

# HENDINI

THE "QUIZ CHICKEN"



A DIFFERENT, EXCITINGLY NEW,  
LIVE CHICKEN ACT TRAINED BY  
KELLER BRELAND EXCLUSIVELY FOR  
LARRO SUREFEED DEALERS



*You're money ahead when they're Larro-fed*

HENDINI, THE "QUIZ CHICKEN" IS THE NEWEST,  
EASY-TO-HANDLE, EDUCATED CHICKEN ACT  
TRAINED FOR A SPECIFIC MERCHANDISING  
SERVICE EXCLUSIVELY FOR LARRO SUREFEED  
DEALERS BY KELLER BRELAND FOR GENERAL MILLS

•  
IT IS

***SIMPLE! COMPACT! AUTOMATIC!***

*No Fuss • No Bother • Easy to Set Up*

•  
TESTED AND PROVED WITH SUREFEED DEALERS.  
SPECIFICALLY DESIGNED FOR USE IN YOUR STORE AND  
FOR SPECIAL EVENTS BECAUSE IT IS AUDIENCE  
PARTICIPATING.

HENDINI, THE QUIZ CHICKEN IS **TERRIFIC...**  
**EDUCATIONAL... UNIQUE!** LINE-UP THIS UNIQUE ACT  
**NOW!** SCHEDULE IT FOR YOUR STORE TO CASH IN  
ON THE MERCHANDISING POWER AND GOODWILL IT  
WILL BRING YOU. HELP BUILD SUREFEED TONNAGE!

HENDINI, THE "QUIZ CHICKEN" CAN BE AN  
OUTSTANDING TRAFFIC AND PUBLICITY GETTER  
FOR YOU BY PUBLICIZING AND ADVERTISING IT



*HERE ARE SOME TOOLS TO HELP YOU...*

1. NEWSPAPER ADS
2. NEWSPAPER PUBLICITY RELEASE
3. RADIO ANNOUNCEMENTS
4. WINDOW STREAMERS
5. DISPLAY CARD



*LET THE PUBLIC IN YOUR COMMUNITY KNOW  
THAT HENDINI WILL BE AT YOUR STORE*

*GET MORE PEOPLE TO COME INTO YOUR STORE*

*MORE PEOPLE MEANS MORE SALES AND PROFITS*

***FOR YOU!***

# NEWSPAPER AD MAT

**New! Different!**

## **HENDINI** **THE QUIZ CHICKEN**

**A Real, Live, Trained Chicken  
With a High I.Q.**



Hendini will answer  
questions for you.  
Just select a question  
by pressing a button.

**HENDINI WILL BE AT  
(STORE NAME)  
(DATE)**

**FREE! EVERYBODY INVITED FREE!**

Amusing and educational for young and old.  
Come in and test HENDINI. Try and fool her.  
Find out for yourself how smart HENDINI  
really is.

**REMEMBER IT'S FREE! — DON'T MISS IT!**



**(HOGAN'S FEED STORE)**  
(ADDRESS)  
(CITY STATE)  
(PHONE)

Tell everyone in your community  
when Hendini will be at your store.

People will know if you tell 'em  
about it.

A mat of the complete ad as  
illustrated at the left will be  
furnished to you. All you  
have to do is take it to your  
local newspaper and tell them  
to fill in your store name,  
date, address and phone  
number in the blank spaces  
provided.

This ad will make news in your  
community. Run it and put your  
store in the local spotlight.

**HENDINI HAS HUMAN APPEAL <sup>AND</sup> INTEREST  
IT IS A TRAFFIC MAGNET IF YOU ADVERTISE IT!**

# NEWSPAPER PUBLICITY RELEASE

FOR IMMEDIATE RELEASE

A slick chick who knows all the answers will visit (name of store, city) on (date, time). She's Hendini, the Quiz Chicken, and she combines farm science with occult science to mystify her audience.

Outwardly, Hendini is just a plain barnyard hen. But in action she's a master magician. Seated in her wire-cage "booth", she awaits questions from her fans. The four questions she's willing to answer are on cards at the front of her cage. When a member of the audience pushes a button by one of the questions, Hendini pulls a lever that flashes a "yes" or "no" sign.

Hendini is sponsored by Larro SureFeeds, manufactured by General Mills. She's now touring the nation, drawing fans to dealers' stores.

A typical question for Hendini is, "Will I make a profit feeding Larro Feeds?" Her answer, of course, is an emphatic "yes". Another often-used query says, "People may be fooled about animal feeds, but can you fool the animals?" This time, Hendini is ready with a quick "no".

Hendini became a quiz chicken under the tutorship of Keller and Marian Breland, animal psychologists of Hot Springs, Ark. The Brelands have discovered that birds and animals can be taught to perform unusual feats by a system that provides a food reward for every achievement. They owe their success, they say, to "just being smarter than the animal."

From the Breland training ranch have come such performers as Priscilla, the pig who vacuum-cleaned her pen, Casey, the baseball playing chicken, and a romance-minded rabbit known as the Kissing Bunny. Some of these Larro Sponsored animals have become "personalities" off as well as on the stage. A pig, who starred with one of the troupes, became quite a hog about town; he would walk into restaurants and politely sip a glass of beer or eat cereal at a counter.

Hendini, however, plans to stay on the job at (store), answering questions and answering them right.

-end-

WHEN WE PLACE THE NEWSPAPER AD WITH YOUR LOCAL PAPER WE WILL TELL THE EDITOR ALL ABOUT HENDINI AND THEN GIVE HIM A COPY OF THE PUBLICITY RELEASE, AS ILLUSTRATED ABOVE. WE WILL FILL IN THE DATES THIS ACT WILL BE AT YOUR STORE, TOGETHER WITH YOUR NAME & ADDRESS. WE WILL ALSO INVITE THE EDITOR TO COME TO YOUR STORE TO SEE IT OR, IF HE PREFERS, BRING HENDINI TO HIM.

# SPECIAL RADIO ANNOUNCEMENT

Hendini, the Quiz Chicken, is a slick chick who knows all the answers.

Hendini is a new member of General Mills' team of nationally famous live animal acts. She'll be on to mystify and amaze you at

\_\_\_\_\_ in \_\_\_\_\_  
(dealer) (town)  
on \_\_\_\_\_ at \_\_\_\_\_  
(date) (time)

Hendini is actually a plain barnyard hen who is willing to give you the answers to questions printed on a card in front of her cage. When you push the button in front of one of the questions, Hendini pulls a lever that flashes either a YES or NO but always the right answers.

Hendini is now on a tour of the nation and will be performing at

\_\_\_\_\_ in \_\_\_\_\_  
(dealer) (town)  
on \_\_\_\_\_ . Don't miss this opportunity to  
(date)

see Hendini, the Quiz Chicken.

THE ABOVE RADIO ANNOUNCEMENT WILL BE BROADCAST IN YOUR COMMUNITY ON THE GENERAL MILLS FEED SPONSORED RADIO SHOW IF AVAILABLE IN YOUR AREA. HENDINI IS NEWS IN YOUR AREA. RADIO STATIONS ARE INTERESTED IN SUCH LOCAL EVENTS. WE WILL INVITE THE RADIO STATION MANAGER TO COME TO YOUR STORE AND SEE HENDINI OR, BETTER YET, BRING HENDINI TO HIM.

# DISPLAY MATERIAL FOR YOUR STORE



## **HENDINI!**

**THE QUIZ CHICKEN**  
**A REAL, LIVE TRAINED CHICKEN**  
**WITH A HIGH I.Q.**

**COME IN AND FIND OUT HOW SMART SHE REALLY IS**

PUT THESE STREAMERS UP ON YOUR WINDOWS, IN FRONT OF THE COUNTER AND OUT BY THE LOADING DOCK —

LET EVERYBODY IN TOWN KNOW THAT **HENDINI** IS AT YOUR STORE!

**HENDINI!**  
**THE QUIZ CHICKEN**

**WILL ANSWER QUESTIONS FOR YOU**

SELECT YOUR QUESTION. PRESS BUTTON DOWN WITH YOUR FINGER AND HOLD IT DOWN UNTIL HENDINI LIGHTS UP "YES" OR "NO" FOR YOUR ANSWER BY PULLING SMALL LEVER.

**HENDINI!**  
**WILL ANSWER ALL QUESTIONS.**  
Try them all.  
Mix them up to try and fool her.

SET THIS CARD UP ON TOP OF HENDINI'S CAGE. IT TELLS YOUR CUSTOMERS HOW TO GET HENDINI TO ANSWER QUESTIONS!

*Remember... HENDINI HAS BEEN TRAINED BY KELLER BRELAND Exclusively FOR SUREFEED DEALERS*

# HOW HENDINI CAN HELP YOU SELL LARRO SUREFEEDS

TWO OUT OF THE FOUR QUESTIONS HENDINI WILL ANSWER CORRECTLY EVERY TIME ARE QUESTIONS ABOUT LARRO SUREFEEDS. WHEN A CUSTOMER OR PROSPECT COMES IN TO YOUR STORE YOU OR ONE OF YOUR EMPLOYEES CAN DEMONSTRATE THIS UNIQUE ACT BY PRESSING THE BUTTON FOR ONE OF THESE QUESTIONS. AFTER HENDINI ANSWERS IT CORRECTLY THEN INVITE YOUR CUSTOMERS TO TRY TO FOOL THIS SMART HEN.

YOUR CUSTOMER OR PROSPECT WILL NO DOUBT TRY ALL QUESTIONS TO TRY AND FOOL HENDINI. WHILE HE IS DOING THIS YOU CAN START TO SELL HIM ON THE LARRO SUREFEED PROGRAM AND LARRO SUREFEEDS.

HENDINI WILL GET YOUR  
CUSTOMER OR PROSPECT  
IN THE PROPER MOOD...

**BUT YOU HAVE TO SELL HIM!**



SPECIAL INSTRUCTIONS

HENDINI, QUIZ CHICKEN ACT

The rubber tubing covers on the levers of the Hendini quiz boxes prevent the chickens from hurting their beaks. These covers should be replaced when they wear out.

To replace the covers:

Use knife to cut off old covers. Cut new lengths of rubber tubing. Force new covers into place over open ends of levers.

8/5/55

**HOW TO**  
**SET UP**  
**AND**  
**OPERATE**  
**THE**  
**HENDINI**  
"QUIZ CHICKEN" SHOW

Your Hendini unit consists of simple but neat and attractive props and one very clever but mysteriously trained chicken. The props will come to you neatly packed in a trunk as shown in illustration #1. The chicken will come to you in a cage which is not only her shipping and storage quarters but also her performing cage. (See instructions for handling, operating and feeding the chicken on page 12).



ILLUSTRATION #1

When shipping the Hendini props and chicken by common carrier, always make sure that the case of props and the chicken are shipped together as one shipment. The case of props should never be shipped separately. When reshipping the chicken, 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 #1 shows how the props are to be repacked in the trunk for shipment. When repacking props for shipment, use plenty of crumpled paper around and on top of the various parts to prevent damage in shipment.

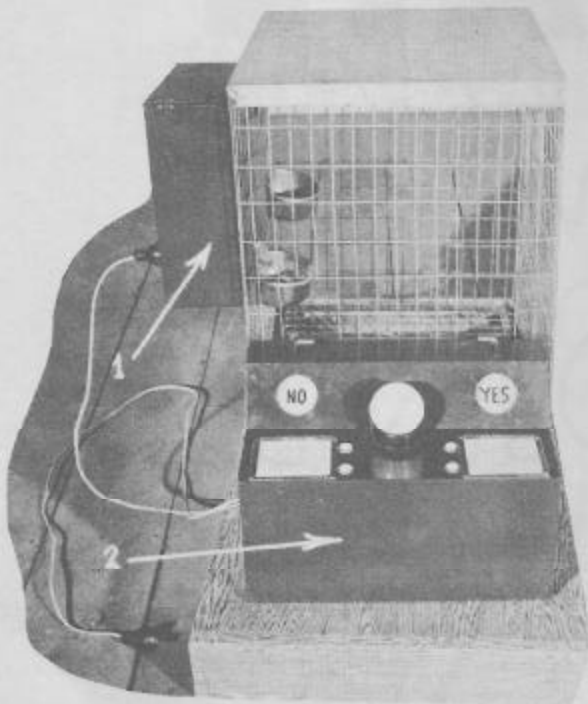


ILLUSTRATION #2

The props consisting of a feeder box and a question box are shown in illustration #2.

1. Feeder Box
2. Question Box

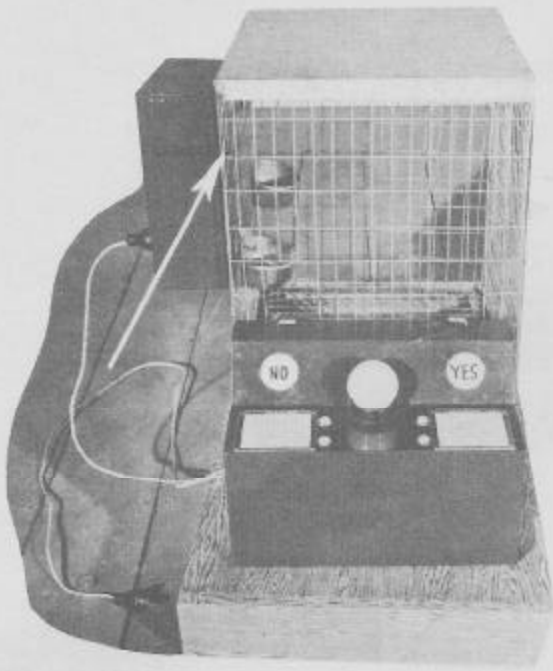


ILLUSTRATION #3



Hang feeder box on second strand of wire from top of cage by hooks as shown in illustration #3. BE SURE FEEDER BOX IS FULL OF LARRO SUREFEED. (See instructions for handling, operating and feeding chicken on page 12).



Place question box against end of Hendini's cage so that small levers above "yes" and "no" windows are opposite openings in cage as shown in illustration #4.



ILLUSTRATION #4

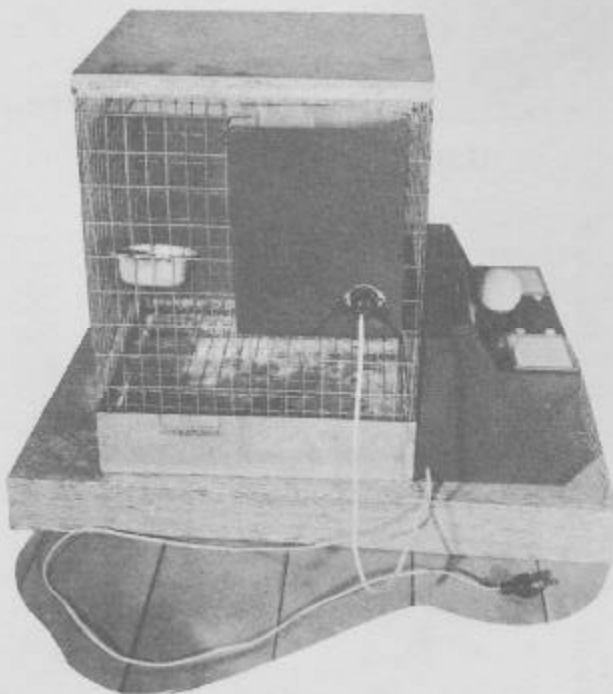


ILLUSTRATION #5

Two electric cords lead out of the quiz box. Connect the short cord to the feeder. Connect the long cord to any 115 volt AC wall outlet. (See Ill. #5) Check unit by pressing down on one of the four buttons and hold it down till Hendini pulls one of the two levers. If she pulls the correct lever you will hear a buzzing sound and several kernels of Larro SureFeed will drop in the feeder cup - Hendini's reward for doing the right thing.

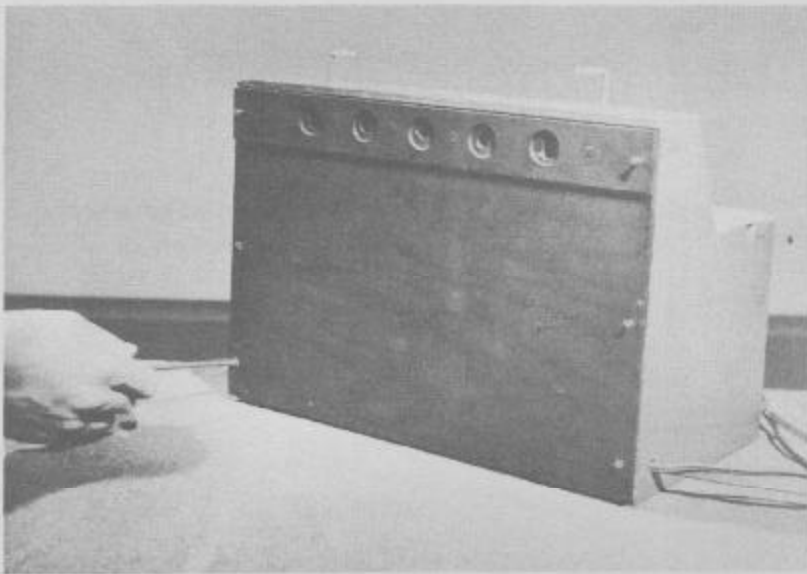


ILLUSTRATION #6

◀ To replace "yes" and "no" and secret signal lamps remove the six screws on back of props as indicated in illustration #6.

▶ Back of prop open, "yes" and "no" as well as secret signal lamps are now accessible for replacement if necessary.

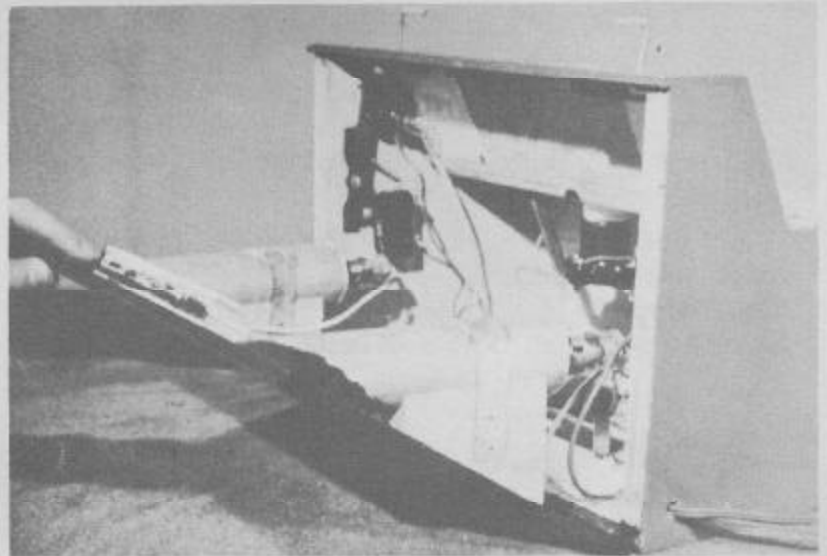


ILLUSTRATION #7

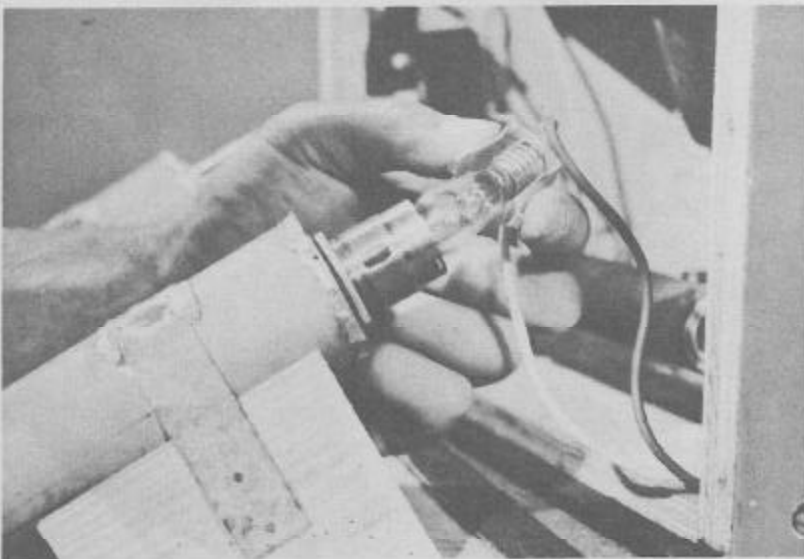


ILLUSTRATION #8

▶ Note how to remove socket of secret signal lamp.

## INSTRUCTIONS FOR SETTING-UP, HANDLING, FEEDING AND OPERATING THE HENDINI QUIZ CHICKEN SHOW

The Quiz Chicken answers questions about Larro feeds -- or anything else.

The "quiz box" stands in front of the chicken's cage. The bird can reach through openings in the cage and pull either one of two levers at the top of the box. One lever lights a "no" sign, the other lights a "yes" sign.

Four typed or printed questions are attached to the box. Beside each question is a push button. The customer pushes the button and holds it down. A miniature crystal ball lights up and then the chicken pulls the correct lever to give the answer.

NOTE: You can have more fun by using questions you type out yourself. The questions must be ones that can be answered by "yes" or "no". The push buttons are permanently wired so that the chicken answers each question in the same way each time: two questions are always answered "yes" and two are always answered "no".

If the answer is "yes",  
put the question at the  
upper left.

If the answer is "no",  
put the question at the  
upper right.

If the answer is "no",  
put the question at the  
lower left.

If the answer is "yes",  
put the question at the  
lower right.

### HOW IT WORKS: TOP SECRET

When the chicken pulls the right lever, the electric feeder automatically gives her a few grains of feed. She is not fed for pulling the wrong lever -- hence she seldom makes a mistake.

The quiz box automatically "tells" the chicken which lever to pull. At the back of the box are two red signal lights that can be seen only by the chicken. You can see them yourself only when the box is pulled away from the cage. CHECK THEM OCCASIONALLY to make sure they are not burned out. When a customer holds one of the buttons down, the secret signal lights up and the chicken pulls the lever above it.

## SETTING UP

The quiz chicken lives and performs in the cage in which she was shipped.

Put the cage and quiz box on a table or counter where it can be easily worked by the customers.

Place the quiz box next to the cage with the two levers of the box in front of the two holes in the cage.

Fill the feeder box with sifted feed and hang it on the outside of the cage with its spout sticking inside the cage just above the feed cup. The feed cup is the one nearest the quiz box. Use the other cup to keep the chicken supplied with drinking water.

Two electric cords lead out of the quiz box. Connect the short cord to the feeder. Connect the long cord to any 115 volt A.C. outlet.

Choose a question, hold the button down, and watch the chicken answer.

SIFTED FEED ONLY should be used in the feeder. Sifters are provided for sifting the coarse grains out of the scratch and the fine stuff out of the crumbles. The mixture should be about 4 parts Surelay complete crumbles to 1 part sifted scratch. The feeder should put down an average of five grains of this mixture each time it clicks. A thumbscrew adjustment through the feeder solenoid (visible when you open the top of the feeder) will deliver less feed when screwed down, more when loosened. Be sure to lock it in place if an adjustment is made. If the feeder jams, slap it or turn it upside down; a coarse grain may be lodged in the opening. Try this before loosening the adjustment. IF ANYTHING GOES WRONG WITH THE FEEDER OR OTHER PARTS OF THE PROPS, pull the quiz box away from the cage and do not let the chicken work until the trouble is corrected. She will not keep working unless she is rewarded for correct answers.

## TROUBLE SHOOTING

The quiz chicken apparatus is simple and seldom gives trouble.

The quiz box contains five light bulbs. A supply of spares is provided.

The "crystal ball" is a bulb used in photographic enlargers. If it burns out simply unscrew it and replace it.

The bulbs for the "yes" and "no" signs can be reached through the back of the quiz box. Remove the six wood-screws at the back of the box and drop the back panel down.

The bulbs that give the chicken her secret signals are also reached through the back of the quiz box. Note that the signal and answer bulbs are the same: 6 watt candelabra. The sockets for these lamps are fastened at the bottoms of the metal tubes on the inside of the back panel. To remove a socket for bulb replacement, squeeze the two sides of the socket firmly together and withdraw the socket from the tube.

## CARE AND HANDLING OF THE CHICKEN

The Quiz Chicken should have water at all times and her cage tray should be kept clean. She may occasionally need her beak trimmed. Use a nail clippers and file. Let her catch her breath every few seconds.

The Quiz Chicken should have at least 1/2 standard measuring cup of feed per day. When she is performing steadily she may take on more than this. The electric feeder holds 3 1/2 cups of feed. If you fill it up full in the morning and then at the end of the performing day note how much feed it takes to refill it, you can tell how much she has eaten. If she has not worked much, give her extra feed to make up her standard ration. A scoop is enclosed which holds 1/2 standard measuring cups. This amount fed daily at the end of the day, on non-show days, will keep her in good health.

If she is too hungry she may make mistakes. If she has not been run for several days she may make a few mistakes at the beginning of the day's run. Practice her several times until she settles down to a correct performance. If after several minutes she is still making mistakes, she may be too hungry. Feed her a tablespoon of feed, then try again.

If she is overfed, particularly during "lay-over" periods between shows, she may not pull the levers hard enough. So it may be well to put her on a diet (her regular 1/2 cup) for several days before a scheduled show.



