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Sidney-Barton Limited

52 MOUNT STREET, MAYFAIR, LONDON, W1

Telephone: GROSVENOR 4971 (5 lines) • Telegrams: SIDBARTON, Phone, London

Cables: SIDBARTON, LONDON

7th June, 1951.

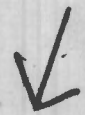
Miss, Field,
Pathe News,
Pathe House,
133, Oxford Street,
London, W.1.

Dear Miss Field,

Following my conversation with ^{you} ~~a member of your~~ staff over the telephone this morning, I am sending you details of the North Western Area Finals of the National Cookery Contest for which our firm is handling publicity.

I do not know whether you have heard anything about the National Cookery Contest in which housewives all over Britain are competing and for which Princess Elizabeth will present prizes at the London Finals in July. It is actually the biggest Cookery Contest ever held.

The North Western Area Finals which are taking place at the City Hall, Manchester in the afternoon of Thursday June 28th, will have several features of special interest. In all, over 103 eliminating heats have been held in all parts of the North-West and the 17 housewives competing in the North Western Finals will be the survivors of these. The B.B.C. is giving a relay of the proceedings in their "Woman's Hour" on June 28th and are sending up one of their most famous Commentators on cookery, Bruce Blunt. The prizes will be presented by Miss Ellis Powell (Mrs. Dale of "Mrs. Dale's Diary") and Miss Thelma Hughes (who plays Sally in the "Diary"). After the presentation of prizes there will be a Fashion Parade of Messrs. Horrockses Fashions' latest models. Three local girls specially chosen as mannequins will be taking part in the Parade with three famous London models. The Lord Mayor of Manchester and a great many well-known people will be in the audience.

*This is not
a whole bunch of
bunches up home
we get 2* 

Sidney-Barton Limited

22 MOUNT STREET, W. LONDON, W.1

Telephone: CROSS 5701 (5 lines) - Telegrams: SIDBARTON, Passes, London

I shall be very glad if you will let me know just as soon as possible whether you would be interested in covering this story.

Yours faithfully,

Jennifer Ellis

Jennifer Ellis.

Miss Field,
Paché News,
Paché House,
133, Oxford Street,
London.

Dear Miss Field,

Following my conversation with a member of your staff over the telephone this morning, I am sending you details of the North Western Art Fairs of the National Cookery Contest for which our firm is handling publicity.

I do not know whether you have heard anything about the National Cookery Contest in which our firm is

actually the biggest Cookery Contest ever held.

The North Western Art Fairs which are taking place at the City Hall, Manchester in the afternoon of Thursday 27th March, will have several lectures of special interest in all over 100 exhibits which have been held in all parts of the North West and the necessary conveniences in the North Western Fairs will be the survivors of these. The B.C.C. is giving details of the proceedings in their "Women's Hour" on the 28th and are sending you one of their most famous commentaries on cookery, "The Art of the Prize" which will be presented by Miss Ellis (who plays of "The Day's Diary") and Miss (Mrs) Jones (who plays "Daily in the Diary"). Along the presentation of prizes there will be a fashion parade of Misses. For more details latest models. Three local girls exactly chosen as mannequins will be taking part in the parade with three famous London models. The local favor of Manchester and a great many well-known people will be in the audience.

Sidney-Barton Limited

~~XX~~

Telephone : ~~XXXXXXXXXXXX~~ · Telegrams : SIDBARTON, Phone, London

Cables : SIDBARTON, LONDON

New Address: 27, Old Bond Street, London, W.1.
Telephone: GROsvenor 4617-9.

12th June, 1951

G. T. Cummings, Esq.,
Pathe News,
Pathe House,
133, Oxford Street,
London, W.1.

*Let McCowell,
cover the London final
it may build up*

My dear Tommy,

You will, I think, be interested to hear that on Thursday, 28th June, at the City Hall, Manchester, seventeen competitors will take part in the North-Western area finals of the biggest National Cookery contest ever held. All will be survivors of over a hundred preliminary heats held by Gas Undertakings throughout the North-West. The winner of the Manchester contest, which is the largest of the semi-finals, will travel to London to represent the North-West in the National finals of the "Festival Fair" contest, which has been organised by the Women's Gas Federation. Princess Elizabeth will be giving the prizes at the London final.

The Lord Mayor of Manchester has agreed to open the proceedings, and winners will receive their prizes from Britain's most popular Housewife, Miss Ellis Powell, known to millions of radio listeners, as Mrs. Dale. The competitors will probably include both men and women, and each will cook in a separate department, equipped with a gas cooker, a two course meal with a choice of sweets.

Tammy

Sidney-Barton Limited

- 2 -

I thought that these men and women, competing for the honour of being the Manchester finalist, would make both an interesting and amusing Newsreel story.

If you are interested, as I hope you will be, I would be delighted to give you as many further details as you require.

7 - evy

R. B. Williams-Thompson

R. B. Williams-Thompson.

FESTIVAL FARE COOKING CONTEST

COMPETITORS

- Blackburn Mr. W. Smith,
184 Harwood St.,
Darwen. Married, 28 years of age. Packer
in Lining Dept. of Hollins Paper
Mill, Darwen. Interested in
cookery. Experience gained in
R.A.F. catering corps. Joined up
Sept. 1942, demobbed Dec. 1946,
three years S. Africa. His winning
cake was only one he baked for
competition. Entered for fun.
- Bolton Mrs. M. Parkinson,
56 Central Ave.,
Farnworth Husband is Branch Manager
Co-operative Society, Plodder Lane,
Farnworth. One son. Attends
cookery dems. but family meals
take priority. Family won't eat
bought cake, but this suits her
as she likes cooking and saves a
bit out of her housekeeping.
Three years ago won "Woman's Own"
bronze medal for cake baking and
fruit bottling.
- Fylde Miss Jean Stewart,
26 Norfolk Road,
Lytham St. Annes. Lives at home with her mother.
Sent in her entry after reading
details of Contest in local
showroom. Interested in cookery.
- Furness Mrs. Mary Mackelt,
32 Soutergate,
Ulverston 2 Until retirement through ill-health
this year her husband had stall in
fish market on Thursdays, and other
days went daily rounds with pony
and flat cart. One daughter who
is teacher at Pennington School,
and one son in Civil Service.
- Kendal Mrs. E. Hunt,
6 South Rd.,
Kendal Almost 70 years old. Widow.
Husband was electrical engineer.
Five sons and two daughters. Has
been baking cakes for over 60 years.
- Liverpool Mrs. M. Wilkinson,
65 Longview Road,
The Holt, Rainhill. Husband at British Insulated
Callenders Cables, Prescott.
- Manchester Mrs. E. Gledhill,
4 Carnforth Drive,
Sale. Has 4 children and one grandchild.
Extremely fond of housework, and
keen cinema-goer. First consider-
ation is comfort of husband who
looks forward to his evening meal
Excellent cook and avoids monotony
in menu. Husband is Depot Manager
of Brook Bonds Tea Co., Trafford
Park, Manchester.
- North Cheshire Miss Eileen Mary
Needham,
5 Duke St.,
Glossop. Age 14 years 11 months. Pupil
Glossop Grammar School, Form Remove
"A". Gained 2nd place in Stage 1.
Good at cookery and needlework.
Occupies a foremost position in
Form and recently got 70% in cookery.
Only member of family to enter
Contest. Cooker at home is John
Wright "Black Prince", black finish,
without oven control, installed 23
years ago. Girl guide, going in for
2nd Class Cert. Has brother and
sister. Father is a Paper Stainer.
Hobbies hiking and swimming. Will
use prize money to take family to
seaside for a week.

- Mid-Cheshire Mrs. G. Allman, Age 36, 2 children. Husband
Rose Villa, employed by Tarvin R.D.C. as lorry
Wells St., driver. Judges paid high tribute
Malpas. **3** to cake as outstanding among fine
efforts.
- Oldham/
Rochdale Mrs. D. Heywood, Former school teacher married to an
79 Agincourt St., insurance superintendent. No
Heywood. children. Experienced practical
cook who now works in a
confectioner's shop.
- Peak Mrs. A. Thorpe, Has taken part in cookery competi-
48 Brown Edge Road, tions organised by Buxton under-
Buxton. taking over period of many years.
First success was a Certificate of
Merit for Bread Baking in 1928.
Since then one First Prize, one
Second Prize and three certificates
for bread baking, also First Prize
in 1934 for cake baking. She got
third prize in Stage 1 of Contest.
- Lancaster/
Morecombe Mrs. C. Bradley, Age 44, husband a British Railways
5 Ash Drive, clerk. Has one son age 13. She
Warton, thinks she will win finals as June
nr. Carnforth. is her lucky month - she married in
June, the birthdays of her son and
husband are in June. An efficient
all-round housewife who has won
prizes for cooking fruit bottling etc
- Bury/
Rossendale **IST** Mrs. C. Cunliffe, Housewife, in sixties, a keen cook,
24 Whitehead St., no children. Was once in domestic
Rawtenstall. service.
- Preston Mrs. Isabella Age 66, widow of a former regular
Strain, soldier who died 18 years ago. Has
124 Eaves Ln., three children, two boys and a girl.
Chorley. One son killed in Navy in War. Has
been Secretary of her Local National
Savings Group for past 10 years. A
war-time member of Red Cross, who
worked a total of 500 hours at a
local R.C. Canteen for U.S. troops,
Mrs. Strain was awarded a certificate
for her work by U.S. authorities
(doughnuts were her speciality!)
For her winning entry in Stage 2
she baked eight cakes before she
was satisfied.
- South
Lancashire Mrs. B. Cunliffe, Lancashire village housewife. Age
2 Holt Ave., 25, married to Harry Cunliffe, an
Billinge, Ashton-in-Makerfield gasfitter.
nr. Wigan Studied cookery for a year at night
school while in her teens, and now
works in St. Helens Transport Offices
Lives with her husband and brother
at her mother's house.
- Wirral Mrs. V.M. Jones, 2 children. State Registered Nurse
133 St. Georges Rd., and Midwife. Did not start to cook
Wallasey. until 1946.
- Burnley Mrs. G.M. Hargreaves, Age 53, wife of plasterer; a member
46 Victoria Rd., of Padiham Women's Guild, no
Padiham children - a typical Lancashire
housewife.