NESBITT'S NEW 20-MINUTE MOVIE A "HOWLIN" SUCCESS

The new Nesbitt's motion picture, "Future Unlimited," received with so much acclaim at the ABCB convention, was produced by a team of outstanding Hollywood movie makers. The result is 21 minutes of interest-holding entertainment.

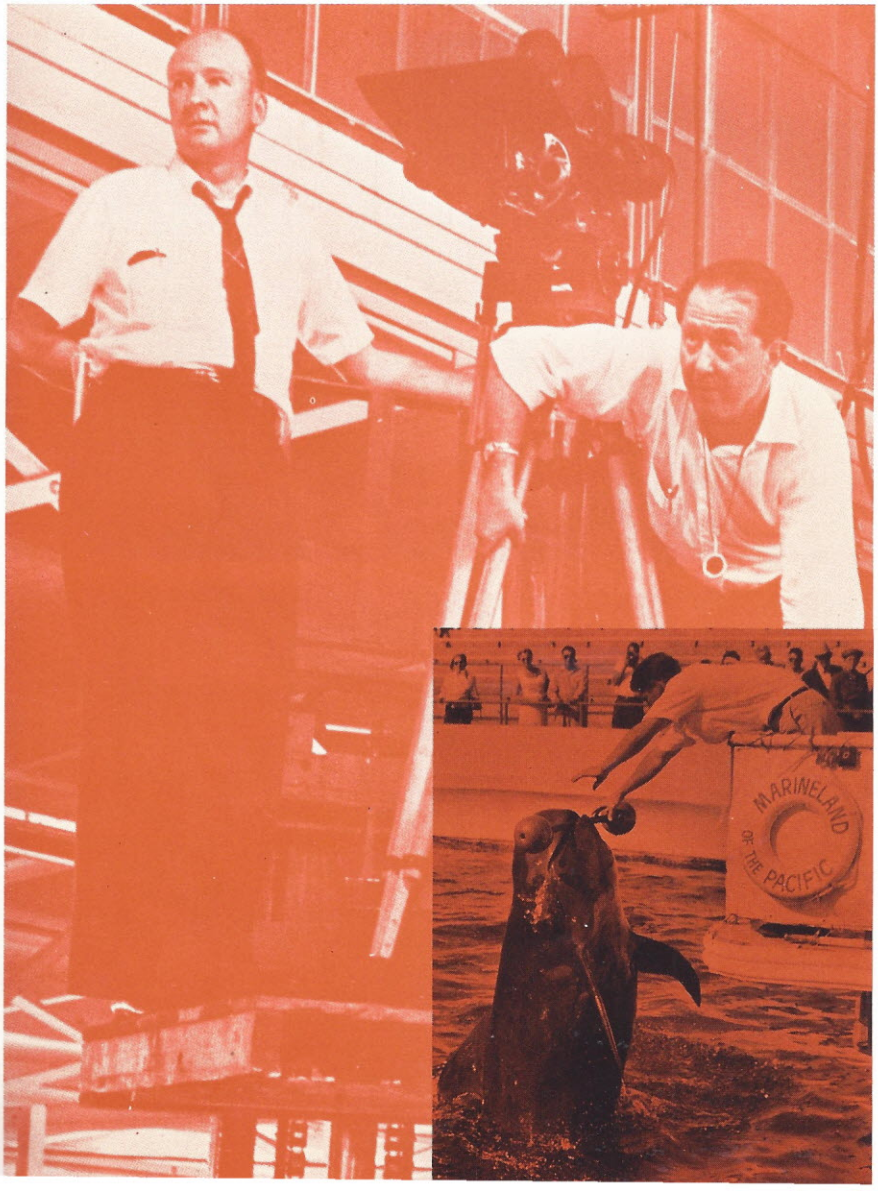
"Future Unlimited" is frankly a selling vehicle for Nesbitt's, and will do just that. It was inspired by the tremendous growth of Southern California, where Nesbitt's is headquartered, and similar growth across the nation.

The making of the film was based on a decision by Harry Minkey, president, that this growth provides a dramatic backdrop for the story of how Nesbitt's has kept pace with the ever-increasing demand made by our growing population and customers, and intensified competition.

In addition to the vitally interesting industrial sequences, the film treats viewers to a visit to the world-famed "Kingdoms of Fun" in California. Viewers tour Disneyland with its many attractions, see gunfights at the Corriganville movie ranch, and relive the old west at Knott's Berry Farm. One of the most unusual sights, perhaps, is watching the educated porpoises engaged in a basketball game at Marineland of the Pacific.

The film was produced by the Frederick K. Rockett Company in Hollywood. Dale Brown, who has written many motion picture scenarios, was the writer; John J. Hennessy produced and directed; Stan Webb was assistant producer; Jack Meakin scored the music.

These men are all acknowledged to be top motion picture craftsmen-producers. Their combined skills have resulted in a film that skillfully gets in an effective "soft sell" for Nesbitt's, and at the same time, will entertain all who see it. This was the objective, and reactions from district managers, and the bottlers who saw the film in St. Louis, indicate that it was achieved. This makes the film an effective sales and public relations tool for all who handle Nesbitt's products.

The film will find a ready acceptance among such community groups as schools, clubs, churches, and civic organizations. Nesbitt's district managers in all divisions are now equipped with the film. They will show it to you and your organization. Duplicate films are available for only the cost of the print. The film is 16mm Eastman Ektachrome color, with a running time of approximately 21 minutes.

The print cost for this highly entertaining and selling film is only $125.00. By prorating the cost of the film over a period of time, and considering the numerous group showings, this is a low priced high return public relations medium for you.