

BATHING BEAUTIES



Alvena Bird:

“I used to work for Butlins’ holiday camps. There used to be a beauty contest every week.

I remember the beauty contest being a regular summer event at the Lidos. We had a girl staying with us that became Miss Whitstable.



Above: Seaside beauty competition, 1930s

Left: Alvena showing how a Miss Whitstable could look, 1972 style!

After she became Miss Whitstable she went on to enter a beauty contest at the Ramsgate outdoor swimming pool.

Girls used to go from carnival queen to the local summer events, to county events, and if they were pretty enough as far as Miss England. I only ever got as far as borrowing Janet’s Miss Whitstable sash!

The costumes of the 1930s were daring for their time, but as you can see by the 1970s we were wearing much less!”

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COME TO



WHITSTABLE



Seasalter Beach, Whitstable - 1936



The ideal place to relax with the Family

**TRAVEL TO
WHITSTABLE & TANKERTON
STATION BY
SOUTHERN REGION**

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ON THE BEACH



Margaret describes 1920 beach customs:

“Parasols for shade from the hot sun and wind breaks.

A tea tray - a good old brown tea pot; sun hats and deck chairs and a Brownie Box camera”

Left: “ My mother, Auntie Frances and my cousin Geoff.”

1930 Male fashions.

“Leather shoes, wide trousers, with turnups, shirts and ties. Short hair styles.”

Right: “My father sitting in his deckchair on Littlehampton Sands, 24 August 1936.”



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SHOW A LEG!



Ley remembers, "How formal we were - my childhood memories are of our fathers with rolled up trousers and knotted hankies on their heads."

We children often with our dresses tucked in our knickers. But of course we still managed to get wet!"

*Left: Margaret Phipps' father, Alfred
Below: Beach sandal display, Swalecliffe, 1927*



"How daring they were! Somehow a visit to the seaside seemed to get rid of inhibitions."

The favourite rides for all the children were the donkey or pony rides on the beach."

*Right:
Photograph
provided by
Margaret
Phipps of
children
enjoying a
pony ride.*



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