



LONDON AND HOME COUNTIES BRANCH

The Society of Cinema Managers of Great Britain & Ireland (Amalgamated)

Area Officer:

FLAxman 2485
GERrard 8676

Jack L. Ramsden Esq.,
News Editor,
British Movietone News Ltd.,
7, Great Russell Street,
London. W.C.1.

②

PLEASE REPLY TO:—

30, Danvers Street,
Chelsea,
London. S.W.3.

25th October 1960.

Dear Mr. Ramsden,

"MISS CINEMA OF GREAT BRITAIN " 1960.

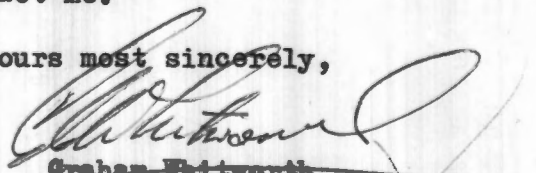
Further to our discussion today I enclose a copy of the brochure that was circulated throughout the whole country to cinemas of all groups.

All Area Finals have now been completed and the winners from the long-distance Cities are coming to London on Sunday next. The others are to join them on Monday morning at the Lyceum Ballroom at 10.30 a.m. for a rehearsal and general instruction.

We have film stars and other well known personalities on the Judges Panel, and the actual presentation is first class. The 'Miss World' stage setting is used with the throne and rostrum etc.

I do hope you feel that you can cover this great occasion, since I am sure that this year it will have National appeal and interest. If I can assist in any way, or advise you of any further matters that might be of interest, do contact me.

Yours most sincerely,


Graham Whitworth.
National Organiser.

THE LONDON & HOME COUNTIES BRANCH SOCIETY OF CINEMA MANAGERS.

' MISS CINEMA OF GREAT BRITAIN ' CONTEST 1960.

OK

The London, Home Counties and South Coast Area Finalists.

From: Organising Secretary, Graham Whitworth, 30, Danvers Street, Chelsea.
Telephone. FLAXman 2485. London. S.W.3.

Many photographs were submitted for perusal by the Adjudicating Panel this year, in fact nearly seventy from this area, and our judges found it a most difficult task to select a number for attendance at the Area interviews. The Panel eventually decided that they could not possibly reduce the entrants any further and that a total of eighteen would go forward for the next phase. Accordingly, invitations went out all over the area, to Colchester, Brighton, Bournemouth, Reading, Newbury and many other Boroughs for the selected young ladies to meet the special panel for final decisions.

The special panel met at the Lyceum Ballroom, Strand, W.C.2. on Friday 21st October and consisted of VICTOR MADDERN, the popular film and television actor, his wife JEAN, Mr. R.L. DEVINE, general manager and director of UNIFILMS LTD. and DAVID MULLINS, general manager of the LYCEUM BALLROOM.

All but one young lady attended, she could not because her husband had just returned from abroad for Army leave. Our competitors brought their interested parents, friends and also many managers attended to see their theatre representatives go further in the contest. Each young lady was interviewed prior to the complete department examination, and then further group allocations were made with other selections finalised. This gave every chance for the girls, and of course the judges, who found the task both pleasant and exacting at the same time.

Interviews commenced at 8.30 p.m. and were not completed until almost 11 p.m. All marking papers were examined by the board, and after further scrutiny the following names were issued as the finalists.

R E S U L T S .

LONDON AREA FINALISTS.

Miss Ellen Lloyd.	Age 18.	Salesgirl.	Savoy, Paddington.
Mrs Margaret Rooney.	Age 22.	Chief Cashier.	Gaumont, Streatham.
Miss Diane Betteridge.	Age 20.	Usherette.	Classic, Chelsea.

Int.

HOME COUNTIES FINALISTS.

Miss Gloria ██████████ .	Age 23.	Salesgirl.	Central, Reading.
LOVEGROVE			'Berks.
Miss Nancy Bowden.	Age 18.	Cashier.	Odeon, Brentwood, Essex.

A.B.C.

SOUTH COAST FINALISTS.

Miss Margaret Jenner.	Age 22.	Salesgirl.	Odeon, Brighton.
Miss Susan Twydale.	Age 17.	Cashier.	Carlton, Boscombe, A.B.C. Bournemouth.

OUR MOST SINCERE CONGRATULATIONS TO ALL THESE YOUNG LADIES.

The above competitors will now go direct to the National Final at the Lyceum, Ballroom, London on Monday 31st October 1960 together with the finalists from the other Area Contests which are now completed.

The Chairman, Committee and Judges send their best wishes to all the ladies who have taken part in this, the greatest contest ever. Also to the Managers who have given support by entering their staff members, and to the Companies who circulated the special brochure. The enthusiasm has been very keen, and we trust that those who have been unfortunate will have another try for success next year.

'MISS CINEMA' CONTEST AND Band arrangements.

Oct 31.

Presentation and running.

The judges will meet and interview the finalists as early as possible in the Ball. This to take place in the special judges room adjacent to the stage.

11.30 - 12.15. Les Hague Quartette. Music for dancing.

ABC staff

12.15 - 1 a.m. Lou Preager and his Orchestra.

1 a.m.

'Miss Cinema' Contest. Orchestra on stage.
 Fanfare and announcement by M.C. Subject matter to be supplied by Secretary.
 Lyceum Stewards will place Judges tables on spot agreed.
 M.C. introduces the JUDGES, they will enter from side stage.
 Judges in places, M.C. will introduce each finalist in turn who will parade past the judges and then line-up in front of the bandstand facing the audience.
 Lou Preager playing soft music.
 ALL GIRLS IN POSITION, Judges totting up the marks.
 M.C. introduces the star who will present the awards.
 Interest matter on star to be provided by Secretary.
 When judges marks are ready, the official concerned will notify the M.C. at the same time signalling Mr. Preager.
 BANDSTAND TURNS and THRONE WITH EFFECTS APPEARS.

The Bandstand will turn when the M.C. makes announcement,"and we are now ready to announce the results for the National Final for Miss Cinema of Great Britain' 1960. "

M.C. will announce the prizes for the THIRD COMPETITOR and then call the prize-winner forward. (Short fanfare by Orchestra).
 Star makes token award with comment and escorts to bottom of rostrum stairs. Side throne staircase.
 M.C. announces the prizes for the SECOND PLACE.
 Calls winner.....FANFARE BY ORCHESTRA, star makes token presentation.
 Escorts to bottom of rostrum stairs other side of throne.
 M.C. next announces the awards for the Winner, and then calls for 'Miss Cinema of Great Britain'....Miss.? Very big FANFARE FROM ORCHESTRA AS THE GIRL STEPS FORWARD.
 Star greets and places the sash around her, and then presents her with the Cup ONLY.
 THE STAR will then escort the Winner up the centre stairs to the throne where she will turn and face the audience.
 Star places Robe around her, and she sits on the throne for the actual crowning.
 M.C. and Stewards lead the applause for this moment.
 M.C. announces the prizes that each of the other finalists will receive and note that they are all on show for the dancers to view.
 Calls for a big hand for the losers.
 LOSERS WILL THEN TURN LEFT AND MARCH OFF THE BALLROOM FLOOR.

THE THREE MAJOR AWARD WINNERS REMAIN ON THE ROSTRUM.

M.C. indicates that BANDSTAND WILL TURN at the same time calling for a WELCOME BACK TO LOU PREAGER AND HIS ORCHESTRA.

PHOTOGRAPHS WILL MAINLY BE TAKEN BACKSTAGE where the winners will remain until completed.

1.30 - 2.a.m. Dancing to Lou Preager.

Nigel Lockyer, M.C. to advise Mr. Preager if he requires Party Dances as soon as possible.

2 a.m. - 2.30. Les Hague Quartette.

21/10/60.

2.30 a.m.- 3.30. Lou Preager & Orchestra.

3.30 - 4 a.m. Les Hague Quartette.

4 a.m. - 5 a.m. Lou Preager & Orchestra.

M.C. closes the Dance with due credits.

The Queen.

ANNOUNCING.....

THE GREATEST NATIONAL CONTEST EVER HELD IN GREAT BRITAIN FOR CINEMAS ONLY.

Over 2,000 cinemas throughout the Country have been invited to enter female employees in the Competition to find the most beautiful member of a cinema staff who will be acclaimed as...

' MISS CINEMA OF GREAT BRITAIN ' 1960.

This National Contest is sponsored by The London & Home Counties Branch, Society of Cinema Managers of Great Britain & Ireland, and the National Final will take place at the Lyceum Ballroom, Strand W.C.2. at Midnight, 'Hallowe'en', Monday 31st. October 1960.

FOR THE WINNER.

A luxurious and exciting HOLIDAY in ITALY in 1961.

FLYING from LONDON to ROME by ALITALIA CARAVELLE JET SERVICE.

A most wonderful and inspiring trip, never to be forgotten.

AT the INVITATION of UNITALIA FILM.

The Official Organisation of the Italian Film Industry.

.....GRAND TOUR OF ROME.....THE ETERNAL CITY, and

VISIT EUROPE'S LARGEST FILM STUDIO'S.....CINECITTA.

and attend a number of Social Occasions to meet world-famous ITALIAN FILM STARS AND DIRECTORS.

HOLIDAY at ANZIO, in one of the best Hotels on the Riviera of ROME....

as a guest of

AZIENDA AUTONOMO DE SOGGIORNO E TOURISMO with the co-operation of THE ITALIAN STATE TOURIST OFFICE. (ENIT).

The Winner will also KEEP AN APPOINTMENT WITH MAX FACTOR in their ROME SALON for BEAUTY TREATMENT, HAIR-DO, FACIAL, MAKE-UP.. etc. etc.

'MISS CINEMA' will also receive.....

Engraved Silver Challenge Cup, Held for One Year by the Cinema.

Personal Replica Cup.

Magnificent Gold Wristlet Watch. Generously presented by Messrs. H.S. Whiteside & Co. Suppliers of the famous 'Sunpat' Nuts.

A Jeroboam of Veuve Clicquot Champagne.

By Messrs. Veuve Clicquot of Rheims.

Sheer Nylon Stockings by Messrs. I. & R. Morley Ltd.

A Splendid Set of Travel Suitcases with the Compliments of 'Revelation' Luggage. and.....

WINE, DINE & DANCE with a STAR at London's Famous Soho Night-Spot.....

THE " GARGOYLE CLUB " as a guest of Mike Klinger and Jimmy Jacobs.

2 nd. PRIZE.

A WEEK'S SEASIDE HOLIDAY AT BUTLIN'S.

A holiday of choice at any one of the splendid Holiday Camps.

Carafe of Cherry Heering.

Casket of Max Factor Perfume.

Sheer Nylon Stockings by Morley.

Sherry from Spain, by Gonzalez Byass Ltd.

Chocolates, costume jewellery and Many

Other Splendid Prizes.

3rd. PRIZE.

A WEEKEND OUT ON LONDON TOWN.

Visit a theatre, latest presentation in a West End Cinema, watch a 'Live' Television Show. See the lights of London.

Sample London's Nighterie Entertainment and also Wine, Dine & Dance with a Star at 'The Gargoyle' Club.

Sherry, Max Factor Perfume, Stockings, Chocolates, etc.

ALL NATIONAL FINALISTS will receive splendid gifts, free entry to the Ball and travelling expenses.

ARTHUR GUINNESS SON & CO. (Park Royal) Ltd. will make a special award of a TWO-DOZEN PACK OF CANNED GUINNESS to the Manager of each theatre represented by a FINALIST.

NATIONAL FINALIST IN ORDER OF APPEARANCE.

1. Miss Cinema of North West England.
Miss Dorothy Roberts of the ODEON, RHYL, North Wales.
2. Miss Cinema of London Area No. 2.
Mrs. Margaret Rooney of the GAUMONT, Streatham. ✓
3. Miss Cinema of Manchester & District.
Miss Maureen Cassidy of the GAUMONT, MANCHESTER. ✓
4. Miss Cinema of London Area No. 111.
Miss Dianne Betteridge of the CLASSIC, Chelsea.
5. Miss Cinema of Eastern Counties.
Miss Nancy Bowden of the Odeon, Brentwood Essex. ✓
6. Miss Cinema of Tees-Side.
Miss Jean Headlam of the Odeon, Stockton -on-Tees. ✓
7. Miss Cinema of London Area No. 1.
Miss Ellen Lloyd of the Essoldo Savoy, Paddington.
8. Miss Cinema of West Midlands.
Miss Valerie Allen of the Gaumont, Birmingham. ✓
9. ~~Miss Cinema of East Midlands.~~
~~Miss Glange East of the Odeon, Nottingham.~~ WINNER
10. Miss Cinema of South Coast Area No. 1.
Miss Margaret Jenner of the Odeon, Brighton. ✓
11. Miss Cinema of WEST SCOTLAND. (BIG HAND FOR LONG JOURNEY.)
Miss Catherine McDonald of the A.B.C. Ritz, Glasgow.
12. Miss Cinema of Western Counties.
Miss Gloria Lovegrove of the A.B.C. Central Reading. ✓
13. Miss Cinema of WEST YORKSHIRE.
Miss Maureen Godyear of the A.B.C. LEEDS.
14. Miss Cinema of South Coast Area No. 2.
Miss Susan Tydale of the A.B.C. Carlton, Boscombe. ✓

Card for
WT 2nd 3rd