

Dec - 21.

ASSOCIATED BRITISH CINEMAS LIMITED

Registered Office: 30/31 GOLDEN SQUARE, LONDON. W.1.

Telephone: GERRARD 9234

Telegrams: BRITCIN PICCY, LONDON

J2

Directors

Str Philip Warner, Chairman
Eric G. M. Fletcher, LL.D., M.P.,
Deputy Chairman
D. J. Goodlatte, Managing Director
C. J. Latta (U.S.A.)
Robert Clark, M.A., LL.B.
J. H. McDonald, F.S.A.A., Secretary
W. Cartledge, General Manager

Our Ref. RP/MG
Your Ref.

APOLLO CINEMA,
ARDWICK,
MANCHESTER.

Telephone: ARDWICK 1141.

22nd November, 1957.

Colin Farman, Esq.,
Associated British Pathe,
Film House,
Wardour Street,
London, W.1.

*Screen good possible if
we can get good close-ups
in types. plus
A.*

Dear Colin,

With reference to our brief conversation, when you were covering the Guy Fawkes Parade at this Theatre, regarding the Matinee which is held in conjunction with the Daily Mirror on the 21st December, I am wondering whether the show will be of any interest, either to the Pathe News or the Pathe Pictorial.

Briefly, this is what takes place: Our 1,600 Minors invite as their Guests 1,000 Orphans and under privileged Children from Manchester, and the whole thing is laid on either by gift or at the expense of the Daily Mirror. No appeal whatsoever is made to the Public for support. The children get a stage show as well as the film show, and are given a big bag of "goodies". The whole proceedings usually last from 9.30 a.m. to 1 p.m., and as you can imagine this is the largest show of its kind in the North.

I am enclosing herewith a copy of the pages from the A.B.C. News giving details of last year's event. It seems that it would make quite an interesting story, and if you wanted shots of any of the items which take place during the three weeks that it takes to organise the event, i.e. the various conferences with the Police, or the Art Display, or of any of the things which I have underlined in the report, these could all be restaged for you on say Friday, the 20th, before the Matinee on Saturday, the 21st.

Trusting that you will find the event of some interest, and looking forwarding to hearing from you at your convenience.

Best wishes,

Yours sincerely,

Robert Clark