

# General Mills, Inc.



400 SECOND AVENUE SOUTH  
Minneapolis 1, Minnesota

September 17, 1947

Mr. Keller Breland  
Route 1  
Mound, Minnesota

Dear Mr. Breland:

In view of the success of our experimental use of the chicken act, it is our suggestion that a working arrangement be set up with you for a tentative period of nine months, extending from September 1, 1947 through May 31, 1948. In this arrangement it is agreed that you will furnish units of trained chickens, consisting of the egg laying chicken, the piano playing chicken, and the dancing chicken, and possibly one or more units consisting of one trained hog each to our Farm Service Districts, and possibly to our Feed Divisions.

General Mills will pay you \$150.00 per month for each unit as long as it is being used at each District, but it is agreed that for the nine month period involved, General Mills will pay you a sufficient amount of money to yield a total fee of not less than \$200.00 per month for the period involved, or \$1,800. for the nine month period. In case rental of the units from you equals or exceeds \$1,800. for the period involved, then General Mills will not be obligated to pay you any additional amount.

Although it is understood that the Legal title to the animals used in the acts remains in your name, General Mills agrees to purchase the animals mutually agreed upon for training at General Mills expense, and likewise to supply the necessary feed at our expense.

It is understood that each District, and later one or more of the Feed Divisions, will send a man to Minneapolis who will be in exclusive charge of the chickens and/or animals during the time they are in the field. It will be necessary for you to coach this man, giving him full particulars on the care, handling, management, and feeding of the chickens, and the staging of their act. We would also like to suggest that you supply each District man with a copy of written instructions complete in every respect.

It is our understanding that you can and will provide proper housing for the animals to be trained and the units which are returned to you.

Mr. Keller Breland

September 17, 1947

General Mills will pay for the cost of the props necessary for the successful handling of the act in the field units, but we need your help and guidance in the designing of these props.

It is agreed that you will purchase two pigs and that you will start training these pigs to perform three or four stunts, possibly under the heading "The Fastidious Pig." The unit rate of \$150.00 per month will apply to the trained pig unit also. During the training period estimated at one month necessary for the training of the pigs, General Mills agrees to pay you \$50.00. This, however, does not apply to animal units which may be returned to you after use in the field.

We cannot with any degree of certainty tell you how long each unit will be required in each District. As you know, the fundamental idea behind our new use of the chicken act is to provide an incentive for a large number of open house celebrations conducted by our stores. The pig act is planned for use at open houses conducted by those stores which have had the chicken act at their county fairs.


During the period of our working agreement, it is understood General Mills will have exclusive rights to your animal acts as applying to the farm store field, and as applying to the commercial feed field. As explained to you, we would also appreciate first refusal on your personal services in training animals for television uses.

Under these arrangements it will not be necessary for you to travel with these various animal acts. The rental rates as stated in this letter will apply to additional animal acts and to the necessary training period that we might require for use this winter or next spring, even if animals other than chickens and pigs are used. Of course we would discuss such arrangements with you in advance.

If the terms set forth in this letter are acceptable to you, will you please confirm that fact to us.

Very truly yours,

GENERAL MILLS, INC.

By  V. V. James

Advertising Manager  
Flour and Feed Division

GSB/mm