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BRAUTY ON PARADE - Big crowd thrilled by great contest to decide who shall be Beauty Queen of Florida for present season.

-U.S.A.-

Picture.: - The old gag about tired American business men going to Florida for health reasons is now exploded. Anyway, --

-- it's not the only reason. I won't say Florida wouldn't change a man's outlook !

If he wasn't careful, he might lose all his change, and who would blame him, except perhaps his wife ?

This event is called "Bathing Beauty Parade", or "Why men leave home ?" These girls come from all over the country to--

--see if they can be chosen beauty queen, or semething. It all looks a--

--beautiful cure for depressed males whose business has made them forget the joys of life. Here are two hundred very fair reasons why they should--

-- remember them again. From amongst these two-hundred entrants, --

--one has to be selected as Miss Florida of 1953, and

--she is, in the centre of the pick of the bunch. Yes, for seenery, Florida takes some beating.