

**peter robinson ltd.**

oxford circus, London, W. 1.

TELEPHONE: MUSEUM 7700

Miss G. Field,  
 Pathe News, Room 133,  
 Pathe House, Oxford Street,  
 LONDON. W.1.

YOUR REF

OUR REF. HWP/2952/JMT ENCLOSURES

DATE 14.12.59.

Dear Madam,

I thought you would be interested to know that our Winter Sale commences at our Oxford Circus and Strand stores on Wednesday, 30th December.

Should you wish to send one of your camera crews along to take shots of either the opening or events during the day we would be very pleased to extend to them every facility.

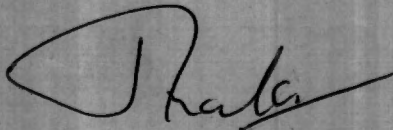
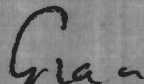
Perhaps you would be so good as to telephone me if you are interested so that we can make any arrangements which may be necessary.

Yours faithfully,



H.W. PALFREYMAN.  
 General Manager

Steve: Will you please check all these points (attached suggestion) & find out all you can. When you have all details report to Mr Cummins

Why not do a thorough coverage of the January sales? Women - and men - are really interested and the evidence for this is the crowds of people who line up in all weathers to raid the stores at the opening. I think the way to do this is to prepare fairly comprehensively beforehand.

Why not get hold of one of the publicity chiefs of the big department stores and find out just what happens before the sales start.

What happens? Do the staff spend all night before D day in preparing the windows and arranging the loot? What are the mark-downs worth to the public? We know there are a lot of come-ons offered but how many? How many £100 fur coats for £20 and so on.

The idea could be - with some fixing by the store - to show the preparations the night before the sales begin. There should be plenty of action and a wide variety of goods to be shown. The thing that will appeal, of course, is the mark down prices - so they should be shown.

Does any kind of drill go on before the store opens in the morning? Cameras should be inside to shoot if there is any procedure.

The story would open with the queues waiting, maybe interviews with a couple of shoppers who have been waiting for hours. What do they hope to buy, do they do it every year. Pictures of the mad rush.

But the story is really the bargains available that women would like to see - and regret that they did not join the mob. I don't think one can do any more until one knows more facts from the stores and how far they would co-operate.