

# ACKNOWLEDGMENT

The Council of the Borough of Morecambe and Heysham and the "Sunday Dispatch" desire to express very sincere thanks to—

Miss Greta Gynt and the J. Arthur Rank Organisation.

Mr. Charles Shadwell.

The Directors of the Winter Gardens (Morecambe and Heysham) Ltd.

Mr. and Mrs. B. S. Holden of The Morecambe Bay Holiday Camp.

Messrs. B. Windsor and Sons Ltd.

Messrs. Todd's (Costumiers).

Willis, the Florist.

The thousands of very lovely young ladies who have competed in the photographic and personal appearance heats.

The Press and Photographers (with particular reference to "The Morecambe and Heysham Visitor," "The Morecambe Guardian," "The Lancashire Daily Post," "The Bradford Telegraph & Argus," "The Yorkshire Observer," Arthur Hallas, Esq., The Stella Huish Studio and J. H. Hardman),

and to the many others who have contributed in any way towards the successful culmination of their 1947 National Bathing Beauty Contest.

*Read.*



BOROUGH OF MORECAMBE AND HEYSHAM

## Souvenir Programme

of the

# GRAND FINAL

of the

## NATIONAL BATHING BEAUTY CONTEST

Organised in association with the

## Sunday Dispatch

SUPER SWIMMING STADIUM  
MORECAMBE AND HEYSHAM

Wednesday, 27th August, 1947

PRICE 6d.

# Programme of Events

Commencing at 1.30 p.m.

## 1—THE BAND OF THE ROYAL SCOTS GREYS

Under the direction of Bandmaster C. A. HOLT, A.R.C.M., and by kind permission of the Officer Commanding.

## 2—THE CAVALCADE OF FASHION

A SPECTACULAR PARADE OF FASHIONS THROUGH THE AGES, compered and presented by MISS VERA CROSLY (Harrogate) and featuring the "VOGUE" MANNEQUINS.

The WEDDING TABLEAU is presented by the "VOGUE" MANNEQUINS in association with Messrs. TODD'S (Costumiers) of Morecambe.

## 3—THE PAGEANT OF BEAUTY

PRESENTING THE 19 FINALISTS IN "THE MORECAMBE AND HEYSHAM—SUNDAY DISPATCH" NATIONAL BATHING BEAUTY CONTEST OF 1947.

PARADE AND FINAL ADJUDICATION followed by announcement of the JUDGES' DECISION.

PRESENTATION OF PRIZES by:—

THE WORSHIPFUL THE MAYOR OF MORECAMBE & HEYSHAM  
(Councillor Herbert Willacy, M.B.E.),

THE EDITOR OF THE "SUNDAY DISPATCH"  
(Mr. Charles Eade),

MISS GRETA GYNT, and

MR. CHARLES SHADWELL.

## 4—WATER POLO

N.F.S. CHALLENGE MATCH:

Manchester Area v. Preston and District.

# FOREWORD

By Mr. Charles Eade, The Editor of the "Sunday Dispatch."

EARLY in 1945 a Morecambe and Heysham Council official called at the "Sunday Dispatch" office, announced that the Northern holiday resort planned to renew its 1936 Beauty Contest and asked if I would co-operate in the organisation of a competition.

Britain was at war at the time and many of her loveliest girls were in the Services; but we decided to run a contest on modest lines that year and test the public's reaction. Male members of the Forces were known to have more than a passing interest in "pin-up girls" so it was agreed to let them judge the preliminary heats. The first heat was staged at Morecambe Swimming Stadium—one of the largest pools in Britain—on July 25, 1945, and Mary Drummond, a 19-years-old Glasgow girl was the winner. It was clear from the start that the contest would be a success, for more than 5,700 people turned up to watch the girls parade. There were only five heats that year, but public interest was so great that in pouring rain 4,277 people saw the final at the end of August. The judge was Gainsborough film star Michael Rennie. He chose as the winner an 18-years-old Morecambe girl, Lydia Reid.

The following year the contest was launched on a much bigger scale. Morecambe and Heysham Council increased the prize money to £100 for the winner, and the "Sunday Dispatch" presented a solid silver rose bowl. Crowds averaged nearly 6,000 for each of the ten weekly heats and entries came in from all over Great Britain. "Sunday Dispatch" columnist Professor C. E. M. Joad, George Formby and myself were the judges for the final and we chose as winner a Manchester V.A.D. nurse, June Rivers.

Immediately the contest was over we began to make plans for 1947. The "Sunday Dispatch" offered another silver rose bowl and Morecambe Corporation stepped up the first prize to £500. To enable girls from all over the British Isles to take part in the contest we ran a photographic competition early this year, as a preliminary to the personal appearance heats at Morecambe. Margaret Lockwood, Joad and I chose four girls who will take part in today's final with the personal heat winners. Public response to the contest has been remarkable. In addition to the thousands of competitors who sent in photographs hundreds have appeared in the weekly parades. Every week brought new attendance records at the Swimming Stadium and in July the gates were closed half-an-hour before the contest began. There were 7,300 people inside the stadium.

Famous people who have judged the heats have included Laurel and Hardy, Richard Tauber, Charlie Kunz, Dante (the famous American magician), Wilfred Pickles, Jackie Coogan, Elsie and Doris Waters, Issy Bonn, Troise, and Norman Evans.

Mannequins and models from all over the British Isles are among today's finalists. There are girls from shops and offices and a Land Army girl who travelled all the way from Berkshire to Morecambe to win her heat.

One of this year's judges, Billy Danvers, famous Northern stage and radio comedian, told the audience here a few weeks ago: "Whatever we may be short of in Britain, there is obviously no scarcity of healthy and beautiful girls. We need have no worries about the future of the British race."

As editor of a National newspaper I am pleased to be associated with the citizens of Morecambe and Heysham in the organization of this contest and to announce that we shall run a nation-wide competition on an even bigger scale next year.

Northcliffe House,  
London, E.C. 4.

*Charles Eade*

# Introducing the FINALISTS of 1947



**PATRICIA BAINES  
LEICESTER**



**JANE MORRISON  
TAIN**



**MAUREEN GRAHAM  
DUBLIN**



**STELLA MARTIN  
ABERCYNON**



**May 28: MAY HOLT  
ISLINGTON**



**June 4: PATRICIA PARKINSON  
HEYSHAM**



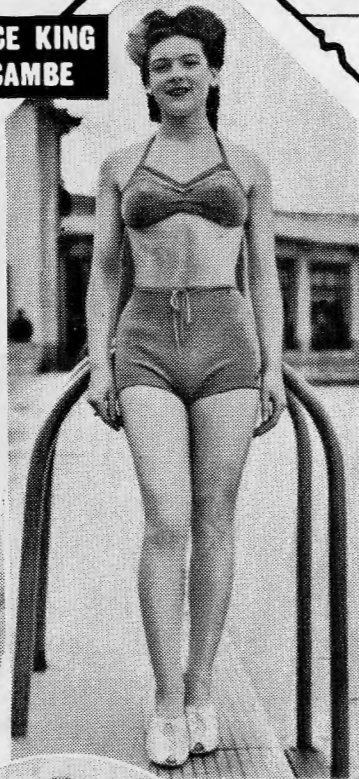
**June 18: JUNE MITCHELL  
BIRMINGHAM**



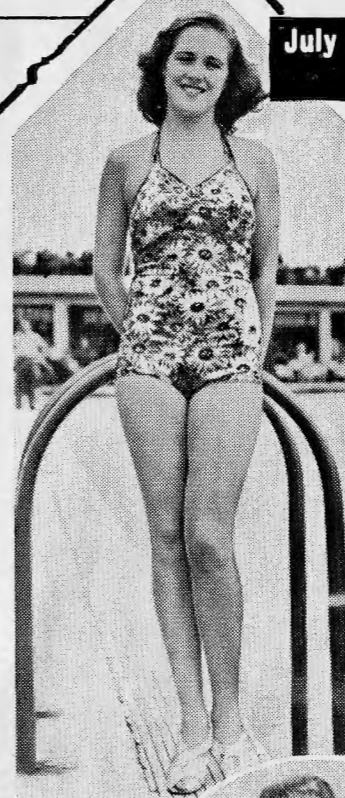
**June 11: JEAN HOLLOWAY  
MORECAMBE**

# More Heat Winners

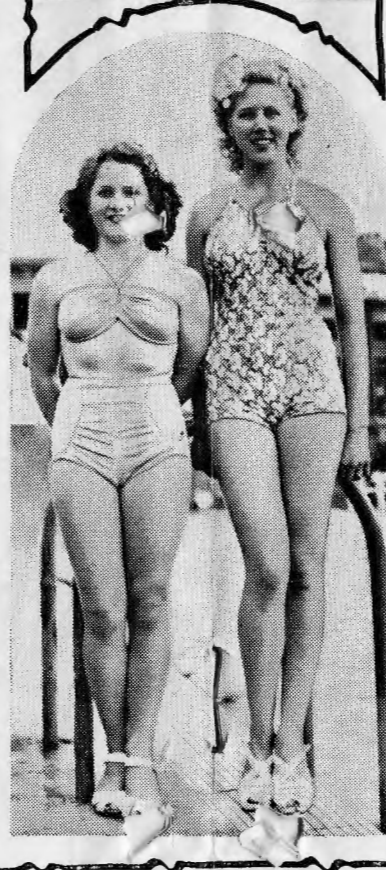
July 2: BEATRICE KING  
MORECAMBE



July 9: JEAN DUNSTER  
LANCASTER



July 30: MURIEL SMITH  
KENDAL  
MAUREEN EVANS  
LEEDS



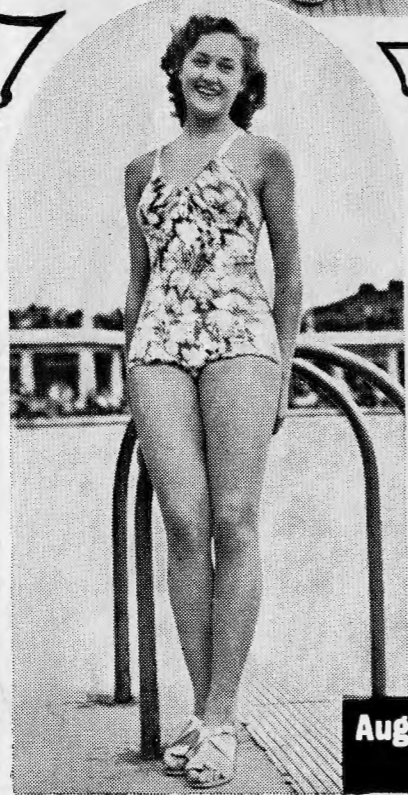
July 16: MARGARET WADELIN  
WHITBY (Ches.)



June 25: JOYCE PEARSON  
MEXBOROUGH

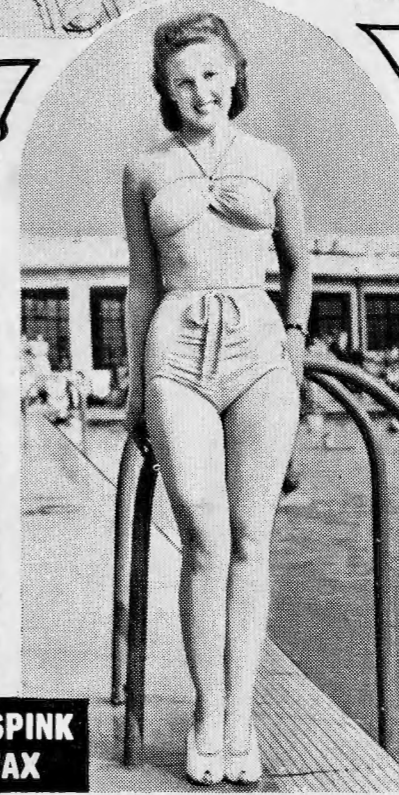


July 23: JEAN HALL  
MORTIMER (Berks.)  
MARGARET WILLIAMS  
SALFORD

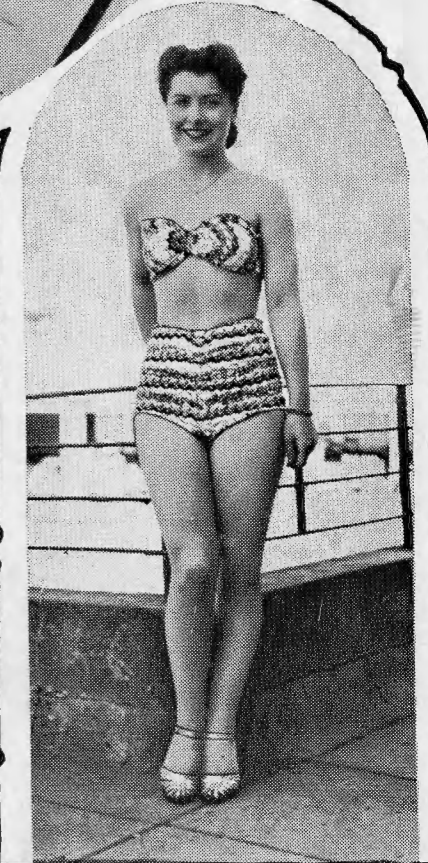


Aug. 6: IRENE LEE  
GRIMSBY

Aug. 13: BETTY SPINK  
HALIFAX



Aug. 20: PATRICIA BRIGHTY  
LONDON





## Greta Gynt

**G**RETA GYNT, famous J. Arthur Rank star, flew from Stavanger, Norway, to London a few hours ago so that she could be Chairman of Judges at today's contest.

Miss Gynt was born in Oslo but came to Britain when only three years old. Her mother was a famous dress designer. Miss Gynt has inherited considerable talent in this direction and is one of the best dressed women in Britain today. After appearing on the revue stage in Norway for three years she came to Britain in 1933 to spend a year in Manchester studying ballet.

Her first big chance came in 1936 when she was leading dancer in "A Midsummer Night's Dream" at the Open Air Theatre in Regents Park. Her acting ability and attractive Nordic appearance brought her to the notice of British producers and many offers for stage and screen roles followed.

Among her outstanding film successes in recent months have been "London Town" and "Dear Murderer."

Miss Gynt is an expert in swimming and skiing and recently won a 200 metres swimming race in Oslo. Her hobbies are cooking and collecting Swedish glass. She is particularly proud of the war record of her brother, Egil, who served in the Norwegian Air Force after escaping to Britain from Norway. He is now a student in London.

## THE JUDGES



## Charles Shadwell

**I**NTENDED to follow his father into the medical profession, Charles Shadwell studied music merely as a hobby. After four years of war service as an officer in the West Yorkshire Regiment he resumed his study of music, this time under Sir Frederick Bridge. His first professional appointment was as musical director for Mr. Harry Day's touring companies. A variety of increasingly important appointments followed and in 1936 he joined the B.B.C. as Musical Director of the B.B.C. Variety Orchestra. He remained with the B.B.C. for exactly ten years, during which time he conducted for many thousands of broadcasts and was connected with all the most popular radio features, to quote just a few: "Music Hall," "Monday Night At Eight," "Garrison Theatre," "Variety Band Box," and, of course, the one and only "Itma."

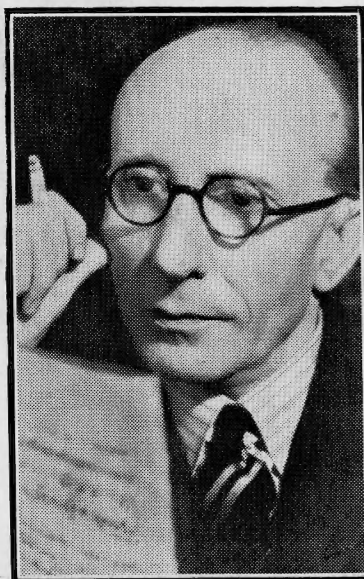
Is married and has four daughters, the eldest being Joan Winters, perhaps better known as Jack Warner's "littlet gal." The other three, Shiela, Hazel and Daphne all work for the B.B.C.

## Charles Eade

**C**HARLES EADE has been Editor of the "Sunday Dispatch" since March, 1938, and is a director of Associated Newspapers, Ltd. ("Daily Mail," "Sunday Dispatch," etc.).

During the war he went to South East Asia to act as Advisor to Admiral Mountbatten and to organise his Public Relations system and newspaper and radio services to the troops.

Mr. Eade is one of Britain's most widely travelled journalists. He has visited ninety foreign countries. He was entrusted by Mr. Winston Churchill with the task of compiling into book form all Mr. Churchill's war-time speeches, which were edited by Mr. Eade into six volumes.



## INTRODUCING THE 1947 FINALISTS

This great contest has been conducted in a series of seventeen separate qualifying contests, and the winner of each of these preliminaries has won her place in today's Grand Final. In two of the qualifying heats, competition was so keen that the Judges were unable to decide which of two girls should enter the Final and had to declare a tie. And so, instead of the 17 originally envisaged, today's parade will present 19 equal winners of preliminary contests.

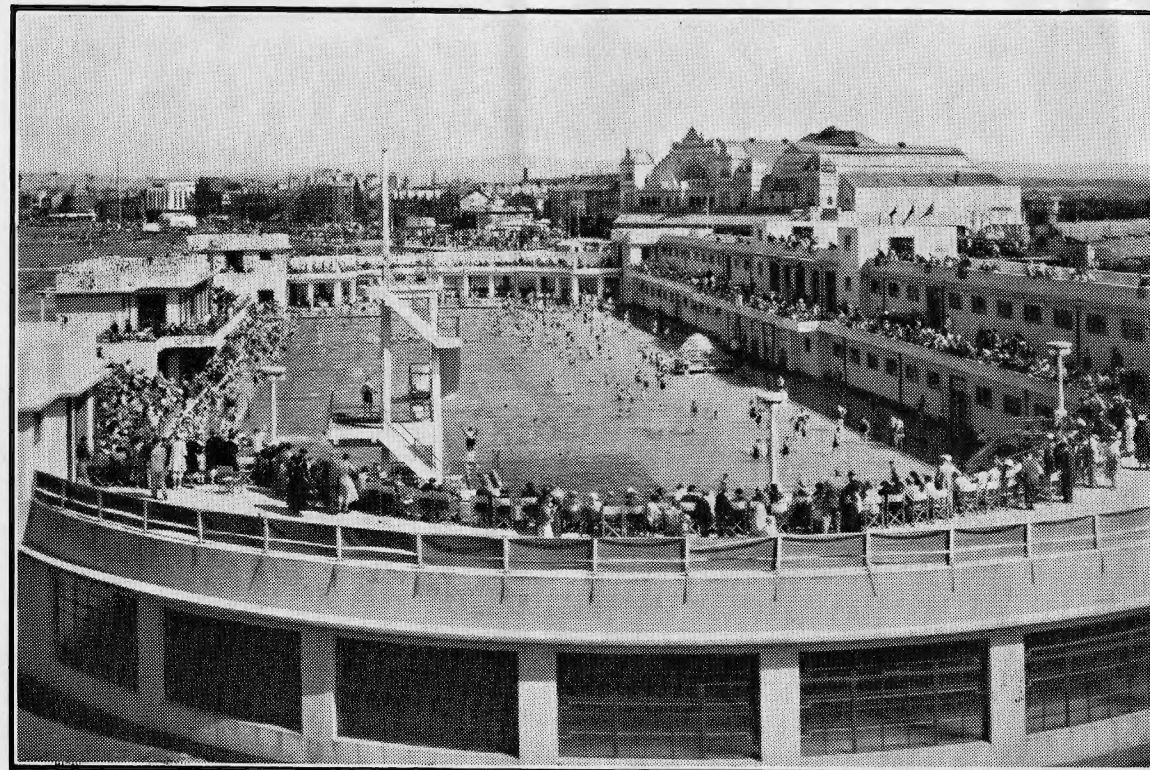
The following table gives you personal details regarding each finalist. During the parade and judging, the contestants will be identified by the numbers which are given below.

No.	Name & Home Town.	Age.	Height ft. ins.	Weight st. lbs.	Hair Shade.	Eye Colour.
1	MAUREEN GRAHAM ..... Dublin.	18	5' 7½"	8 9	Dark Brown	Hazel
2	JANE MORRISON ..... Tain, Ross-shire.	21	5' 7"	8 10	Dark Brown	Dark Brown
3	STELLA MARTIN ..... Abercynon, Glam.	23	5' 4"	8 3	Blonde	Blue
4	PATRICIA M. BAINES ... Oadby, Leics.	21	5' 8"	9 4	Brunette	Blue
5	MAY HOLT ..... London.	26	5' 3½"	8 7	Golden Brown	Blue
6	PATRICIA PARKINSON... Morecambe and Heysham.	18	5' 3"	7 12	Fair	Hazel
7	JEAN E. HOLLOWAY ..... Morecambe and Heysham.	18	5' 6½"	9 4	Fair	Blue
8	JUNE MAVIS MITCHELL.. Shirley, nr. Birmingham.	18	5' 7½"	9 5	Blonde	Blue
9	JOYCE PEARSON ..... Mexborough.	21	5' 5"	8 1	Golden Brown	Blue
10	BEATRICE KING ..... Morecambe and Heysham.	20	5' 6"	9 1	Brunette	Blue
11	JEAN DUNSTER ..... Lancaster.	18	5' 7"	9 0	Light Brown	Blue
12	MARGARET WADELIN ... Whitby, Cheshire.	23	5' 6½"	9 0	Light Brown	Blue
12a	JEAN HALL ..... Mortimer, Berks.	18	5' 9"	10 8	Ash Blonde	Blue-Grey
14	MARGARET E. WILLIAMS Salford, Lancs.	18	5' 3"	7 6	Blonde	Blue-Grey
15	MAUREEN EVANS ..... Harehills, Leeds.	16	5' 0"	7 12	Brown	Blue
16	MURIEL L. SMITH ..... Kendal.	24	5' 5½"	8 9	Blonde	Blue
17	IRENE LEE ..... Grimsby.	19	5' 7"	9 7	Ash Blonde	Blue-Grey
18	BETTY SPINK ..... Halifax.	20	5' 5½"	9 6	Auburn	Grey-Green
19	PATRICIA BRIGHTY ..... London.	20	5' 3½"	8 5	Brunette	Blue

*Second* →

*Third* →

*Winner* →



## THE SWIMMING STADIUM MORECAMBE AND HEYSHAM

COMPLETED and opened in 1936, the Morecambe and Heysham Swimming Stadium was constructed on land reclaimed from the sea at a total cost of £130,000. Measuring 396 feet at its greatest length it is the longest open air pool in the country. The championship straight is 100 metres and the maximum width of the pool is 110 feet.

The holding capacity of 1,250,000 gallons is pumped direct from the open sea into a settling tank built below the terraced grandstand. From the settling tank the water is pumped at high pressure through giant filter tanks, thoroughly washed and sterilised before flowing into the pool. The natural and mechanical aeration system gives the water life and a most inviting sparkle. Water depth graduates from nil to 6' 6" with a 15' deep well at the foot of the diving tower. Platforms are provided at 3, 5 and 10 metres on the diving tower and there are separate springboards at 1 and 3 metres.

The dressing accommodation embodies the latest and most hygienic principles and the pre-cleansing system provides for bathers to pass through showers and footbaths before entering the pool.

During recent years galas and spectacular events of all descriptions have been staged in the Stadium and many important national events have been held in its waters.

## THE PRIZES

The Prizes which will be awarded today are:

First: £500 and the Sunday Dispatch  
Silver Rose Bowl

Second: £100

Third: £50

The Winners of each of these Prizes will also receive a "Windsor Water Woollie," generously presented by Messrs. B. Windsor & Sons Ltd.

In addition to these prizes, generous cash awards have been made in each of the 17 preliminary contests and the cash prize fund for the 1947 competition totals approximately £800.

The travelling expenses of all the finalists will be refunded and for the week of the final all the "out-of-town" finalists will stay as the personal guests of Mr. and Mrs. B. S. Holden, the proprietors of the Morecambe Bay Holiday Camp, thus enjoying an additional prize in the shape of a happy week's holiday free of all expense.

A valuable consolation prize will be presented to each finalist failing to win one of the three major cash prizes.

MISS JUNE RIVERS, of Manchester,

Winner of the 1946 Contest.

