

# GIMBELS PHILADELPHIA

EXECUTIVE OFFICES

February 27, 1975

Mr. Abraham Pokrassa  
AC&R Public Relations Inc.  
437 Madison Avenue  
New York, New York 10022

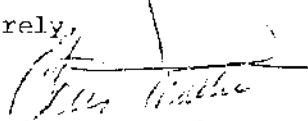
Dear Mr. Pokrassa:

This is to confirm our telephone conversation regarding Mario Andretti and the VICEROY Special Racing Car in Gimbel's 1975 Thanksgiving Day Parade.

We are delighted that you will be a part of this event which takes place on Thursday, November 27, 1975.

Whenever it is convenient to you we can go over the details.

Sincerely,

  
Christian T. Mattie  
Director of Public Relations

CTM/cw

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DIVISION OF GIMBEL BROTHERS, INC.