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# VARIETY CLUB OF Gt. BRITAIN

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**Dedicated to help local underprivileged children**

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Please reply to:-

061-978-8640

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1st May, 1974

Mr. H. Bonis,  
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GET OL ROSEY MARCH

Dear Herb,

I trust that you and Danny are now returned safely from Manila, and this letter catches you before your departure for Spokane. I thought it would be useful to give you an up-to-date report on action todate:

- I have just returned this afternoon from London, where I had a film crew, first thing this morning, at Lord Mountbatten's flat. We now have in the can a charming, personal message to Danny from Lord Mountbatten, for screening at the Banquet. I will obtain a script of this film for you so that Danny will have advance information of what is said. Incidentally, all the film people gave their services free for this morning's shooting.
- I followed up the arrangements with the B.B.C. for the Pete Murray show, which Danny had agreed to do on Wednesday May 22nd. The B.B.C. were arranging this as a hook-up between the London and Manchester studios, and I met Pete Murray personally to discuss it further. As a result, they have agreed to bring this daily studio show up to Manchester specially to do the broadcast with Danny and, as I mentioned to you on the telephone, they would appreciate a cable confirmation, through me, that this is confirmed by yourself, as they are involved in studio scheduling, etc. I am enclosing the B.B.C.'s letter of April 8th, which I discussed with you, and have already advised them that the preferred date will be Wednesday May 22nd, as confirmed with you by telephone on April 19th last.

Continued ...

lend a hand  help a child

3. I have checked all props and scores with Stuart Robinson and Clive Smart at the Halle:
- a) The details of the Programme distributed internally for the orchestra is enclosed herewith for your confirmation.
  - b) They have asked me to confirm that you will be bringing all orchestral material needed, with the exception of "Die Fledermaus" and Ravel's "Bolero".
  - c) As we discussed in Los Angeles, everyone is agreed that it would be better to leave out the American National Anthem from this Concert, as the U.S. Ambassador is away in America at that time and, therefore, cannot be present and its inclusion may be misunderstood by the audience.
  - d) They have had some difficulty in getting hold of a rubber fly swatter. They have obtained several coloured plastic ones, approximately 20" long, and trust that these will do the job.
4. Regarding the sponsorship of the flight tickets and our feelings with British Airways conditions for the Los Angeles flights, I have since had meetings with the U.K. General Managers, off the record, at both T.W.A. and Pan Am. Unfortunately, due to the current U.S. airline situation, they were unable to better the deal. I have, therefore, been back to British Airways to try them out on a compromise idea I had, i.e., for British Airways to supply 4 First Class tickets from New York to Manchester/London. In this way, Variety Club would receive the subsidy for the major part of the cost of the air travel tickets for 4 people, not two. Secondly, this arrangement would leave Danny and yourself the maximum flexibility between Los Angeles and New York, for which part of the flight we would, of course, be responsible for the cost and which would be free of any restrictions as to time, airline, etc., etc.. I am delighted to say that British Airways have now agreed with my alternative proposal and I now only hope that you will confirm that you and Danny are prepared to go along with my suggestion.

5. Rehearsals

The Halle have confirmed, in writing, the following rehearsal schedule:-

Tuesday May 21st -	Zion Rehearsal Room -	4:00 - 7:00 p.m.
Wednesday May 22nd -	Free Trade Hall	- 9:30 - 12:00 noon
	(although I have advised them that the actual	rehearsal time would be 10:00 to 12:00 noon)
Thursday May 23rd -	Free Trade Hall	- 10:00 - 1:00 p.m.
Concert	Free Trade Hall	- 7:30 p.m.

Continued...

6. Booth Hall Hospital - May 22nd
- a) We have confirmed that the Danny Kaye tribute coach will be through from the manufacturers in time for presentation to the school in question. The presentation to be carried out at the hospital for convenience.
  - b) The Hospital have confirmed that they will have a plaque available in a marquee for Danny to unveil, as the Mother and Child Care Unit is in a rather inaccessible part of the building for the media. Light refreshments will be served by the Hospital, and there will be the relevant cheque from Variety Club for Danny to hand over to the Hospital authorities.
  - c) The Media will be present at the presentations, and the Nationwide T.V. recording units will cover it in place of the Blue Peter T.V. unit I discussed with you, as the latter is causing certain difficulties and is really a totally children's audience.

7. Sales are going well, with more than 70% of the house sold out, and also 70% of my own personal target for Patrons also signed up and in the bag. The final mailings went out from my office approximately two weeks ago, including all members of Variety in the country, as well as our supporters, etc., who had been mailed earlier.

Posters are up on sites throughout the City, and the Halle regular display points (I found out this included 3,000 restaurants, hotels, booking agencies, travel agencies, etc.). Posters are out (with Civic permission) on lamp posts throughout the City. The Halle have agreed to hold back their 16 sheet posters announcing their Promenade Concert Season, to give us an additional two weeks' exposure with our own posters announcing the Concert and, generally, excitement is building up in the town.

The competition I mentioned to you in the Manchester Evening News, associated with the Danny Kaye visit, is under way, and I will send you details of this under separate cover. Similarly, advance references on the BBC radio and commercial radio on his visit to Manchester are already going out.

8. The programme now seems mainly set for the week, with the exception of the final confirmation of the press conference. We all feel here that there would have been great advantage in your arriving here sometime on Monday. Failing this, however, the Pullman train from London, leaving Euston at 7:55 a.m. and arriving at 10:27 a.m., is really the latest time which should be considered. I think we are all concerned to make sure that we do full justice to the press for their conference which should really commence at 11:45 a.m. and be conducted without too much rush, both from the point of view of the image and relationship of Danny with the press - apart from any spin off benefit for our own relationships with the press. The ideal thing would be press photographs call at Piccadilly Station on arrival, with - say - a photo call at the Hotel at 11:45 a.m., and press conference 12:00 - 1:00 p.m. (say with drinks and hot and cold hors d'oeuvres). This would then give us

a little time to get together and clear any points of briefing between ourselves before Danny goes on to first rehearsal at 4:00 p.m., which is not right in the City centre.

I know, Herb, that both you and Danny, as well as Warren, would give the maximum support for an advance P.R. trip if we were finding it tough going to sell the Concert Patrons, sponsorships, etc. May I therefore say - and please don't take this the wrong way - that if I have set myself the target of knocking myself out to ensure that everything is wrapped up saleswise before you arrive in the country, it would seem a shame then to say that P.R. was not so important to Variety as they have sold out anyway. I hope you take this comment, Herb, in the spirit in which it is intended.

9. Incidentally, with regard to the programme: in case you are considering arriving on Monday night, let me advise you that there will definitely be no Anglo-American Sporting Club Dinner that night in Manchester, with or without Danny Kaye present, so there could be no possible embarrassment in that area. If, however, Danny was prepared to join an informal Supper Evening at my golf club, say on the Tuesday evening with my Variety Club workers present, etc., etc.....!!
10. I have been in touch with Marilyn Nelson following your suggestion, and she called me back from Minneapolis yesterday, suggesting that if it is convenient for you and Danny to return via Minneapolis from Chicago, she would be delighted to organise a reunion on the evening of Wednesday June 5th. I will also be in town that day, as I have a Board Meeting in Minneapolis that day. Needless to say, Marilyn was excited at the prospect and is most anxious to hear whether Danny agrees to this.
11. Finally, I do have one of my many problems with the various Sponsors which, in this case, I would like to mention to you. The likely Sponsor for the Concert is very interested in the London Philharmonic, who played the world premiere of a special Fanfare he wrote for them. I have the Master tape, which I am supposed to send on to Danny, which he is supposed to listen to. If he is interested, then the fellow in question is prepared to bring up the trumpeters of the Cold Stream Guards to Manchester specially for this short piece. As you will appreciate, I am obliged at least to put the proposal to you and, no doubt, you will let me have your comments before I send the tape across.

I hope this clears everything outstanding now, Herb, and that you will be able to have a word with me, or drop me a line about some of these outstanding matters.

Hoping you are keeping well; give my regards to everyone and looking forward to seeing you on the 21st - or perhaps on the 20th!

Kindest regards,

Yours sincerely,

Ivor J. Rowe



Encls.  
IJR/mk