

# HOWARD S. COTTON

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*Publicity*  *Consultants*

YOUR REF:

OUR REF:

SC/JP.

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Telephone: CITY 7101/3

12th February 1957

Miss Grace Field,  
News Editor,  
Pathe News,  
133-5 Oxford Street,  
London.W.1.

*Let someone else  
write see could  
be sent. JC*

Dear Gracie,

As you may know, the end of this month and into March are of great importance to the toy industry. It is then that our toys are on show for world buyers - toys which will be in international Christmas stockings this year!

On Wednesday (February 20th), the Lines Bros. Group of Companies - the largest toy manufacturers in the world - will hold a Toy Fair at Park Lane House, 45 Park Lane, W.1., which will be available for Newsreels from 10 a.m. on that day.

The opening will be by a 'real live doll'. A five-year-old girl who will be dressed exactly as the Company's latest doll - Pretty Peepers - and will be delivered to Park Lane House in a doll box. The box will be put on the pavement, the lid taken off and the child will step out, then take from a similar, though much smaller, box a walking doll, and walk side by side with it into the exhibition.

I thought this would provide an opening shot on which to hang a story of the 2,000 different toys on show at Park Lane House.

If you do cover, would you let me know so that I can make some arrangements on your behalf?

Yours,

*Sam Cotton*  
Sam Cotton.

*JP*

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