

MECCA DANCING LTD

(World's largest ballroom organisation)

LONDON — PROVINCES — SCOTLAND — N. IRELAND

(Head Office: 76, SOUTHWARK STREET, LONDON, S.E.1.)

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1st. June, 1954.

PRESS RELEASE

"MISS ENGLAND" CONTEST - 1954

The Finals of the "Miss England" Contest will be held this Friday the 4th, June at the LYCEUM BALLROOM, Wellington Street, Strand, London, W.C.2, at 2.30 p.m. (Please go to the rear entrance at the Stage Door as the front will be closed).

The panel of judges will in the main consist of the press and the contest will be held behind closed doors. The reason for this is so that the press can take their time and select the most suitable girl to represent "Miss England" in the coming "Miss Europe" Contest to be held in Vichy, France later in June. A leaflet enclosed gives details.

We shall be glad to welcome your representative or photographer at the Lyceum at 2.30 p.m. this Friday for the actual judging. The contest is organised annually by Mecca Dancing and judging will first be in evening dress - cocktail dress - and finally in a one piece swimsuit. The whole event will take approximately an hour or so.

We look forward to welcoming your representative on Friday afternoon next (remember - the rear entrance).

Eric D. Morley
ERIC D. MORLEY.
Director.
MECCA DANCING LIMITED.

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M E C C A D A N C I N G

"MISS ENGLAND" CONTEST
1954

INSTRUCTIONS TO JUDGES.

1. The girls will first of all assemble in evening dress or cocktail dress. The choice is theirs. They will be brought forward and interviewed at the microphone so that you will have a brief opportunity of hearing them speak.
 2. During this interview there is no need for you to judge but purely to make notes in your own way as to her bearing and suitability for wearing clothes because in the "Miss Europe" Contest the contestants will be judged in evening dress and swimsuit, and if a girl does not have a good bearing in dresses then she will make an unsuitable Ambassadors for us overseas.
 3. The style of dress she is wearing today is not very important as we think you will agree that this depends in the main on her income and it would be most unfair to judge her on this. We are hoping that after the competition any girl who is unfortunate in this respect will perhaps be loaned a dress by a couturier or model house, so please do not take the actual dress style into consideration - but how the girl carries it and displays it.
 4. After the interview is over, the girls will then go straight from the microphone upstairs to change into a swimsuit. In point of fact as we come to the end of the evening dress or cocktail dress contestants, the first of the swimsuited contestants will then be ready so there will be no delay.
 5. At the moment of judging, each girl will individually parade for you on the stage, first from the front and then from the back. She will then sit down on the chairs placed for the purpose on the stage. After you have seen all the girls in this manner they will then be asked to walk right round the hall room floor so that you are able to ascertain their deportment. Finally they will line up right across the stage.
 6. We should then like you to place on the card provided the numbers of the three contestants who, in your opinion, represent the best three present. We will then ask your selections to step forward and the others to leave the stage area. Allowing for the varying opinions of judges this will probably leave about six girls to be finally examined. From this final half a dozen or so you should place the first, second and third position.
 7. The winner will then be worked out on the majority vote system - but before the final decision is made the judges will have the opportunity of discussing between themselves whether the girl who emerges as the majority vote is in fact the correct girl in their opinion. In other words they will have a chance of pointing out to their colleagues any detrimental points which perhaps have escaped the notice of their colleagues.
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M E C C A D A N C I N G

Ladies and Gentlemen,

"MISS ENGLAND" CONTEST - 1954

First of all may I thank you for so very kindly coming along this afternoon to adjudicate this contest. It is extremely nice of you because I know you are all very busy people and your support is much appreciated.

Before we start I think you would probably wish me to tell you the idea behind assembling these charming young ladies this afternoon. You will observe that it is being done without any public present and therefore not in the usual way of beauty contests where the policy is to obtain some kind of gate for the promoter's benefit.

The reason for this is that it is not strictly speaking a competition so much as in the nature of a selection - and you yourselves are really a Selection Committee trying to elect a young lady who will, in your opinion, best be suited to represent this country in the "MISS EUROPE" Contest due to take place in France later this month.

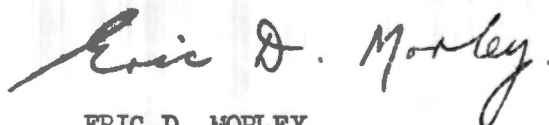
The girls have already won their individual prizes in the various Heats they took part in, and now comes the final selection to determine which of them shall have the honour to represent this country. I do feel that it would be so nice to select a contestant this afternoon who could thrash the continental entries at something as we seem to get very little opportunity of doing so in other fields nowadays!

Having explained the above to you, will you now permit me to advise you of the basis on which the competition is judged overseas, as I myself have personally served on the "Miss Europe" Judging Panel for two years and will be doing so again this year. First of all they generally go for a fairly tall girl, i.e., 5' 7" and over. They like a girl who not only looks good and walks well but who has also a measure of sex-appeal and personality with the ability to converse freely without gushing. The judges will actually be among the competitors for five or six days prior to the actual adjudication and are therefore able to assess the girls as individuals well in advance. By the time the competition starts they will know the type of girl they are judging even although it may be the first time they have seen them in their full regalia and make-up for the competition stage.

Last year we had an excellent representative in Miss Marlene Dee, who in my opinion, clearly had the best figure and looks of them all. She was, however, beaten into second place by "Miss Italy" who gained one point more - and this I am sure was due to the lack of inches of Miss Dee. In other words, if Miss Dee had been another two or three inches taller she would have walked away with the result. Having gained second position last year we do hope to go one better this year - and pull it off!

If you wish for any other information before we start the proceedings please have a word with me. Once more may I say that it is a representative for this country we are seeking rather than merely a winner of a beauty contest, although in this case the two things are synonymous.

Yours sincerely,



ERIC D. MORLEY.
Director.
MECCA DANCING Ltd.

JUDGE'S FORM FOR NOTES

Contestants' Number

Remarks on Evening Dress

Remarks on Swimsuit

1.	ANN WEST.	ILFORD	
2.	JOSEPHINE COLLINGE	HALIFAX	
(W)	3. JUNE PETERS	STRETFORD LANCES	
4.	JOYCE COOK	BRIGHTON	
5.	BARB. BOWMAN		
6.	SYLVIA KING	SOUTHSEA.	
7.	MARYLYN DAVIES	STOCKPORT	
8.	AUD. HARRISON	NOTTINGHAM	
9.	11 WINDOWS	WEMBLEY	
10.	WENDY CHAPMAN	BIRMINGHAM	
11.	JILL HOLT	HORLEY.	
12.	PAT ROSSITER	BRISTOL	
14.	ESTHER GOULSDON	LIVERPOOL	
15.	MARG YOUNG	LIVER.	
16.	SHAELA SIMS	BRIGHTON	
17.	JUNE MITCHELL	BIRMINGHAM.	
18.	MOLLE NICHOLSON	AMESBURY	
19.	SYLVIA MORLEY	FULHAM	
20.			
21.	D. SHAW	MORETON WIRRAL	
22.	PEARL HITCHCOCK		
23.	DOREEN LORD	LONDON	
24.			
25.	SHIRLEY FIELD	LONDON	
26.	SUSAN SMALES	KENT.	
27.	MAUR BREADEN	LONDON	
28.	JUNE WOODCRAFT	LONDON	
29.			
30.			