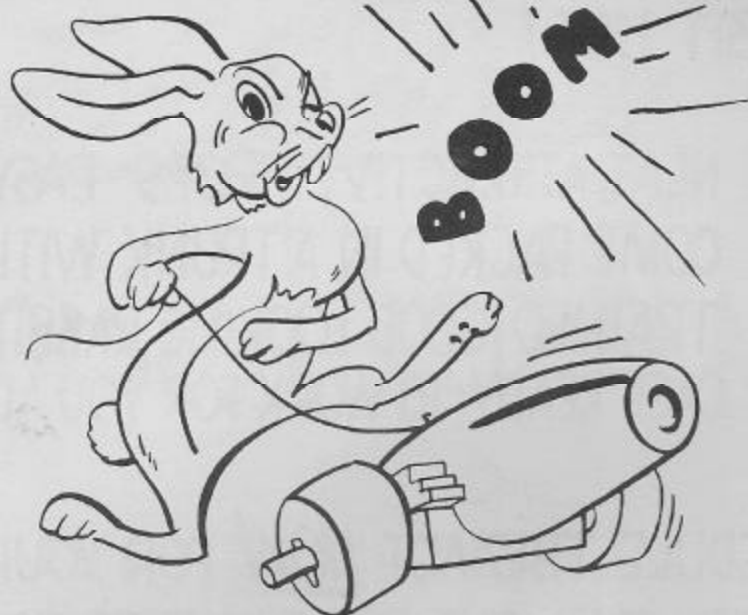


POPGUN PETE

THE CANNON SHOOTING RABBIT



A REAL, LIVE CANNON SHOOTING RABBIT!
A BRAND NEW, ACTION-PACKED LIVE ANIMAL
ACT TRAINED BY KELLER BRELAND EXCLUSIVELY
FOR LARRO SUREFEED DEALERS



You're Money Ahead When They're Larro-Fed

THIS CANNON SHOOTING RABBIT ACT IS
FULLY AUTOMATIC • DESIGNED SPECIFICALLY
FOR COUNTY FAIRS AND CONVENTIONS
OR EXHIBIT USE!

NEAT, ATTRACTIVE PROPS • EASY TO SET UP.
COME PACKED IN A TRUNK WITH 4 WELL-
TRAINED GOOD LOOKING RABBITS IN A 4 STALL
CAGE READY TO WORK FOR YOU ALL DAY LONG!

SCHEDULE THIS ACT NOW FOR YOUR LOCAL
COUNTY FAIR • PUT POPGUN PETE TO WORK
FOR YOU • HE'LL HELP YOU...

1. GET PUBLICITY FOR YOUR STORE
2. LET PROSPECTS KNOW WHERE TO
GET LARRO SUREFEEDS
3. MAKE MORE FRIENDS
4. HELP YOU SELL MORE FEEDS

*THIS ACT CAN BE EFFECTIVELY USED IN YOUR STORE,
TOO, FOR SPECIAL EVENTS LIKE AN OPEN HOUSE...
BABY CHICK DAY... SPECIAL FEED DAYS*

REMEMBER...

POPGUN PETE WAS TRAINED BY
KELLER BRELAND FOR GENERAL MILLS

Exclusively

for

LARRO SUREFEED DEALERS

THIS IS YOUR TRAINED ANIMAL ACT FOR
YOU AND FOR YOUR COMMUNITY

People like animals...especially trained animals

PUT POPGUN PETE TO WORK FOR YOU!

LET HIM HELP YOU
INCREASE YOUR SALES and PROFITS!

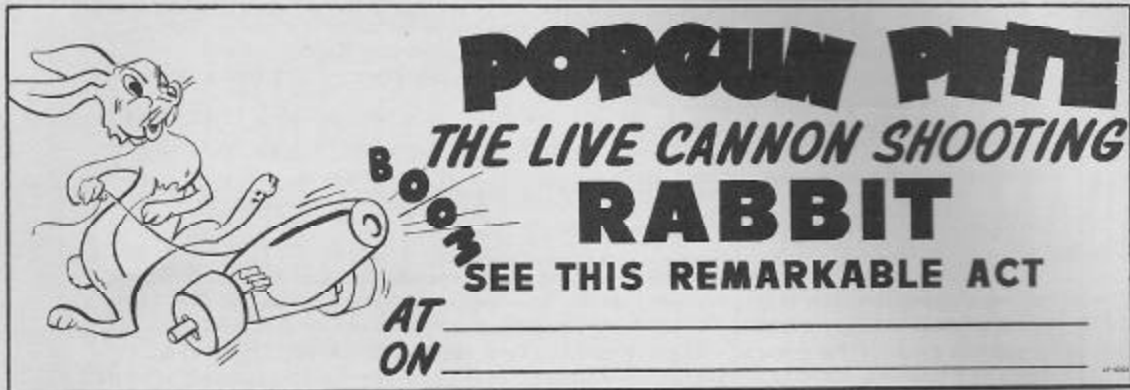
TO GET THE MAXIMUM BENEFITS FROM THIS MOST UNIQUE AND EXCLUSIVE TRAINED ANIMAL ACT YOU'VE GOT TO LET PEOPLE KNOW WHERE AND WHEN IT WILL BE PERFORMING

TO HELP YOU DO THIS WE WILL FURNISH YOU WITH THE FOLLOWING . . .

1. WINDOW STREAMER
2. NEWSPAPER PUBLICITY RELEASE
3. SPECIAL RADIO ANNOUNCEMENTS FOR LARRO SPONSORED FEED SHOWS IN YOUR AREA
4. NEWSPAPER AD MATS

***YOU'VE GOT TO LET 'EM
KNOW TO GET RESULTS!***

WINDOW STREAMER



POST ON WINDOWS - DOORS -
COUNTER - LOADING DOCK. FILL IN
PLACE AND DATES WITH CRAYON

NEWSPAPER PUBLICITY RELEASE

FOR IMMEDIATE RELEASE

The Field Artillery is a tough service that calls for military skill. But it would be a soft touch for Popgun Pete, the Cannon Shooting Rabbit. Pete blazes away with hare-line accuracy as a one-rabbit gun crew -- and like a good soldier, he asks only some good chow for his work.

Sponsored by Larro SureFeeds, made by General Mills, Popgun Pete will demonstrate his cannonading at (Name of store, fair, convention, and city) on (Date, time). His ammunition will be ping-pong balls, less explosive but more fun than artillery shells.

Popgun Pete learned his cannoning skill from Keller and Marian Breland, animal psychologists of Hot Springs, Ark. The Brelands have discovered that birds and animals can be taught to perform amazing feats in response to food which rewards every achievement. Their success, they say, comes from "just being smarter than the animal." Through the years, they have developed such performers as Priscilla, the pig who vacuum-cleaned her pen, and Casey, the baseball-playing chicken. They also coached SureShot, a rabbit who hit baskets more consistently than Mr. Basketball himself, George Mikan. They even stepped into the field of romance, developing the Kissing Bunny.

The Breland's latest star, Popgun Pete, performs from a gun station behind a spring-action cannon. With his teeth, he pulls back a plunger, then lets it go. The spring sends a ping-pong ball crashing into a Larro Feeds bullseye. Activated by the impact, a special device releases a few pellets of rabbit feed, and Popgun Pete answers "mess call."

Pete is a rapid-fire rabbit. He stays on the job without help from a master of ceremonies or anyone else. After an hour or two, however, he develops a bit of battle fatigue and satisfies his hunger. So he alternates with three other bunnys -- all Popgun Petes.

The Cannon Shooting Rabbit specializes in appearances at county fairs, exhibitions, and conventions. But, like all Larro sponsored animal acts, he also performs at feed stores.

While on tour, Popgun Pete's acting cousins have made a variety of unscheduled headlines. At Great Falls, Montana, for example, a chicken dancer decided to bolt the show. Radio and newspaper appeals spearheaded a city-wide search for the missing star. But a Great Falls housewife, who didn't know the hen could dance and was worth \$300, popped her into an oven.

Popgun Pete, however, plans to stick to firing and stay away from the fire.

-end-

NEWSPAPER EDITORS ARE ALWAYS SEEKING HUMAN INTEREST STORIES THAT HAVE POPULAR APPEAL AND OF INTEREST TO EVERYONE. WE KNOW THAT KELLER BRELAND TRAINED ANIMAL ACTS HAVE "IT" SO WE WILL PRESENT TO YOUR LOCAL EDITOR A COPY OF THIS RELEASE. WE WILL ALSO INVITE THE EDITOR TO COME AND SEE POPGUN PETE PERFORM EITHER AT YOUR BOOTH AT THE LOCAL COUNTY FAIR OR AT YOUR STORE.

SPECIAL RADIO ANNOUNCEMENT

A shooting star will be appearing in _____
(city)

on _____, Yes, Popgun Pete, the Cannon Shooting
(date)

Rabbit will be performing at _____
(Name of store, fair,
in _____
convention) (City)

on _____, Popgun Pete is a new
(date, time)

member of General Mills' many famous live animal acts. Pete is a one-
rabbit gun crew whose ammunition is ping-pong balls and whose gun is a
miniature cannon. Popgun Pete exhibits amazing accuracy with this field
artillery and as a reward receives a few pellets of Larro SureRabbit. Pete
will demonstrate his cannonading ability on _____,
(date) (time)
at _____ in _____.
(dealer) (city)

This will be an opportunity for you to see Popgun Pete, the newest sensation
of the animal entertainment field.

IF YOU ARE IN AN AREA COVERED BY A LARRO SPONSORED RADIO
SHOW THIS SPECIAL ANNOUNCEMENT WILL BE BROADCAST FOR
YOU. AS SOON AS YOU SCHEDULE THIS CANNON SHOOTING ACT WE
WILL ARRANGE TO HAVE THIS ANNOUNCEMENT BROADCAST FOR YOU.

RADIO STATIONS ARE ALSO INTERESTED IN LOCAL INTEREST EVENTS.
WE WILL ARRANGE TO INVITE THE LOCAL RADIO PEOPLE TO COME
DOWN AND SEE POPGUN PETE PERFORM.

NEWSPAPER AD

Come in and see our —

Live, Trained Cannon Shooting Rabbit



POPGUN PETE

The Cannon Shooter
will be at the

FREE! EVERYBODY INVITED FREE!

Popgun Pete is not a member of any military organization but he sure knows how to shoot a cannon. Come on over and watch him hit the bull's-eye. Sure he misses once in awhile but nobody can score a bull's-eye on every try. His accuracy is uncanny.

REMEMBER IT'S FREE! . . . DON'T MISS IT!

VISIT OUR BOOTH AT THE



POPGUN PETE WILL DRAW CROWDS TO YOUR BOOTH OR TO
YOUR STORE BUT YOU'VE GOT TO LET PEOPLE KNOW ABOUT HIM

ADVERTISE! TALK IT UP!

TELL EVERYBODY IN YOUR COMMUNITY WHERE POPGUN PETE, THE CANNON SHOOTING RABBIT, WILL BE PERFORMING FOR YOU.

RUN THIS AD ONCE OR TWICE IN YOUR LOCAL PAPER. YOU'VE GOT TO LET THEM KNOW TO GET RESULTS.

ALL YOU HAVE TO DO IS FILL IN THE PLACE, DATES, AS WELL AS YOUR NAME, ADDRESS AND PHONE, THEN GIVE A PROOF OF THIS AD, TOGETHER WITH THE MATS, TO YOUR LOCAL PAPER.

POPGUN PETE WILL DRAW THE CROWDS... *YOU SELL 'EM!*

STREAMERS AND NEWSPAPER ADS WILL TELL FEEDERS WHEN AND WHERE THIS UNIQUE ACT WILL PERFORM.

POPGUN PETE WILL DRAW CROWDS AND BECOME THE CENTER OF ATTRACTION. THIS GIVES YOU A CHANCE TO TELL THEM ABOUT LARRO SUREFEEDS AND THE SUREFEED PROGRAM!

IT'S JUST AS EASY TO SELL A GROUP AS IT IS AN INDIVIDUAL - AND FAR LESS EXPENSIVE. FURTHERMORE, POPGUN PETE PUTS THE CROWD IN A PLEASANT MOOD - MORE RECEPTIVE TO MASS SELLING.

ONE GOOD METHOD IS TO WAIT UNTIL A CROWD GATHERS, THEN REMOVE THE RABBIT FROM HIS CAGE. HOLD HIM IN YOUR ARMS AND WALK UP TO YOUR AUDIENCE AND PREFACE YOUR REMARKS BY SAYING, "IN JUST A FEW MINUTES WE WILL SEE POPGUN PETE PERFORM AGAIN BUT FIRST I'D LIKE TO SAY A WORD ABOUT LARRO SUREFEEDS." THEN GO IN TO YOUR SALES PITCH AND WHEN THROUGH PUT THE RABBIT BACK IN HIS CAGE. HE WILL AGAIN START PERFORMING FOR YOU.

POPGUN PETE WILL DRAW THE CROWDS FOR YOU...

Make it easier for you to sell
LARRO SUREFEEDS

**HOW TO
SET UP
AND
OPERATE
THE**

POPGUN PETE

CANNON SHOOTING RABBIT ACT

The Popgun Pete unit consists of simple and attractive props plus four very clever and well trained rabbits. The props will come to you neatly packed in a trunk as shown in the phantom photo, illustration #1. The four rabbits will come to you in a four unit cage. (See instructions for Handling, Operating and Feeding the animals on page 14.)



ILLUSTRATION #1

Whenever the Cannon Shooting props and rabbits are shipped by common carrier, always make sure that the trunk of props and the cage of four rabbits are shipped together as one shipment. The trunk of props should never be shipped separately. When reshipping the rabbits, make sure that the water and feed cups are adequately filled and securely fastened to the cage. Also see that a small sack of feed is tied to the top of the cage so that the animals can be fed during transit.

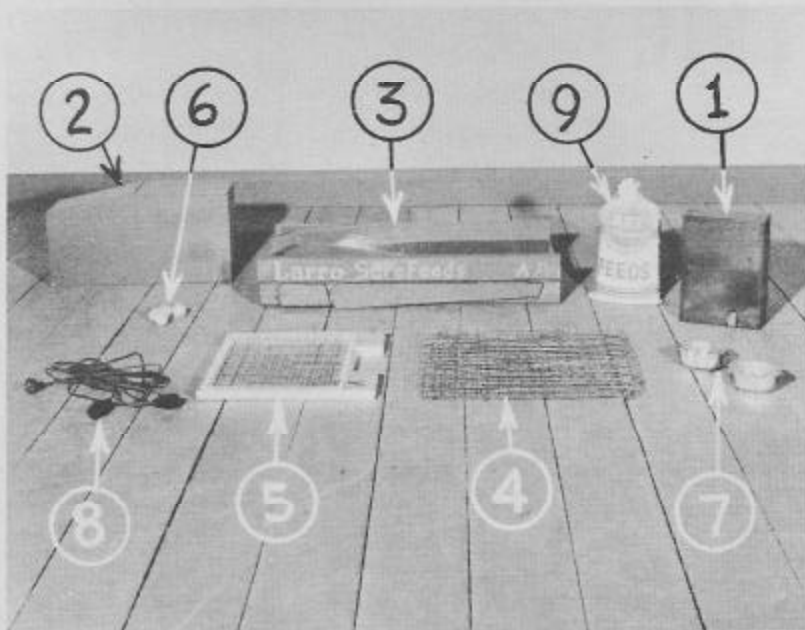


ILLUSTRATION #2

The props are simple and easy to set up. They are shown in illustration #2 as follows:

1. Feeder Box
2. Cannon in Box
3. Playing area
4. Folded wire cage
5. Dropping pan
6. Ping pong balls
7. Water and feed cups
8. Electric cords
9. Larro feed

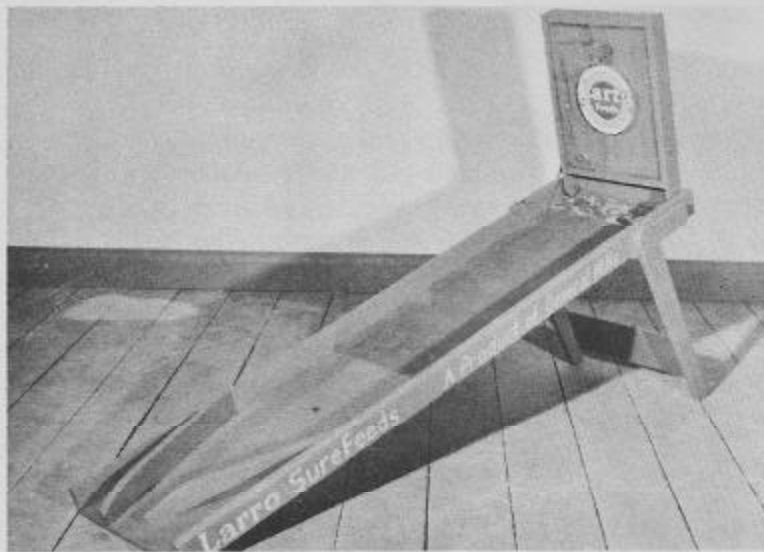


ILLUSTRATION #3

The playing area, item #3, is hinged in the middle. Unfold and pull legs back as far as they will go. Raise target section into place and set up playing area in position as illustrated.

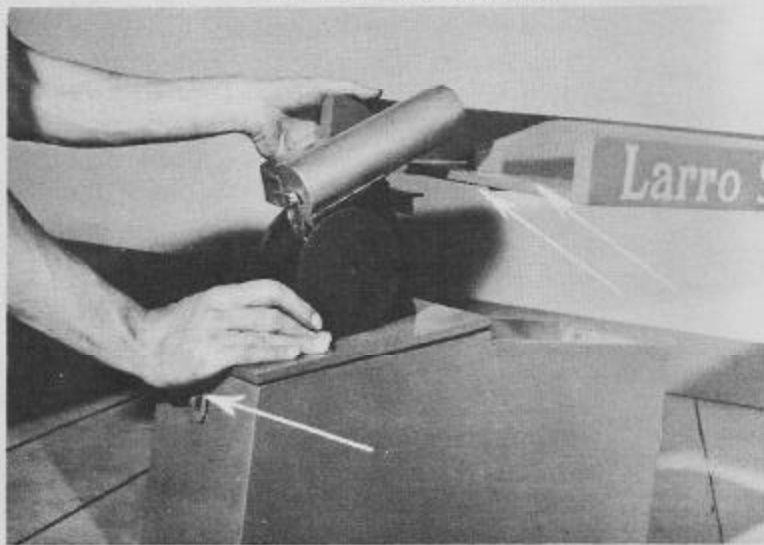


ILLUSTRATION #4

Open lid of box holding cannon, item #4, and pull all the way back so that cannon will be in upright position as shown in illustration. Cannon is permanently fastened to inside lid. Fasten clasp to lock in position. Lift lower end of playing area and slide the cannon box underneath it, until the edge of the playing area can be lowered in place on the shelf. See arrow. See that shelf fits into the shallow guide under the edge of the floor.

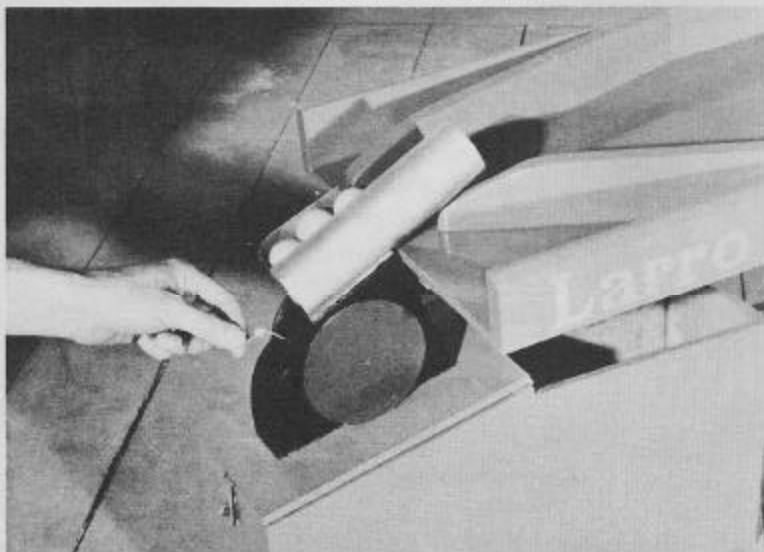


ILLUSTRATION #5

Drop three ping pong balls onto the floor of the playing area. They will roll into the metal pocket on the left hand side of the cannon. One will feed into the cannon all the way. Test the cannon by pulling the hammer back and releasing it. As the cannon is fired, another ball rolls into place and it is automatically set for the next shot. Test the cannon several times to check aim. The average shot should hit the center of the upper edge of the Larro bullseye. If most of the shots are hitting either to left or right, turn cannon, box and all. The cannon should be adjusted so that the ball hits the target on an average of one in three. A wing nut below the front of the gun barrel adjusts the spring tension of the hammer. To make the balls hit higher, tighten the wing nut.

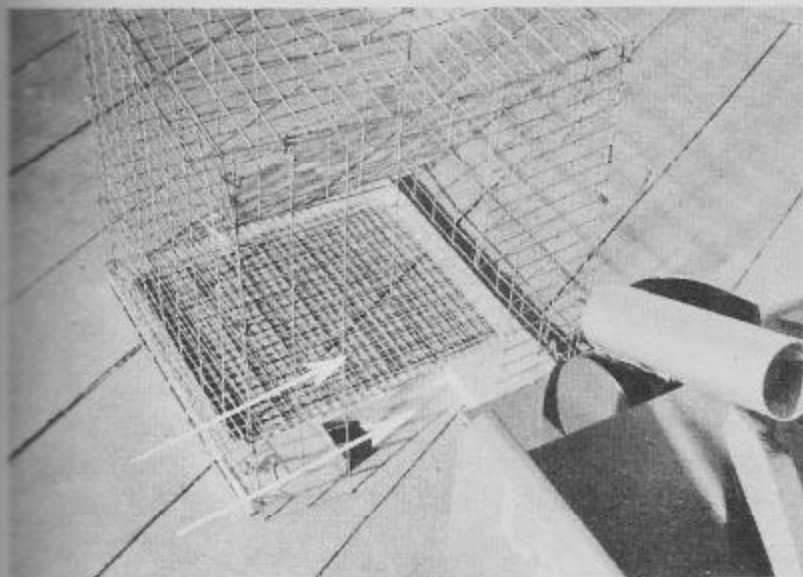


ILLUSTRATION #6

The top and sides of the performing cage are hinged together, See item #4, illustration #2. The floor is separate. See item #5, illustration #2. The large opening in one side of the cage goes above the notched-out part of the floor. See arrow.

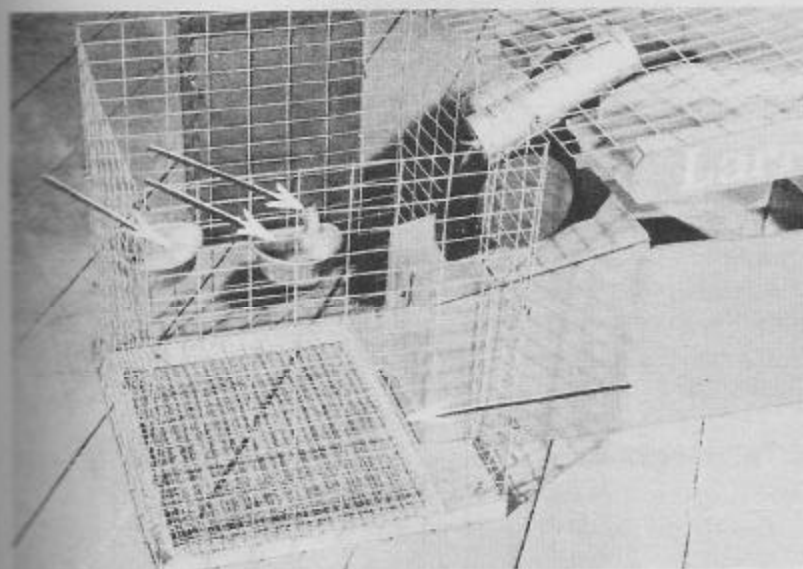


ILLUSTRATION #7

Push the assembled cage into place behind the cannon box. Fit the notched-out part of the floor snugly around the back of the box. See arrow. Place a piece of heavy wrapping paper or newspaper under the cage floor and replace as needed. Hang the two metal cups inside the cage on the rabbit's left as he faces the rear of the cannon to work. See arrows. Correct placement of the feed cup and feeder is **VERY IMPORTANT** because the rabbit has learned to expect his food in just one spot. Hang the feeder box by its metal brackets outside the cage on the left side, with the feeder spout projecting into the cage, into the feed cup. See arrows.

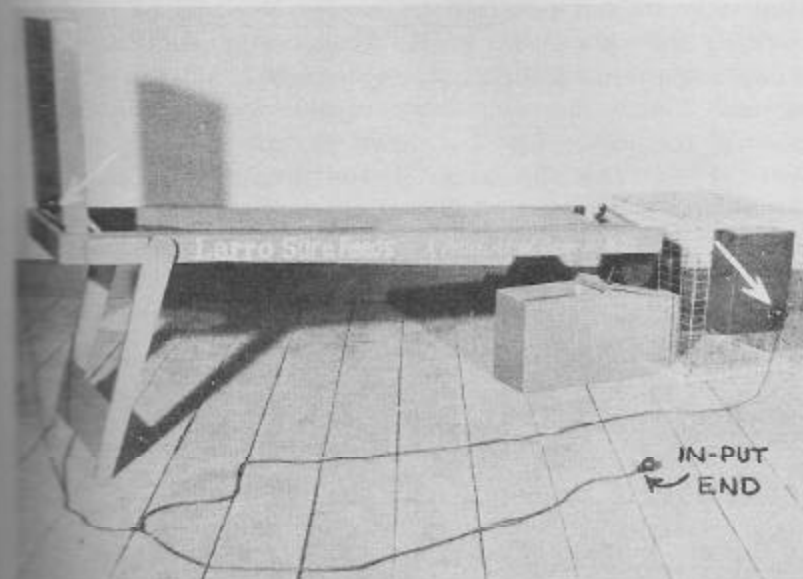
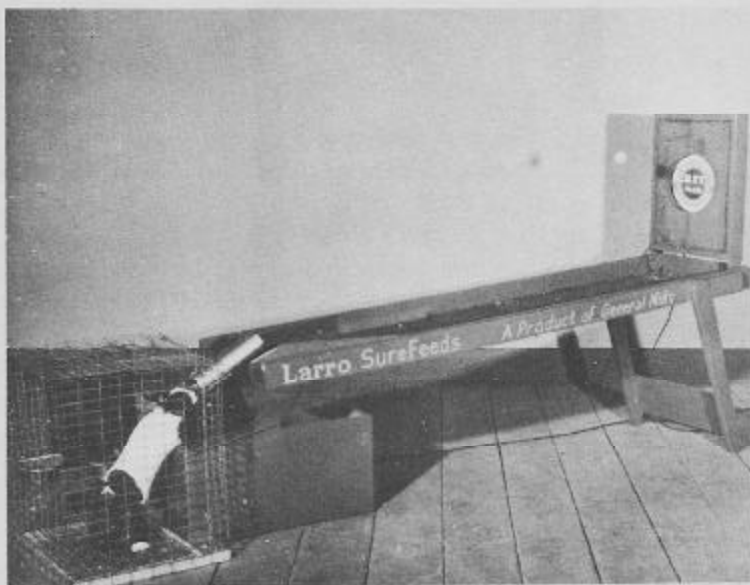


ILLUSTRATION #8

Plug either of the outlet ends of the cord into the feeder. See arrows. Plug the other outlet into the back of the target. Plug the input end into any 115 volt A. C. outlet.



Your cannon shooting unit should look like this when set up.

ILLUSTRATION #9

INSTRUCTIONS FOR THE CARE, HANDLING, FEEDING AND OPERATING THE CANNON SHOOTING RABBIT SHOW

The Cannon Shooting Rabbits fire ping pong balls from a miniature cannon at the Larro bullseye. When a ball hits the target, the rabbit receives a few pellets of SURFRABBIT from the electric feeder. He will not hit the target every time, but on the average, every third shot should be a hit -- he may have long runs hitting every time, may sometimes shoot 7 or 8 times without a hit.

Three ping pong balls are placed in the "playing area". They will roll back into place automatically. The rabbit will keep shooting continuously for 1/2 to 1 hour, until he is tired or full. Then exchange him for a fresh rabbit. The first rabbit will perform again later in the day.

Before placing a rabbit in his performing cage be sure to fill the feeder with SURE-RABBIT pellets. Test the feeder by working the cannon by hand. The feeder should drop an average of two pellets into the cup each time a ball hits the target. If it does not click, check the electrical connections. The feeder has been adjusted to get a good performance out of each rabbit. If it should loosen up and put down too much feed, tighten down the thumb screw adjustment through the solenoid. If the feeder should jam, try slapping it or shaking it upside down, because the chances are it is just an extra large peller and the adjustment will not need to be loosened.

THE RABBIT WILL NOT WORK IF HE IS NOT REWARDED FOR HITTING THE TARGET. TO MAKE SURE THE RABBIT WILL GET HIS REWARD:

- 1) Be sure there is always feed in the feeder.
- 2) Be sure the electrical connections are properly connected and working.
- 3) Be sure there are ping pong balls in the apparatus. Sometimes a wild shot sends a ball outside the apparatus. It must be replaced.

4) Be sure the gun is not jammed. Occasionally two balls will jam in the barrel of the cannon so the hammer cannot hit either one. To clear the cannon, push the balls from the pocket at the side of the cannon up onto the wooden floor. The balls will then roll down again to their proper places.

IF ANYTHING GOES WRONG, remove the rabbit at once until the trouble is corrected.

TO REPACK FOR SHIPPING: the folded playing area goes at the bottom of the trunk, target side down. There will then be plenty of room for the rest of the parts. The phantom view (photo #1) shows the equipment properly packed. When repacking, be sure to use plenty of crumpled paper or other adequate packing material around the parts and between layers.

CARE AND HANDLING OF THE RABBITS

HIDE ALL THE FEED.

DO NOT FEED THE RABBITS THE NIGHT BEFORE THE SHOW.

A feed scoop is enclosed. It holds $\frac{1}{3}$ standard measuring cup. This amount, fed late in the afternoon, is enough for a daily maintenance ration on days when the rabbits do not perform.

ON SHOW DAYS, the rabbits will get all their feed from the electric feeder. Each rabbit will perform for $\frac{1}{2}$ to 1 hour non-stop. He may then be exchanged for a fresh rabbit but will perform a second or third time later in the day.

WATER SHOULD BE AVAILABLE AT ALL TIMES.

DO NOT OVERHEAT. DO NOT PLACE RABBITS IN DIRECT SUNLIGHT OR IN SUNNY WINDOWS OR NEAR STEAM PIPES. On hot days a fan blowing over a tub of ice may help cool the rabbits. A rest in a cool shady spot may help.

RABBITS PUT ON FAT RAPIDLY AND TAKE DAYS TO THIN DOWN AGAIN. DO NOT OVERFEED BETWEEN SHOWS. If the rabbits have been in storage for some time, it is particularly important to put them on low feed for several days before a show -- even one or two weeks if possible if they should have been overfed -- and give them brush-up runs three or four days prior to the show. They may have to get used to show sights and sounds all over again if they have been stored in a dark place away from people and noises. Start them out at a lower level of light and noise than that under which they must perform at the show and gradually bring them up to show level.



Larro
Feeds

SPECIAL INSTRUCTIONS
CANNON SHOOTING RABBIT ACT

It has been found that Pop-Gun Petes, (rabbits) are sometimes careless about wiping their mouths after eating. An animal with poor table manners may accidentally carry particles of food which fall into the works of the cannon.

If a cannon fails to shoot properly, check for food particles caught between the hammer and the back of the gun mount. Food or dirt inside the barrel can also cause trouble.

8/5/55