

c.c. Mr. Howard Thomas.

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GTC/GF/OS.

August 23rd, 1955.

W.M. Marshall Esq.,
Publicity and Entertainments Manager,
Town Hall,
Borough of Morecambe and Heysham.

Dear Mr. Marshall,

In reply to your letter of August 15th regarding the Sunday Dispatch -
Morecambe National Bathing Beauty Contest, we will be glad to cover
this story for our newsreel.

Yours sincerely,
ASSOCIATED BRITISH-PATHE LIMITED.

GRACE FIELD,
NEWS EDITOR;
PATHE NEWS.

Borough of
MORECAMBE

and HEYSHAM

Tel. 720

Manager:

W. A. MARSHALL
Dear Sir,



Publicity & Entertainments Dept.,

Town Hall

15th August, 1955.

Morecambe & Heysham.

£ 2,000

"SUNDAY DISPATCH - MORECAMBE"
NATIONAL BATHING BEAUTY CONTEST
GRAND FINAL - 31st AUGUST, 1955.

I have pleasure in informing you that the Grand Final of our famous National Bathing Beauty Contest for the election of "Miss Great Britain" is to be held in the Super Swimming Stadium, Morecambe and Heysham, on Wednesday, 31st August, 1955.

The day's programme is as follows:-

- 12.0 noon. Reception - Mayor's Parlour.
- 12.45 p.m. Luncheon to JUDGES.
- 1.30 p.m. Parade of horse drawn landaus to Super Swimming Stadium with the 43 Finalists.
- 3.0 p.m. GRAND FINAL PARADE, adjudication and presentation of world's record cash prize of £1,000 to the winner. Election of "Miss Great Britain".
- 7.30 p.m. Reception - Grosvenor Hotel.
- 8.0 p.m. Complimentary Dinner at the Grosvenor Hotel to Finalists at the invitation of the Mayor and Corporation.
- 10.10 p.m. Reception at the Morecambe Bay Holiday Camp - licensed buffet, etc. - by kind invitation of Mr. D.M. Holden.

An award of £1,000 as first prize is the world's largest cash prize for such a Competition, and the Grand Final will comprise 43 of the loveliest bathing beauties in the British Isles, each of whom has won her way to the Grand Final through a preliminary heat. Preliminary heats have been run up and down the country since mid-January, 1955. There have been thousands of competitors.

Judges at the Grand Final will be:-

URSULA BLOOM.

PETULA CIARK.

DONALD GRAY.

AL MARTINO.

AL READ.

CHARLES EADE (Chairman).

I trust that you will be able to cover this event, and as ever shall be very happy to give your representative every possible facility.

Yours faithfully,

W. A. Marshall
Publicity and Entertainments Manager.

P.S. Perhaps you will advise me if you will be coming along and which functions your representative will be attending. Please also let me know if you wish me to reserve accommodation on your behalf.