

PHILCO CORPORATION

A SUBSIDIARY OF *Ford Motor Company*

TIOGA AND "C" STS., PHILADELPHIA 34, PENNSYLVANIA

December 6th, 1963.

Memo. to Messrs. Millar,
Warnock.

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Following our meeting here, let me pass along some notes:

I'm going to try to get Hyde's OK for use of the future model record players. Millar and Gosweiler will work out the design and materials matters.

Millar will try to arrange for some additional regular Philco displays in the dealer areas near the lounge/hospitality section.

Millar will include at least one Philco service truck in the car parade, labeled "Philco Central Service" and will see that Philco consumer product cartons are included in the trucks in this parade.

Bill Bailey will dig up a selection of transparencies for the research area.

We are waiting for final approval from the Air Force to use the MACS vehicle in the theme center; meanwhile Bailey has arranged to get from MDL the 17-foot-high actual reproduction of the MACS vehicle with its nest of seven satellites. This can be suspended above the theme center with one or more of the satellites spun off. We also can obtain a scale model of a solar probe vehicle.

Bailey is checking McDonald Aircraft for Gemini capsules.

We are trying to get both scale models of the dish antenna for use in the research area. We also will furnish you with designs for the tracking display screens. Further, we now know we can get the scale models of the Houston Mission Control Center. Bob, this is three separate floors, each four-feet square, two of which are duplicate command centers. Perhaps in that final research area where we have the display screens, and formerly showed a Gemini capsule, we might instead put the scale models of the antenna in the center, the display screens in the background, and in the center just behind the transparencies, put one section of the scale model of the Mission Control Center. This would tie together logically, i.e., Mission Control Center using dish antenna to gather control information for the displays.

JOIT

HIP

PHILCO CORPORATION

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300 N. Tenth & C. Sts. Philadelphia 24 Pa

reception. **Bailey will try to get a tape on a radio telescope signal**

December 5, 1963

M-212

Have I left out anything?

Thanks again for coming to Philadelphia.

HERE'S IMPORTANT NEWS ABOUT PHILCO WORLD'S FAIR DAYS!

As ever,

Now that our big New York meeting is only six months away the time has come to apply all the promotional pressure at our command to insure maximum sales between now and next May. **Marc J. Parsons** It is every good dealer who attends this most vital business meeting. When the program was first introduced last May everyone was aware of the difficulties involved in sustaining interest over a full year period. With logistics as tremendous as those involved in a movement of this type it would have been impossible to

HJP/ES

maintain our secret and we also wanted to score a "beat" on competition. Just as we had suspected, a few competitors are scheduling World's Fair trips bringing a few dealers at a time into New York over the entire 1964 run of the Fair. None of these efforts will have the scale, the impact, or the selling Mr. W. Bailey will enjoy when 5,000 Philco-minded people from all over Mr. H. Goswiler. Philco World's Fair Days, May 22 to 26, 1964!

Now we are ready to tell the dealers the facts about what they will do and enjoy during our visit to New York. A constant barrage of trade advertising and carefully scheduled publicity releases will build interest at a rapidly accelerating rate as, one by one, our Philco stories unfold

And what stories they are!!!

FIRST - PHILCO TO INTRODUCE 1965 LINES AT WORLD FAMOUS RADIO CITY MUSIC HALL!

That's right -- it's never been done before, but Philco did it! The world's finest staging facility, the Radio City Music Hall which has never before opened its doors to an industrial presentation will be the site of our 1965 Philco Dealer Line Presentation. In this tremendous hall which seats over 6,000 Philco's