

Find out Man  
in Charge Concessions  
Worlds Fair N.Y.

A PROFITABLE BUSINESS

in

RENTING MOTOR GLIDES.

## The Plan

No motor propelled vehicle has created such keen public interest since the advent of the automobile and aeroplane as is now evident with the MOTOR GLIDE in the few months since its third model has been placed in quantity commercial production.

Ride along the street and traffic stops while people look at this novel but practical personal conveyance. Stop it anywhere and a crowd gathers to look at it, ask questions about its mechanism, speed, economical operation and ease of operation.

It has universal appeal to all classes, ages and uses. And when its simplicity of operation is explained in a few moments, then everyone wants to get on and ride it. Men, women, boys and girls all have itching fingers to get hold of the controls and make the MOTOR GLIDE take them places they want to go.

Because of this interest on the part of the public and the craving to try the machine on the part of everyone who sees it, experienced concession men were confident that the public would pay to learn to ride on rental tracks and that sufficient revenue would be obtained to make such operation a successful business in itself.

During recent months several rental stations have been established in and around Los Angeles. The first experimental rental service was set up in the form of a track at Riverside and Fletcher Drives, and the revenue obtained far exceeded the most hopeful expectations. To see 40 or 50 people standing in line waiting to pay to ride was entirely unforeseen. The daily receipts have steadily increased and the revenue obtained will return the investment in equipment much more rapidly than was anticipated, thereafter showing a very handsome profit.

Method of Operation  
Of MOTOR GLIDE rental tracks in Los Angeles  
Located at

Riverside and Fletcher Drives  
Hollywood Blvd. at Grammercy  
Atlantic Blvd. at Florence  
Western Avenue at Florence

The tracks constructed have been along uniform lines, oval in shape, and approximately 200 feet long and 125 feet wide. The track itself is about 25 feet wide and hard surfaced. It is designed with lights, fences and cashier's booth, as shown on the drawing attached hereto.

Eight MOTOR GLIDES are used. One attendant is on duty during the day time from 9:00 A.M. to 6:30 P.M., and three or four during the evening from 6:30 P.M. to 12 Midnight on week nights, and 1:00 A.M. to 2:00 A.M. on Saturday and Sunday nights. A full force of help is also used on Sunday afternoons.

MOTOR GLIDES are rented by the ride, three times around the track for 10¢, or nine rides for 25¢. Most riders start in with a 10¢ ride and then take nine laps at a time for two, three, or more times, usually as long as their available cash holds out.

A majority of riders are young men, although many girls and women do ride. Groups from three to eight come in and want to ride together, and wait until enough MOTOR GLIDES are available. Usually they try to race. Married couples come in and ride together for a half hour at a time. There is no age limit. One of the very young moving picture stars, only three years old, handles the MOTOR GLIDE perfectly on the track, although it is necessary to assist him in starting. Usually children are taken by attendants or their parents. A small auxiliary seat is provided, so that two can ride, and the charge is then doubled.

## R E V E N U E

The actual average revenue for the combined rental operation per track is as follows for the past ten weeks of operation:

Weekly revenue per rental track (Average)		\$282.80.
Weekly expense per rental track:		
Rent	\$10.00	
Gasoline	5.25	
Wages	56.00	
Maintenance	10.00	
Depreciation	25.00	
Insurance	2.00	
Lights, etc.	<u>5.00</u>	
		<u>\$113.25</u>
	Net	\$169.55

## I N V E S T M E N T

The investment required in each rental track is as follows:

Grading and surfacing	\$250.00
Lights	100.00
Signs	25.00
Miscellaneous (uniforms, etc.)	50.00
Motor Glides	<u>960.00</u>
Total investment required	\$1,385.00

On the basis of the above earnings, it is obvious that this investment will be returned in approximately two months.

As winter is rapidly approaching, concession men are turning their thoughts towards the southern part of the country, and numerous locations are now being surveyed in Southern California, Texas, Louisiana, Georgia and Florida. It is contemplated that within the next 60 days approximately 50 rental tracks will be established in these states.

In addition to the rental track operation, the hourly rental business which requires a smaller initial cash outlay is very attractive. We do not have complete detailed figures covering this operation, but reports indicate that there is a possible revenue of \$25 to \$50 per week per MOTOR GLIDE in this type of rental service.

For further information concerning the MOTOR GLIDE rental field, please communicate with Mr. E. H. Gray, General Sales Manager of the Salsbury Corporation, 1515 E. 75th St., Los Angeles, California.

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