

Manley, Inc.

POPCORN
MACHINES



PREMIER or PREMIETTE
MODEL
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.

THE BIGGEST NAME IN POPCORN

SETTING UP THE MANLEY PREMIER MODEL OR PREMIETTE MODEL POPCORN MACHINE

sults this equipment should be on a separate circuit. Normally where nothing but light circuits are available these circuits are carrying all the electricity they are capable of, and 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 this receptacle.



NOTE: In case of damage of any kind to the machine call the railroad company. Get a bad order ticket. Send it to us with the list of damages and the paid freight bill. We can then send you whatever parts are damaged and make claim against the railroad company.

To Install Popping Mechanism

1- Place both hands on kettle with tilting arm closest to your person, as shown in Figure 1.



FIGURE 1



FIGURE 2

2- Slip lid bracket into bayonet joint provided.



FIGURE 3

3- Put on and tighten knurled thumb screw and connect kettle plug.



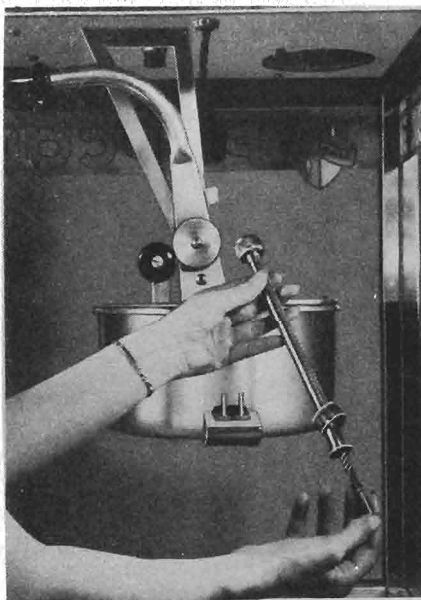


FIGURE 4

4- Slip flexible drive shaft into its armored protective cable.

5- Insert lugs into slots provided and tighten nuts both top and bottom.

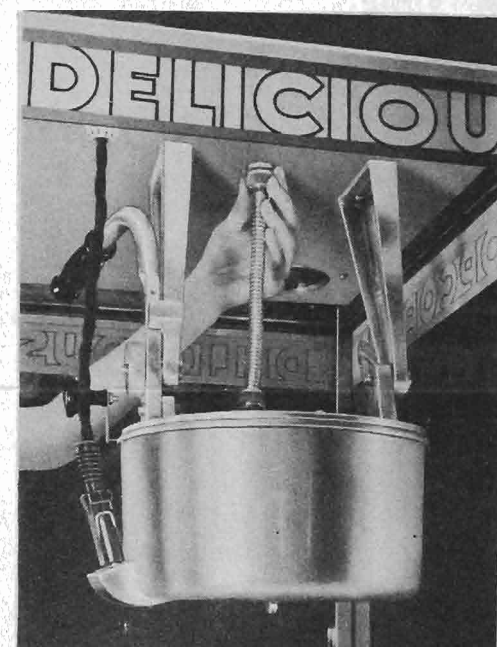


FIGURE 5

Step By Step Instructions FOR MAKING "JUMBO" DELICIOUS SEASONED POPCORN IN THE MANLEY PREMIER AND PREMIETTE MODEL POPCORN MACHINES

Step One

Use the corn cup with the machine for this recipe. Fill the cup level full of unpopped corn. Put one level teaspoonful of popcorn salt in the cup with the corn.

Step Two

Use the graduated seasoning measuring cup with the machine. (On one side the cup is graduated $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$, on the other side, $\frac{1}{3}$, $\frac{2}{3}$.)

Put from $\frac{1}{4}$, to $\frac{1}{2}$ of a measuring cup of Burch's Best Seasoning in the popping kettle. Refill the measuring cup to the amount you are using and have it ready for use.

Step Three

Turn on the heat switch controlling the heat on the kettle. 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, turn on the motor or agitator switch that revolves the agitator in the kettle.

Step Four

Then put the cup of popcorn that contains the level teaspoonful of salt into the popping kettle.

NOTE: 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 a dark brown center when they come from the kettle. In either case, whether it is too hot or too cold when you put in the popcorn, you will lose from one to two 5c bags out of every cup of popcorn, and the corn won't be nearly as fluffy, crispy, 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 popcorn by getting the right heat. It is as simple as can be.

Step Five

The popping corn will normally lift the lid of the kettle and flow out over the sides. When the popcorn stops popping tip the kettle, bottom up, so that the shoulder bumps slightly. Then let the kettle come back into natural position and put in the seasoning for the next operation. If your voltage is right you will not have to wait unduly to re-heat the kettle, but may go on kettle after kettle of seasoned popcorn. When you are finished popping turn off the heat switch and the motor or agitator switch.

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 prevent burning or discoloration.

VIBRATION OR HUMMING NOISE

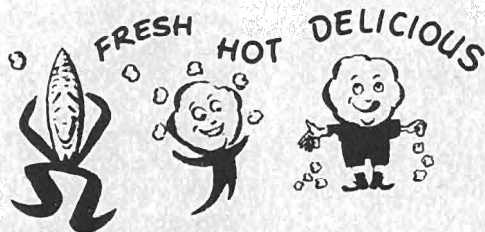
Vibration or humming noise in your machine may be caused by a loose kettle lid. Tightening the three machine screws on the top of this lid should correct this trouble. If this does not correct it, it is possible that rough treatment in

shipping has bent the lid. This can be corrected by taking off the lid, putting the point of the agitators against a block of wood, and straightening out the kettle lid by applying pressure.

A STIFF KETTLE LID

When the machine is new, the lid on the kettle may work a little stiff, but after it is operated a few weeks, the kettle lid will open of its own accord as the popping corn presses upward against it. So, while the machine is new and until the kettle lid does open freely as the corn pops and presses against the lid, open it 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 and then let it go back in a natural

position again. There may be some unpopped kernels that got caught up away from the heat in the popped corn, and by allowing them to remain in the kettle a little longer, they will all pop. Your machine is rugged and fool-proof, and these will correct about the only trouble you can possibly have outside of natural damage to your shipment by the railroad company, overloaded line, low voltage, or a loose connection to your machine.



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 in a loose connection to the machine.

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 this warming element except when you are keeping the stored popcorn hot.

Never leave the kettle switch on when popping corn unless you are right at the machine, with seasoning in the kettle and the lid open. The pilot light will remind you that the switch is on.

MELTING SEASONING

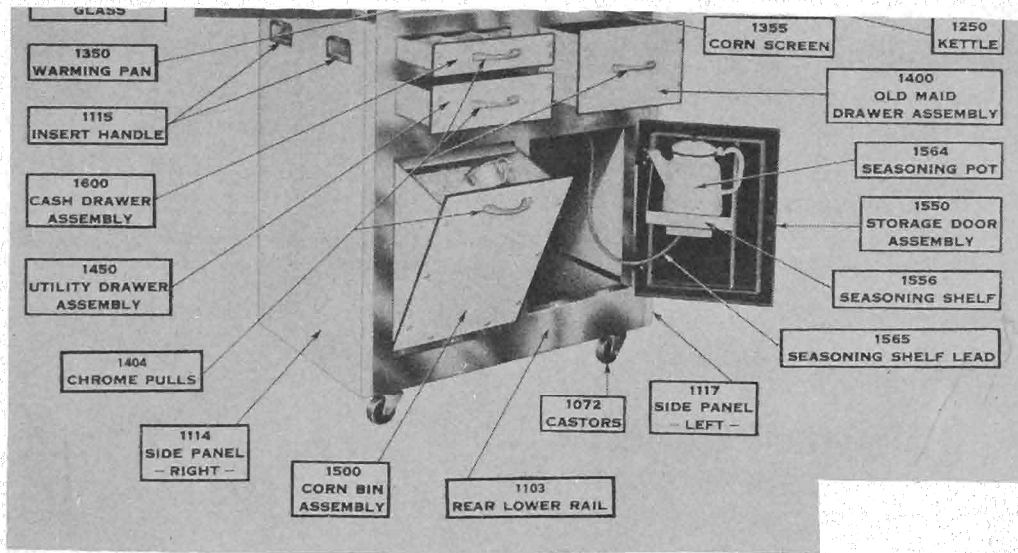
Open the door on the lower right hand compartment and you will note a shelf for melting seasoning. The seasoning pot is furnished with the machine. Manley's Pop-Co-Better Seasoning is a solid at temperatures lower than 60 degrees. At these temperatures it becomes necessary to melt it.

On the switch board in the upper right hand corner you will note a "seasoning" switch. When you desire to melt seasoning turn on this switch. You will note that the pilot light flashes red. As soon as your seasoning is melted be sure to turn off this switch.

It should be remembered that all oils are inflammable, and anything inflammable is dangerous. The pilot light is a constant reminder that the seasoning pot is on, and if it is left over a long period of time the oil may smoke. The electrical heating element

for melting seasoning is of fairly low wattage, and in our tests we have never had the seasoning reach the flash point. However, if there is only a small amount of seasoning left in the kettle and if the heat is on over a great period of time the seasoning might reach the flash point, especially if the lid of the seasoning pot is open. As long as the seasoning pot lid is closed there should be no particular danger of seasoning reaching the flash point and bursting into flame, but this is not guaranteed.

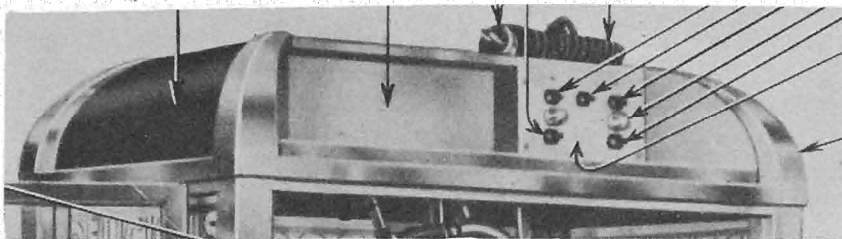
Operators are warned to use the seasoning switch with intelligence. Only heat the seasoning sufficiently for it to be in a liquid form. Excess heat over a long period of time, of course, is hard on the seasoning. On cheap grades of seasoning it will cause rancidity in short order.



DRAWERS

The top left hand drawer (facing the machine) is the money drawer. The drawer underneath is a utility drawer. The bin underneath that is for pop-

corn. The top right hand drawer is for old maids. The compartment in the bottom may be used for storage.



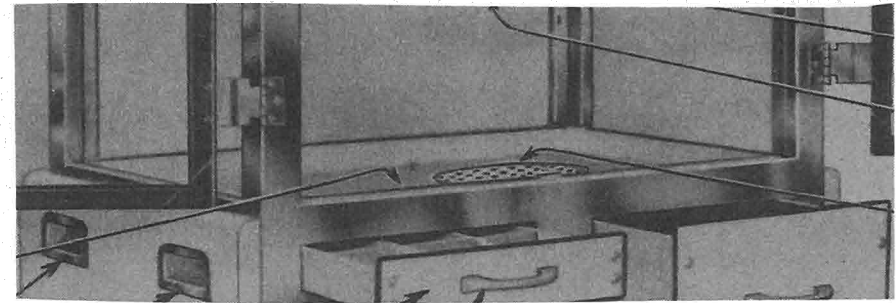
CARTON AND BAG COMPARTMENT

The carton and bag compartment is at the top of the machine to the left of the switch board.

THE SWITCH BOARD

There are five electrical switches on your machine. There is an "on" and "off" switch for the kettle with a pilot light in connection. An "on" and "off"

switch for the motor, one for the lights, one for seasoning, with a pilot light in connection, and one for the warming pan.



THE WARMING PAN

The warmest part of the warming pan is the front next to the glass. After scraping the popcorn off of the old maid screen

push it up in a pile against the glass in front of the machine. It makes a better display and is kept warmer in this position.

BREAKING UP POPCORN

Many operators break up a lot of popcorn due to the way in which they handle the scoop in sacking popcorn. Under no circumstances should the scoop be

dug down into the middle of the pile of popcorn, but should be slid along the warming pan from side to side, or to the front end of the warming pan.

CARTON RACKS AND SHELVES

There is no carton rack or shelf in this machine. It is our belief that shelves or racks for the storage of bags and boxes are a big mistake. People like service. They like to know that the popcorn they get is fresh, and they don't know how long popcorn has been in a bag or a carton. Then too, there is a certain amount of psychology in delaying action at the machine. Let the customers wait a little while

for their bag or box of popcorn. This creates action around the machine and results in more sales. It is awfully hard to break operators, but I am wondering what these people's reaction would be if they went to a soda fountain and the clerk handed them a glass of Coca Cola. The reaction would be bad, regardless of whether the Coca Cola had been made only a few seconds or a few minutes before.

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.

CLEANING

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

1. Pull out the kettle plug.
2. Disconnect and remove flexible drive shaft.
3. Remove knurled thumb nut.
4. Grasp the kettle firmly and remove from machine.
5. By taking a small screw driver and loosening the screws on the top of the lid, the lid may be removed from the kettle. 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 kettle with lye or any compound that will disintegrate the aluminum. Never let water come in contact with the electric connections. When carbon builds up inside 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.



FIGURE 11

THE POPPING MECHANISM

Figure 11 shows details of the popping mechanism, heating elements, agitator, agitator shaft, and set collar. This is a double kettle, the inner one cast aluminum, the outer one spun copper with nickel. The insula-

tion space between the two kettles provides for greater heating efficiency and at the same time the outer kettle retains its beautiful finish and highly polished surface.

KANDY KORN

Kandy Korn is an important source of extra profits from your popcorn machine. With a new Manley Lifetime Model you can make a number of varieties. Kandy Korn always enjoys a ready sale, but like anything else it has to be merchandised. People have to know that 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 this cup with granulated cane sugar; a small pinch of salt. Turn the kettle switch on the 'high heat.'" Pour one-half of a cup of seasoning into the kettle. When the kettle is smoking to the point where the smoke sort of curls back into the kettle, add your full measuring cup of popcorn as you normally do in popping corn, 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 considerable, but it will make a delicious sugar-coated popcorn. This formula can be varied by using coloring or flavors. If you want a strawberry colored popcorn, add one-half spoon of strawberry flavor. If you want chocolate, lemon, maple, etc., use in the same proportions. Operators in various sections of the country have used cinnamon, a teaspoonful, and report excellent results.

CARAMEL CANDY CORN

1 pound brown sugar
3 pounds pure can 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 $\frac{3}{4}$'s 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.

Blair's (Seattle) formula for Caramel Candy Corn.

Have kettle quite hot. Use 1 12-oz. corn cup of 3 to 1 white and brown pure cane sugar, $\frac{3}{4}$'s tsp. salt on sugar and two ounces of good butter.



"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 maralux 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 seasoned popcorn, popped the "Manley Method," in seasoning and salt first. That's why "Cheesies" is better than the many imitations on the market today. Use the seasoned popcorn popped the Manley Method, 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 Manley 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 Manley'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 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.

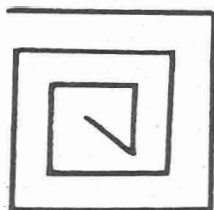
Practically no heat is required in mixing. Brown specks on the popcorn indicates burnt cheese.

INSTRUCTIONS FOR SEALING, STAMPING PUNCHING AND MOUNTING CHEESIES

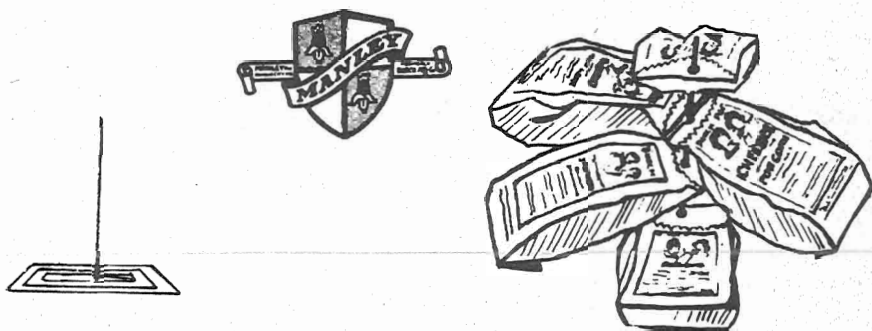
First, it is necessary for you to have a staple machine. You can buy these machines from any of your local stationery houses. Fill the "Cheesie" bags partly full of cheese-coated popcorn. Fold the top of the bag over and seal it with the staple machine.

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 5-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.

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 company and these formulas are sent with the equipment.



A THEATRE LOBBY DISPLAY THAT STOPS THE PASSING DOLLARS



A BEAUTIFUL MONEY MAKING COMBINATION

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 labor.

Everyone likes popcorn confections. They can be made so delicious that even the finest candies cannot be compared with them. Popcorn 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 ordinary 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
- 1 Pint of sugar
- 2 Tablespoonfuls of butter
- 1 Teaspoonful of vinegar

Cook until the syrup hardens when dropped into cold water. Remove to back of stove and add one-half teaspoonful of soda dissolved in a teaspoonful of hot water and then pour the hot syrup over 4 quarts of Manley Toasted Popcorn, stirring until each kernel is well coated, then the mixture

can be molded 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 Saint 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 popped Burch Brand corn. Remove all unpoped kernels. Keep warm. Boil together 1/2

cup granulated sugar, 1/2 cup molasses or sorghum until it threads well. Pour over corn and mix quickly. Butter hands and press into balls.

Jumbo Crackle

One-half as much corn as above, with the same amount of sugar and molasses. Then, instead of pressing into

balls, add a tablespoonful of melted butter while the mixture is still hot, and stir to separate. A delightful confection.

Coated Popcorn Balls

Mix 2 cups granulated sugar, 1/2 cup water, 1/4 teaspoonful of cream of tartar. Boil until hard ball forms when dropped into water. Put 2 quarts of

popcorn in 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 in water. Beat until

creamy, then stir in one pint popped corn. Mix well, pour into buttered pan. When cold, cut into bars with sharp knife.

Jumbo Brittle

Have ready some popped Manley corn, 1/2 to 3/4 inch deep in a buttered cake tin, about 9x9 in. square. Put in warming oven. Melt 2 cups granulated sugar. Stir continually over not too hot a fire. When melted, add one tablespoonful butter, 1/3 teaspoonful bak-

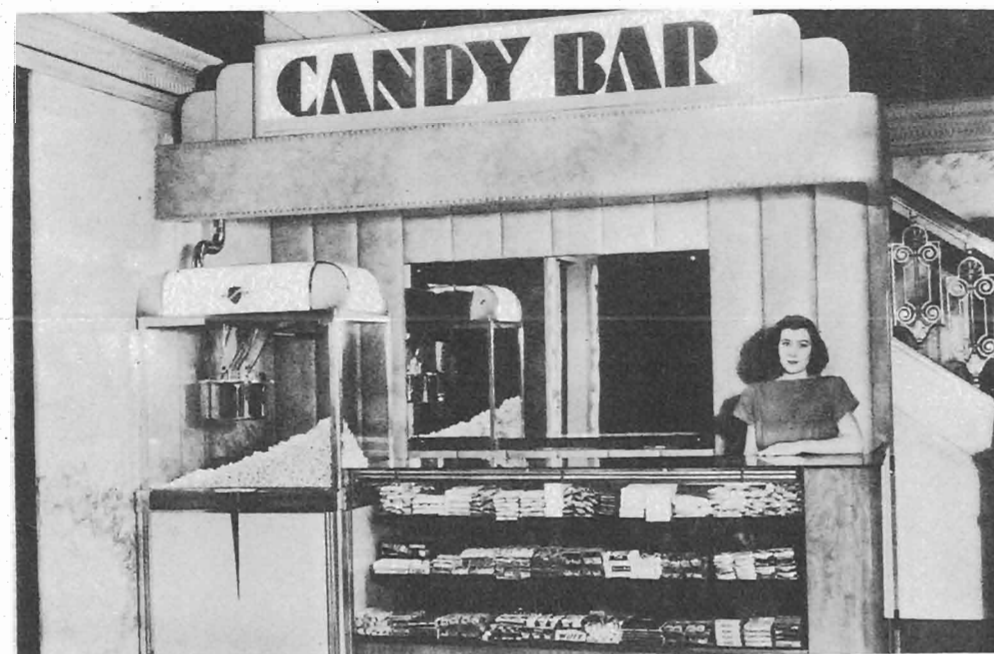
ing soda. Whip thoroughly. Add one tablespoonful any flavoring extract. Stir and pour over corn, beginning around the outside of tin. Smooth toward center with a case knife. Cut in squares. To prevent knife from sticking, draw it over butter. An economical and delicious confection.

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.



A Money-Making Combination Hard to Beat

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 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 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. At motion picture theatres operators should keep their eyes 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

Of all merchandising ideas and suggestions that we have tried out for years, giving away small samples of popcorn seems to do the most good. These samples can be given away in small bags or cartons, or can be worked effectively by the operator just taking a small scoop of popcorn and pouring a few grains into the hands of passers-by. A taste of delicious popcorn just teases the palate enough so that almost everyone wants more.

Young operators are oftentimes quite timid about giving away free samples because so many people refuse them. Here in Kansas City we have a Drive-In Barbecue that put in a popcorn machine and started giving away free samples. The sample idea seemed to

move quite a bit of popcorn, but a lot of people were rather reluctant to take the sample, because they felt it was an obvious effort to sell them some popcorn. We fixed up a little speech for the girls giving away the samples as follows:

"Good evening! How's your will power? We are testing will powers this evening. Here's a little sample of popcorn. Eat just one kernel, no more."

A little later the girls come back and have a beautiful opening to sell every one one or more boxes of popcorn if they had eaten more than the single kernel. The operator reports he is now selling five out of every six that are given a sample.

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

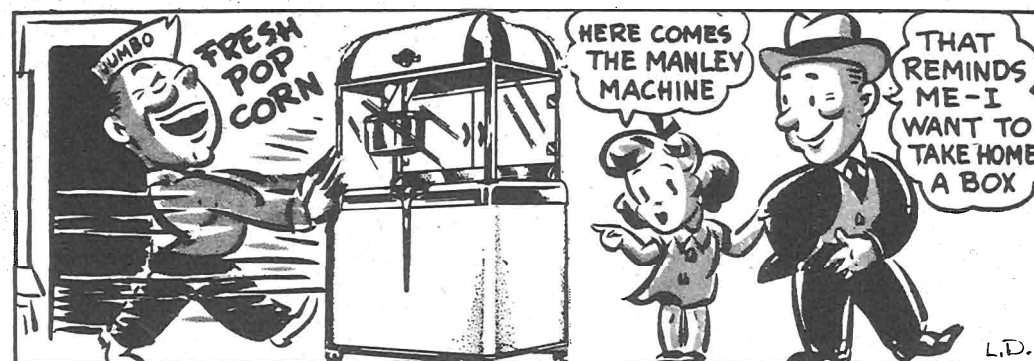
Wherever and whenever possible, the popcorn machine should be in full view on the outside of the theatre lobby so

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 mach-

ine 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.



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 owner 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.

PASS NIGHT

Some theatre companies have what is known as pass night. That is, a pass admitting two is put in every 20th box of popcorn. This pass night is adver-

tised on slides and is used on dull nights. We have been told that this has helped mid-week attendance considerably.

POPCORN SAMPLES IN PAPER CUPS

We have long recommended the use of samples as a real business builder. People forget what real good popcorn tastes like, and a sample now and then stirs up an appetite and a desire for more. We used to sell attractive transparent bags and small cartons for this purpose, but one day one of our representatives told us that our ideas along these lines were all wet, and proved his point. Here's the story:

Several new Manley machines had been installed in the town's leading theatres. One of these was a first-run house that had never had popcorn before and whose clientele were rather snooty. They came into the theatre with their noses in the air, and as the operator held out a scoop of popcorn trying to give them some samples, they

looked at him quite disrespectfully and passed on. Next he tried giving them sample bags, but the treatment was the same. They just wouldn't take popcorn as a gift.

Our local representative happened to be on hand, and when he saw what was happening, he went into the wash room and got a lot of paper cups and brought them upstairs and started filling them with popcorn. The loaded cups were then placed on a tray, and the operator passed among the crowd in the lobby, offering the popcorn to the patrons. Low and behold it seemed that this was just what the people wanted. Everyone took a cup, everyone tasted the popcorn, and, of course, everyone bought popcorn. Sales that night were \$75.00.

HELPFUL HINTS FOR MANLEY OPERATORS

A friend of ours down in Tennessee made up a two minute trailer on Manley's Jumbo Popcorn, showing the Manley box and the Manley bag, telling all

children to save their popcorn containers, and for every 10 box fronts, they would be given one free ticket to the show.

"TRY THIS ONE"

In every 20th bag, or in every 20th box, place a free pass to the theatre. In

the others, place a slip saying "better luck next time."



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 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. 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 2% to 5% 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 merchants 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 loiter around the machine or sit on a box and read a book or magazine. He can be merchandising popcorn just as well.

SALESMANSHIP

And in conclusion, here is something to think about. The theatre within a block of you will open tonight and in an hour and a half or two hours will 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 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 cooperate with it.



A BUSINESS WITHIN A BUSINESS

Successful MERCHANDISING IDEAS AND PLANS

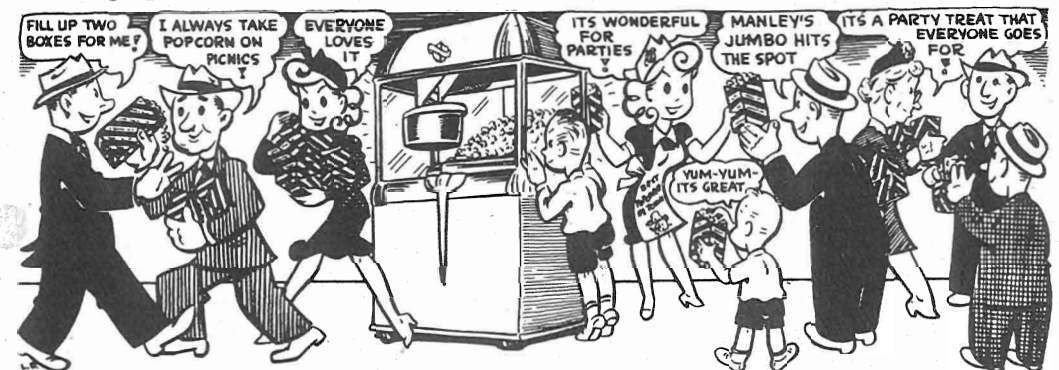
The success of a popcorn machine depends on three factors: 1, the machine; 2, the location; 3, the man.

1-THE MACHINE With your Manley Equipment you have the finest most up-to-date popcorn machine that has ever been built. It 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 Burch Seasoning, Manley's Burch Salt, etc. Our reason for stressing Manley Supplies is that we believe we have the finest supplies on an average that can be found. We appreciate that anyone anywhere can get good popcorn at times. By the same token he can get bad popcorn, and it only takes a few bags of bad popcorn to destroy one's business. We appreciate 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 cheaper and poorer and ruin his business. Poorer cartons and poorer bags can be found at cheaper prices. There is enough profit in this business to just-

ify your giving the public the finest popcorn that it is possible to produce, and this can only be done 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 meant theatres, amusement parks, small town drug and confectionery stores where there was a lot of people on the streets, window shopping, etc. But, we believe that the popcorn business is entering a new era. An era where 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 to the children, for impromptu parties when friends drop in, etc.

Popcorn should be one of the cheapest and finest foods, and there is only one way in which the owners of Manley Machines can grab this "Take Home Business," and that is





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 and lazy. It is obvious that the right kind of a man can make a success of a popcorn machine almost anywhere anytime, and that the wrong kind of a man can make a failure of a popcorn machine in the finest location in the world. But, what we are trying to bring out is that a real merchandiser with the average location using a little merchandising sense and ability can make a real success with his equipment, pay his rent, buy an automobile each year, or send his children to college from 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 owner and the operator on their toes, and there can be no question but what they perform real well and are worth the efforts.

FREE POPCORN: A confectionery store in the east at a certain hour every day put a sign up, "Free 5c Bag of Popcorn Between 1:00 and 2:00." Then everybody who comes into the store at that hour gets a free bag of popcorn.

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 with a free pass in every tenth box."

Another theatre on a certain night each week gives popcorn with each admission.

A number of eastern operators have had phonograph records made "ballyhooing" popcorn and keep these ballyhoo records going constantly during the busy hours when large crowds are passing.

Another eastern operator got a Charlie McCarthy with a loud speaker attachment and does a clever imitation from a microphone close to the machine where Charlie McCarthy is mounted on top of the popcorn machine.



MACHINE LOCATIONS

There is always a right place or a wrong place to locate your popcorn machine. Whenever possible, druggists, confectioners, variety stores, and other merchants should put their popcorn machines out on the side walk in nice weather, thereby getting the maximum of attention with maximum sales possibilities. Where this is not possible, it is obvious that the machine should be located as near the side walk as possible, right up next to the entrance of the store. In theatres the popcorn

machine should be located as near the side walk as possible, and on the side of the box office used as an entrance to the theatre.

It has oftentimes come to our attention that owners have changed the location of their machine fifteen feet, and have increased their business 25%. It is an accepted fact that people do not go shopping for popcorn and do not hunt for it. They have to be stopped dead by the machine and the purchase is an instantaneous decision.

BOWLS FULL OF POPCORN

Popcorn continues to be most popular with beer. Here's a different idea. Bowls full of popcorn at 5c at Beer Parlors really sell.



New MERCHANDISING IDEAS



BEACH UMBRELLAS OVER POPCORN MACHINES

Here's something to remember: W. C. Allen at Barboursville, West Virginia, on the 4th of July moved his popcorn machine out in the open and used a large beach umbrella for shade. He sold \$100.25 worth of popcorn that afternoon and evening.



Up in Vermont the St. Johnsbury Hat Works have a wrinkle that I think is pretty good. On every 10c carton or 5c bag they have stapled a good-sized paper napkin. The napkins don't cost very much, and are there for the most fastidious person.



AN EXPLANATION:
The film illustrated here was drawn as shown, intentionally

MINUTE MOVIE

This Manley Minute Movie will increase your Pop Corn Sales. 70 second sound film. A print of this trailer will be sent to you for \$5. Simply send your order to MANLEY, Inc., 1920 Wyandotte Street, Kansas City 8, Missouri, together with your remittance for \$5 and this popcorn movie trailer will be sent to you at once.

HELPFUL HINTS FOR Manley OPERATORS

GOOD IDEA FOR PICTURE SHOWS



Mrs. Rose, buys these attractive photographs of movie stars from the local film houses at about \$3.00 per thousand. A picture of your favorite movie star given away free with every 10c box of popcorn. Business increased 100%.

FREE PASS
ADMIT ONE TO THEATRE
Not good on Opportunity Nite, Saturday
Sunday or Holiday.
Exchange at Box Office for Ticket.

Better Luck Next Time!
We know you'll enjoy this delicious Popcorn and your next bag or carton may contain a pass to the show.

THIS IS NOT A PASS TO THE
Byrd Theatre
—AIR CONDITIONED—
but, save this coupon and after you have saved ten—one of which will be in each box of popcorn you may exchange them for a complimentary ticket.

RED HOT COUPON!

3 BOXES OF JUMBO
POPCORN
TAKE HOME SPECIAL **25¢**

Bring this Coupon to our Manley Pop Corn Machine and Receive 3 boxes of our Jumbo POP CORN for 25 cents.



JUMBO POPCORN

POPPED Fresh and HOT ON THE SPOT **10¢**



DOCTORS URGE FOLKS TO EAT MORE SALT

Salt Saves Lives



During the past few years it has been discovered by the medical fraternity, that the system needs more salt in the summer time, to avoid heat prostrations. What is a better way to get this salt than eat lots of Manley's Jumbo Popcorn

HOT DAYS ARE POPCORN DAYS

For you, we have a set of advertising Pennants for you to display during the hot days—calling your customers attention to this scientific medical fact. We will be glad to send you a set of these pennants along with your next order for Manley's Supplies.



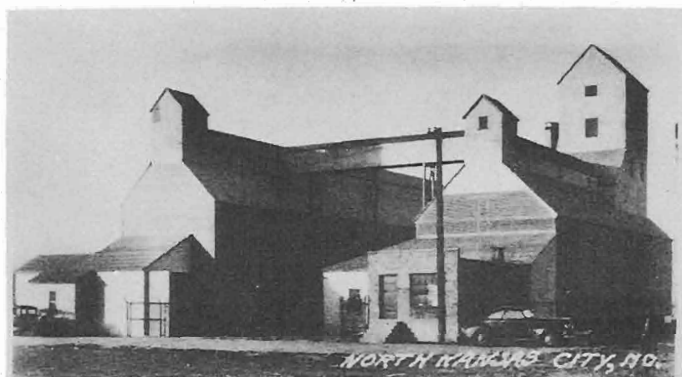
Manley, Inc. POPCORN FARMS



Manley, Inc. POPCORN PLANTS



MANLEY ELEVATOR NO. 1—LAKEVIEW, IOWA

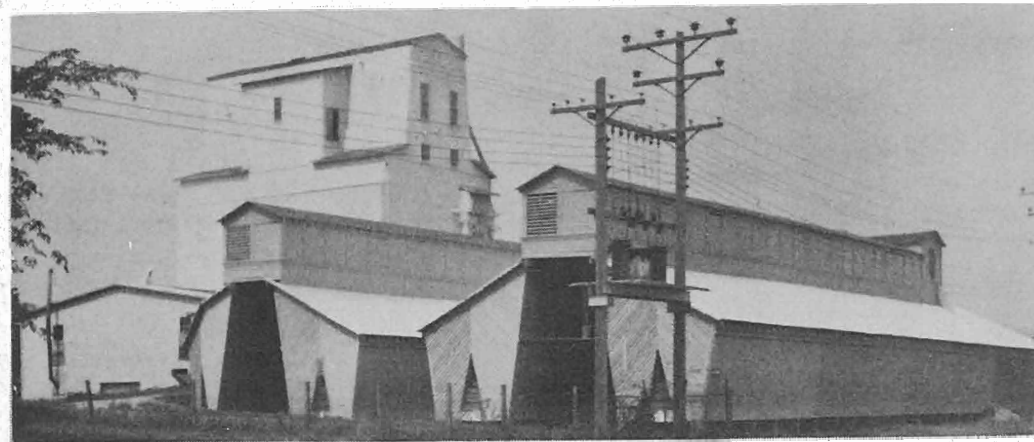


MANLEY ELEVATOR NO. 2—NORTH KANSAS CITY, MISSOURI



MANLEY ELEVATOR NO. 3—MIDDLEBURY, INDIANA

Manley, Inc. POPCORN PLANTS



MANLEY ELEVATOR NO. 4—ODEBOLT, IOWA



MANLEY ELEVATOR NO. 5—TARKIO, MO.



MANLEY ELEVATOR NO. 6—KIMMELL, IND.



Manley's



SUPREME POPCORN IN 10-LB. CANS

FIRST BECAUSE IT'S FINEST

Manley's Supreme Popcorn is put up in 10-lb. hermetically sealed cans and in 100-lb. moisture-proof bags. Hundreds of farmers throughout the corn belt grow popcorn for Manley, Inc. Practically all this corn is contracted with specially selected farmers who are furnished seed either grown by us or under our supervision. The corn is kept in the fields on the stock until after the first freeze, then husked and brought into our own curing cribs and elevators. These Manley popcorn plants are located at Odebolt and Lakeview, Iowa, North Kansas City, and Tarkio, Missouri, Middlebury and Kimmell, Indiana. All northern grown popcorn has to be cured for several 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 bit too much moisture, or is just a little too dry, popping volume and expansion suffers. This means less dollar volume out of 100-lbs. 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 that are unpalatable. That is why several years ago we decided to can popcorn. Canned popcorn naturally represents the cream of the crop. Specially selected and canned at exactly the right moisture content. Naturally it is hand picked, carefully cleaned and graded, and naturally it sells for a premium, a premium representing the extra cost of putting it up. Twelve months a year canned popcorn will probably pop out an average \$20 or \$35 more per hundred pounds when measured by the ordinary 10c carton. At certain times our sacked popcorn will probably pop out almost as good as our canned popcorn, but the trouble is that while this sacked popcorn might be almost as good as the canned corn when it leaves

our plants, by the time it gets to the customer, and by the time it has been popped, it may have depreciated considerably owing to drying action and climatic condition.

The cans are beautifully lithographed, lacquered inside, and on request we will provide an extra plug lid so that the customer may use it for the resale of popped corn. Popcorn in cans is

especially recommended in the South for all operators large and small, particularly during the summer months. It is especially recommended for those locations using only 200 to 300 pounds of popcorn monthly. In these locations, sacked popcorn may depreciate in quality and popping volume considerably between the time the bag is opened and the time it has been completely used up.



POPCORN IN 100-LB. BAGS

It should not be inferred from the above that our popcorn in 100-pound bags is second rate popcorn. It is the finest popcorn that can be grown. It is not graded as carefully as the canned popcorn, but at one time it was just as good as any canned popcorn we have. However, in the handling of millions of pounds of popcorn, it can't all be shelled and cleaned at exactly the right

time, and it may have a little bit more moisture or a little bit less moisture than corn ought to have for perfect popping results. All popcorn whether canned or sacked is guaranteed with our Money Back Guarantee. Any time any customer is dissatisfied with it, he can return the popcorn at our expense and have the corn replaced or his money back.

We Guarantee

JUMBO POPCORN





BEN FRANKLIN VARIETY STORE — OMAK, WASHINGTON



ANDREW SLOVAK THRIFTY DRUG — SHERIDAN, WYOMING

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 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



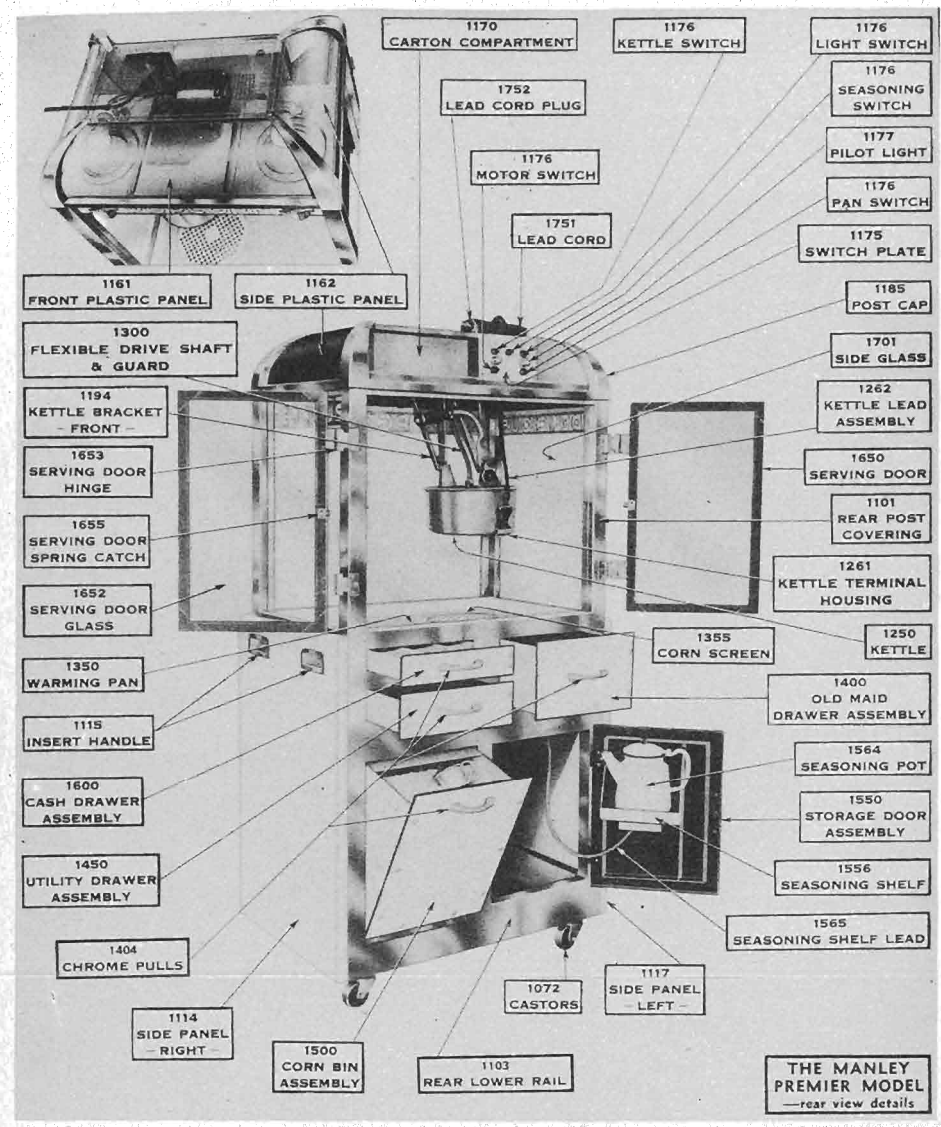
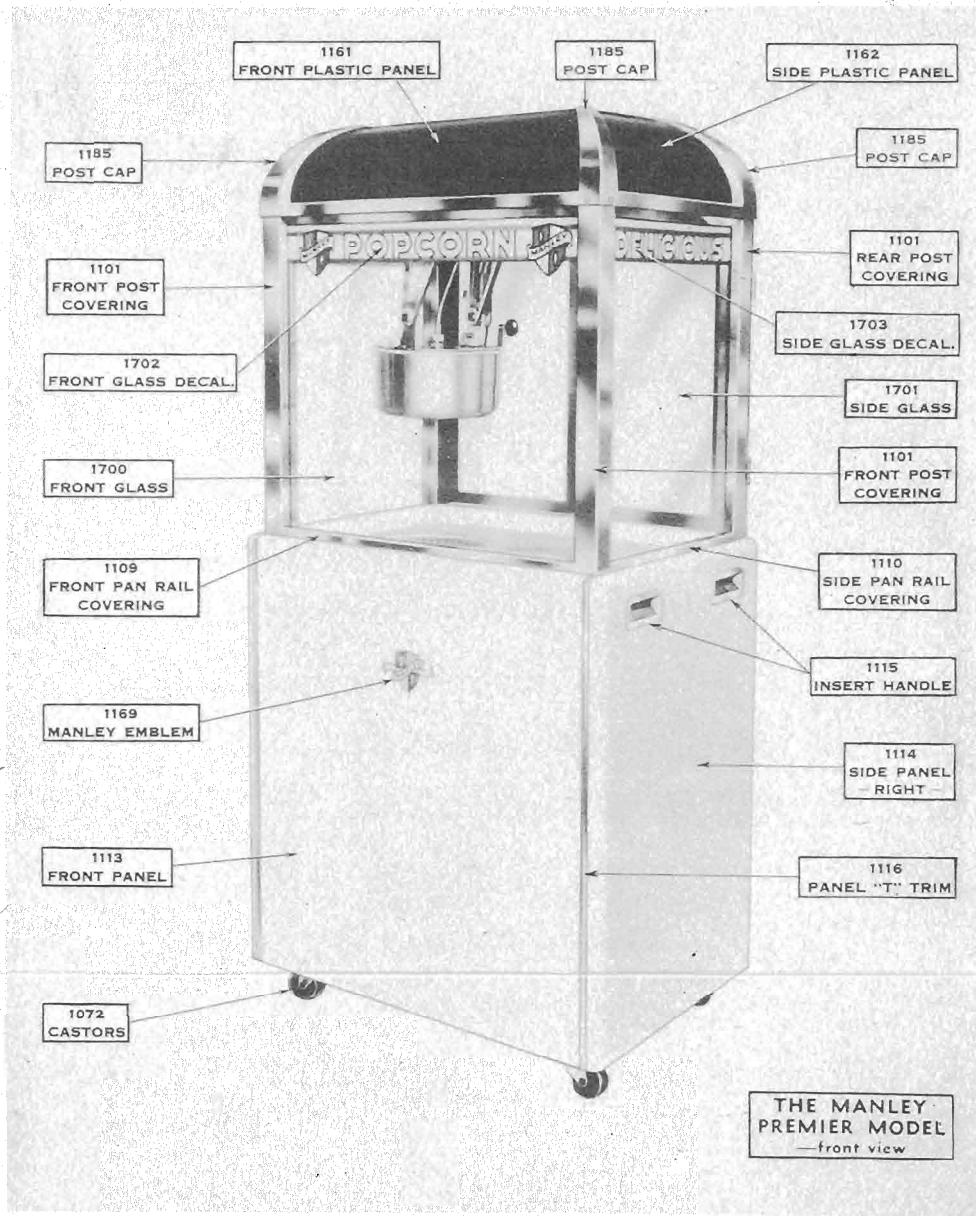
REPAIR PARTS FOR MANLEY POPCORN MACHINES

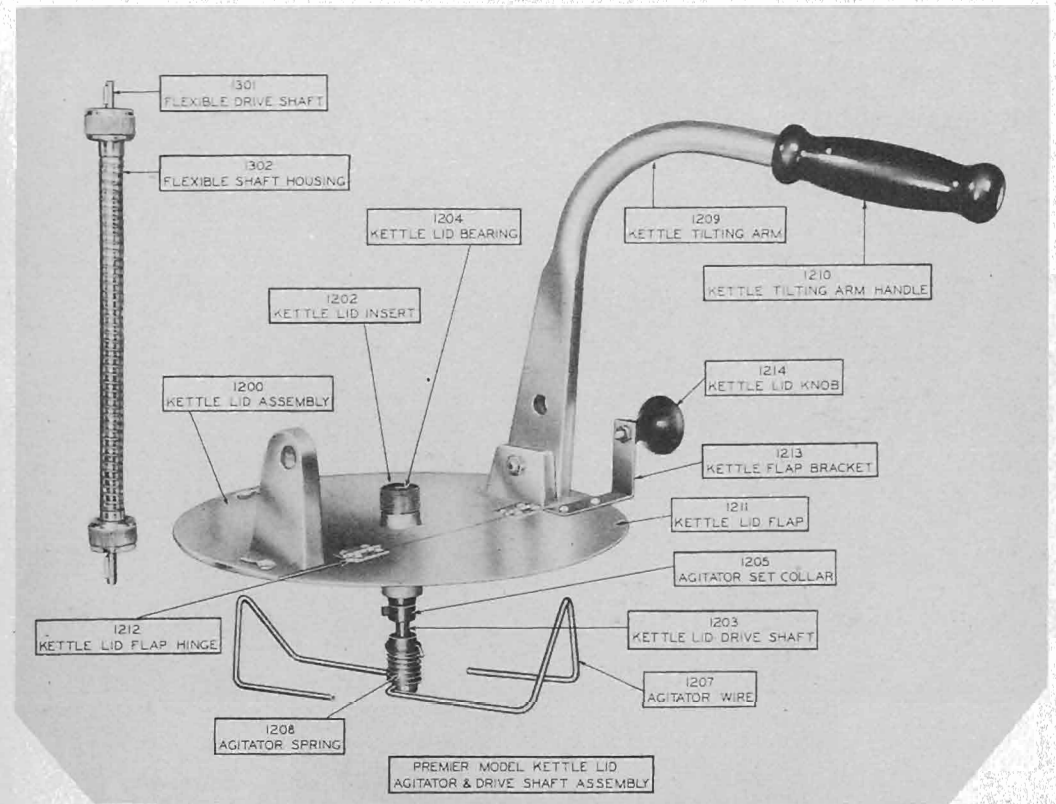
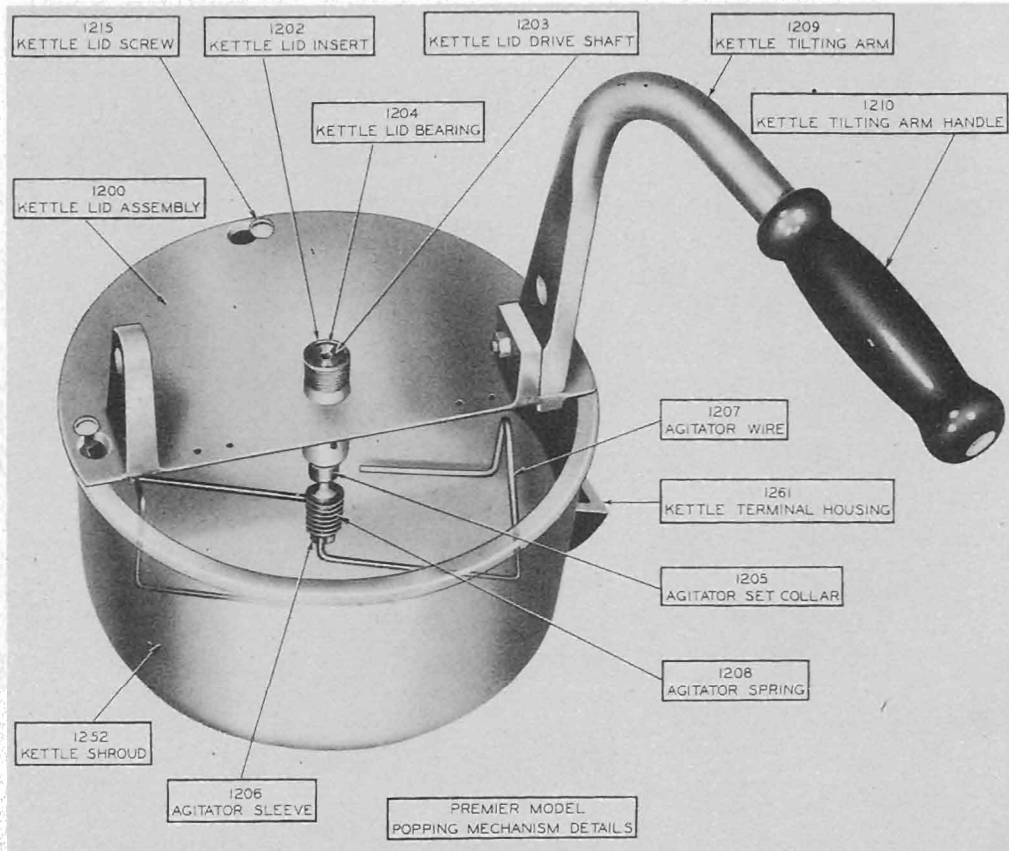
When ordering, be sure to let us know the age of your machine, the model and serial number and name of part wanted.

Prices of parts will be furnished on request.

Manley, Inc.

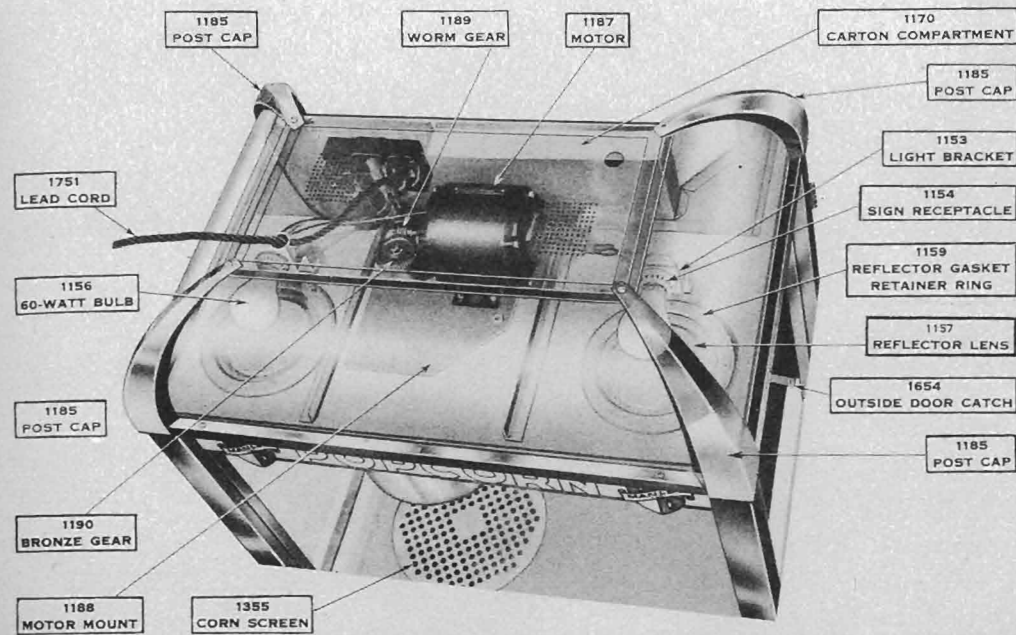
FORMERLY BURCH MFG. CO



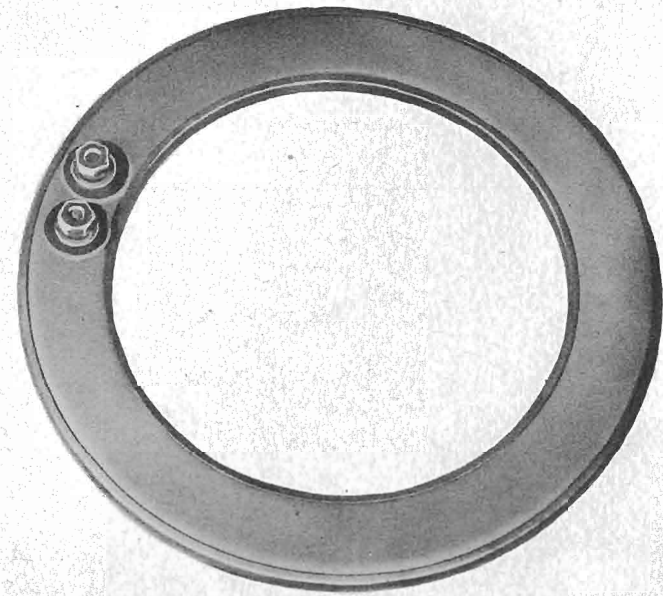
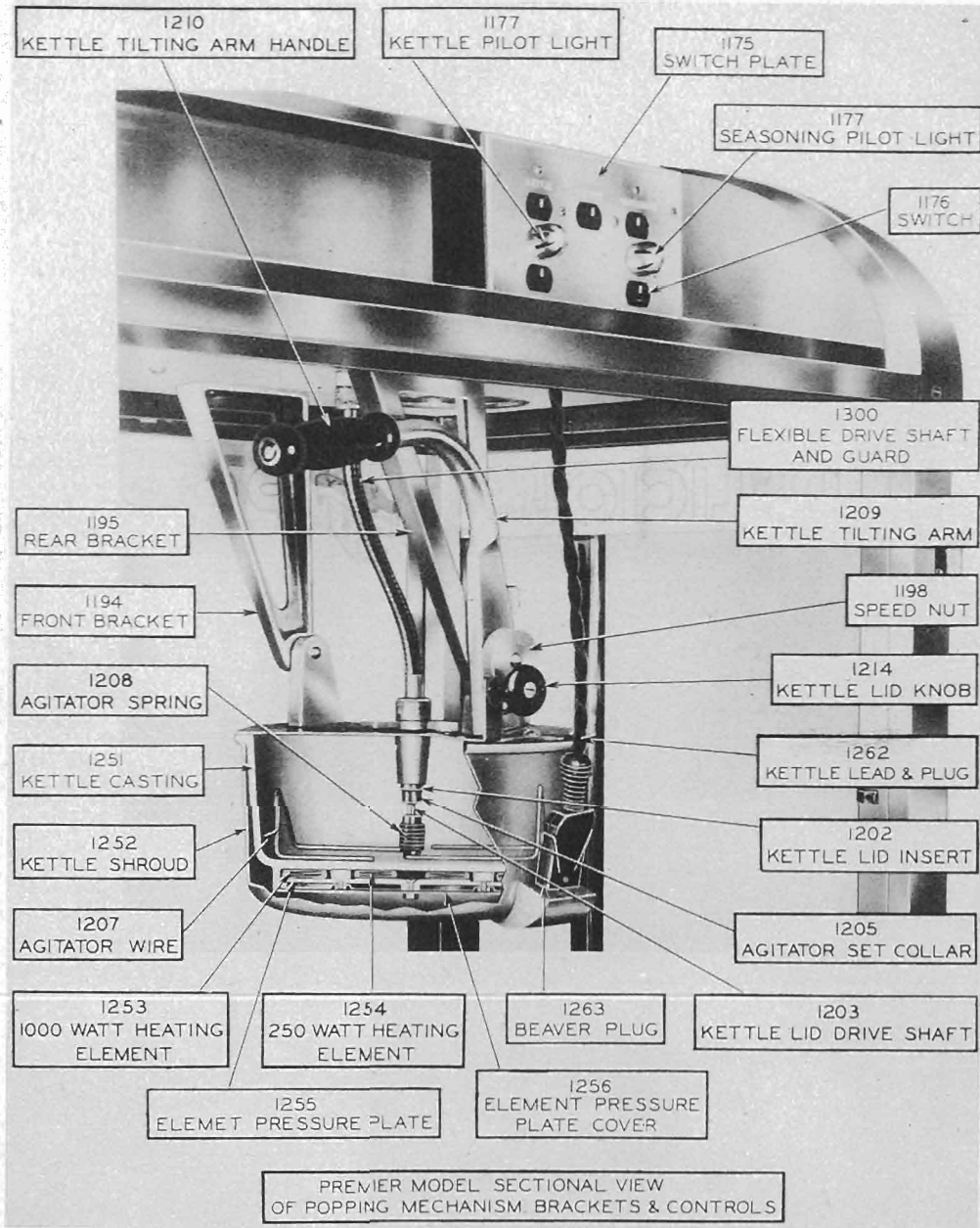




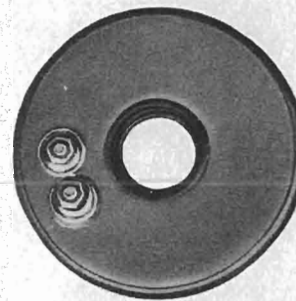
PREMIER POPPING MECHANISM ASSEMBLY



PREMIER MODEL PHANTOM TOP VIEW



1253
1000 WATT HEATING
ELEMENT



1254
250 WATT HEATING
ELEMENT



1800 BASE FOR
ATTACHMENT PLUG