

On Holiday the Butlin Way

HOT from ★ ★ ★ ★
SCOTLAND

Gordon Irving reports

... And That's Why They Call Him Dixie!

CALL out the name George Ingram in the "White Heather Club" studios at Glasgow, and nobody will know who you mean. But shout "Dixie," and the young male dancer from the popular television show will leap forward.

"I guess I got the name because I was daft on football in my teens," Dixie told me, this week, as he moved around the Scottish country districts in a tour with some of the tv company.



Dixie Ingram, young dancer in television shows, who rejoins "The Andy Stewart Show" at Glasgow Empire next month.

"Dixie Dean was one of my heroes, and the name 'Dixie' seemed to stick to me. It's better than George Ingram on the credits, anyway!"

The other interesting news about this 25-year-old is that, in the not-so-distant future, he'll become a brother-in-law to Andy Stewart.

His fiancée is Dorothy Newbiggin, who happens to be the 21-year-old sister of Andy's wife Sheila.

Dixie knew Dorothy (who's a teacher in Currie, near Edinburgh) before he met up with Andy and joined his show.

Although his home is now at Whitburn, in West Lothian, he acknowledges Fife as his home country... he was brought up at East Wemyss, "in the Jimmy Shand country".

The Dixie-Dorothy romance is in the kilned tradition, too. "We met about two years ago," says Dixie. "In Edinburgh... at a country dancing class".

P.S. The kilt and heather of tartan showbiz will be the fore at Glasgow in mid-April when Dixie joins what's promised as an even more colourful "Andy Stewart Show" at the Empire. What puzzle me is... why even talk of closing this theatre when it's certain business will be even more capacity, twice a night, all through the coming summer? I suppose that's what you call "remote-control show business".

BY the time you read this, more star names will probably have been added to those joining the Scots ahead in next week's "Stars for Spastics" week at Glasgow Alhambra.

Hattie Jacques and Eric Sykes are coming up for opening night, Arthur Worsley for Monday and Tuesday, Belfast singing twins Elaine and Derek for the full week, and effervescent Harry Secombe for the Friday evening.

The help which this "Stars for Spastics" organisation receives from everyone concerned—and that goes for television (especially STV) and Press interests especially—is something that should not go unchronicled. Thanks to these two media, the great theatre-going public is left in no doubt about the attraction of the week's performances.

VGS NEWS

IN glorious weather at Coombe Wood the V.G.S. commenced their long list of competitions on Tuesday of last week when they played for the Jewel and Warriss Coronation Cup.

There were 21 entries in the London section but only one managed to play to his handicap, the rest of the field showed what damage a long winter can do to one's game. Ted Drake was the leader with a net 67, he was out in a shaky 41 but on the home half he really went to town as his figures show, 3 3 3 5 6 2 4 4 5 total 35.

In second place was Joe Watson with a net 72 from 4 handicap and Bert Waller was third with 73 from 11 handicap.

In the Provinces we have Bruce Forsyth way ahead of all opposition with a net 70 at Chorlton. He played really consistent golf and we notice that he didn't have a six on his card and had 10 bogies and one birdie—not bad for the first time out this year.

Jimmie Lee was second with 77, also at Chorlton, and Billy Stutt third with 79, at Carlisle.

On Tuesday next the team will be playing the Yagrants at Fulwell and the following week the Barney Jacobs Cup will be played for at Coombe Wood.

Alex Rose tells us that application forms for ball tickets are coming in at a steady pace and asks us to press members to complete their forms at once so that the committee may proceed with their allocation work.

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AN entire holiday designed around entertainment is the aim of Billy Butlin for all the millions of holiday-makers who have flocked to his world famous Holiday Camps during the 25 years they have been in existence.

Born from an idea which occurred to Mr. Butlin many years ago when he studied a group of unhappy holiday-makers, huddled together out of the biting winds and driving rain of a typical British summer, the Holiday Camps have aimed at providing pleasure for those on holiday whatever the weather.

reports MOLLIE ELLIS

Everything is on hand for the Butlin holiday-maker. No longer is he at his wits' end what to do if his annual fortnight pours with rain, for in the Camp he has chosen are three or four different major events happening simultaneously apart from hosts of minor attractions to capture his attention.

This "busyness" of the holiday camp has long been a source of gentle amusement to some and rather violent shuddering to others—both groups suspiciously without personal experience of Camp life—who imagine that holidays at Butlins mean starting the day before dawn with some outrageously vigorous individual marshalling all the unhappy holiday-makers onto a parade ground for P.T. before breakfast.

Enjoy Yourself

Those who have experienced Camp life, however, seem to have the last laugh for they will tell you that although the days can start early if one wants them to, there is no more hard and fast ruling than is necessary in the running of any organisation of any importance. Certainly one at the Camps expects any holiday-maker to do anything but thoroughly enjoy his

holiday, and if that enjoyment is uniform throughout the Camps, whatever the individual's taste and interests, the organisers are satisfied.

For 25 years, those in charge of Butlin's entertainment have been trying out various forms of entertainment. They have now managed to streamline that entertainment into what they know people look forward to. The majority of people who go to Butlin's Camps enjoy light and dance music, so provision is made for as much music of varied types as can be handled for the enjoyment of all.

Eric Winstone and Joe Daniels are Butlin's top bands, but three different orchestras are resident at each camp, providing modern, old-time and jive music for three ballrooms which are a feature of every Camp.

Teenagers

The entertainment at the Camps is divided into age groups, there being separate entertainment for the very young, for children up to the age of 12, for teenagers and for adults. In this way, an entire family, including grandparents, can spend a pleasant time at a Camp, each member of the family satisfied with his own type of entertainment without denying the others theirs.

Apart from the three ballrooms, each camp has three theatres. There is resident repertory, resident revue and a special theatre for children's entertainment. The larger camps have two revue theatres and run two first class shows simultaneously, but all the camps, large and small, have their resident companies giving a change of programme three times a week.

An in-all tariff ensures that the holiday-maker at Butlins is not faced with additional expense if he wants to go to the shows offered and this is a very popular feature of the Campers' life. After the holiday has been booked and paid for, everything is inclusive.

Encourage Talent

Appreciative of the burning desire in many to become stage artists, Billy Butlin has always encouraged talent at his camps by offering very tempting prizes and opportunities to those holiday-makers who want to try their skill at entertaining their fellow holiday makers.

Each year, £20,000 is offered for competitions. There are three sections: the would-be star can enter—speciality, straight or comedy, and there is never any dearth of competitors. The Grand Finals are held

FINE SINGING WINS TALENT CONTEST

THE Judges at the final of the South London "Search for a Star" Talent Contest, at North Lambeth's Liberal Club on Sunday night, were unanimous in their decision as to who had won—stockily-built West Indian singer Yolano Sookoor. And the large audience of some 500 wholeheartedly applauded the judges' verdict.

Heats for this contest had been taking place on Sunday nights for two months and from nearly 80 contestants the best 12 competed in the final.

The standard was impressively high and the finalists knew that apart from money prizes for the first three there was a good chance of gaining work in clubs around London. In fact, several earned bookings.

HAT TRICK

26-year-old winner Yolano Sookoor, who was born in Trinidad, decided only last week to give up his job as a stores assistant with the British Oxygen Company to concentrate on a show business career. By winning the contest he achieved a hat trick. In the past he has won the "Pick of London Talent Contest" run by the Guinness Brewery and the "Greater London Search for Talent".

He has a first class tenor voice which is powerful, cultivated, controlled and extremely pleasing. It could find him stardom. He sang "Granada" and "Come Prima".

Placed second was a singing two-some—the Scott Brothers. Their voices blended extremely well, they sang with plenty of enthusiasm and showed undoubted promise.

Voted third—a magician with a content, easy style—Kollino. His act was extremely professional and it included skilful manipulation of doves in a most mystifying manner.

The show was pleasingly completed by Garry Dean who had masterfully and diplomatically handled all the earlier heats. Offering very good musical backing were drummer Alan Harrison and pianist Gerry Coyle. N.N.



each year in a London theatre and competition is extremely keen.

The Butlin Reunion is another very popular event where thousands of holiday-makers greet old friends. Quite apart from his quest for theatre talent in his Campers, Mr. Butlin encourages better dancing by offering inviting prizes for the winners of his National Dancing Contests. Other attractive prizes are offered for such qualities as Beauty, Glamorous Grandmothers, Table Tennis, Fashion and Snooker prowess.

From the professional artist's point of view, many people in top-of-the-ladder positions today thank Mr. Butlin for his encouragement and the chance he gave them in their early years.

Cliff Richard, Charlie Drake, Des O'Connor, Clinton Ford, Michael Holliday and Russ Hamilton are just a few who appeared at Butlin's Camps as professional entertainers in their early days.

For his resident revues, Mr. Butlin likes a bill toppler of the Arthur English or Freddie Sales type to put together a good quality seaside show. A chorus of girls and a bucking of three or four speciality acts and the show is knit together.

Star Attraction

Each Sunday the Camps hold a type of Sunday Night at the Palladium show with people like Hughie Green as the star attraction.

tions. There are now eight holiday camps, at Avr, Skagen, Pwllheli, Clacton, Minchcad, Fife, Mosney and Bognor, open from May to September, and three holiday hotels, at Margate, Brighton and Blackpool, open all the year round, catering for the growing hosts of holiday-makers who prefer to spend their annual break at Billy Butlin's holiday centres.

Obviously an enormous organisation has to go behind the making of such a project and in each Camp there are 100 Redcoats alone whose job is to carry out the programme of entertainment designed for the holiday-maker's pleasure.

All-in Tariff

Some of the other entertainment included in the all-in tariff includes large heated indoor and outdoor swimming pools, darts, table tennis, billiards and snooker, tennis, roller skating, trampolines and boating and there are plenty of Camp "Uncles" and "Aunties" to find amusements for the children. All these events have to be staffed.

In Oxford Street, London, a vast building is devoted to the central organisation of the Butlin Camps and from here, the heart-centre of the Camps, new plans are made and put into force.

In 1962, 700,000 people are expected to spend their holiday in Butlin's Camps. And those 700,000 don't believe they are wrong.

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Carol Martyn

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