

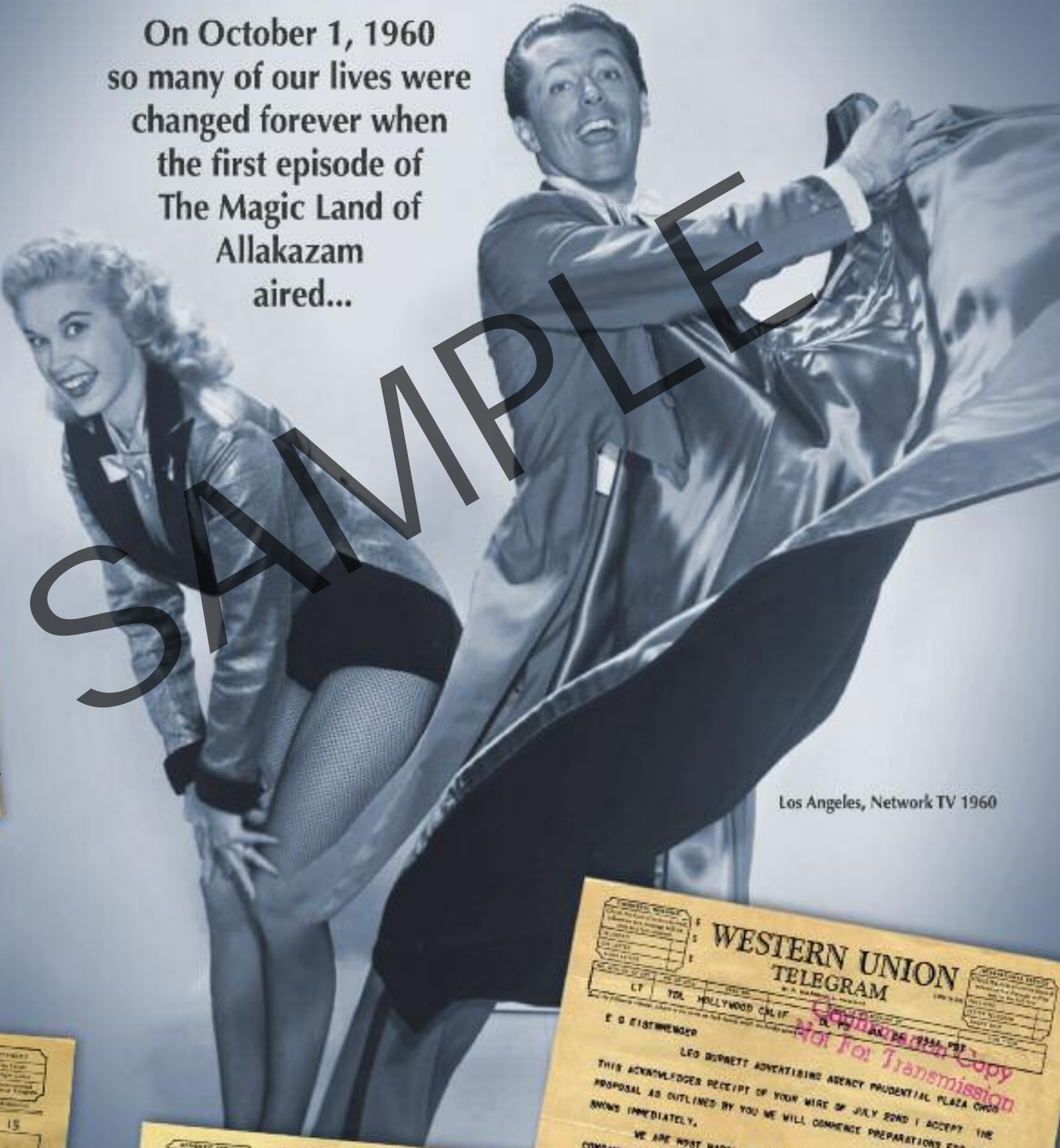
**WESTERN UNION TELEGRAM**  
 04206 ESC165  
 TO CA103 PD-WIX CHICAGO ILL 22 128P CDT- JUL 22 PM 1 14  
 MARK WILSON, MARK WILSON ENTERPRISES-  
 493 WALL ST DAL-  
 THIS CONFIRMS OUR PHONE OF THURSDAY, JULY 21, 1960, AS FOLLOWS:  
 THIS IS OUR COMMITMENT ON BEHALF OF KELLOGG COMPANY OF BATTLE CREEK, MICHIGAN, FOR THE PRODUCTION AND DELIVERY BY YOU TO US OF TWENTY-SIX VIDEOTAPE HALF- HOUR TELEVISION PROGRAMS, INCLUSIVE OF ALLOWANCE FOR COMMERCIALS, FOR BROADCASTING ON A NATIONAL BASIS

**WESTERN UNION TELEGRAM**  
 JUL 22 PM 1 14  
 BY KELLOGG COMPANY I AND BY A CO-SPONSOR IF SO ELECTED BY US) COMMENCING ON OR ABOUT OCTOBER 1, 1960, ON A WEEKLY BASIS. LENGTH OF ANY PROGRAM MAY BE REDUCED BY US PRIOR TO DATE OF PRODUCTION AS WE ELECT TO ALLOW FOR USE OF ONE OR TWO SIX-MINUTE FIFTY-SECOND CARTOONS WHICH ARE TO BE FURNISHED BY US, IN CONSIDERATION OF PRODUCTION AND DELIVERY AS OUTLINED ABOVE WE WILL PAY YOU FIVE THOUSAND FOUR HUNDRED DOLLARS FOR EACH TWO-CARTOON PROGRAM, FIVE THOUSAND EIGHT HUNDRED

DOLLARS FOR EACH ONE-CARTOON PROGRAM AND SIX THOUSAND TWO HUNDRED DOLLARS FOR EACH PROGRAM WITHOUT ANY CARTOONS PRODUCED AND DELIVERED BY YOU SUBJECT TO PROGRAMS MEETING STANDARDS OF PROGRAM QUALITY AS HERETOFORE DISCUSSED BETWEEN US. THIS COMMITMENT IS GIVEN WITH THE UNDERSTANDING THAT ALL MATTERS RELATIVE THERETO AND FOR OPTIONS FOR CONTINUATION BEYOND THE INITIAL 26 WEEKS FOR A MINIMUM OF FIVE YEARS AS DISCUSSED BETWEEN US ARE INCLUDED HEREIN, ALL OF WHICH ARE TO BE INCLUDED IN THE FORMAL AGREEMENT TO BE EXECUTED AS EXPEDITIOUSLY AS POSSIBLE. PLEASE CONFIRM YOUR ACCEPTANCE OF THE FOREGOING BY WIRE WITHOUT AVOIDABLE DELAY. WE WILL ENDEAVOR TO PROVIDE YOU WITH A LETTER COMMITMENT IMMEDIATELY WHICH WILL MORE FULLY SET FORTH DETAILS OF THIS COMMITMENT PENDING EXECUTION OF THE FORMAL AGREEMENT.  
 WE MAY EXPRESS THE APPRECIATION OF ALL OF US AT BUREAU FOR YOUR SPLENDID COOPERATION AND FOR YOUR PATIENCE LEADING UP TO THIS WIRE. WE BELIEVE YOU HAD

**WESTERN UNION TELEGRAM**  
 YOUR FAMILY INTO THE KELLOGG FAMILY-  
 E G EISENHOWER LEO BURRETT COMPANY INC  
 PRUDENTIAL PLAZA CHICAGO 1 ILLINOIS-  
 21 1960 1 196026ew

On October 1, 1960  
 so many of our lives were  
 changed forever when  
 the first episode of  
**The Magic Land of  
 Allakazam**  
 aired...



Los Angeles, Network TV 1960

Dallas, Local TV 1959

**WESTERN UNION TELEGRAM**  
 LT HOLLYWOOD CALIF  
 E G EISENHOWER  
 LEO BURRETT ADVERTISING AGENCY PRUDENTIAL PLAZA CHICAGO  
 THIS ACKNOWLEDGES RECEIPT OF YOUR WIRE OF JULY 22ND I ACCEPT THE PROPOSAL AS OUTLINED BY YOU WE WILL COMMENCE PREPARATIONS FOR THE SHOWS IMMEDIATELY.  
 WE ARE MOST HAPPY AND PROUD TO BE ASSOCIATED WITH THE KELLOGG COMPANY AND THE LEO BURRETT AGENCY MANY THANKS SINCERELY  
 MARK WILSON  
*Confirmation Copy Not for Transmission*

**WESTERN UNION TELEGRAM**  
*Confirmation Copy Not for Transmission*  
 CONGRATULATIONS ON 50 YEARS OF  
 THE MAGIC LAND OF ALLAKAZAM!  
 LOVE, PAUL AND BETTY GROSS

SAMPLE