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December 20, 1963

December 6, 1963

Mr. Robert Jackson  
Public Relations Director  
WED Enterprises, Inc.  
800 Sonoma Avenue  
Glendale 1, California

Dear Bob: Relative to the attached a bit of explanation is in order.

Confirming our telephone conversation, this is to authorize you to go ahead with plans to arrange the photo setup requested by the Time Book Department for the New York World's Fair program.

In discussing this with Jack Mallaly, who as you know is our World's Fair Program Manager, he emphasized that under no circumstances are the costs for this setup to exceed the \$2000 figure we discussed. We, in fact, sincerely hope that the display arrangement can be made for less -- and considerably less -- than that figure.

I trust that this arrangement will satisfy Time's needs, and thanks for handling the details for all concerned. Cordially,  
John E. Sattler  
Northeast Public Relations Manager

JDC:el  
cc: J. G. Mallaly  
C G. Warnock

cc: Messrs. R. Jackson, J. Mallaly, C. G. Warnock