

# The Fun Times

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## New J&J Looks For Strong 1990's

### *Linkage With Huish Parks, ABC Batting Is Big Plus!*

Several principals from the Huish Family Fun Center, Inc. of Southern California and ABC Batting of Salem, Oregon have purchased J&J Recreation's business from owner RV Vearl Ball.

The name of the new corporation will be J&J Amusements, Inc. The location, employees and product of the company will remain in place.

Vearl Ball will retain a small portion of ownership and will remain actively involved in the new company.

### *5,000 Bumper Boats*

"The new owners have asked me to help in several areas including sales and to assist at the trade shows," Vearl explained. "I'm looking forward to being part of the new team."

J&J is the leading manufacturer and distributor of bumper boats in the world with over 5,000 in operation throughout the United States, Europe and the Far East.

Other products sold exclusively include the bumper boat pool packages designed and developed by J&J, two go-kart lines including the American Eagle Skid Car and various other accessories for family recreation parks.

Norm Sheya, general manager of J&J Recreation since February, 1989 will be in that position and will direct the day to day operation of the company.

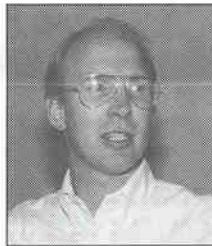
Investors in the new company include one group from the Huish



*Vearl Ball will remain active!*



*Dick Hall...  
new President*



*Court Huish...  
new Vice-President*



*Norm Sheya...  
General Manager*

turing and distribution of batting cages. ABC Batting recently expanded into the design and development of family recreation centers - including miniature golf course design and construction which is directed by Tim Sorge of Cleveland, OH. Mr. Sorge is also an investor in J&J Amusements.

Officers of the new corporation - J&J Amusements, Inc. - will be President, Dick Hall, who is vice-president of ABC Batting, and Vice President, Court Huish, who is currently general manager of the Huish Family Fun Centers, Inc.

"We fully intend to continue building and distributing the highest quality bumper boats and go-karts and the rest of J&J's line of accessories," President Dick Hall says. "We also expect to add new product in the near future."

### *Customer Service*

"Vearl Ball has always built his business around service to his customers," Court Huish added. "That will continue also."

J&J Recreation was originally founded in 1977 by John and Jim Huish, brothers who were building and operating family fun centers in Southern California. It was created to manufacture and supply bumper boats, go-karts and other equipment for the Huish parks and other parks around the nation. John Huish will also be an investor in the new J&J.

"I'm really excited about the potential of the new company," GM Norm Sheya says. "The synergy that is created with Huish and ABC Batting joining J&J should be of real benefit to our customers. The recreation explosion should continue in the 1990's and we hope to position J&J at the leading edge of the family fun center scene."

**J&J Amusements, Inc.**

**1-800-854-3140  
(Outside CA)**

**(714) 493-4033  
(Inside CA)**

Family Fun Centers, Inc., a successful Southern California company that owns and manages six family fun centers in the Los Angeles and San Diego areas.

### *Golf Course Design*

Another group of investors includes the principals in Automated Batting Cages of Salem, Oregon, a leader in the manufac-



## EXCITING NEW PRODUCTS!

# Join J&J's Clean Pond Campaign

## Clean Water A Must For Bumper Boats!

No question that keeping water clean is one of the more challenging situations for bumper boat owners throughout the nation.

No doubt either that clean, blue water results in increased ticket sales ... as much as 40%, according to one park operator in the midwest.

The reason is simple. Customers don't particularly want to play in or be around dirty water.

### Enter De-Skum

With that in mind, J&J Amusements asked one of the nation's leading chemical firms to join the fight for clean bumper boat pools. J&J has signed an exclusive agreement to sell these products in the bumper boat pool industry.

The result is the DE-SKUM line of products. Not only did J&J attack the water itself but also filtration, bumper boat tubes and pale blue liner that we sell as part of our nifty pool package.

Tubes tend to mark easily and collect grease, oil and dirt. J&J now has products that will keep tubes bright and protected against excessive marks.

### Difficult Task

The difficulty of keeping water clean is further complicated by the fact that water minerals differ so much throughout the country. Usually it takes several weeks of trial and error to find the right formula for keeping your pool clean.

And of course, if you don't start with a clean pool in the beginning it is very difficult to get it right without draining the entire pool and starting over.

So start this spring with a clean pool. De-Skum and our new line of chlorine tablets can help tremendously ... but no amount of chemical alone will solve your problem.

Other necessary steps for the pool owner include:

Backflush often - one of our customers who keeps his pool crystal clear tells us he backflushes his filter every two to three hours!

Test chlorine levels - your local pool supplier or hardware store can teach you how to test chlorine levels.

Keep your boats clean too!



## Save 10% on DE-SKUM Products Introductory Offer Ends March 30

Following is a list of new DE-SKUM products for bumper boat ponds and liners, filters and bumper boat tubes. All product sold exclusively by J&J Amusements.

**DE-SKUM** - will digest and remove oils from your Bumper Boat Pond water. There is more oil suspended, floating and emulsified in your pond water than you realize. That is why your boats and vinyl pond liner (at the water line) look dingy and dirty. DE-SKUM is an enzyme that digests and biodegrades oils into carbon dioxide and water. DE-SKUM does not clean the tube or pond liner. It prevents them from becoming oily. So start with a clean liner and tubes. A gallon will normally cure a 60,000 pond.  
Regular price - \$19.95/Gal Sale price \$17.95/Gal (Save \$2 - Case/4)

**FILTER CLEANER** - designed specially to clean the pond filter. Special directions for sand, DE and cartridge filters makes the job easy. Acid or acid based cleaners are not effective in removing grease and oils generated by bumper boats. Can be used on all filters - pond, wave, pool, lazy river, flume, spas, etc. Figure one quart of Filter Cleaner per 30,000 gallons of pond or pool water.

Regular Price - Qt. \$10.95 - Case/12 Sale Price - Qt. \$9.86 - Case/12

**TILE AND VINYL CLEANER** - Designed specifically to clean oil, grease and black marks from bumper boat tubes and vinyl pool liner. Removes the unsightly black residue that collects on the water line of vinyl pool liners. Clean your boat tubes once per week with TVC and they stay shiny and clean. Used with DE-SKUM in pond and filter and cleaning becomes much less frequent.

Regular Price - Qt. \$10.95 - Case/12 Sale Price - Qt. \$9.86 - Case/12

**TUBE POLISH** - an aerosol solvent based polish to be used on the vinyl pond liner at the water line, bumper boat tubes. Will protect tubes and liner from collecting dirt, grease and oil so prevalent in bumper boat ponds. The black oil and grease will wipe off easily. Also excellent for water slides - will increase speed and will not mark.

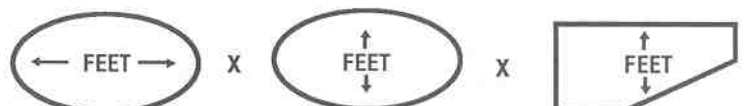
Regular Price - 20 oz. can \$9.95 - Case/12

Sale Price - 20 oz. can \$8.95 -Case/12

## Here's How To Determine Pond Capacity!



Length x Width x Average Depth x 7.5 = Gallons of Water



Long Diameter x Short Diameter x Average Depth x 5.9 = Gallons of Water

## Blue Chlorine Tablets In J&J Line!

Chlorine is also a vital part of the effort to keep your pool clean and inviting for your customers.

Because the water varies so much from region to region, you will need to consult your local water doctor or pool specialist for testing equipment and tips.

DE-SKUM is used to attack oils and grease.

Chlorine is used to attack the other horrors of water:

Skum ... Algae ... Cloudy look.

Big Blue Super Tabs from Sinco are the key to maintaining the proper chlorine balance in your water. This dynamic new product has been added to J&J's line of bumper boat products so that we can serve you better.

Our special Spring introductory offer as part of our "Clean Pool Campaign for 1990" extends to 100 lb. barrels of Big Blue Super Chlorine Tablets!!!



100 lb. Barrel

Regular Price - \$299.95

Sale Price - \$279.95



# Free Shipping with \$100 Suzuki Parts Order

Get the jump on this year's Suzuki motor parts order and save on the shipping costs!

It's true. If we receive a parts order of \$100 or more from you for Suzuki motor parts by March 15, 1990, we will send it FREE by UPS regular!

You'll want to take advantage of this

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**PARTS:  
1-800-854-3140**

offer and get an early start on your spring motor repairs for Suzuki DT2 two horsepower motors.

Once again this year, J&J will have "Same Day Shipping" service on all Suzuki motor parts.

Call Us Toll Free Today (800-854-3140) with your order!!

## Why Waste Time?

*Experts Help You Design . . .  
Build . . . Manage . . . Operate  
Fun Centers . . . At A Profit!*

### We Own Parks

In fact, six parks from 5 to 10 acres with more to come!

### We Build Parks

We do all of our own design and development and build with our own crews. Design layouts, blue prints available for miniature golf, go-kart tracks, bumper boats or your entire park.

### We Operate Parks At A Profit!

The Family Fun Center concept is more sophisticated than it appears. Check around.

### We Build Equipment

**Bumper Boats & Pools**  
Three Seat Buddy Boats, Single Seat Cimarrons



**Go - Karts**  
Safe-Durable-Dependable  
Can Am Driving Cars



**Slick Track Cars**  
+Plus Track Layout/Design.



**Batting Cages**  
manufactured by Automated Batting Cages



All This From One . . . and Only One Company

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**1-800-854-3140**  
(IN CA 714/493-4033)

## Other Spring Ordering Possibilities

### TRAFFIC LIGHTS!!!

12" LENS = \$150.00

8" LENS = \$125.00



### SLICK TRACK PRODUCTS

**SLICK TRAC ZIP—The Key to Slick Track Success is a Slick Track!**



▲ ▲ ▲ ▲  
RH1 — SEALER  
(Use it first)

\$62.00 Gallon

RH2 — WAX  
(Special Formula/Use it once or twice a week)

\$62.00 Gallon

RH3 — "SLICKTRACK ZIP"  
(Powder for special slickness!!)

\$295.00 (100 lbs.)

## 1990 SHOW DATES MAKE YOUR PLANS NOW!!!

MARK YOUR CALENDARS!!!

Here are the 1990 dates for the World Water Park Show and the huge International Association of Amusement Parks and Attractions (IAAPA) Show!

**World Waterpark Association**

**October 4-6, Las Vegas**

**IAAPA Show**

**November 15-17, Washington, D.C.**

## The Fun Times

A J&J Amusements Inc. Newspaper

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## Show Notes & Quotes



Fast Eddie Garcia ... likes J&J car

Eddie owns and operates a track in Pensacola, Florida—a hotbed of go-karting in the south. He purchased a set of skid cars from J&J last spring and after one season, he's a believer.

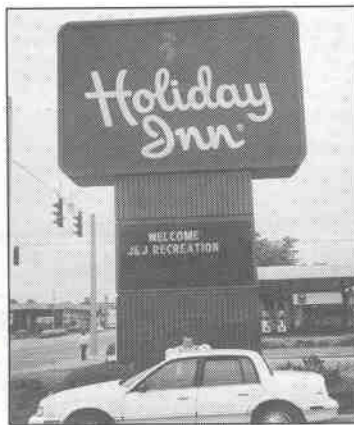
"Nobody but J&J really builds a car built specifically for the skid tracks," says Eddie. "The low center of gravity and weight of the car makes it ideal. The bumper system—which is so important on skid cars—is built to take the punishment."

Can we quote you in our newsletter Eddie? "No problem," Eddie said!

**"J&J makes the best skid car in the Country. Bar none!"**

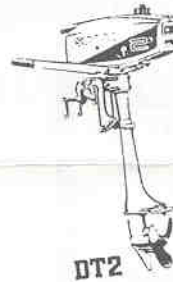
*Fast Eddie Garcia  
Pensacola, Florida*

Eddie Garcia stopped by the J&J Booth at the IAAPA Show to say hello and in the end took a hand at helping sell skid cars.



# Missing The Boat?

**The World's Finest Bumper Boat** ↔  
(3-Place Buddy Boat)



← Comes with the World's Finest Motor!

**SUZUKI**  
MOTORS & PARTS

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Formerly J&J Recreation, Inc.

Financing Available

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(IN CA 714/493-4033)

Orders Now Being Accepted

## Biggest Show Ever in Atlanta!

The IAAPA reports that the Atlanta show held in Atlanta, Georgia was the biggest in history with over 15,000 visitors.

Next year's show will be in Washington, D.C. in November. Those park owners or operators who have never been to the IAAPA Show really should make plans to attend this year.

New products continue to appear and this show will give helpful insights into what's happening in the industry.

J&J Amusements plans to expand it's booth and services for the 1990 show. Watch for our plans in later issues of The Fun Times!

**J&J Amusements, Inc.**

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