

NEWS

FLASH!

SCRAPPY BRINGS YOU NEWS OF A
SENSATIONAL NATION-WIDE TIE UP



WE'RE PARTNERS

EXHIBITORS PRESS BOOK ON
SCRAPPY PUPPET SHOW PLAN!

SCRAPPY

COLUMBIA PICTURES MOVIE STAR

Mr. Exhibitor:

Your pal, Scrappy has just been selected as the central figure in the most extensive merchandising promotion tie-up ever effected and I am sending you this message to make sure that you are entirely familiar with the details so that you will derive the full benefit of it.

Pillsbury Flour Mills Co., and its countless dealers throughout the entire nation, are promoting Pillsbury's FARINA! And I'm the little fellow who's to be featured in this Campaign! The tie-up will increase my popularity with your patrons immensely, which means increased Box Office returns every time you play a SCRAPPY Reel on your Regular Program, or when it is included in the Columbia "Happy-Hour" Entertainments.

In brief, more than 1,000,000 SCRAPPY PUPPET SHOWS are to be given away free by Pillsbury to the boys and girls of America through Columbia Exhibitors in connection with the sale of Pillsbury's FARINA. Exhibitors will receive, FREE, a complete campaign and a number of Puppet Theatres to be given to children attending special SCRAPPY PUPPET PARTIES, and boy, how this should bring the kids flocking to your matinee!

The entire details of the plan are defined in this pressbook! Read every item - digest every angle - utilize it to the fullest possible advantage! It will mean money to you throughout the coming year!



EVERY COLUMBIA EXHIBITOR WILL RECEIVE FREE 25 OF THESE SCRAPPY PUPPET THEATRES TO DISTRIBUTE AS PRIZES TO 25 BOYS & GIRLS AT A SPECIAL "SCRAPPY" OR "HAPPY-HOUR" MATINEE.



a new idea in Puppet theatres

- 1** A BRAND-NEW IDEA IN PUPPET CONSTRUCTION. SIX REALISTIC PUPPETS THAT ACTUALLY OPEN AND CLOSE THEIR MOUTHS, MOVE THEIR ARMS AND LEGS, WINK THEIR EYES AND PUT ON A REAL FIGHT. THE PUPPETS CAN BE USED WITH OR WITHOUT THE STAGE.
- 2** BEAUTIFUL THREE-DIMENSIONAL PUPPET STAGE WITH A SLOT ARRANGEMENT THAT ADMITS THE PUPPETS TO THE STAGE.
- 3** COMPLETE SHORT CLEVER PLAYLET THAT IS RIGHT BEFORE THE CHILD SO THE WORDS CAN BE READ AS THE PUPPETS ARE WORKED.
- 4** THEATRE TICKETS WITH WHICH THE CHILD CAN PLAY TICKET SELLER.
- 5** PLAY MONEY TO USE WITH THE THEATRE TICKETS TO GIVE THE CHILD FULL PLAY VALUE OUT OF HIS THEATRE.

*Everything a Child Needs to Put On a
Scrappy Puppet Show*

SHOWMANSHIP ACCESSORIES FREE TO EVERY COLUMBIA EXHIBITOR TO TELL YOUR PATRONS ABOUT THIS WONDERFUL SCRAPPY PUPPET THEATRE GIVE-AWAY PLAN.



LOBBY POSTER!

A flashy lobby poster, one-sheet size, is available FREE at your Columbia Exchange, to be posted in advance! Two styles are available—one for SCRAPPY alone (shown to left)—the other for theatres featuring Columbia "Happy-Hour" Entertainments (shown to right)! Order whichever you wish, and plant it in your lobby at least a week prior to your "SCRAPPY" Party date! In conjunction with this, assemble one of the Puppet Theatres which you will receive gratis, and display it near the one-sheet!



ANIMATED TRAILER!

The Charles Mintz Studios have prepared a special Scrappy Trailer, to help exhibitors in effecting a 100% tie-up locally.

Non-commercial in content, it definitely sells your SCRAPPY PUPPET PARTY and the Puppet Theatres! Trailers are available through your local Columbia Exchange at no charge—so place your order immediately and plan on a week's showing to plug the party in advance! You should break all matinee records with this plan.



HERE IS HOW THE PLAN BRINGS CHILDREN TO YOUR THEATRE TO SEE SCRAPPY AND TO GET ONE OF THESE FREE SCRAPPY PUPPET THEATRES...

In connection with the distribution of the 25 free Scrappy Puppet Theatres, each Columbia exhibitor will receive a liberal supply of heralds explaining the method of prize awards to your kiddie patrons! Moreover, these heralds give the youngsters two extra playlets to use with the Scrappy Puppet Theatre.

These heralds are free and may be ordered from your Columbia exchange in 250, 500, 750 or 1000 lots, according to your anticipated juvenile attendance. They come in bundles of 250.

Also, each exhibitor will receive—at no charge, besides the above regular heralds—a package containing 25 special-type (Free) heralds in a separate package. The latter (Free) heralds will have one star imprinted on each side of the headline copy: "FREE TODAY!" (See illustration in lower left corner.)

Scatter these 25 special (Free) heralds among the regular heralds, and distribute the entire batch to kiddies as they enter the theatre on the day the Scrappy Puppet Theatres are to be given away. At a certain spot in your program, children are to be instructed to look at the heralds to ascertain whether or not theirs has the two stars. Those possessing the heralds with the stars win the free Puppet Theatres, and may claim their prizes as they leave the theatre.



Note that the Free Herald have 2 stars printed here.

IMPORTANT!

These circulars should not be used for advance distribution—but for instant Puppet Party use only! It is suggested, however, that you print a few thousand news-stuck circulars for use in advance! Special Scrappy Puppet Theatre not shown elsewhere in this pressbook may be ordered from your Columbia Exchange.

These are the regular heralds. Note that no 2 Stars appear on these.



HERE IS HOW YOU CAN MAKE SOME VERY PROFITABLE TIE-UPS AND GET PUBLICITY FOR YOUR THEATRE.



THIS GIGANTIC MERCHANDISING TIE-UP offers exhibitors a sensational opportunity to flash their theatre names and film titles across the entire nation—via the countless grocers through whom Pillsbury sells. Many of the dealers will gladly lend extra space in windows, for special still displays, etc., in addition to the regulation posters and display provided by Pillsbury, both of which are shown elsewhere in this pressbook.

Try to sell the grocers featuring this plan on the idea of devoting an entire window to the promotion plan and tying up with your theatre. Provide the grocers with special "Scrappy" and feature-picture stills, and stills of prominent Columbia movie stars playing with Scrappy Puppet Theatres. Give the grocers space in your lobby, too.

Another angle to spur grocers on to greater efforts is to offer a local prize of theatre tickets for the outstanding grocery window displays in this particular campaign! A few theatre admissions, distributed in the proper spots, should gain plenty of ace cooperation for you—with little effort!



THEATRE PROGRAMS!

Theatres which feature weekly program give-aways, will want to utilize the Scrappy Puppet Theatre mats which are available at Columbia exchanges at no charge! These mats tell the entire story, and include space for insertion of the date of your Scrappy matinee and the name of your current film feature!

HERE ARE NEWSPAPER-PUBLICITY STUNTS AND EXPLOITATION-IDEAS THAT ARE SURE-FIRE!

CARTOON CONTEST

Have your local editor conduct a "Scrappy" drawing contest—at least two weeks in advance of your play-date. Arrange with him to publish each day a picture of Scrappy, Margy, Oopy or Yippy, with the features blocked out. Instruct the children to sketch in the characters' features. Display all entrants' drawings in your theatre lobby at least two days before the "Scrappy" party. Offer theatre tickets to those who submit the best sketches.

TIE-UP STILLS

Special tie-up stills are being arranged. These stills will feature several Columbia Pictures Stars playing with the Scrappy Puppet Theatre. These stills are available at small charge at your Columbia Exchange, Advertising Accessory Dept. Use these stills for lobby displays as well as for the grocers' window display. They will attract attention and will be photos which you can use for newspaper publicity. Place them with your local newspaper.

KIDDIE CLUBS

As hundreds of children will be at your theatre, either for the "Scrappy" party or for the Columbia "Happy-Hour" entertainments, here is a real opportunity to start a "Scrappy Club" and get it off to a

flying start. Have a small membership card printed and give one of these cards to every child who attends your theatre on the big day. This will have a tendency to stimulate your business, as every child likes to belong to a club.

PLAYLET CONTEST

The Scrappy-Pillsbury's Farina tie-up lends itself very readily to a Playlet contest which can be conducted in cooperation with your local grocers. Offer free theatre tickets for the most original playlets submitted. These playlets can be based on dialogue between Scrappy, Margy, Oopy or Yippy. Entries and playlets in the contest can be left at your theatre or at the stores of the grocers who are cooperating. You can publish the names of the winners in your lobby and also in the stores.

JINGLE CONTEST

Start a newspaper contest in advance asking Kiddies to write Scrappy Jingles similar to the one submitted below:

I'm a boy named Scrappy,
Farina keeps me happy,
I run around and play all day
And keep my fans forever gay.

Offer theatre tickets as prizes for the best jingles submitted.

HERE IS HOW PILLSBURY'S FARINA SPONSORS THE BIGGEST MERCHANDISING CAMPAIGN IN MANY YEARS!



NATIONAL RADIO HOOK-UP!

Pillsbury will broadcast the Scrappy campaign by featuring the offer daily over 36 N.B.C. coast to coast key stations including the entire Red Network. The offer will be put on the air over Pillsbury's own radio program, "Today's Children," which recently was voted the most popular daytime program on the air. This message will reach millions of listeners daily and will bring the news of this "Scrappy" Plan into millions of homes, which should greatly benefit theatres that are participating.



GROCERS EVERYWHERE TO DISPLAY THIS POSTER!

Colorful posters with illustration of the Puppet Theatres and of Scrappy and his pals will be posted in the windows of each grocer by Pillsbury's own representatives. These posters have a space at the bottom for the imprinting of the name of your theatre. Tie up with your local Grocer!

WINDOW, COUNTER DISPLAYS IN EVERY STORE!

Special full-color "Scrappy" displays will be featured by every one of the grocers cooperating in the campaign. These displays will be of the three-dimensional type, and will be handsomely illustrated with pictures of Scrappy and his pals.



*Plus National Publicity and
Grocery Trade Paper Advertising!*

PILLSBURY FLOUR MILLS COMPANY

General Offices: Minneapolis, Minnesota



Scrappy says:

I'LL BRING THEM IN *and*
***You* RING UP THE SALES™**





MR. GROCER!

Here's my story...short and sweet!

I'M SCRAPPY... the little fellow who has more kiddy fans than any other boy in Hollywood! Every week in black and white and color movie cartoons I entertain hundreds of thousands of them! From Coast to Coast, in 8,000 theatres, I'm in the Public Eye, treating millions every year to giggles galore!

I'm the greatest little money-maker you ever saw...and the most highly publicized!

They write books about me..."interview" me...magazines tell all about me...and every week I'm in hundreds of newspapers with my now-famous "Scrappy Sayings"!

Millions of my kiddy friends are learning to draw... thanks to my Scrappy Drawing Lessons, conducted by schools and theatres everywhere in the United States!

Now here's some good news! By special arrangement with the Columbia Pictures Corporation, I am going to work for the Pillsbury Flour Mills Company and will help build sales and profits for every dealer handling Pillsbury's Farina.

Scrappy

Columbia Pictures'
Movie Star

2ND

and here's my **NEW IDEA**
TO HELP YOU SELL MORE
PILLSBURY'S FARINA

FREE **SCRAPPY'S PUPPET THEATRE**
with 6 animated "Squeezit" puppets
GIVEN FREE WITH PURCHASE OF TWO
PACKAGES OF PILLSBURY'S FARINA

Just think, folks...everything a child needs to put on a Scrappy Puppet Show of his own is included in this big free offer...Tickets...Play Money...Program Announcements...Playlet...beautiful three-dimensional Stage in brilliant colors and six realistic Squeezit Puppets that actually open and close their mouths, move their arms and legs, wink their eyes...yes, even fight. You've never seen anything like this before. It's an offer that will "pack them in" your store...just as I do in the movies.



3RD

HERE IS WHAT I'M HAVING THE PILLSBURY PEOPLE DO, SO ALL MY FRIENDS WILL KNOW ABOUT THIS FREE THEATRE



THE RADIO WILL CARRY MY MESSAGE TO MILLIONS

National popularity surveys show Pillsbury's radio program . . . "Today's Children" . . . to be the most popular daytime sponsored program on the air today. My offer will be strikingly featured on this program over 36 N.B.C. stations including the entire Red Network. Millions of women who listen to this program daily will want Scrappy Puppet Theatres for their children and will buy Pillsbury's Farina to get them.

THIS POSTER BECKONS BUYERS TO YOUR STORE

To help you cash in on this radio advertising in your community, Pillsbury has provided a striking, colorful window poster that beckons buyers into your store. To the woman who has heard about Scrappy's Puppet Theatre on the radio, it says: "Here is where you can buy Pillsbury's Farina and get a Scrappy Puppet Theatre for your children." Your Pillsbury representative will gladly supply you with these posters, or you can write Pillsbury direct.



THE DISPLAY CONTAINER SAYS... "HERE IT IS!"

In each carton you will find a display package containing 12 Scrappy Puppet Theatres. After removing it from the carton, set it up in accordance with the suggestions printed on the back of the container. This display is an important feature of the plan. It is the connecting link between Pillsbury's national advertising, the window poster and the actual sales in your store. Display it prominently where it will attract the attention of every mother and every child coming into your store. Illustrations at the right show suggested methods of display. Make use of this display container at once to cash in on our Scrappy Puppet Theatre promotion.





8000 THEATRES WILL CO-OPERATE TO MAKE THIS THE BIGGEST CAMPAIGN IN THE HISTORY OF PILLSBURY



In connection with the promotion of my Puppet Theatre and your Farina sales, arrangements have been made to procure the whole-hearted co-operation of the thousands of theatres throughout the country which feature my Scrappy short subjects.

Special animated screen announcements have been prepared in Hollywood, to be shown on the screens of these theatres. Special posters will be displayed in their lobbies. Children will be induced to attend special matinees at which the Scrappy Puppet Theatre will be demonstrated and sampled.

Each child attending will receive a circular telling him exactly how he can get a FREE Scrappy Puppet Theatre and Six "Squeezit" Puppets. A coupon at the bottom of the circular, directs him to the grocer and suggests that he buy two boxes of Pillsbury's Farina to procure his Scrappy Puppet Theatre.

And you can just bet that every child will want a Scrappy Puppet Theatre, too. The fun of owning one, of playing with one, of writing plays to be used with one... will be properly stressed to make every child want one for his very own. All this means Pillsbury's Farina sales for you because every circular distributed in your locality is a direct invitation to some child or parent to visit your store and make a purchase of Pillsbury's Farina from you.

Why not contact your local theatre manager today! Find out when he is intending to feature Scrappy short subjects. Tie up your advertising to his and make this promotion a real success in your neighborhood.

You'll find it will PAY!



AND DON'T OVERLOOK THE LAST PAGE ON THE BACK

5TH

MORE PLANS AND IDEAS TO HELP YOU PUT OVER THIS CAMPAIGN



GET THE SCHOLLS TO WORK WITH YOU!

Teachers will welcome Scrappy's Puppet Theatre as a means of arousing their pupils' interest in elementary dramatics and the development of situations, dialogue, and composition in play writing.

Bring this to the attention of any teachers in your community who trade with you, and suggest that they tell their pupils about it.

FEATURE THIS UNIQUE OFFER IN YOUR ADVERTISING . . .

Newspaper mats featuring Scrappy's Puppet Theatre offer are available in various sizes for use in your local newspaper advertising. These can be procured either from your Pillsbury representative or by writing Pillsbury direct.

Every Scrappy Puppet Theatre you distribute in your community will sell others, each carrying with it a sale of Pillsbury's Farina and a profit for you.



FORM No. 3429

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Pillsbury Flour Mills Company

GENERAL OFFICES: MINNEAPOLIS, MINNESOTA