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PRESS RELEASE

MECCA DANCING

MECCA Ltd.

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

Issued by

Eric D. Morley.
4th April, 1961

ALFA NATIONAL BALLROOM QUEEN *****

Girls given free Electric Sewing Machines to make their own dresses.

G. O.P. 1
10-13

The Grand Final of the National Ballroom Queen will be held at the Lyceum Strand next Monday 10th April from 7.30 p.m. to 11.00 p.m. when the Queen will be crowned.

The National Ballroom Queen is one of the only big beauty contests where the competitors also have to have a talent, the talent of dancing.

Points are so arranged that for beauty, grace and charm there are three points whereas for dancing one. In the event of a tie, beauty marks count more than the dancing points.

In past years many girls have been handicapped by their lack of a suitable dance dress to compete against the beautiful girls in the dancing world. This has been overcome this year by the contest being sponsored by Advance Sewing Machines, makers of the famous Alfa Electric Sewing Machine. Mecca Dancing, organisers of the contest, arranged with the manufacturers to give an Alfa Electric Sewing Machine free to each of the twenty four heat winners, together with the services of a trained Demonstrator.

Additional to this, each girl was provided with a quantity of Heatecoat's Flare Free Bri-Nylon Net to make a Ball Gown so that each competitor had an equal chance.

As you will see by the attached list of finalists, they came from all walks of life but compete tonight on equal terms.

The Prizes are:-
1st Prize. The National Ballroom Queen Challenge Trophy.
A Purchase Voucher for £100.
A free trip to Spain for two people.
A beauty case by Max Factor.

Her partner will also receive a purchase voucher for £100 and a grooming aid by Max Factor.

- 2nd Prize. £50 to both the girl and her partner plus a gift from Max Factor.
- 3rd Prize. £25 to both the girl and her partner.
- 4th Prize. £15 to both the girl and her partner.
- 5th Prize. £10 to both the girl and her partner.

The girls will also parade before the personality judges who will choose the young lady who is wearing the prettiest Ball Gown. She will receive a special cup presented by John Heathcoat together with a purchase voucher for £25. The young ladies judged second and third in this section of the contest will receive purchase vouchers for £15 and £10 respectively.

If you require any Press Tickets, please state if Editorial or Photographic.

Yours sincerely,

Eric D. Morley

ERIC D. MORLEY.
Organising Director.

✓ Harris : Silver Trophy
7 £25
purchase
vouchers

£ 10 chry
8 Trophy