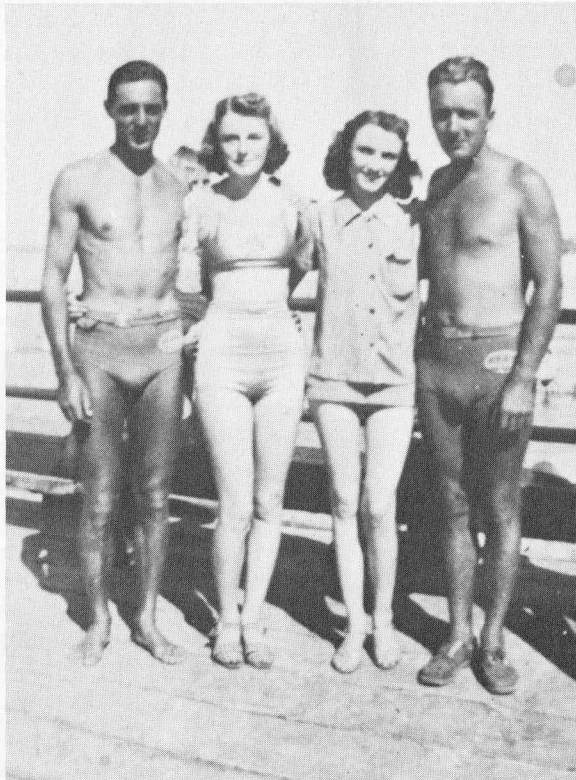


Bathing suits were at first rented out at the bath houses on the beach. When water-logged, these grey, sagging garments added a few extra pounds to the swimmer. Men were not allowed to bare their chests in public and women were often clad from head to toe in stockings, shoes and fancy caps. As everywhere else, less gradually became best. Tanktops took over, then the two-piece for women and trunks for men. Along with this emphasis on "the body beautiful!" came such phenomena as body-building and bathing beauty contests; sun-tanning developed into a deliberate art.



Swimming, 1940.



Pier, 1917.