

IN THE 1930S HOLIDAY LEAVE BECAME A LEGAL RIGHT.

URBAN LIVING CONDITIONS WERE OFTEN WANTING. EXTREMELY SMALL APARTMENTS, LACKING IN SUNLIGHT AND FRESH AIR, WERE THE BREEDING GROUND FOR DISEASE, SUCH AS TUBERCULOSIS AND RICKETS.

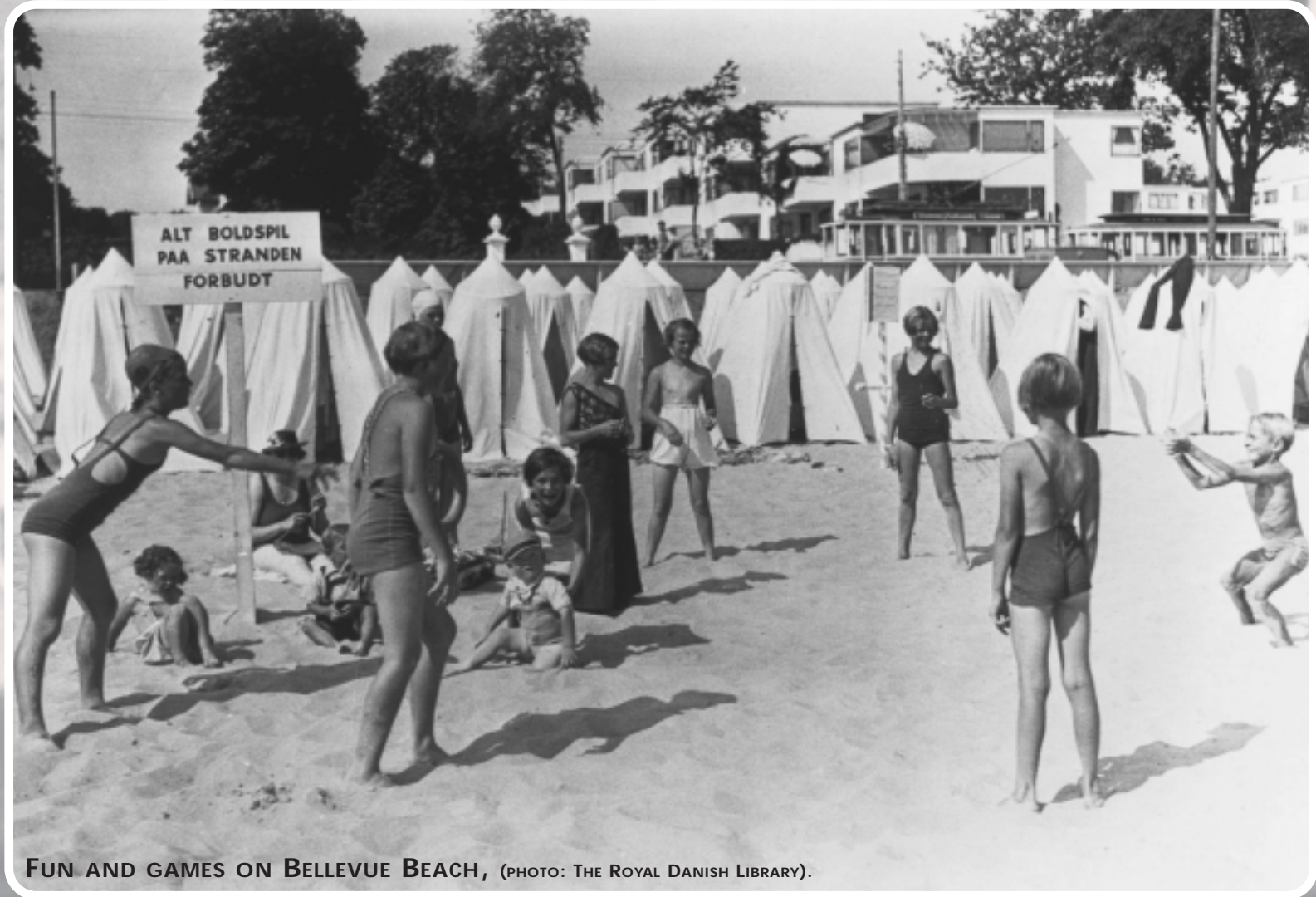
BEACH LIFE CAME ABOUT WITH THE GENERAL RECOGNITION OF THE BENEFICIAL EFFECTS OF THE SUN AND SEA FOR ONE'S PHYSICAL AND MENTAL WELFARE.

THE BEACH WAS RECOGNIZED AS A PLENTIFUL NATURAL DANISH RESOURCE FULFILLING THE NEED FOR LEISURE AND RECREATION.

THE BEACH IS A PUBLIC PLAYGROUND WHERE PEOPLE GATHER AND ARE AT EASE, SHARING THE HOPE OF A GLORIOUS FUTURE. YOU ARE COMPLETELY INDEPENDENT OF TIME AND PLACE, AND THEREFORE FREED FROM TIES TO THE PAST. INDEED A MODERN WAY OF LIVING.



BATHING BEAUTIES (BATHING FASHIONS) APPROX. 1932 (BELLEVUE BEACH LIFE GUARD SCRAPBOOK).



FUN AND GAMES ON BELLEVUE BEACH, (PHOTO: THE ROYAL DANISH LIBRARY).

ON THE BEACH