

THE
CINEMATOGRAPH EXHIBITORS' ASSOCIATION OF GT. BRITAIN & IRELAND
(REG. No. 1622T)

GENERAL
SECRETARY:
ELLIS F. PINKNEY, M.C.



164, SHAFTESBURY AVENUE,
LONDON, W.C.2.

November 16th, 1956.

Dear Sir,

**THE LORD MAYOR OF LONDON'S NATIONAL
HUNGARIAN AND CENTRAL EUROPEAN RELIEF FUND**

"SAVE THE CHILDREN FUND"

***National Collection in Cinemas for
Week Commencing December 2nd, 1956***

First please read the letter printed on the reverse of this sheet.

The tragic news from Hungary, which has appalled everyone and which is now underlined by the contents of that letter, has produced a ready response from exhibitors.

The need for help is urgent and the C.E.A. through the General Council has undertaken to do its utmost to assist.

The Lord Mayor of London has most gratefully accepted the Council's offer for a national cinema collection and has agreed to 25 per cent of the money collected being devoted to "THE SAVE THE CHILDREN FUND" to help Hungarian Refugee Children.

It is planned that collections in all cinemas throughout the country should be taken during the week commencing December 2, 1956, and the Lord Mayor will be urging all local Mayors and Chairmen of Councils to co-operate as required.

A special flash is being produced and will be distributed by National Screen Service Ltd.

**A FURTHER COMMUNICATION WILL BE SENT TO YOU VERY SHORTLY GIVING
DETAILS OF BANKING AND OTHER ARRANGEMENTS.**

Your whole-hearted support is required for this most deserving cause.

Yours faithfully,

ELLIS F. PINKNEY,
General Secretary.

Copy letter to the C.E.A. from the "Save the Children Fund,"

12, Upper Belgrave Street, London, S.W.1.

Ellis F. Pinkney, Esq.,
The Cinematograph Exhibitors Association
of Great Britain & Ireland,
164 Shaftesbury Avenue,
London, W.C.2.

9th November, 1956.

Dear Mr. Pinkney,

This fund has been working in Austria for the past ten years. Our Administrator there is Mr. B. G. McTaggart, M.B.E., and he has now founded the Austrian Save the Children Fund. We were on the point of retiring from this country, as they were in a position to look after their own children, but you have read of the tragic happenings in Hungary, and Mr. McTaggart informs us that there are now 15,000 refugees, of which 3,000 are children.

The children are all ages, from infants upwards, and naturally they are all in a very distressed state. They are being housed at the moment mainly in disused Russian barracks in Lower Austria, and Mr. McTaggart has managed to get 200 of the worst cases into four of our Homes for a period, to begin with, of three months.

Our Administrator writes: "One three-month-old baby arrived by himself; he had been put on a peasant cart and nobody knew where he came from.

A two-year-old girl on a tractor, her eyes red with crying, clenched her little fist tightly around a piece of paper containing the address of friends in Burgenland. Another girl of 11 walked alone over the border. Her mother had died under machine-gun bullets.

A mother had walked over 10 miles with five children aged from one to 11, the youngest tied to her back in a blanket. Two pregnant women collapsed on the Austrian border. They were rushed to the nearest hospital and gave birth to their children in freedom."

Mr. McTaggart has emptied his stores in Austria, and is badly in need of money, blankets, towels and toys. Naturally, money is the most important, as he is able to buy quite a lot of their needs in Austria itself.

As the needs of these refugees will be a colossal task for some time to come, we shall urgently want funds, and we are wondering whether you will make an exception, in view of the terrible tragedy in Hungary, and allow a slide or a flash to be shown on the cinema screens asking for donations.

Please help us if you possibly can.

Yours sincerely,

(signed) J. K. BARDALL (Mrs.)

Supplies Secretary.