

18/10/54

MECCA DANCING LTD

(World's largest ballroom organisation)

LONDON — PROVINCES — SCOTLAND — N. IRELAND

Directors:-

• C. L. HEIMANN
• ALAN B. FAIRLEY
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• J. S. CRICHTON
† L. KIRSCH
† ERIC D. MORLEY
• JOINT CHAIRMEN
† GENERAL MANAGERS

Head Office:-

76, SOUTHWARK STREET

LONDON, S.E.1

Telephone:- WATERloo 4401

September, 1954.

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"MISS WORLD" CONTEST - 1954

I thought perhaps we should remind you that the "Miss World" Contest is only a few short weeks ahead.

The competitors will be arriving in this country on Thursday the 14th October next and I shall be sending you a schedule closer to the actual date. There will be a press day on Friday the 15th October, when you will have all the afternoon to take any pictures you require.

The actual election of "Miss World" will take place the following Monday, 18th of October at the Lyceum commencing at 8 p.m. I will also later send you the schedule of the various visits the girls will make during the few days they will be here.

Although there are a few weeks still to go, I feel that a timely reminder might be due in case you are planning a feature on "Miss World", which of course was of national and international interest last year, and which we confidently expect will be even better this year.

Contact:-

1190 Andersen

Screen Friday

Eric D. Morley

ERIC D. MORLEY
DIRECTOR

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+ JOINT GENERAL MANAGERS

Head Office:-

76 SOUTHWARK STREET
LONDON S.E.1
Telephone: WATERloo 4401

24th September, 1954.

Mr. W. McConville,
Pathe News,
133, Oxford Street,
LONDON, W.1.

Dear Sir,

"MISS WORLD" CONTEST - 1954

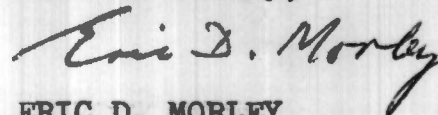
We would just like to remind you that the above contest will be held in the Lyceum Ballroom, Wellington Street, Strand, W.C.2. on the 18th October next.

We know you like to receive adequate warning of such events so that you can plan your arrangements accordingly. You will recall the wide news-reel coverage this world-wide beauty contest received last year, especially with "Miss Egypt".

May we have some indication as to whether you will be attending again this year so that we can reserve a suitable camera area for you.

The contest promises to be even bigger and better than last year and we attach hereto a brochure giving full details of the competition.

Yours sincerely,



ERIC D. MORLEY
DIRECTOR
MECCA DANCING LTD.



RVS/lw

c.c. Mr. Howard Thomas.

FILE

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18/10/54

WEM/CP/CS.

September 29th, 1954.

Eric D. Marley, Esq.,
Director,
Mecca Dancing Ltd.,
76, Southwark Street,
LONDON, S.E.1.

Dear Sir,

In reply to your letter of September 24th regarding the Miss World Contest,
I confirm we are interested in taking newsreel coverage.

Yours sincerely,
ASSOCIATED BRITISH-PATHE LTD.,

W. E. MCCONVILLE,
NEWS EDITOR:
PATHE NEWS,