

# ABE PERFORMING ANIMAL DISPLAYS

HERE ARE SOME OF THE DISPLAYS READY TO GO TO WORK FOR YOU . . . . .



*The Kissing Bunny*



*The Fire Chief Rabbit*



*The Skyline Hen*



*The Postcard Vending Chicken*



*The Capsule Vending Chicken*



*The Fortune-Telling Chicken*



*Charlie Chance, "The Gambling Rabbit"*



*The Drumming Duck (or Chicken)*



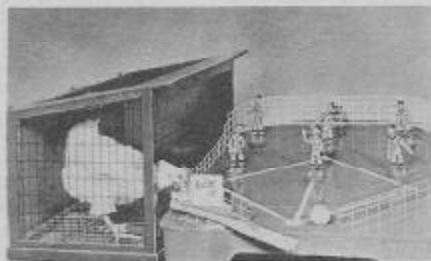
*The Dancing Chicken*



*The Piano Playing Duck (or Chicken)*



*The Basketball Playing Chicken*



*Casey at the Bat*



*The Home Run Chicken*

## Animal Behavior Enterprises, Inc.

HOME OF THE KELLER BRELAND® EDUCATED ANIMALS

RIDGEWAY BLVD.

PHONE (501) 624-5778

HOT SPRINGS, ARKANSAS 71901

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# ABE

## PERFORMING ANIMAL DISPLAYS

### *The Dancing Chicken . . . .*



As the action begins, the chicken's "dressing room" door opens. The chicken crosses the stage, turns on a miniature juke box and dances a lively jig in the center of the stage. She then returns to her dressing room for a snack.

This animal display may be coin-operated (several coin denominations available) or activated by push button or timer.

Approximate dimensions: Model A: 74" wide x 40" high x 33" front to back. (suitable for custom installation)

Model B: (pictured here) 77" wide x 42" high x 36" front to back.

Approximate shipping weight: Model A: 350 pounds, Model B: 280 pounds.

Option available at a nominal extra cost: At an appropriate moment during the animal's performance, a large sign, bearing copy of your choice, will be illuminated.

### *Spectacular . . .*

ABE's performing live animal displays have had many opportunities to demonstrate spectacularly their value in advertising and entertainment. They are unprecedented crowd-pullers and crowd-stoppers. They are sure publicity material — they have been the subject of articles in many national magazines, and have appeared on numerous TV shows.

### *Unique . . .*

ABE is the originator of the portable, self-contained automated animal display.

### *Simple and Reliable . . .*

The training of the animals is thorough and their performances are practically foolproof. ABE performing animal displays have been shipped to and used by customers all over the U. S. A., Canada, and even as far as Tanzania, Africa. No previous experience is required to set up and operate an act. Just follow the simple instructions that come with the display and the animals will work for you!

### *Humane . . .*

ABE's animals represent something new in animal training. They have been trained with the scientific methods of psychology. The animals are trained absolutely without punishment of any kind, exclusively with the reward system. We are active supporters of the American Humane Association. Our animals are remarkably healthy — healthier than average for their species. They receive balanced diets of high-grade feed, clean housing, expert veterinary care when needed. What is more important, they are happy in their work!

### *Satisfied Customers . . .*

Since 1947, producing trained animals for advertising and entertainment, ABE has been known for the quality of its products and services. Since 1956, ABE automated animal acts have pleased hundreds of customers in shopping centers, malls, tourist attractions, trade shows, and other high traffic centers. We would like the opportunity to please you!

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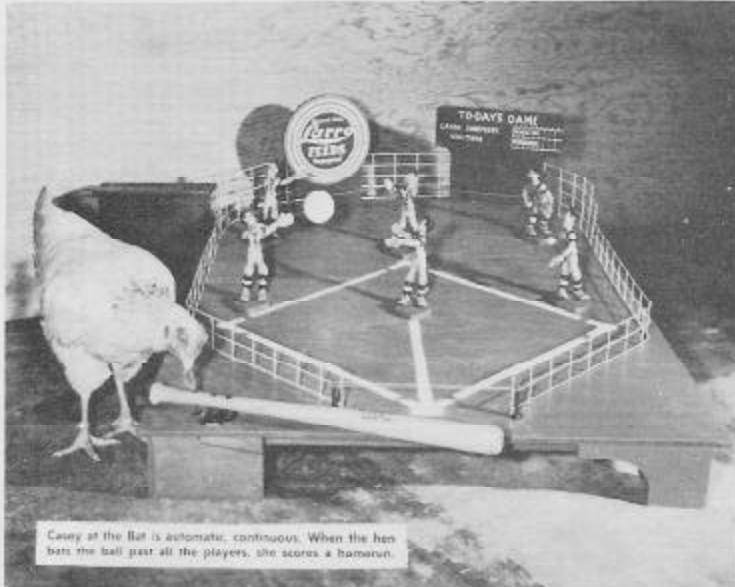
HOT SPRINGS, ARKANSAS 71901

*The Newest Thing in . . .*

# ADVERTISING *and* PROMOTION

## LIVE ANIMAL DISPLAYS

for conventions, fairs, dealers, stores, television



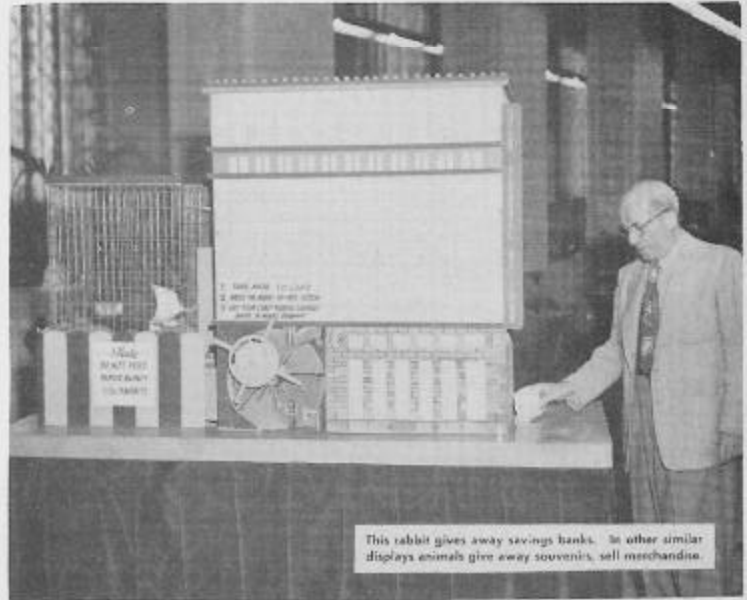
Casey of the Bat is automatic, continuous. When the hen bats the ball past all the players, she scores a homerun.



Basketball-playing rabbit almost always hits the basket. Visitor may position the ball for the rabbit.



Henny Penny will work when the customer or visitor gives her the disc bearing the sponsor's message or trademark. She ignores other discs.



This rabbit gives away savings banks. In other similar displays animals give away souvenirs, sell merchandise.

These animals are scientifically trained and are exclusively available from

**KELLER BRELAND**

**Animal Behavior Enterprises**

# They're smarter than you think

PHOTOGRAPHS BY ROLAND PATTERSON FROM BLACK STAR

**K**eller Breland, a Ph.D. who mixes science with funny business, owns a 200-acre farm near Hot Springs, Arkansas. There, ever since the day in 1947 when he sold several trained chickens to a feed company for advertising stunts, he's taught about 2,000 animals to do some highly unlikely

tricks. Some of his "educated" pets are shown in action here. While training them, Dr. Breland never punishes his animals for their mistakes.

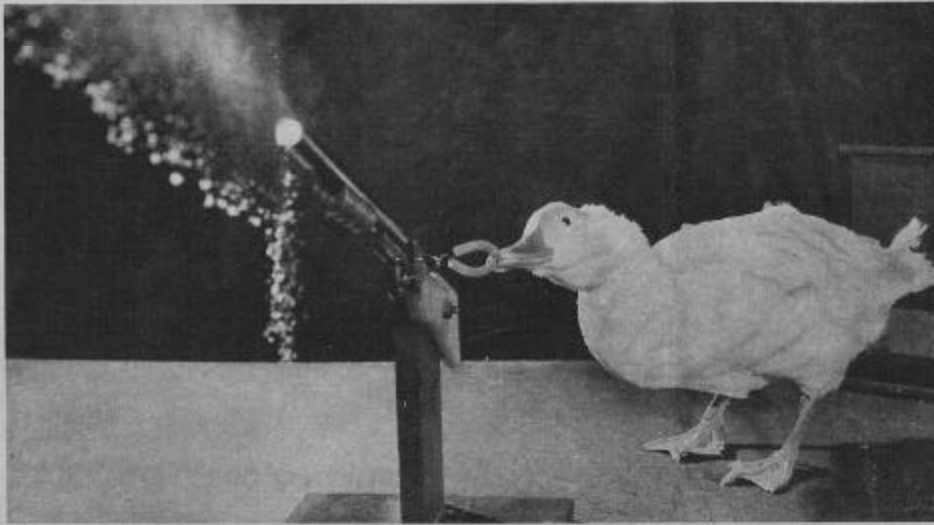
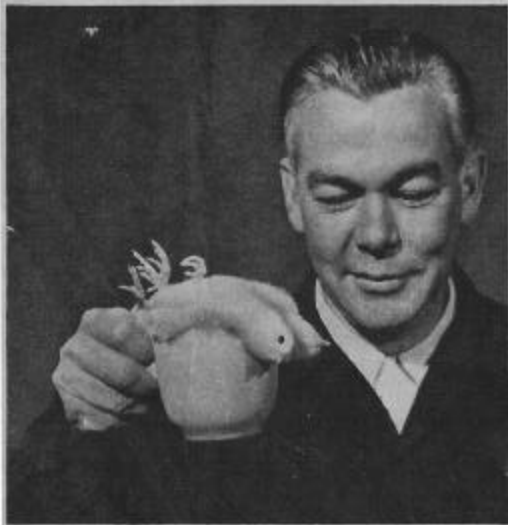
"They learn faster and perform better," he says, "if you simply reward them with food whenever they do the trick right."

Charades! Two "hypnotized" chicks and a cup help Breland act out that well-known delicacy, chicken in a basket. When Breland claps his hands, the chicks will leap up and scurry around as if nothing had happened to them.

Attention, crime writers! Waldo, the duck, shows how an innocent-looking bird can commit murder. It's just an act, though. The popgun's loaded with flour.



Shurshot, the rabbit, plays basketball with a tennis ball. He's adept at releasing a catapult which tosses the ball through the hoop every time. Breland has trained other rodents, such as hamsters, to roll balls uphill, climb poles and do trapeze stunts.





## ● CHICKENS & RABBITS play Games FOR THEIR DINNERS

● The animals you see performing here are the result of something new and different in the use of psychology in animal training. They have been trained by Keller Breland and his wife, Marian, who operate the Animal Behaviour Enterprises in Hot Springs, Arkansas.

These chickens and rabbits have been trained to perform these acts by

the use of the reward system. The reward is food when they do the right thing.

There is no punishment involved in the training at all. If they do the wrong thing, they are simply not rewarded, and gradually the wrong behaviour drops out. Once they are trained, they will not forget, and are happy and eager to perform.

### COAST FEDERAL SAVINGS

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Los Angeles 15, California