

January 6, 1964

TO: J. G. Mullaly

William Mitchel, Jr., has asked for our thoughts re: the use of the Walt Disney name. It came about, as I understand it, because GE has been using Disney's signature facsimile in a lot of its in-company promotion.

Mitchel has told me several times that T. H. Mecke is adamant in his insistence that Disney be promoted and publicized at all times. However, I still don't believe that he means to promote Disney to the exclusion of Ford Motor Company.

It seems to me that there is, possibly, a happy marriage of the two, but not if we continue to give away the company as we have in the ad scheduled for Time's Official Fair Guide.

About half of the transportation media advertising will promote the Ford Pavilion and its exhibits, the other half will promote the Disney ride and the Pavilion. The publicity has promoted Disney to a far greater extent than it has promoted Ford.

As you know, I have suggested that Disney's voice be used on the car tapes, either as a welcome to the Magic Skyway or as a thank you for coming and, as further promotion, that he participate in our press premier and VIP parties, as well as in any flag-raising ceremonies that we may hold.

This seems to be about as much as we can do, unless more money is forthcoming, in which case we can have fabricated a sign for the building; take paid space in supplements; buy Disney on a per diem basis for specified days; engage Disney Productions to make a film (to be used on his "Wonderful World of Color" for theater use, incorporate the use of some of the Disney characters as "Skyway" companions to kids, etc. There's no end to the things we can do.

C Gayle Warnock

CGW:dt