

THE INSTITUTE OF
AUDIOGRAPHIC ARTS

11350 VENTURA BOULEVARD

POPLAR 1-5131

STUDIO CITY, CALIFORNIA

August 14, 1963

Mr. J. G. Mullaly
Public Relations
Ford Motor Company
The American Road
Dearborn, Michigan

Dear Mr. Mullaly:

In consideration of the quite exceptional aspects of the situation, as outlined and discussed during your recent visit, we have decided to cooperate fully in a possible solution of these difficulties. This entails a disregard of our understandable policy, as regards creative work, of not submitting completed sound compositions on approval.

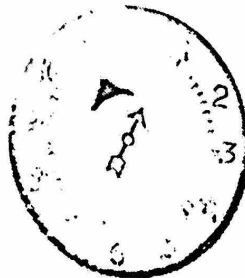
We are, therefore, in a position at this time, and under these circumstances, to propose the following, with the confidence and good faith that it is understood that what will be executed is a finished product and not merely a sketch or sample for further elaboration.

Nothing here is meant to alter the terms of a definitive contract as previously discussed; our proposal for payment is likewise made in this spirit of cooperation:

For possible use at the Ford Motor Company's exhibit in the 1964 World's Fair, we will prepare two electronic compositions according to the specifications, plans, and films provided us. These are for the sections of the exhibit usually designated as "The Mechanical Parts Orchestra" and "The City of Tomorrow." They will be completely synchronized, but subject to later adaptations and adjustments, if necessary.

They are to be used solely for private demonstration purposes, and are not to be copied or changed, pending further contractual negotiations as regards their future use. If no such use is proposed, they are to be returned to us.

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NEW YORK
WORLD'S FAIR PROGRAM

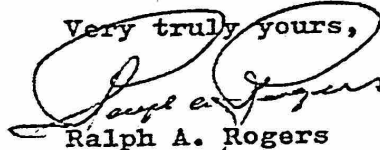
On receipt of the films and specifications, we will make every effort, as requested by you, to have the completed tapes at your disposal within two to three weeks.

Upon their delivery, we propose a payment of \$3,500.00 (three thousand five hundred dollars), addressed to:

AUDIOGRAPHIC ARTS

in complete satisfaction of this trial work according to the intentions indicated above.

Very truly yours,



Ralph A. Rogers
President

RAR:cg

cc: Wm. Schoen
