

XXXXXXXXXXXXXXXXXXXX
Route 2 Box 401A
Hot Springs, Ark.

May 5, 1953

Mr. J. L. Coulombe
Advertising Department
General Mills, Inc.
400 Second Avenue South
Minneapolis, Minnesota

Dear Joe:

With regard to the proposed "Barnyard Circus" for the Sperry Division, we have outlined below a tentative show, the general nature of which is a small and highly unusual circus. It will feature some larger animals, and larger and more spectacular acts than those which comprise the Open House shows. The "Barnyard Circus" is designed to be transported in a pick-up or panel truck and a trailer. One man should be assigned to handle the show throughout its circuit.

In our tentative outline we have 5 animals, with 3 to 5 acts each, for a show which will run 30 to 45 minutes. The outline below gives more acts for each animal than we will want to use, because of the length of the show, but we have included them all so as to give a more generous notion of the type of thing we are planning.

1) A pig,

- a) the cannister-stacking act (as seen in the TV kinescope), in which a member of the audience tries to complete a display of cannisters before the pig can race over and knock it down,
- b) a grab-bag race, in which the pig and a member of the audience compete in sorting through a pile of packages in search of a hidden prize certificate,
- c) an interview with the pig, using two microphones; the pig makes mouth movements into one and a voice is "dubbed in" for him, making it sound as if he were being interviewed,
- d) various acrobatic stunts, perhaps a head stand, also such tricks as "Sit," "Lie down," "Roll over," etc.
- e) picking out Larro feed from competitors', perhaps by some such stunt as grunting derisively at the competitors' brands, squealing enthusiastically at the Larro trademark.

2) A goat,

- a) who jumps through hoops, over hurdles, and from one pedestal to another,
- b) who dances alone and with the M.C.,
- c) who butts the M.C. every time the M.C. bends over,
- d) carries on some running gag concerned with eating a tin can,
- e) plays a tune on a set of chimes.

3) A goose or a duck,

- a) a goose who will not lay the golden egg. Two audience members compete in trying to get the goose to lay the golden egg, plead with the goose, think up magic words, rearrange the eggs, in an effort to get the goose to produce the golden one for them.
- b) plays a drum,
- c) walks on a barrel,
- d) retrieves prizes from an underwater grab bag,
- e) slides down a slide into a tub of water.

4) A chicken,

- a) who walks a tightrope,
- b) does a high jump, involving audience participation, perhaps a child, urging the bird on to various steps of an arbitrary scale,
- c) plays a piano,
- d) performs a ski jump,
- e) takes part in a parachute jump.

5) A dog,

- a) a mind-reading stunt on the order of "Blind Man's Bluff" in which an article is hidden from the dog in various places known to the audience. The dog must search for it and the audience endeavors to send telepathic directions to the dog.
- b) a trapeze stunt in which the dog hangs by his teeth,
- c) a running gag concerned with a camera, in which the M.C. tries to take the dog's picture, winds up with the dog taking his picture,
- d) a reading stunt,
- e) a tightrope walking stunt.

In addition, the pig, goat and dog would lead on a leash to parade the city streets for advertising purposes. The pig, for example, might pull a little cart around which would be decorated with advertising material. One or more of the animals would be trained to ride on the outside of the truck during this parade, and perhaps do some stunt on top of the truck while the parade was in progress.

We have a number of other possible stunts in mind which might be substituted for some of the outlined material, in case the latter should prove inadvisable or too costly: for example, a pair of boxing rabbits.

It looks as if the cost for training and development of a 30 to 45 minute show made up from the acts suggested above, or similar ones, would run somewhere in the neighborhood of \$3000. If the show followed the lines suggested above, the props should not be very costly. We believe a snappy and absorbing show can be constructed along these lines, and we are eager to go ahead with it if it meets with the approval of those concerned.

Very truly yours,

cc: F. L. Church

Keller Breland