

Ford Motor Company

Executive Communication

February 23, 1964

TO: Mr. Henry Ford II
Mr. Arjay Miller
Mr. Charles H. Patterson

Three major "premier" events have been planned to launch the Ford Pavilion at the New York World's Fair with as much favorable attention as possible. Mr. Walt Disney will participate prominently with you in one of these three events.

PRESS PREVIEW - Sunday, April 12

A preview of the Pavilion for the working press will begin at 12:00 p.m. on Sunday, April 12, with a buffet luncheon in the product salon.

Included in the working press group will be the automotive editors and reporters in New York to cover the introduction of the Mustang in our Pavilion on the following day, Monday, April 13.

There will be no talks at the luncheon. At 2:00 p.m. the press group will be escorted to the second floor of the building near the loading ramp for the Magic Skyway ride. Mr. Ford will make brief remarks and will introduce Mr. Miller, Mr. Patterson and Mr. Disney. He will then invite Mr. Disney to join him at the control panel to start the ride and to enter one of the cars to lead the press group on their preview trip through the show. This activity will involve considerable photography.

Beginning at 2:30 p.m., 250 members of the Washington National Press Club and their wives will tour the Pavilion as a feature of the Club's weekend excursion to New York.

In order to insure knowledgeable and favorable treatment of news about the Ford Pavilion during the run of the Fair, press, radio and TV representatives and their families from the area within 150 miles of the Fair will be invited to visit the Pavilion between 5:00 and 5:00 p.m. All that is required during the visits of the latter groups is general hosting and welcoming of our visitors.

VIP PREMIERE

This event will be held on Tuesday, April 14, from 4:30 to 7:30 p.m. An invitation list of nearly 5,000 persons has been assembled representing

April 2, 1964

Mr. Robert Lamerton
Resident Engineer
Ford Motor Company
New York World's Fair
Flushing, New York 11380

Dear Bob:

Gayle Harrock has asked me to review for you our plans concerning the various previews and premieres we have planned beginning April 12.

Here to the best of my knowledge is the schedule of events and our special requirements:

Sunday, April 12

This is our national press preview date for the Ford Pavilion. Four different groups are expected. (1) Working press guests who will arrive at the building between 1 and 1:45 p.m.; (2) the national automotive press who will arrive at approximately the same time; (3) Members of the National Press Club and their wives who will reach the Pavilion sometime between 2:30 and 3 p.m.; and (4) Members of the General press who are invited to attend between 3 and 5 p.m.

We anticipate that there will be approximately 150 working press guests plus an estimated 200 automotive press in attendance during the period from 1 p.m. to 1:45 p.m. We have been advised that approximately 250 members of the National Press Club with an equal number of wives and guests will be in that particular group, and we anticipate approximately 1,200 to 1,500 General press guests including wives and children.

All guests will enter the Pavilion by way of the exit doors adjacent to the dealer hospitality area on the west side of the building. There will be a canvas canopy extending from the Rotunda to the curb under which our guests enter the building, and for one of the previews -- the Tuesday evening VTP reception -- a red carpet will be placed under the canopy from curbside to the building and inside the building from the entrance to the International Gardens. Mr. Ed Hillen of our Detroit staff is working on these details and arrangements.

All guests will check their hats and coats and other garments in the west dealer hospitality area where counters and checking equipment will

the very top people in business, industry, education, entertainment and government. Our objective is 1,500 to 2,000 guests.

Guests will leave their cars at the curb near the southwest doorway to the Pavilion where doormen and parking attendants will assist them. They will enter the building under a canopy and on a red carpet. Announcers will present each guest to the receiving line which, it is suggested, would be made up of Mr. Henry Ford II, Mr. Miller, Mr. Patterson, Mr. Euston Ford, Mr. William Ford and Mr. Disney. Other officers and directors of the Company and their wives would assist as hosts and hostesses throughout the building.

Food and beverage service will feature champagne and an assortment of elegant canapes and snacks from around the world as prepared by Restaurant Associates of New York. These would be available at a series of small buffets as well as from silver trays carried by waiters. Full bar service would be available in the product salon where guests will assemble prior to their departure. Every detail is planned to give this affair a tone and atmosphere of elegance and quality.

ANPA PREVIEW

The American Newspapers Publishers Association begins its annual convention in New York on Monday, April 20. Through special arrangements made by the Company, the ANPA staff, the World's Fair and General Motors, both Ford and General Motors will invite members of ANPA and their guests to preview their respective World's Fair exhibits on Sunday, April 19. It is estimated that approximately 500 members and guests would arrive in New York early enough to take advantage of such an opportunity.

We will share with General Motors the cost of bus transportation for our guests from downtown Manhattan to and from the Fairgrounds. They will visit the GM Futurama first and be served a "brunch" from 1:00 to 3:00 p.m. They will then be transported to the Ford Pavilion for a tour of our show from 3:00 to 5:00 p.m. We will provide champagne as well as coffee and tea along with other snacks and beverages suitable to the time and circumstances.

While a formal receiving line seems inappropriate, the fact that the ANPA includes the publishers of the largest and most influential newspapers makes it desirable to indicate the importance we attach to their visit. Although members of the Executive Office are not committed to attend this event, I feel that your participation would be most appropriate.

T. H. Mecke, Jr.
Vice President - Public Relations

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be set up for the purpose. Once having checked their clothing, they will enter the International Gardens area for the start of that portion of the show. At approximately 1:30 p.m. guests will be moved to the second floor ride area for a brief ceremony scheduled to start at approximate 1:45 p.m. It is our understanding that in order to move the group, we can cut off all of the narration and music in the building and address everyone in the building from the centrally controlled public address system. (Don Edgren advises that this can be done).

The brief ceremony at 1:45 will consist of some introductory remarks by Mr. Ford, Mr. Disney, and Mr. Moses. At the conclusion of these remarks, Mr. Ford will invite the guests of honor, as well as the assembled press to join him for a ride on the Magic Skyway. At this point, he and Mr. Disney and Mr. Moses will get into a car at the end of the loading ramp on the east side of the Magic Skyway. Mr. Miller, Mr. Patterson and Mr. Becket will get in a car directly behind this first car, and members of the press will load in on other cars on both sides of the Skyway. While guests are loading into the cars, photographers will take pictures of Mr. Ford and his party, and at a given signal, the key will be turned to start the Skyway ride. This signal will be an arrangement whereby Mr. Ford can press the horn button on his car and blow the car horn or a horn especially set up for the purpose. I will discuss those particular details further with you when I see you.

Once the horn signal and the key turned in the ride switch is handled, both lines start and all of our guests are off on their first ride on the Magic Skyway.

Following the rides on the Magic Skyway, guests will gather in the Product Salon for food and beverage service scheduled to begin at approximately 2:15 p.m. Thereafter guests are free to wander about the building until approximately 4:30 p.m. when the sound will again be cut off and an announcement made over the public address system that it is time for guests to move to the New York City Building for the start of the Ice-Travaganza show rehearsal. At that point our preview ends, guests leave the building, and Wilding and others can take over the facilities to prepare for the Mustang introduction the following morning.

Monday, April 13

This is our Mustang introduction and all of these arrangements are being handled by Ford Division, and if there are any details you require that I cannot list for you, they must be obtained from either Jack Mullaly or the person at Ford Division who has been assigned World's Fair responsibilities.

As I understand it, guests are expected to arrive at the building at approximately 8:55 a.m. for the preview which will get under way at 9 a.m. The program thereafter is as follows:

- 9:05 a.m. - Remarks by Lee A. Iacocca
- 9:30 a.m. - Mustang Presentation by Chase Morsey, Jr., General Marketing Manager, Ford Division
- 9:45 a.m. - Mustang features film
- 9:45 a.m. - Offenry Award Presentation

- 4,000 and 1,200 persons.

- 10:05 a.m. - Question and answer period with Lee A. Iacocca
10:30 a.m. - Newsman examine cars in Product Salon and press room area

There will be a coffee break at 10:30 a.m. and from 10:30 a.m. until noon, guests will be permitted to wander about the building and to ride the Magic Skyway. At 12 noon press guests depart for a luncheon at the Westchester Country Club. To the best of my knowledge, this concludes the Mustang preview program at the World's Fair Pavilion. I believe, however, that there's a special press arrangement in the afternoon for a limited group who are being invited by Falco, and Gayle Wernock should be familiar with those arrangements.

Tuesday, April 14

As you know, this is the date for a rather exclusive premiere of the show in the building for approximately 1,500 to 1,600 guests representing important fields of interest -- business and finance, government, diplomatic corps, United Nations, clergy, unions, communications, show business, etc. The time is 4:30 to 7:30 p.m., and Mr. Henry Ford II will be joined in the receiving line that evening by Walt Disney, Robert Moses, and Messrs. Benson Ford, William Clay Ford, Arjay Miller, and Charles Fetterson. The receiving line, incidentally, will be set up in the International Gardens on the west side directly under the world map.

For this affair the red carpet will be installed and guests will cross over it to enter the building. Hats and coats, etc., will be checked in the same location used for Sunday's press preview checking and on reaching the International Gardens and the start of the receiving line, they will be introduced to Mr. Ford and his guests by experienced professional announcers.

Once through the receiving line, guests will be free to move about the International Gardens without following any prescribed tour pattern. They will be served beverages and snacks in the Gardens, as well as in other locations in the Pavilion.

After guests have gone through the International Gardens and taken the Magic Skyway ride, they will assemble in the Product Salon for an informal reception prior to departing for home or other points of interest.

To the best of my knowledge, there are no special requirements beyond the need to have the Pavilion in A-1 condition in every respect and all show and entertainment features in proper working order.

Sunday, April 19

The final preview will be held on this date from 3 to 5 p.m. when members of the American Newspaper Publishers Association will tour the Ford show following a visit to General Motors Futurama.

There is a possibility we will again have a receiving line but no red carpet. This group will follow the same pattern as the prior preview groups in that they will be free to inspect the building and show facilities at their leisure and ultimately gather in the Product Salon for refreshments. We would expect that by 5 o'clock most of them will have departed for New York or elsewhere. We anticipate an attendance of somewhere between 1,000 and 1,200 persons.

This is about as much as I can tell you about the press dates, and the preview arrangements and requirements, Bob. I'm going to ask Ed Hillen to give you an outline covering all of the caterers' plans and requirements, and I will ask Jack Mullaly to tell you what is required from the standpoint of handling the Mustang displays.

Ted Meeks has asked me to verify that we have made arrangements for special covers for the Mustang cars that are going to be on the line and elsewhere in the building on Sunday, April 18, prior to the official unveiling Monday morning. I have asked Gayle Warnock to check this out to make certain that we will have suitable covers and not the soiled covers that are being used on the line at the present time.

Please call me if you have any questions relative to the above.

Te: W. S. security.

This is how I talk with Mr. Ted Meeks mentioned that we could call for following company John E. Bettler personnel and their names in the World's Fair Northeast Public Relations Manager

YTD / Jack A. St. Harney, Director of
Plant Engineering
cc: **vc. Gayle Warnock**
George F. Sawyer, Manager,
Construction Department,
Plant Engineering Office

Robert D. Anderson, Engineering
and Maintenance Manager,
World's Fair Ground

Could you arrange this? Thanks.

William C. Mitchell, Jr.

Mullaly
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