

*Amityville*FOR YOUR INFORMATIONLENNEN & NEWELL, INC.
ADVERTISINGSAN FRANCISCO OFFICE
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9033 WILSHIRE BOULEVARD • BEVERLY HILLS, CALIFORNIA

September 13, 1963

Mr. C. Gayle Warnock
Resident Manager, FORD PAVILION
FORD MOTOR COMPANY
The American Road
Dearborn, Michigan

Dear Mr. Warnock:

Jerry Carraher asked me to reply to your letter of August 29 because the public relations and publicity aspects of Global Van Lines' proposed transcontinental move of part of the Ford World's Fair Exhibit is something on which I will be working.

I agree with you that more emphasis should be placed on the modern Ford Motor Company, the World's Fair, Walt Disney and the wonderful world he created, in order to warrant a maximum effort by all involved - Global Van Lines, the Ford Motor Company, Disneyland, W.E.D. Industries and the New York World's Fair.

I also believe that if we take the reservations you expressed so well in your letter and combine them with the second thoughts we outline below, we will have the working basis for a project that can be very fruitful for all of us.

Let our restored 1912 Ford carry one crucial figure from Ford's exhibit. We have already been assured by Mr. Schumacher at W.E.D. that the 1912 van can carry such a figure. In each city where we promote, the 70 year old master mechanic who helped restore the van could take the wheel, clad in duster, goggles, hat and gloves. He is a genuine "character" and worked for Ford in 1912. He would love to make the trip. Let the 1912 Ford van be followed across the country by a 42-foot modern logistic-track Global van, hauled by the finest Ford rig in Global's service. There are more than fifty Ford rigs in Global's fleet. The van could, of course, contain as an uncrated, easily accessible exhibit shipment, many figures and other eye-catching elements of the Ford Pavilion. A beautiful scale three-dimensional model of the Ford Pavilion at the World's Fair could also be carried in the same van.

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We now have then a two-van caravan - the 1912 Ford truck leading the 1963 Ford rig - which contains all the elements for a real crowd-pleasing display in the showroom of every Ford dealer lucky enough to be on our "route of march". I need not tell you that the 1912 and 1963 Ford rigs make a real "Yesterday and Today - 50 Years (sic) of Progress" type contrast. Naturally, the Global agent in each such town would cooperate by using all local avenues of communications to call attention to the display at the Ford dealer's showroom.

Let's recap the elements:

Item: The animated cave men figures.

Item: The three-dimensional model of the Ford exhibit at the World's Fair.

Item: The 1912 Ford truck and the modern Ford rig.

It would also, of course, be entirely practical to carry complete information on the World's Fair generally inside the 1963 van.

The 1912 truck's trip across country - licensing, equipping, driving and maintaining - these are Global's problems and Global is fully prepared to solve them. We already know that the 1912 Ford truck can easily travel 200 miles a day. Thus, allowing time for approximately 15 promotional "visits" with 15 Ford agents across the country, the trip should take about a month.

Working closely with Ford and Disney, we would get national magazine and Sunday supplement coverage for this trip, nationwide sustained trade press coverage, and intensive local newspaper, radio and television coverage along the route. Lennen & Newell is prepared to have one of our best public relations executives as advance man for the caravan, assuring us of maximum coverage. He will always be careful to secure publicity which is as favorable for the Ford Motor Company as it is for Global Van Lines. It goes without saying that he would be anxious to work closely with your representatives in every city en route.

I hope that, considered in this light, the project interests you enough to appoint a representative to meet with us, Disney's people, and Global executives to discuss this further. If I may lapse into what some people believe is advertising argot, let's at least "run it up the flagpole and see if we all want to salute it".

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I hope I will hear from you soon. This is obviously a project which requires considerable advance planning, and we have a selfish interest in an early decision - Global's Annual Convention is at Disneyland Hotel November 6 - 9. Of course we would be delighted to tell over 200 Global agents and the more than 100 national account traffic managers who will be their guests during the Convention about this exciting concept.

Sincerely yours,

Dennis F. Shanahan

Dennis F. Shanahan

DFS:km

cc: Mr. John Sattler - N.E. Public Relations Manager
 Mr. Jack Mullaly - Project Manager, Ford Exhibit
 Mr. Jerry E. Carraher - A.E., Lennen & Newell

Global
Lerner +
Newell, Inc. ?

Ford Motor Company

Intra-Company Communication

NORTHEAST PUBLIC RELATIONS OFFICE

September 23, 1963

C. Gayle Warnock
Resident Manager
New York World's Fair Exhibit

I have received the copy of Dennis Shanahan's letter to you of September 13th, but since I have not seen a copy of your letter of August 29th to Jerry Carraher, I only have part of the picture. I will appreciate it if you can have your secretary send me a copy of the August 29th letter so I can be brought up to date.

I gather from Shanahan's letter that he is most anxious to promote a cross country tour of the Disney figures in the interest of Global Van Lines. The last I heard on this was an indication from you that a tour of this type was not feasible because most of the larger figures would be in sections and those not in sections would have to be shipped in closed vans with the possible exception of the one figure we might want to fly across the country.

I would appreciate an updating on all of this. Many thanks.


John E. Sattler
Northeast Public Relations Manager

YTD

cc: J. G. Mullyaly

CAYLE - DICTATED BEFORE ARRIVAL OF YOUR NOTE
ASKING WHAT I THINK OF THIS. CAN I
PLS. GIVE YOU A READING AFTER I GET FILE?
I HAVE LONG FAVORED SOME SORT OF CAVALCADE.