

**“MISS NEW BRIGHTON”**  
**BATHING GIRL COMPETITION, 1952.**  
**RULES AND REGULATIONS.**

- 1.—Entrants must be 16 years of age or over.
- 2.—Heats will be held at the New Brighton Bathing Pool at 3-0 p.m. on seven Wednesday afternoons, viz. :—2nd July to 13th August inclusive, and three Saturday afternoons, viz. :—12th July, 26th July and 9th August, 1952.
- 3.—The First and Second winners in each Heat shall be entitled to appear in the Grand Final at the Pool at 3-0 p.m. on Wednesday, 20th August, 1952.
- 4.—The 20 selected Finalists will be entertained in New Brighton from 5-0 p.m. Tuesday, 19th August to 5-0 p.m. Wednesday, 20th August, and the first three winners in the Final will be similarly entertained in New Brighton until 5-0 p.m. Thursday, 21st August, 1952. Finalists' railway fares to and from New Brighton will be paid and hotel accommodation will be provided for the finalists and paid for by the Corporation. £5 will be paid to each Finalist taking part in the Final Parade.
- 5.—The First, Second, and Third selections in each weekly Heat will be awarded cash prizes as follows :—1st—£5; 2nd—£3; 3rd—£2; and the following is the prize list for the Grand Final, viz. :—1st—the “Wallasey News” Silver Cup, to be won outright, and £100 cash; 2nd—£30 cash; and 3rd—£20 cash.
- 6.—Competitors not successful in any one Heat may re-enter other Heats.
- 7.—The Judges' decision at all times shall be regarded as final.
- 8.—Past holders of the title “Miss New Brighton” are not permitted to enter the Contest again.

**ENTRY FORM—TO BE COMPLETED BY ALL ENTRANTS**

I desire to enter the above Competition, and agree to abide by the Rules and Regulations set out above. I propose to attend at New Brighton Bathing Pool at 3-0 p.m. on Wednesday/Saturday.....

1952.

NAME .....

ADDRESS .....

Age.....

Entries for each Heat will be accepted up to 2-45 p.m. on the day of the Heat, and competitors must report to the Pool Office, facing Main Entrance Turnstiles, not later than the time stated. Entrants are requested, however, to complete this form and return the same to the Entertainments Manager at any of the following addresses (a) 142 Brighton Street, Wallasey, (b) New Brighton Bathing Pool, or (c) New Brighton Promenade Pier.

# NEW BRIGHTON BATHING POOL

One of Britain's most popular Bathing Girl Contests

## “Miss New Brighton” Bathing Girl Competition, 1952

### HEATS

*Each Wednesday at 3-0 p.m.*  
 2nd July to 13th August (inclusive)  
 and 3-0 p.m. SATURDAYS—  
 12th & 26th July and 9th August

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**GRAND FINAL 3 p.m.**  
**Wednesday, 20th August**  
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**Pool Admission at all Heats — 6d.**

**Band Show at all Heats and Final by  
 EDDIE MENDOZA & his ORCHESTRA**

### First Prize :

‘Wallasey News’ Silver Cup  
 & £100 cash  
 Second Prize £30 - Third Prize £20

**£5 Appearance Grant to each Finalist**

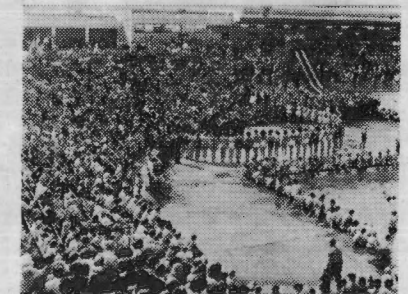
### Cash Prizes For Each Heat

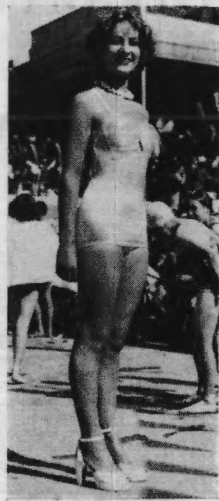
**1st - £5 : 2nd - £3 : 3rd - £2**  
**First and Second in each Heat through to Final**  
**£350 PRIZE MONEY TO BE WON!**



“Miss New Brighton 1951”  
**KATHLEEN O'DONNELL**  
 with “Wallasey News” Trophy.  
 SASH BY ART PUBLICITY SERVICE  
 LIVERPOOL & WALLASEY.

**SEE  
 INSIDE  
 ENTRY  
 FORM  
 ON REAR  
 COVER**





**FINALISTS  
in the  
1951  
COMPETITION**

