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CAMERAMAN'S CAPTION SHEET

OLYMPIC KINEMATOGRAPH LABORATORIES, LTD. BRITISH PARAMOUNT NEWS DEPT. DATE MAILED

21-9-53.

SCHOOL ROAD, LONDON. N.W.10

	NOW ROVER Cars. 370.				
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VERY IMPORTANT ! Write Plainly—Spell Names Correctly—Use Typewriter if Possible					
CENE Umber	COMPLETE DESCRIPTION OF SCENES				
and the second secon	Couple of shots of the main "Line" but unfortunatly all the workmen had the day off(Shortage of material) Shots of the Land Rover body being dropped on to the Chassis, I suggest this is put aside for the future Land Rover Story. Shots of the finished cars awaiting dispatch. Travel shots taken from the interior showing the driving visibility, close ups of the new Hand gear Change(Not on the Steering wheel) Shots of the new Rover running alongside the oldest car 1904. Shots from the "old un"to the new one. Various travel scenes. Static shot of the EMK old un replaced by the new one. Features on the new car. Sidelamps which can be seen by the driver.				
	Gear change, large glove compartment, large balanced boot and fitted water squirts for the windscreen wipers. Ext. Shots of lines of new cars for Export and Home Market. Couple of angle shots on Models "75" and the new "90". Unfortunatly the worst day they have had there this year, it cramped				
	The land Rover testing ground will make a good story on its own, Will explain				
	Exclusive.				
	Some handout dope attached.				
	No Brochures are printed yet.				
	OTHER SOUND NEWS REELS COVERED STORY				