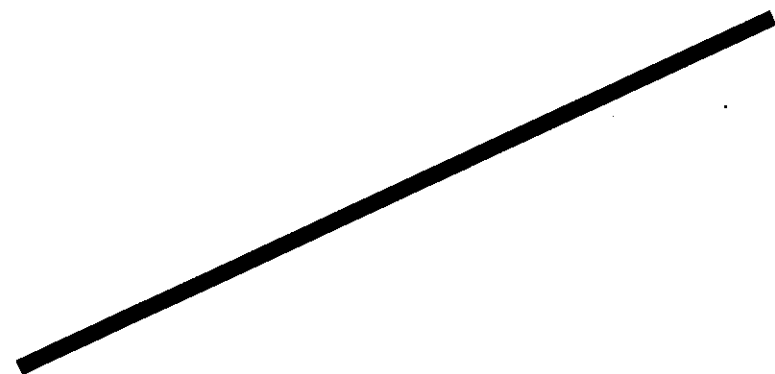


PRONOUNCED

**E.B.
2012**

Outside is a street where cars still drive on the right. Inside are menus in English and when cross-cultural linguistic flubs present an embarrassing possibility for the diner, numbers are substituted: "I'll have forty-three please".

PRONOUNCED



*phonetically spelled number 75s from some
Chinese, Thai & Vietnamese restaurants*

砂鍋羊肉煲

Lamb with vegetables

1

sha-guo
yang-row
bao

陳皮雞

Orange flavored chicken

chen-pi ji

螞蟻上樹

Ants on the trees

ma-yi
shang shu

子薑蝦

Shrimp with ginger sprout

4

**tz jiang
hsia**

粉絲牛肉煲

Beef with vermicelli hot pot

5

fen-ss
niou-row
bao

蔥爆肉片

Pork with scallions

6

tsung bao
row pien

青椒雞丁

Diced chicken with green pepper

**ching-jiao
ji-ding**

บะหมี่ผัดผัก

Yellow noodles plus a
combined mix of veggie-chicken
and veggie-beef, veggie-shrimp,
tofu and gluten

**bah-mee
pad-pak**

什會粉

Combinations of meats with
white noodles

shih hwei
fen

磨芋燒鴨

Roasted duck with taro

muo yu
shao-ya

芥蘭牛肉

Beef with broccoli

jie-lan
niou-row

Cơm Bò Nướng

Grilled beef with rice

**come baw
new-ung**

Gà Xào Sả Ớt hoặc
Cà Ry

Chicken breast sauteed with
lemongrass or curry flavor

gaw
sa-ow sa ut
hwack
can ree

甜酸肉

Sweet and sour pork

suan tien
row

芝麻牛柳

Sesame beef

15

**jhih-ma
niou-liou**

鮮魷炒麵

Squid and vegetable

**hsien yiou
chao-mien**

Directory

- | | |
|--|--|
| 1 China King Restaurant
60 Beach St.
Boston, MA 02111 | 10 New Shanghai
21 Hudson St.
Boston, MA 02111 |
| 2 East Asia
868 Broadway St.
Somerville, MA 02144 | 11 Peach Farm Restaurant
4 Tyler St.
Boston, MA 02111 |
| 3 Gourmet Dumpling House
58 Beach St.
Boston, MA 02111 | 12 Pho Hoa
17 Beach St.
Boston, MA 02111 |
| 4 Green Tea Restaurant
24 Elliot St.
Newton, MA 02461 | 13 Pho Pasteur
682 Washington St.
Boston, MA 02111 |
| 5 Hei La Moon Restaurant
88 Beach St.
Boston, MA 02111 | 14 Qingdao Garden
2382 Massachusetts Ave.
Cambridge, MA 02140 |
| 6 Hong Kong Restaurant
1238 Massachusetts Ave.
Cambridge, MA 02138 | 15 Sichuan Garden
295 Washington St.
Brookline, MA 02446 |
| 7 Mary Chung Restaurant
464 Massachusetts Ave.
Cambridge, Ave 02139 | 16 Vihn-Sun
58 Beach St.
Boston, MA 02111 |
| 8 My Thai Cafe
3 Beach St., 2nd Floor
Boston, MA 02111 | |
| 9 New Dong Khanh
88 Harrison Ave.
Boston, MA 02111 | |

Colophon

Realized for and gifted to Mr. Ed Ruscha on the occasion of his 75th birthday.

Utilizing the same dimensions and format to present a volume of Ed-inspired print-on-demand artist books crafted by assorted members of *ABC Artists' Books Cooperative*.

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The quotation that starts the piece is taken from *Just...*, an epistemological proposal for the hungry traveler. Second edition available for purchase on lulu.com.

Thanks to the translators: Minty Nguyen, Mong-Jane Wu and Taya Rogers.

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