



The North British Rubber Co. Ltd.

Affiliated to United States Rubber Company

Public Relations Department

CASTLE MILLS · EDINBURGH · 3 · Tel. FOU. 7351/5

NEWS RELEASE

Any Query Re This Release Should Be Directed To MISS HELEN M. SPEED, THE NORTH BRITISH RUBBER CO. LTD.,
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GRAND FINALS of the 1960 KEDS ROCK 'N' ROLL

CHAMPIONSHIP of GT. BRITAIN

This evening's contest at the Lyceum Ballroom, Strand W.C.2., is the climax of a country-wide championship which has been held during April and May in twenty-five Mecca ballrooms. Each week youngsters in the millions flock to rock, some every night, many at lunch times too, because rock 'n' roll is a favourite pastime, too hot to put down. Teens and twenties, single or married, are rock-happy when the band-leader sets the beat.

The twenty-four couples taking part in the finals tonight are all winners of eliminator heats held in their area. They are going to dance fast and slow rock 'n' roll for fun and for £100, Challenge Cup and Medals (first prize); £75 and Medals (2nd); £50 and Medals (3rd); £25 (4th); £15 (5th) and £10 (6th). All the girls will receive a pair of Keds casuals, the catchy little shoes everyone loves to wear.

Prizes will be presented by Mr. Ralph D. Hunt, Deputy Managing Director, The North British Rubber Company, who make Keds casuals, and who are sponsoring this year's championship.

Chairman of the judging panel is Mr. Eric D. Morley, Director, Mecca Dancing.

more.....

Here is the line-up of Judges...:.....

Lord Montagu, organiser of the annual Beaulieu Jazz Festival, comments, "I like all sorts of music, dancing too. Rock 'n' roll is one of the oldest forms and basically a wonderful rhythm."

Miss Jill Ireland, film star, tells us, "I'm all for rock 'n' roll although I don't care for some of the records. Someone makes a good record and so many try to copy you find there are about sixteen variations on a theme!"

Miss Hatti Jacques, actress:-

"When rock 'n' roll is well done it's terribly exciting. I'm mad about it!"

Mr. Kenny Powell, musical associate for A.T.V.:-

"By the number of records sold it's obvious rock 'n' roll means a lot to the youngsters. My sort of music is jazz but I go along with rock when it's the best type, with the right orchestra."

Also on the judging panel are television producer, Mr.

Jack Good and singer Lance Fortune.

THE END

24th May 1960.



PRESS RELEASE

MECCA DANCING

MECCA Ltd.

76 SOUTHWARK ST. LONDON, S.E.1 Telephone Waterloo 2323

Issued by

Eric D. Morley
18.5.60.

K E D S

ROCK 'N' ROLL CHAMPIONSHIPS

OF GREAT BRITAIN

GRAND FINALS - LYCEUM, STRAND - TUESDAY, 24th MAY 1960.

Organised by MECCA DANCING.

Rock and roll has still a tremendous hold on the teenage population of this country, and so far there is no sign of anything succeeding it. The dance gives everyone a chance to express themselves, and this is most important in competitive dancing. Without the restriction of being judged by dancing experts, whose sole purpose is watching footwork, the competitors let themselves go, and the spectacle and skill shown is quite amazing.

KEDS - the young-at-heart casuals, have since April been sponsoring a nation wide contest to find the Rock and Roll Champions of Great Britain. Organised by Mecca Dancing in the major cities of the United Kingdom the preliminary heats have resulted in 25 couples being invited to London for the Grand Finals at the Lyceum on Tuesday, 24th May. Besides the Challenge Cup and medals, they will be competing for the following CASH prizes:-

- 1st Prize: £100.
- 2nd Prize: £75.
- 3rd Prize: £50.
- 4th Prize: £25.
- 5th Prize: £15.
- 6th Prize: £10.

g.d.

The Finals will start at 8.45.p.m. and if you intend to be represented would you be kind enough to inform us of your requirements NOW. All telephonic enquiries should be addressed to:

MR. ROBERT SHACKELL
or his assistant Mrs. Pamela Goodland.

no T.V.

Release of Tuesday.
4.0.

Permits to permits.