

CROWDS - FUN FOR ALL - GOOD BUSINESS FOR YOU

"CASEY - THE HOMER-HITTING HEN"

Information - Instructions - Suggestions

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If you follow instructions with ordinary common sense, you have every right to expect this act to perform well, pull crowds and give everyone a great time. It is SURE-FIRE, for drawing and holding crowds, giving them laughs and creating great goodwill and traffic for your store. All ages are fascinated and greatly amused by the bird's human-like performance. The bird soon learns to watch the ball. She will start for the feed box before it hits the fence, if headed for it. Some of them become true "ham" actors (or, actresses). They dawdle around until a crowd gathers before they really start performing best. Sometimes a hen lays an egg while performing, where all can see. This particularly amazes city folks, most of whom assume the birds must be He's (Roosters) just because they can hit a baseball.

At least one man in every crowd will watch the act with a dead pan; then walk off with a big grin and say, "Now I've seen EVERYTHING." Watch for him - there's at least one, every time.

Give this act your best advance promotion and build-up. It is worth it and will repay you. Announce it in your ads. Put signs in your windows and store - "Coming (date) Casey, Our Educated Homer-Hitting Hen." Use the act in a window the first week. Then put it inside your store for a second week, with signs in the windows - "Casey is Now Playing for You in our -----Dept."

We want Casey to work for you as well as she has everywhere else. If you can't get it started AFTER rechecking instructions, call us collect at Evanston, Ill. - UNIVERSITY 4-6301.

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ABOUT TELEVISION - This act has appeared as a News Feature on local television stations all over the country. It has such strong universal appeal, for all ages and all kinds of audiences, that TV stations are interested in putting it on the air. Tell your local stations about it.

But do not permit its use on any commercial TV program. Other commitments prevent using it for commercial TV purposes, whether live or filmed. Your rental of this act implies your consent to this.

"CASEY - THE HOMER-HITTING HEN"

1. What You Get From the Expressman -

This act is shipped to you by Express, "Signature Handling", and must be shipped back this way. It comes to you in two pieces weighing about 150 lbs.

ONE PIECE is a wire shipping cage with feed and water cups attached, containing four birds. Attached to this cage is a sack of feed for feeding the birds in transit. When birds are not performing keep them in this cage. Keep the water cups full - they need water more than feed.

The expressman will feed the birds in transit, following the instructions to him on this cage. Be sure this sack of feed is attached to cage when you ship it back.

Do not feed the birds at all during the day and night before they perform. They will be amply fed en route and will have more than enough food in the crow to maintain full health and vitality. On the days they perform they get ample food from the feeding hopper (see below). Do not feed them the next morning - let them earn their feed as they perform. Don't let kind-hearted watchers, janitors or others feed these birds anything. Hide the feed. Our greatest difficulty in keeping them well and strong is from their getting wrong food at wrong hours. Keep to our schedule and keep other people away from them. But be sure they have water in their water cups at all times.

THE SECOND PIECE you get is a wood crate about 2'x3'x4' containing the baseball diamond; the wire performing cage; the red feed hopper; a sack of special feed for this hopper only, and other items as mentioned in the following Setting Up instructions. Please be sure to return all these items in this crate, as well packed as you receive them.

2. Setting Up the Act. (See illustration attached)

These birds are trained to peck at the yellow rubber loop in the bat handle. This works an electric switch, which swings the bat across home plate. A rubber band across the posts at home plate holds the rubber baseball in position. The bat hits the ball. If the ball goes through between the players and hits the back fence it's a homerun. A buzzer sounds, and the bird runs for the feed in the feed box.

Set the baseball diamond on a solid flat surface four (4) feet square and about 30 inches high. A firm table, or two solid card tables will do. Set it with home plate toward the audience of course. Leave room at the left side for the wire Performing Cage. If the rubber players are flattened bend them into natural positions.

Adjust the rear leg, underneath the diamond, to proper height, so ball will travel easily to back fence, but not so fast as to bounce over and off, (about 8 inches). Have the diamond level, across.

Lay the strip of red oilcloth on your table top, at the left of the ball diamond, as a floor for the Performing Cage. Assemble this cage and set it on top of the oil cloth, with the open end at the back. This opening is for the red feeder box - so the bird can get food from inside the cage.

Keep this feeder box at least half-full all the time. Special Feeder Feed, for this box only, is in a sack inside the wood crate.

At the front end of the cage is an opening for the bird to put its head through, to peck the rubber loop. Set the cage so it is easy for the bird to do this.

Testing -

Put the red feeder box back in the rear opening and plug its electric cord into the rear of the ball diamond. Plug the other electric service cord into a 110-volt wall socket.

Put the rubber band across the posts at home plate. (Bands are in crate). Have the bat back, in position to swing. Set the rubber baseball against the rubber band. Then pull the yellow rubber loop in the bat handle. The bat should swing and hit the ball. If not, check your electrical connections. It will work if there is juice.

3. Now - Bring On Your Star Batter!

With the electrical setup working, open the top of the performing cage. Move a bird from the other cage into the performing cage and close the top.

Let the bird look around a bit. Don't rush her. If she doesn't put her head out and peck the rubber loop after a full minute of waiting, pull it yourself and she'll go for the feed box...and start performing.

If she does not perform regularly after three of these practice tries, it means somebody has been feeding her off-schedule. Try another bird and let her wait.

Each bird will perform well for about $1\frac{1}{2}$ hours; then use a fresh one. They get ample feed through the feeder. This is concentrated food that keeps them fed long after you have put them back in their storage cage. After all four birds have performed (about 6 hours), the first one is ready to come up to bat again, if you run the show longer.

These birds are exceptionally well cared-for at the Breland Farm and are only shipped out in perfect health, and well nourished. Our methods of training, feeding and handling are entirely humane and have the complete approval of the American Humane Association.

Chickens are rugged birds and are not affected by temperatures more than humans. Like humans they can get sunstroke from excessive exposure to the direct rays of a hot sun. Otherwise, all they need is fresh air, water, light when feeding, and FOOD AS PER OUR SCHEDULE ONLY.

Note: If your electric current fails or anything else stops the mechanical operation of the act REMOVE THE BIRD until the trouble is fixed. If the bird is disappointed too long, when trying to play, she becomes discouraged.

4, Check These Comments, Too.

Signs and Decorations. You can hang crepe paper or cloth around the table the act is on. You can stand signs at the back or sides - outside the playing field. But Do Not change the electrical hookup, the positions of the players, etc. Keep the performing bird in her cage, except when changing. Don't let anyone get near this cage and poke the bird, tamper with the feeder box, etc.

This act has performed all over the U. S. under all conditions of weather and crowds. It will work for you too if you set it up as instructed here and follow our feeding instructions.

Worth Watching. Keep the feeder box more than half full. See that feed (not much) trickles down into feed trough every time the back fence wire is tripped. If not, clean out feeder box. See that the rubber baseball returns to home plate each time - it may stop between a side player and the fence occasionally. Don't let the bird keep on pecking the rubber loop if bat does not swing. After too much discouragement she may get tired of playing - wouldn't you? Keep the storage cage and its bottom pan clean. Clean the performing cage and diamond after you close down for the night, including the oil cloth under the performing cage.

When Returning the Act to Us - Repack the diamond and other items in the wood crate as carefully as we send them to you. Be sure to lock this crate. Lock the birds in their transit cage. Fill their water cups and feed cups and ship them "Signature Handling" - to us at Hot Springs, Ark., or Chicago, whichever place they came from. Be sure the sack of transit feed is fastened to the cage, for the expressman to feed them en route.