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NOV 15 '65

RESTAURANT ASSOCIATES, INC.

515 WEST 57<sup>TH</sup> ST., NEW YORK, N. Y. 10019

JOSEPH H. BAUM  
PRESIDENT

November 12, 1965

NEW YORK  
WORLD'S FAIR PROGRAM

My dear Sir:

I has come to our attention that you are planning an exposition in Timbuctoo and that you are in dire need of rare culinary services for that portion of your entertainment that involves the art of imaginative recipes for long pig, short snake, etc. and so forth. I have been led to believe that you might consider us favorably for such an opportunity by your thoughtful letter and the nice things you once said about us.

Well now, Jack, it already seems like an awful long time since the last chrysanthemum was pulled up by its roots at the Fair. But you must know how deeply I have felt about your VIP services and how grateful we all are for having had the opportunity to watch the Fords go by with you and your colleagues.

I hopefully choose to think that the closing of this Fair will only mean that we will serve you again elsewhere ... Timbuctoo or any 'buctoo'.

To paraphrase the words of that well known Irish showman, George M. Cohen, I thank you, Klepper and my kids thank you, my wife and the Hungarians thank you, even the Board Chairman thanks you.

Remember, you have a rain check when you come to town ... and with us it's always raining.

Cordially,

Mr. J. G. Mullaly  
World's Fair Program Manager  
Ford Motor Company  
The American Road