

Wild sound / Sunday
L-1 band

THE SOHO FAIR 1959

(July 12th-18th)

Theme: "See You In Soho"

Enclosed is the final programme of this year's Soho Fair together with Press Pass.

Although it now seems unlikely that you will be in a position to report our activities, we hope still to have the pleasure of welcoming you to the Fair so that we may entertain you in return for the interest and support you have already shown us.

Please Note:

1. The events listed herein are those arranged for and by the Soho Association. There will, of course, be the usual spontaneous events such as bands in streets authorised by the police - there will also, inevitably, be those not authorised by the police!
2. The only event not covered by the enclosed "blanket" press pass is the Cocktail Party at the Chez Auguste Restaurant on Monday, July 13th. Due to the limited accommodation available, invitations should be sought from Mr. Nevvar Hickmet (Gerrard 5952).

You may, of course, meet the Queen of Soho at the Soho Association press reception following the Beauty Contest on Friday, July 10th.
3. The Press Office (for the week of the Fair only) is a 75/77, Shaftesbury Ave. - entrance in Dean Street. Tel: Gerrard 5737.

With the compliments of

Ron Smith
Hon. Press Officer
Soho Association Ltd.,
75/77 Shaftesbury Ave., W.1.
(Gerrard 7766. Ex. 118)

FRIDAY, JULY 10th 1959

6.00 pm: SOHO FAIR BEAUTY CONTEST - FINAL ROUND
Cafe Royal (Napoleon Room)

Open to all girls aged 18 - 30 years who
live or work in London. (Ten finalists).

Judges (In order of Appearance)

Mr. Robert (Bob) McNaught : Film Producer/Director.

Mr. Robert (Bob) Goldstein : Head of 20th Century-Fox
European Production.

Miss Marla Landi : Leading Italian screen actress.

His Grace, The Duke of Bedford.

Mr. Charles Forte : President of Soho Association.

Compere: Mr. Kenneth MacLeod.

Finalists: (In order of Appearance)

Miss Marilyn Davies, aged 21, drama student of
52, Gower Street, W.C.1.

Miss Maggie London, Aged 21, model of
20, Drayton Court, Drayton Gdns., S.W.7.

Miss Gale Sheridan, aged 24, actress of
113, Ingrave Road, Battersea, S.W. 11.

Miss Sherrie Ann Scott, aged 21, drama student of
24, Bengal Road, Ilford, Essex.

Miss Diana French, aged 21, model of
29, Glenloch Road, Belsize Park, N.W. 3.

Miss Barbara Smith, aged 21, demonstrator of 6,
Folkestone Road, Walthamstow, E. 17.

Miss Jean Miller, aged 24, model of
6, Rosslyn Hill, Hampstead, N.W. 3.

Miss Barbara French, aged 19, model of
Stephen Court, Talbot Square, W.2.

Miss Teresa Thrupp, aged 18, secretary of
39, Palace Court, W.2.

Miss Ann Skevington, aged 19, typist of
45, St. Stephens Gardens, Bayswater, W.2.

Guests of Honour: W.E. Butlin, M.B.E., patron of
Soho Association.

The Easter Princess.

Prizes: Return Flight to New York by T.W.A. Jet Stream.
20th Century-Fox Screen Test.
Full Length Portrait by Nicholas Egon.
The Butlin Silver Challenge Trophy
and others.

SUNDAY, July 12th 1959

- 10.30 a.m. SUNG MASS OF DEDICATION
St. Patrick's Church, Soho Square.
Address by Canon Smith.
- 11.00 a.m. SUNG MASS OF DEDICATION
Church of Our Lady of the Assumption
and of St. Gregory, Warwick Street.
Address by Rev. Dr. Fuller.
- 11.30 a.m. SUNG MASS OF DEDICATION
Church of Notre Dame de France,
Leicester Place, Leicester Square.
Address by Father Jecquemin.
- 12 noon WAITERS' RACE (Organised for the Soho
Start by Association by Mr. Nevvar Hickmet
Charles Forte of "Chez Auguste")
and Queen of
Soho 1959.
- Route: Round Soho Square and down Greek Street,
to Old Compton Street.
- 1958 Winner: 15 year-old Michael Bushell of
Casa Cominetti, Catford, which restaurant has
won the race last three years in succession.
- Judges: Local restaurateurs.
- Prizes: 6 cash prizes and a prize for every
contestant.
- 2.00 p.m. SPAGHETTI-EATING CHALLENGE MATCH.
Kettner's Restaurant, Romilly Street.
Between Dog-House Club and Handle-Bars Club.
Judges: Not yet finalised.
Prizes: £25 to be donated by winner to charity.
(Organised for Soho Association by
J. Leslie Frewin Organisation Ltd.)
- 2.30 p.m. Carnival Procession Floats assemble in
Bedford Square, Holborn, preparatory to moving
into Soho. The tableaux will be judged in
Bedford Square. The best entry being awarded
the Jaeggi Annual Challenge Cup.
(1958 Winner: Britvic Ltd.)
- 3.00 p.m. OFFICIAL OPENING CEREMONY, Soho Square.
By Mr. Edwin (Ted) Leather, M.P.
In attendance:
Mayor of Westminster, Group Capt. G.H. Pirie,
M.B.E., J.P.
Westminster City Councillor H. Stern (Soho Ward)
Mr. Charles Forte, President of Soho Association.
Geoffrey Raynes, Chairman of Soho Association.
- 3.10 p.m. Release of 100 Coloured balloons. Balloon found
farthest away and returned will win a prize.
- 3.15 p.m. START OF GRAND CARNIVAL PROCESSION, Soho Square
Route: Soho Square, Greek Street, Old Compton St.,
Frith Street, Soho Square, Dean Street,
Old Compton Street, Wardour Street, Broadwick St.
Marshall Street, Beak Street, Carnaby Street,
Great Marlborough Street, Noel Street, Dean Street,
Carlisle Street, Soho Square, Soho Street,
Oxford Street, Bedford Square (Dispersal point).

Entrants.

On separate Sheet.

ORDER OF PROCESSION ON SUNDAY 12th JULY

OUTRIDERS

1. UNITED STATES THIRD AIR FORCE BAND
2. JUDGE'S CAR
3. CENTRAL HIGH SCHOOL
4. IRIS "DAILY EXPRESS"
5. WALT DISNEY
6. MOBIL OIL
7. BRITVIC LTD
8. MORRIS DANCERS (on foot)
9. LAMBRETTA
10. PLAYERS "The Virginian"
11. BRITISH CYCLE TABLEAU
12. PIPE BAND LONDON IRISH RIFLES
13. QUEEN OF SOHO AND OUTRIDERS
14. MAIDS OF HONOUR
15. THE EASTER PRINCESS
16. CLACTON
17. RAMSGATE
18. WHISKY A'GOGO
19. GARGOYLE CLUB
20. INDIACRAFT
21. CRESTMONT
22. SOUTH LONDON GIRL PIPE BAND
23. ESPRESSO GAGGIA
24. CROSSE AND BLACKWELL
25. DUKE OF YORK
26. T. WALL AND SONS
27. BRITISH CZECH DANCERS (on foot)
28. MOTORING WEEKLY ADVERTISER
29. BUGLE PRESS (Fruit Retailer)
30. BUGLE PRESS (Newsagents Journal)
31. BUGLE PRESS (Houses and Estates)
32. NEON SIGNS
33. STRAVA CLUB
34. MICKY ASHMAN'S BAND
35. }
36. } ALEX BUTTERFIELD LTD
37. }
38. WEST END ROUND TABLE
39. BRITISH FRIENDSHIP SOCIETY
40. DICK CHARLESWORTH'S CITY GENTS
41. COFFEE HOUSE
42. SENIOR SERVICE SPEAKER VAN
conveying Procession Marshall.

Chief No.

Richard
Dockety

Wax 4300.

? ~~435~~

B Park.
348.

Patricia
+ 6 No.

Pen actual
HP.

SUNDAY, JULY 12 1959 (Continued)

- 4.15 p.m. SOHO FAIR WAITRESSES' RACE. Round Soho Square.
Open to all waitresses in London. To be run in regulation uniform.
Entrants to carry tray with tea-pot, water-jug and sugar bowl.
Prizes: Silver Tea Service and sash.
1 lb. of tea for every contestant.
- 6.00 p.m. PRETTIEST CHILD CONTEST. Lysbeth Hall, Soho Square.
Open to all girls aged 5 to 9 visiting Soho for the Fair.
Prizes: Tick-a-tee Childrens wear wardrobe.
Ice Cream gateau.
Judges: Norah Nicholson, actress.
Lorna Doone, model agent.
Mrs. Geoffrey Raynes, wife of Soho Association Chairman.
- 7.15 p.m. BRITISH FOLK SONG FESTIVAL. Lysbeth Hall, Soho Sq.
Display of British folk songs and dancing.
Organised for Soho Fair by Peter Kennedy of English Folk Song & Dance Society.
- 8.30 p.m. MARIE BRIZARD BEAUTY CONTEST. Lysbeth Hall, Soho Sq.
For the most beautiful waitress or barmaid in London.
Judges: Odette Churchill, G.C., M.B.E.
Jean Muir ("Talk of the Town")
Prizes: Marie Brizard Challenge Trophy.
£25.
- 9 9.30 p.m. CIGAR-SMOKING CONTEST. Lysbeth Hall, Soho Square.

MONDAY, JULY 13th

- ALL DAY Walt Disney's "Art of Animation" Exhibition at Selfridges, Oxford Street.
- 5.15. p.m. COCKTAIL PARTY AND PRESS RECEPTION to meet The Queen of Soho, 1959 and her nine maids of Honour. At the Chez Auguste, 38, Old Compton St. Organised in conjunction with Curtis-Nicholson Ltd.
- 7.15 p.m. BEST BARMAID COMPETITION. Open to all barmaids in London. At the Lysbeth Hall, Soho Square.
Judges (so far) Peter Noble: Noel Whitcomb.
For the Gilbey Silver Salver and other prizes.
Last year's winner: Ruth Parsons of "Carlisle Arms"
- 8.30 p.m. BRITAIN'S STAR VOCAL GROUP CONTEST. Open to all amateur vocal groups in the United Kingdom.
At the Lysbeth Hall, Soho Square.
Judges: Peter Knight (Composer, arranger and conductor)
Russell Turner (B.B.C., T.V. producer)
Tony Osborne (entertainment artiste)
Kent Walton ("Cool for Cats")
Norman Newell (E.M.I. Records Ltd.)
Gerald Marks (Editor of "Disc")
Prizes: "Disc" Challenge Cup; recording test; T.V. and radio appearances, etc.
Last Year's Winners: The Fortunairs from Wales.
Runners-up: Bill and Brett Landis.

TUESDAY, JULY 14th 1959

- ALL DAY: Walt Disney's "Art of Animation" Exhibition at Selfridges, Oxford Street.
- 7.30 p.m. SOHO FAIR AMATEUR JAZZ PIANIST'S CONTEST.
At the Lysbeth Hall, Soho Square.
Judges: Al Saxon, recording artiste (Fontana)
Ben Nisbet, (Feldman's Music)
Ziggi Jackson, (Melodisc).
Pat Brand (Editor - Melody Maker)
For the "Melody Maker" Challenge Cup and other prizes.
Winner will appear on "Focus on Youth" same evening. (I.T.V.).
- 9.00 p.m. LONDON AMATEUR JAZZ GROUP CONTEST.
At the Lysbeth Hall, Soho Square.
Judges: Chris Barber.
Harold Pembleton
Brian Nicholls
Alex Welsh
Rex Harris
Lyn Dutton
Open to all amateur jazz groups in London.
For the "Jazz News" Challenge Cup and other prizes.

WEDNESDAY, JULY 15th 1959

- ALL DAY Walt Disney's "Art of Animation" Exhibition at Selfridges, Oxford Street.
- 7.15 p.m. PERFECT COFFEE HOUSE GIRL CONTEST for the "Miss Cappuccino Challenge Cup.
Last year's winner: Miss Joan Robinson of Mayfair.
At the Lysbeth Hall, Soho Square.
Organised by Coffee Publicity Association Ltd.
Judges: Charles Forte, President of Soho Association.
Attilio Bossi, owner of Cafe Bleu.
L. Perrotti, Director of Espresso Gaggia Ltd.
Frank J. Lydall, Coffee Publicity Association.
Miss June Laverick.
- 8.30 p.m. ITALIAN SINGERS CONTEST for the "Record Mirror" Challenge Cup and the Charles Forte £25 award.
At the Lysbeth Hall, Soho Square.
Judges: Charles Forte
Attilio Bossi
Isidore Green (Editor of Record Mirror) and others.
Last year's winner: Mario Zigi (now Calpe).
- 9.00 p.m. ANNUAL BEARD CONTEST at the Mandrake Club, Meard Street.

THURSDAY, JULY 16th 1959

- ALL DAY Walt Disney's "Art of Animation" Exhibition at Selfridges, Oxford Street.
- 12.00 noon OPENING OF THE FOOD AND WINE FESTIVAL in the Louis Room of the Cafe Royal, by Charles Forte and the Queen of Soho.
- Unique display of the unusual and exotic in food and drink from many lands.
- Exhibition, demonstrations, food sampling and wine tasting.
- 7.15 p.m. EVENING OF ENTERTAINMENT at the Lysbeth Hall, Soho Square, organised for the Soho Association by "Woman & Shopping".
- NATIONAL HAIRSTYLING CONTEST for the "Woman & Shopping" Challenge Trophy.
Last year's winner - Bernstein of Dumas.
- 8.30 p.m. HOW NOT TO DRESS Fashion Display organised by Zita Alden of "Woman & Shopping".
- 9.00 p.m. YARD OF ALE DRINKING CONTEST organised by Ken Pharoah of "Woman & Shopping" and Whitbread & Co.
- all above events at Lysbeth Hall -----
- 9.00 p.m. BEAUTIFUL LEGS COMPETITION
At the Mandrake Club, Meard Street.
Last year's winner: Karen Shaw of Notting Hill Gate.

FRIDAY, JULY 17th 1959

- ALL DAY Walt Disney's "Art of Animation" Exhibition at Selfridges, Oxford Street.
- ALL DAY FOOD AND WINE FESTIVAL at Cafe Royal (Louis Room)
- 5.30 p.m. SOHO FAIR CARTOON FILM COMPETITION Open to all producers and distributors of 35 mm cartoon films.
- At the Century Theatre, 20th Century-Fox Building, Soho Square, W.1.
- Judges: to include Bernard Charman (Editor - "Daily Cinema").
Jympson Harman (Film Columnist)
- Entrants: Walt Disney, 20th-Fox, Columbia and last year's winners -
Halas & Batchelor.
- 7.15 p.m. BRITISH LION FILMS BRAINS TRUST at The Lysbeth Hall, Soho Square.
- Panel: Peter Sellers
John Boulting
Frank Launder
Gordon Reid
and one other.
- Audience will ask questions on film industry policy and problems.
- 9.15 p.m. NELL GWYNNE 1959 CONTEST To find the Sex Kitten of the U.K. at Lysbeth Hall, Soho Square.
Organised by the Gargoyle Club.

SATURDAY, JULY 18th

- 9.00 a.m. Walt Disney's "Art of Animation" Exhibition
- 1.00 p.m. at Selfridges, Oxford Street.
- 11.30 - Last Day of FOOD AND WINE FESTIVAL
8.30 at Cafe Royal (Louis Room).
- 7.15 p.m. GRAND SOHO FAIR FINAL NIGHT DANCE
at Lysbeth Hall, Soho Square.
Dress: Formal or lounge suits (Press Pass will
admit).
Music by Stan Mulvaney and his Band
Cabaret provided by winners of week's
musical contests.
Celebrities and personalities to include
Charles Forte, Easter Princess,
Walt Disney's "Sleeping Beauty".
Presentation of prizes to Queen of Soho 1959
Presentation of prizes by Queen of Soho 1959
to week's contest winners.
Refreshments available.
- 11.45 p.m. OFFICIAL CLOSE DOWN OF THE "SEE YOU IN SOHO"
SOHO FAIR 1959.

72/20²

MARLA LANDI JOINS DUKE OF BEDFORD

International Italian Star to Judge Soho Fair Beauty Contest.

The Soho Association announced today that Miss Marla Landi, the Italian screen actress, will complete the panel of five judges at the Soho Fair Beauty Contest on Friday, July 10th. ✓

The other personalities who will appear at the Cafe Royal to select this year's Soho Fair Beauty Queen are His Grace The Duke Of Bedford, Charles Forte, Bob Goldstein, Twentieth Century-Fox Production Head, and Bob McNaught, Film Producer/Director.

Marla Landi rose to fame with her performance in the film "Across The Bridge", opposite Rod Steiger. Her latest picture is "Hound of the Baskervilles".

Slim, shapely, dark-eyed and brunette, 24-year-old Marla was born in Turin.

As Maria Scarafia she is acknowledged one of the top four international fashion models. Around the fashion houses of London, Paris and Rome she is known as "Princess Margaret's favourite model girl".

The late Baron rated her "One of the ten most beautiful women in the world".

The judges of the Soho Fair Beauty Contest will consider ten finalists from all over London. The winner will receive a Twentieth Century-Fox screen test and a return flight to New York by T.W.A. Jetstream.

With the compliments of
Ron Smith,
Hon. Press Officer,
Soho Association Ltd.,
75 Shaftesbury Avenue,
London, W.1

GERRard 7766
EXT. 118

6.7.59

NOTES ON SOME OF THE JUDGES

BOB GOLDSTEIN

Bob Goldstein, Head of European Productions, at 20th Century-Fox B., Bisbee, Ariz., May 28, 1907. Attended public schools in Los Angeles. In 1927 he became manager for the Abe Lyman orchestra. In 1929 he took the Lyman band on a tour band of Europe.

In the Thirties he turned to the theatre, and in 1938 brought the Abbey Theatre Players from Dublin to New York for the first time. Next year he took the Broadway company of "Golden Boy" to London. Was signed by 20th-Fox as a talent representative, and helped start the careers of Perry Como, Dick Haymes and Richard Greene, among others. Later, as New York studio representative for U.I., he discovered Tony Curtis.

He first came to London in 1929, where he did some shows at the Palladium and Kit-Kat Club, later returning to produce "The Golden Boy" at the St. James's Theatre.

In recent years he was here on a co-production deal with Eros and Anglo-American, before returning to Hollywood in 1953 to make nine pictures for U.A. with his brother, the late Leonard Goldstein. It was in 1954 that he and his twin brother formed a company to release through United Artists.

He is not married. A spectacular host, art collector and raconteur, Goldstein's personality is best reflected by the late Damon Runyon's description of him: "He is the greatest un-discovered wit in America".

Is currently responsible for 20th Century-Fox's British production schedule - recent releases have been THE SHERIFF OF FRACTURED JAW, INN OF THE SIXTH HAPPINES and the forthcoming SINK THE BISMARCK starring Kenneth More.

MARLA LANDI

Miss Marla Landi rose to fame with her performance in the film "Across The Bridge", opposite Rod Steiger. Her latest picture is "Hound of the Baskervilles".

Slim, shapely, dark-eyed and brunette, 24-year-old Marla was born in Turin.

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BOB MCNAUGHT

Mr. Bob McNaught, Associate Producer of the forthcoming British CinemaScope picture BOBBIKINS starring Max Bygraves and Shirley Jones. Tonight he will fly to Edinburgh to shoot location scenes for the film of Jules Verne's Classic "JOURNEY TO THE CENTRE OF THE EARTH".

Bob McNaught will screen test the winner of the Soho Fair Beauty Contest at Elstree Studios soon after her return from America on August 2nd.

THE LESLIE FREWIN ORGANISATION LIMITED

International Public Relations Associates

48 BERKELEY SQUARE, MAYFAIR, W.1

Telephones: GROSVENOR 7671-2, 2020, 2324 Cables: BERKLIWIN, LONDON

Members of the
Institute of Public Relations



Directors:

LESLIE FREWIN, M.L.P.R. E. F. FREWIN

M. L. PIRIE-FREWIN

Secretary:

B. CARLESS STEBBINGS

Miss Grace Field,
News Editor,
Pathe News.

7th July, 1959.

Dear Miss Field,

We enclose an advance story - together with a set of rules - on a Spaghetti Eating Competition between the Handlebar Club and the Dog-House Club, which is being held at Kettners Restaurant, Romilly Street, W.1. at 2.0 p.m. on Sunday next, July 12th, the opening day of the Soho Fair.

We very much hope you will be able to cover this event, and would mention that drinks will be available to the Press from 1.30 p.m.

You will, I am sure, appreciate that space on this occasion will be limited, and we should therefore be glad if you would complete and return the enclosed Press Pass application form as soon as possible.

Yours sincerely,

Kenneth Bourke

Kenneth Bourke.

Permits in pink

THE LESLIE FREWIN ORGANISATION LIMITED

NEWS

International Public Relations Associates

48 BERKELEY SQUARE, MAYFAIR, W.1

Telephones: GROSVENOR 7671-2, 2020, 2324 Cables: BERKLIWIN, LONDON

SPAGHETTI EATING COMPETITION

Handlebar Club v. Dog-House Club

KETTNER'S RESTAURANT, ROMILLY STREET, W. I.

Sunday, July 12th, 1959.

Stalwart members of two of London's most colourful clubs - The Handlebar Club and the Dog-House Club - have been in strict training for many weeks for this unusual competition.

When the contest starts, a large plateful of spaghetti will be placed in front of each of the twelve competitors - six from each club - and the first team to finish will win £20. There will also be a second prize of £5 for the losers.

Both teams are donating their prize money to charity. The Handlebar Club have nominated "The Holiday House for Spastics," while the Dog-House Club will give their winnings to the National Playing Fields Association.

Eric Sykes, as Chief Umpire, will be keeping an eagle eye on the contestants, to see that they do not break the rules, and there is a system of penalties for such things as 'illegally touching the bowl,' 'hogging the camera' (Film, TV or still), or arguing with the Chief Umpire.



Directors:

LESLIE FREWIN, M.I.P.R. E. F. FREWIN

M. L. PIRIE-FREWIN

Secretary:

B. CARLESS STEBBINGS

cont/.....

The contest will take place to the music of London's latest craze, "The Chew-Chew Cha Cha," played by Columbia recording artiste Martinis and His Music.

Just to make things more difficult, all contestants - dressed, incidentally, in shorts and singlets - will be wearing boxing gloves. But in case of distress they will be able to take drinks from mugs of beer handed to them by a bevy of glamorous 'seconds'.

Among those watching the contest will be Mr. William C. McNamara, Chief Commissioner of the Canadian Wheat Board, who is over here from Ottawa, Mr. J.B. Lawrie, the Board's European Manager, and other officials of the Board.

They will look on with special interest at this high-speed consumption of spaghetti, as the Amber Durum wheat, needed for the manufacture of semolina used in the making of British spaghetti, is grown in the prairie provinces of Canada.

Also there will be Dr. M.C. Schaul, Chairman of British Macaroni Industry Ltd. and of Chelsea Flour Mills Ltd., who are jointly sponsoring the contest, and directors of ten firms in this country manufacturing macaroni products, together with their families.

(END)

CREDITS

Stop watches loaned by courtesy of S. Smith & Sons, Clock
and Watch Division.
Boxing Gloves loaned by kind permission of the Micky Woods.
Gymnasium, 60, Paddington Str. W.1.

SPAGHETTI EATING CONTEST

BETWEEN

THE DOG-HOUSE CLUB AND THE HANDLERAR CLUB

TO BE HELD AT

KETTNER'S, ROMILLY STREET, SOHO

ON

SUNDAY, JULY 12TH AT 2 p.m.

1. Teams shall consist of six members.
2. They will wear singlets, shorts, any nail-less footwear and boxing gloves.
3. They may use one fork or one pair of chopsticks in one hand and may not touch the bowl with the other hand.
4. Each contestant will be invited to eat one pound of cooked spaghetti which may be served with sauce or condiments as required.
5. A large barrel of tan lubricator will be provided in case any of the contestants should 'seize up' whilst in action. The lubricator can only be administered by one of the 'Seconds' of each team.
6. Each contestant will be timed and the aggregate times (including penalty additions) for each team ascertained. The team having the lowest aggregate shall be the winner.

...../

7. Penalties shall be awarded as follows:

- (a) Illegally touching the bowl (Rule 3):
2 seconds.
- (b) Failing to finish the bowl:
Highest individual time recorded for own
team plus 50%.
- (c) Arguing with the Chief Umpire:
5 Seconds.
- (d) Hogging the Camera: (Still) 2 seconds.
 (Film) 5 seconds.
 (TV) 30 seconds.

8. There shall be a Chief Umpire whose decision in all matters affecting the result and the conduct of the contest shall be final.

9. No person shall be allowed to compete who:

- (a) Eats Spaghetti or Macaroni for a living.
- (b) Has been warned off Newmarket Heath or any racecourse within the jurisdiction of the Stewards of the Jockey Club.
- (c) Has been declared bankrupt or come to an arrangement with his creditors.
- (d) Has been adjudged guilty of any felony.
- (e) Suffers from any defect of vision, joints, or personality, which, in the opinion of the Chief Umpire, would render his participation a danger to other contestants or to spectators.

PRESS PASS APPLICATION FORM

SPAGHETTI EATING COMPETITION

Handlebar Club 'v' Dog-House Club

To be held at Kettners Restuarant, Romilly Street, W.1.
at 2.0 p.m. on Sunday, July 12th, 1959.

To: The Leslie Frewin Organisation Limited.,
48 Berkeley Square,
Mayfair, LONDON, W.1.

Please supply Press Pass(es) for the following:

WRITER/REPORTER

PHOTOGRAPHER.....

SIGNED

PUBLICATION

ADDRESS

.....

THE LESLIE FREWIN ORGANISATION LIMITED

FAMOUS CLUBS COMPETE IN SPAGHETTI MARATHON

Charities to Benefit from Fast Eaters

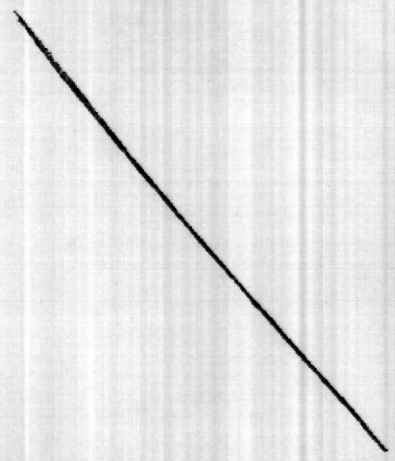
The stage is all set for London's most unusual competition - a Spaghetti Eating Contest between the Handlebar Club and the Dog-House Club, to be held at 2.0 p.m. next Sunday, July 12th - the opening day of the Soho Fair - at Kettners Restaurant, Romilly Street, W.1.

Stalwart members of both clubs have been in strict training for many weeks past, and each is determined not to be outpaced on the day.

When the contest starts, a large plateful of spaghetti will be placed in front of each of the twelve contestants - six from each club - and the first team to finish will win £20. There will also be a second prize of £5 for the losers.

Both teams are donating their prize money to charity. The Handlebar Club have nominated "The Holiday House for Spastics," while the Dog-House Club will give their winnings to the National Playing Fields Association.

Each team will be supported by glamorous starlets who will act as "seconds", and the contest will take place to the music of London's latest craze, "The Chew-Chew Cha Cha".



Spaghetti 2 -

Just to make things more difficult, all contestants - dressed incidentally in shorts and singlets - will be wearing boxing gloves, and will not be allowed to touch their plates. But they will be able to take drinks from mugs of beer handed to them by the "seconds".

Among those watching the contest will be Mr. William C. McNamara, Chief Commissioner of the Canadian Wheat Board, who is over here from Ottawa, and Mr. J. B. Lawrie, the Board's European Manager.

They will look on with special interest at this high-speed consumption of spaghetti, as the Amber Durum Wheat, needed for the manufacture of semolina used in the making of British spaghetti, is grown in the prairie provinces of Canada.

Also there will be Dr. M. C. Schaul, Chairman of British Macaroni Industry Ltd., and of Chelsea Flour Mills Ltd., and directors of ten firms in this country manufacturing macaroni, spaghetti, vermicelli and noodles.

(END)

KB7759

SCHEDULE FOR THE
SPAGHETTI EATING CONTEST

1. The Contest is to take place at Kettner's Restaurant, Romilly Street, on Sunday, 12th July at 2 p.m.

2. The teams and their officials must arrive by 1.15 p.m. on the day. On arrival they are to ask for James Ennis or Peter Acton who will show them the lay-out of the restaurant, the "arena", and their changing room.

3. If any members of either team arrive in good time, some pre-Contest liquid refreshment will be available. TEAMS MUST BE CHANGED AND READY in their changing rooms by 1.50 p.m. at the latest.

4. The Captains of each team are requested to go down to the Contest Room at 1.59 p.m. to spin a coin to decide which team shall have the "Surrey" table and which the "Middlesex" table.

It would be a good idea if, for this part of the proceedings, both Captains could wear large and colourful scarves and large and colourful caps, as in the Boat Race.

When stations have been decided, the Captains should return to the dressing-room where another coin will be spun to determine which team is first into the "arena".

5. The teams are required to enter the "arena" separately, with an interval of fifteen seconds between the two. As they enter they will be announced by the Umpire, who will introduce each member individually, using a fictitious name and occupation.

The introductions of the Umpire and of the Contest as a whole will have been made prior to the entry of the teams by Leslie Frewin. As each player is announced he may acknowledge the plaudits of the crowd in any way he deems appropriate, excluding the too obscene. He will then take his place at the appropriate table and receive certain comforting and respectable ministrations from his "Second".

6. When each team enters, they will be played in by Martinez and his Music. With both teams seated, the Umpire will take his place between the tables and summon both teams to line up on either side of him. He will then give them amusing instructions as to the conduct of the Contest. Each man must shake gloves with his opposite member, and the teams will then return to their seats ready for the Contest to start.

7. With the teams re-seated, six waiters - each carrying two plates of spaghetti - will file in, two abreast, between the tables and place a plate in front of each man with the utmost rapidity and skill. Any adjustments to the position of the plates must be made by the appropriate "Second" since, from the time of resuming their seats after shaking hands, both teams must keep their hands in their laps and well away from the tables.

When the plates have been set to the satisfaction of both teams, the Umpire will call out in a loud voice "Are both crews straight?" If any member of either team is not satisfied with the position of his plate, or any other factor, he should raise his right hand and cry in a loud voice: "No". He will then state his grievance and it will be rectified forthwith.

When both teams are ready and satisfied, the Umpire will say: "I shall ask you once if you are ready, and if I receive no reply, I shall say "Go". He will then say: "Are you ready - Go". On the word "Go", the Umpire will simultaneously bang his Time-keeper's bell, and this is a signal for both teams to start eating, using the fastest possible means within the limits set out in the rules of the Contest.

8. The end of the Contest will be signalled by the ringing of the Time-keeper's bell. This will be sounded when every man of either team has eaten all the spaghetti on his plate, and has replaced his eating utensil on the plate.

9. The final Bell marks the end of the Contest, and the team which has not finished is required to down their utensils. Then follows the presentation to be made by the Umpire.

The winning team, lead by their Captain, who will receive the cheque, should file past the Umpire and shake hands. This procedure will be repeated by the losing team. The presentation will be accompanied by martial music from Martinez.

As each member of each team leaves the Umpire, after shaking hands, he has to make a bee-line for the barrel of beer which, it is hoped, will have been drawn off into pint glasses by the "Seconds" during the presentation.

10. Throughout the Contest, and during the refreshments afterwards, there is to be as much ad-libbing and general clowning as possible.

11. It is hoped that beer will only be consumed during the Contest by competitors in the utmost extremities of thirst and fatigue, as and when necessary. It will be administered by the "Seconds", and will count as a first-aid treatment.

12. Each team is invited to bring one extra man in addition to the team of six. This man to act as Time-keeper for the opposing side. viz. the Dog-House Time-keeper will take the time of the Handlebar Club and vice-versa. The Umpire's decision on the winner will be final, and it is his responsibility to ascertain the first team to finish completely.
13. As the last man of the first team finishes, he bangs his fork onto his plate: the whole team are then to raise their right arms in the air and shout: "Finish", at which point the Umpire will ring his bell to declare the Contest at an end.
14. A final briefing for both teams and the Umpire will take place in the changing room at 1.50 p.m.

(End)