

626

CELLULOID TOYS.

- 1. TITLE.....7
- 2. GEN. VIEW TENEMENTS.....6
- 3. GEN. VIEW INTERIOR ROOM.....3
- 4. CLOSE UPPICTURE OF BABY.....6
- 5. CLOSEUP MOTHER TALKS.....25

~~GEN. K.~~ MAC
 GEMMEL
 STUDIO
 MAC

FADE.

- 6. TRUCK BACK FROM KID AT FIRE.....5
- 7; CLOSE UP KID WITH DOLL.....2
- 8. BACK VIEW THROWS DOLL.....2
- 9. CLOSE UP DOLL INTO FIRE.....7
- 10. GEN. VIEW MARKET.....7
- 11. SEMI VIEW TRUCK UP TO STALL.....6

GEMMEL
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~~GEN.~~ GEMMEL

WIPE.

- 12. LONG VIEW DOLLS BLAZE ON SHELF.....15.

GEMMEL.

13. WIPE.

- 13. CLOSE UP GLASSES ON FIRE.....9

FORD

WIPE.

- 14. CLOSE UP COMB BLAZING.....7

FORD.

WIPE.

- 15. SEMI VIEW GREEN AT DESK.....7

GEMMEL

- 16. CLOSE UP EYESHADE CATCHES FIRE.....6

GEMMEL.

WIPE.....

- 17. LONG VIEW GEMMEL AT PROJECTOR.....6

GEMMEL

- 18. SEMI VIEW HOLDS LIGHT TO FILM.....3

- 19. CLOSE UP " " " "3

FADE.

- 20. CLOSE UP BIRREL TALKS.....16.

MAC
~~GEMMEL~~

- 21. CLOSE UP DOLL.....4

- 22. CLOSE UP GREENSTOCK.....11

Reg. Length...145ft
 GEMMEL... 7ft
 TOTAL.....152ft

MAC

23/2/37.

2520230
676

INTERVIEWS BIRREL & GREENSTOCK ON CELLULOID DOLLS

SV talk. The British toy industry has suffered from keen Japanese competition, especially in celluloid dolls. These dolls are highly inflammable and unsafe for children, but it is now unnecessary to run any risks.

CU. Birrel. [An all-British safety doll which will not readily burn is now made from hexoid] a [new all-British] safety celluloid which for all practical purposes is non-flam. [pan to Greenstock holding flame to doll) and talk. This doll is the direct result of a personal request of Her Majesty Queen Mary at the B.I.F. 4 years ago for a safety doll.

CU An all-British safety doll which will not readily burn is now made from hexoid, a new all-British safety celluloid which for all practical purposes is non-flam (pan to Greenstock holding flame to doll, and talk)

CU Doll pan to Greenstock. [Now this doll is a direct result of a personal request of Her Majesty Queen Mary at the B.I.F. 4 years ago for a safety doll.]