacturers, growers, processors, suppliers and, with Hi Pop Popcorn, in the retail food business on a nation-wide basis. In theatres throughout the world popcorn is a national habit. On boardwalks, main streets, highways, in carnivals, at beaches, and many favorite variety stores, Manley Popcorn and Manley Popcorn Ma-



CHARLES T. MANLEY
1891 — 1946



chines are catering to the universal taste for popcorn, a demand that is limited to no age bracket, no season.

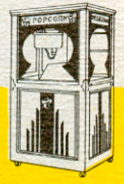
Thousands of Manley Machine owners today are independent, successful business men, made so, not only by their Manley Machine or the Manley supplies which they purchase, but because Charles T. Manley insisted that every popcorn machine location had to be carefully analyzed for its business potentials before he would sell or ship a machine. To assure him that this requirement was always complied with, Mr. Manley set up 25 sales and service offices all over the United States, staffed by 64 highly trained Location Analysts, to assist the potential buyer of a Manley Machine in setting up a successful and profitable business.

In 1946 this great, truly American business man passed on, leaving the company in the capable hands of the second generation, backed and supported by many faithful employees, several of whom have been with the company since its inception.

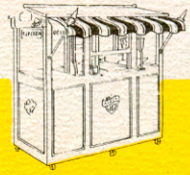
Manley Is The Biggest Grower and Buyer of Raw Popcorn

Of the 350 million pounds of popcorn grown annually in the United States, 12% is grown on thousands of Manley-owned acres or for Manley, Inc. from company-furnished seed and to rigid company standards. Each year over 25,000 acres of lush growing lands produce Manley's Hi Pop Popcorn—Hybrid South American. Manley's 6 processing plants handle 35 million pounds annually. Manley, Inc. owns six large corn cribs and processing plants where the annual crop of Manley Popcorn is treated, brought to the highest point of popping volume, packed and shipped to 20 warehouses throughout the United States and elsewhere around the globe.

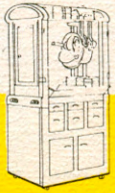
1922



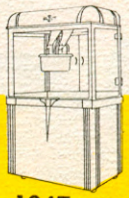
1929



1933



1940



1947

25 YEARS of LEADERSHIP...

Manley Is The Biggest Supplier Of Seasoning, Salt, Bags and Boxes

Popcorn seasoning, the shortening in which corn properly prepared should be popped, is an essential of any popcorn machine operation. Manley, Inc. has experimented continually to the end that Manley-packed popcorn seasoning is the finest available anywhere. Corn popped in Manley popcorn seasoning has a more delicious flavor, pops out better, is more appetizing and appealing to the eye. Each of these points is an important contributing factor to the overall success of the popcorn machine owner.

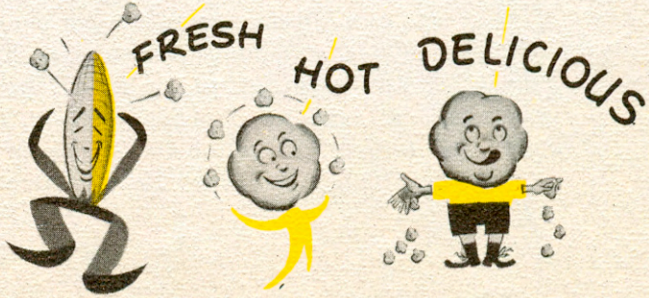
Manley salt is packed to Manley specifications by such famous people as Diamond and Morton salt companies. Popcorn salt is different from table salt and Manley has developed a finely ground product, in texture not unlike powdered sugar, which imparts a delicious salty taste to every kernel during the popping operation.

Throughout the entire world no supplier parallels Manley's sales of bags and boxes. Over 200 million colorful Manley bags and boxes pass into the hands of people every year. Their promotional value is the equivalent to a national advertising campaign in itself.

Manley Is World's Largest Manufacturer Of Machines

Seven out of ten machines found in theatres throughout the country are Manley-Burch machines. It is customary to find Manley Machines which have given continuous satisfactory service over many years. Throughout the nation, and exclusive of theatre locations, Manley maintains the same dominant position in the field.

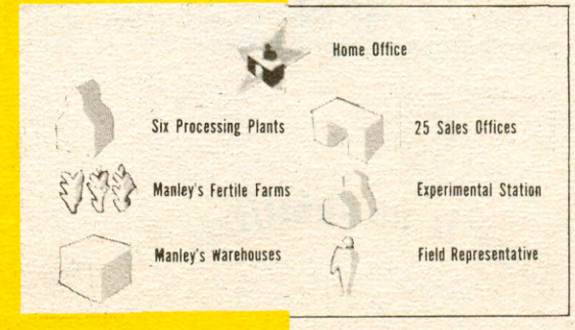
there is no substitute for popcorn that is



Manley Has The Biggest Plans For the Future

Following the path laid down by Charles T. Manley, Manley, Inc.'s plans for the future are farsighted and aggressive. Today Manley Hi Pop Popcorn advertising appears on the food pages of over 200 newspapers throughout the country. Manley display material, featuring their raw popcorn retail food package, can be seen in every hamlet and city in the country. Variety store windows in the best known chains promote popcorn with Manley window backgrounds and other promotional material and, the Manley Engineering Department is continuing in its work to keep Manley Popcorn Machines far out and ahead.

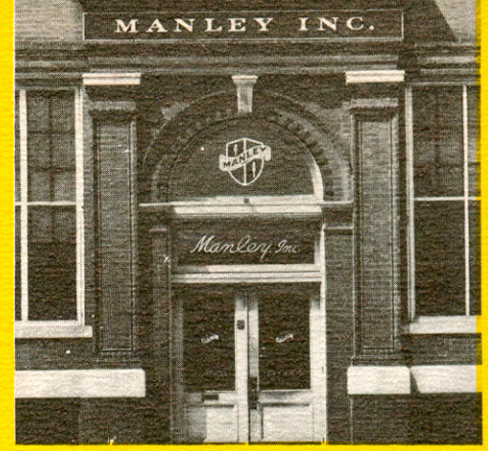
To the man considering popcorn as a business enterprise these facts are important. They promise him a company always ready, well financed, and capable of filling his every requirement — a company whose case history files contain a wealth of successful popcorn promotional and merchandising ideas, all of which are available to the owner of a Manley Popcorn Machine to insure his best success.



PHILIPPINE ISLAND

A camera trip through *Manleyland*

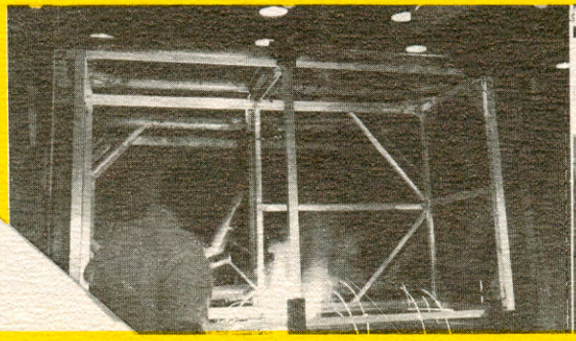
Some idea of the vast scope of Manley, Inc. can be had from glancing through the next few pages. Factory, farmlands, popcorn elevators and processing plants each contribute an important part toward making Manley, Inc. "the biggest name in popcorn."



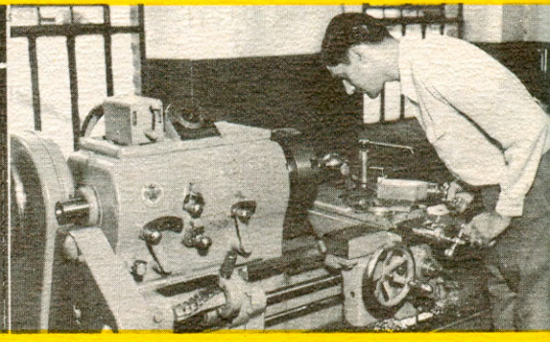
The doorway to Manley, Inc.—entrance to 100,000 square feet of factory and office space.

A metal forming operation in the manufacture of Manley popcorn machines

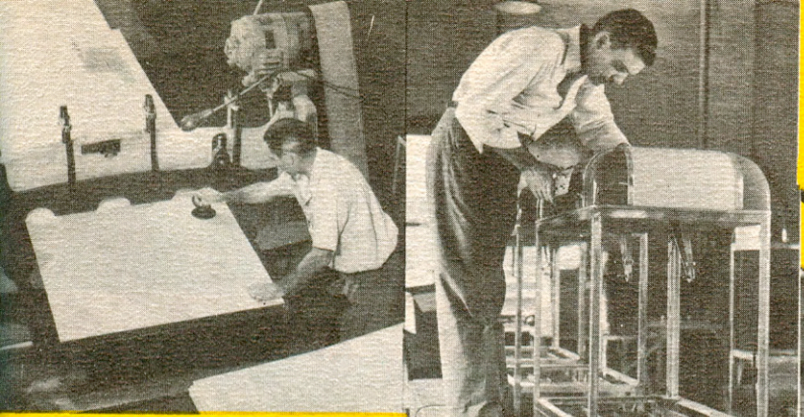
Dependable Manley popcorn machines get their start in the engineering department. Here, eye appeal, dependability and mechanical perfection is the goal.



A welding operation on the framework of a Manley popcorn machine. Lifetime sturdiness is built-in here.



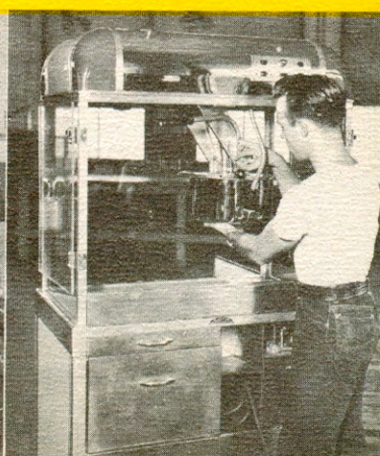
All jigs and fixtures, tools and dies essential to production are quality-built at the Manley factory.



The metal side panels with their scratch-proof and permanent baked-on enamel finish are trimmed to size on giant shears.

Final assembly in the kettle department. Below: the outer casing of the popping kettle is installed here.

To the right, an assembly operation on the heating element of a Manley popping kettle the heart of the popcorn machine.

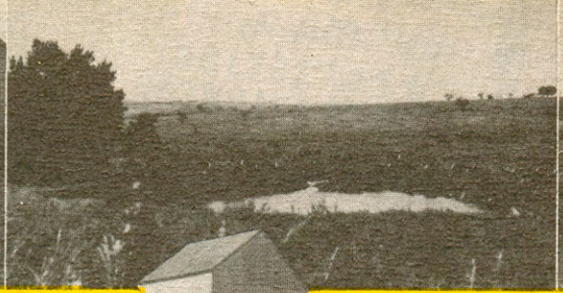


To the right are two pictures taken in Final Assembly—the first shows a Manley electrician fitting a switch panel at the rear of the machine; extreme right Installing a Manley Popping Kettle.

Above, nearing completion, a worker installs the attractive red, illuminated, plastic panel—a distinctive mark of a Manley machine. Below, an export shipment to Havana, Cuba is made ready for the Express man.

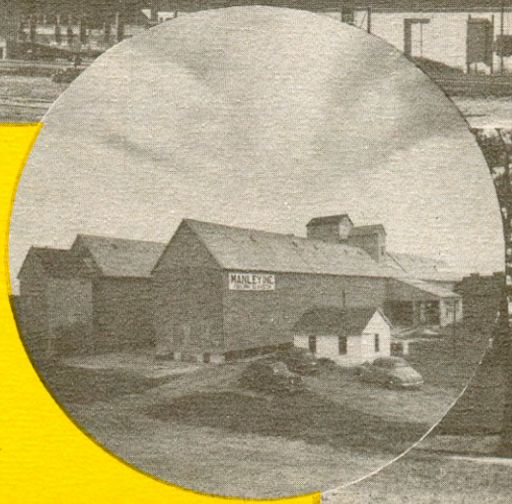
Manley FARMS

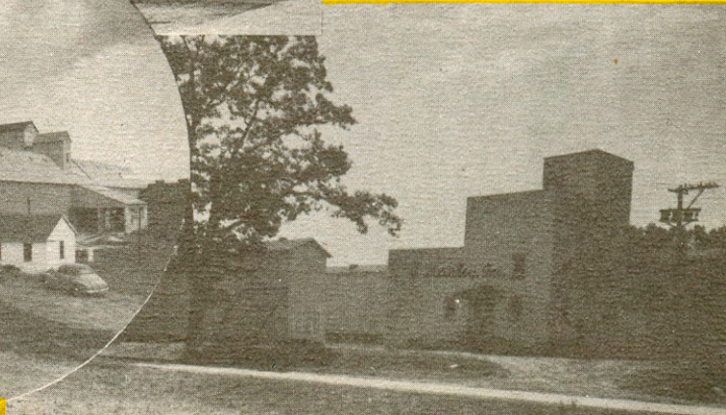
At top of page, four tractors on a Manley farm prepare a huge field for its regular planting of popcorn. Other views of popcorn crops throughout the corn belt are shown on this page.



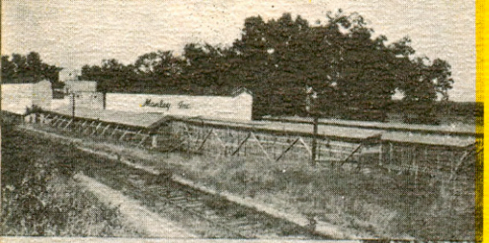
Manley
POPCORN ELEVATORS

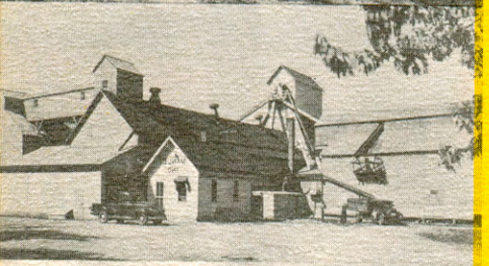
Manley popcorn elevators are strategically located throughout the corn belt in North Kansas City, in Tarkio, Mo., in Lake View and Odebolt, Iowa, and at Middlebury and Kimmell in the heart of the quaint Amish country in Indiana. Pictures typical of these six cribs, one of which is the largest popcorn elevator in the world, are shown to the right and on the left hand side of the following page.

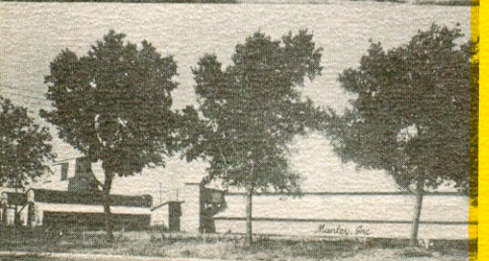




Additional views taken on Manley farms show a few of thousands of head of cattle raised by Manley to grace the tables of the nation.



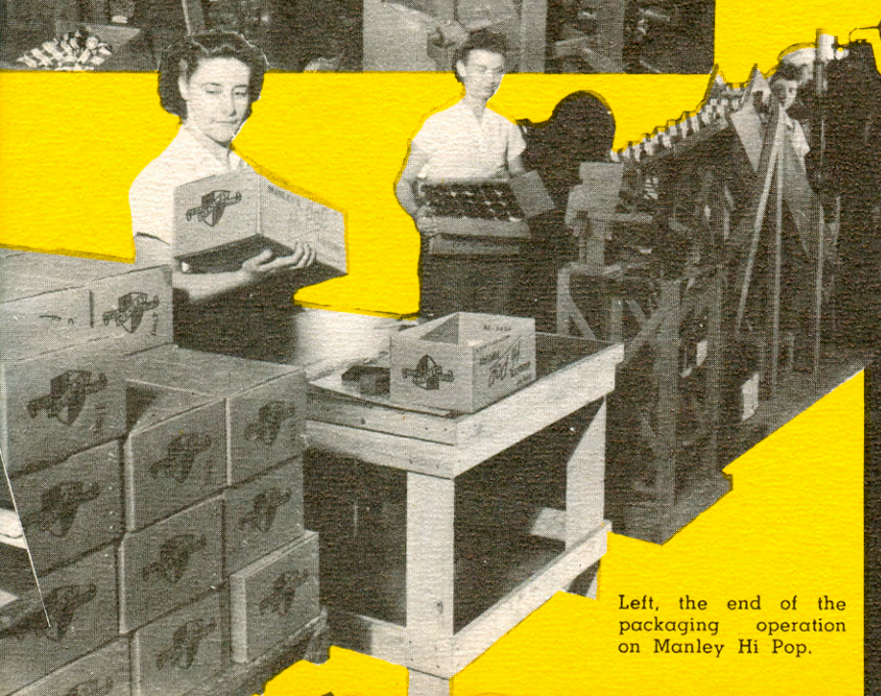




Manley PROCESSING OPERATIONS

Upper left to right shows a delivery of popcorn at the Lakeview plant, sizing and cleaning of shelled corn, Hi Pop retail package packing operation at Lake View. Below, belt conveyed corn passing to sheller and a routine test for moisture content.

To the right and immediately below are shown a railroad car being loaded with Hi Pop at Lakeview, Iowa and a view of hundred pound bag storage at Kimmell, Indiana.



Left, the end of the packaging operation on Manley Hi Pop.

M No. 1

Manley POPCORN *Machines*

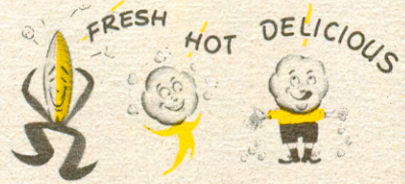
sparkling beauty . . . eye appeal . . . mechanical perfection . . . trouble free operation . . . large capacity . . . handles large crowds

SLEEK and modern in its white enamel and chrome dress, the Manley Popcorn Machine looks right at home in the most swank surroundings. And, this outer beauty isn't just skin deep. From its rubber-tired, ball bearing casters to its red and white dome, the Manley is built of high caliber material and parts, and designed to "take it" year in and year out. Constructed on a rugged frame and encased in easy-to clean white enamel, the Manley Machine incorporates more special features than any other machine on the market today.

Under the Manley Guarantee and Cooperative Insurance Contract, this undisputed leader in the popcorn machine field is given a long term guarantee.

To see it from the operator's point of view, see the first photo at right. Note the many labor-saving devices such as the automatic seasoning well and pump, bag or box compartment, cash drawer, corn bin, "old maid" waste receptacle, etc. This new Manley Machine has *everything* to make the handling of crowds as convenient and easy as possible.

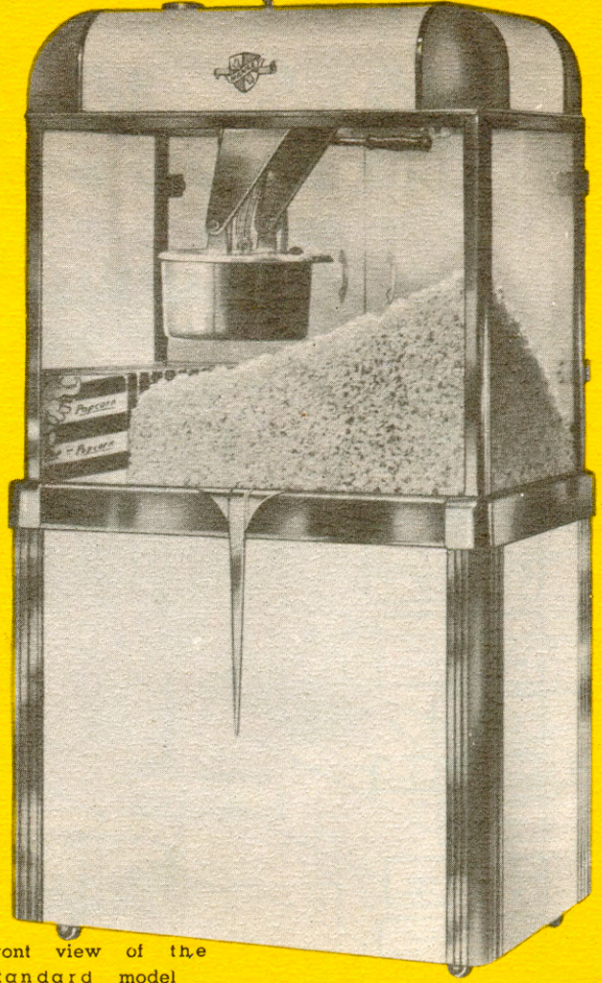
there is no substitute for popcorn that is



Automatic Seasoning Is An Exclusive Manley Feature!

From a seasoning well in the bottom part of the Manley Machine, a flexible coil and automatic pump draws just the right amount of seasoning for each batch of corn. This flexible tube is encased in a special heat element that prevents seasoning from solidifying and clogging pump during cold weather.

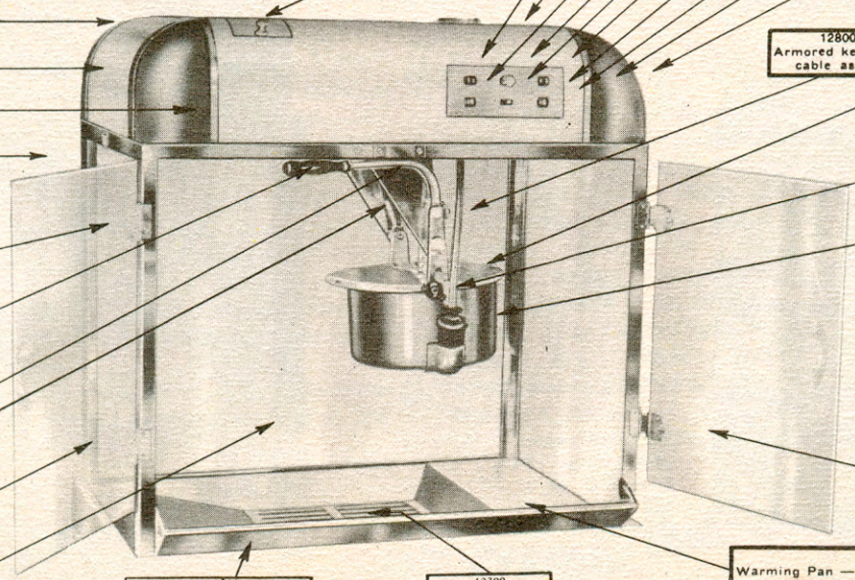
Standard model.
37⅜" wide, 24¾" deep, 71" high.
425 lbs.
Capacity of dollars per hour, $30 to $35



Front view of the Standard model

Manley Machine
FEATURES

. . . in the popping case



14306
Push button switch for swift and sure heating of seasoning line.

13602
Blower switch.

13604
Pilot light goes on to indicate that the kettle is heating.

13602
Motor switch.

13603
Kettle switch.

13602
Light switch.

13602
Warming pan switch.

13601
Polished cast alum. switch plate.

13704
Polished Cast Alum. support.

13708
Plexiglas corner.

13716
Salt bin lid.

13707
Plexiglas panel — beautifully colored and illuminated for eye-arresting appeal.

12800
Armored kettle — cable ass'y.

12502
Kettle lid with bayonet slots for easy removability.

13701
Polished cast alum. support.

12508
Knob for lifting flap when emptying kettle.

13703
Polished cast alum. support.

10400
Electrically welded all aluminum frame — light, yet very strong. All exposed parts highly polished.

12501
Precision built Tip-t-matic kettle, scientifically balanced with new safety and popping features for a long trouble-free life of perfect popping and low-cost operation.

10416
Bullet spring catches to hold doors open against the sides of machine.

12207
Chrome plated streamlined handle with rubber pad.

12516
Handle for tipping kettle.

12201
Unbreakable, heavy plexiglas doors.

13301
Kettle hanger — front.

13302
Kettle hanger — rear

12202
Special hinges allow doors to swing back against side of machine.

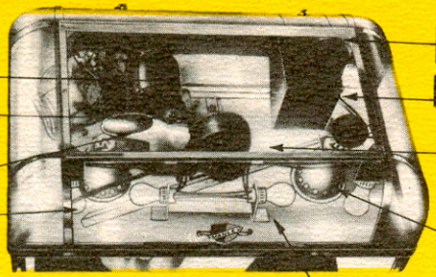
10003
Heavy ¼-inch plate glass window — Side.

10004
Heavy ¼-inch plate glass window — front.

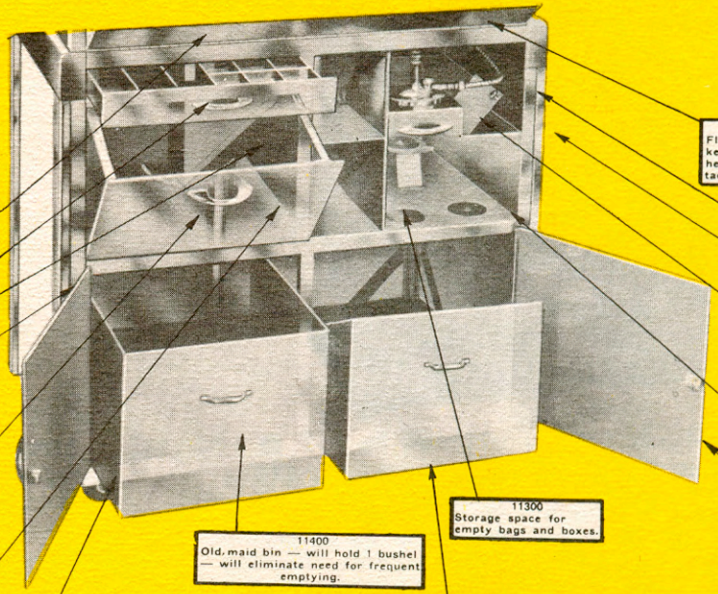
12000
Warming Pan — more space for popped corn and packaged popcorn — kept piping hot and ready to sell.

10802
Side trim — Highly polished heavy cast aluminum.

12700
Heavy corn screen.

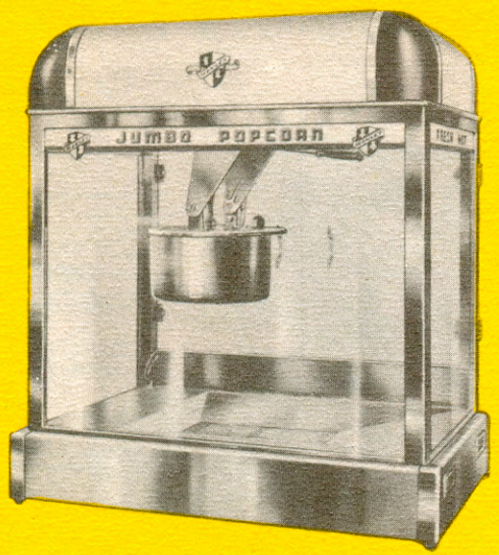


in the top of the machine



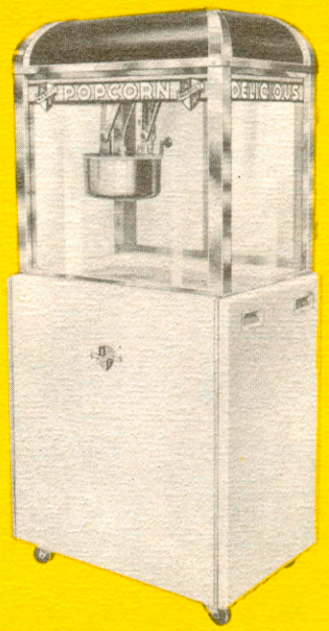
in the machine base

The Manley COUNTER MODEL



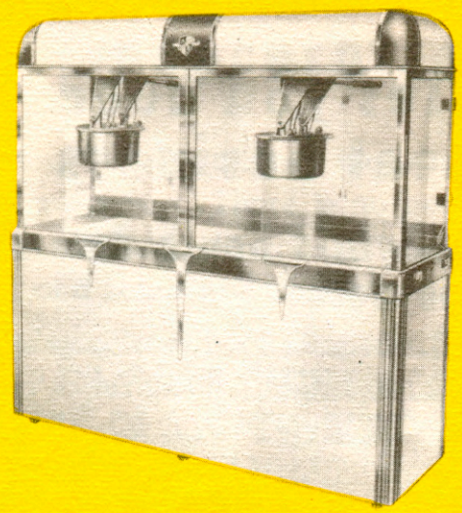
● Especially designed for indoor locations where floor space is at a premium or for booths where a cabinet model is not necessary. It is virtually the top half of the regular Manley Machine, lacking only storage space for corn, boxes, bags, seasoning and salt, the "old maid" bin, and the automatic seasoning well and pump. Across the front it is 38⅝" wide. In depth 25⅝" and stands 41¾" high.

The Manley PREMIER



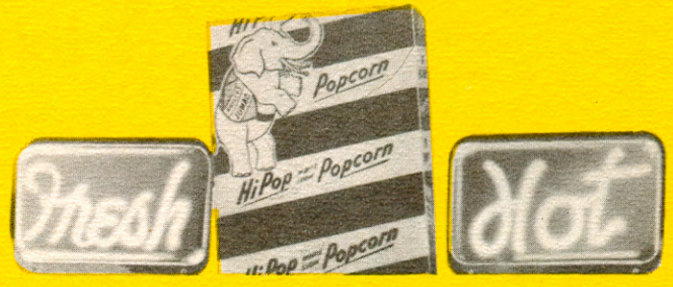
● Slightly smaller in physical size and production capacity than the standard Manley Popcorn Machine, the PREMIER is an ideal cabinet model for locations where requirements are lighter and speed is not the prime requisite. Does not have seasoning well and automatic pumps. It is 32¾" wide, 23⅛" deep, 66" high, weighs 350 lbs. and has a dollar capacity of $8 to $10 per hour.

The Manley "TWIN"



● Specially designed to handle the demands of extra big crowds, the Manley "TWIN" is the same as the Manley Single Unit, only there are two of everything you need to handle a big hungry crowd. If you're locating in a big city theatre, on a boardwalk, with a carnival or amusement park, or on a busy street location, you'll want and need the Manley "TWIN." It is 74¼" long, 24¾" deep, 70⅝" high, weighs 850 lbs. and has a dollar capacity per hour of $60 to $70.

The Manley NEON SIGN



● Top off your Manley Popcorn Machine with this eye-catching neon sign that attracts the crowds with a colorful facsimile of the Manley carton and two magic words "HOT" and "FRESH."

Operators everywhere tell us this sign has definitely improved their sales. Inexpensive and easy to install, no Manley Machine owner should be without one of these sure-fire business-getters.

M No. 2

Manley Merchandise

the quality supplies you need to build a repeat business

MANLEY'S Hi Pop Hybrid South American popcorn

Manley's Hi Pop South American Popcorn, as stated in an earlier section of this book, is the universal favorite of all popcorn machine operators because the yield per pound of corn popped is greater—you sell more bags—make more money.

Manley introduced this Hybrid South American years ago. At that time it was an exclusive Manley product. Today it is grown throughout the corn belt and it is safe to say that by far the largest percentage of all corn popped commercially is of the Hybrid South American variety.

Popcorn, however, is the "prima donna" of all grains and Manley, in their research work at their experimental farms, have developed a type of Hybrid South American popcorn which is as far ahead of today's similar brand as this type was superior to others at the time of its introduction.

All Manley popcorn is grown to rigid company standards on company-owned growing lands, or under contract. The seed for all Manley popcorn is company-furnished and comes from Manley-owned seed farms. This is your assurance that for consistently high popping volume, year in and year out, it will pay to standardize on Manley.

Manley popcorn is available in carloads, or in lined, moisture-proof 100 lb. bags or 10 lb. hermetically sealed tins and 8 oz. retail cans—nationally advertised. It is guaranteed to give you the results you want and must have if you want to build a successful business.

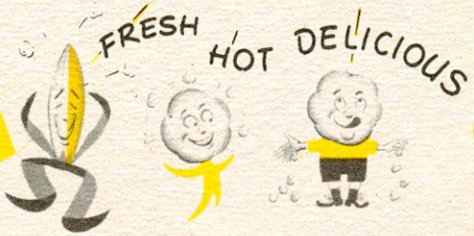
MANLEY'S

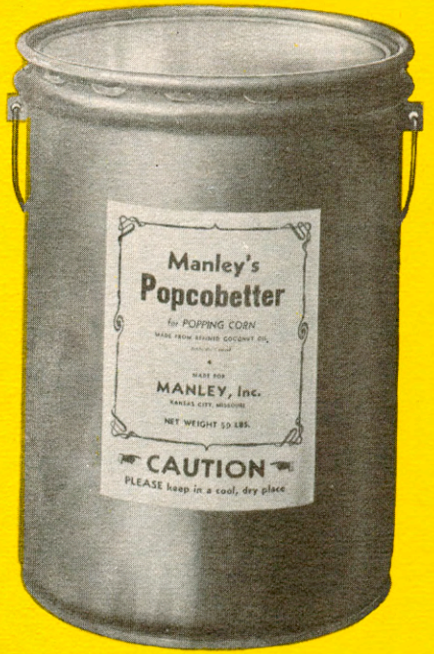
popcorn seasoning

Manley's Seasoning is highly refined and specially processed. There is no better brand of seasoning—a pure cocoanut oil product, it is always sweet and retains its delicious flavor.

Manley's Popcobetter Popcorn Seasoning is guaranteed to turn out a high quality, palate-pleasing product that will keep your customers coming back again and again. Available in all necessary commercial sizes.

there is no substitute for popcorn that is





MANLEY'S popcorn salt

SPECIALLY prepared by the Diamond and Morton salt companies and bearing a Manley label, this fine, powdery salt is the only type that should be used by the operator. It completely dissolves in the seasoning and when your corn has been popped, it imparts just the right amount of saltiness to each individual puff.

Warning! Never use regular iodized table salt on your popcorn. It will not dissolve properly and your finished product will be unevenly salted.

MANLEY'S boxes and bags

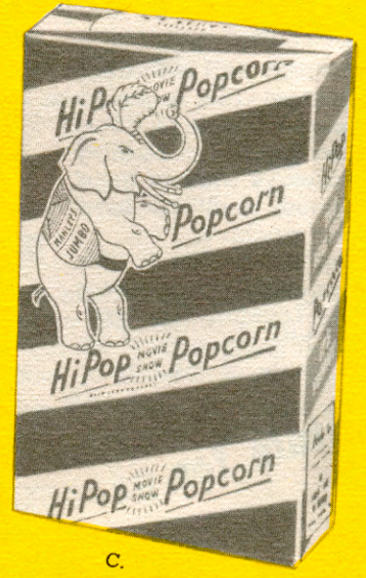
HERE is a promotion plus value! Every year, throughout the nation over 200 million Manley Hi Pop bags and boxes, filled with fresh, hot and delicious popcorn, will be bought by the public. These smartly designed and colorful packages have built up a tremendous public acceptance of the HI POP brand name. You can cash in on this popcorn popularity by serving your product in *America's best known popcorn package*—the national advertised Hi Pop design.

Don't make the mistake of thinking that plain bags and boxes are "just as good." This year, over 200 newspapers, countless radio stations and thousands of grocery and food stores are pushing the Manley HI POP name and familiarizing the public with these candy-striped HI POP packages. Don't short circuit your success. Get on the profit band wagon. Use the Manley, nationally advertised packages. Display them—then watch folks stop, look and buy!

A. Hi Pop popcorn bag 3"x7½" retails at 5c
B. Hi Pop popcorn bag 3½"x8½" retails at 10c
C. { Hi Pop popcorn box 4¾"x7½"x2" retails at 10c
   { Hi Pop popcorn box 4½"x6¾"x1¾" retails at 10c
D. Hi Pop Jumbo popcorn bag 5"x14½" retails at 10c

A.

B.



C.

D.

M No. 3

Manley Methods

discuss your location with a Manley location analyst

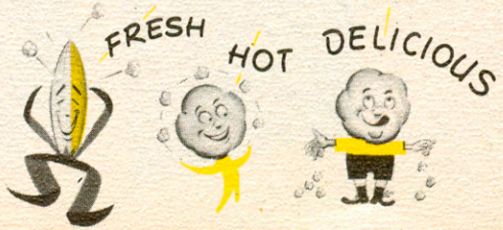
they are experts with years of experience

Manley, Inc. will never knowingly sell a Manley Popcorn Machine in a poor location. This organization has always felt that its success was in direct proportion to the success of each individual Manley Machine owner. Manley has always tried to insist that prospective buyers have good, profitable locations even before they buy their machine.

To assure themselves faithful adherence to this principle, they maintain 25 Sales and Service offices staffed with 64 specially trained Location Analysts. These high calibre, highly paid Manley men know the popcorn business like the inside of their hand and can spot a big-volume location in a flash. They are vitally interested in making you succeed and will not only sincerely advise you on the value of locations but stand ready at any time to offer you merchandising and promotion ideas culled from their many years of experience in this field. Don't hesitate! Call our nearest field office today and ask for all the assistance you need—*without obligation.*

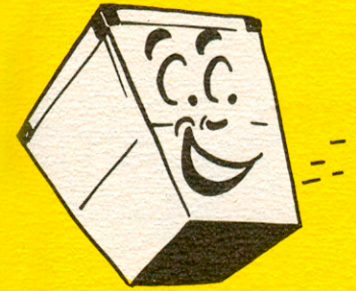
On the following pages are concrete suggestions that we know will help you succeed in the popcorn business. Read them! Digest them! And put them into practice!

there is no substitute for popcorn that is



personality pays profits!

We don't know if you will employ an operator for your new Manley Popcorn Machine or not. If you do, make sure he has a pleasant and engaging personality, makes friends easily and has a sense of humor. A ready smile and a few words of conversation go a long way toward selling popcorn . . . making friends . . . building a sound business.



your machine is a display case for food

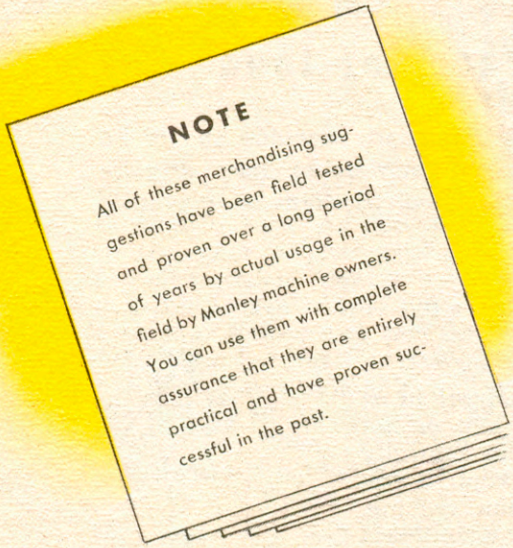
Remember, you're in the food business and that your popcorn machine should be as clean and sparkling as the display cases in a meat market or delicatessen. If there is the least doubt in anyone's mind about the cleanliness of popcorn, or any other food, they just won't buy it!

the cook just has to be clean

The personal appearance of the operator of a popcorn machine is just as important as the appearance of the machine itself. If possible, have white uniforms for him or her and make sure the uniform is clean and starched at all times. Clean hands are naturally expected, but watch the finger nails and insist that they be clean and well kept. If you have a male operator, be sure his uniform includes a cap. If a girl operates your machine, it is a good idea for her to wear a hair net while on duty. The basic rules of cleanliness pay off in popcorn, too!

PROVEN MERCHANDISING STUNTS

that build new businesses fast . . . pick up volume if sales lag!



Under normal conditions a popcorn business will earn a steady and highly lucrative income for its owner. However, if you are the type who likes to reach out for EXTRA profits, or if you find that your business is in a momentary slump and want to accelerate your sales, here are a few merchandising ideas that have proven themselves practical profit-builders over a long period of years.

free samples

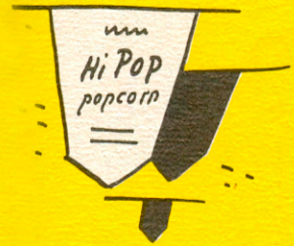
Here's an idea that always gets 'em. Fill Manley HiPop "Samplets" with popcorn and hand them out as samples. That's just a teaser to their appetites and 9 out of 10 turn around and buy a full box. Don't forget the cost to you is practically nothing—the resulting profit BIG!

for exhibitors—free theatre tickets

Put a FREE theatre ticket in every so many boxes of popcorn you sell. In all other boxes insert a card that looks like a theatre ticket but says, "Better luck next time." Then have a large sign made that announces the fact that every "so many" boxes contains a free ticket and display it prominently.

costume your operator

Just attract attention and you'll find it pays. One good method of attracting people to the popcorn stand is to costume the operator in some startling garb such as top hat and tails, gypsy or Spanish outfit, dancing costumes, etc. These can be rented from any costume house, or you can make up your own.



decorate your location

Here again the attention-getting factor pays off. Decorate your stand with signs, banners, pennants, or any other material that is handy, such as Japanese lanterns, crepe paper, etc.

Sometimes you can tie in these decorations with the seasons or holidays, such as Christmas (Christmas trees, Santa Clauses, etc.), Halloween (Pumpkin heads, Skeletons, Black cats, Witches, etc.), Easter (Bunnies, eggs, nests, etc.).

balloons zoom sales

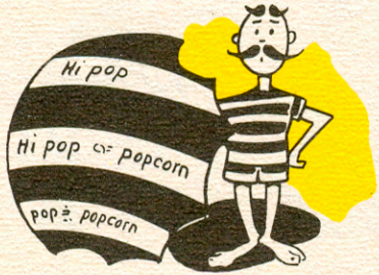
One highly successful operator buys penny balloons and gives one away with each 10c box of corn. To promote the deal he inflates several balloons and hangs them on the machine with a sign that reads: "A FREE BALLOON WITH EACH BOX OF POP-CORN."

movie slides pay off

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

photos of stars free

The bobby soxers as well as the "small fry" still 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 board showing the various photos and offer one photo free with every box of popcorn.



beach umbrella puts former sales in shade

One Manley owner recently sent us a good idea. He moved outside into the blazing sun and to protect himself from its scorching rays, he installed a large, colorful beach umbrella on top of his machine. Those bright colors did the trick and he broke all his previous sales records.

newspaper ads pull plenty of profits

Many Manley machine owners get good results from small, tricky newspaper ads on the amusement page of their local papers. For example: "This coupon is not a PASS TO THE STRAND THEATRE, but it is good for a 10c box of popcorn, if you'll add a nickel to it and present it at the candy counter in the lobby of the Strand Theatre."

coupons in boxes assure repeats

Put a coupon in each box of corn you sell and use this copy on the coupon: "SAVE THIS COUPON FOR FREE POPCORN, 10 of these coupons are worth one 10c box of Popcorn. Redeemable at Popcorn Machine." This idea can be used for any type of premium promotion. By changing the number of coupons required you can give away theatre tickets, flashlights, knives, marbles, etc.

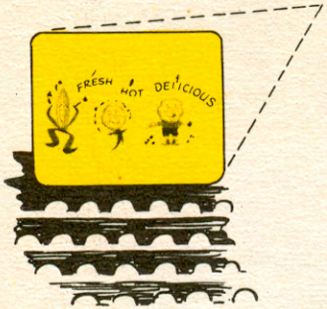
HI-POPPING NEWS IS PACKED WITH IDEAS

Hi-Popping News, the official newspaper of the Manley organization, is sent to every Manley Machine owner, every month. This interesting little publication not only contains all the up-to-the-minute news of Manley, Inc., but it is "jam full" of selling ideas culled from the day to day experience of other successful popcorn machine operators.

SALES LETTERS

Through the medium of regular Sales Letters, Manley keeps their machine owners posted on business conditions, prices, possible trends, etc. This is valuable assistance when you are attempting to plan ahead on your operation. With this kind of sales aid Manley Machine owners are able to keep way ahead of competition and succeed where others fail.

There are many other ideas we could tell you about, if space permitted. However, by now you probably have gathered that amazingly simple and inexpensive ideas will create extra profits in the popcorn business. The main thing to keep in mind is that popcorn business is no different from any other business when it comes to building EXTRA sales. Whatever you do that will attract favorable interest in your product and enthuse people to the point where they will buy your popcorn, is good merchandising. Keep that simple point in mind and you will get plenty of good merchandising ideas yourself. Smart thinking makes bigger profits and bigger profits are what puts you on "easy street" quickly.

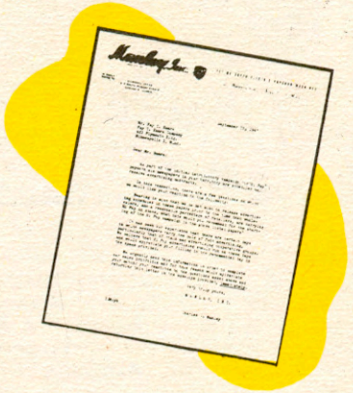


MOVIE TRAILER AVAILABLE FROM MANLEY

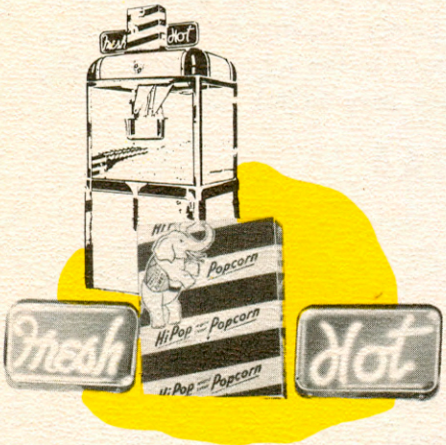
For owners who operate Manley Machines in or near a theatre, Manley has produced a minute movie all about popcorn. Merely for the price of a duplicate film print, you can secure one of these movie trailers and arrange to have it shown at the end of the feature picture. The suggestion of Fresh, Hot and Delicious popcorn during the movie and your point-of-purchase signs in the lobby or next door to the theatre will sell popcorn to the crowds when they COME OUT OF THE THEATRE, too! Write to Manley, Inc., for details.

SALES BULLETINS

Manley issues periodic Sales Bulletins to all Manley Machine owners. These are filled with timely information that will help you materially in the successful operation of your business. Many operators keep a three-ring binder and insert each Sales Bulletin as it arrives. In this way they have a constant source of information to which they can refer.



POINT OF PURCHASE



Above: the famous Manley NEON SIGN that fits atop your Manley Machine and catches the eye of the passerby. A sure-fire business booster and one of the best point-of-purchases we offer. Available at nominal charge.

BECAUSE popcorn is an impulse sale, it is important that people passing by be reminded to buy "fresh, hot and delicious" popcorn at the spot where they can step up and buy it. The machine itself is the "point-of-purchase" and you should decorate your location with signs, banners, cut-out figures, etc.

Manley has all sorts of point-of-purchase banners, streamers, signs, and cards all made up and available to Manley Machine owners. Write to the Manley headquarters in Kansas City and tell us what type of location you have and we will send you appropriate point-of-purchase advertising.

If you would like to install a booth in a theatre or building lobby ask for details on the Manley ready-made booth shown on page 51 of this booklet.

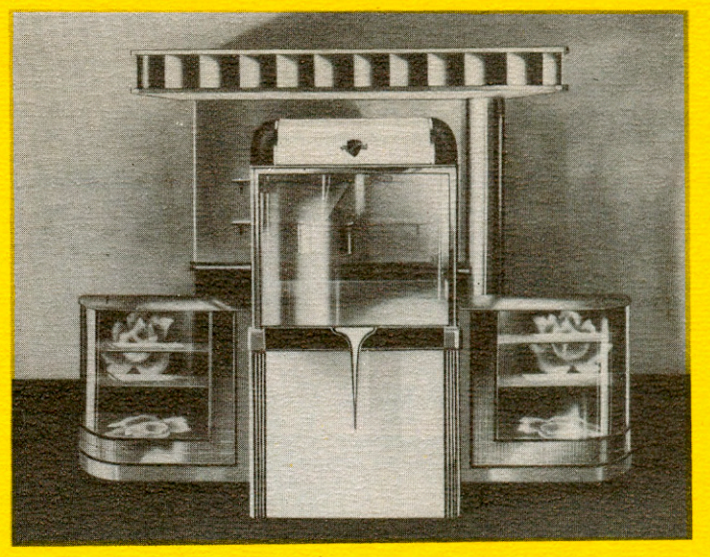
The Manley
ADAPTI-BILT UNITS

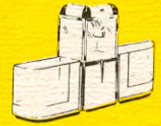
Combining all the essentials of good showmanship and salesmanship, Manley Adapti-Bilt units (as illustrated to the right) will lend eye-appeal —increase sales, and consequently profits, when used in theatres, variety stores and for general concession work throughout the country.

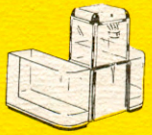
An outstanding feature of Manley Adapti-Bilt units is their complete flexibility. The two candy counters can be used to flank the Manley Popcorn Machine on the right and left; built in "L" formation with the Manley Popcorn Machine located in a corner position; or combined variously as indicated by the sketches accompanying the photograph.

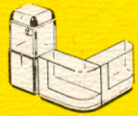
The background display is hooded and provides indirect illumination from the top. Colorful, eye-appealing Manley Adapti-Bilt units will catch the eyes of more patrons, direct them irresistibly to the display, increase not only popcorn profits but your profits from other confections as well.

Manley sales and service offices can supply all information including dimensions, prices, etc. Do not hesitate to inquire at your nearest Manley office.









EXHIBITORS KNOW...

popcorn profits rival box-office profits

In practically every section of the country the Manley Popcorn Machine in the theatre lobby is as familiar to movie fans as the traditional marquee of the theatre itself. So important profit-wise has popcorn become that in many of the larger circuits an executive, with a complete force under him, has been set up to handle the concession end of the business alone.

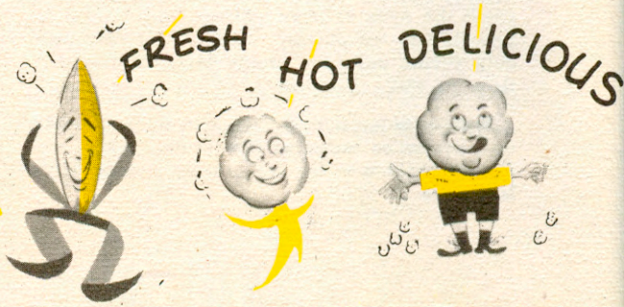
During the war, because building materials were difficult or impossible to procure, little was done to enhance the concession in the lobby. Today, however, there is a widespread movement toward modernization and design of these important profit-making counters.

The Manley Popcorn Machine has been incorporated beautifully into hundreds of these modernized popcorn sections, as illustrated by the pictures on the pages which follow. You will find also in this section Manley designed architectural renderings suggesting practical arrangements of lobby and off-the-lobby units, which should assist you materially in planning installations in your own theatres.

Manley's Popcorn and Machine enjoy tremendous popularity throughout the entire motion picture exhibitors' field, the reason, of course, being that popcorn served from a Manley Machine is *hot, fresh* and *delicious*. It is popped before the eyes of the patrons and served to them at the peak of its crunchy, crispy, goodness and flavor. Warmed-over popcorn does not build repeat business, and for this reason will not make the maximum profits for the exhibitor. A simple formula that has proven successful throughout the country in theatres everywhere is to pop corn fresh before the patrons' eyes never overload the machine —serve it hot and keep the crowds coming!

Remember, a Manley Machine has all the elements of good showmanship. Its illuminated plastic corners and sparkling brightness catch the eye. Through its scientifically designed top comes the taste-tempting aroma to please the nose. Its crystal clear window fronts and sides give a four-directional view to the popping operation. This all adds up to irresistible appeal, *the* necessary element in "impulse" buying.

there is no substitute for popcorn that is



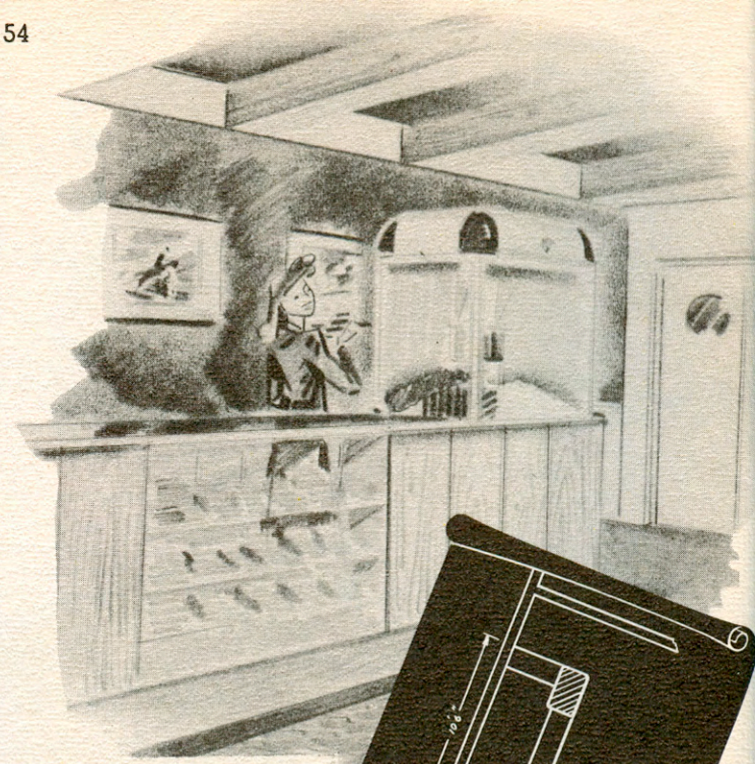
Glass brick and the sparkling Manley Machine in an artist's conception of an ultra-modern theatre concession. The concession stand is placed where the element of "impulse" buying will be greatest.

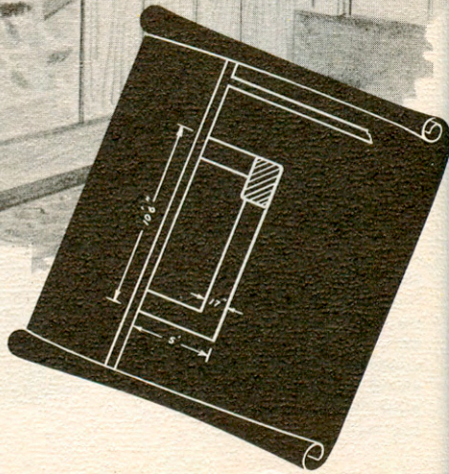
The New Manley Machine in a top point-of-sale location at the Esquire Theatre, Cape Girardeau, Missouri.

The inside concession in the New Joy Theatre, New Orleans, Louisiana, is designed to harmonize with its Manley Machine.

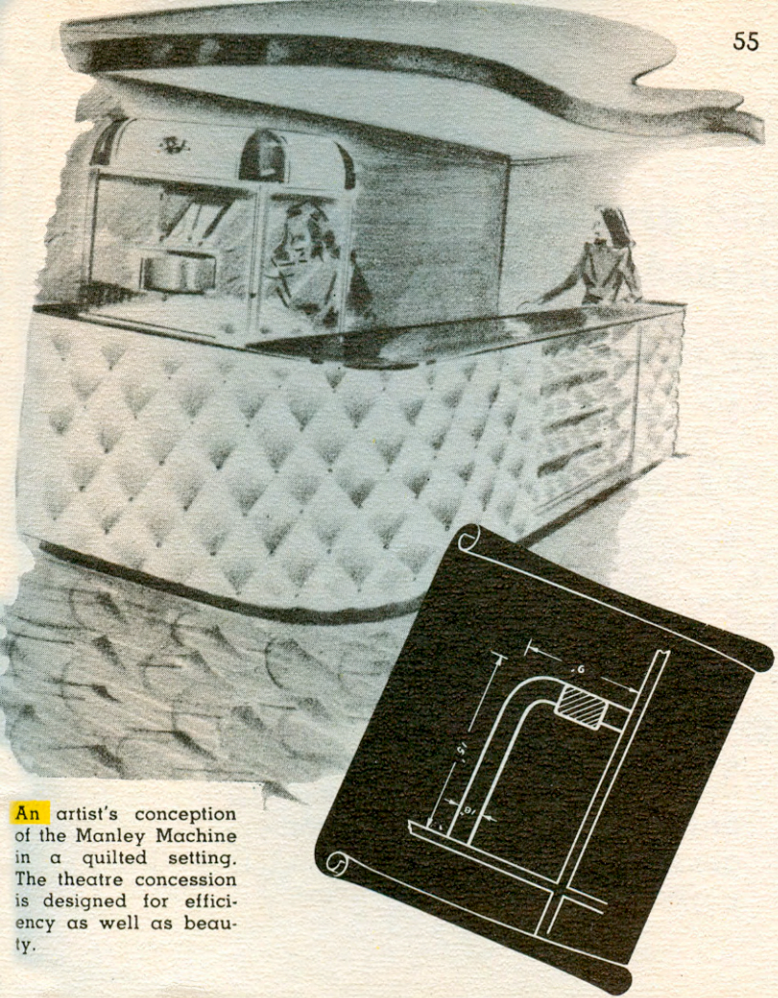
The Manley Machine shines in the foyer of the Josephine Theatre, San Antonio, Texas.

An attractive setting for the New Manley Popcorn Machine in the Criterion Theatre, Poplar Bluff, Missouri.

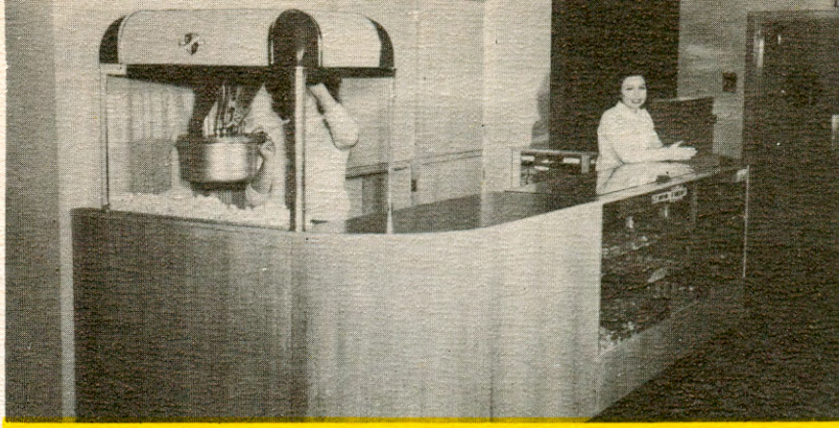




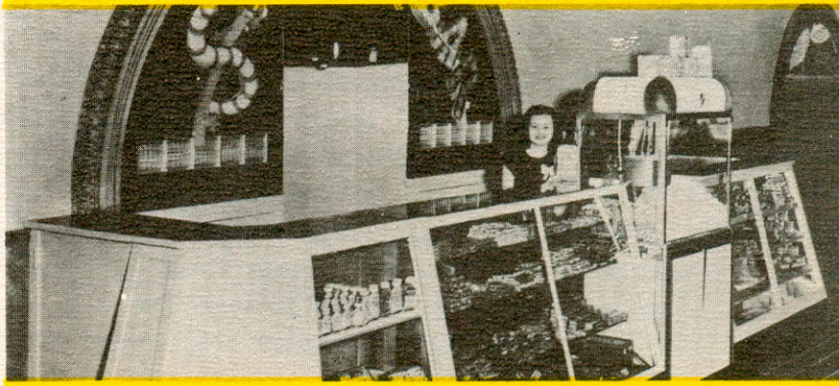
The Manley Machine blends with a colonial setting. Built of pine, the theatre concession is designed to be accessible to all incoming and outgoing patrons.



An artist's conception of the Manley Machine in a quilted setting. The theatre concession is designed for efficiency as well as beauty.



"A thing of beauty is a joy forever". The New Manley Popcorn Machine, a thing of beauty, is a joy to the owners of the Fanchon-Marco Tower Theatre, St. Louis, Missouri.



An attractive concession booth, harmonizing, and topped off by the New Manley Popcorn Machine in the Broadway Theatre, Denver, Colorado.

POPCORN IS A BIG BUSINESS IN . . .

variety stores, drug and grocery stores, restaurants and confectioners, railroad and bus terminals . . .

wherever people gather

SHOW us a place, where for a reasonable number of hours out of every day, there are people and we will show you a good location for a profitable popcorn business.

In super markets where traffic is heavy, in drug stores with counters and soda fountains, in variety stores where bargains attract crowds, in restaurants catering to large numbers of people, in confectionery stores on main stems, and in active railroad and bus terminals everywhere, a Manley Popcorn Machine will make big profits for its owner.

Remember one important fact in attempting to gauge a good location:

Generally speaking, the unit sale in popcorn is a dime. If you have people passing by or through your location, you must make money. Popcorn is an impulse purchase and a Manley Machine, adroitly placed in any line of heavy traffic, stops the crowds and pulls dimes into your cash drawer to an extent which sometimes even amazes us—and we are used to hearing popcorn success stories.

If you own, manage, or are interested in a chain store operation, we'd like to talk to you about setting up Manley Popcorn concessions in all your stores. We have an amazing opportunity to discuss with you — one in which we're sure you'll be interested.

On this page are reproduced two windows in variety stores, trimmed with some of the animal cut-outs that we furnish for this purpose.

The Union Rexall Drug Store, Denver, Colorado does a bang-up popcorn business selling the large Jumbo Hi Pop Manley bags.

Two Manley Popcorn Machines are kept busy at Malone's Drug Store, Sikeston, Missouri.

Customers line up and come back for Hi Pop Popcorn from a beautiful New Manley Machine at Fletcher's Luncheonette and News Shop, Bellows Falls, Vermont.

John Ihhings, Jamestown, New York, a smart grocer who knows that people love popcorn, fresh, hot and delicious from a Manley Popcorn Machine.

The large Hillman Pure Food Store, Chicago, Illinois does a booming popcorn business. Their Manley Machine, at the entrance employs all the elements of "impulse" buying. Customers see, smell and buy popcorn.

Knowing that small sales make fortunes quickly, the Republic Drug Store, Denver, Colorado put their Manley Machine outside and watch popcorn profits roll in.

POPCORN HAS HI-POP-ULARITY AT . . .

carnivals, circuses, public auditoriums, midways, boardwalks, playgrounds, parks and pools . . .

wherever folks gather to relax or play!

. . . and small wonder! Here again the fundamental to a profitable popcorn operation is found in people—crowds of 'em. In funlands throughout the country, circuses, country carnivals, boxing and wrestling bouts, amusement parks and resorts, there is no gamble in the popcorn business.

Many operators have found it advisable, because of seasonal conditions, to operate north in the spring and summer months, and south in the fall and winter months. In other words, they follow the season to vacationlands and catch the people 12 months a year.

Remember, the appeal of popcorn has no age limit, no season, no geographical limitations. Kids in school will rush the Manley Popcorn Machine and Grandma and Grandpa pick up their box of Manley Popcorn whenever they go to their favorite movie house.

The secret, of course, to this universal popularity is serving hot, fresh, delicious popcorn, with all its tempting goodness, direct from the kettle of your Manley Popcorn Machine.

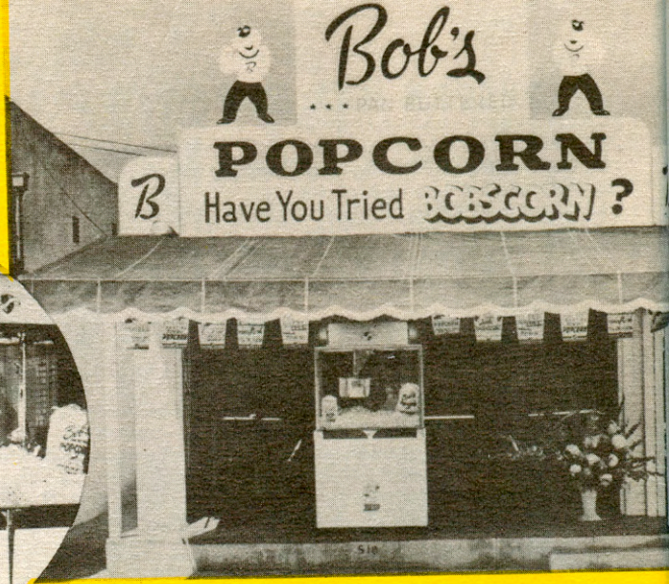
there is no substitute for popcorn that is

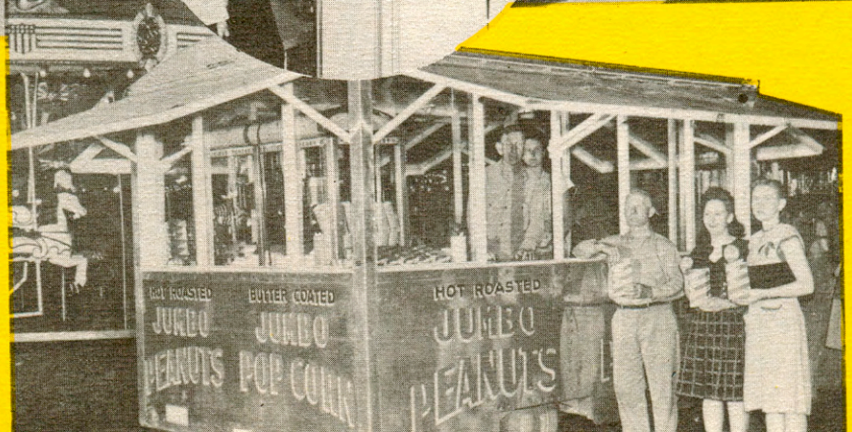
Manley's Premier model at the Buffalo Baseball Stadium, Houston, Texas.

A popcorn date at the Plaza Fountainette, St. Petersburg, Florida.

Manley's Hi Pop Popcorn served fresh, hot and delicious from Ray Killam's popcorn stand, Oklahoma City, Oklahoma, does a tremendous nickel and dime business.

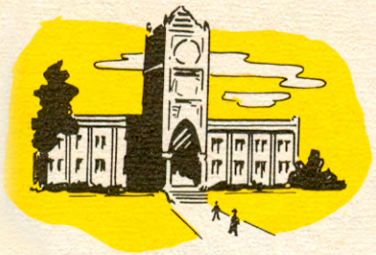
The Manley Twin in Fred Hamilton's Popcorn Trailer travels throughout the nation with 20th Century Carnival shows.





Manley fan and owner, Bob Schlensker (center) makes another Hi Pop sale. His popcorn stand (upper right) is one of two he owns in Burbank, California.

SCHOOLS, COLLEGES and UNIVERSITIES



Serve Fresh, Hot and Delicious Popcorn— Praise its nutritive value! ...of course it's Manley

There is small wonder that Manley Popcorn Machines are fast becoming one of the most popular units in school and university cafeterias throughout the nation. U. S. Government statisticians and famous dieticians agree that popcorn is a healthy nutritious food. It has, when popped in seasoning, 1825 heat energy units per pound. This is more than any other grain. Of the 1281 edible foods covered in the U. S. Department of Agriculture's bulletin "Approximate Components of American Food Material," popcorn is shown to have higher food energy than 1123 of the foods listed.

Popcorn is good for the teeth, gums, and for digestion. It adds healthy bulk and roughage to the diet. For indigestion and ills that arise from over-eating—gas, etc., popcorn has always been a standard aid.

Schools and universities have found in popcorn, not only a healthy food, but, in addition, a food for which students clamor—a popular favorite. It not only meets the requirements as set forth by prominent dieticians, but provides a profitable source of revenue which can be depended on during the school year to return an amount of profit sufficient to overcome many of the losses experienced in the serving of other less profitable food items.

Throughout institutions of learning, the Manley Popcorn Machine is the popular favorite because of its clean, sparkling-bright, pure food appearance. Manley Popcorn, Seasoning, Salt, Bags and Boxes are widely accepted because they set the quality standard for the entire industry.

USE THIS SIMPLE METHOD TO FIGURE YOUR *own* POPCORN *profits!*

It is impossible to be absolutely accurate in attempting to forecast the profit potentials of a popcorn business.

There is a good "rule of thumb" method, however, which we have found reasonably dependable. In applying it one must realize that many factors will alter the anticipated gross profit figure upwards or downwards.

Use the "Profit Predictor" in the pocket on the facing page. Fill in your own figures, where called for, and in any good, average location you will learn what can be expected profitwise for the popcorn machine operation in which you are interested.

FILL IN

this handy score sheet

IT WILL TELL THE

PROFIT STORY

IN RELATION TO

your

INDIVIDUAL BUSINESS

Manley, Inc.

BURCH MFG. CO.

"The Biggest Name in Popcorn!"

1920 Wyandotte St., Kansas City 8, Missouri

SALES AND SERVICE OFFICES IN PRINCIPAL CITIES

Albion, Mich.
Atlanta, Ga.
Boston, Mass.
Charlotte, N. C.
Chicago, Ill.
Cleveland, Ohio
Dallas, Texas
Denver, Colo.
Detroit, Mich.
Indianapolis, Ind.
Los Angeles, Calif.
Memphis, Tenn.
Mexico City, Mex.
Minneapolis, Minn.
New Orleans, La.
New York City, N. Y.
Oklahoma City, Okla.
Omaha, Nebr.
Roanoke, Va.
St. Louis, Mo.
San Diego, Calif.
San Francisco, Calif.
Seattle, Wash.
Syracuse, N. Y.
Toronto, Ontario
Vancouver, B. C.
Washington, D. C.

LITHO U.S.A.