

28-10-55

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DAILY RECORD • EVENING NEWS • SUNDAY MAIL

SCOTTISH DAILY RECORD & EVENING NEWS LIMITED



PUBLICITY

KEMSLEY HOUSE
GLASGOW, C.2

30th September, 1955.

Miss Gracie Fields,
News Editor,
"Pathe News",
Pathe House,
Oxford Street,
London, W.1.

Dear Miss Fields,

Following our telephone conversation this morning concerning the final of the "Daily Record" Scottish Queen of Industry Contest, I am very happy to know that there is every possibility of you covering this event.

It will take place at the St. Andrew's Halls, Glasgow, on Friday, October 28 at 7.30.p.m. Although the actual parade and judging will not begin until 8.15.p.m. there will be variety entertainment from 7.30.p.m.

Extra lighting will be arranged and I am sure this will meet your cameraman's requirements. We will in fact be using the same amount of lighting as we did for a show by Raymond, (Mr. Teazie-Weazie) when a film was made for our own use. Rehearsals will take place earlier in the day and adjustments can be made if necessary, and every facility will be given to your representative.

The Queen of Industry Contest is organised by the Daily Record and nearly 10,000 entries have been received. Sixteen Area Finals take place from as far north as Inverness to Galashiels and Dumfries in the south. These Area Finals take place at Cinemas, details are attached.

Interest/-

Interest this year in the Contest is higher than ever before, the first prize includes a return flight to New York by B.O.A.C. Monarch Stratocruiser from Prestwick, plus a wardrobe of model clothes for the trip and £50 to spend, with many additional prizes. Whilst the winner is in New York she will appear on radio and television and on a special Dave Garraway coast-to-coast N.B.C. programme of Scottish styles.

If the filming is possible we would suggest we give each day in the Daily Record a list of cinemas where the film view be shown, we would of course editionise for this. In addition we would print double crown bills for display at the Cinemas and at Newsagents shops in the area.

Interest in the competition has been so great that I am sure many people would like to see the film.

With many thanks for your co-operation.

Yours sincerely,

J. Hardy.

Publicity Manager.

W Cummins: This is the story ²⁸⁻¹⁰⁻⁵⁵ which

Mr Dowling (16 min) asked us to

cover. You told me to check
lights ? Publicity.

Sketch Cover Silent.

Can we build story up by showing us
a cut-away to winner at her usual job, i.e.
at in a factory or something. Can we get
pictures of her with the new clothes etc,
everything she wins + the ticket + Cash for to jacket

Mr. Hardy. Glasgow ^{City} Centre 7000. 28-10-55
(Kensley).

Approx lights (J.W) £70.

Mr. Jumps. 2000 16 different areas

Mr. Duns more -
ben than Cap Halls.

Centre 2882.

Cost too much to Record
lights will daily so we
light hall? if so we
would cover but could
not ~~it~~ ^{guarantee} its making true

Jack Williamson will advise on
you^{re} this

Advise Mr. Dowling