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BEAUTY AND THE BATHE - Charming mannequins display  
the last word in "water wear" at Blackpool. Lancashire-

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Picture:- Lots of people are turning their thoughts to holidays and bathing costumes ! So you might as well glance at--

--this parade of beauty and colour. These cloaks are frequently bought, but not often worn !

That's better ! Some rather striking designs here ! In these days of economy the figures are attractive, too ! I mean they're reasonably moderate ! Well never mind ! They're--

--good, which ever way you look at them !

And the kiddies ! They're getting as particular as the grown-ups and are as well catered for !

A screen full of beauty ! Look pretty good, don't they ? And the bathing belles reply with a ringing cheer !