

ASSOCIATED BRITISH-PATHE LTD.

From Harry Field,

Personal Assistant to Producer-in-Chief.



To Mr. G.T. Cummins,

Editor, Newsreel Department.

Please refer to NY/171

17th January, 19 52.

Frigidaire Convention

This is in confirmation of our telephone conversation to-day when I told you that we have been asked by Frigidaire Ltd., to prepare a special newsreel incorporation a Frigidaire item, for screening at their sales convention on 31st January.

The suggestion is that we should take two or three stories from the newsreel to be released on 31st January and add the special item which should be 300 - 400 ft. in length. The title will be:

Frigidaire
Commercial Sales Convention
1952

and the total length of the reel should be around 800 ft.

George Stevens has actually filmed the sequence and a print will be available tomorrow.

The Frigidaire contact is:

J. Willis, Esq.,
Sales Promotion Manager,
and he will be able to give any advice necessary regarding the commentary.

For your guidance a rough sequence of the special item as agreed by Frigidaire is attached.

Perhaps you will arrange to issue a Job No. for this work.

Enc. Suggested sequence