

10353701

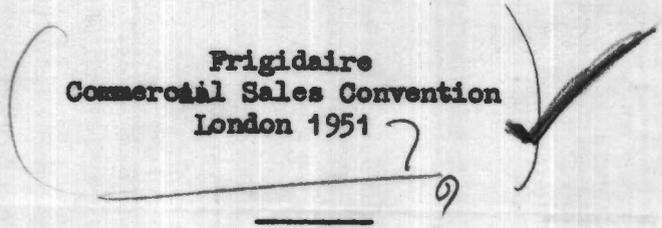
Frigidaire Newsreel Introduction

286/dk

Suggested Sequence to be filmed 16th January, weather permitting, or alternatively, 17th-18th January.

Title

Frigidaire  
Commercial Sales Convention  
London 1951



Film Sequence

- Open with Establishing shots of factory and main office building.
- Cut to Group of executives (12 people) leaving door to main office hurrying down steps to large car.
- Cut to Close up of executives entering car in apparently never ending stream.
- Cut to Car starting off, people are hanging from windows.
- Cut to Late-comer bursting through door to main office, he waves frantically to the car, and chases along the drive in a hopeless attempt to catch it.
- Cut to Car disappearing through main gate.
- Cut to Late-comer thumbing lift on Fork Lift truck, truck shoots off in pursuit of car.
- Cut to Fork lift truck halting outside main gate, a postman delivering mail leaves his cycle propped against wall, late-comer jumps from Fork Lift truck, mounts cycle and pedals furiously after the car, now disappeared. Postman chases cyclists waving fists.
- Cut to Various shots of car en route, executives are leaning out from windows, waving and exorting the driver to go faster. These shots are interlaced with glimpses of late-comer still cycling furiously.
- Cut to Establishing shot of Scala Theatre.

- Cut to Car arriving at Charlotte Street, pulls up a few yards from Scala Theatre, door bursts open, executives tumble out.
- Cut to Close up of door as apparently never ending stream of people emerge from car. The leader calls the roll and party form up two abreast and move off at a trot towards the Scala entrance.
- Cut to Head-on shot as party rapidly approach camera and finally appear to run into the lens



Synchronising with end of final film scene the 12 executives still in line abreast, burst through the screen and stumbled onto the stage as the lights go up.



Our late-comer enters through main entrance and comes panting onto the auditorium shouting "Wait for me."



Note: all film sequences with the cyclist will be speeded up by slow turning with the camera.