

*The Burch Way*

FOR HEAVY DUTY MACHINES



### To Install Popping Mechanism In Burch Machines

1. Place both hands on kettle with motor and rocking arm closest to your person as shown in Figure 1.



FIGURE 1



FIGURE 2

2. Now, tip the kettle to the left so that the handle points down, raise the far end of the kettle so that the trunnion on that side enters the stirrup or hanger. Now raise the nearest side of the kettle sufficiently so that the trunnion may be set into the stirrup or bracket. This procedure is shown somewhat in detail by Figure 2.



FIGURE 3

3. Now let the popping mechanism swing in place, connect the motor plug, then push the kettle plug connector into position as shown in Figure 3.



### FOR CLEANING

The entire popping mechanism can be removed by reversing these steps. For convenience, these steps will again be stated.

1. Pull out the motor plug socket and the kettle plug connector, as shown in Figure 3.
2. Tip the popping mechanism to the left, raise the far end of the kettle trunnion up and out of the bracket, as shown in Figure 2.
3. The near end of the trunnion is then easily taken out of the bracket.
4. You now have the entire popping mechanism out and ready for cleaning.

### SETTING UP MACHINE

In setting up the machine, getting it ready for operation, merely attach the receptacle to an electric circuit. All large kettle machines, such as the Super World's Fair, World's Fair, Princette, Canteen, and Eldorado, have an electrical consumption of about 2200 watts. 1800 watts of this is in the kettle and a separate electrical circuit of No. 12 wire will be necessary.

**NOTE:** Should your machine fail to heat up sufficiently, it is very probable that you are not getting the proper voltage and we would advise consulting your Electric Light Company as it may be that the circuit on which your machine is placed is already overloaded.

**IMPORTANT:** Regardless of whether or not the line is loaded to capacity, it is a good idea to turn off the warming element when popping corn. This will save electricity as it is not necessary to use this warming element except when you are keeping the stored popcorn hot.

On all the large kettle machines, you will notice the kettle switch is three heat, low, medium, and high. Never leave this switch on when not popping corn unless you are right at the machine, then only on low heat and with seasoning in the kettle and the lid open. The smoking of the seasoning will remind you that the switch is on. Corn is popped on high heat only.

Large kettle machines are equipped with a thermo safety fuse and it will burn out if your kettle becomes overheated. This serves to save your kettle if you should forget and leave the heat on.

The switch box on the large kettle machines shows three switches, in addition to the kettle switch, labeled "Drawer," "Pan," and "Motor." The "Drawer" switch is for your hot peanut drawer, the "Pan" means the warming pan where you keep your stored popcorn hot, the "Motor" is, of course, to drive the agitator when you are popping corn.

On new machines, it would be well not to turn on the motor switch unless there is seasoning in the kettle, otherwise you will have a certain amount of vibration and a grinding noise in the kettle.



### MELTING SEASONING

In the Super World's Fair Machine the seasoning pot is kept in a hinged drawer just under the cash drawer. In the bottom of this drawer, which we call a seasoning well, is a small electrical element which serves to keep the seasoning warm or to melt it in cold weather. Burch's Best Seasoning is a solid at a temperature under 60 degrees, and at these temperatures it, of course, will have to be melted.

There is no special switch on the element in the seasoning well, but this element is on when the kettle is either on low, medium, or high heat, and off when the kettle is off. The necessity of this arrangement is due to the fact that this seasoning is an oil and any oil at a high temperature is inflammable. There is not enough heat in this element to ever reach the danger point in the ordinary operation of the machine.

### WARNING — DANGER

In the World's Fair Model Machines manufactured in 1936, the seasoning pot is on a shelf. The seasoning pot has an independent electrical element like a coffee percolator. This is an extremely hot element and there is real danger of the seasoning catching on fire if you are neglectful and do not disconnect this pot after the seasoning is melted. In these machines if one forgets and leaves the seasoning pot connected and it starts smoking, disconnect it, but do not take it out of the machine and under no circumstances lift the lid because if the air gets into the hot seasoning it may burst into flame.

### THE BLOWER

The Super World's Fair Model is equipped with a blower that takes the fumes from the inside of the kettle completely out of the machine. In time the blades of the blower may become clogged with grease, and when this happens it is necessary to take it apart and give it a thorough cleaning.

With each machine we send a plume made up of red cellophane streamers. When the machine is not in operation these cellophane streamers make a very nice display while the blower is in operation. It should be remembered, however, that when one starts popping corn you don't need this display, and furthermore, the moisture and seasoning coming from the inside of the kettle will ruin the plume, so when you start popping corn push the plume to one side, then when you are through put the plume back into operation.

4. In Figure 4, we show what we call our Kandy Korn divider with a hinged deflector.

5. Figure 5 shows the position of the deflector in making corn.

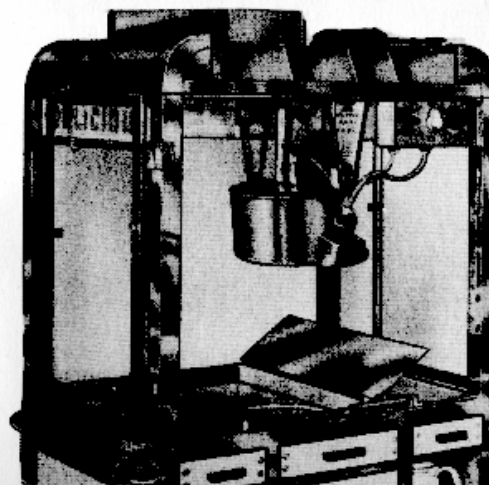


FIGURE 4



FIGURE 5

6. Figure 6 shows the position of the deflector in making Kandy Korn and Au Gratin Cheese Corn, where two varieties of popcorn are kept on display in the machine at the same time. Some operators do not care to handle Kandy Korn and Cheese Coated popcorn either, preferring to have only one kind of buttered popcorn or two kinds. If Japanese Hulless and South American seasoned popcorn are sold and kept on display, the deflector can be used for this purpose.



FIGURE 6

### Keep the Kettle Clean

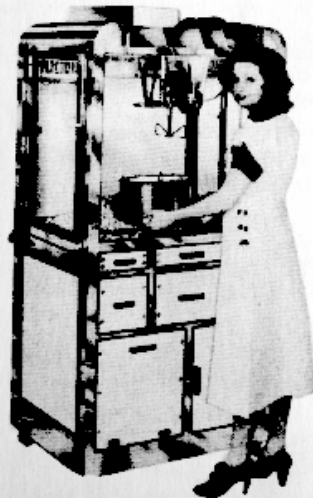


FIGURE 8

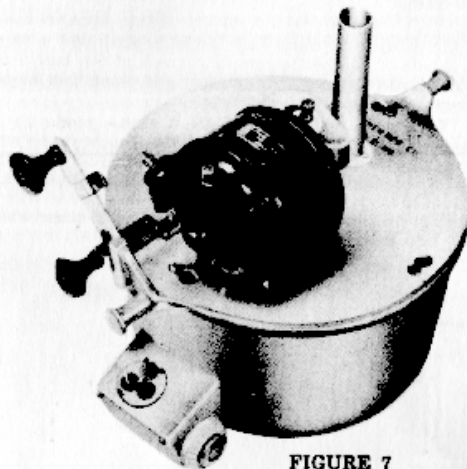


FIGURE 7

7. In Figure 7, we show the details of screws and slots in the top of the kettle where it is desired to take off the kettle for cleaning. Take a small screw driver, loosen screws and grasp the kettle and twist into slots by turning in a counter-clockwise direction.

8. The kettle can then be taken off and cleaned as shown in Figure 8.

(Page 6)

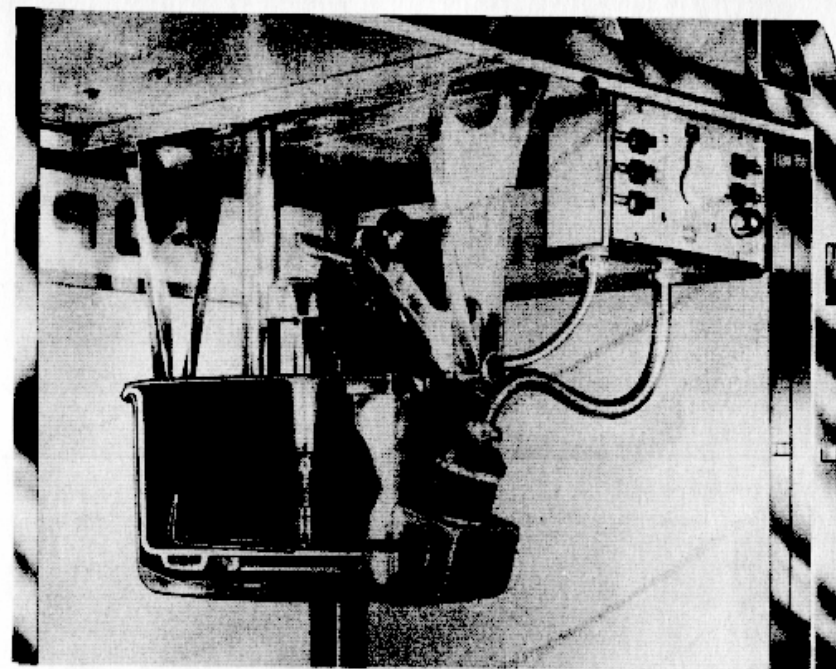


FIGURE 9

Figure 9 shows the details of the popping mechanism. This is the most efficient popping mechanism that has ever been developed in a popcorn machine. A Calrod heating element, packed in mercuric oxide in vacuum and under high pressure, rolled in a steel sheet, galvanized and then cast right into the kettle. This means a heating element that is theoretically everlasting. Oxidization causes disintegration. There can be no oxidization of these elements, consequently little disintegration.

This is a double kettle with the inner one cast aluminum, the outer one spun copper, plated with nickel. The insulation space between the two kettles provides for greater heating and, at the same time, the outer kettle retains its beautiful finish and highly polished surface.

## INSTRUCTIONS FOR OPERATING BURCH POPCORN MACHINES THAT ARE ABSOLUTELY CORRECT

These directions are explained in detail, but before going into the explanation, we will show in four pictures the complete operation.

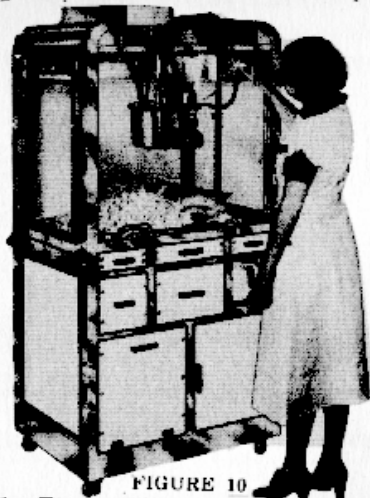


FIGURE 10

1. Figure 10, turn on the heat.



FIGURE 11

2. Figure 11, pour in seasoning from the graduated measuring cup.



FIGURE 12

3. Figure 12, pour in the corn and salt and start motor.



FIGURE 13

4. Figure 13, empty out popped corn every 1½ minutes. The amount of popcorn that you turn out, of course, will depend on the popping volume of the corn that you are able to obtain.



Burch Manufacturing Company



### Instructions for Operating Your Burch Super World's Fair Popcorn Machine That Are "Absolutely Correct"

There are thousands of operators who are operating "Burch World's Fair popcorn machines and making unbelievable profits with them. They are operating them as they should be operated and taking care of them as they should be taken care of.

The enclosed recipes are "GREATER PROFITS" for you from your Burch World's Fair popcorn machine. Why not use them? But when you do, FOLLOW THE INSTRUCTIONS, which show you the RIGHT WAY.

Before attempting to make the different kinds of candied popcorn which can be made in your "BURCH WORLD'S FAIR POPCORN MACHINE" operate your machine, making BUTTERED POPCORN ONLY. This does two things. You familiarize yourself with the machine, the best popping heat, etc., as well as mastering the fear that doing something for the first time carries with it. In other words, after one week of making Buttered Popcorn with your machine, you are complete master of it.

In addition to that, another very important feature is taking place. Your popping kettle and unit is being broken in. The kettle is becoming permeated with seasoning and then when you start making the different kinds of candied corn, your popcorn kettle is in perfect condition. It is smooth and well greased, the seasoning has well permeated into the METAL INSIDE POPPING KETTLE AND AS A RESULT, if you follow the instructions, there is very little chance for you to scorch the kettle in making candied popcorn. There is always one RIGHT WAY and hundreds of wrong ways to do most everything and the operation of your "BURCH WORLD'S FAIR popcorn machine" is no different. It will do everything we tell you, do it perfectly, but it must be operated the RIGHT WAY.

#### Step By Step Operations for Making "Burch's" Delicious Buttered Popcorn In a "Burch World's Fair Popcorn Machine"

##### (Step One)

USE THE CORN CUP WITH THE MACHINE FOR THIS RECIPE.  
FILL THE CUP LEVEL FULL OF UNPOPPED POPCORN.  
PUT 2 LEVEL TEASPOONS OF POPCORN SALT IN THE CUP WITH THE CORN.

##### (Step Two)

USE THE GRADUATED SEASONING MEASURING CUP WITH THE MACHINE FOR THIS. (On one side this cup is graduated ¼, ½, ¾; other side, 1-3, 2-3.)

PUT EITHER (¾ to a full measuring cup) OF BURCH'S BEST SEASONING INTO THE POPPING KETTLE. (Note: Some operators use less.) THEN REFILL THE SEASONING MEASURING CUP (the amount you are using) AND HAVE IT READY FOR USE.



(Step Three)

TURN THE HEAT SWITCH CONTROLLING THE HEAT ON THE KETTLE TO HIGH. WHEN THE SEASONING IS HOT ENOUGH (so that the smoke from the seasoning, instead of coming straight up and out of the kettle, seems to curl back under the lid). THEN TURN ON THE MOTOR OR AGITATOR SWITCH THAT REVOLVES THE AGITATOR IN THE KETTLE.

(Step Four)

THEN PUT THE CUP OF CORN THAT CONTAINS THE TWO LEVEL TEASPOONS OF SALT INTO THE POPPING KETTLE.

NOTE: The corn should start popping in from 20 to 30 seconds if you have the heat right. If it is too hot, it will start popping sooner than that and the kernels will be small and more or less in the form of round balls. If it isn't hot enough, the corn will be slower in starting to pop, and the kernels will have a dark brown center when they come from the kettle. In either case, whether it is too hot or too cold, when you put the corn in, you will lose from two to three 5-cent bags out of every cup of corn and the corn won't be near as fluffy, crisp or tasty as when you have mastered the heat control. It will pay big dividends in both quality and volume per popping if you will first of all master the art of making corn by getting the right heat. It is as simple as can be, and after you have once mastered it, and you will after several attempts by clocking the pop, no one can ever fool you on popping corn. It is impossible to gauge or regulate the heat for making corn any other way.

(Step Five)

WHEN THE POPPING CORN PRESSES AGAINST THE LID OF THE KETTLE, OPEN THE LID, TILT THE KETTLE SLIGHTLY WITH THE LEFT HAND SO THE CORN FLOWS FREELY FROM THE KETTLE. THIS FOR A MINUTE OR SO ONLY, THEN ALLOW THE KETTLE TO COME BACK INTO NATURAL POSITION, TAKE THE SCOOP AND REMOVE THE CORN FROM THE OLD MAID SCREEN, AND WHEN THE CORN STOPS POPPING, TIP THE KETTLE BOTTOM UP SO THAT THE SHOULDER BUMPS LIGHTLY, THEN LET THE KETTLE COME BACK INTO NATURAL POSITION, PUT IN THE SEASONING IMMEDIATELY, THEN REFILL SEASONING CUP. IF YOU ARE GOING TO MAKE ANOTHER POPPER OF BUTTERED POPCORN, PUT THE CORN AND SALT IN RIGHT AFTER YOU REFILLED THE SEASONING CUP. YOU DON'T HAVE TO WAIT FOR THE KETTLE TO REHEAT NOW BUT CAN GO ON, KETTLE AFTER KETTLE OF BUTTERED POPCORN.

When you have finished popping, put the amount of seasoning back in the kettle, turn off the heat switch and the motor or agitator switch, then refill your seasoning cup. Your kettle will always have seasoning in it then, ready to go to work for you whenever you want it.

**WARNING!** Do not use the recipes for Caramel Corn or Sugar Flavored Corn until you have used your machine for 2 weeks. This allows the kettle to be broken in and prevent burning or discoloration.



Caramel Candy Corn

- 1 pound brown sugar
- 3 pounds pure cane white sugar

Mix the brown and white sugar together, and keep it in a receptacle ready to make caramel candy corn. Turn on the heat in the kettle and put in  $\frac{3}{4}$  cup of seasoning. Get the kettle very hot—a lot hotter than you ordinarily have it for popping buttered corn. Put in a full measuring cup of popcorn, and one seasoning cup level full of the sugar mixture on which there is a pinch of salt.

Some people believe this recipe is improved by adding one-fourth to one-fifth pound of creamery butter with the sugar mixture.

Have your seasoning cup  $\frac{3}{4}$ -full of seasoning ready to put in the popper immediately after you dump the candied corn. This is very important because otherwise the sugar left in the kettle may burn causing an unsightly kettle and one that is hard to clean.

Cleaning Kettle After Making Candied Corn

There can be no hard and fast rule about this. We know operators who make a few batches of candied corn and then clean the kettle by making several batches of buttered corn, and claim that there is no burned sugar or other bad effects to be noticed on the popcorn they are turning out. Other operators claim that after making a few batches of candied corn they always find it necessary to take off the kettle and give it a good scouring.

Step by Step Operations for Making All Kinds of Candy Coated Popcorn In the World's Fair Popcorn Machine

Assuming that you have your CANDY MIX ready for the particular kind of candied popcorn you are about to make, you have the seasoning in the popping kettle ( $\frac{3}{4}$  measuring cup as you are using). You have the same amount of seasoning where it is handy for you when you want it to



pour in the kettle after dumping the corn. Your corn cup is full of unpopped South American Popcorn.

(Step One)

TURN THE HEAT SWITCH CONTROLLING THE HEAT TO THE POPPING KETTLE TO HIGH.

(Step Two)

WATCH FOR THE SMOKE TO COME CURLING UP OUT OF THE POPPING KETTLE. (This usually requires from three to eight minutes from a cold start, depending on your electric current supply.) WHEN THIS SMOKE, INSTEAD OF COMING STRAIGHT UP AS IT DOES AT FIRST, STARTS TO CURL BACK IN UNDER THE LID. THAT INDICATES THAT YOUR HEAT IS RIGHT.

(Note: A little practice may be required here to get the right heat, but once you learn it, it is as simple as A.B.C.)

(Step Three)

TURN ON THE AGITATOR OR MOTOR SWITCH WHICH MOVES CORN AROUND IN KETTLE.

(Step Four)

TAKE CORN CUP BY BOTTOM IN LEFT HAND. OPEN KETTLE LID WITH RIGHT HAND. POUR CORN INTO KETTLE.

(Step Five)

WHEN CORN STARTS POPPING IN KETTLE, POUR MEASURING CUP OF CANDY MIX INTO KETTLE WITH POPPING CORN AND CLOSE THE KETTLE LID. (NOTE: This will retard the popping of the corn considerably, depending largely upon the chill of the mix and the creamery butter used, but it will start again within a minute or less.)

(Step Six)

When the corn popping in the popping kettle has popped sufficiently so that it begins to press against the lid, raise the lid of the popping kettle, and with your left hand tilt the kettle slightly while holding the lid of the kettle open. (NOTE: This can be done with one hand, your left hand, by placing the thumb on the lid handle and holding the kettle dumping handle between your first and second fingers.) With your right hand, turn off the HEAT SWITCH CONTROLLING THE HEAT to the kettle. (NOTE: There is sufficient heat in the candy, when making candied popcorn, to pop all the corn that will pop after it has reached this stage in the operation.) YOU ARE HOLDING THE POPPING KETTLE STILL



IN A SLIGHTLY TILTED POSITION WITH YOUR LEFT HAND TO ALLOW THE CANDIED POPCORN TO FLOW SMOOTHLY AND EASILY FROM THE KETTLE. THE HEAT SWITCH IS OFF. NOW WITH YOUR RIGHT HAND. TAKE THE SCOOP AND BRUSH THE CORN FROM OVER THE SCREEN AS IT FALLS FROM THE KETTLE SO THAT WHEN YOU MAKE THE FINAL DUMP OF THE KETTLE, THE SCREEN WILL BE FREE OF ALL OBSTRUCTION, ALLOWING THE UNPOPPED KERNELS (old maids) TO FALL THROUGH INTO THE DRAWER PROVIDED FOR THEM.

(Step Seven)

WHEN THE CANDIED CORN HAS STOPPED POPPING, TURN THE KETTLE CLEAR AROUND (bottom up) SO THAT THE SHOULDER SLIGHTLY BUMPS, then let it come back into its natural position with a slight bump. DO THIS SEVERAL TIMES, UNTIL ALL THE CORN IN THE KETTLE HAS BEEN REMOVED. (NOTE: Understand now, the heat switch is off, but the agitator or motor switch is still on and the motor is running, moving the corn or agitator around in the popping kettle.) IMMEDIATELY YOU HAVE DUMPED ALL THE CANDIED CORN FROM THE KETTLE, PUT THE MEASURING CUP OF SEASONING YOU HAVE ON THE SHELF INTO THE POPPING KETTLE and LET THE MOTOR OR AGITATOR RUN A FEW MINUTES. If there is any candy adhering to the bottom of the kettle, this motion of the agitator through the seasoning in the kettle will pick it up and it won't scorch.

THIS SEASONING THAT YOU POUED IN THE KETTLE AFTER EMPTYING THE CANDIED CORN WILL NOT taste sweet or of candy mix and whether your next batch of corn be candied corn or BUTTERED POPCORN, the same seasoning in the kettle is ready and can be used for either.

IF YOUR NEXT BATCH OF CORN IS TO BE CANDIED CORN, SIMPLY TURN YOUR HEAT SWITCH ON AGAIN, wait until the smoke starts to curl under the lid as in operation 2, and then pour in your corn. When the corn starts to pop, pour in the candy mix and follow through as per instructions.

(Step Eight)

IF THE FOLLOWING BATCH OF CORN, AFTER YOU HAVE MADE CANDIED CORN, IS TO BE BUTTERED POPCORN, simply turn the heat switch on the HIGH. WHEN THE SMOKE STARTS TO CURL UNDER THE LID, PUT IN THE CORN AND SALT AS PER THE BUTTERED CORN RECIPE AND YOUR CORN WILL COME FROM THE KETTLE, PERFECT BUTTERED POPCORN, free from any taste or color of candied popcorn.



(Note Carefully)

ALWAYS POUR THE REGULAR AMOUNT OF SEASONING (the amount you are using) INTO THE POPPING KETTLE IMMEDIATELY AFTER DUMPING THE POPPER OF CORN. Then fill your seasoning measuring cup with the same amount, place it on the shelf in the machine ready for use when you need it.

WIPE OFF THE MOUTH OF YOUR POPPING KETTLE WITH A TOWEL AFTER EACH POPPING. It will look much more sanitary.

THE MOTOR OF YOUR MACHINE SHOULD BE OILED DAILY. JUST A COUPLE OF DROPS OF OIL IN EACH CUP PROVIDED FOR SAME ON EITHER SIDE OF THE MOTOR WILL ASSURE YOU OF A MINIMUM OF TROUBLE FROM THAT SOURCE. It takes only a second to do this, so don't overlook it.

YOUR MACHINE SHOULD BE CLEANED DAILY. IT SHOULD BE KEPT SPOTLESSLY CLEAN. YOU ARE SELLING A FOOD PRODUCT SO DON'T EXPECT THE PEOPLE TO BUY FROM YOU IF THE MACHINE IS IN A CONDITION THAT YOU WOULD HESITATE TO PURCHASE. A CLEAN SANITARY MACHINE AND POPPING KETTLE PAYS BIG DIVIDENDS.

WHILE WE OR ANYONE ELSE CANNOT GIVE YOU A SET SCHEDULE FOR CLEANING YOUR POPPING KETTLE, the popping kettle should be removed from the machine at least ONCE each week and THOROUGHLY CLEANED inside and outside. You must use your own judgment about cleaning the machine, but REMEMBER it should always be CLEAN in every way beyond the possibility of criticism.

An easy way to keep your kettle clean on the inside is the following: Each night before closing for the day, remove the butter from the popping kettle. Fill the popping kettle about  $\frac{1}{4}$  full of clean water. (NOTE: If the kettle is hot, do not put in cold water. This may crack the kettle.) After you have put the water in the popping kettle, turn the heat switch to high. Allow the water to come to a boil and then boil a few minutes with the agitator or motor on. Then turn both the heat switch and the motor switch off and allow this water to remain in the kettle all night. In the morning, turn the heat switch on again, also the motor switch, so that the motor or agitator will swish the water around in the kettle. When it becomes hot, simply dump it into a vessel that you have placed in the display pan of the machine. This will usually keep your popping kettle good and clean on the inside. Then wipe it out good and dry with a towel and turn off the heat switch.



THE STEP BY STEP INSTRUCTIONS AND OPERATIONS FOR MAKING CARAMEL CANDY POPCORN IN YOUR "BURCH WORLD'S FAIR" POPCORN MACHINE APPLY TO ALL KINDS OF CANDIED POPCORN, except CINNAMON CANDIED POPCORN:

IN THIS YOU USE A FULL MEASURE OF GRANULATED CANE SUGAR (as per recipes number 1 or 2). All the other ingredients are the same excepting THE FLAVOR, which is 2 level teaspoons of ground cinnamon.

USE A ONE-HALF PINT MEASURING CUP FOR THIS RECIPE.

FULL cup GRANULATED CANE SUGAR  
2 LEVEL teaspoons of GROUND CINNAMON  
 $\frac{1}{4}$  teaspoon POPCORN SALT

One-fifth to one-fourth pound cube of CREAMERY BUTTER.

Recipe No. Two

USE A PINT MEASURING CUP FOR THIS RECIPE:

FULL cup of GRANULATED CANE SUGAR  
2 LEVEL teaspoons of GROUND CINNAMON  
 $\frac{1}{2}$  LEVEL teaspoon of POPCORN SALT

One-fifth of  $\frac{1}{4}$  pound cube of CREAMERY BUTTER.

To Make Chocolate, Strawberry, or Lemon Flavored Candied Popcorn

1 seasoning cup level full pure granulated cane sugar, to which has been added a teaspoonful of either chocolate, strawberry, or maple flavoring.

Turn on the heat in the kettle and pour in  $\frac{3}{4}$ -cup of seasoning. Get the kettle hotter than you ordinarily have it for popping buttered corn. Put in the measuring cup of corn and the seasoning cup of the sugar mixture to which has been added a pinch of salt.

TWO FORMULAS FOR USING UP THE OLD MAIDS (Unpopped Kernels)

SAVE ALL THE OLD MAIDS (Unpopped Kernels) that ordinarily are wasted by all popcorn machine operators. Follow carefully these instructions:

Shake them well over a screen to shake off the surplus salt. Then take them to a Grocer or someone that has a coffee grinder, provided you don't have a grinder yourself, and have them all ground up (COARSE), that is, through a coarse grinder, so that they won't be too fine or powdered.

Then put these old maids in a TIN CONTAINER to keep from the dampness. (Some operators put a few drops of STRONG BLACK WALNUT FLAVORING in the can on the GROUND UP OLD MAIDS and this seems to give them a Black Walnut taste. By closing the can tight this flavor will permeate the entire can of ground up old maids and they are delicious when used as follows:





**Peanut Popcorn Brittle**

This recipe is in small quantities but you can increase it by increasing the ingredients in proportion:

Mix:

- 2 CUPS GRANULATED CANE SUGAR
- 1 CUP WHITE KARO SYRUP or GLUCOSE
- 1/2 CUP OF WATER
- 1/4 TEASPOON OF SALT

Nuts:

- 1 CUP RAW SPANISH PEANUTS
- 1 CUP GROUND UP OLD MAIDS
- 1 5 of 1/4 pound cube of CREAMERY BUTTER

COOK THE MIX UNTIL IT FORMS A HARD BALL IN COLD WATER. AFTER THIS POINT IS REACHED, ADD THE NUTS AND OLD MAIDS. THE MIX IS OR MUST BE STILL COOKING WHEN YOU ADD THE NUTS AND OLD MAIDS AND THEY MUST NOT BE ADDED UNTIL THE MIX FORMS A HARD BALL IN COLD WATER.

THEN CONTINUE TO COOK UNTIL THE ENTIRE BATCH IS WELL BROWNED. THEN REMOVE FROM FIRE AND ADD:

1 Teaspoon each of Baking Soda or Sodium Bicarbonate. Stir the soda into the mix or batch thoroughly until it becomes creamy and light.

HAVE BUTTERED PAN READY—so that you can pour the candy into the pan and spread thin while still hot. Allow to cool and sell. This makes the most delicious BRITTLE ever made. You can increase the size of the batch or the quantity of nuts and old maids as you wish, but the proportion of sugar, Karo or Glucose, salt and creamery butter should be the same.

**Candied Apples with Ground Old Maids**

- 2 CUPS GRANULATED CANE SUGAR
- 1 CUP WHITE KARO SYRUP OR GLUCOSE
- 1/2 CUP OF WATER
- 1/4 TEASPOON OF SALT

COOK THIS MIX UNTIL IT FORMS A SOFT BALL IN COLD WATER.

Then add ONE CUP ground or cracked old maids. Use more if desired. Turn the fire or heat low under the candy mix and leave it on the fire. Put a skewer in an apple at the stem end (skewers can be purchased for experiment from your meat market). Dip the apple into the hot candy mix and as you remove it from the mix, dust or throw old maids which have been ground over the candied apple and then place them in a buttered pan, skewer up, to cool.

These apples are delicious and are big sellers in some communities. TRUE. THEY ARE A LITTLE WORK TO MAKE, but they take care of and turn into a profit something that is a total loss otherwise.



**"Cheesies" or Cheese Coated Popcorn**

This is one of the best and FASTEST selling, MOST PROFITABLE items the operator of a popcorn machine has ever known. It opens numerous outlets for extra business and profits. Many operators are selling "CHEESIES" to beer joints, etc., to be used at the bar. Others are putting it in CELLOPHANE BAGS and placing it on pedestals in Grocery Stores, Beer Joints, Cottage Camps, Filling Stations or any place that people congregate. Usually they make up only 10-cent bags for this business and allow the owner of the business where the pedestals are placed 2 cents/profit on each bag sold. Your net profit per bag when thus sold is about 5 cents so you can easily see or figure what the year's profit would be if you had out fifty pedestals selling as little as 5 bags each per day.

**"The Formula Is As Follows"**

POP YOUR CORN FIRST, EXACTLY THE SAME AS WHEN MAKING BUTTERED POPCORN. IN FACT, "CHEESIES" IS BUTTERED POPCORN, POPPED THE "BURCH" WAY, IN SEASONING AND SALT FIRST. THAT'S WHY "CHEESIES" IS BETTER THAN THE MANY IMITATIONS ON THE MARKET TODAY. USE THE BUTTERED POPCORN POPPED THE BURCH WAY, IN YOUR MACHINE, TO MAKE CHEESIES.

TURN THE HEAT SWITCH CONTROLLING THE HEAT ON YOUR KETTLE TO LOW. YOUR KETTLE SHOULD BE JUST WARM ENOUGH SO THAT YOU CAN HOLD YOUR HAND ON IT (NOT HOT).

FILL THE KETTLE ABOUT THREE-FOURTHS FULL OF BURCH DELICIOUS POPPED POPCORN. Fill the seasoning measuring cup about half full (some operators use two-thirds of a cup or even three-fourths cup) of BURCH'S PREPARED CHEESE MIX. Turn on the MOTOR OR AGITATOR AND POUR THE CHEESE MIX SLOWLY OVER THE POPPED CORN IN THE KETTLE. As the agitator moves the corn around in the warm kettle it mixes it and bakes the cheese on



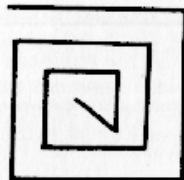
the corn. After you have poured on all the seasoning, turn off the agitator, fill the kettle as full of corn as you can get it. Then turn on the AGITATOR AGAIN AND ALLOW IT TO RUN FOR A COUPLE MINUTES, holding the kettle lid down so the corn won't spill out. Then dump and sack.

Instructions for Sealing, Stamping, Punching and Mounting Cheesies

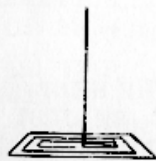
First, it is necessary for you to have a staple machine. You can buy these machines from any of your local stationery houses. Fill the "Cheesie" bags partly full of cheese-coated popcorn. Fold the top of the bag over and seal it with the staple machine.

You can buy a punch in the dime store. Punch a hole in the top of the bag so that it can be mounted on a wire stand.

The wire stand is very easy to make. Some people make these stands out of ordinary coat hangers. I wouldn't advise you to buy a lot of coat hangers because you can buy the wire cheaper but you can get an idea from this of about the type of wire to be used. Now bend the wire for the base according to the following diagram:



This shows what the base looks like and the diagram below shows what it looks like standing on the counter:



These stands can be made for about 1/4-cent each. Put a dozen 6-cent bags of "Cheesies" on this wire stand and then sell it to saloons, bars, taverns, drug stores or other places, at 40 cents per dozen bags including the stand. Then every once in a while have somebody go around and put another dozen bags on the stand to keep them filled.



Cost of Making Cheese-Coated Popcorn

These costs are based on the World's Fair model but there will be no difference in smaller machines.

11 oz. South American Popcorn at 7c per lb.....	\$0.05
2 oz. Colored Seasoning at 15c per lb.....	\$0.018
3 oz. Cheese Solution.....	\$0.07

From this, it can be seen that the actual cost of making this Cheese Coated Popcorn is under 14c and, of course, would be cheaper when the price of popcorn is less. This will amount to exactly thirteen 5-cent bags of \$0.65 worth of popped corn. From every hundred kettles worth of popcorn you will receive \$65.00 and the cost will be \$14.00. There is a greater profit than there is in ordinary buttered popcorn when you sell it in large 3/4-pound bags for a nickel.

Wholesaling Cheesies or Cheese Coated Popcorn, Popcorn Confections, Candy Crisp

Under this heading comes molasses crisp, caramel coated popcorn, caramel crispy corn, etc. The manufacture of these confections necessitates a large copper mixing kettle with a furnace. This equipment is sold by the Burch Manufacturing Company and these formulas are sent with the equipment.

The Burch Way

The successful operation of your Burch machine will, in 95% of the times, mean that you will use Burch supplies for the following reasons: First, we handle only supplies that are recommended for Burch machines; second, we handle only the best supplies that money can buy; third, merchandising ideas and suggestions that go out from time to time, as well as free pennants, posters and banners, are naturally only sent to Burch customers.

The success of the Burch popcorn machine is not just because we have been successful in making a long life, foolproof machine which carries a maximum of flash and sales appeal, but because we have consistently stressed the point that this equipment should be operated the Burch way, which means the right way. Burch owners who operate their machines the Burch way manufacture a uniform product, the finest popped in seasoning popcorn that it is possible to make.



This means that they are, at all times, offered and have available the finest popcorn that it is possible to obtain, the finest, tastiest seasoning that can possibly be manufactured, a popcorn salt that melts right into the popcorn, and the product itself is merchandised in the most beautiful bags and cartons the price of the product will justify. Burch owners pay no more for Burch supplies than is demanded for far inferior products. All shipments are made the same day the order is received, if the order is received during the working day.

## POPCORN

There are several different types of popcorn.

### *Jumbo South American*

This is the large, yellow kernel popcorn that pops out into large, fluffy, yellow kernels. There is a certain amount of husk on this popcorn and it is inclined to be a little bit tough. These deficiencies, however, are made up by the fact that it has a lot of eye appeal. It looks extremely rich and well buttered on account of its color. We recommend this popcorn for the manufacture of buttered popcorn, as well as for all candy corn confections, as well as cheese coated popcorn.

There is only one name for this kind of popcorn—Jumbo South American. Various dealers in various parts of the country have caused a great deal of confusion in the minds of operators by putting their own copyrighted trade name on the South American that they are offering, such as Mushroom, T.N.T., Giant Yellow, Thunderbolt, etc.

Certain dealers have found, from time to time, that certain lots of their South American popcorn have a better popping volume than other lots and have marketed their better lots at premium prices under high sounding trade names, leaving the poorest lots, that is, the lots with the poorest popping volume, under the name of South American popcorn. South American popcorn is like any other popcorn. Under certain growing conditions and under certain curing conditions, it will have better popping volume than when the conditions are not so good. In this connection, we want to point out to all Burch owners that Burch's Jumbo South American popcorn normally is grown only by the best growers of the middle west, cured under ideal conditions, kept in cold storage during the summer months, and on the average will be the best South American popcorn that it is possible to obtain anywhere, under any circumstances, and at any price.



### *South American Hulless*

Its principal characteristics are that it pops out with extremely good volume, but a smaller kernel and not quite so yellow as the Jumbo South American. This is always a good popcorn, either for eating as a seasoned, buttered popcorn or as a candied confection. Averages more dollars per sack than any other variety.

### *Superb South American*

This is sometimes known as Michigan Yellow. It is a hybrid early variety of South American popcorn with good popping volume, pops out in light yellow kernels, and is recommended both for seasoned, buttered popcorn or confections.

### *Jap Hulless*

Jap Hulless corn pops in small, white kernels, deliciously tender and tasty, and no hulls, and it is an especially fine eating popcorn when used as a buttered or seasoned popcorn. It is not recommended for the manufacture of cheese coated popcorn or the manufacture of candied corn or any confections. Operators are urged to use this type, keeping it separated from yellow varieties by means of the Burch Divider.

### *Spanish Popcorn*

This is a large white popcorn, pops out the size of South American, only white. Ordinarily, it does not have as good a popping volume as the South American or yellow varieties. It makes an excellent popcorn for confections, that however, is all we would ever recommend it for.

### *White Rice Popcorn*

This is the old-fashioned popcorn with the hard center, the type that you generally almost broke your teeth on. We don't recommend it for anything.

### *Queen's Golden Popcorn*

Don't ever use it.

### *Calico Corn*

Here is another hybrid variety that should never be handled by Burch operators.

**Fancy Trade Names**

Be careful about all these fancy trade names because most of the time they mean nothing. At the best, they mean only that you are paying a premium for what may or may not be a little better quality or a little better popping volume in the standard variety.

The best South American popcorn, in normal years, will always be grown in the State of Kansas and the State of Missouri, due primarily to the fact that popcorn in this section will cure in the fields on the stalk. In other sections of the country, South American popcorn has to be carried through the winter and will not be properly cured before the following summer. In many cases this means that the popcorn cracks by freezing which interferes with its popping volume.

The best Japanese Hulless popcorn is always grown in the states of Iowa and Nebraska. In years of drouth, popcorn from these four states are the first to go, which means that the only popcorn available will be popcorn grown in the states that normally do not produce the best popcorn and, only in exceptional cases, will the popcorn be as good as if grown in normal years, under normal conditions in the popcorn belt.

**Care of Popcorn**

Raw popcorn should be kept in a cool, dry place. Do not keep in a heated room. A few days in any heated room dries out popcorn and reduces the popping volume. In summer keep in closed 50 to 100-lb. tin with a damp sponge.

**Burch's Best Popcorn Seasoning**

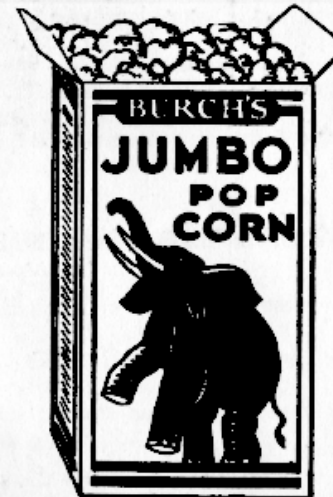
In the old days, popcorn was buttered generally by pouring the butter over the popcorn. This was a rather hit and miss proposition, generally miss. The top of the bag was well buttered but the bottom of the bag had no butter. The popcorn was messy and sticky but the well buttered grains always were delicious. The Burch machine pops the corn in the seasoning and the salt, which means that every kernel is salted and seasoned in exactly the right proportion in order to have the most delicious popcorn.

There are 57 varieties of seasoning and they run all the way from pure butter to axle grease. Among these we may mention, first, pure creamery butter that has been melted over a slow fire, taking out all the moisture, skimming off the whey and the curds, pure leaf lard, coconut oil, Mazola and other corn oils, cotton seed oils of all kinds, and peanut oil. There aren't any of these types of seasoning that have not been extensively tested by the Burch Company and, after years of testing and trying out everything and various combinations, Burch's Best Seasoning is recommended as the very finest seasoning that you can use on popped in seasoning popcorn.



**Burch's Best Popcorn Salt**

Especially prepared for the Burch Manufacturing Company, this salt completely melts into the popcorn.



**Burch Cartons and Burch Bags**

These bags and cartons are distinctive and attractive and lend themselves to the best merchandising of popcorn from a Burch machine.



### Lifetime Guarantee and Insurance Contract

Under this agreement, a Burch popcorn machine is guaranteed for life and the company agrees to replace anything that becomes defective or out of order from use for life, in accordance with the terms outlined in the contract which covers fire, working parts damaged by use or accident, damage through ordinary wear and tear, dirty kettles, etc. All Burch owners are urged to obtain this lifetime guarantee if they do not already have it. It contemplates that the owners of the machine shall purchase all the supplies from the company and the company warrants that all supplies will be sold at competitive prices as sold by competitors for the same grade of supplies.

### Instructions and Suggestions for Theatres

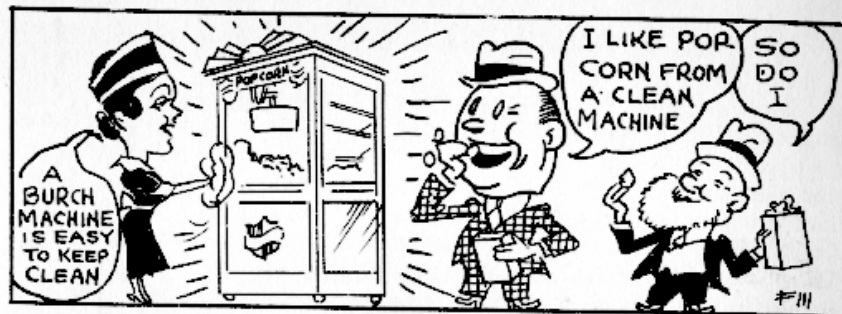
The popcorn machine should be in full operation until at least 15 minutes after the closing of the box office. Some situations would justify an earlier opening and a later closing.

#### Location

Wherever and whenever possible, the popcorn machine should be in full view on the outside of the theatre lobby so as to take advantage, not only of theatre patrons, but pedestrian traffic as well.

#### Appearance of Operator

Popcorn is a food product and the hand should never touch the popped corn. Never allow the popcorn to come in contact with anything, except the scoop and bag or box in which it is placed. The man or girl in charge of the machine must be neat and clean in appearance. The man should be clean shaven at all times. The hands must be clean, finger nails trim, and clean hair. neatly combed, and a clean shirt or clean uniform.



### Sanitation

It is just as important to keep the popcorn machine itself spotlessly clean as it is necessary for the operator to be clean. Eye appeal is what sells the popcorn. When the machine is closed for the night, do not leave popcorn strewn about on the bottom of the pan but wipe out the bottom of the pan. Clean the interior of the machine with Bon Ami or soap, if necessary, to get the interior of the machine perfectly clean.

### Care of Kettle

The popcorn kettle should be removed, cleaned and scoured at least once a week and more often if necessary. Keep the kettle as clean and bright inside and out as any cooking utensil in your home. All that is necessary to clean the kettle is a little elbow grease and an inclination on the part of the operator to keep it clean. A stiff brush and good strong soap will clean out the kettle any time, even when it becomes carbonized or black. Never use lye or any chemical which might disintegrate the aluminum. Never let water come in contact with the heating element. When there is black in the kettle, use steel wool in the process of bringing the kettle back to original brightness. Never use a knife or steel tool in cleaning the kettle as the steel will scar the kettle, making it harder to clean. Keep every drawer and space in your machine free and clean from an accumulation of old rags, etc. Keep the bottom space in cabinet models spotlessly clean and free of any accumulation. Keep the top of your machine clean as well as the inside.



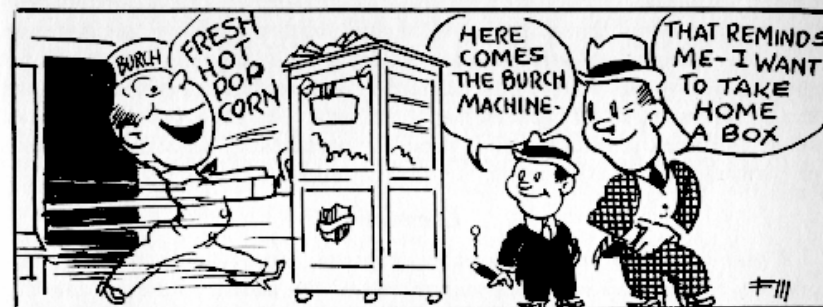
## MERCHANDISING

Some operators of popcorn machines pop and sack a large amount of popcorn at one time. Their reason for doing this is so they will have nothing to do for the rest of the evening except stand by the machine and hand out the bags. This practice is wrong because it is an established fact that more people buy popcorn while it is popping than at any other time. The sight and odor of freshly popped popcorn attracts customers. Therefore it is essential that you anticipate your rush hours and pop only enough to take care of this demand. As the supply is diminished pop only enough to replenish the case where you will have it on display.

Operators should be alert and busy wiping up the popcorn machine. It gives the impression of good business and people like to patronize where business is good. Keep your eye on the box office after people have purchased their tickets and are on the way in. If they have not noticed you, you can say, in a well modulated voice, "Popcorn please." It carries the power of suggestion.

## Free Samples

Give out free samples, recommended whenever business falls off a little. The idea is that one mouthful will be enough to stimulate the appetite so that the party to whom it is given will buy a box or a bag. It is our belief that people leaving the theatre can be sold a lot of popcorn by a little merchandising effort. When they are leaving the theatre, the operator can oftentimes suggest to advantage, "How about taking home a few boxes for the rest of the family?"



## Drug Stores, Confectionery Stores Variety and Other Stores

Popcorn machines should not be put into operation until such time in the afternoon when the greatest number of people are on the streets. If it is at all possible, the average druggist would be better off if he could keep his popcorn machine concealed, out of view, when he is not operating it. There is something about a dead popcorn machine that is similar to a closed store. People get accustomed to seeing it and passing it by. When the operator puts the machine out for the afternoon, he or she should immediately get busy popping corn, cleaning off the machine, and the busier they are the more business they will do. Merchandise popcorn, give away samples, talk it up, engage as many people in conversation as can be engaged. Talk about the health-giving qualities of popcorn, how it is an aid to digestion, how it will do anything that yeast will do and a lot of other things besides.

Some popcorn machine owners make the biggest mistake that any business can make, that is to have no one responsible for the popcorn machine. It then become's anyone's business and naturally no one's business. If a certain person in your store is picked to take care of the popcorn machine, in addition to his or her other duties, it should be his or her responsibility and, if the care of the popcorn machine is extra duty, then that person should receive extra pay. This extra pay should be in the form of some sort of a bonus, depending on the amount of business done, a percentage of gross or net. We would recommend from 5% to 10% of the gross business as extra compensation when regular employees are put in charge of the machine, in addition to other duties. This, then, gives them an incentive to sell as much popcorn as possible. Many mer-



chants have found that it is best to have a popcorn machine operator turn over the machine entirely to some young man or young woman. First they obtain an extra neat and attractive uniform and give them 20% of the gross receipts. There is plenty of profit in the popcorn business. What you want is volume and if it can be obtained by an attractive bonus or commission, you, the owner of the equipment, will be better off.

**Location**

Whenever and wherever possible, popcorn should be in the doorway, outside, so as to take advantage, not only of the people who come into the store, but the pedestrian traffic as well.

**Personal Appearance of Operators**

This is important. See to it that the operators are personally clean, well manicured hands, clean neck, clean shaven, hair combed. Don't ever let the operator of your popcorn machine loll around the machine or sit on a box and read a book or magazine. He can be merchandising popcorn just as well.

**Sanitation**

See sanitation under theatres. Same applies to drug stores, confectionery stores, variety and other stores.

**Care of Kettles**

See theatres.

**Salesmanship**

See theatres.

And in conclusion, here is something to think about. The theatre within a block from you will open up the theatre tonight and in an hour and a half or two hours will ordinarily sell anywhere from two to five times as much popcorn as the average drug store, confectionery store, variety store or any other store will do in a whole afternoon and evening. It is supposed that there are a number of good reasons for this. One of the reasons is that people going to the theatre are out for enjoyment and relaxation because the American people feel that whenever they are out for enjoyment that they have to eat. In a sense this is true but there are a lot of people going by your store or coming in to your store during the afternoon or evening with time to kill and really don't know how to kill it. Every one of these people are really good prospects for popcorn—and did it ever occur to you that after they have eaten a box of popcorn, if they eat it on the premises, that they will invariably buy a drink and another box of popcorn?



The main reason that the theatre does such a large popcorn business in proportion to the number of people that go in and go by in comparison with the drug store, confectionery store, variety and other store, is that probably people never see that theatre machine, except when it is busy. They have an operator for the machine who rolls out the machine at a certain hour and immediately starts popping corn and expects to do a large business during the evening. He acts like he expects it and people naturally buy popcorn from him.

The popcorn machine in the drug store, confectionery store, variety or other store is generally sort of neglected. There is some popcorn in the bottom of the warming pan and the people who come by do not know whether it is freshly popped or popped a week ago. Invariably, there is nobody behind the machine to give them popcorn and make change. They have to hunt up somebody and take it away from them, and there you have the main reason why the popcorn machine at the theatre is always successful and why a number of popcorn machines in drug stores, confectionery stores, variety and other stores do not do the business they should.

A popcorn machine at your place of business becomes a business within a business. Merchandising ability, thought, care, and attention will make this machine pay your rent and cut down overhead expense. It will make you more money proportionate to the investment than anything you have ever put your money in, if you will co-operate with it.



**A Few Special Merchandising Ideas  
NUMBER ONE**

This is repetition, but important. The operator offers a bag or box of popcorn to everybody coming along and says "Popcorn Please." When one person buys popcorn, it seems to be the signal for three or four to buy, so try to keep somebody buying popcorn as often as possible. Delay the transaction a little bit even if it is necessary to pour some of the corn back into the pile and put some more in. Engage the customer in conversation about how good the popcorn is, how marvelous the seasoning. An engaging smile and a friendly "Thank You" are always important.



## NUMBER TWO

Get a few Japanese lanterns from the dime store and string a few of them around the popcorn machine. It seldom fails. If you have a good looking girl behind the machine, a Japanese motif can be carried further by dressing her in a Japanese costume, a Japanese kimono, slanting eyebrows and a couple of those long hairpins that look like knitting needles.

## NUMBER THREE

Fix up a big poster somewhat as follows:

### *Are You Lucky?*

Every day this week six of our popcorn patrons will get free tickets to next week's feature.

Save your number and see if it is one of the six lucky numbers posted daily on the Burch Popcorn Machine.

This idea applies particularly to theatres. Have small coupons and put a number in every box of popcorn. Be sure to date the coupons. Every day, at a certain time, post the six lucky numbers at the machine. This idea can be adapted to all businesses. If you are close to a theatre that does not have a popcorn machine, you can make arrangements to buy theatre tickets, possibly at reduced prices, or you can still have lucky numbers. Cut down the lucky numbers to about three and each lucky number would be good for anywhere from 15 cents to 25 cents in trade at the fountain or good for 15 cents on anything costing over 25 cents in your place of business.



## NUMBER FOUR

Have some free popcorn coupons, some for 5 cents and some for 10 cents. Have your name and address printed on these cards and at certain intervals give certain people one of these coupons. Single them out for special attention. It makes people feel good, and shows that you have noticed them come into your store or going by on the street, or coming into your theatre. Be sure to do this in a pleasant, affable manner so that it doesn't look like you were just advertising the popcorn business. You have noticed this particular person and you have wanted to meet them and get acquainted and you thought that they might like some of this delicious buttered popcorn.



## NUMBER FIVE

Dress your operator in comedy attire or a masquerade costume. It is always good for a laugh and attracts attention. That good looking girl in a dress suit tuxedo, high hat, white gloves and cane would be a knock-out, or Jimmy, the boy that you have running the machine—imagine him dressed up that way. Everybody in the neighborhood would stop. Of course, no matter how you dress them, they are merchandising popcorn all the time, "Popcorn Please." They are always affable and have a big smile. They are trying to create as much interest and attention in themselves and the equipment as possible. There is always a costume store in town with all kinds of masquerade costumes. Some of them are knock-outs. Remember anything used should always be good for a laugh to dramatize the machine and the business. They bring in the shekels.





## NUMBER SIX

This is particularly adapted to theatres.

### *Save Today's Theatre Stubs*

#### **They Are Worth Money to You**

A theatre stub and 3 cents will buy a nickel bag of popcorn today.

A theatre stub and 5 cents will buy a 10-cent carton of popcorn today.

This can be regulated if you wish so that it only applies to children. It helps theatre business, theatre attendance, and helps popcorn business. Of course, this can be adapted to other businesses such as every cash register ticket of 15 cents and over and 3 cents is good for a 5-cent box of popcorn today or with 5 cents is good for a 10-cent box of popcorn today.

## NUMBER SEVEN

Some popcorn machine operators complain that they can't put their operators out in the sun in the late afternoon because they are on the sunny side of the street. Get an attractive beach umbrella and put it over the popcorn machine to be set right over the top of the popcorn machine. Any good carpenter can do the job. Cut off all but three or four feet of the handle and put it into the special bracket that goes into the top of the machine.

## Merchandising Ideas

All Burch representatives are trained Location Analyzation men. Most of them have had years of experience in this work. They are high-grade, well paid men and are interested in the success of Burch machines in good locations. The Burch Manufacturing Company will not knowingly sell a Burch machine to a poor location. There are, however, other factors over which we have no control. It is generally recognized that the success of equipment of this kind depends on three factors: one, the machine; two, the location; and three, the man.



We can supply our customers with the best equipment that it is possible to make. Our Location Analyzation men can check and double-check locations with the idea that this equipment will only go in the right places but neither the men nor the company have any control over the equipment after it leaves our hands. The success is now up to the purchaser.

This equipment will make you more money in proportion to the investment and the trouble you put into it than anything that we know of but popcorn is a food product and the business must be handled like food products are handled. Absolute cleanliness is necessary. Merchandising is extremely important. It is a business and, like any other business, will succeed or fail in proportion to the good sense and effort put into it. Very few people get something for nothing. Intelligence and honest effort is always necessary. Probably the best way that this can be illustrated is by the following true narrative.

In the Rocky Mountain States, we had several complaints at one time from merchants who claimed they could sell only \$1.50 to \$2.00 worth of popcorn on good afternoons and evenings in their locations and they figured that something was wrong. We had a merchandising man in that section who went to each of these machines and, by actual demonstration, sold from \$30.00 to \$45.00 worth of popcorn in each one of these locations in a single afternoon and evening. The customers were amazed and we were amazed.

We brought this man into the office to find out what he did, thinking that probably he had something up his sleeve, some sort of a trick that made people buy popcorn. His explanation was that there was no trick, nothing supernatural, but all he did was to first clean up the machine to the point where it was absolutely spotless and shining like a bright, new dime. He then started popping corn and he kept busy popping corn, giving away samples, engaging people in conversation. Of course, he had personality, a bright smile and a nice word for everyone that came by. He seemed to be able to keep a crowd around the machine at all times. Nothing succeeds like success. When people saw one, two or three people buying corn, everyone wanted to buy corn.



*Burch Manufacturing Company*



There is no particular moral to this story, except that a Burch machine will be successful in any good location if the product is merchandised properly. Watch the personality of your operator. Does he or she attract trade and attention? If not, get the kind of an operator that will. This equipment and business is entitled to all of the intelligence and effort you can give it and your reward in extra profits will be entirely in proportion to what you put into it.

(Page 34)



*Burch Manufacturing Company*



#### REPAIR PARTS

If you are the owner of Princette, Canteen, El-Dorado, Store Model, World's Fair, or Super World's Fair see popping mechanism.

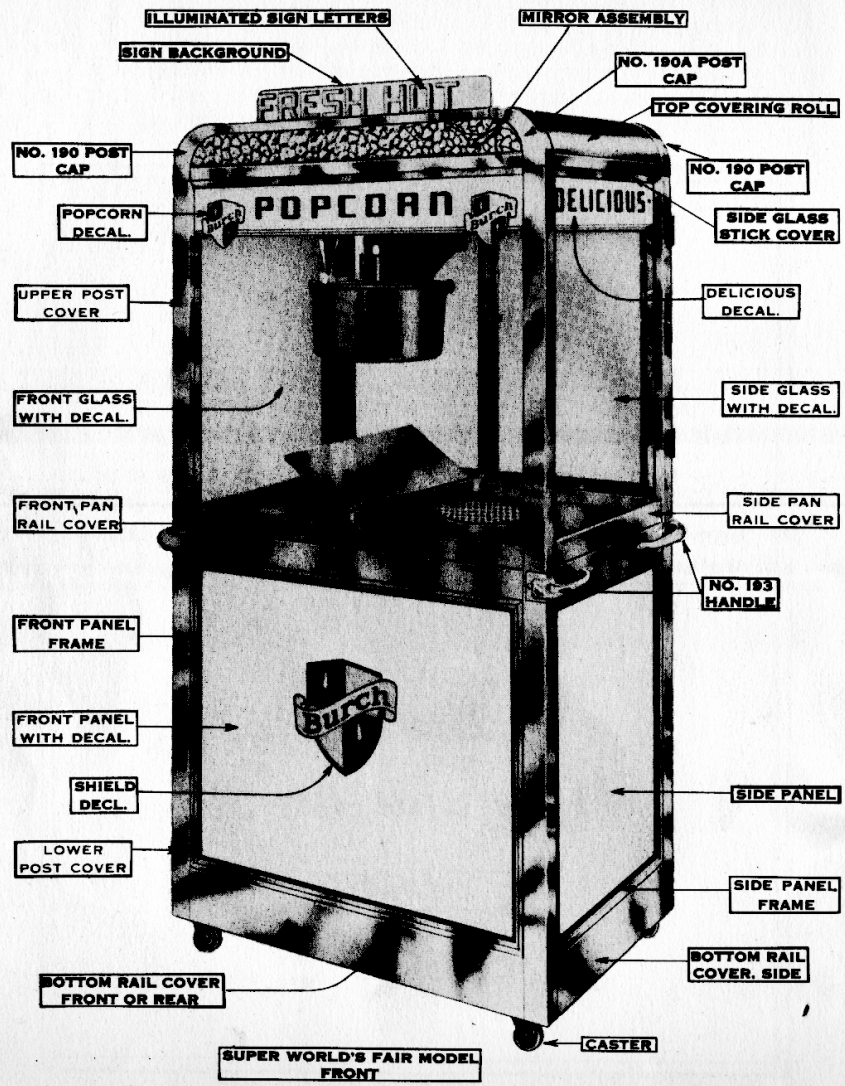
In ordering, be sure to let us know the age of your machine when purchased, the model, serial number and name of part wanted. Prices of parts wanted will be furnished on request.

*Burch  
Manufacturing  
Company*

1906 WYANDOTTE ST.  
KANSAS CITY, MO.



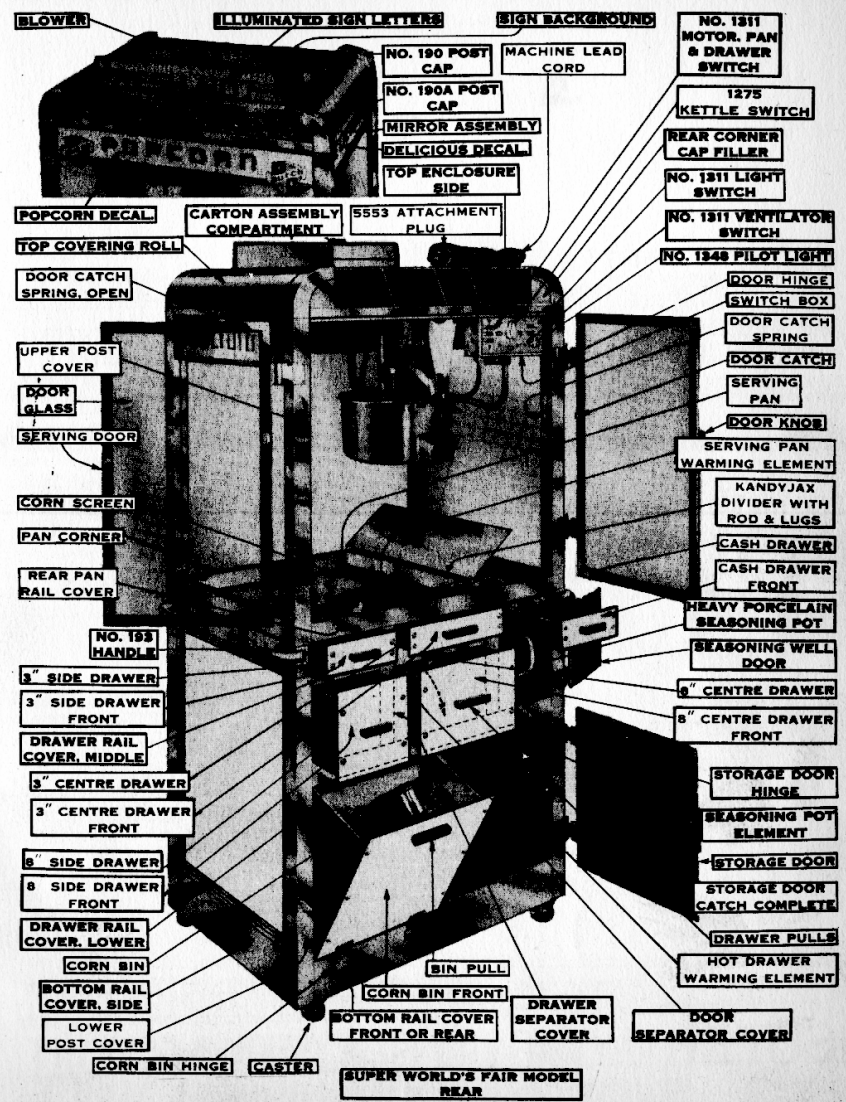
Burch Manufacturing Company



SUPER WORLD'S FAIR MODEL



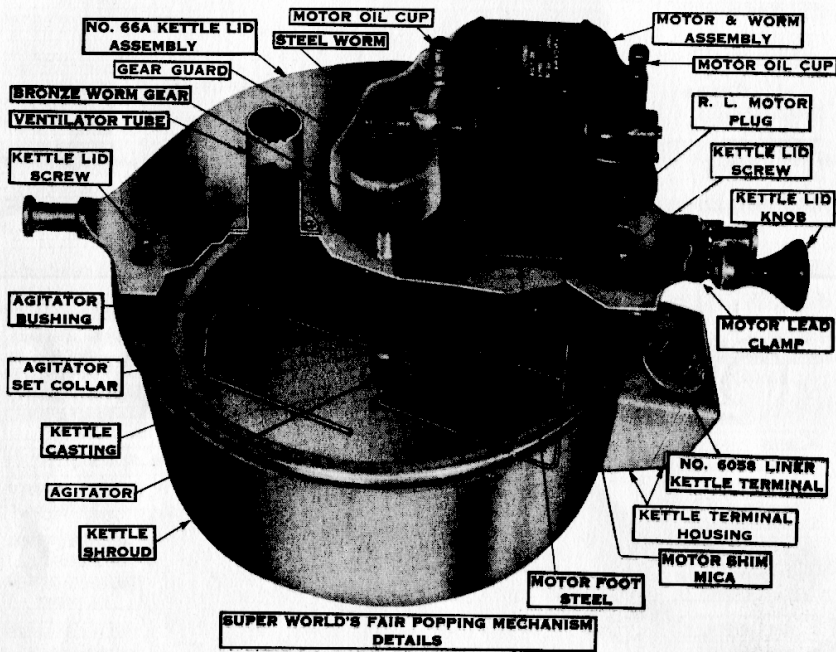
Burch Manufacturing Company



SUPER WORLD'S FAIR MODEL



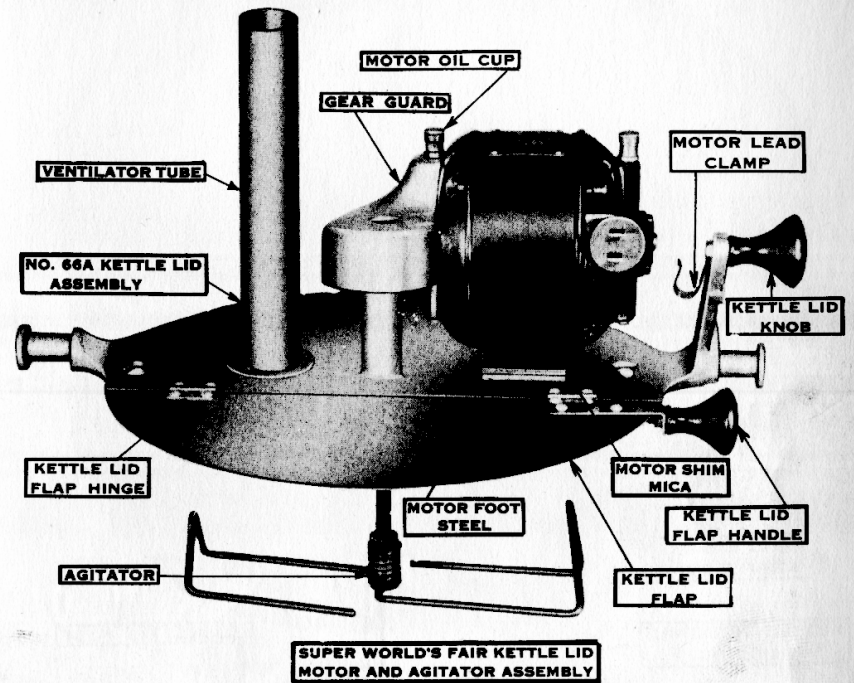
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**SUPER WORLD'S FAIR MODEL**  
**WORLD'S FAIR MODEL**  
 PRINCETTE MODEL      CANTEEN MODEL  
 STORE MODEL          EL DORADO MODEL



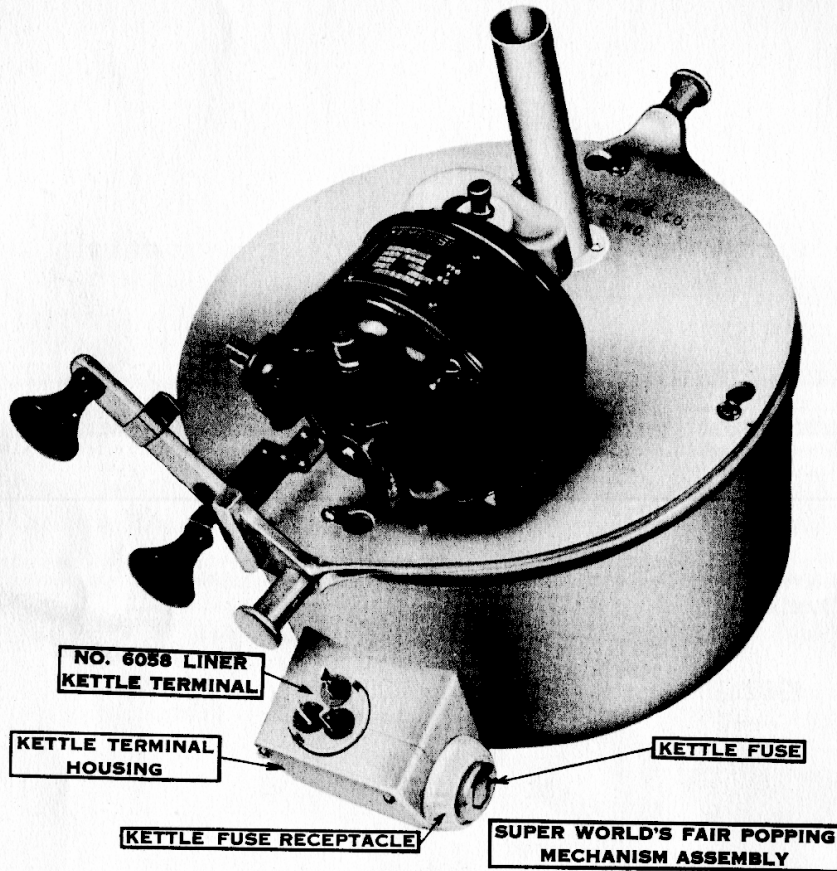
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 PRINCETTE MODEL      CANTEEN MODEL  
 STORE MODEL          EL DORADO MODEL



Burch Manufacturing Company



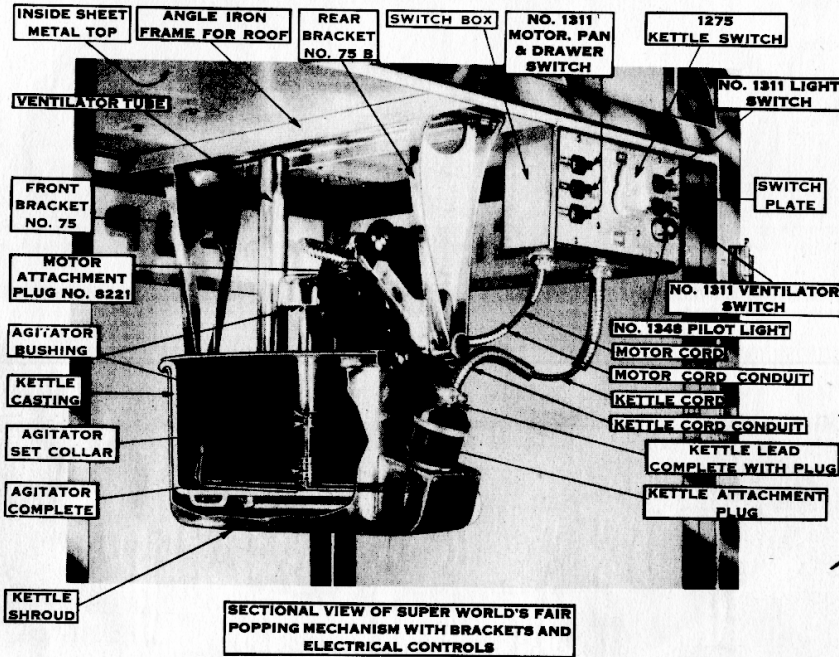
**SUPER WORLD'S FAIR MODEL**  
**WORLD'S FAIR MODEL**  
 PRINCETTE MODEL                      CANTEEN MODEL  
 STORE MODEL                              EL DORADO MODEL



Burch Manufacturing Company



**SUPER WORLD'S FAIR MODEL**  
**WORLD'S FAIR MODEL**  
 PRINCETTE MODEL                      CANTEEN MODEL  
 STORE MODEL                              EL DORADO MODEL



**SUPER WORLD'S FAIR MODEL**  
**WORLD'S FAIR MODEL**  
**PRINCETTE MODEL**                      **CANTEEN MODEL**  
**STORE MODEL**                              **EL DORADO MODEL**

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