

28.8-57 X-028F01

Copies to: Mr. J. Stagg.  
Mr. S. J. Farrar.

CF/TB

Robert Clinton, Esq.,  
British Overseas Pairs Limited,  
21, Tot Hill Street,  
London, S.W.1.

13th August, 1957.

Dear Mr. Clinton,

Many thanks for your letter of August 7th,  
inviting us to send a cameraman to your Press Reception on Friday  
August 30th.

Unfortunately as this does not commence until  
6.30 p.m. it will be too late for our films, and therefore we regret  
we will be unable to accept.

However, for your information, we are filming the  
Grand Final of the "Miss Great Britain" at Marocambe on August 28th,  
and if you wish, will gladly mention in our commentary that the winner  
will be visiting Finland and will participate in the British Overseas  
Fair during the period, September 6th - 22nd, and carry out other  
engagements during her stay.

Perhaps you will let us know your wishes.

Yours truly,  
ASSOCIATED BRITISH-PATHE LIMITED,

GRACE FIELD,  
NEWS EDITOR  
PATHE NEWS



G. Field, Esq.,  
 Pathe News,  
 133 Oxford Street,  
 LONDON, W. 1.

Dear Mr. Field,

30-8-57  
 British Overseas Fairs Limited  
 21 Tothill Street  
 London SW 1

Whitehall 6711 : Fobustry Parl London

7th August, 1957.

*Gracie*  
*Where do they elect Miss B.*  
*Could be a show combined*  
*30<sup>th</sup> Friday too late for inces*

I wonder if you would be interested in having News Cameras present for the Press Reception and Cocktail Party to be held on Friday 30th August, 1957, in the Council Chamber of the Federation of British Industries, 21 Tothill Street, London, S.W. 1. at 6.30 p.m. when 'Miss Great Britain 1957' and ten fashion models who will be going out to Helsinki for the 'Fashion Revue' feature of the British Trade Fair and Exhibition, Helsinki, will be presented to His Excellency the Finnish Ambassador, Monsieur Sakari Tuomioja.

This year the successful young lady will have many interesting duties and opportunities presented to her over and above previous years. My reason in writing to you is to enquire whether these activities will interest you for possible presentation on Saturday, 31st August.

*How where?*

- (a) "Miss Great Britain" will be elected this year on 28th August, 1957.
- (b) She will receive £1,000 in cash, a silver Rose Bowl and beautiful sash.
- (c) She will represent Great Britain in the "Miss World" Contest in October of this year.
- (d) She will arrive in London on the 30th August and visit approximately twelve dress establishments for fitting out in a series of new clothes.
- (e) She will be received by His Excellency the Finnish Ambassador at a reception in the Boardroom of the Federation of British Industries. Members of the Finnish/British Trade Delegation will also be present in addition to other guests.

(1).

Cont/....

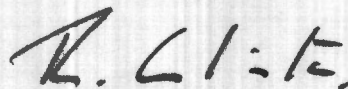
(2.)

- (f) On the 2nd September she will fly to Helsinki to take part in the British Overseas Fair - 6th - 22nd September, 1957, and will fashion British clothes and British textiles in "Fashion Revue", which is part of the export drive to Northern European countries, presented twice daily.
- (g) She will also model British textile creations at the British Motor Industry's "Concours de Elegance" on Sunday, 8th September, also in Helsinki.
- (h) The Lord Mayor of London, I understand, will be attending The Fair and will give a Banquet at which "Miss Great Britain", in company with "Miss Finland" will be present. The latter two will also make several personal appearances together.
- (i) The above trip will be an all expenses paid trip, plus £2 a day pocket money allowance, and on return she will be given a film test by Associated British Cinemas.

There are other details, but I have laid out sufficient to describe to you the contribution that "Miss Great Britain" will make this year to the export drive as well as creating a new career for herself.

I look forward to your comments with interest.

Yours truly,



Robert Clinton.

"MISS GREAT BRITAIN"

NATIONAL BATHING BEAUTY CONTEST 1957

GRAND FINAL

SUPER SWIMMING STADIUM, WEDNESDAY, 28th AUGUST, 1957.

1. The order of entry on to the platform will be as follows:-

The Chairman, Baths, Market and Foreshore Committee;  
Councillor E. Kershaw, accompanied by Mrs. E. Kershaw.

His Worship the Mayor (Councillor Mrs. S.L. Birkett, J.P),  
and The Mayoress (Mrs. R. Rose).

The Mayor and Mayoress will greet each of the platform  
party after they are introduced on to the platform:-

Mr. Walter Pickard, Director, Mecca Dancing, Ltd.  
Mr. Eric D. Morley, Director, Mecca Dancing, Ltd.  
Mr. W. Holland, Director, Butlin's Holiday Camps, Ltd.  
"Miss Great Britain" 1956 (Miss Iris Waller).  
Sir Ian Fraser (M.P. for Morecambe) and Lady Fraser.

Judges:- Joe Loss.  
Lisa Gastoni.  
Charles Eade.  
Bob Monkhouse.  
Tony Britton.

Prior to judging commencing, the Mayor will give a few brief  
words of welcome, and the judging will then commence, under  
the Chairmanship of Charles Eade.

2. All short list numbers will be prepared by the Chairman (in  
duplicate) and handed to H. Stansfield.
3. All Finalists will parade round the Stadium at three pace inter-  
vals, without number cards.
4. Parade.

Grand Finalists will be called out in numerical order for judging,  
and after each Finalist has been once round the Stadium, individually,  
they will line up on the stage in front of the judges.

They will then be dismissed from the platform and the  
First Elimination will take place.

SAY 20, brought out again singly on to the platform and these young  
ladies parade again round the Stadium and line up in front of the  
Judges on the rostrum and sides.

They will then be dismissed from the platform and the  
Second Elimination will take place.

SAY 8 to 10, will again parade individually in front of the Judges  
for either:-

- (a) Final decision or  
(b) Further parade round the Stadium.

SUPER SWIMMING STADIUM, WEDNESDAY, 28th AUGUST, 1957.

4. continued ....

Final Elimination and Announcement.

Third Prize            £100

Second Prize           £200

FIRST PRIZE:-

"MISS GREAT BRITAIN" 1957 - £1,000.

On announcement Lisa Gastoni will escort the young ladies to the Victor's Rostrum.

5. Presentation of Prizes.

- (a) Cheque for £1,000 - The Worshipful the Mayor.
- (b) Rose Bowl - Charles Eade.
- (c) Sash - "Miss Great Britain" 1956 (Miss Iris Waller).
- (d) Cheque for £200 - Bob Monkhouse.
- (e) Cheque for £100 - Joe Loss.

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Publicity and Entertainments Department,  
Town Hall,  
Morecambe and Heysham.

WMM/DF/.