

Portrait of a Community, No. 17 —



Skaters enjoy clean fun at the Holdrege Roller Drome in the city auditorium. At least thirty per cent of the crowds come from out of the Holdrege area because they can skate on the largest floor outside the city of Omaha.

One Drink or Twenty, Skating Rink Manager Issues Ouster Demand If Your Breath Smells

Floyd Scheel, manager and owner of the Holdrege Roller Drome, uses his nose as the instrument for judging the state of intoxication. One drink or twenty will smell the same on a man's breath but it makes no difference to Scheel. If the smell is there it's sufficient evidence for him to ask skating patrons at his Roller Drome to leave by the nearest exit.

That, plus strict enforcement of rules of conduct at the Roller Drome, started Scheel off in Holdrege last May as a tough man to get along with but in the long run it has built the reputation of the Roller Drome as one of the cleanest operated skating rinks in the state of Nebraska.

Scheel says the only thing he has to sell is fun but it has to be clean fun so as not to spoil the fun of others. On that basis he operates his skating rink under a strict set of rules of conduct, which now that he has convinced patrons he means business, are considerably easier enforced than they were when he first opened his Roller Drome at the city auditorium last May 10th.

Only 25 years old, Scheel is a businesslike young man who went into the skating business because his father-in-law sold him on the idea. His father-in-law was a

veteran of 25 years in the business and in that time he had picked up some ideas on how it should be operated. That Scheel has profited by the advice is purely evident.

Second to his determination to operate a skating ring for clean fun, from a moral standpoint, is his determination to keep the rink perfectly clean from a sanitary standpoint. He and a helper spend six hours cleaning the floor and the city auditorium before each regular skating evening or skating party. He points to the fact that young ladies need never complain about the dirt and dust accumulating in their hair or on their clothing as adequate re-imbursement for the time he spends keeping the auditorium clean, despite the fact that the building is in such a very bad state of disrepair.

He had a difficult time securing a lease on the city auditorium for the Roller Drome operation originally but after he sold the board on the idea of letting him put down a new masonite floor over the old auditorium floor it was a simple matter. His lease is a flexible affair that covers every Wednesday and Thursday evening and Saturday and Sunday afternoon and evening except when community activities are booked for the auditor-

ium. Under this arrangement it is somewhat inconvenient for him to plan too far in advance but auditorium activities are usually such that they would have detracted from his skating crowd anyhow. His lease on the building has run as much at \$300 in a single month. In addition to the regular times, he books a number of private skating parties every week for school, club and church organizations. These parties are steadily growing in popularity and at the present time he is booked almost solid for a month in advance.

With the largest skating rink floor outside of Omaha, the Roller Drome attracts about thirty per cent of its patrons from outside the immediate Holdrege area. Most frequently in attendance are people from Hastings, Kearney, Alma and Oxford. As many as a thousand people have enjoyed the skating in a week's operation at the Roller Drome.

Scheel's home originally was in So. Sioux City, Nebraska. Having acquired the feel of flying while in the Air Corps, he has taken up model airplanes as one of his major hobbies. The last plane he built was completely wrecked when it smashed into a cross beam on a test flight in the auditorium. He is building a new one now.



Floyd Scheel, owner and operator, insists that the only thing he has to sell is fun but it must be clean fun so that it will not interfere with the pleasure of others using the skating floor. He has built a sound reputation for the Roller Drome that has made it one of the most popular spots in the community for young folks.