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TEL: 1
GROSVENOR 1781.

DEVONSHIRE HOUSE,

MAYFAIR.

May 15th 1930

Dear Mr de Laszlo,

// If you had'nt said you hoped to be able
to help me, I wouldn't venture to write you about the
Pageant.

I've got a quarter of the guarantee
money required already. Every ticket sold reduces its
almost infinitesimal risk. Lord Melchett, Mr Robert Fleming,
and Mr Body, (a Cowdray Partner) have each guaranteed
£500, and I have myself guaranteed £1000. The total
expenses are estimated at £7,500, if done cheaply,
and £10,000 if beautifully done.

Fairbairn says with the wonderful material
I have given him from my book, he can do far more with
this Pageant, than with Hiawatha, and as you know, he
is the greatest Pageant Master there is.

It is a real Empire Rally, as you will
see by the synopsis, and I think should have a great
appeal to everyone, as I am giving it in memory of my
two sons, both of whom were killed, and the million
other sons who lost their lives.

You have all your sons living, citizens
of our Empire, and I realize what great responsibilities
you must have, but as a thank offering, do you think
you could help me by guaranteeing £500 ? or find some
enterprising friend who would do so. It promises to be
such a wonderful success, but I am carrying a very big
burden single-handed, and I should be immensely grateful
for your help and encouragement.

Sincerely
Alec Tweedie