

The Fun Times

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September, 1992

J&J KART SETS WORLD ENDURANCE RECORD

Texas Fun Center Raises \$5,000 With 24-Hour Non-Stop Performance

IRVING, TEXAS -- Endurance records are among the most coveted of all competitive awards.

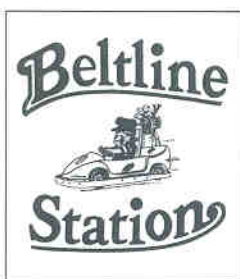
Ask Mr. Guinness for confirmation.

Thus it was big news for celebration at J&J Amusements when Mike Rader, co-owner of Beltline Station in Irving, Texas, notified the company that four drivers set a world go kart endurance record at his Family Fun Center earlier this summer using a J&J Can Am go kart.

The crew of a pit boss, talented mechanics and four drivers (see photo) alternating every hour broke the existing record listed in the Guinness Book of World Records by 40.94 miles. The requirements included 24 hours of straight driving with a 5.0 hp motor (Honda).

The J&J go kart was modified only by removing the steel band bumper to decrease weight.

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Members of team that set Guinness world record for go kart endurance from left, Chuck Weaver (pit boss) and drivers Anthony Holeman, Scott Murray, driver and TV Sportscaster; Jeff Novotny, Mike McGilvray. J&J kart that ran continuously for 24 hours is shown sans bumper.

SEE US AT THE TRADE SHOWS THIS FALL!

While many Family Fun Centers are preparing to button up for the winter, manufacturers like J&J Amusements are just getting prepared for their crucial season -- the Fall Trade Shows. This annual ritual starts this month and continues into October and November.

Sometimes referred to as "Going to Market," this is the season when manufacturers of equipment, show their wares and negotiate contracts for the upcoming season.

For Family Fun Center owners, it is a time to catch up on the trends in the industry and gather ideas and compare notes.

Things start Sept. 17 in New Orleans at the Fun Expo -- a show directed specifically towards Family Fun Centers. Only in its second year, this show was a big hit in Atlanta last year and crowds should be bigger this time around.



Mike Rader, co-owner of Beltline Station, works hard at marketing techniques in competitive Dallas area. Here he shows off painted J&J kart featuring radio station.

TURN TO BACK PAGE FOR COMPLETE SHOW DETAILS

ANOTHER BIG, BIG YEAR FOR BUMPER BOATS!

Here are the folks who received J&J Buddy Boats in May, June, July and August and helped make 1992 another record year for sales...

Bob Turley of TUMWATER, WA built his own round pond and put 10 boats to work at a parking lot... **Inman's Rec Center in INDIANAPOLIS, IN** expanded with 10 Buddy Boats ... **Michael Jenkins' innovative new fun park in DALLAS - BOARDWALK** - features 16 J&J boats ... **Celebration Station** opened a second fun center in **HOUSTON** (30 Bumper boats) and opens their 10th facility in **MESQUITE, TEXAS** in late September (also 30 boats)... **AK&H Logging of FLORENCE, OREGON** is busy with 10 new boats... **Mark Masters, GRANTS PASS, OREGON**, opened with 8 new boats and ditto for **Charles Verdis of The Greens in DELRAN, NEW JERSEY...** another multiple operator - **Mountasia** - put a fleet of 10 bumper boats in a new center- in **GREENVILLE, SOUTH CAROLINA...** **Bob Grant of TURPIN, OKLAHOMA** started with 4 Buddy Boats but will add more.



2-SEATERS BOOST SALES AND PROFITS AROUND THE USA

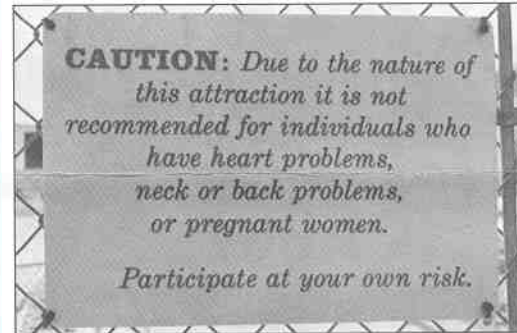
The big news in go karting, of course, is the introduction of 2-seat go karts that have allowed the younger children to enjoy the thrill of racing. **CALIFORNIA'S Huish Family Fun Centers** (6 centers in Los Angeles and San Diego markets) gave 5 J&J 2-seaters a tryout in May and after the first weekend promptly ordered 17 more - for tracks in **VISTA, ANAHEIM, ESCONDIDO, and UPLAND!**...**Ken Smith of Putt Putt Golf & Games, ARLINGTON, TEXAS** opened a new track with bridge along with 5 singles and 5 doubles from J&J...**Castle Golf** opened a new center in **PRESCOTT VALLEY, ARIZONA** with 12 singles and 4 doubles from J&J on a 1,000 foot track with bridge...**Earl West of CHASE CITY VIRGINIA** started small with six new single seaters but reports a brisk business...**Dennis Herbein**, owner of a park in **LEESPORT, PENNSYLVANIA**, gave the J&J go kart a tryout in June and promptly ordered 9 more..."a tremendous kart," Herbein reports (call him at 215-926-6121 for verification)... **Aubrey Smith of PUTT PUTT of MEMPHIS, TENNESSEE** purchased two J&J 2-seaters in May and promptly ordered two more... **FIDDLESTICKS of PHOENIX, ARIZONA** added four 2-seaters and can't believe the action on them...



FAMILY FUN CENTER SIGNS Durable, Professional, Affordable

Effective signs are a must at every recreation center. And now there's no reason for every park to create its own.

Here are some samples of new signs now available at reasonable prices. Attorneys are recommending warnings for protection when operating active rides (See Caution sign).



Part No.
SGN03

Size in inches
length first
18x12

Price
\$23.25

Colors: Red+Black on White - R+B/W



SGN01
24x8 - \$21.00
R+G+B/W
SGN02
60x24 - \$160.00
R+G+B/W



SGN04 12x18 \$23.25 W/Br



SGN07 4x4 \$8.00 B/W
SGN08 8x8 \$11.50 B/W

WHY WE PREFER THESE SIGNS

These signs are made of flexible fiberglass that is durable, does not fade and is scratch resistant. It does not fade and can be cleaned with solvents to remove graffiti. Comes with holes for easy mounting.

QUANTITY DISCOUNTS:

\$100.00 to \$499.00 Save 3%
\$500.00 to \$1000.00 Save 5%

FAMILY FUN CENTER PRICE COMPARISON

It's interesting to compare pricing structure at various Family Fun Centers in different parts of the country. Here's a few of the parks that buy from J&J Amusements and ABC Batting, and their prices on the following attractions.

FAMILY FUN CENTER	BUMPER BOATS		GO KARTS		MINI GOLF	BATTING	
	HOW LONG	HOW MUCH	HOW LONG	HOW MUCH	18 HOLES	BALLS PER \$1	1 HOUR TEAM RATE
SWINGS-N-THINGS Cleveland, Ohio Tim Sorge (216) 235-4468	5 MIN.	\$3.00 - A \$1.00 - CP	5 MIN. (No 2-Seat)	\$3.00	\$4.00 - A \$3.00 - C,SR (.50 less daytime)	18	\$22.00
CELEBRATION STATION Austin, Texas (512) 448-3533	3 Min.	\$2.50 - A \$1.00 - CP	3 Min.	\$2.50 - A	\$4.00 - A \$1.00 - CP	20	\$15.00 \$3.50 - C
CAROUSEL FUN CENTER Pigeon Forge, Tennessee (615) 428-1988	8 Min.	\$4.00 - A \$1.00 - CP	5 Min. 6 Min.	\$4.00 \$4.00 - Slick	\$3.00 - Everybody All The Time	No Batting	
JUNGLE FALLS Kissimmee, Florida (407) 396-1996	3 Min.	\$3.75 - A \$1.25 - CP	3 Min.	\$3.75 - A \$1.25 - CP	\$5.00 & \$3.75 2 Courses	No Batting	
MIDWAY PARK Maple Springs, New York Mike Walsh (716) 386-3165	2 1/2 Min.	\$2.00 - E	7 laps	\$2.00	\$2.00 - E	No Batting	
FIDDLESTICKS Phoenix, Arizona Al Maynard (602) 961-0800	5 Min.	\$3.00 - A	5 Min.	\$3.75 - A	\$4.25 - A \$3.25 - C	18	None
HUISH FAMILY FUN CTR. Fountain Valley, California Paul Johansson (714) 842-1011	5 Min.	\$3.25 - A \$1.25 - CP	5 Min.	\$3.75 - A	\$5.00 - A \$3.50 - C \$3.50 - SR	18	\$25.00

LEGEND: A = Adult, C = Children, CP = Child Passengers, SR = Senior Citizens, E = Everyone.

Prices Effective 8/15/92

J&J GO KART SETS WORLD RECORD IN TEXAS

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"The motor never stopped for 24 hours" Mike Rader reported. "In 24 hours of straight driving, our only problem came when an axle needed repair."

"The idea for this event came from a couple of our employees who heard about a go kart endurance record and checked with Guinness. They confirmed the record."

Always looking for a new marketing angle, Rader decided to turn the assault on the record into a fund raising idea. Naming it "Karts for Kids", four drivers solicited contributions for each lap completed and donated them to three Dallas/Ft. Worth children's hospitals. The event raised over \$5,000.

The promotion received television and newspaper coverage

in the Dallas market for Beltline Station, a family fun center with ABC batting cages, miniature golf, game arcade and the go kart track. Beltline purchased the J&J go karts in 1991.

"We closed our track on Sunday night from 6 p.m. to Monday 6 p.m., which caused us to lose some revenue," Rader says. "But we more than made up for that with the good-will we

created in the community and publicity we received."

For J&J Amusements, of course, it gave the company a chance to see how its kart held up under severe stress -- 24 straight hours of operation.

Setting a world record for endurance helps the evaluation.

SEPTEMBER 17-19, 1992



NEW ORLEANS
 THE CONVENTION CENTER

SHOW OPENS - SEPT. 17 (THUR.) 12 NOON
 SHOW CLOSES - SEPT. 19 (SAT.) 4 PM

BOOTH NUMBERS

J&J (NORM SHEYA) - 140-142
 ABC BATTING (DICK HALL) 138

SHOW RESERVATIONS - 914-682-2027

Quick Facts -- Approx. 200 exhibitors expected to show their wares at this short but growing trade show and convention.

Seminars -- They run all 3 days and titles are enticing ("Getting The Most Out of Group Sales"; "Successful Family Fun Center Development"; "Amusements In The Shopping Center").

Social -- This show moves quickly so there's not much time for exhibitors or attendees to mingle...look for the brightest eyes on Bourbon Street!

The City -- Rumors persist New Orleans is on the rebound economically which is good news because the last show there left everybody with a bad taste.

OCTOBER 1-3, 1992

**WORLD WATERPARK
 TRADE SHOW**



PALM SPRINGS, CALIFORNIA
 THE CONVENTION CENTER

SHOW OPENS - OCT. 1 (THUR.) 1 PM
 SHOW CLOSES - OCT. 3 (SAT.) 4 PM

BOOTH NUMBERS

J&J (NORM SHEYA) - 146-148
 ABC BATTING (DICK HALL) 144

SHOW RESERVATIONS - 913-599-0300

Quick Facts -- While this show caters to the Waterpark Operators and Owners, many Fun Center suppliers attend because of the addition of many "dry attractions" to waterparks...some international attendance.

Seminars -- Informative seminars actually start Sept. 29 with full schedules throughout the week.

Social -- Patty Miller, your genial hostess, always works wonders with the social calendar...looks like another big calendar and the bash finishes with a beach party on Sunday which is always an interesting time.

The City -- Temperature should be down to high 80's... greatest golf in the world, eating opportunities are superb!

NOVEMBER 18-21, 1992

IAAPA TRADE SHOW



DALLAS

DALLAS CONVENTION CENTER

SHOW OPENS - NOV. 18 (WED) 11 AM
 SHOW CLOSES - NOV. 21 (SAT.) 4 PM

BOOTH NUMBERS

J&J (NORM SHEYA) - 576-579
 ABC BATTING (DICK HALL) 676-679

SHOW RESERVATIONS - 703-836-4800

Quick Facts -- World's largest gathering of products and services for amusement and recreation industry...2,000 exhibitors, 700 companies...attendance well over 10,000.

Seminars -- Be there Tuesday, Nov. 17 (8 a.m. to 3 p.m.) for Family Fun Center Workshop!

Social -- Full social calendar...for spouses and everybody else...special night at Six Flags, Texas Bar-B-Que and Rodeo on Friday.

The City -- Dallas area exploding with Family Fun Centers and recreation of all types... Six Flags, Wet-n-Wild, Celebration Station opens new park in Mesquite in October!