

**JAY DEDOW & PARTNERS**  
INCORPORATED

**Public Relations**

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**60 EAST 41<sup>ST</sup> STREET  
NEW YORK 17**

November 6, 1963

**Mr. John Satler, Public Relations  
Ford Motor Company  
477 Madison Avenue  
New York, New York**

**Dear John:**

We know that Sinclair does not have exclusive rights on dinosaurs, However, would you be in a position to give us some information on "Animatronics."

We understand that you are using life-size, roaring monsters and would like to get an idea of how accurate the reproductions are and how you plan to use them in your exhibit at the World's Fair.

Thank you very much.

Yours truly,

Louise Friscia

LF:CR

November 26, 1963

Miss Louise Friscia  
Jay DeBow & Partners  
40 East 49th Street  
New York, New York

Dear Louise:

Please forgive what seems to be a long delay in responding to your letter of November 6 concerning the prehistoric sequence in the World's Fair show being planned by Walt Disney.

I'm pleased to pass along to you such information as we presently have available on the subject of Audio-Animatronics. This editorial matter was prepared for us by WED Enterprises, the California corporation which was organized by Mr. Disney for the purpose of planning and developing industrial shows such as the one we will present at the Ford World's Fair Pavilion.

As for the matter of accuracy of the reproductions of dinosaurs and other prehistoric features in the show, I'm afraid I will have to refer that matter to WED Enterprises for handling. I don't know how accurate Walt Disney intended to make the figures, but they certainly are realistic and authentic looking to the layman.

These figures will be used in a portion of the "Magic Skyway" show which Walt Disney and WED Enterprises have planned for our Pavilion. They will be used in a sequence showing life on earth during the period when these great creatures lived in various parts of the world. With the passing of time and changes of a climatic and geological nature, these animals become extinct and early man arrives on the scene. The story sequence then begins to tell how early man, represented by cavemen, overcame his environment by using and improving on the things that he found close at hand.

I have told Joe Michalski and Reynolds Girdler on several occasions that we would be glad to show them the slide presentation on our show at any time they might like to have a look at it. That offer still stands, and we'll be pleased to include you if you have the interest.

Sincerely,

John E. Sattler  
Northeast Public Relations Manager

YED

cc: Messrs. R. Jackson, J. Mully, C. G. Warnock

I have done everything possible to indicate to you  
and the public that we are working cooperatively with them  
and that our profitable activities will really complement our  
public relations.

It was only shortly after we announced the fact that  
we would have dinosaurs in our display, that the president and  
public relations officer of Sinclair expressed a public opinion  
his president and Mr. Henry Ford II on the relative merits of each  
company's dinosaurs. Naturally, we would have no part of that, and  
I suspect that Miss Friscia's letter is a subtle way of trying to  
accomplish the original purpose.

**November 26, 1963**

My suggestion at the moment is that you do not reply to  
Mr. Robert Jackson who sent me a statement which you think we might  
Director of Public Relations at the moment. My letter to him may mention  
RED Enterprises, Inc. I want to see if we can give them some information.  
800 Sonoma Avenue  
Glendale 1, California

Sincerely,

Dear Bob:

Relative to the attached a bit of explanation is in order.

Louise Friscia is employed by Jay DeBow & Partners, the  
public relations firm under contract to Sinclair Oil Company to  
publicize the dinosaur display at the New York World's Fair. While  
she is listed as an "account executive", she is actually a lawyer,  
and I suspect that her letter of November 6 was motivated by a  
desire to get into a public debate with Ford Motor Company relative  
to the accuracy of the Sinclair dinosaurs vis-a-vis the Ford dinosaurs.  
Whatever information is sent to Miss Friscia should be carefully worded  
so it cannot be used out of context for the purpose I believe she has  
in mind.

This all began a number of months ago when we released a  
short announcement saying our purchasing department had placed an  
order with WED for some dinosaurs and a family of cavemen. Sinclair  
had already announced that it would have a Dinoland at the World's  
Fair, and when our announcement appeared in print, it caused great  
consternation in the executive offices at Sinclair. Thereafter, we  
received a number of inquiries from a number of people at Sinclair  
endeavoring to find out what kind of dinosaurs we would have and how  
they would be used. The fact of the matter is the Sinclair people,  
who up to that point had been rather good friends of ours, became  
somewhat ruffed at us and relations for a time were even somewhat  
strained when it began to look as though we were going to be in direct  
competition with one another from a display, as well as from a publicity  
and exploitation standpoint.

I have done everything possible to indicate to our friends at Sinclair that we are not really competing with them and that our prehistoric exhibits will really complement one another.

At one point shortly after we announced the fact that we would have dinosaurs in our display, the vice president for public relations for Sinclair suggested a public debate between his president and Mr. Henry Ford II on the relative merits of each company's dinosaurs. Naturally, we would have no part of that, and I suspect that Miss Friscia's letter is a subtle way of trying to accomplish that original purpose.

My suggestion at the moment is that you do not reply to Miss Friscia but rather send me a statement which you think we might use in the event she pursues the matter. My letter to her may suffice, but if they persist, perhaps we can give them some innocuous explanation. If you have any questions, please be sure to call me.

Sincerely,

John E. Sattler  
Northeast Public Relations Manager

YTD

cc: J. G. Mullaly  
C. G. Harcock

These figures will be used in a paper on "Dinosaur Display" and will be placed in the exhibit. They will be used in the exhibit to show the various parts of the world and geological changes. The study requires that we have the appropriate material to use in the exhibit.

It is my hope that the exhibit will be a great success and that you will have a look at it. Thank you for your interest and for your help in the exhibit.

Sincerely,