

To: C.G. Warnock
W.W. Hersey

I would like to suggest, as an experiment for next year, that we assign hosts with superior poise and speaking ability to the Aurora with hand mikes to periodically tell the story of the Aurora, and any other facts which Styling and Marketing people would like to get across.

This, according to Allen Barrie, can be attempted without getting involved with guilds, unions, etc., who can only tell us to join 'em if they discover it or question our procedure.

After viewing the GM exhibit last week, it struck me that we are woefully lacking in sell in the Product Salon. If people are interested enough in lingering at the Aurora display, they certainly are interested in being informed. They are not properly or effectively informed as we now function.

The dialogue can be relatively brief and easy to master for some of these bright, young hosts or hostesses. We should, however, have a script prepared and approved by people in Dearborn.

If our experiment proves successful, I would recommend that we expand the procedure next year and include other experimental cars. Let's give the guests something to chew on before they leave the house.

Hayes Holmes

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