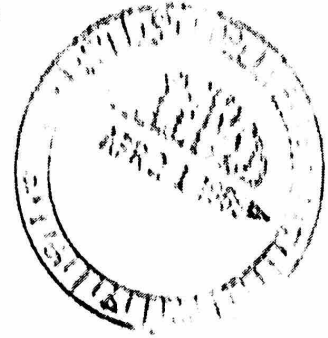


FORD

NEW YORK

1011 6 2540 DIRECT, NEW YORK 100 NY - AREA CODE 212 - 12 2 2700

April 20, 1965



Mr. John Sattler  
Ford Pavilion  
New York World's Fair  
Flushing, New York

Dear John:

Please accept our sincere thanks for the excellent cooperation you and your staff rendered our company during our Radio and Phonograph Open House last week.

Each one of your people, whether it be George Lang, Duncan Forbes, Art Graham or Bill Hersey---or the Bartender or the Guard at the Gate---bent over backwards to do all they could to help us succeed and achieve our goal. For this we are truly thankful and appreciative for we could not have been successful without their support.

When the dust has settled and the smoke finally drifts away, we will have written better than \$200,000 worth of radio and phonograph business and will have signed 31 brand new specially invited dealers who have now climbed on the Philco Bandwagon.

We are so excited about the results that we are thinking in terms of additional open houses of this type during the next few months. If the price is right, you can rest assured we will call on you again!

A most gratifying as well as a redeeming feature of this "package" is that as excellent and as posh a setting the V.I.P. Lounge represents, it is comforting to know that the expense involved is going from one pocket into another---of the same suit!

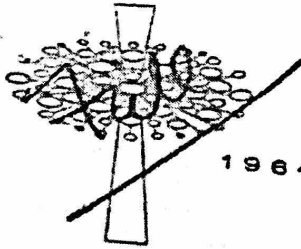
Sincerely,

*Wallace N. Meyer*  
Wallace N. Meyer  
General Manager

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Philco



1964 • 1965 NEW YORK WORLD'S FAIR

April 20, 1965

Ford Motor Company

April 23, 1965

John Sattler  
Ford Pavilion  
New York World's Fair  
Flushing, New York

Mr. Wallace W. Meyer  
General Manager  
Philco Distributors, Inc.  
120 East 23rd Street  
New York, New York 10010

Dear John:

Dear Wally:

Please accept our sincere thanks for the excellent cooperation you and your staff rendered our company during our Radio and Phonograph Operation last week.

I am very pleased to have your thoughtful and much appreciated letter.

Each one of your people, including George Lang, Duncan Foster, Art Graham, or the Guard at the Gate, has done all they could to help us succeed and achieve this we are most thankful and appreciative for we could not be successful without their support.

I know you won't hesitate to continue to utilize the facilities out here as often as possible during this 1965 Fair season.

Cordially,

John E. Sattler  
Resident Manager

When the dust has settled and the ink has finally dried we will have written better than \$200,000 worth of radio and phonograph business and will have signed 31 brand new special invited dealers who have now climbed on the Philco Bandwagon.

~~It~~  
We are excited about the new type of radio we are thinking of terms of a ~~new~~ ~~type~~ during the next few months. ~~It~~ ~~is~~ ~~right~~, you can rest assured we will call on you again!

A most gratifying as well as a redeeming feature of this "package" is that as excellent and as posh a setting the V.I.P. Lounge represents, it is comforting to know that the expense involved is going from one pocket into another---of the same suit!

Sincerely,

Wallace W. Meyer  
General Manager