

**GET ON THE BANDWAGON  
TO HIGHER PROFITS**

**WITH**



**THE ROCK-AFIRE EXPLOSION®**

**FASCINATING MILLIONS SINCE 1980 AT 140 LOCATIONS  
LOVED BY MILLIONS OF CHILDREN AND ADULTS THROUGHOUT THE U.S.**

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# Commonly Asked Questions

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- **Do we have to pay a franchise fee to anyone?**

No.

- **May I use the ROCK-AFIRE EXPLOSION® in an amusement park? Entertainment center? Restaurant?**

Yes.

- **Or any other application?**

Yes.

- **Anywhere in the United States? Anywhere in the world?**

Yes, except for limited areas in which exclusive rights have been granted.

- **Are exclusive territories still available?**

Yes, in most areas.

- **Can we adapt it easily to the electrical standards of our country?**

Yes.

- **Do you provide everything necessary to operate the ROCK-AFIRE EXPLOSION®?**

We provide a turnkey show—everything you need and more, excepting only a standard air compressor, which you will find readily available locally.

- **How large are the characters? What is the size of the stage?**

The characters are about human size. The stage can be from about 36 feet to 40 feet.

- **What do I, as the customer, need to provide?**

The building, the stage, electrical service, and plumbing for the compressed air.

- **How long will the ROCK-AFIRE EXPLOSION® last?**

With proper care and maintenance, perhaps forever. The earliest shows we built in 1977 are still in operation.

- **What maintenance is needed?**

Normal maintenance by on-site personnel. A detailed service manual is provided, also a complete list of parts and catalog number.

- **What about spare parts?**

A spare parts kit is provided with the show. We maintain virtually all parts in inventory and can ship within 24 hours usually.

- **Can you assist us in installation?**

Yes, for a fee, or we will train your technician in Orlando without charge.

- **Can you provide us with a videocassette of the ROCK-AFIRE EXPLOSION® so that we can see what we're getting?**

Yes. Send \$25.00, refundable on return of the cassette. Specify VHS or Betamax.

- **Can you provide new music and new skits for the ROCK-AFIRE EXPLOSION®?**

We have an extensive library already available and periodically will make additional show tapes available at an additional cost.

- **Can you provide showtapes in other languages?**

Yes, by arrangement, and for a fee.

- **When can you give delivery of the ROCK-AFIRE EXPLOSION®?**

Immediately—while the supply lasts. When the supply is gone—never again—at the same price.

- **What is the price of the ROCK-AFIRE EXPLOSION®?**

\$125,000.00 F.O.B. Orlando, Florida for single units. Discounts in multiple purchases.

# Here Is What You Get

## Everything Shown in Cover Picture Including—

### Characters:

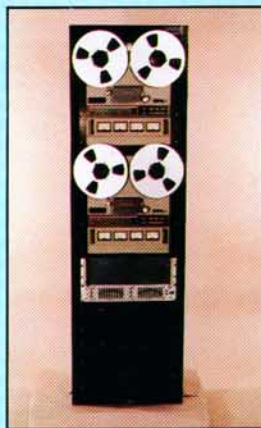
Rolfe de Wolfe and puppet Earle Schmerle, Looney Bird (in barrel), Baby Bear Choo-choo (in tree stump), Dook LaRue (drummer), Fatz (gorilla), Mitzi (cheerleader—Singer), Beach Bear (guitarist on surf board), Billy Bob (guitarist & master of ceremonies), Spider and spider mechanism (not shown).

Traverse rods and drapes • Valances  
 • Light accessories • Applause sign  
 • Gas pump • Cymbal stand • Drum set  
 • Back drops and props • Rain curtains • Lamps • Mats • Cables  
 • Rainbow • Service station sign  
 • Sun and Moon • Miscellaneous

**Almost Alive!**  
 a true illusion of reality through highly accurate movement and light synchronization

(Not shown in cover picture)

## PLUS



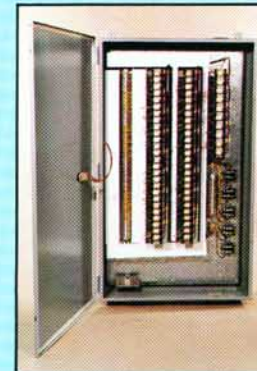
**Audio rack & tape decks**



**Computer**



**Billy Bob walk-around costume**



**Electrical control panel**



**Four show tapes**



**Video tape player**



**Klipsch speakers**



**Spotlights**



**Tech manual**



**14 additional show tapes available at \$500 each**



**Repair kit**

**THE ROCK-AFIRE EXPLOSION® HAS PRODUCED \$100'S OF MILLIONS OF DOLLARS OF REVENUES FOR OUR CUSTOMERS. IT IS NOW AVAILABLE TO YOU—WITHOUT ANY FRANCHISE FEE.**



Actual photo of THE ROCK-AFIRE EXPLOSION® at a restaurant location

**Creative Engineering, Inc., 47 W. Jefferson Street, Orlando, Florida 32801,  
Phone: (305) 425-1001**

**Home of the World's Most Sophisticated Animation**

# CEI ROCK-AFIRE EXPLOSION BROCHURE

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