

CONFIDENTIAL

[Handwritten scribble]

April 26, 1963

Mr. Marc J. Parsons
Vice President - Public Relations
Philco Corporation
Tioga and "C" Streets
Philadelphia 34, Pa.

Dear Marc:

You will be pleased to know that the Kennedy children visited the New York World's Fair last Saturday, April 24, and that the first stop was the Ford Pavilion.

After the children and the small party which accompanied them had made the trip on the Magic Skyway, we took them through the Philco exhibit where Caroline observed while looking at the penguins in the barber shop scene that her young brother needed a haircut and should be next in line.

While we had been asked by World's Fair Protocol not to publicize or exploit the Kennedy visit, the New York Times was alert enough to get the word on its own and in advance, and Tania Long of the Times was on hand when the Kennedy party arrived. Thereafter we made follow-up phone calls to the press to tell them about the visit and specifically about the comment during the tour of the Philco display.

The New York Journal American for Sunday carried a story with good Philco reference and Barry Collier advises that UPI indicated it moved a story on the visit. I hope you get some additional returns.

Cordially,

John E. Sattler
Resident Manager

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cc: J. G. Mullaly
W. J. Goodell