

Join "PIX" In Search For Beautiful Beach Girls

LAUDED and publicised, the summer resorts and beaches of America, England and the Continent have become famous the world over. Waikiki, Miami, Bournemouth, Brighton, Blackpool, the Riviera, the Lido—there is allure in their very names.

But what about the beaches of New Zealand and Australia? It is generally admitted that they are equal if not superior to the finest beaches to be found overseas. But we are too modest about the attractions of Bondi, Manly, Coogee, Piha, The Mount (Tauranga), Ohope, and Caroline Bay, to mention only a few of the fine beaches in Australia and New Zealand.

Maybe we should publicise them more.

That applies to Australian and New Zealand beach girls, too. Hollywood would almost have us believe that the healthy, beautiful young womanhood of the world is concentrated in America.

America has a fair share—possibly a little more than that—but anybody who has been on a New Zealand beach in summer will agree that for natural health, beauty, grace and poise, our beach girls will stand any comparison.

Perhaps we are over-modest about our beach girls, too. Perhaps we should tell the world a little more about the beauty that is to be found on Australian and New Zealand beaches in summer time.

That is exactly what "Pix," the Australian picture magazine, aims to do.

Big Contest

"PIX" has just launched a big Beach Girl Contest, primarily for the purpose of letting the world know that our beach girls are the equal of

any carefully-posed Hollywood beauties.

Some details about the competition.

It commences as from December 3, and will run for three months. All an intending entrant has to do is to obtain a photograph of herself in bathing costume, fill in the entry form to be found in any issue of "Pix" and forward the photograph and entry form to

BEACH GIRL CONTEST,

The Editor, "Pix,"

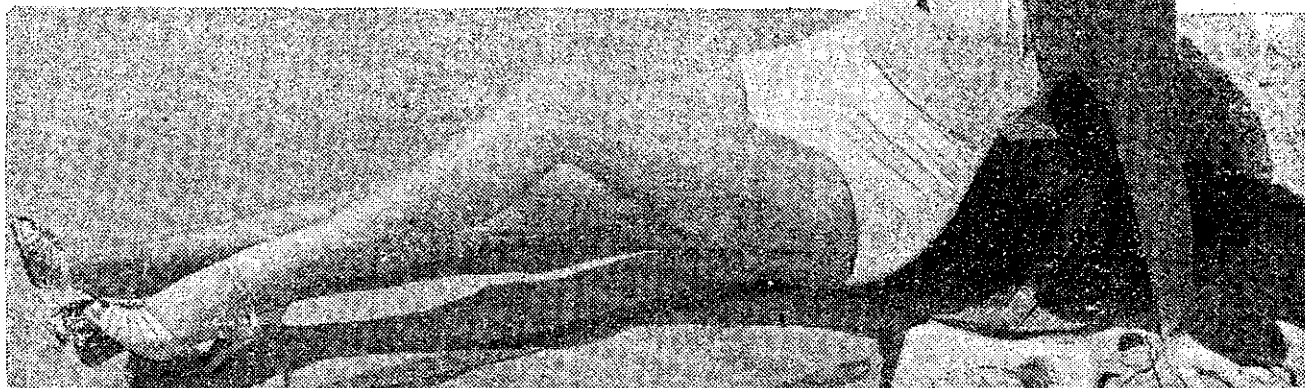
Box 4000 VV, G.P.O.,

Sydney, N.S.W.

This is how the competition will be conducted:—

Ten prize-winning pictures of entrants, regardless of what part of Australia or New Zealand they come from, will be published in "Pix" each week.

Weekly awards for successful entrants and photographers will total £13/13/-.



BETTY GRABLE, Paramount starlet, is claimed to have a "perfect" figure. How do Australian and New Zealand beach girls measure up to Hollywood's standard of beauty?

At the end of the contest semi-finalists will be chosen (from the published pictures) representing New South Wales, Victoria, Queensland, South Australia, Western Australia, Tasmania and New Zealand.

The finalists will be chosen by a committee including a well-known artist, a physical



L. B. FOSTER, editor of "Pix", who will be one of the judges of the Beach Girl Contest.

culturist and the editor of "Pix."

The decision of the editor of "Pix" will be binding and final in all matters relating to the contest.

Photographs of all prize-winning entrants will become the copyright of "Pix" and will not be returned, and photographs which are not successful in winning an award will be returned to competitors only if sufficient return postage is forwarded with the entry.

In addition to filling in the entry form, entrants must write names and addresses of entrants and photographers on the back of photographs submitted.

The Prizes

THAT is all you have to do.

So get out your new Hollywood style swim suit (or sew up the moth holes in your old one) and have yourself photographed. Who knows, that photograph may earn you quite a lot of money.

The prizes which "Pix" are awarding must be the most generous ever given in Australia or New Zealand for a contest like this.

Apart from the big final awards, there will be a weekly prize of £2/2/- for the best beach girl of the week, and a similar prize for the photographer who snapped the winning picture. There will also be nine other awards of 10/6 each, with nine awards of 10/6 each for photographers.

The final prizes are really worth winning. The first prize is £52/10/- and a handsome trophy; second prize is £26/5/- and trophy; third prize £10/10/- and trophy; and there will be four other prizes of £5/5/- each and trophy.

Altogether "Pix" is giving away £300 in its search for beautiful bathing girls, so it's not to be wondered that already photographs by the hundred are arriving from all parts of Australia and New Zealand.

New Zealand girls will be interested to know that the man who will have a big say in judging the contest, the editor of "Pix," is a New Zealander, L. B. Foster.

Mr. Foster will be remembered in Wellington; he used to be on the "New Zealand Times," and he was one of the youngest chief Parliamentary reporters in the Dominion.

He soon made his mark in Australian journalism, becoming one of Associated Newspapers' star reporters. In the course of his work he has probably met more overseas notabilities than any other newspaper man in Australia.

A New Zealander

BUT Mr. Foster is still a New Zealander at heart, and as editor of "Pix" he has been responsible for giving Australians frequent glimpses of the beauties of this country. He receives hundreds of photographs from New Zealand in the course of a month, and he is always looking for more. For the next few months it looks as if Mr. Foster will have time for perusing little but

It's to be hoped he will find plenty of photographs of New Zealand girls in his mail, for the contest he is supervising provides a unique opportunity for some New Zealand girl to win a very handsome prize and not a little fame as well.

Remember, New Zealand is becoming more and more physical culture minded. The Government is doing its utmost through the Hon. W. E. Parry's Council of Physical Health and Recreation to promote national health, and there is no doubt that our magnificent beaches are playing their part in making us a fit people.

All power, then, to a contest like "Pix's" Beach Girl Contest, which draws renewed attention to the health and beauty to be found on our beaches.

PRIZE LIST

Weekly and Final Awards

HERE, summarised for your convenience, is a list of the prizes which "Pix" is awarding in the Beach Girl Contest.

WEEKLY AWARDS

Best beach girl of the week, £2/2/-.
Photographer of winning picture, £2/2/-.
Nine other awards for beach girls, 10/6 each.
Nine other awards for photographers, 10/6 each.

FINAL AWARDS

First prize, £52/10/- and trophy.
Second prize, £26/5/- and trophy.
Third prize, £10/10/- and trophy.
Four other prizes £5/5/- each and trophy.

Don't forget, all you have to do is obtain a photograph of yourself in bathing costume, and fill in the entry form in "Pix." And if you have a figure which attracts attention on the beach, you may have a good chance of winning a prize.

ANNE STEWART OF TAUBMAN'S

Now gives her talks on Home Decoration from all ZB stations every Saturday evening at 20 minutes past 7 and every Wednesday and Friday morning at 7 minutes past 10, so tune in for the latest advice for a more colourful home.

DECORATION PROBLEMS

If you have a decorating problem, write Anne Stewart, Box 6, Kilbirnie, Wellington, and a personal reply will be sent to you free!

TAUBMAN'S PAINT & VARNISH
MANUFACTURERS - - WELLINGTON