

Date Sept. 27, 1938

TO GENERAL MILLS, INC.

I have reviewed the advertising of WHEATIES and heartily endorse it together with the ideals of sportsmanship and fair play as exemplified by it and therefore I freely give to General Mills, Inc. for a period of one year from the date of this agreement the exclusive right in the cereal field to copyright and to use, publish and give publicity in such manner as it may choose to, my photograph, artist's drawing therefrom, name, autograph signature, with or without any statements or testimonials, in whole or part, which I may make or sign for advertising and publicity of the product WHEATIES and give you the option for renewing this exclusive agreement under the terms and conditions outlined herein for succeeding years.

Due to the fact that you desire the exclusive privilege in the cereal field for the foregoing rights, which I am able to give you as I have not given any currently effective release to any other cereal, it is understood and agreed that I shall be paid a sum of \$ 100.00 for each year that this agreement is in effect, and I hereby acknowledge the payment by you to me of said sum for the period of one year from date hereof. I also give General Mills, Inc. the right to renew this agreement for succeeding years by giving me notice of its election to renew for an additional year at least thirty (30) days before the expiration of this agreement, or if extended, thirty (30) days before the expiration of the extended term hereof. I make and approve for use hereunder the attached statements signed by me.

Signed _____

School University of Kansas

Witness: _____

Check will be forwarded immediately
on receipt of this release form.