

2155

Morecambe: Forty lovely contenders - ready to face the judges in the National Bathing Beauty Contest. So if you've got an eye for beauty - let's join film star Anthony Steele, ^{GUY MITCHELL +} Glynis Johns, ^{plus} ~~and~~

M^{Editor} Charles Wade of the Sunday Dispatch, the promoters, in choosing "Miss Great Britain of 1954?" ~~THIS IS~~

~~HERE'S~~ attractive Kim Barry of Glasgow ~~could have been the winner of this year's contest.~~

Patricia Butler of Hoylake, Cheshire. A runner-up in the recent "Miss New Brighton" parade. / S

A lifebelt frames a South Coast beauty - Joyce Cooke of Brighton. Eighteen year-old Gilda Russell - one of four London finalists.

(Steele) Now let's see. Yes - we've got sixteen winners already, AND HERE'S ^{to make it 17.} ~~Elizabeth Lewis of Birmingham~~

So here's where we start eliminating. / S

The Final Parade of "the short list"

You'd better hurry now - the Judges have made their decision. / SOUND

And Ooh! It's me! says Patricia Butler ^{it's lovely} candid camera study!

^{yes} Patricia - ~~the~~ 22 year-old ^{beauty} ~~beauty~~ from Cheshire, becomes "Miss Great Britain" - our representative in the "Miss World" Contest.

With the solid Silver Rose Bowl goes a cheque for One Thousand Pounds. /

Well - can you look "beauty in the eye" and say that you chose them?

Anthony Steele evidently did - and fortune ^{certainly} favours the brave. /