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KREP COOL ! London bathers enjoy the heat wave
in a bathing pool over Piccadilly !

-London-

Picture:- Above the heat and traffic roar of Regent Street is a small but select bathing resort ! On the hotel terrace, flanked by imposing pillars--

--of marble, reminiscent of the baths of ancient Rome, is a delightful pool. When the sun tells high noon, privileged--

--bathers may plunge carefree down the shoot into the cool clear waters of this--

--new Sportapool, overlooking Piccadilly Circus. In the evening -

--flood lights transform the four thousand gallons of water--

--into a fairy mirror reflecting forms of nymphs and nyiads in the attractive bathing--

--wear of mortal men and women. On cool nights the water is warmed. This will probably start a new party craze !

"You are invited to cocktails and a warm bath at the hotel so-and-so ! R.S.V.P." Dressing rooms are provided, and costumes too, if necessary - - er,--

--if you have forgotten your own ! Excellent hot weather idea ! Workers in offices overlooking the pool are delighted !