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PHILCO CORPORATION

A SUBSIDIARY OF *Ford Motor Company*

CONSUMER PRODUCTS DIVISION • Tioga & "C" Sts., Philadelphia 34, Pa.

December 5, 1963
M-212

TO ALL PHILCO DISTRIBUTORS

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

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 benefits between now and next May, and to make certain that every good dealer in your territory 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 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 power that we will enjoy when 5,000 Philco-minded people from all over America will enjoy 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 production will be the site of our 1965 Philco Dealer Line Presentation! In this tremendous hall which seats over 6,000 Philco's

Guests will sit in air conditioned comfort with perfect viewing for everyone as they watch our Philco product story unfold on the giant 73-foot cinemascope screen. Integrated into our production will be the internationally famous Radio City Music Hall Rockettes, the brilliant corps de ballet and the multi-voiced Radio City Glee Club.

What a story this Philco exclusive is for your salesman to present to his dealers! Under separate cover we are sending you salesman's count of a 16-page, full color brochure that shows the Music Hall in all its glory. To supplement your salesman's personal efforts we will also mail a smaller Music Hall brochure to all the dealers whose names you have supplied for Fair Day Mailings, along with a copy of our trade ad on the Music Hall Presentation.

NEXT . . . PHILCO ARRANGES SPECIAL PERFORMANCE OF "WONDERWORLD" -- WORLD'S FAIR'S MOST SPECTACULAR ENTERTAINMENT ATTRACTION

On Sunday afternoon, May 24, following our morning visit to the Ford Pavillion, Philco dealers will attend a special Philco showing of the \$2,000,000 extravaganza -- "WONDERWORLD" which not only will be the largest amusement feature to be offered at the Fair, but undoubtedly will be the largest stage show in the world.

A cast of 250 people will perform in a three-part spectacle that takes place on the earth, in the water, and in the air. The show runs the gamut from ballerinas dancing on water to the launching of a lady astronaut and a flight to the moon! You may be certain that Philco will be prominently identified at this performance and special Philco sales messages will be integrated into the action on stage and on the screen. As if the two largest entertainment spectacles in the world -- the Music Hall and Wonderworld -- weren't enough - your dealers will be part of another "World's First" event on Monday evening, May 25.

FINALLY . . . PHILCO ARRANGES THE LARGEST THEATRE PARTY IN THE HISTORY OF BROADWAY!

Part of this sensational news has already found its way into public print. Dorothy Kilgallen, in her syndicated column, the New York Times and AP wire service revealed that Philco will have the world's largest private Theatre Party. Philco's party will include Broadway's long-run hit "HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING". This is still Broadway's number one hard-to-get-seats-for musical attraction. Since Philco will buy only the best orchestra seats in the house for its guests, and since most Broadway theatres

October 7, 1963

- 3 -

have only from 300 to 500 such seats available, you can understand the problems involved in accommodating 5,000 Philco guests all on the same evening. Difficult as it is, Philco's done it. Most of the shows have yet to open, but Philco has already booked Mary Martin's "JENNY", "WHAT MAKES SAMMY RUN" starring Steve Lawrence, Sally Ann Howes and Robert Alda, and enjoys first call on every other top musical attraction scheduled to play during the Fair.

Both "WONDERWORLD" and the World's Largest Theatre Party will be the subjects of trade advertising and our direct to dealer factory mailing program. You can easily see that with this kind of exciting news widely distributed in the trade, interest in Philco World's Fair Days is bound to take a rapid rise.

NOW THE LEAST OF THOSE WHOSE INTEREST WILL BE GREATLY AROUSED WILL BE YOUR OWN WHOLESALE SALESMEN!

Unfortunately, we will not be able to provide additional hotel rooms for those of you who have requested more dealer trips at your own expense. Hotel space is sold out and we have had a difficult time providing space for our present commitments. It is important that you understand that all the trips allocated to you are for your dealers only, and cannot be considered as trips for yourself or your salesmen. In addition, we have arranged hotel accommodations for you and your salesmen with your dealer groups.

When our program was first announced we told you that there would be a special program presented later in the year that would make it possible for your salesmen to earn their way to the Fair. This program will be announced at our December Convention in Dearborn, and will be designed to assist you in getting a fast start on franchising for 1964.

To clarify your own position with regard to the Fair -- since you will attend our regular distributor convention prior to the arrival of dealers, you will of course, as usual, pay your own transportation to and from the convention. Philco will pick up all costs of rooms, meals, and scheduled entertainment from the time you arrive for your distributor meeting through the departure of your dealers.

ONE LAST REMINDER . . . Please bear in mind our intent to do business on a large scale while our dealers are with us in New York. The only way in which this can be accomplished is to have the maximum number of buyers present at the meeting. We recognize that you may have presented the program on a "Mom and Pop" basis -- even including an invitation to earn a trip for the children -- but we urge you to seriously weigh the advantages of having a greater number of ready-to-buy-dealers on hand.

WE WANT TO HELP YOU -- if you want some help in developing your World's Fair Plans for the first quarter of '64 -- see us at the Convention in Dearborn. We'd like to talk to you and we'll do everything we can to help you -- You'll get support in trade magazines -- HFD, EM Week, Mart and NARDA with a tremendously stepped-up campaign, during January, February, March and right up to trip time, featuring the most exciting fun and business events that will take place in New York during Philco Fair Days.

We hope that the news that we have given you in the forward part of this letter will be a real stimulant to sales and that any questions you may have had regarding the status of your and your salesman's trips have been answered.

Very truly yours,



Dan R. Cavalier
Merchandising Manager