

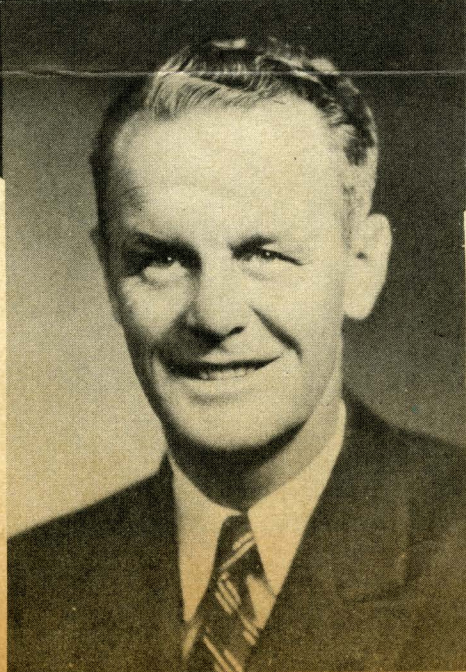
**FRANK ZAMBONI**



Youthful Talent at Skating School



Above:  
Lawrence  
and Pete  
Zamboni



Below:  
Ray  
Schloemer  
General  
Manager

When Frank and Lawrence Zamboni proposed the building of a first class ice-skating rink at the small town of Hynes, California, their idea was derided. But the boys went ahead, convinced the idea was sound.

The first years were tough and trying, but the rink has attained national prominence... now serves 6,000 ice enthusiasts weekly.

○  
Two of Iceland's  
Instructors in  
Professional  
Exhibition  
○



The Famous Iceland Rink at Hynes, California.



*... There is no limit to the  
sphere of IDEAS ...*

H.W. BEECHER

# Adventures in Business

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## THEY SMOOTHED OUT THE ROUGH SPOTS

By

Nichols Field Wilson

Frank and Lawrence Zamboni found themselves in a bit of a rough spot not so many years back. They had an idle ice plant on their hands: a very awkward and troublesome white elephant.

Being forthright and capable young business men, the brothers decided that the smart thing to do was put their idle ice plant to work. They talked the whole thing over very carefully and decided to build and operate an ice skating rink.

When they revealed this plan to a few of their closest neighbors and associates there were some who thought that the Zamboni boys might be a "little tetched in the head." An ice rink at Hynes, California? Who ever heard of such a ridiculous idea?

The dissenters had quite a bit of sound logic back of their scoffing. This was in the late 1930s, and up to that time no one had ventured even so much as a small motion picture house in Hynes. The city was prosperous, but small

and off the beaten recreation paths. It was (and still is) the heart of the huge Los Angeles County dairy industry, and the world's leading hay market.

In the opinion of a lot of the old-timers, these things were enough. There was no place in Hynes for such tomfoolishment as a skatin' rink. Such things were all right for the nearby city of Los Angeles perhaps, but for Hynes—No!

Through all this storm of ridicule Frank and Lawrence went calmly ahead with their plans. They had been brought up to believe in themselves and this habit, once formed is hard to break. With only the bare minimum of formal schooling the boys had developed a thriving business in electrical contracting. They had installed most of the refrigeration systems in the hundreds of dairies that make the Hynes area the greatest and richest producer of milk and butter-fat per square mile in the entire country.

So, with this solid record of achievement to their credit, they went ahead with "Iceland." The doors were opened in 1940. There was no roof; "ice skating under the brilliant Southland sun" captured the fancy of many people.

But there were numerous times during the first two years when the brothers seriously thought the scoffers must have been right. The rink was a white elephant with an incredible appetite for more and more capital.

In 1942 they acquired the services of Ray Schloemer as general manager and thereby set the machinery in motion for smoothing out a lot of

the rough spots in their path. Ray knew that skaters must be built from the ground up. One of his first acts was the opening of free classes for children and the youngsters responded with all the joy of youth. Parents quickly awoke to the fact that their kids were in the best of hands—enjoying wholesome health and body-building exercise under supervision of the highest moral and professional caliber.

A roof went over the building, principally to house the \$45,000 Wurlitzer pipe organ that adds so much to the fun at Iceland. Skating clubs, shows and pageants quickly came into being. Interest mounted in fast-quickenning tempo.

It soared to fever pitch when reputable medical opinion endorsed ice-skating as one of the most valuable therapeutics for dread infantile paralysis. The management of Iceland takes justifiable pride in the knowledge that scores of broken and wasted bodies have been restored to shapeliness and vigor there.

The Zambonis and Ray took care of another important rough spot by developing a patented floor that makes their ice satin-smooth. This feature alone has contributed much to the international fame of Iceland—known throughout the world to all professional and amateur skaters of note.

Iceland skates 6,000 people weekly now—more, probably, than any other rink. It furnishes at least 20% of talent for the huge ice shows. The going is smooth now—like the ice at Iceland!

THERE IS NO LIMIT TO THE  
SPHERE OF IDEAS.—H.W.Beecher