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Mr. Mc. Conville,
Associated British Pathe Ltd.,
Pathe House,
Oxford Street,
London. W. 1.

6th April 1955.

Ref: Luton Easter Bonnett Parade (Bank Holiday Monday)

Dear Mr. Mc. Conville,

We understand that you have been informed of the details concerning the above event, but we wondered whether it is of any interest to you that our entries in the Hat Competition will be arriving by Helicopter, landing in a special enclosure in Wardown Park, Luton, at approximately 3.15.p.m.. The Models then being conducted by escort to the Judging enclosure.

We feel sure that this item is adding considerable interest to the event and if there are any other particulars we can supply you with we shall be most happy to do so.

With best wishes for a successful coverage,

Yours faithfully,

WOOLLEY, SANDERS & CO. LTD.,

A handwritten signature in dark ink, appearing to read 'F.H. Ayliffe', is written over the typed name.

(F.H. Ayliffe)
P.R.O.