



November 8, 1963

Memo to: Marc J. Parsons

November 8th, 1963

As you know, we expect to be in rehearsal, beginning April 1, and would, therefore, be able to handle your group on April 11, as requested, but the fact is I expect that we barely will be ready by April 12 for the press party tentatively set then.

Frankly, we have been given three days -- 12, 13 and 14 -- to do as we like and we plan to hold a press party for families on Sunday, a VIP party on Tuesday. The originally-planned dealer preview for Monday has been canceled. I suggest, then, that you consider the date of Monday, April 13. Since your press will be from the trades, it will not matter that some publicity might be carried in the dailies on the morning that you bring them to the Fair.

To the best of my knowledge, except for possibly a tour of the Fairgrounds (but not the buildings), there will be nothing that you can do for your boys but take them through the Ford Pavilion. I can let you know more about this later, however, as there may be an interchange of courtesies set up by non-competing companies prior to the Fair. One other possibility might be to take them to a Dick Button ice show rehearsal. Button's show is just across the road from us and it appears that we will have some Ford cars in one of his scenes.

We have a dining room off the VIP lounge that seats 24 persons. The lounge will serve at least 100 at a stand-up buffet, and probably 75 at a sit down. I don't know, though; everytime I see the lounge it seems smaller!

Beginning Monday, November 11, I'll be in New York.

C Gayle Warnock