

August 3, 1954

Mr. Lisle Sheldon
1753 North Western Avenue
Los Angeles 27, California

Dear Lisle:

As Fulton Shaw has no doubt told you, we are in the process of turning over all affairs pertaining to sale and scheduling of live performances to Keller Breland Associates, Inc. The new organization is made up of George Barnes (advertising manager of General Mills Feed Division), Joe Coulombe (also of General Mills Advertising Department), and Lloyd Ellingwood (Formerly western manager for Scholastic Magazine). These are all men of the highest caliber and integrity and are furthermore easy to get along with. I am sure that you will be able to work out a very practical and fruitful arrangement with Keller Breland Associates for exploring the vast potential of animal acts for rental to fair managements.

Ellingwood, who is vice president in charge of sales for the new corporation, has requested that you and Fulton put together a tentative proposal of how you would operate, including estimated sales volume, pricing system, method of handling and transportation, etc. I am sure that you will find dealing directly with Ellingwood much more satisfactory and efficient than would be the case in dealing with Animal Behavior Enterprises, since arrangements of this sort are his specialty, while mine is the development and production of animal behavior. I am increasingly eager to devote all my time and the facilities of Animal Behavior Enterprises to developmental work; hence the establishment of the sales company and the delegation of functions to it.

With regard to the Los Angeles Fair acts: we are now working on the final props. We decided to alter the conception of the golfing goat act because the distance possible for the ball to travel was too short relative to the size of the goat. We have substituted an act in which the goat butts a hammer, which knocks a ring up a pole, as in the "Win a Cigar" concessions on the midways. This act is much more impressive and amusing than the golf.

The dimensions for the five acts are as follows:

- 1) Pumping pig: 4' x 8'
- 2) Piggy bank: 4' x 8'
- 3) Goat "Win a Cigar": 3' x 10'
- 4) SureShot, the Basketball Playing Rabbit: 2' x 6'
- 5) Casey, the Baseball Playing Chicken: 4' x 5½'.

We hope that this will give you the information you need. Note that

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the fifth act is the additional pig act. We agreed to select two of the four suggested pig acts, plus the goat, Sureshot, and Casey.

Incidentally, I don't recall that we have given you the information about where and how to reach Lloyd Ellingwood. His address is 1112 GroveStreet, Evanston, Illinois, Phone University 4-6301.

Sincerely,

Keller Breland

LISLE SHELDON

ADVERTISING - PUBLICITY
1753 NORTH WESTERN AVENUE
LOS ANGELES 27, CALIFORNIA
HEMPSTEAD 2366

May 26, 1954

Dr. Keller Breland
Animal Behavior Enterprises
Route 6
Hot Springs, Arkansas

Dear Keller:

I spent yesterday afternoon with Mr. Afflerbaugh at the Los Angeles County Fair and among other things we discussed, were the five acts which you presented in your letter to me.

He told me that your proposal was satisfactory to him and that he would personally answer your letter within 24 hours. If, after receiving his letter, you have any further questions relative to the arrangements between Animal Behavior Enterprises and the Los Angeles County Fair, please so advise me and I'll attempt to straighten them out.

I am of the opinion that this showing of these acts will be of immeasurable benefit to your organization and will provide the Los Angeles County Fair with five attractions which will more than justify the expense involved.

As this letter is being written, I presume you are in Minneapolis drawing up your corporation papers. Because of my arrangement with you relative to the Animal Behavior Enterprises and the fairs of the nation, I am particularly interested in learning from you what the business arrangements will be, particularly as they relate to the over-lapping of sales responsibilities which are bound to present themselves.

Did you ever make any decision on the survey to be made on the Coast Federal Savings television commercials?

Incidentally, will you please send me a biographical sketch of yourself and your work from which we can build publicity stories to use in connection with the acts at the fair?

With kindest personal regards and wishes for your continued success, I am.

Very truly yours,

Lisle
Lisle Sheldon

LS:r



Los Angeles
COUNTY FAIR ASSOCIATION

SEPTEMBER 17 - OCTOBER 3

POMONA, CALIFORNIA

May 27, 1954

Mr. Keller Breland
Animal Behavior Enterprises
Route 6
Hot Springs, Arkansas

Dear Mr. Breland:

Enclosed herewith are two signed copies
of our proposed agreement with the Animal Behavior
Enterprises.

If this meets with your approval kindly
sign the original and return to us. The duplicate
may be kept for your files.

Very truly yours,

Phil D. Shepherd

PHIL D. SHEPHERD
Assistant Secretary-Treasurer
Los Angeles County Fair Assn.

PDS:pb

Enclosure