

MORECAMB BEAUTY CONTEST.

Lining Morecambe's swimming stadium, two dozen beautiful girls come under the expert eye of Wilfred Pickles in his capacity as chairman-judge of the national bathing beauty contest. Fifteen elimination contests, produced these finalists from competitors from every county in the British Isles,

Mrs. Pickles and June Mitchell (last years winner) assist the judge in his deliberations. The holiday crowd gets the "Have a Go" spirit, confirming the decision that Pamela Bayliss of Ulster well deserves the title of a gradely lass,

Still.....a judge can't be swayed by applause. In Jean Greenley, South Wales makes a challenge. But by popular decision...the judges ultimate choice is approved. Ulster wins...and Pamela Bayliss takes the honours, five hundred pounds...and a silver rose bowl,

Altogether.....a fairly nice day's work for Pamela.....the crowd... and the judge who possesses an eye as sound as his cheery voice.