

MILES OF SMILES - - Four-miles-long
carnival procession is outstanding feature of Southend's
"week of whoopee".

-Essex-

Picture:- In carnivals, Southend easily beats its own
big record, this week ! What a show ! Miles--

--and miles of beauty and colour, sans souci. What an
array--

--of girls. All bubbling over with gaiety and as fresh
as paint. The sunbathing ones don't need anything beyond
a powder puff. The spirit and spectacle rivals--

--the best efforts of the Riviera. Two-hundred-and-fifty
thousand people(it may be a little less) --

--greet the town's new beauty queen - - Miss Iris Hopkins,
as she arrives--

--for her investiture. The sheer joy of it all--

--is remarkable. It has turned the whole place into a
city of beautiful nonsense. Without losing dignity of
course, even Mr.Mayor--

--unbends very considerably. He receives the make
believe Queen--

--of this fairy country with a courtliness which she
richly deserves. He invests her with either a chain
of office, a badge for the enclosure, or a lucky charm.
I can't quite see which, and tastefully concludes.

Southend's Carnival Charity Record for the years--
--1926-1932 was twenty-seven thousand pounds.

(CHEERS).

Yes, that ought to cheer anybody up. Bravo,
sunny Southend !