

Reliance Electric Turns to Humor to Make Sales Points

Hard-to-get purchasing agents and other industrial buyers of fractional horsepower electric motors are the target audience for a new sound film featuring a unique approach in product promotion.

The Reliance Electric and Engineering Co., Cleveland, Ohio, has Tim Conway (star of *McHale's Navy*, a video series) as the principal player in a film which aims to show that there are many differences in fractional motors and that purchasing agents must be highly selective in reviewing the relative merits of competitive makes.

A. G. Conway, who is not related to his star performer, supervised the production as Advertising Media Supervisor for Reliance. Fox Video Productions turned out the reel.

Tim Conway plays a harrassed young purchasing agent who is overpowered by the thousands of decisions he must make in his work. He dozes off amid a pile of brochures, catalogs and bulletins. The film dissolves to a nightmare sequence wherein he purchases an inferior motor, through carelessness or lack of concern. The motor burns out, causing the failure of an extremely complex machine.

The sequence of events which follow are "hilarious." But they serve as background for the selling points Reliance shows to its customers.

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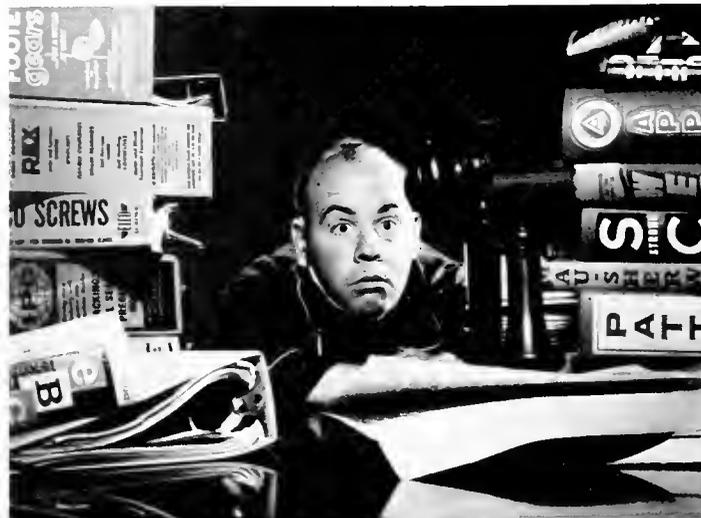
United Nations Signs Niles for Two Major Productions

Production of two new major films for worldwide distribution has been announced by the United Nations. Scheduled for early 1965 release, the two projects have been assigned to Fred A. Niles Communications Centers, Inc. One will be shot in the U. S., the other will be filmed in Peru.

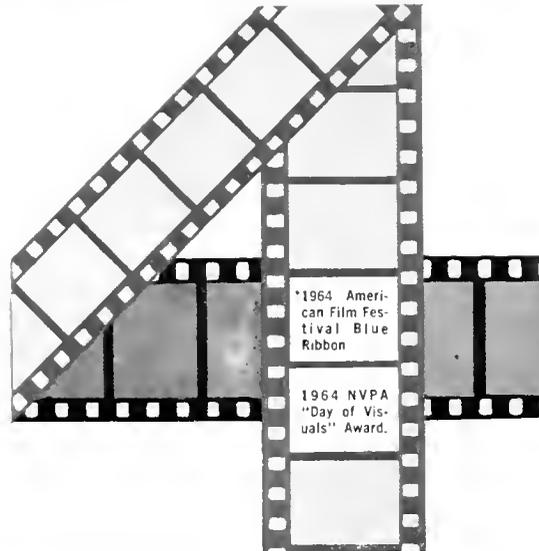
The U. S. film is being designed to persuade people the world over to support the UN aid program for children in underdeveloped lands. It will be shot in 35mm color without narration for international showings.

The second film, also in color, will encourage the advancement of native cultures in underdeveloped countries throughout the world. The idea for the film was brought to the U.N. by Katherine Dunham, famed dancer who is also well known for studies of native customs. She will accompany the Niles' crew on location in Peru.

WIDE WORLD OF CURRENT SPONSORED PICTURES



Tim Conway, star of Reliance Electric's film, drifts off into one of those nightmare sequences in which he dreams he is awakened by persistent ringing of the phone, facing disaster caused by his purchasing negligence.



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Bowling and Golf Hints in Two New Miller Sports Films

Two new additions to the Miller Brewing Company's extensive sports film library provide widely-popular fare on bowling and golf.

A 20-minute color film, *The Wonderful World of Bowling*, features "bowler of the year" Dick Weber in sequences on basic techniques and rules of alley technique. It emphasizes the modern bowling center as a "community recreation" area.

Two of the world's foremost golfers, Sam Snead and Bill Casper, team up in *High Life Golf Hints*, a 21-minute color picture lensed at the Greenbrier Club in White Sulphur Springs, West Va. Snead and Casper explain and demonstrate the proper grip, stance, address of the ball, follow through, ways to get out of the rough, blasting out of a sand trap, pitch shots, chipping, driving, fairway and bunker shots. The "whys and hows" of hooks and slices are also reviewed, along with correctional hints.

The two films join more than 2,000 prints of 200 sports titles available on free loan (return postage only) to social, civic, charitable and fraternal groups from the Public Relations Department, Miller Brewing Company, 4000 W. State St., Milwaukee, Wisconsin 53208.

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Continental Insurance Co.'s Revise N. Y. Fair Pavilion

The Continental Insurance Companies' pavilion at the New York World's Fair was revised early last month. The slide presentation, *Cinema '76*, has been moved from its outdoor location to a new spot inside the building.

The designers of the pavilion had hoped to throw enough light on the screen outdoors so that the show could be viewed even on bright days. It just didn't work out — in fact, the screen images were not even adequately bright for cloudy days.

The outdoor screen has been replaced by a diorama of four life-sized marching Continental soldiers with a Betsy Ross flag waving in the background.

Cinema '76, now in the central area of the building, is composed of the stories of seven heroes of the American Revolution related in folksong and colorful artwork. The 25-minute presentation employs cartoons and photo effects produced by Mazin-Wyckoff Company, songs by Charles' chorale.