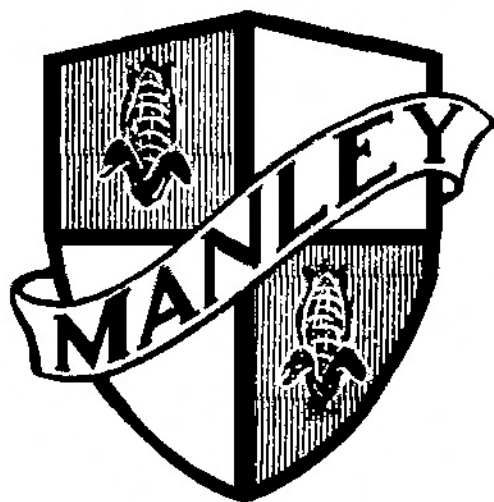


Manley, Inc.

POPCORN
MACHINES



MODEL M-46 M-47 M-48

INSTRUCTION BOOK

Introduction

For your convenience and success. This book contains all necessary instructions for the successful operation of your Manley equipment. It outlines what we mean by "The Manley Method." It gives merchandising ideas and recipes. Study it carefully, the key to your success lies in its use and adaptation to your business.

Yours very truly,

Chas. G. Manley

Manley, Inc.
FORMERLY BURCH MFG. CO

1920 Wyandotte St.

- Kansas City 8, Mo.

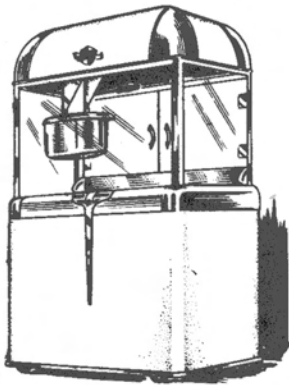


**SETTING
UP
MANLEY
MODELS
M-46 & M-47
POPCORN
MACHINES**

Your Manley Popcorn Machine is rated at 3400 watts, but under full operation with all electric circuits turned on it will consume only about 2700 watts of electricity. This means that for best results the electrical circuits should not be overloaded.

Normally, when nothing but light circuits are available, these circuits are carrying all the electricity they are capable of, so a separate circuit using No. 12 wire should be provided from the outlet box to the machine. A special receptacle is sent with the machine so that you may have your wiring arranged to connect with the receptacle.

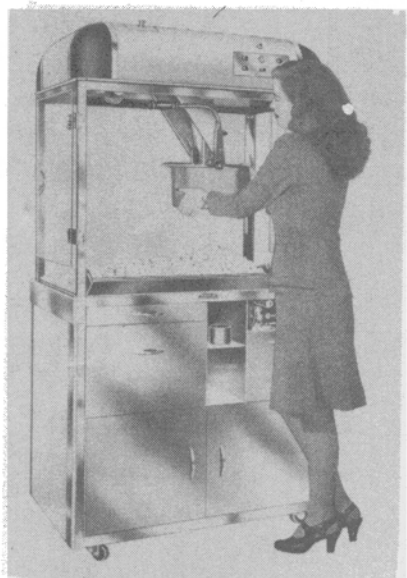
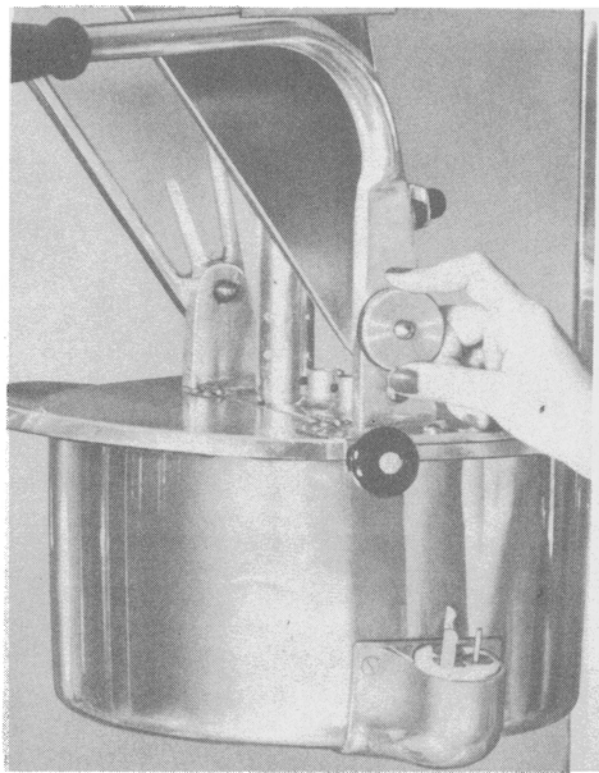
NOTE: In case of damage to the machine of any kind, call the railroad company, get a bad order ticket, and send it to us with a list of damages.



To Install Popping Mechanism



1- Hold the Kettle so that the arm is toward you and facing to the left.

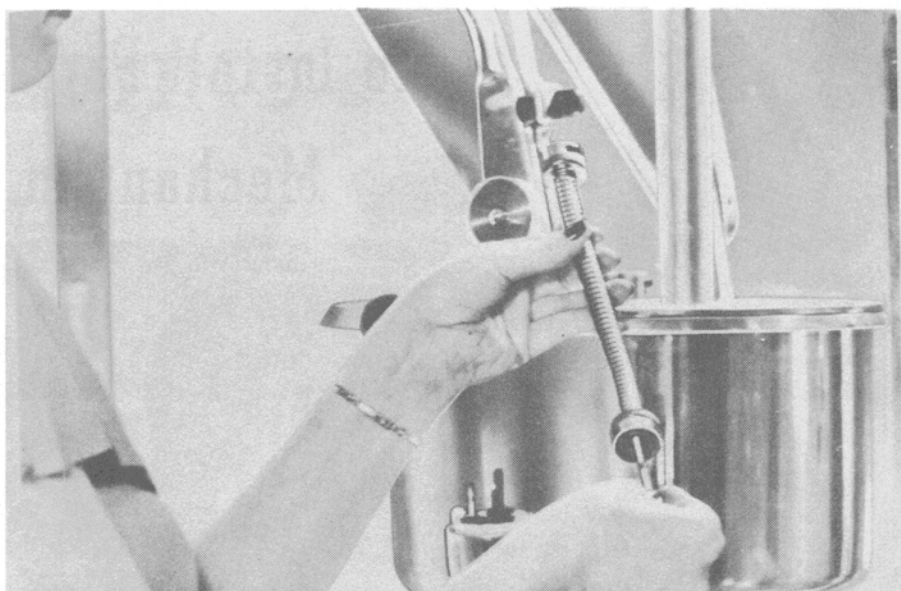


2- Slip lid bracket into bayonet joint provided.

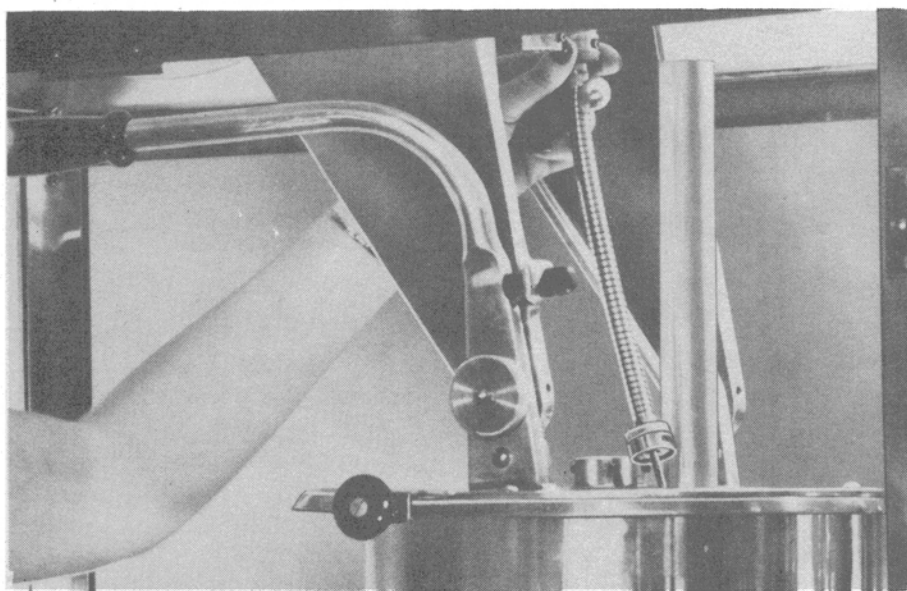
3- Put on and tighten knurled thumb screw.

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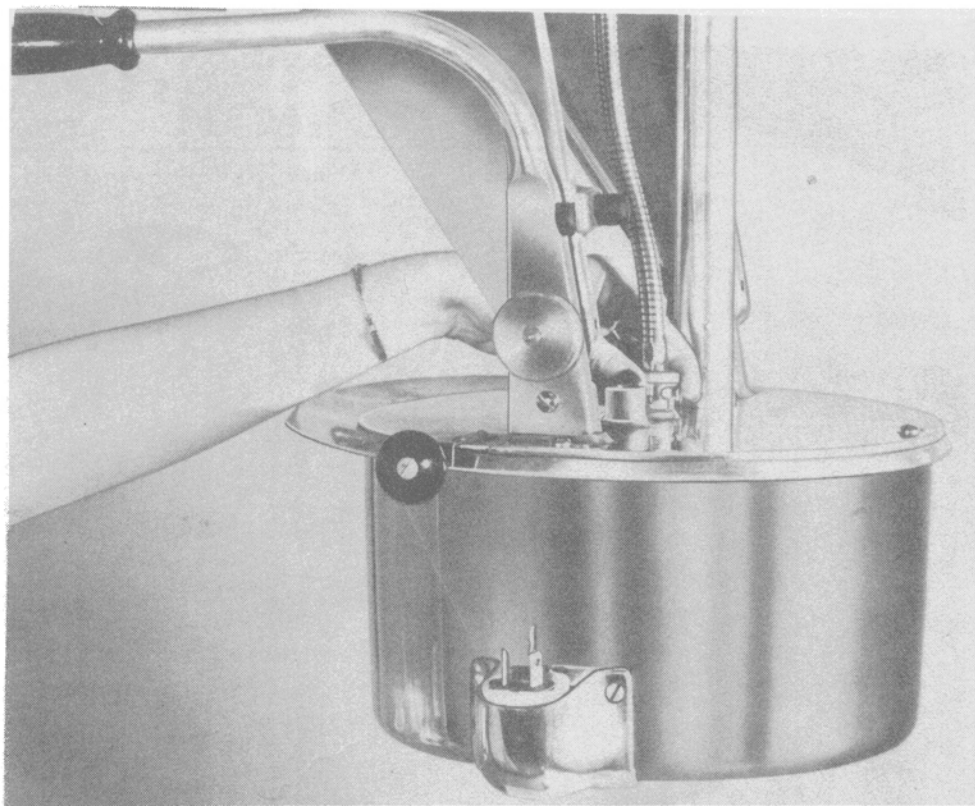




- 4- Slip the flexible drive shaft into its armored protected cable.



- 5- Insert the top lug into the slot provided.



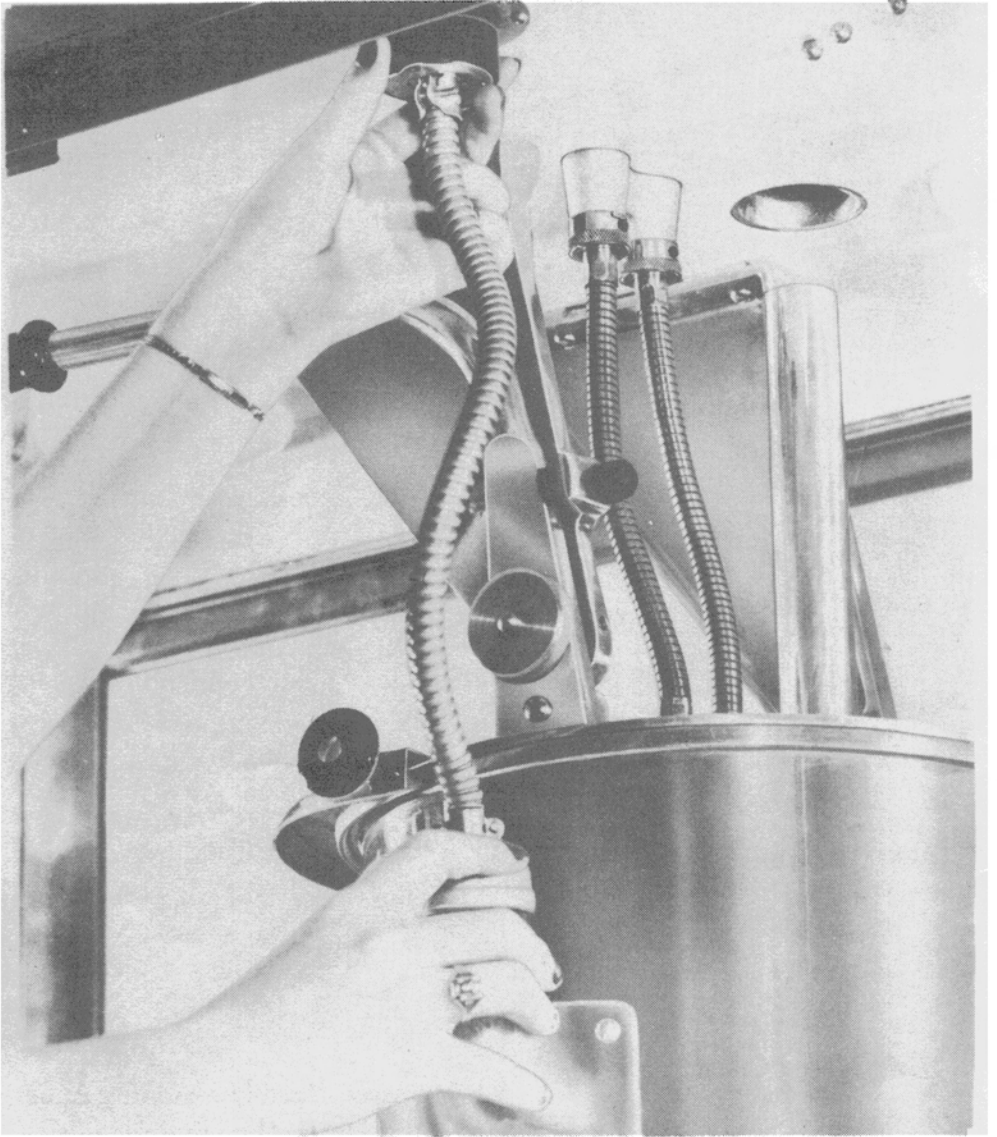
6- Bend slightly and slip bottom lug into position, then tighten nuts.



7- Insert flexible seasoning tube extension in the same manner.

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ON NEXT PAGE





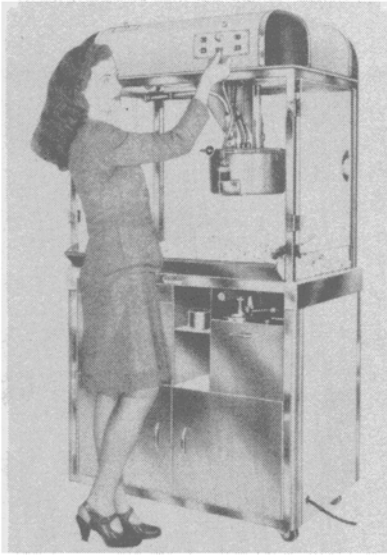
— Insert Kettle plug.

INSTRUCTIONS FOR OPERATING

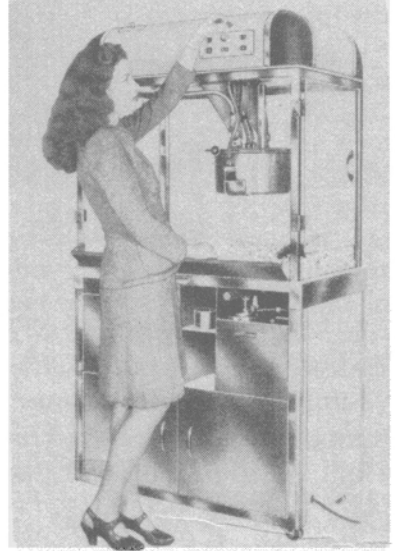
Manley Popcorn Machines


MODELS M-46 M-47

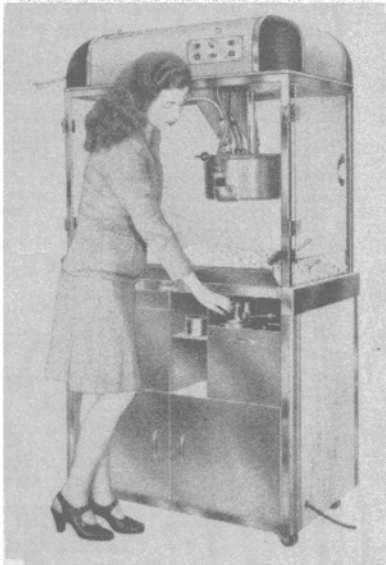
These directions are explained in detail, but before going into the explanation, we will show in pictures the complete operation.



-  1. Turn on the heat.



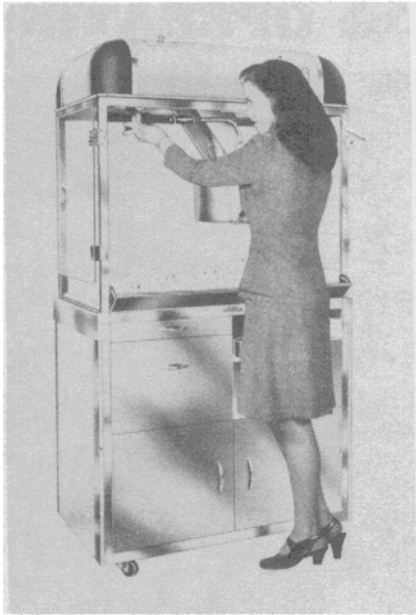
-  2. If your machine has not been used for several hours, hold down push button switch to warm up the seasoning in the tube.



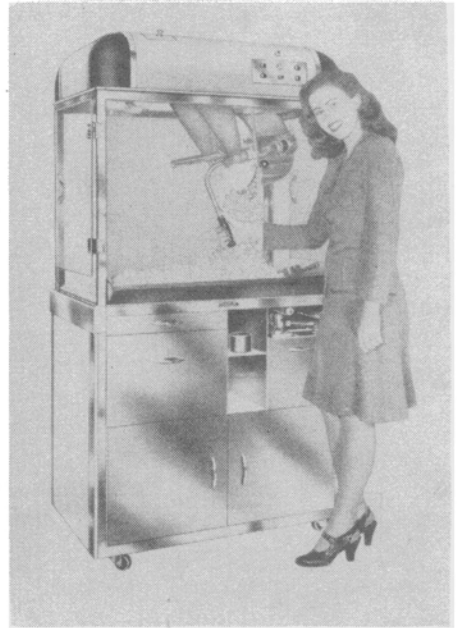
-  3. Pump seasoning into the Kettle.

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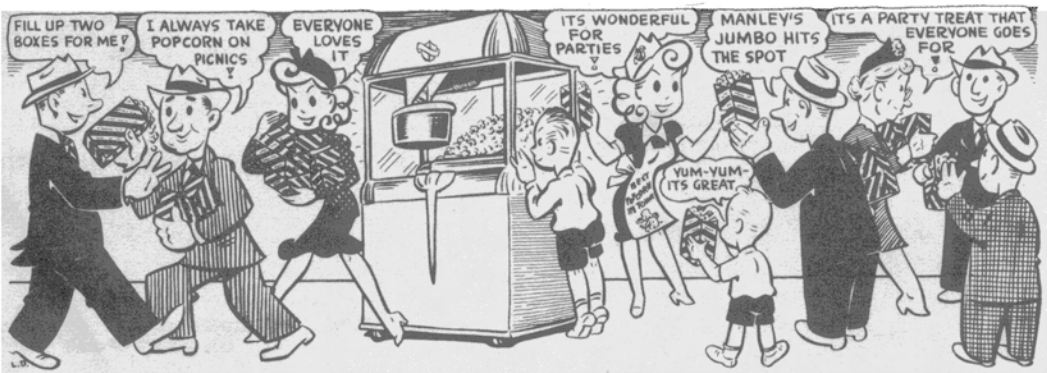




4. Put corn into the corn cup and place cup against the salt dispenser. When the Kettle is hot, pour in the corn and salt and start the motor



5. Empty out popped corn when popping operation is completed. The amount of popcorn that you turn out will, of course, depend upon the popping volume of the corn that you were able to obtain.



INSTRUCTIONS

for Making Jumbo Delicious Seasoned
Popcorn in *Manley Popcorn Machine.*

Step One

Use the corn cup with the machine for this recipe. Fill the cup level full of raw popcorn and then press the cup against the salt dispenser lever. This puts two level teaspoons of salt into the cup with the corn.

Step Two

Using the seasoning pump, pump six ounces of seasoning into the Kettle. This will require three strokes.

Step Three

Turn on the heat switch. When the seasoning is hot enough, put in the corn and salt, then turn on the motor or agitator switch that revolves the agitator in the Kettle. You will know that the seasoning is hot enough when the smoke from the seasoning seems to curl back under the lid instead of coming straight up and out of the Kettle.

Step Four

The corn should start popping in from 20 to 40 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 dark brown centers 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 five-cent bags out of every cup of corn and the corn won't be nearly 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 the popcorn by getting the heat right. 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 popcorn any other way.

Step Five

When the popping corn presses against the lid of the Kettle, open the lid and tilt the Kettle slightly so that the corn flows freely from the Kettle. Do this for a few seconds only and allow the Kettle to come



back to its natural position. Take the scoop and remove the corn from the old maid screen. When the corn in the Kettle stops popping, tip the Kettle bottom up so that the shoulders bump lightly, then let the Kettle come back to its natural position. You may find that a half dozen kernels are resting on the inside of

the lid. To free these, dump again. Put in seasoning immediately and start again. When you stop operations for the day, leave enough seasoning in the bottom of the Kettle for your first popping the next day. This way you will not have to wait for your seasoning to melt before starting to pop again.

WARNING Do not use the recipe for Caramel Corn or Sugar Flavored Corn until you have used your machine for two weeks. This allows kettle to be broken in and prevents burning or discoloration.

CARE OF BEARINGS AND FLEXIBLE DRIVE SHAFT

Oil the bearings in the Kettle lid and in the top of the machine two or three times weekly. Three or four

drops of a good grade machine oil will do the trick.

STIFF KETTLE LID

When the machine is new, the lid on the kettle may be a little stiff, but after it has operated a few weeks, the Kettle lid will open of its own accord as the popping corn presses upward against it. While the machine is new, and until the Kettle lid does open freely as the corn pops and presses against it, raise the lid and allow the corn to flow freely from the Kettle.

When the corn has stopped popping in the Kettle, dump it about half way over then let it go back into its natural position again. There may be some unpopped kernels that got caught away from the heat in the popped corn. By allowing them to remain in the Kettle a little longer, they will all pop.



ELECTRICAL TROUBLE

When you have the proper voltage and the line to your machine is not overloaded, the only possible chance of your Kettle not heating properly would be a loose connec-

tion in the machine. This often happens, and where trouble like this is suspected, an electrician should be called at once.

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 the warming pan element except when you are keeping stored popcorn hot. Never leave your heat switch on when not popping corn. The heat will tend to carbonize any remaining seasoning in the Kettle when it is not in use.

THERMOSTATIC CONTROL

Your Manley Machine Models M-46 and M-47 are equipped with a built-in thermostatic control. This control is a safety device only, designed to turn off the heat of the Kettle when it is five to ten degrees hotter than it should be for popping duty.

When it trips it on again it is slightly under correct popping temperature. It has been asked why this thermostatic control is not arranged to keep the Kettle at exactly the right temperature at all times. So far our tests on an arrangement of this kind have not been entirely satisfactory due to the wide range of temperatures of the raw corn at various times of the year ranging from thirty degrees below zero in some parts of the country in the winter to 110 degrees in the shade in other parts of the country in summer months. This wide variation of the temperature of the raw corn makes it practically impossible to arrange a thermostat that will work properly at all times and under all conditions. As a safety device, it is a very important feature of your equipment. It is a protection against

careless operation, such as going away nights and leaving the Kettle on, or allowing the Kettle to get so hot that it might burst into flames when you put the seasoning in. Regardless of this safety feature, operators should at all times see to it that the heat in their Kettle is turned off when not in operation. The pilot light gives an added danger signal showing you when the heat is on. The switch plate on top of the machine provides for six circuits: The Kettle, seasoning well, pan, lights, and motor and blower.

VENT OR BLOWER

This blower is designed around the Venturi tube principal, and its purpose is to remove the steam and the aroma of popping corn from inside the machine. Steam from the popping corn contains small particles of oil. Without this blower, the steam and oil would condense on the inside of the cabinet and make it considerably more difficult to keep the popcorn machine clean.



SEAS-O-MATIC

Your seasoning well is heated by a series of electric elements controlled by a switch on the switch plate. This switch should be turned on about 30 minutes before you start popping and left on as long as the operator is attending the machine. Like any other electrical appliance, it should be turned off when not in use.

THE SEASONING WELL MAY BE REMOVED AS FOLLOWS :

1. Loosen nut connecting pump to seasoning line.
2. Pull seasoning well half way out with front handle.

3. Pull out plug cord.

4. Grasp both handles front and rear and remove to a convenient place for filling.

5. Seasoning well should be refilled whenever the seasoning gets below the level of the pump cylinder.

PUMP

Once the pump and the seasoning line are primed, exactly the same amount of seasoning will reach the Kettle at each stroke.

SEASONING TUBE HEATER SWITCH

You will note that the seasoning tube is insulated. This insulation is a covering and a protection for your seasoning tube heating element. When the seasoning congeals in the tube after the popcorn machine has been idle for some time, you have only to press down the switch above the switch plate, hold it down for a minute, and then actuate the pump. This action will clear the line.

NOTE: Do not leave your seasoning well on when it contains little or no seasoning. There are some vegetable oils used as popcorn seasoning that are apt to break down under heat and deposit gummy carbon-like residue on the bottom of the well. Never leave your kettle or seasoning well on when the machine is unattended. All oils are inflammable and anything inflammable is dangerous.

SALT-O-METER

Another feature we are proud to present is the Salt-O-Meter. By placing the corn cup against the lever and pushing, the correct amount of salt will automatically

drop into the cup. To fill, raise the lid on the top left corner of the machine and pour in Manley's Popcorn Salt.

DRAWERS

The top left drawer is the cash drawer. This drawer is likely to get rather warm at times due to the reflected heat from the warming pan above. This is something that cannot be helped. The next drawer down is the corn bin. The bottom drawer on the

left side is the waste drawer used to catch old maids and half-pops. The bottom drawer on the right-hand side is a general utility drawer. The two spaces between the corn bin and the seasoning well are for the storage of bags and cartons.



WARMING PAN

The warming pan and the bar screen arrangement were designed with the idea of making it practically impossible for operators to sell old maids, half popped kernels and broken pieces of popcorn. There is plenty of profit in popcorn without trying to sell the waste. Selling this waste will only irritate your customers and ruin your busi-

ness. Operators sometimes get a false idea of the amount of waste by the amount of broken kernels they find in the old maid drawer. If those broken kernels were separated from the old maids and weighed, you would find the actual weight to be negligible.

LIGHTS

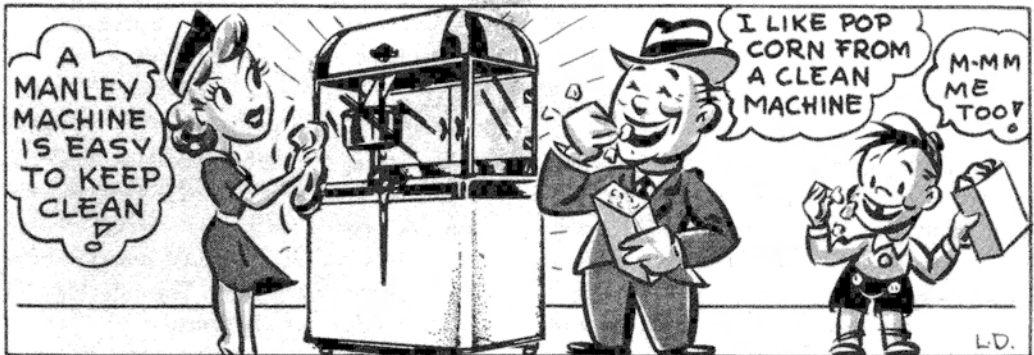
Display lights in the top of the machine may be replaced by opening the top lid. Display lights in the front of the cabinet may be changed by removing the season-

ing well on one side or the corn bin on the other and sliding the access drawer to one side.

BREAKING UP POPCORN

Many operators break up a lot of popcorn through faulty handling of the scoop. Under no circumstances should the scoop be dug down into the middle of the popcorn. It should be slid along the warming pan from side to side or from front to back. In this way, the popcorn will not be broken and you will have less waste. On the right side of the pan there is a flat space with a warming element underneath which may be used as a carton rack. It is not that we feel a carton rack is necessary or advisable, but many operators feel that they must have one. We believe it is far better not to have

popcorn sacked or boxed too far ahead of time. Experience shows that the extra time involved in sacking or boxing popcorn delays the action just enough to get people to stop at the machine. After all, it is a proven fact that the busier the operator and the more people there are around the machine, the more popcorn will be sold. If you attract one customer and delay him long enough to sack or box his popcorn, you will probably draw two others who have seen him buy. The power of suggestion is a wonderful thing!



CLEANING

The entire popping mechanism may be removed by reversing the installation instruction. For convenience, these steps will be again stated:

1. Pull out the Kettle plug.
2. Disconnect the flexible seasoning tube extension and the flexible drive shaft.
3. Remove knurled thumb nut.
4. Grasp Kettle firmly and remove from machine.
5. By taking a small screw driver and loosening the screws on the top of the lid, the Kettle then may be removed from the lid. The Kettle and lid may then be cleaned both inside and out. Your Kettle should be removed and cleaned at least once a week; more often if possible. You should keep the Kettle as clean and

bright inside and out as any kitchen utensil you use in your home. All that is necessary is an inclination on the part of the operator to keep it clean. If it is not cleaned thoroughly at least once a week, see to it that your operator at least wipes off the outside of the kettle with a clean, soft rag. If you let it go, a gummy carbon-like residue, which is extremely hard to remove, will build up on the lid and shroud. Never clean with lye or any compound that will disintegrate the aluminum. Never let water come in contact with the electrical connections.

When carbon builds up on the inside of the Kettle, use steel wool rather than a knife or other sharp instrument. Keep every drawer space in the machine free from an accumulation of old rags.

PLASTIC DOORS

Clean the doors with window cleaner. If the door becomes scratched, scratches may

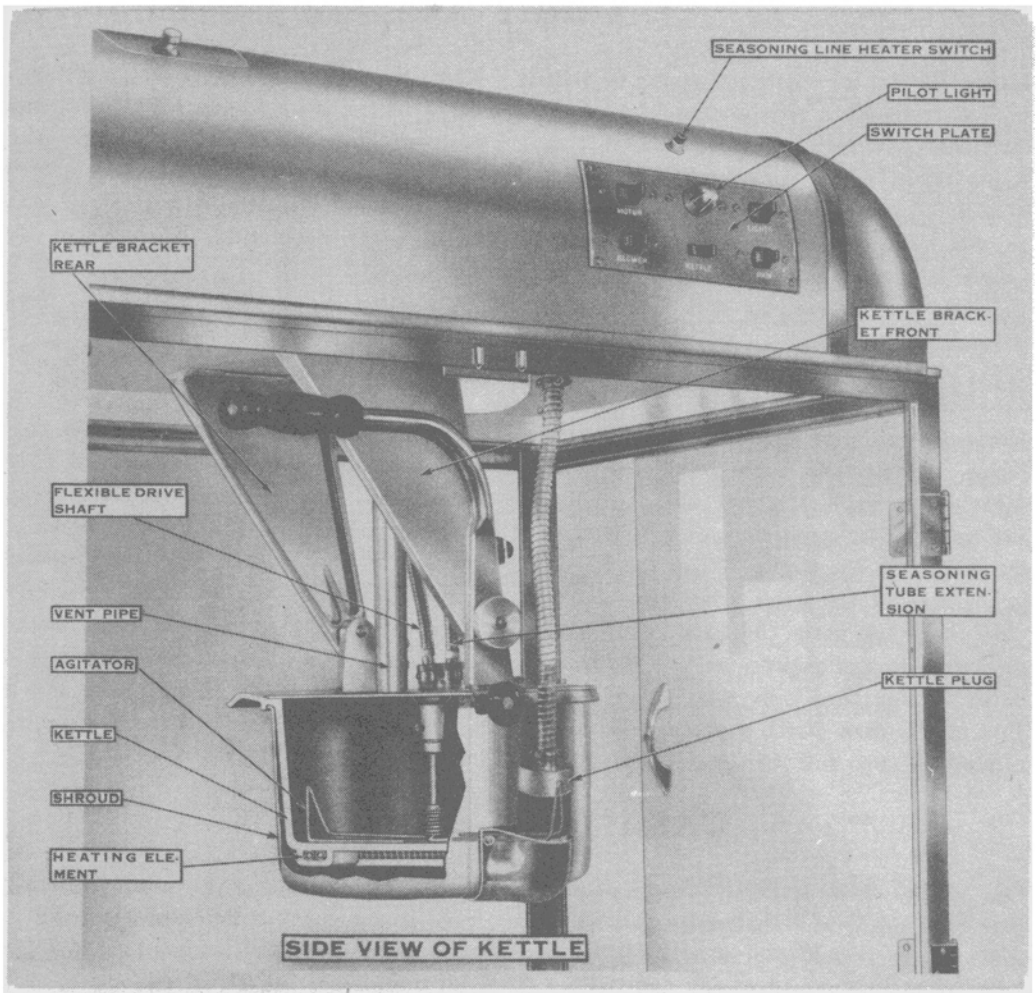
be removed by applying some light wax.

SANITATION

After your popcorn machine has been uncrated, it should be cleaned and polished thoroughly. In order to preserve the luster of the frame you should coat it with a little Johnson's No. 7 Floor Wax. This will act as a preservative just as a coat of wax

preserves the finish of your automobile. It is just as important to keep your popcorn machine spotless as it is for your operator to be clean and neat. Beauty and eye-appeal sell popcorn. Keep your popcorn machine spotlessly clean at all times.





THE MANLEY POPPING MECHANISM

Your Kettle is the most efficient popping mechanism that has ever been designed for a popcorn machine. Its heating unit is a Calrod heating element packed in Mercuric Oxide in a vacuum and under high pressure. It is rolled in sheet steel, galvanized, and then cast right into the kettle. This means you have a heating element that is theoretically ever lasting. The double seal

prevents oxidation and it is oxidation that causes the failure of heating elements.

This is a double Kettle, the inner one is cast aluminum and the outer, spun aluminum polished to a mirror surface. The insulation between the two Kettles provides for greater heating and at the same time the outer Kettle retains its highly polished surface.



KANDY KORN

Kandy Korn is an important source of easy profits from your popcorn machine. You can make any number of varieties of this Kandy Korn with your new machine and it will always find a ready sale, but like anything else, it has to be merchandised, people have to know you have it. The generous use of samples will sell Kandy

Korn. Remember, however, that you should never try to make Kandy Korn in a brand new machine. After two or three weeks' operation, however, the Kettle will be well broken in and there will be less trouble with burnt sugar discoloring the inside of the Kettle.

CANDY COATED POPCORN

Use a one-half pint measuring cup for this recipe. Fill the cup with granulated cane sugar and a small pinch of salt. Turn on the Kettle switch and pump six ounces of seasoning into the Kettle. When the Kettle is smoking to the point where the smoke curls back into the lid, add your full measuring cup of popcorn as you normally do in popping corn, only without any salt. Just as the corn starts popping, add your measuring cup full of granulated sugar

with a pinch of salt. This delays the popping action considerably, but it will make a delicious sugar coated popcorn. This formula can be varied by using colorings or flavors. If you want a strawberry colored popcorn, add one-half spoon of strawberry flavor; if you want chocolate, lemon, maple, etc., use the same proportions. Operators in various sections of the country have used a teaspoon of cinnamon and report excellent results.

CARAMEL CANDY CORN

One pound brown sugar, three pounds pure cane sugar. Mix the brown and white sugar together and keep it in a receptical ready to make Caramel Candy Corn. Turn on the heat in the Kettle and put in six ounces seasoning. Let the Kettle get very

hot; a lot hotter than you would ordinarily have it for popping buttered corn. Put in a full measuring cup of popcorn and one full cup of the sugar mixture and a pinch of salt.

Everybody Likes
**JUMBO
 POPCORN**
 TAKE HOME
 A BOX





"Cheesies" OR CHEESE COATED POPCORN

This is one of the best and fastest sellers that the operators of popcorn machines have ever known. It opens numerous outlets for extra business and profits. Many operators are selling Cheesies to beer gardens, etc., to be used at the bar. Others are putting it in Maralux bags and placing it on pedestals in grocery stores, beer gardens and cottage camps, filling stations or any

place that people congregate. Usually they make up only 10c bags for this business and allow the owner of the business where the pedestals are placed 2c profit on every bag sold. Your net profit per bag when thus sold is about 5c, so you can easily figure what a year's profit would be if you had fifty outlets for your product selling as little as five bags each per day.

THE FORMULA IS AS FOLLOWS

Pop your popcorn just exactly the same as when making buttered popcorn; in fact, cheese-coated popcorn is seasoned popcorn popped the Manley Way in seasoning and salt first. That is why Cheesies are better than many imitations on the market today.

Use the seasoned popcorn popped the Manley Way in your machine to make Cheesies.

Turn on the heat switch controlling your kettle and leave it on until your kettle is warm enough so that you can hold your hand on it (not hot). Fill the kettle $\frac{3}{4}$ full of Manley's Delicious popped popcorn and add $\frac{1}{2}$ cup or even $\frac{3}{4}$ cup of Man-

ley's prepared cheese mix. Turn on the motor or agitator and pour the cheese mix slowly over the popped corn in the kettle.

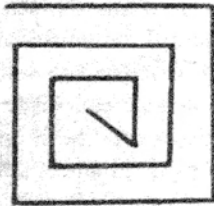
As the agitator moves the corn around in the warm kettle, it mixes and bakes the cheese on the corn. After you have poured on all of the seasoning, turn off the agitator and fill the kettle as full of corn as you can get it. Then turn the agitator on again and allow it to run a couple of minutes, holding the kettle lid down so that the corn won't spill out, then dump and sack. Practically no heat is required in mixing. Burnt specks on the popcorn indicates burnt cheese.



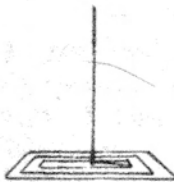
INSTRUCTIONS FOR SEALING, STAMPING PUNCHING AND MOUNTING CHEESIES

First, it is necessary for you to have a stapling machine. You can buy these machines from any of your local stationery stores. Fill the bags partly full of cheese-coated popcorn and pull the top of the bag over and seal it with the stapling machine. Punch a hole in the top of the bag with a punch that you can buy at any dime store 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. We 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 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 a half-cent each. Put a dozen 5c bags of Cheesies on this wire stand and then sell it to saloons, taverns, drug stores, or other places at 40c

per dozen bags including the stand. Then every once in a while have someone go around and put another dozen bags on the stands to keep them filled.

CANDY KRISP

Under this heading comes Molasses Krisp, Caramel-Coated Popcorn, Caramel Krispy Corn, etc. The manufacture of these confections necessitates a large copper mixing

kettle with a furnace. This equipment is sold by the Company, and these formulas are sent with the equipment.



The illustration shows a vintage-style popcorn machine with a glass front. The text on the machine reads: "Your MANLEY POPCORN MACHINE IS A Complete MANUFACTURING PLANT". Surrounding the machine are eight circular callouts, each connected to the machine by a line with a dollar sign (\$) at the junction. The callouts are: "CHEESIES", "JUMBO POPCORN", "KANDY KORN", "CANDY CRISP", "CARMEL KRISPY CORN", "POP CORN BALLS", and "JUMBO BRITTLE".

YOU ARE THE MANUFACTURER - WHOLESALER - JOBBER AND RETAILER

POPCORN CONFECTIONS

Here is where you utilize yesterday's corn and here is more profit for you—plenty of it—but it takes a little work. Everyone likes popcorn confections. They can be made so delicious that even the finest candies cannot be compared with them. Pop-

corn has plenty of volume, and you can make a nickel bar of popcorn fudge or popcorn brittle that will be three times as big as the nickel bar, and with this addition, you will have about three times as much profit. The following recipes are suggested:

Sugar Popcorn Balls

- 1 Pint of Syrup
- 2 Tablespoons Butter
- 1 Pint of Sugar
- 1 Teaspoon Vinegar

Cook until the syrup hardens when dropped into cold water. Remove to back of stove and add one-half teaspoon full of soda dissolved in a teaspoon of hot water. Then pour the hot syrup over four quarts of Manley's Toasted Popcorn, stirring until each kernel is well coated. Then the mixture can be

moulded into balls or into any desired form. Maple syrup makes light colored balls, while darker ones are made with New Orleans or Sorghum Molasses. For St. Patrick's Day add some green coloring. For strawberry corn add pink coloring. These may be purchased through any local drug store. Care should be taken that these colorings are certified pure for food products.



Popcorn Balls

Have ready four quarts of popped Manley's popcorn. Remove all unpopped kernels and keep the popcorn warm. Boil together one-half cup granulated sugar,

one-half cup Molasses or Sorghum until it threads well, pour over corn and mix together. Butter hands and press into balls.

Jumbo Crackle

One-half as much corn as above, with the same amount of sugar and molasses. Instead of pressing into balls, add one tablespoon

full of melted butter while the mixture is still hot and stir to separate. A delightful confection is the result.

Coated Popcorn Balls

Mix two cups granulated sugar, one-half cup water, one-quarter teaspoon full of cream of tartar. Boil until hard ball forms when dropped into water. Put two quarts

of popcorn into bowl. Pour syrup over and stir until well mixed. While still warm, form corn into balls with hands and roll in powdered sugar.

Maple Popcorn Balls

Cook two cups of maple sugar and one cup sweet cream until hard ball forms when dropped into water. Beat until creamy, then

stir in one pint of popped corn. Mix well; pour into buttered pan. When cold cut into bars with a sharp knife.

Jumbo Brittle

Have ready some popped Manley's Popcorn one-half to three-quarters of an inch deep in a buttered cake tin about 9" x 9" square. Put in warming oven. Melt two cups granulated sugar stirring continually over a not too hot fire. When melted, add one tablespoon of butter, one-third teaspoon full of baking soda and whip thoroughly.

Add one tablespoon full of any flavoring extract you desire. Stir and pour over corn beginning around the outside of the tin. Smooth toward center with a knife and cut into squares. To prevent knife from sticking, draw it over butter. An economical and delicious confection.

Breakfast Food

Here is something more—the finest breakfast food that you ever tasted. Put a quantity of popcorn through a food chopper using a fine cutter. Before serving, melt a little butter in a pan, spread the ground

popcorn and add a pinch of salt. Put in a hot oven; stir once or twice. Leave in oven until it begins to turn slightly brown. Serve with milk or cream and sugar.



MERCHANDISING

Some operators of popcorn machines pop and sack a large amount of popcorn at one time. Their reason for doing this is so that they will have nothing to do for the rest of the evening except stand by the machine and hand out bags. This practice is wrong, because it is an established fact that more people buy popcorn when it is popping than at any other time. The sight and aroma 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 have it on display. Operators should be alert and busy cleaning up the popcorn machine. It gives the impression of good business and people like to patronize where business is good. At motion picture theatres operators should keep their eye on the box office after people have purchased their tickets and are on their way in. If they have not noticed you, you can say in a modulated voice, "popcorn please." It carries the power of suggestion.

FREE SAMPLES



"Try it before you buy it" is the slogan we have tried to popularize with Manley machines, and we recommend that owners of our equipment put up signs or banners to this effect and then see to it that as often as possible free samples are distributed either from small scoops or from special sampler cartons or bags. Give just enough to give the average person a taste. The popcorn teases the palate just enough so that almost everyone wants more. Of all merchandising schemes, this is the one best bet. It is our belief that people entering or leaving the theatre can be sold a lot of popcorn by a little merchandising effort.





ESQUIRE THEATRE — CAPE GIRARDEAU, MO.



THE BROADWAY THEATRE — DENVER, COLORADO



INSTRUCTIONS AND SUGGESTIONS FOR THEATRES

The popcorn machine should be in full operation until at least fifteen minutes after the closing of the box office. Some

situations would justify an earlier opening and a later closing.

LOCATION

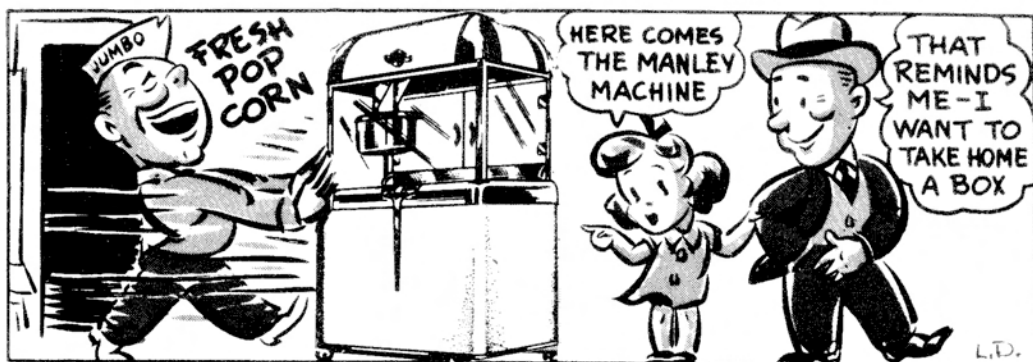
Wherever and whenever possible, the popcorn machine should be located in such a

place that it is available from both the street and the lobby.

APPEARANCE OF OPERATOR

Popcorn is a food product and the hands should never touch the popped corn. Never allow the popcorn to come in contact with anything except the scoop and the 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 hands must be clean, fingernails trim, and the operator should wear a clean shirt or clean uniform.



DRUG STORES, CONFECTIONERY STORES, VARIETY STORES AND OTHERS

Popcorn machines should not be put into operation until such time in the afternoon as the greatest number of people are on the street. The average operator would be better off if he could keep his popcorn machine concealed when he is not operating it. There is something about a dead popcorn machine that is similar to a closed store. People become accustomed to seeing it and pass it by.

When the operator puts the machine out for the afternoon he should immediately get busy popping corn or cleaning off the machine. The busier he is, the more business he will do. Merchandise popcorn, give away samples, talk it up, and engage as many people in conversation as you can. Tell them how wonderful your seasoning is, what an attractive package you have, how warm and how good the popcorn is. Some Manley



users make the biggest mistake that any business can make; that is, having no one responsible for the popcorn machine. It then becomes 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. The extra pay should be in the form of some sort of bonus depending on the amount of business done; a percentage of gross or net. We would recommend from 5 per cent to 10 per cent of the gross busi-

ness 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 merchants have found that it is best to have the popcorn machine turned over entirely to some young man or young woman. First, they obtain an extra neat and attractive uniform and then give them 20 per cent 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 commission or bonus, you, the owner of the equipment, will be much better off.

LOCATION

Whenever and wherever possible the popcorn machine should be in the doorway outside of the store so as to take advantage

not only of the people who come into the store, but the pedestrian traffic as well.

SALESMANSHIP

Here is something to think about. The theatre within a block of you will open up to-night 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 or variety store will sell 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, and the American people feel that when they are out for enjoyment they have to eat. In a sense this is true, but there are a lot of people going by your store or coming into your store during the afternoon or evening with time to kill and they really don't know how to kill it. Everyone of these people are good prospects for popcorn. Did it ever occur to you that after they have eaten a box of popcorn, if they ate 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 out by comparison with the drug store or other stores is that people never see the theatre machine except when it is busy. There is an operator for the machine who rolls it out 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, variety store, and a confectionery store generally neglect their popcorn machine in favor of other things. 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 a week old. Invariably, there is no one behind the ma-



chine to give them popcorn and make change. They have to hunt up a sales girl and take the popcorn away from her. There you have the main reason why the popcorn machine in the theatre is always successful and why a great many drug stores, confectionery stores and others do not do the business they should. A popcorn ma-

chine in 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 seen provided you cooperate with it.



MAY THEATRE — OKLAHOMA CITY, OKLA.

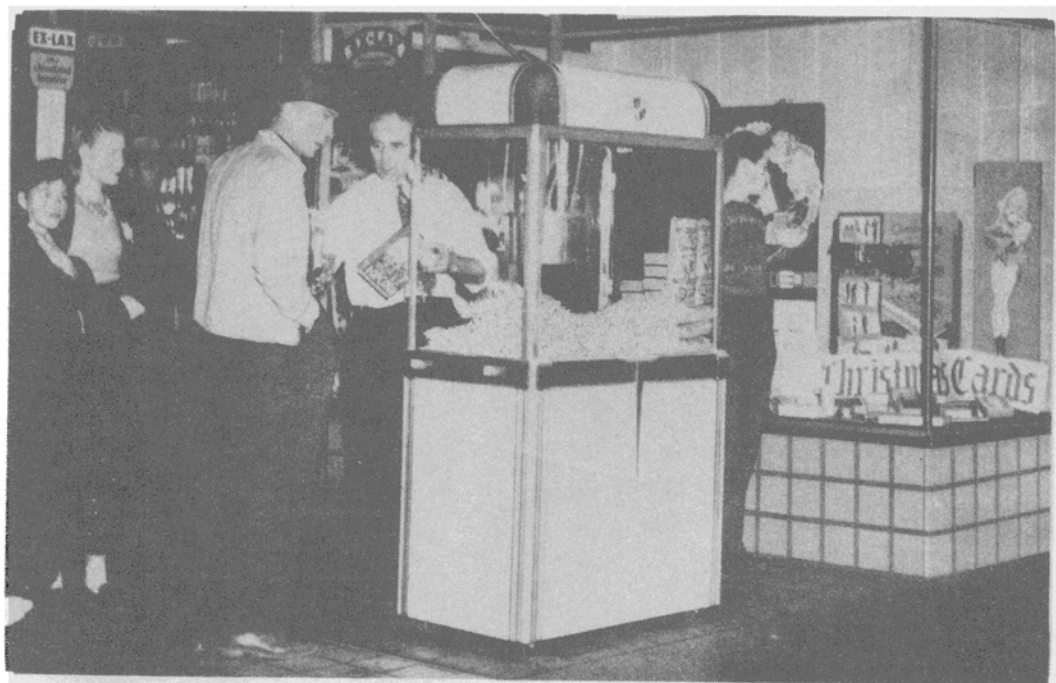


BEN FRANKLIN VARIETY STORE — OMAK, WASHINGTON



ANDREW SLOVAK THRIFTY DRUG — SHERIDAN, WYOMING





HORAKS DRUG STORE — JEFFERSON CITY, MO.

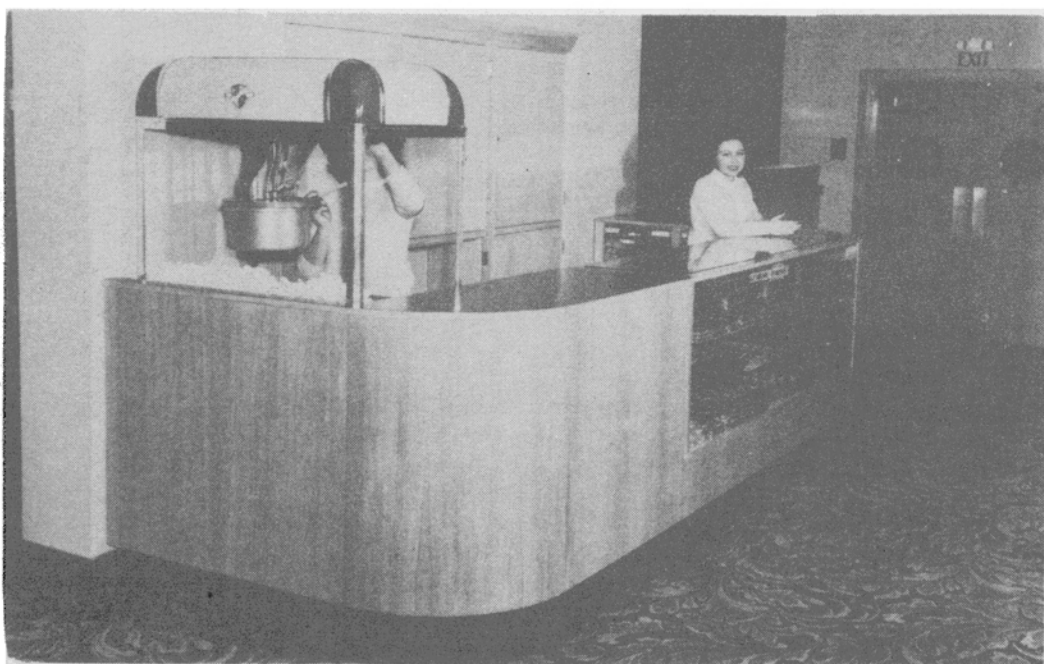


BOB'S POPCORN STAND — BURBANK, CALIFORNIA





KARMEKORN SHOP — HUTCHINSON, KANSAS



FANCHON-MARCO TOWER THEATRE — ST. LOUIS, MO.





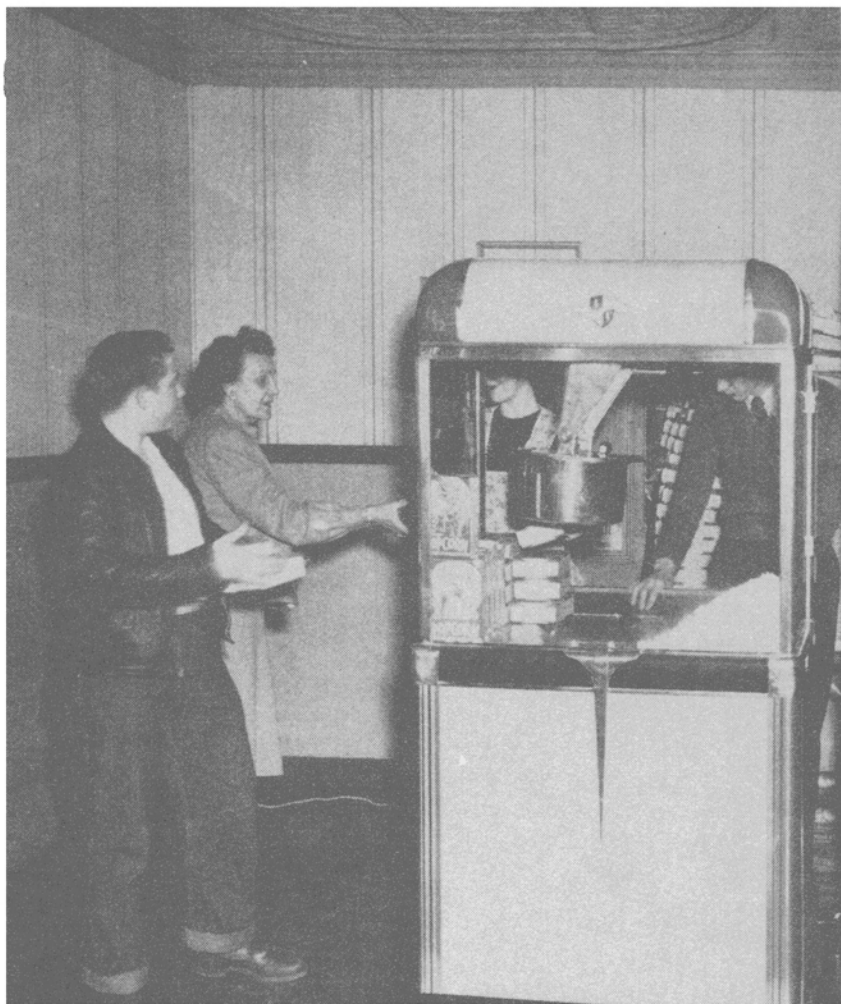
THE UNION REXALL DRUG STORE — DENVER, COLORADO





MALONE'S DRUG STORE — SIKESTON, MO.





GRAND THEATRE — MT. OLIVE, ILL.



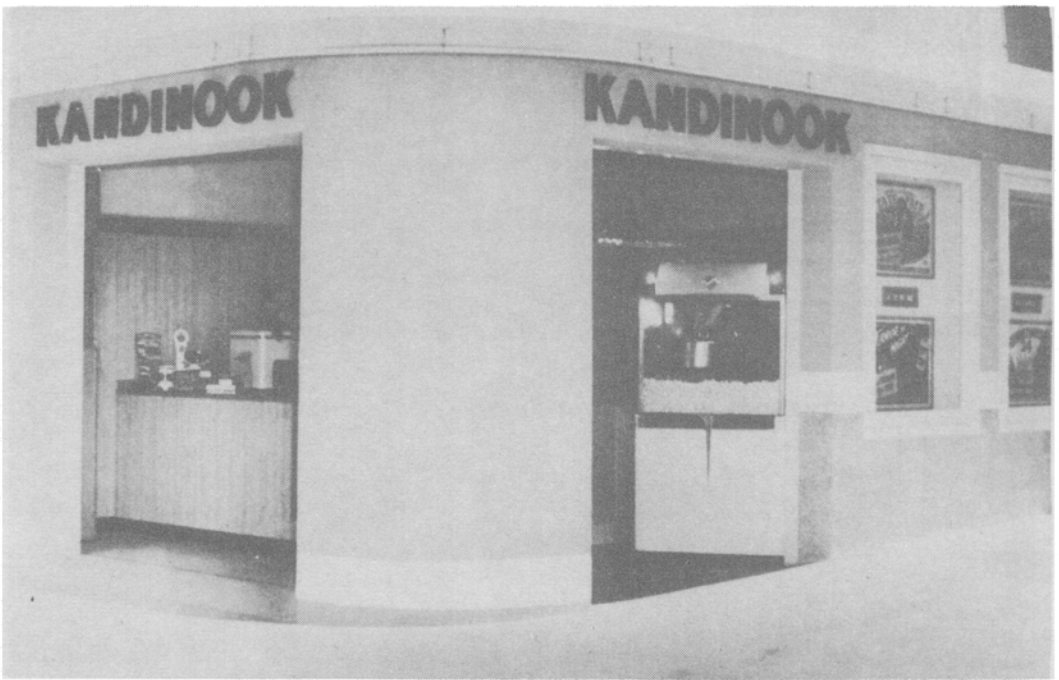


"THE BOOK NOOK" — WALLA WALLA, WASHINGTON





GRIFFITH AMUSEMENT CO'S BOOMER THEATRE — NORMAN, OKLA.

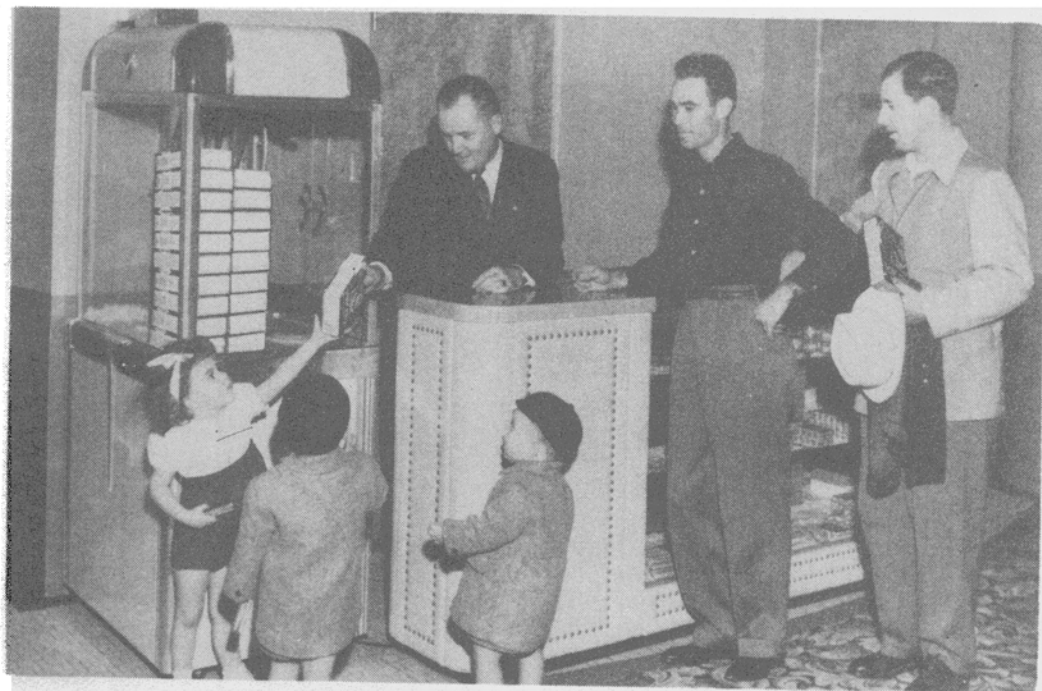


EL CAJON THEATRE — EL CAJON, CALIFORNIA





CUB NUT HUT — WATERTOWN, SOUTH DAKOTA



WILL ROGERS THEATRE — OKLAHOMA CITY, OKLA.

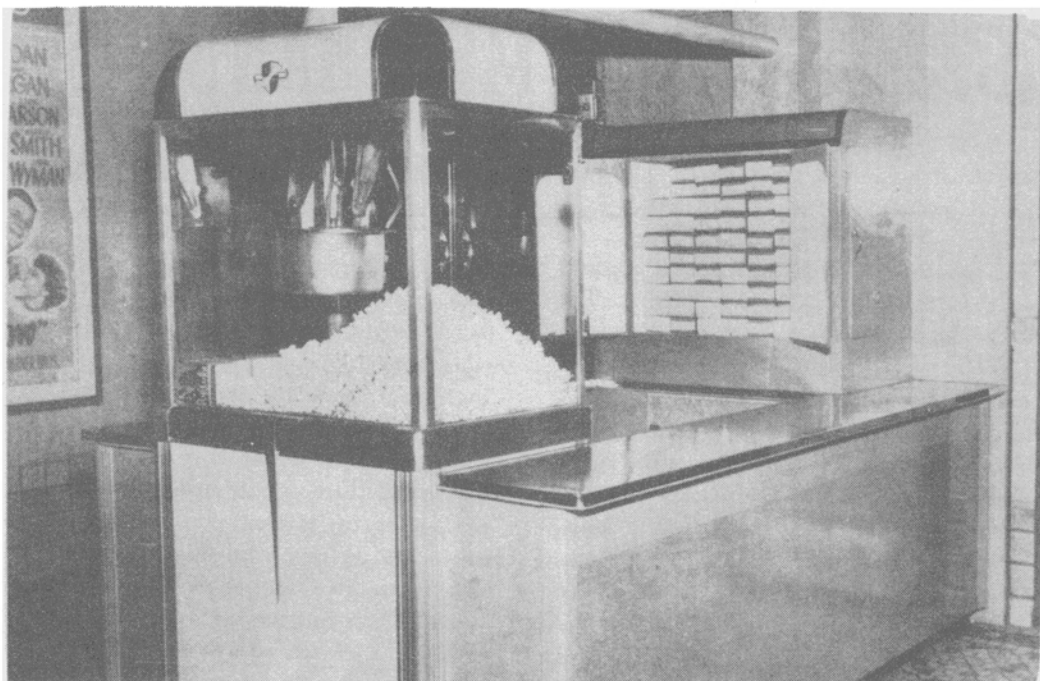




THE NEW KNOB HILL THEATRE—OKLAHOMA CITY, OKLA.







POPCAN THEATRE — PONCA CITY, OKLA.



FLETCHER'S — BELLOWS FALLS, VERMONT



Successful MERCHANDISING IDEAS AND PLANS

The success of a popcorn machine depends on three factors: 1. The Machine; 2. The Location; 3. The Man.

1-THE MACHINE: With your Manley equipment you have the finest, most up-to-date popcorn machine that has ever been built. This machine will turn out the finest popcorn that it is possible to make providing that you operate it properly The Manley Way. This means Manley's popcorn, Manley's seasoning, salt, bags and boxes. Our reason for stressing Manley's supplies is that we believe we have the finest supplies on an average that can be found. We appreciate the fact that anyone anywhere can get good popcorn at times; by the same token, he can get bad popcorn, and it takes only a few bags of bad popcorn to destroy one's business. We appreciate the fact that certain types and qualities of seasoning might be pretty good, but normally when the owner of a machine is shopping around for seasoning he is bound to find something cheap and poor and ruin his business. There is enough profit in this business to justify your giving the public the finest popcorn that it is possible to produce, and this can be done only by using the finest materials.

2-THE LOCATION: For years the ideal location for a popcorn machine has been considered as one where people are hunting for amusement and relaxation or killing time. This means theatres, amusement parks, small town drug and confectionery stores where there are a lot of people on the streets, and so on; but whether you know it or not, there are two classes of customers to be

taken into consideration. One, the customer who eats his popcorn on the premises or on the street, and two, the customer who takes popcorn home and keeps it on hand for special treats for the children, for impromptu parties when friends drop in, etc. Popcorn is one of the cheapest and finest foods, and there is only one way in which the owner of Manley machines can take advantage of this take-home business and that is to give the public their money's worth. Three-quarters of a pound of popcorn for a nickel, or a box for a dime is all right at the theatre or for eating on the street, but people are looking for something extra to take home. We believe that the operators of the machines should think seriously of these two classes of customers, and for the second class, resign themselves to a profit of 100 per cent for every sale instead of 300 per cent. Merchandising on this basis, machine operators open up a brand new field. Popcorn becomes a commodity like groceries, sold on a grocery basis. Everyone is a prospect and can be a steady customer.

3-THE MAN: The equipment and the location as mentioned before are highly important, but the man is even more so. People have been classified as brilliant, smart and dumb. Each of these classifications can be divided into two which we may call ambitious or lazy. It is obvious that the right kind of man can make a success of a popcorn machine almost anywhere, anytime; and that the wrong type of man can fail in the finest location in the world.



What we are trying to bring out is that a real merchandiser in an average location using a little merchandising sense and ability can make a real success with his equipment, pay his rent and send his children to college with the earnings of his popcorn machine.

STUNTS: Merchandising stunts have been used with varying success in the popcorn business for years. They help to keep the operator on his toes and there can be no question but that they perform very well and are well worth the effort.

FREE POPCORN: A confectionery store in the East at a certain hour every day put up a sign "Free 5c bags of popcorn

between one and two." That way he attracted a great number of people to his store during those hours.

THEATRES: A certain theatre between the last show and the midnight show has their popcorn salesman go up and down the aisles ballyhooing "A great, big carton of popcorn for a dime and a free pass in every tenth box." Another theatre on a certain night every week gives popcorn with each admission. A number of eastern operators have had phonograph records made ballyhooing popcorn and they keep these ballyhoo records going constantly during the busy hours when large crowds are passing.



FOR PICNICS
Take **JUMBO**
POPCORN

The illustration shows a man in a hat and a woman sitting on a picnic blanket. The man is holding a large bag of popcorn, and the woman is holding a smaller bag. There are several popcorn kernels floating around them, and a small shield-shaped logo with the word "MANLEY'S" is visible among the kernels.

Manley's **Jumbo POPCORN**
POPPED *Fresh* **AND** *HOT* **on the SPOT**
BEST POPCORN IN TOWN!!

The text is set against a background of diagonal black and white stripes. The word "POPCORN" is in a large, bold, sans-serif font. "POPPED" is in a smaller, bold, sans-serif font. "FRESH" is in a cursive script. "AND" is in a bold, sans-serif font. "HOT" is in a bold, sans-serif font with wavy lines underneath it. "on the SPOT" is in a cursive script. "BEST POPCORN IN TOWN!!" is in a bold, sans-serif font with a double exclamation point.



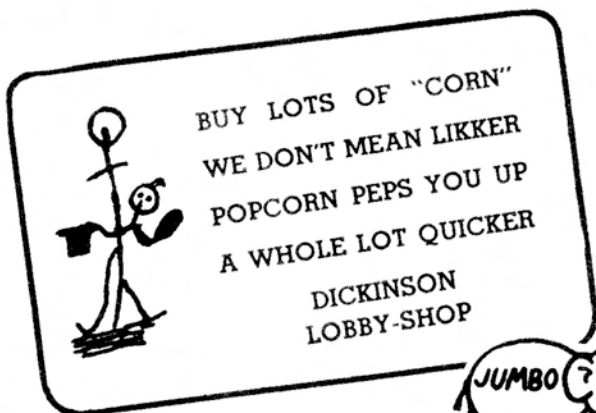
MACHINE LOCATIONS

There is always a right place and a wrong place to locate your popcorn machine. Whenever possible, druggists, confectioners, variety stores and other merchants should put their popcorn machine out on the sidewalk in nice weather, thereby getting the maximum amount of attention with a maximum of sales. Where this is not possible, it is obvious that the machine should

be located as near to the sidewalk as possible. It has often come to our attention that owners have changed the location of their machine ten feet and have increased their business 25 per cent. It is an accepted fact that people do not go shopping for popcorn and do not hunt for it; popcorn is an impulse item and its purchase is an instantaneous decision.



MERCHANDISING IDEAS



BOWLS OF POPCORN:

Popcorn continues to be the most popular with beer. Always keep the bowl full and the popcorn well salted.



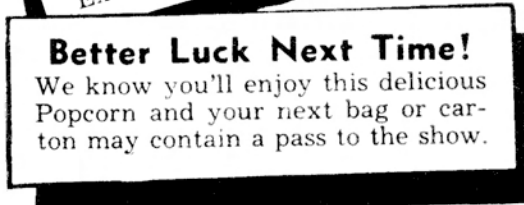
HELPFUL HINTS FOR *Manley* OPERATORS

From time to time we are asked by various users of our equipment what type of merchandising is best for theatres. Here are a few ideas that have been used successfully in the past and that once again are coming into use.

The Ruffin Amusement Company of Covington, Tennessee, used to put a free pass in every twentieth bag of popcorn and in all the others was a little slip saying: "BETTER LUCK NEXT TIME."

ANOTHER IDEA IS THE POPCORN COUPON.

Each box or bag of popcorn contains a coupon and so many coupons may be exchanged for a complimentary ticket. This coupon and pass idea may be exploited more fully if some mention of it is made in your local newspaper advertising.





CABRILLO THEATRE — SAN DIEGO, CALIFORNIA

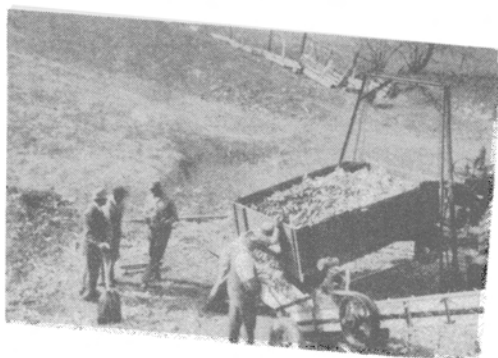
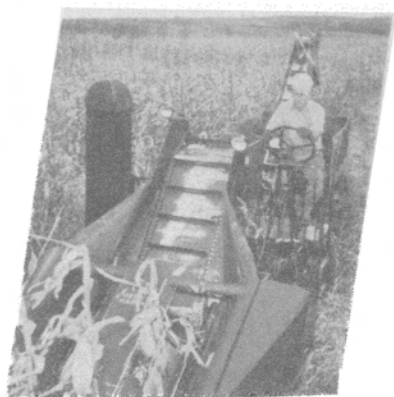


Manley, Inc.

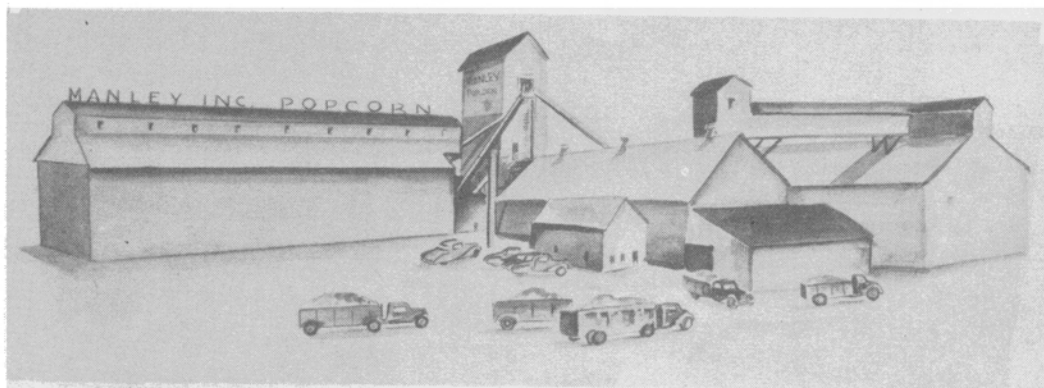
POPCORN MACHINES

Manley, Inc.

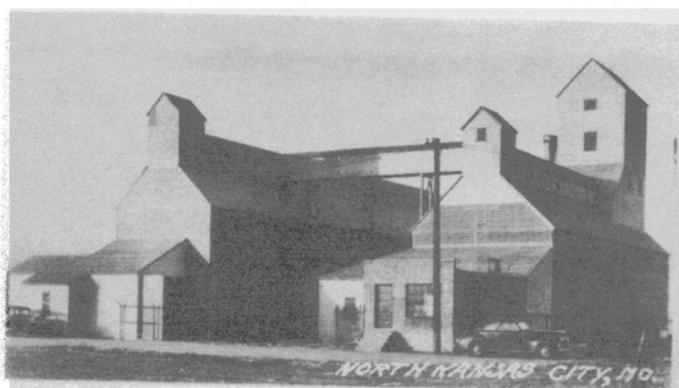
POPCORN FARMS



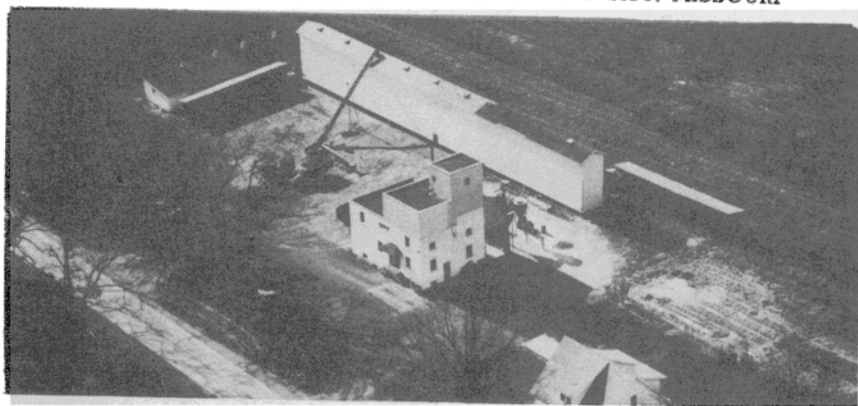
Manley, Inc. POPCORN PLANTS



MANLEY ELEVATOR NO. 1—LAKEVIEW, IOWA



MANLEY ELEVATOR NO. 2—NORTH KANSAS CITY, MISSOURI



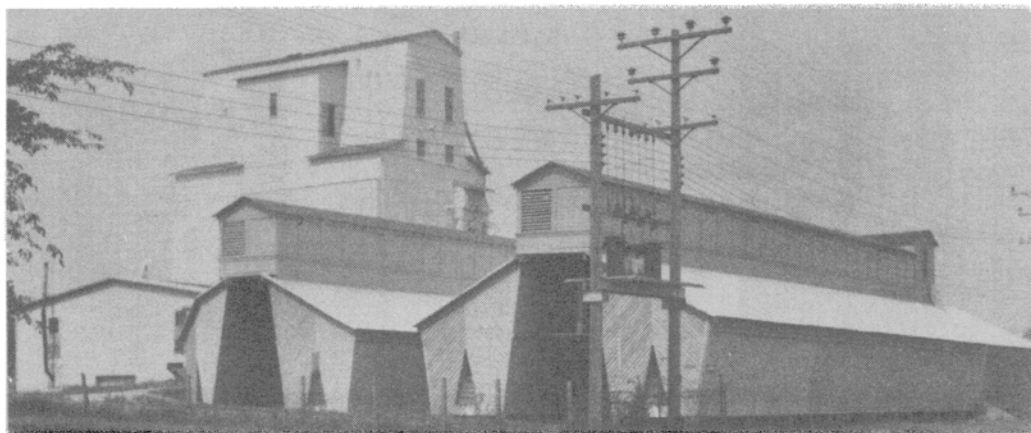
MANLEY ELEVATOR NO. 3—MIDDLEBURY, INDIANA



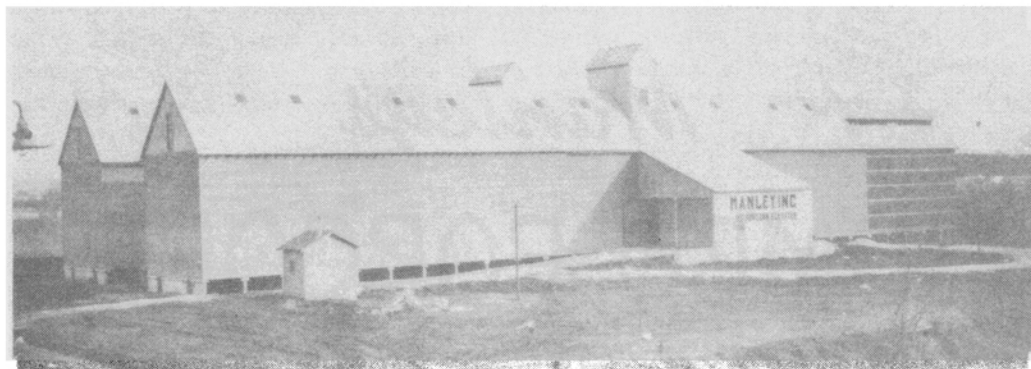
Manley, Inc.

POPCORN MACHINES

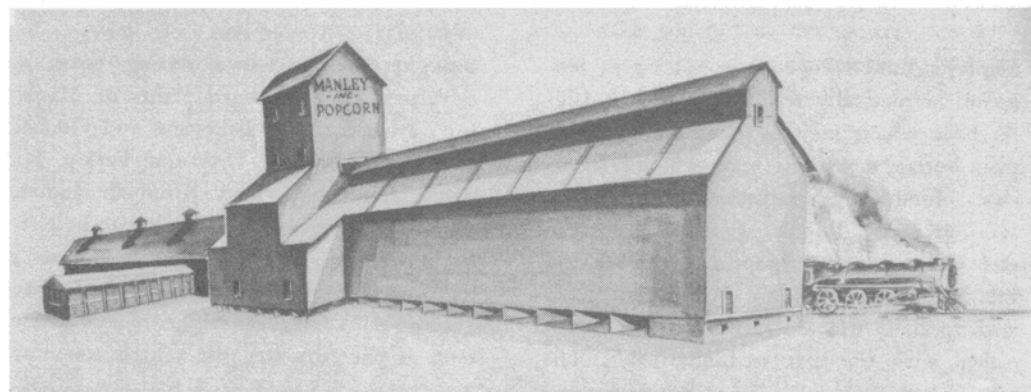
Manley, Inc. POPCORN PLANTS



MANLEY ELEVATOR NO. 4—ODEBOLT, IOWA

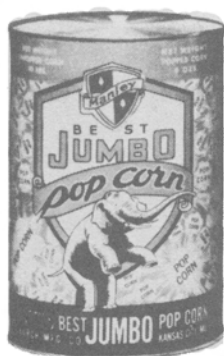


MANLEY ELEVATOR NO. 5—TARKIO, MO.



MANLEY ELEVATOR NO. 6—KIMMELL, IND.





Manley's



JUMBO POPCORN

"First Because It's Finest"

Manley's Jumbo Popcorn is put up in ten-pound hermetically sealed cans and in 100-lb. bags which may be moisture proof or plain burlap, depending upon which is available. Hundreds of farmers in Iowa, Missouri, Kansas, Illinois, Indiana, Michigan and Colorado grow popcorn for Manley, Inc. Practically all of this corn is contracted with specially selected farmers who are furnished with the best seed obtainable. The corn is kept in the fields on the stock until after the first freeze, and then husked and

brought into our own curing cribs and elevators. These popcorn plants of Manley, Inc., are located at Lakeview and Odebolt, Iowa; North Kansas City and Tarkio, Missouri; Middlebury and Kimmell, Indiana. All northern grown popcorn has to be cured for nine to ten months before it is ready to shell, and it must be shelled, cleaned and graded at exactly the right moisture content. If the corn has just a little too much moisture or is just a little too dry, popping volume suffers. This makes less dollars out



of a hundred pounds of popcorn. Popcorn is one of the world's trickiest grains. Today it may pop out in big, beautiful flakes, sweet and crisp, and in a week, depending on climatic conditions, it may pop out in mushrooms, round, tough balls and be entirely unpalatable. That is why before the war we decided to can popcorn, and just as soon as cans are available, we will again be selling popcorn in ten-pound hermetically sealed cans.

Canned popcorn naturally represents the cream of the crop. It is carefully sorted, cleaned, graded, shelled and canned at exactly the right moisture content. It is the best grade of corn obtainable and naturally it sells for a premium. The premium represents the extra cost of putting it up. Twelve months a year the canned popcorn will probably pop out an average of \$12.00 to \$14.00 more to a hundred pounds measured

by the ordinary 10c cartons. At certain times during the year, our sacked popcorn will pop out equally as well as our canned corn; but the trouble is that though this corn may leave our processing plant in prime condition, by the time it gets to the customer, weather conditions may have changed its popping volume. The cans are beautifully lithographed, lacquered inside, and each can is provided with an extra plug lid so that the customer may use it for the resale of popped corn. Popcorn in cans is specially recommended in the South for all operators, large or small, during the summer months. It is recommended for small locations where only 100 or 200 pounds of popcorn are used monthly. In these locations, sacked corn may depreciate in quality and popping volume considerably between the time of its arrival and complete sale.

POPCORN IN 100-LB. BAGS

It should not be inferred from the above that our sacked corn is second-rate popcorn. It is the finest popcorn that can be grown, but it does not have the extra protection afforded by the canning process.

All popcorn either canned or sacked is guaranteed with our money back guarantee. Any time a customer is dissatisfied, he can return the popcorn at our expense and have the corn replaced or his money back.

We Guarantee

JUMBO POPCORN



Manley's

BEST POPCORN SEASONING

Highly refined and especially processed for this Company, it has generally been considered as the last word in seasoning. It is not a cheap product, because we don't handle cheap products. If there was anything better, we would handle it regardless of the price. We appreciate the fact that cheap seasoning can be found; and no matter how cheap you can find seasoning, if you hunt far enough you will always find something still cheaper. The argument for all cheap goods is that it is practically the same as the high priced. Now, we like bargains too, but there is always a joker attached to something that is especially cheap. This is particularly true of the popcorn business. The joker is usually found in a shortage in the finished product; a shortage that may be in that extra refining that makes a product that will not turn rancid with age, but will always be sweet and tasty. It may be a mixture of blends; blends of animal fat and vegetable oil make a very cheap substitute and one that seems to find particular favor with a great many



operators on account of the price differential. We have carefully tested every known make of popcorn seasoning that has come to our attention, and as yet we have failed to find one that measures up to the standard of quality that we recommend.

MANLEY'S POPCORN SALT

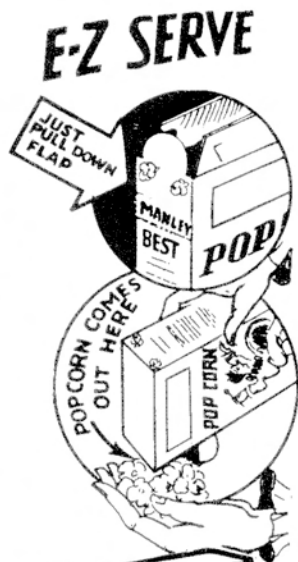
This is a special grade of salt prepared for us. A special grade of salt for popcorn is necessary because you want a salt that will completely dissolve in the seasoning and that will be distributed evenly over every kernel of popcorn. Table salt or iodized salt should never be used in the preparation of popcorn.



Manley

JUMBO CARTONS, BAGS, AND OTHER SUPPLIES

We have tried to design cartons that would have the maximum amount of eye-appeal, that would be of good stiff board, and that would give the customer an impression of quality. Certain types of cartons will impart a taste to the popcorn after it has been in the carton some time. Other types of cartons are soft and cheap looking. We feel that there is enough profit in the popcorn business so that no operator can afford to handle anything but quality, especially in cartons. It is a well known fact that the national distributors of processed foods have found that nothing but the finest containers will sell their products. Time after time it has been demonstrated that a product in a smart-looking container will out sell the same product in a shoddy container, so don't hurt your business by using cheap cartons.



Wholesaling POPCORN IN CANS AND BAGS

The owner of a Manley popcorn machine has everything that is necessary for the establishment of a nice wholesale business, selling popcorn to the local grocery trade, to filling stations and to other outlets.

We have special gas equipment for large wholesalers. Seventy-five per cent of the largest wholesalers in the country are using the popping mechanism of the Manley machine in batteries for the wholesaling of popcorn.

What Is Necessary for the Establishment of a Wholesale Business From a Manley Popcorn Machine

First, you have to have customers. Talk it over with a few of the local grocers, beer gardens, filling stations on the highway and so on. Find out if they are willing to handle your products. It is impossible for us to give you or tell you what you will have to charge for your product. It is comparably easy for you to find out what popcorn costs you. All you have to do is to weigh the popcorn and seasoning that you

use to fill a certain number of cartons and then figure out from your prices delivered exactly what your costs are. The ideal system would be for you to set your price and then give the grocer or filling station operator 20 to 25 per cent commission on all products sold. There is absolutely no trouble in manufacturing and putting up the product. Your biggest job is one of distribution.



Money-Back Guarantee

All Manley Supplies carry a money-back guarantee. Any time you receive anything that is not satisfactory, send it back and we will refund your money or make an exchange.

Manley, Inc.

FORMERLY BURCH MFG. CO





REPAIR PARTS FOR MANLEY POPCORN MACHINES

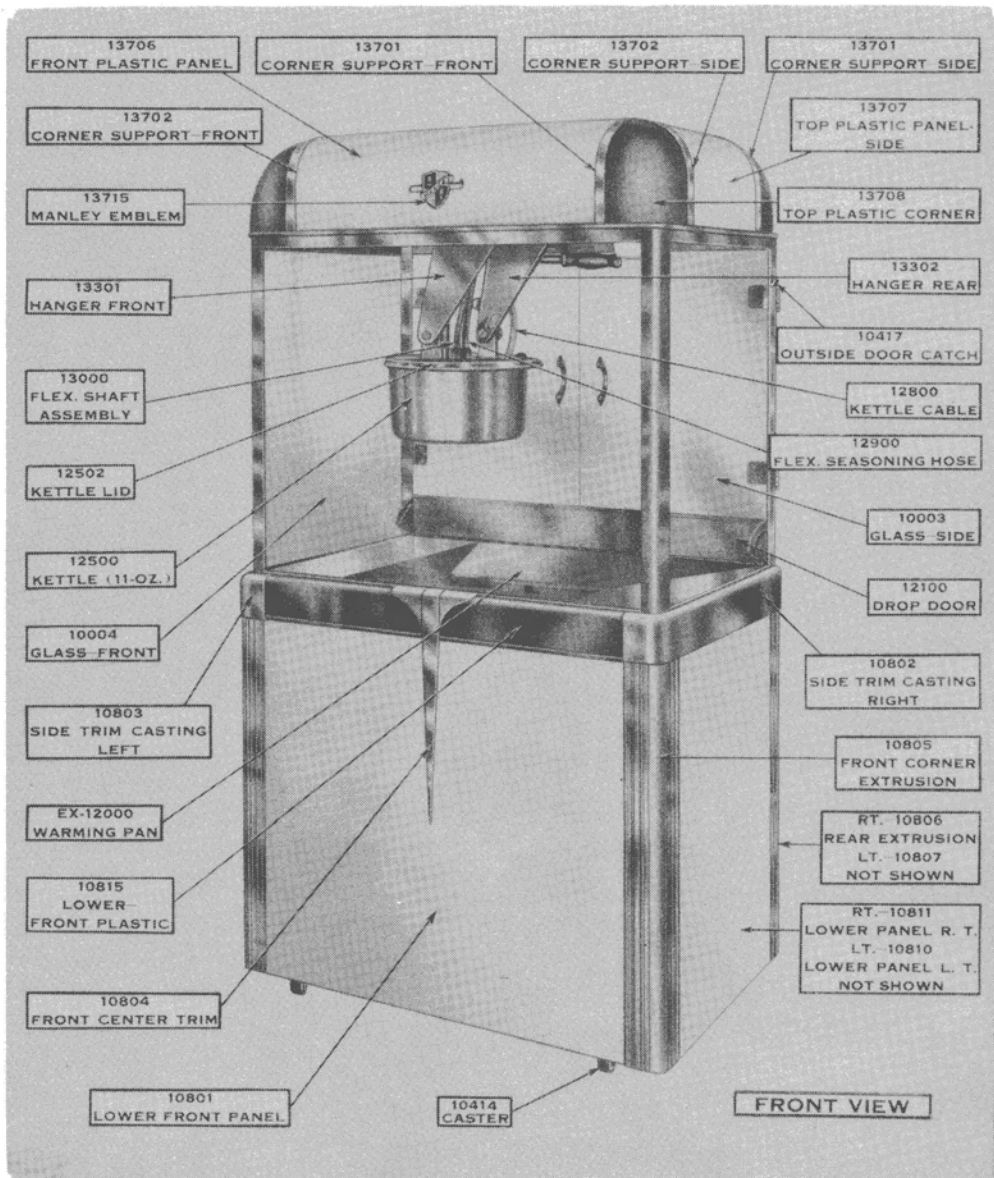
When ordering, be sure to let us know the age of your machine, the model and serial number and name of part wanted.

Prices of parts will be furnished on request.

Manley, Inc.

FORMERLY BURCH MFG. CO

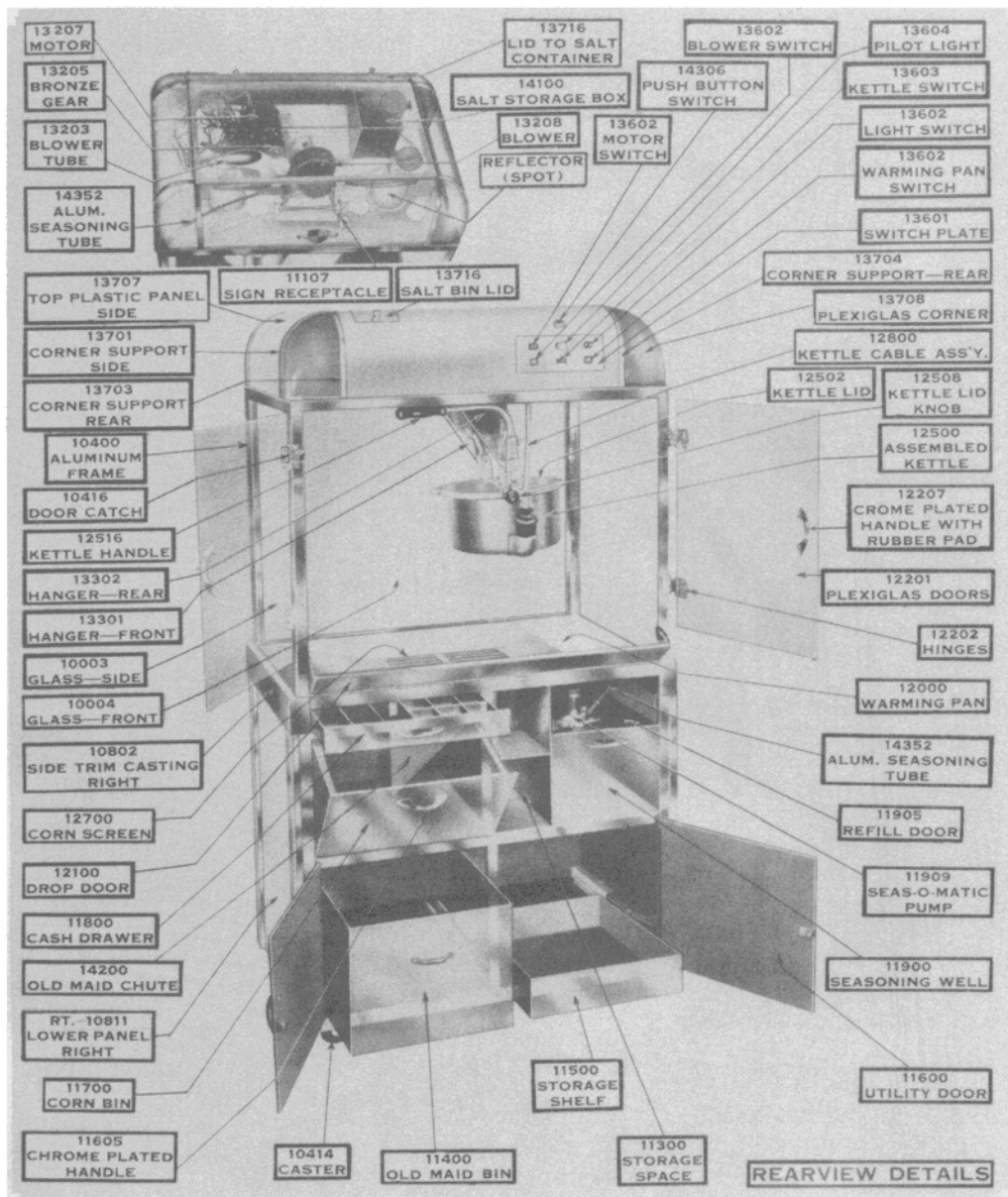




Manley POPCORN Machine

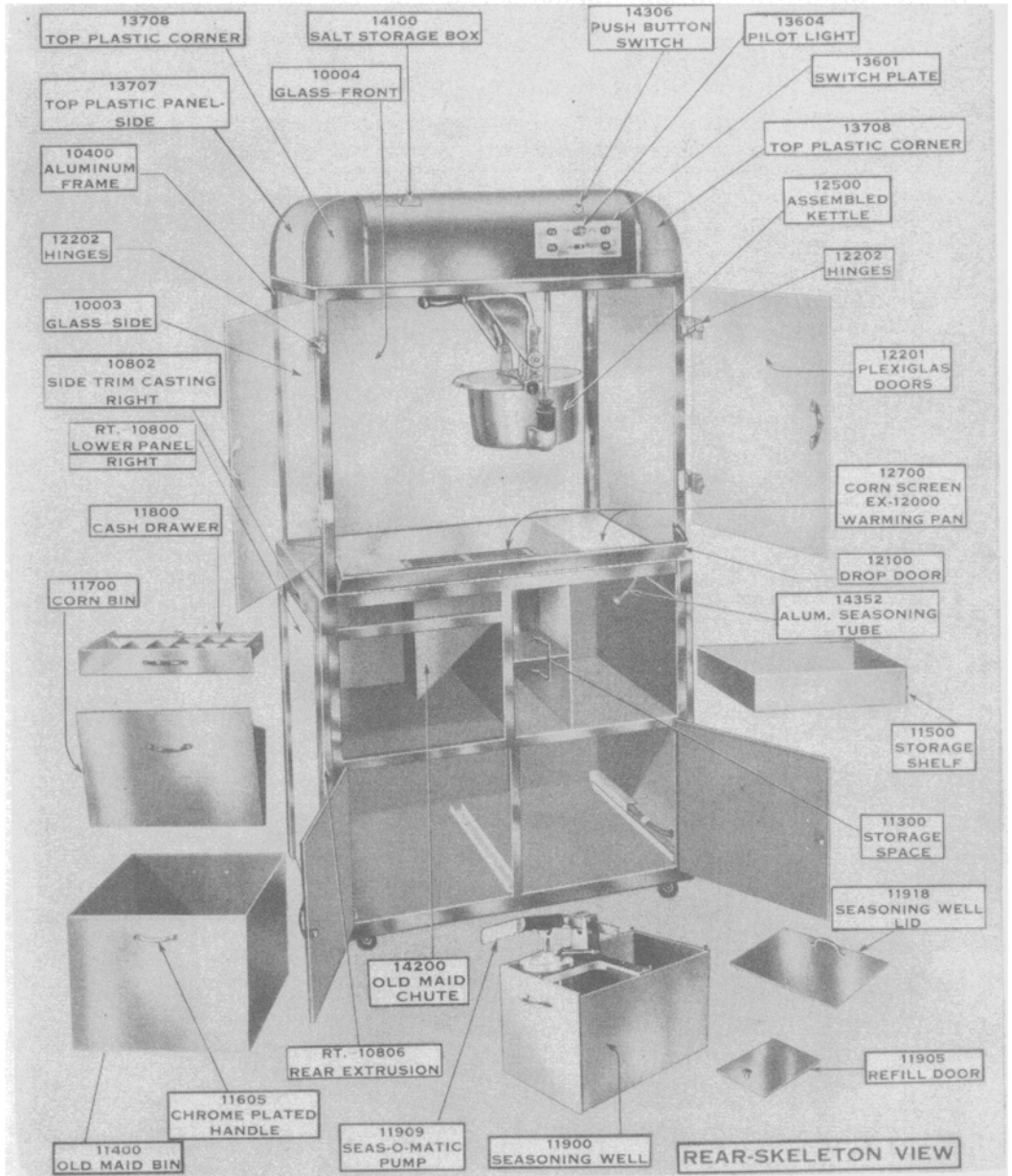
MODEL M-46 M-47





Manley **POPCORN** Machine
 MODEL M-46 M-47

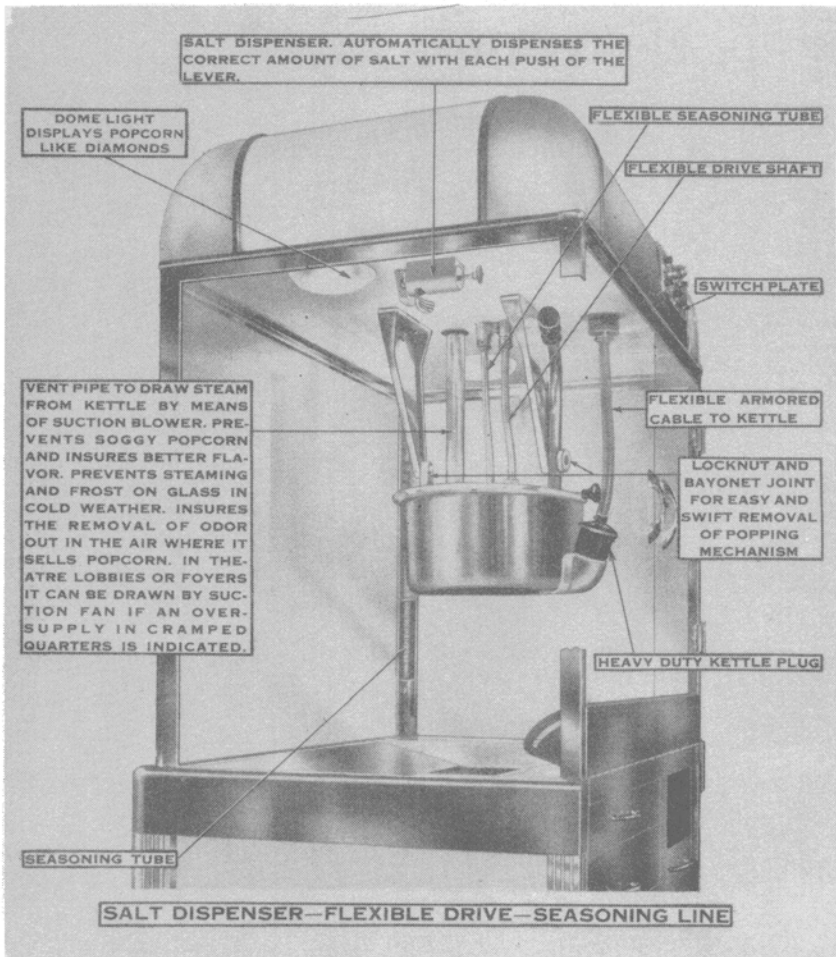




Manley POPCORN Machine

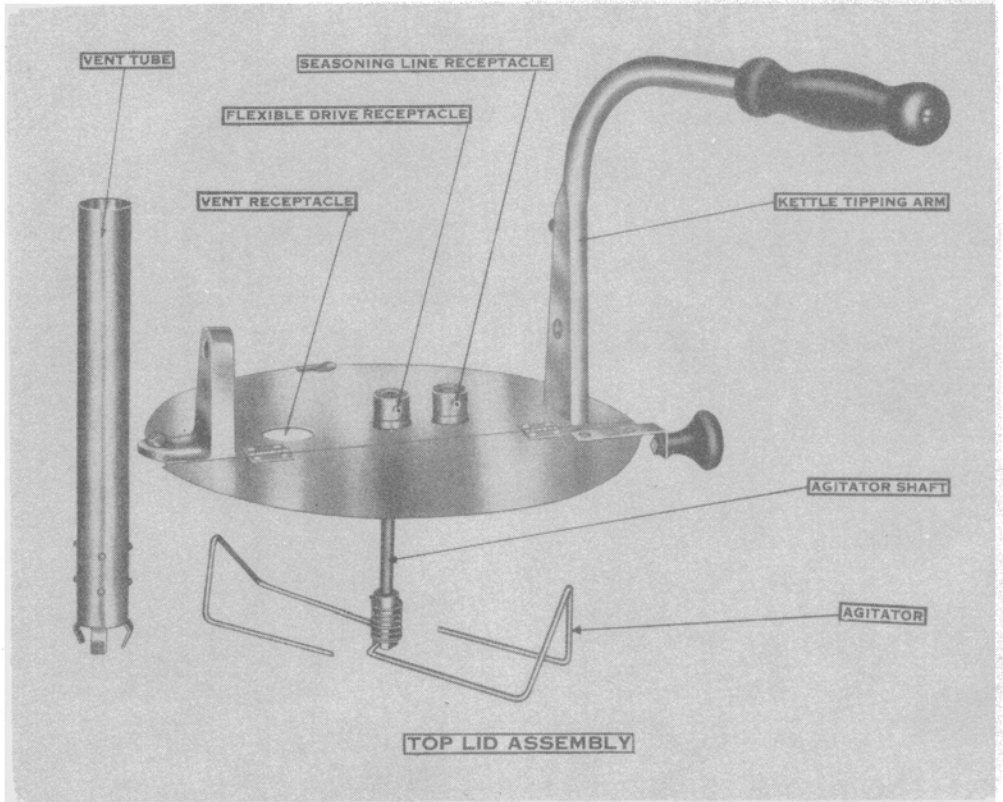
MODEL M-46 M-47





Manley POPCORN *Machine*
MODEL M-46 M-47





Manley **POPCORN** *Machine*
MODEL M-46 M-47

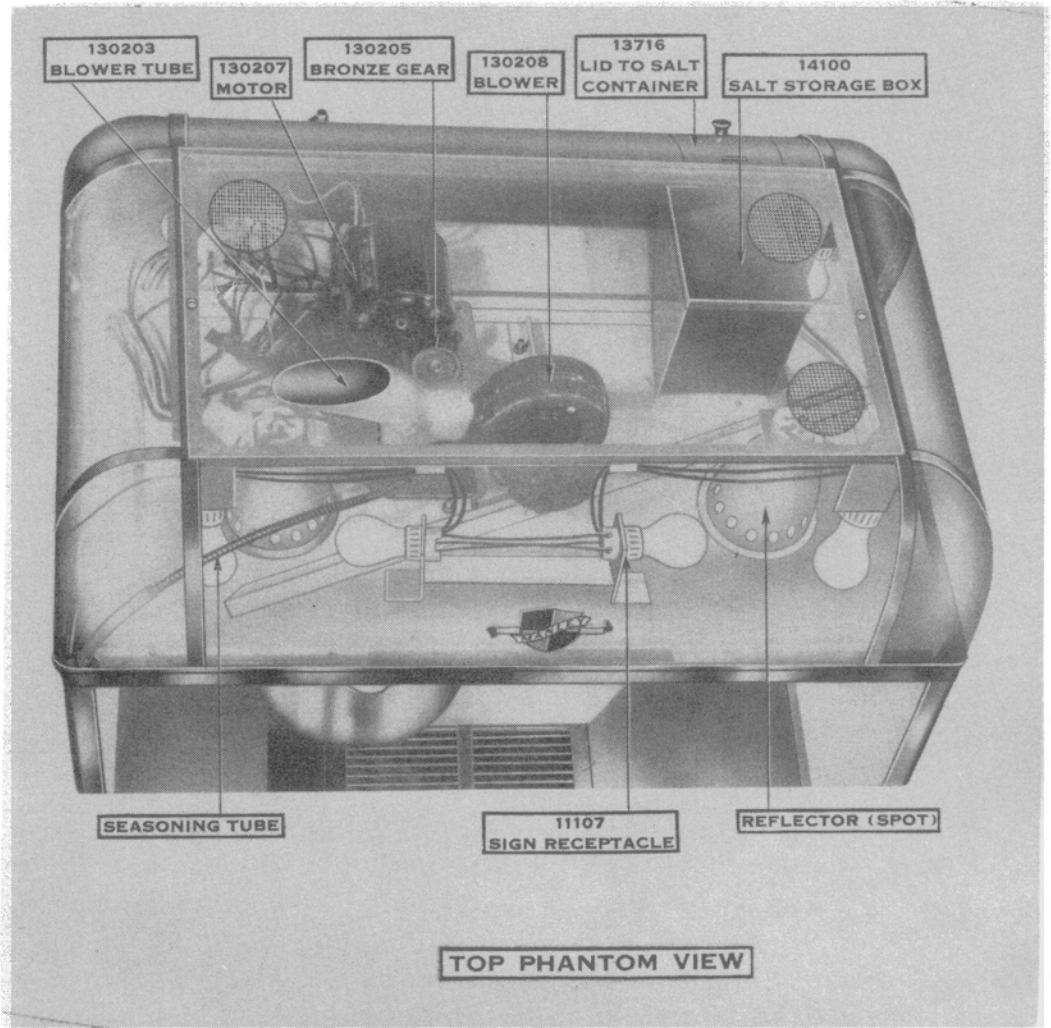




KETTLE ASSEMBLY

Manley **POPCORN** *Machine*
MODEL M-46 M-47

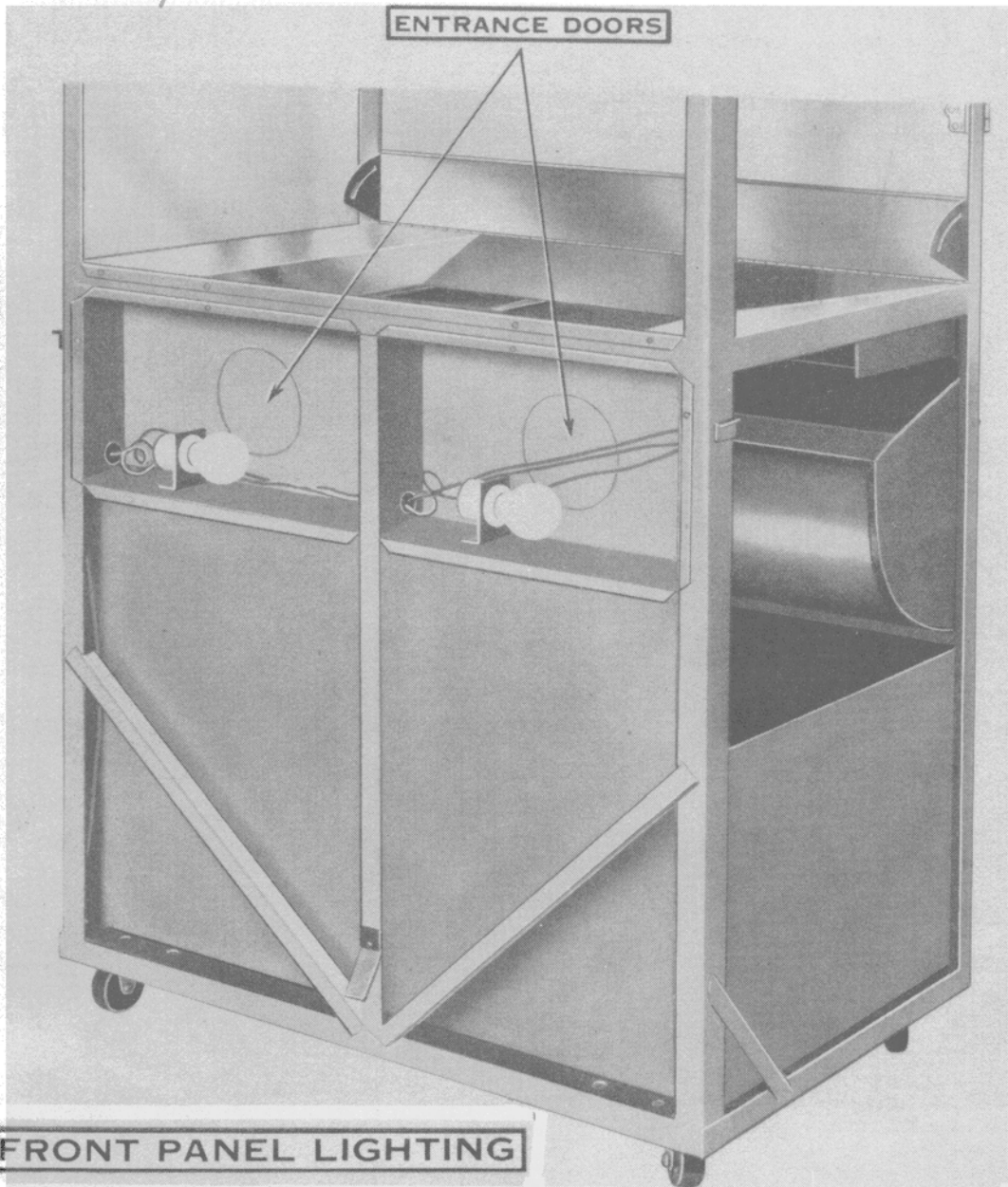




Manley **POPCORN** *Machine*
MODEL M-46 M-47



ENTRANCE DOORS



FRONT PANEL LIGHTING

Manley **POPCORN** *Machine*

MODEL M-46 M-47



