

Ford Motor Company

Intra-Company Communication

NORTHEAST PUBLIC RELATIONS OFFICE

December 19, 1963

C. Gayle Warnock
Resident Manager
Ford Pavilion, New York World's Fair

As per our discussion, I think we should plan some advance photographs of the license plates of the Governors of the various states being applied to a test car on the Magic Skyway. The plate in each case can be applied by an attractive young lady -- possibly Miss New York World's Fair if such a person exists -- and properly done, it will assure us good usage in almost every state where distribution is made.

It is my understanding that test cars will be on the Magic Skyway track beginning sometime around December 27 and that pictures could be taken shortly thereafter. We could also tie-in with the idea of license plate renewals and changes which occur in many states right after the first of the year.

One very beneficial result of an effort of this type is that we can get the product into the picture. We did this very successfully when the Governor's Conference was held in Atlantic City, and we photographed Governor Meyner attaching the plates of visiting Governors to a Lincoln automobile.


John E. Sattler
Northeast Public Relations Manager

YTD

cc: J. Sullivan
R. Millar
L. Kollins

December 20, 1963

TO: John E. Sattler
Northeast Public Relations Manager

RE: Little Jimmy Carr

Re your December 19 memo, I brought back with me thirty sets of license plates from as many states for the photographic stunt we discussed.

However, these pictures may be taken in Detroit and I am awaiting word from Walt Murphy who agreed to talk with Dick Paulson about this picture promotion. As you know, Paulson, for some time, has done a similar stunt each year end. Walt is to ask him his pleasure as far as this year is concerned.

Incidentally, if we are to make them here we will attempt to get Miss Teenager as our model, as I chose to do so.

The photographing at the Fair poses some problems at the moment because of construction. Additionally, the eight cars to be placed on the track for track testing will not be available to us on December 27 and 28. They will be in the hands of the contractors, whose commitment to complete this in forty-eight hours precludes our use of these cars during that time.

CGW:dt

C Gayle Warnock