

MECCA DANCING LTD

(Worlds largest ballroom organisation)

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Head Office:-

76 SOUTHWARK STREET

LONDON S.E.1

Telephone: WATERloo 4401

12th October, 1953.

Dear Sir,

"MISS WORLD" COMPETITION
LYCEUM, STRAND

We have pleasure in enclosing 2 Press Passes for the Finals of the "Miss World" Competition to be held in the Lyceum, Strand on Monday next, 19th October.

Would you kindly instruct your representatives to be in possession of these Passes as on such occasions there is so much clamouring by commercial photographers, etc. we have found it necessary to issue Passes so as to avoid confusion at the door.

Special facilities and press arrangements have been made and the Contest starts at 8 p.m. with the girls parading in evening dress and being interviewed. They will then change into swim suits and at approximately 8.45 p.m. will be judged in these. The combination of appearance in both will decide the winners.

There will be a Panel of seven Judges including MARGARET LOCKWOOD, NORMAN HARTNELL, M.V.O., GODFREY WINN, VISCOUNTESS TARBUT. It is anticipated that a further Star will be added to these, plus two technical experts. The prizes are 1st: £500. 2nd: £250 3rd: £150 4th: £100 5th: £75 6th: £50.

The Press Reception is being held at 12.30 p.m. for 1 p.m. on Thursday, 15th October in the Cafe de Paris and tickets for this have already been sent to you. After introduction and the Buffet Lunch the competitors will change into swim suits and will be available for pictures. No photographs will be available

before this time as the girls are arriving all through the day on Wednesday and will, in most cases, be too tired to more than just pose for the usual arrival pictures. Details of the functions they will be attending will be handed to your representative on Thursday.

A list of countries participating and times of arrival of the competitors, where known, is attached.

All the girls will be accommodated at the Howard Hotel, Norfolk Street, W.C.2.

Yours sincerely,

Eric D. Morley

Eric D. Morley
Director

PRESS PASS

"Miss World" Competition

Organised by **MECCADANCING**

Lyceum, Strand — Monday, 19th October
at 8 p.m.

12.10.53.

"MISS WORLD" CONTEST

ARRIVAL TIMES OF COMPETITORS

<u>AUSTRIA</u>	Now a doubtful starter - awaiting cable.
<u>BELGIUM</u>	Details not yet settled.
<u>LEBONAN</u>	Now unable to come through illness.
<u>CEYLON</u> Miss Manel Illangakoon	Already in town. Will be at Howard Hotel on Wednesday.
<u>ISRAEL</u> Miss Havatzelet Dror	Already in town. Will be at Howard Hotel on Wednesday.
<u>GREECE</u> Miss Alexandra Ladikou	Already at Howard Hotel.
<u>GREAT BRITAIN</u> Miss Brenda Mee	Already in town.
<u>U.S.A.</u> Miss Mary Griffin	Arriving London Airport 7.50 a.m. via PAN AMERICAN. Flight 070
<u>HOLLAND</u> Miss Yvonne Meyer	Arriving London Airport 9.15 a.m. via K.L.M. (departs Schiphol).
<u>DENMARK</u> Miss Ingrid Andersen	Arriving London Airport 1 p.m. Flight 211 (departs Copenhagen).
<u>FINLAND</u> Miss Maija Riitta Tuomala	Arriving London Airport 1 p.m.
<u>GERMANY</u> Miss Wilma Kanders	<u>THURSDAY, 15th OCTOBER.</u> Arriving London Airport 10.25 a.m. B.E.A. Flight 457. (Departs Dusseldorf).
<u>NORWAY</u> Miss Solveig Gulbrandsen	Arriving London Airport 1 p.m. via SCANDINAVIAN AIRLINES. (departs Oslo).
<u>SWEDEN</u> Miss Ingrid Johansson	Times not yet known.

TURKEY

Miss Ayten Akyol

Times not known.

MISS FRANCE

MISS MONTE CARLO

MISS EGYPT

(names not yet known)

Arriving London Airport 12.05p.m. (depart Paris)



Cameraman's Dope Sheet

Print all names. Attach Press Clippings or other material.
If the story looked good to you, say so, if it didn't, say so too.

SUBJECT <i>Miss World.</i>	
PLACE <i>Lyceum.</i>	DATE <i>19-10-53</i>
Cameraman <i>Stan. Croogee</i>	Recordist
Footage Shot	
WHO ELSE COVERED Say if sound or silent	
LIST OF SHOTS <i>Roll 1. but ins of audience & judges Miss - Sweden, Switzerland Greece, France, Germany, Norway (legs) U.S.A. Holland. Roll 2. Miss Monte Carlo, Ext. Britain, Egypt, prize giving by Charles Fade? won by Miss France. 2nd. ? 3rd. Miss Egypt.</i>	

Was there anything unusual about the story?

If you were assessing it editorially, what would you say?