BICCEST NEWS SWELLS

HEBE **4MATS** PLACE



Now YOU can collect popcorn PROFITS too!

... just ask to have the new "Pop" Corn Sez Automatic Popcorn Vending Machine installed. NO INVESTMENT BY YOU IS REQUIRED! The vendor and ready popped popcorn, even the bags are all furnished to you-FREE! The entire popcorn industry and automatic merchandising field is being revolutionized. Our vendor eliminates the need to "stand-there-and-pop-it." It eliminates the large investment in bulky equipment and at the same time does away with the dirt, airborne bacteria, odors, labor costs and a host of other objectionable features which have long been associated with the popcorn business.

One of these beautiful new vendors can be installed in your place of business NOW! All you have to do is just ask for it! It offers your customers uniform, hot, fresh, crisp and tasty popcorn popped from highest quality hybrid corn and seasoned with pure vegetable oil and salt. You can increase traffic, add to your present customer service and earn profits—all for the asking and the use of JUST 18 INCHES OF FLOOR SPACE!

Get the facts. Read this brochure carefully. Have our representative call -or phone, write or wire him-NOW!





INTRODUCING 'POP' CORN

You are going to see a lot of this little fellow. He is a spry old codger with a lot of new ideas concerning his sensational new automatic popcorn vending machine-merchandising ideas that will mean PROFITS for you. You will soon find him popping up in all the prominent places and you'll hear him on the air, too. Why not get better acquainted NOW? Have one of 'Pop's' vendors installed - DON'T WAIT until they're all gone.



MECHANICAL AND DESIGN PATENTS APPLIED FOR



Trade 18 INCHES of FLOOR SPACE

* We Install the Vendor-FREE! * We Furnish Popcorn and Bags-FREE! * Your Customer Gets Fresh, Hot, Crisp, Tasty Popirn! * You Make Big Profits-All Net-and with Nonvestment or Labor Whatever on Your Part!

NEW, spectacular design by one of America's foremost industrial designers. EXCLUSIVE, nothing comparable to it for popcorn merchandising. VENDS a uniform ten-cent bag of hot popcorn in five seconds, automatically. PROVED, mechanically by many years of operation and development. IMPROVED by elimination of moving parts; only two switches and two moving parts. TOP profits from a planned merchandising program backed by experience. MADE in the same plant, by the same men that built the famous P-51 Mustang. BACKED by a reliable organization that will make profits for you. RECOMMENDED by thousands of locations where similar vendors have been placed. COSTS little to run, less than a light globe, 110 V—50/60 cycle—AC-DC. AUTOMATIC, easy to operate, no levers to push, a child can do it the first time. COMPACT, 17 x 17 x 60 inches, will fit into the most crowded locations. CONVERTED to a five-cent vendor in a few minutes, simple and at little cost. MONEY box locked inside—any service on location without access to money. SLUG-PROOF—uses the most modern and effective "4-way" slug rejector obtainable. FILLED with popcorn and bags at the location—operator delivers supply as needed. FINISHED with infra-red baked enamel in red, black and cream-durable. EQUIPPED WITH GLIDES on the base, can be easily moved within a location. LIGHT, weighs only about 65 pounds, easy to handle. APPROVED by the National Board of Fire Underwriters, safe. PLEXIGLASS dome displays and merchandises popcorn in spectacular manner. SERVICE a thing of the past—has only two moving parts and two rugged switches. HOT, fresh popcorn kept at just the right temperature by a sealed Chromalox element. STAINLESS STEEL where the popcorn rests or travels—clean, sanitary. ILLUMINATED at the top by an amber orange light—attractive, spectacular. CLEANOUT compartment for waste concealed in the base—large, easy to empty. NO MESS on location, the large waste hopper catches ALL spillage. EQUIPPED with exterior power switch—not necessary to "pull the plug." NO BRACKETS or hold-downs needed, base a part of the streamlined cabinet. BAGS in a magazine, convenient, removable one at a time, no waste. 'POP' CORN, a trademark of quality, right on the vendor to help sales. COIN RETURN cup and lever on the front where the customer expects it to be.

'Pop' Corn Sez popcorn is the finest that money can buy. The best Hybrid Giant corn, seasoned with pure vegetable oil and salt, produces for 'Pop' Corn Sez the best quality popcorn obtainable any where. Popped in our hospital clean factory by fully automatic methods, and well sifted to remove all hard kernels, it is sealed in air tight container until placed in the vendor—then is automatically vended without being touched by human hand: Popcorn has long been known as a tasty and nutr tious food delicacy. However, when popped in public place is prepared under conditions subje to dirt, dust and airborne bacteria. Inferior co and rancid oil are not unusual. Hard, unpopper pieces invariably are delivered as part of the b gain. All of this is eliminated in 'Pop' Co Sex popcorn, by our sanitary factory metho and our careful sifting.

Here is another improvement we make: popc right from the popper is never as crisp or as to as popcorn which has been allowed to "cure" a being popped and then is reheated. This FACT! and you can easily prove it for yoursel putting some newly popped corn away for a days in a closed paper bag; then reheat it, taste how the full flavor and crispness has i brought out by curing!

Customers of the 'Pop' Corn Sez vendor this cured popcorn-clean, pure, hot, crit and tasty! It is delicious!

YOUR LOCATION

THEATERS: Replaces the old fashioned "stand-there-and-pop-it" machine as well as the "lobby-warmer" type, BECAUSE IT ELIMINATES smoke, grease, objectionable odors, fire and panic hazards, carpet damage, pilferage, labor costs, administrative costs, high investment and depreciation in machines and supplies, loss through spoilage, crowding and congestion of lobbies. Insures full supply at peak demand. Always in operation from the first show through the last-24 hours a day if desired. Increases total sales by multiple locations—two to four per theater in strategic spots. Takes up no more space than a water cooler. PROFITABLE? Many theater owners believe they make 60-70 and even 80% net profit on their lobby poppers, but find that this isn't so when they take all the above factors into consideration. More actual dollar. profit will accrue from the 'Pop' Corn Sez Automatic Popcorn Vendor than any other way! Ask for percentage figures, and analyze for yourself.

TAVERNS AND BARS: Increases liquor consumption—popcorn has a high salt content—the small floor space taken up by this attractive vendor is paid for many times over by the added customer service—plus the fact that the owner of the establishment shares in the profit from the machine without any cost to himself. Added business can be obtained with our "bowls-for-bars" plan—ask about it. Free attractive table cards to call

BOWLING ALLEYS: People appreciate the convenience and services of this beautifully styled vendor and its delicious, hot, crisp confection. They come back for more! Another service to hold the "regulars" and add new customess. Profitable, too! Located in a good spot, these vendors have shown a net profit of fifty dollars per month to the location. Remember, that's all net profit—you have no investment.

DRUG STORES: There is probably no other item that will show as much profit for approximately eighteen inches of floor space used. The 'Pop' Corn Sez Vendor renders an additional customer service and its attractive design is an adjunct to the most modern store. Added traffic results from its installation. Soft drink business is increased because of the salt in the popcorn. No objectionable odors or mess. No trouble or work. Just ask to have it installed, then take the profits.

SUPER MARKETS, GROCERY STORES, ETC.: One vendor located near the cash register provides a fresh, crisp, hot, tasty confection that will either be bought by the youngster with his or her mother, or in larger bags for home use by mother, herself. No fuss or muss—just plug it in! No investment in machine or stock—just take the profits! There's nothing else like it from a cost, service or profit standpoint.

BUS AND RAILWAY STATIONS, AIR TERMINALS AND STORAGE GARAGE WAITING ROOMS: The 'Pop' Corn Sex Automatic Popcorn Vendor is a real money maker for all concerned wherever people must wait. Popcorn has been America's favorite confection for nearly two centuries. The modern traveler will eat more popcorn than grandma and grandpa ever did. Several vendors can be located in the larger waiting rooms—at the newsstands, the fountain, the bar, and in the waiting room proper. The vendor is working 24 hours a day—all the time the doors are open—not just when an attendant is there. Your customer appreciates this service, too—eating popcorn keeps him occupied while waiting for his bus, train, plane or automobile. The machine itself is clean, attractive and neat—there's no litter in its immediate vicinity. Experience has proven that when customers finish with popcorn bags they usually put them in waste boxes and that routine janitor service takes care of the rest with no

SWIMMING POOLS, SKATING RINKS, AMUSEMENT CENTERS. BEACH "BOARD WALKS," MIDWAYS, FAIRS, CARNIVALS, BIL-LIARD PARLORS, in fact anywhere people gather for fun, will find the 'Pop' Corn Sez vendor a mint! Have you ever gone to the beach without buying at least ONE bag of popcorn? Well! Wherever you can put a roof over the vendor it will stand there and make money for the owner of the location or the concessionaire—and with no cost for labor or mer-

DANCE HALLS, NIGHT CLUBS, FIGHT ARENAS, CIRCUSES, BALL PARKS, RACE TRACKS, STADIUMS: Even though open a shorter length of time, the concentrated volume makes these types of locations profitable. Peak volume can be handled by strategically locating the vendors; and here, again, the automatic vendor takes the place of the old "stand-there-and-pop-it" type and eliminates all the problems. The advantages to the location owner or concessionaire are the same as



BANKS, HOTEL LOBBIES, DEPARTMENT STORES, CIGAR COUNTERS, OFFICE BUILDINGS, CITY AND COUNTRY CLUBS, HOSPITALS, GENERAL STORES, NEWSSTANDS, SUPER GAS STATIONS, VARIETY STORES, MANUFACTURING PLANTS, CONFECTIONERY STORES, GOV-ERNMENT BUILDINGS, 5¢ AND 10¢ STORES, MALT SHOPS, SUNDRY STORES, NUT SHOPS, SCHOOLS, and many others, will be interested in the profit possibilities and the added customer service of the 'Pop' Corn Sez Automatic Popcorn Vending Machine. The public is daily becoming more accustomed to purchasing through automatic vendors, and this attractive machine is a leader in the merchandising field!

T. M. Reg. U. S. Pat. Off.