

PHILCO CORPORATION

A SUBSIDIARY OF *Ford Motor Company*.

CONSUMER PRODUCTS DIVISION • Tloga & "C" Bldg., Philadelphia 24, Pa.

February 6, 1964
M-237



TO ALL PHILCO DISTRIBUTORS

Subject: Philco World's Fair Days Bulletin #1

Between now and the time that you arrive in New York City next May we are going to issue information bulletins concerning the detailed operation of our World's Fair Program. This first bulletin is to acquaint you with the basic time schedule that will govern our activities. Here is the schedule, starting with your own arrival and running through the departure date.

Thursday, May 21

- AM - Branch and Distributor executive personnel arrivals and check-in at hotels
- 12:00 - Luncheon - Hilton Hotel
- 1:00 pm on - Distributor salesmen arrive
- 3:00 pm - Orientation Meeting
- 5:00 pm - Exhibit Hall opens to Distributors
- 6:00 pm - Distributor salesmen's dinner meeting - Americana Hotel

Friday, May 22

- AM - Distributor preparation for dealer orders
- Secretarial Service Center opens
- 9:00 am to noon - Distributor salesmen's meeting - Hilton Hotel

Friday, May 22 (cont'd)

PM - Individual Distributor meetings with salesmen

Afternoon Dealer Arrivals

- 6:30 pm - Welcome cocktail parties - Grand Ballrooms,
Hilton and Americana Hotels
- 7:30 pm - Welcome Banquets, Grand Ballrooms, Hilton
and Americana Hotels.

Saturday, May 23

8:45 am - Dealer meeting and line presentations -
Radio City Music Hall

Exhibit Halls open immediately following Radio City presentation

7:00 pm - Gala dinners and all-star shows -- Hilton and
Americana Hotel Ballrooms

Sunday, May 24

AM - Entire Group transported to World's Fair Site

Ford Pavilion visit immediately upon arrival at the Fair.
Luncheon at Fair.

3:00 pm - Special Philco showing of "WONDERWORLD"
spectacle at Fair Amphitheatre
Dinner either at Fair or upon return to Hotel
Transportation will be available on a scheduled
basis from the Fair Grounds to Hotels

Exhibit Halls remain open for order taking.

Monday, May 25

Dealers either return to Fair Grounds or have their choice of
many attractions in New York City or are free to shop.

Luncheon either at Fair restaurants, hotels, or at specially
selected restaurant in New York City.

Monday, May 28 (cont'd)

- 5:00 pm - Cocktail parties -- Grand Ballrooms, Hilton and Americana Hotels
- 6:00 pm - Farewell Banquet
- 8:30 pm - World's Largest Theatre Party -- orchestra seats at Broadway's top attractions

Tuesday, May 29

- AM - Depending upon travel itineraries dealers will either depart this morning or are free to sightsee and shop prior to their scheduled afternoon departure. Luncheon will be provided for all dealers departing in the afternoon.

GENERAL

Transportation from your home city to New York and return will be arranged by Philco's travel representatives, the E. F. MacDonald Company, who will contact you individually and acquaint you with your detailed schedule. Baggage handling, tips, transfers, will all be taken care of by our travel representatives and your dealers will be free to enjoy themselves from the very moment of their departure through the time they return home without the usual worrisome details of travel.


While the dealers are free at the Fair Grounds they will be supplied with a coupon book that they may use to attend any of dozens of top Fair attractions. This gives them complete flexibility in seeing those things of greatest interest and having greatest appeal for their individual tastes.

Completely staffed Philco information desks will be open on a 24-hour basis in each hotel to offer whatever further assistance dealers might require.

The above information should provide you with the answers to those basic questions which are of immediate concern. As our program develops further, and as our trade advertising program and mailing campaign accelerate from this point forward you will be kept completely informed in advance as to each activity so that you may merchandize it to best advantage.

We look forward to the greatest sales success of all time at Philco's World's Fair Days in May of 1964.

Very truly yours,


Owen H. Kleppor
Sales Promotion Manager