

The Fun Times

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It's Show Time - See Us In Atlanta

*The IAAPA Show Runs Nov. 15-18
Visit J&J In Booths 1852-1857*

Every year after the busy summer season, the recreation industry spends the fall and winter months figuring out how to make the next season a success.

Part of that vital process includes the attendance at the trade shows.

Whether you are a park owner-operator or in the manufacturing-distributing of recreational equipment and supplies, you are encouraged to visit these shows.

At these shows you get a chance to see what new products are available and also to "talk shop" with those in the industry. Valuable seminars are available on a wide variety of interesting topics from park management, marketing and advertising to new products.



3 TRADE SHOWS

J&J Recreation, Inc. always has a sizable booth at the three trade shows. Part of the company's marketing approach has been to adver-

tise regularly in trade publications and be very visible and aggressive at the annual conventions.

There are currently three shows on the yearly calendar:

The World Waterpark Symposium and Trade Show was held Sept. 22-26 in Orlando, Florida. There were over 135 exhibitors for those with water attractions at their facilities.

The International Assn. of Amusement Parks and Attractions (IAAPA) to be held Nov. 15-18 in Atlanta. By far the largest of all the recreation shows (over 1300 booths and over 11,000 attendance), this show is recommended to any recreation park owner. **SEE J&J RECREATION AT BOOTHS 1853-1857 !!!**

The International Independent Showman's Assn., to be held Feb. 7-

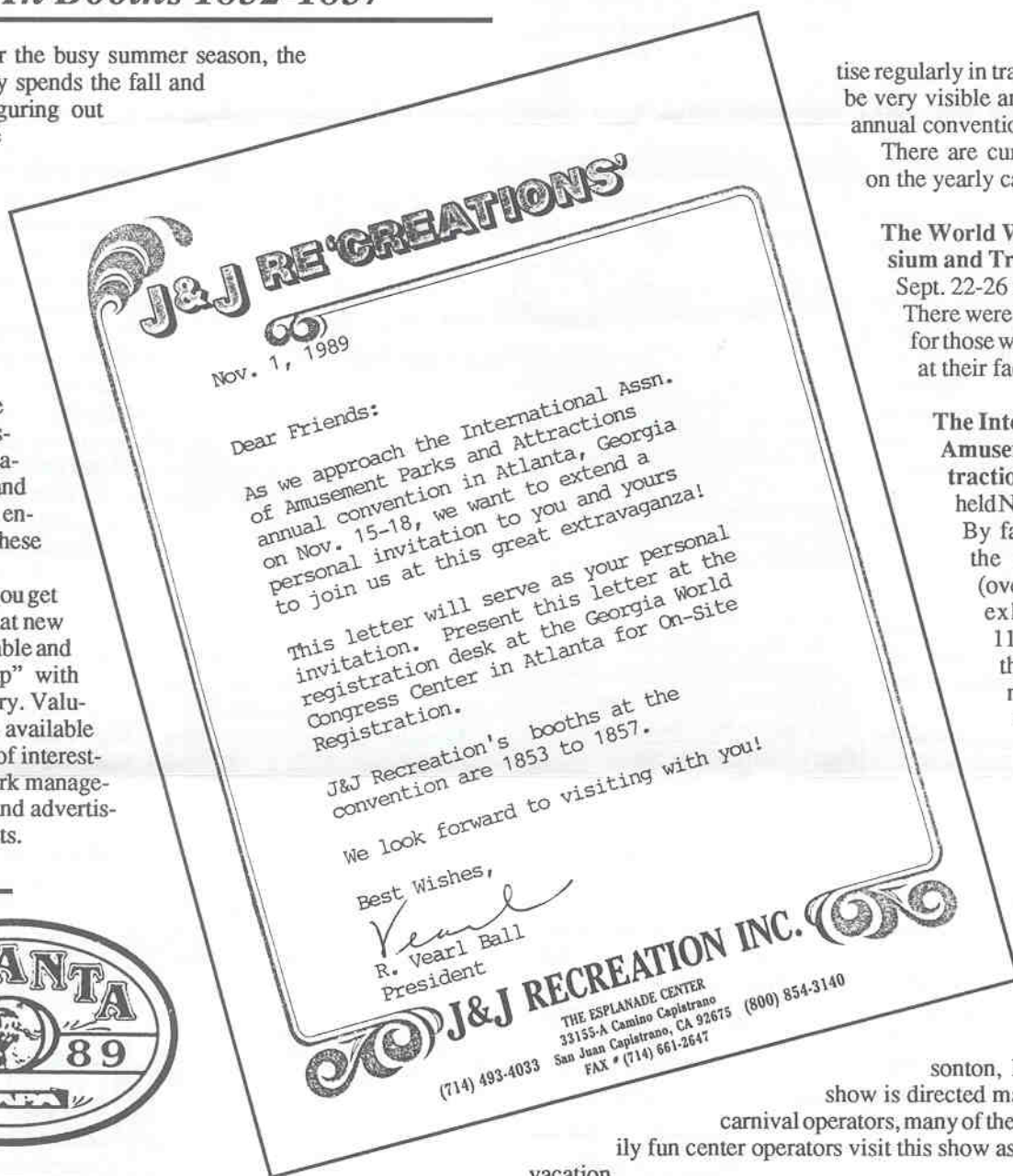
12, 1990 in Gib-

son, Florida. While this show is directed mainly to the fair and carnival operators, many of the recreation and family fun center operators visit this show as part of their winter

vacation.

J&J finds that these shows are an excellent time to discuss with its customers the various challenges and problems of the recreation business.

If at all possible, try and attend one or more of these shows. You'll find them very valuable and informative and J&J would like to meet you in person.



Slickness Key To Slick Track Success

Why oh why does one slick track do a dynamite business while a similar one just down the road struggles to survive?

The answer, according to one wise park general manager, can be found in several places.

- 1) Surface slickness and preparation.
- 2) Promotions.
- 3) Pricing

The slick track by and large was another California concoction. The oval cement track, usually 80' x 120', with a highly smooth finish gave go-kart enthusiasts another choice after they had finished or over-dosed on the more conventional Can Am or driving courses.

Some parks, with limited budgets and/or space, built Slick Tracks as a solo addition. Others added this second track and competed directly against their driving courses.

HOW SLICK IS SLICK?

If you already have a slick track, you've learned that the ability to keep the surface the right slickness is one of the secrets to success. If the track is not slick enough, then the ride leans to the boring side. Riding around in a circle won't excite many of us. Too slick won't do either . . . no speed to speak of and a lot of slippage.

When a slick track is just right, then this is a great ride and many will prefer it above all others in your Family Fun Center.

And how does one gauge when the surface is "just right"?

The most preferred slick tracks

spend most of their time making sure that the corners are like glass and the straight-aways allow a car to pick up significant speed. Some tracks wax and condition only the corners. One track owner test his slickness by how many 360 degree turns he can do when he gets full speed and hits the corners. Two 360s is just right. One means he needs wax. Over two and it's too slick.

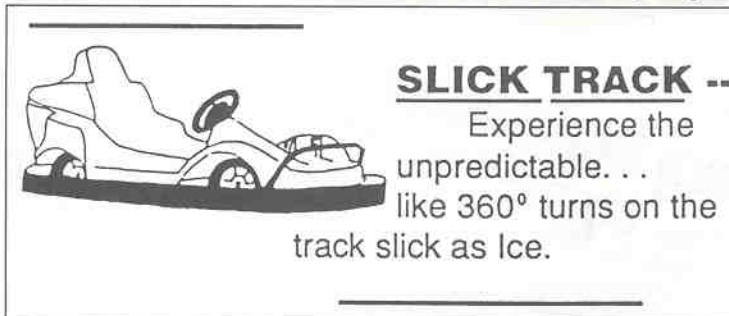
One thing's for sure. If you're going to have a good slick track operation, then your surface will demand a good deal of time and effort on a daily basis. Most owners wax their surface

solid business with the right surface condition, there is still room to promote the track. One track which averages \$1,000 per day with a driving course in the same park, spices up the weekend action with short races for prizes.

By short races, we mean 2 and 3-lap races after time has expired on the regular five minute race. Again, if your surface is just right, the slipping and sliding causes great excitement as your drivers try for first place.

PRICE IT RIGHT

Some owners were truly skeptical that a slick track could compete against



SLICK TRACK --
Experience the unpredictable . . .
like 360° turns on the track slick as Ice.

once a week and this usually occurs just prior to the big Friday night and Saturday business. Friday morning seems to be the most preferred time. Rain, of course, alters everybody's plans since heavy downpours remove most of the wax.

Consistency is another must. Customers who have experienced the right surface tend to be discouraged when they find the track too slow or too fast.

TRY SHORT RACES

While most slick tracks will show

the driving course in the same park. Our feeling is that the Slick Track should be priced a dollar less than the driving course. This allows a popular second choice and still leaves the driving course as the premier ride for a higher price.

With its much lower maintenance (one set of tires lasts two months or so), you can afford a cost break.

Most slick track or skid car tracks are priced from \$2.75 to \$3.25 for five minutes of driving.

From Waxes to Powders, J&J Provides It All

If you're one of those thinking about building a Slick Track for your park or center, check with J&J first.

We provide plans and blueprints for starters and follow up with the best slick track cars and products for treating your surface. Surface treatments include sealer, liquid wax and wax powders.

Park owners should expect to thoroughly research the bumper systems to insure safety and avoid serious problems with car damage. J&J provides the instructions and tools to build the most durable and solid bumper system.

While direct bumping is discour-

aged on all slick tracks, some bumping and banging is unavoidable. Therefore, the cars you use should have protection for car bodies and frame.

Nobody except J&J designs and builds a car only for slick tracks. Call us for more information, toll free outside of California 1-800-854-3140.



NEW PRODUCT!



Removes Oil From Water!

Here at J&J we're excited about a new product that ultimately may solve that nasty problem of ring around the bumper boat pond!

Alpha Products Co. of Florida has joined with J&J to present DE-SKUM, a 100% biodegradable, non-toxic enzyme solution that digests and converts oil in water to carbon dioxide and water.

Yes, this product is specifically designed to attack oil in water. While this will not remove oil from your liner - it is not a cleanser - it will eliminate oil from your pool water which should result in that clean liner if you start with a clean liner next season.

More good news! DE-SKUM can also be used to clean oil from your sand filter.

DE-SKUM PRICES

Note: One gallon treats 50,000 - 60,000 gallons.

Each Gallon - \$19.95,

Case (4 Gals) - 76.00

Special Introductory Offer

10% OFF any order

of \$10 or more!

And more good news! But maybe you're asking . . . what about my liner??

De-Skum indicated that they will begin a search for a product to clean liners and they're certain they can find it! More on that later.

The Fun Times

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Bumper Boat Rebound Is For Real

Whether you call it a "Bumper Boat Rebound" (See J&J ad below) or "Bumper Boat Revival", it really doesn't matter.

The fact is . . . it's real!

In 1989, J&J Recreation sold more ponds and boats than ever before. From the smallest vendors such as those that use part of a lake or pond in the northeast to the big waterpark owners like Wet'n Wild of Orlando, Florida, the positive reports keep coming.

The reasons for the solid growth in bumper boats include:

1. Less Expense. A park owner can build his own pond with 10 bumper boats for less than \$40,000. That, of course, is much, much less than owners pay to build go-kart tracks or miniature golf courses. It is not unusual for bumper boat ponds to gross \$1000.00 per day during the season. Therefore most parks "gross out" or get all of their money back in gross sales during the first season.

2. Less Space. Bumper Boat ponds can fit nicely in those parks that have limited room for expansion. Smallest recommended size is 60' x 60' (10 boats). Other popular sizes are 80' x 60' (13 to 15 boats) and 80' x 100' (20 boats).

3. Few Maintenance Problems. When compared with go-karts and other mechanical attractions, bumper boats have very few mechanical breakdowns and maintenance costs are low.

4. Insurance. Due to the lack of claims and accidents, there is no problem finding insurance carriers



Hod Morton of Flint, Michigan opened bumper boat pond last summer and sales exploded! Hod used natural lake and 3-place Buddy Boats.

2 HAPPY CUSTOMERS!



Vearl Ball (left) of J&J Recreation shares a laugh with Dale and Jackie Williams of Orlando. Dale has 24 J&J bumper boats in Wet'n Wild Park.

and premiums are low for bumper boats.

5. Profitable. Park owners find their net profit figure ranks high among all park attractions.

TWO HAPPY CUSTOMERS

"The bumper boats were great. They really took off," reports Hod Morton of Pirates Park near Flint, Michigan. "We paid off the boats in two months!"

Hod put the J&J boats in a natural lake in his park and uses life preservers for all passengers. His sales exceeded his projections by 25%.

Same sort of story from Neil Holter, Park Rapids, Minnesota.

"We put in an 80' x 60' pond and 10 boats from J&J," Neil told us. "We're real pleased with the first results. We went way over our sales projections."

The ponds developed by J&J are simple to build and can be built above or below the ground. They come complete with filtration equipment, dock rails and all of the accessories. The liner material that is provided has proven to be tough and reliable. Some of J&J's pond customers are going into their ninth year without any problems with the liner.

The other positive development in bumper boats has come with the realization of the larger water parks that bumper boats are another obvious profit center. Dale Williams put 24 J&J boats in Wet'n Wild in Orlando.

Other big water parks showed increased interest in bumper boats when polled at the recent World Water Park Show in Orlando in September.

*BUMPER BOAT REBOUND



Sales on pools & bumper boats are exploding.

* Reasons are low startup costs and all your money back the first year. We sell everything you need to open and our product is the very best.

J&J Recreation, Inc.
1-800-854-3140

References Available
 Financing Available Too!
 IN CALIF. (714) 493-4033

This ad proved true with record bumper boat sales in 1989.

Build Cars, Boats During Winter And . . . You Save

If you need bumper boats or go-karts for the 1990 season, you can save significantly by ordering now and paying 1/2 down.

How much do I save?

Like \$150 per unit!

And that adds up.

Order 10 bumper boats and save \$1,500.00.

This allows J&J Recreation to build over the winter months.

Also, you might avoid being disappointed when boats and cars cannot be delivered by Memorial Day next Spring.

Year End Inventory Clearance

BABY BUMPER BOAT CLOSEOUT

J&J Recreation is closing out its inventory on two models of baby bumper boats . . . There are a total of 11 boats in stock . . .

If you order all 11 of these - You save a whopping 45% over the original wholesale prices . . .

FOR \$6,270.00 PLUS SHIPPING YOU GET . . .



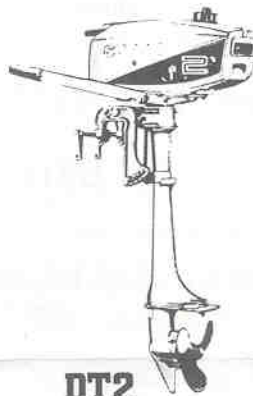
5 OVAL BABY BUMPER BOATS (INCLUDING BATTERIES)
+ 6 ROUND BABY BUMPER BOATS (INCLUDING BATTERIES)
11 BABY BUMPER BOATS FOR \$6,270.00

Terms and conditions: In order for us to make this reduction we must have cashier's check for \$6,270.00 in hand prior to shipment and will ship freight collect.

CALL US FOR SHIPMENT . . . 1-800-854-3149!!

SAVE 30% WITH SUZUKI MOTOR SALE!

LAST CHANCE AT THESE PRICES!



DT2

On June 1, 1989 Suzuki announced that prices on the DT2 model - the 2 hp motor that J&J features on its bumper boats - would increase 17% or \$53.25 per motor.

Since J&J is one of the nation's largest dealers of the 2 hp motor, Suzuki offered J&J an opportunity to purchase the remaining stock of 200 motors at the old price.

J&J made the purchase but now must clear this inventory and is selling the DT2 motors at the old prices.

Order now and save big money on the DT2 short block motors.

LAST CHANCE PRICES

1 @ \$410.00 2-3 @ \$395.00 4-6 @ \$375.00 7-10 @ \$359.90

These prices will not be seen again. Those who can make a volume purchase should order now and enjoy considerable savings.

SAVE MONEY BY BUYING USED GOODS • SAVE MONEY BY BUYING SHOW SPECIALS

USED WHIRLYBALL FLOOR AND 8 CARS - WE HAVE A 50 FT. X 80 FT.

Used whirlyball electric floor and the eight electric cars that go with it . . . we also can supply 10 electric cars that will adapt to the floor and give you an indoor go-kart track for the winter months . . .

This is a once-in-a-lifetime offer at these prices -

USED WHIRLYBALL ELECTRIC FLOOR -
AND 8 USED ELECTRIC CARS \$20,000.00

10 NEW ELECTRIC CARS \$35,000.00

STOPLIGHTS — our 8" and 12" stoplights are difficult to find and rarely go on sale . . . Quantity Discounts - 1 to 3 (save 10%) . . . 4 to 6 (save 15%) . . . 7+ (save 25%)!!

4 USED SKID CARS — We have four used but fully "reconditioned" skid cars that are ready to go . . . we have tightened every bolt and made sure that they will work for you . . . \$1,600.00 each!

8 NEW CAN AM CARS — We ended our season with these in our warehouse . . . we would prefer not looking at them all winter - so you can save \$300 per car if you order by November 30 . . . these will be shipped to you for \$2,500.00 each.

4 NEW SKID CARS — We make the finest skid car or slick track car on the market . . . we have 4 in stock today and they won't do us any good in the warehouse . . . they'll make you money and you save \$300 each - priced now at \$2,500 each!

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