

Mannequins Urged Shun Champagne, Love

*Famous Model Offers Ten Suggestions To Girls
On How To Retain Beauty*



Miss Betty Hind, successful as well as beautiful.

By Juliette S. Graf

SHE'S a model you know! Seems to be a casual enough observation, yet it is one invariably evoking a flood of stimulating speculation.

A model? Is she an artist's model or a mannequin? What is her life like? Is it gay and exciting... a series of glamorous adventures... or is it simply a continual rush of appointments resulting in fatigue and eventual boredom? Professional beauties are to be seen "in person" at almost all scintillant gatherings. One observes them sauntering elegantly at "First Nights," at smart clubs and cocktail bars, as well as at the sport of kings. Their pearly smiles flash from newspaper advertisements, rotogravures and magazines. They are the lovelier lovelies and the secret envy of their more prosaically domestic feminine rivals.

Naturally there are numberless facets to the more or less brilliant scheme of the average model's existence. For some of these glorious girls there is excitement, adventure and opportunity in the life they have chosen whereas on the other hand there are a minor number who lack the temperament or stamina to cope with the various phases presented in this line of occupation. Good health and good nerves are necessary attributes in modeling and the girl who does not possess both finds the work a tax upon her energy.

Physical loveliness is, of course, one of the prime requisites for success as a mannequin or as an artist's model. It is the factor which first influences a girl in the belief that she will score in either of these fields. The charming young woman is usually told by her family and her admirers that she is far above average in feminine pulchritude and so, if she is Hollywood-minded or expects to enjoy the distinction of seeing herself mirrored upon the billboards of the country, she "throws her hat into the ring" with the rest of America's adorables.

WHEN she has definitely decided upon modeling as a vocation (which with good fortune may lead to contracts and a career), the ambitious beauty must make a start in the right direction. A city or town boasting a Model's Guild or Registration Bureau simplifies her first task of announcing to those concerned that she wishes employment. If there does not happen to be such a central point of registration for the aspirant she must literally canvass the local artists, commercial photographers, shops and department stores. This is tiresome leg work at first but after she has proven her worth a model finds that she has finished the endless trekking for employment.

A bit of publicity is sometimes an aid to a girl who hopes for popular recognition. Automobile dealers and other concerns who rate newspaper space will invariably accept a pretty girl's offer to pose with their merchandise. Provided she is possessed of outstanding good looks a number of such "breaks" will often serve to familiarize the public with her name and face. Dignified publicity is scorned by no ambitious beauty.

IF THE acknowledged beauty has the proper background she may receive permanent employment in some smart shop modeling gowns. This is work requiring the services of girls with some idea of social charm. A mannequin must know how to walk gracefully and to carry the lovely clothes she is displaying with poise and "savoir faire." She must be attractively groomed and have a pleasing personality. If, plus all of her charms, she also possesses tact she is indeed an asset to her firm. She should know instinctively how to advance, revolve and retreat at precisely the proper tempo when she senses the customer's reaction to the garment she is modeling. A clever mannequin often does more actual selling than the sales-people whose commissions she helps to boost. Although this branch of modeling necessitates many daily changes of costume and much walking and posturing, the girl who adores clothes and knows something of values enjoys and is at home as a mannequin. The position offers her an opportunity to observe the sort of clothes that women of good taste choose for themselves. The alert, intelligent model often turns out to be one of our best dressed Americans due to the fact that she is able to acquire a smart wardrobe at a substantial discount. If a

mannequin proves to be of outstanding worth she is used by her shop as a "walking advertisement." A glorified sort of a fashionable sandwich board she is seen at smart spots modeling expensive gowns and furs. Women who patronize the shops in their locality are quick to recognize a familiar mannequin among a group of authentic socialites. Her smartness and ability to appear dashing envelop her with that glamorous aura of distinction so unsuccessfully sought by those less arrestively charming.

STOPPING to consider the requirements of the artist's model almost everyone loses sight of the fact that this young woman's prime requisite for success is not... as one would naturally expect... beauty, but rather the ability to pose well. Many an otherwise stunning girl may be physically awkward or a bit mentally dull; she will lack any sort of aesthetic imagination regarding line or composition and will like-



Terrapin may be a tasty morsel, but it is bad for digestion, says Miss Hind. (Left) Miss Hind in street costume.

wise be entirely devoid of any actual dramatic feeling for the mood she has been called upon to interpret. Tenseness or self-consciousness cause her to slump completely out of the desired pose and generally drive the artist she has been employed to inspire absolutely mad. The true artist's inspiration is the young woman who is sensitive to mood and who is alive and awake to the possibility that she may be influencing the creation of a masterpiece. Such models are a rarity and when a successful artist discovers such a jewel he is seriously tempted to marry her in order to gain the monopoly upon her valued services.

Advertising models, to be materially successful in an over-crowded field, must be as versatile as chameleons. Since they are called upon to depict women from all walks of life they must as a consequence possess the grace of the mannequin coupled with the dramatic instincts of the artist's model. If they are good photographic subjects, distinctive grooming, intelligence in the art of make-up, and a finishing school education in the deportment of school girls, debutantes, athletes, show-girls, mothers, shady ladies and the hundred and one other types they are called upon to imitate in the name of advertising, are some of their other necessary accomplishments.



Posing with new automobiles to be introduced on the market provides a welcome and lucrative source of revenue for successful mannequins.

THERE are some girls who are sufficiently clever to qualify as mannequins and artist's models and who likewise photograph well. Miss Betty Hind, winner of a McLelland Barclay prize for all around beauty points, poise and personality, is one of these very busy young ladies.

Betty is just twenty, five foot five, raven-haired, brown-eyed and ruby-lipped; a story-book girl who has exactly "what it takes" to become a successful model. She has been so busy since winning her distinctions that she has had little time for the sports she pursued prior to her popularity. She is adept at golf and tennis and swims well. Her present physical proportions qualified her for the prize for form, above hundreds of other contestants, and she means to preserve those desirable dimensions "no matter what."

Upon awakening every morning Betty's attention is immediately focused upon her rowing machine. She never under any circumstances neglects her setting up routines. "I have no time to enjoy the exercise I LIKE so I take the necessary ones religiously even if they are not particularly interesting," says the wise Miss. She exercises for twenty minutes daily and confines herself mainly to bending as a precaution against early waistline bulges.

A sensible model no matter how young she may be subsists upon a diet consisting of non-fattening foods and carefully avoids intoxicants. Alcohol equals avoidupois in a model's mathematical handbook. Betty has yet to taste champagne and as for terrapin... says the beautiful Bet: "I have respect for MY digestion!"

BETTY has already had a bid from Hollywood but has been so busy dashing from dates as a model to dates as a mannequin to other dates with photographers that she has as yet had little time to consider the wisdom of accepting a film role before perfecting her diction and stage ethics. Dates with admirers do not interest her at present.

"A model has little time for anyone but herself if she wishes to remain young, fresh and modern," she maintains. "A girl who has made herself so charming that she is always in demand around the studios is on the right road. If she does not improve herself constantly she is soon forgotten. I have ten personal commandments which I think might be helpful to other girls in my profession if they care to look them over."

1. It is unwise to keep late hours, be intemperate or gain weight.
2. Do not ever be jealous of another model, you are as lovely as she is... or why aren't you?
3. Exercise daily.
4. Don't neglect your appearance... have good taste.
5. Don't neglect your books... your brain will sustain you when your figure's gone.
6. Learn to relax.
7. Avoid love affairs.
8. Save money.
9. Respect yourself and you will succeed.
10. Don't expect to remain a beautiful model forever.

Monopoly On Oregon's Rich Fur Trade Once Sought By Spaniards

By H. E. Tobie

THREE and a half centuries ago Europeans reached the shores of Oregon but failed to land. The Spaniard, Bartholomew Ferrello, in 1542 and the Englishman, Sir Francis Drake, in 1579 sailed up the coast.

To protect the trading monopoly which they claimed, Spaniards sailed along the Oregon coast, while the British came to hunt a northwest passage through a continent which lay in the ocean lanes between England and the Orient. Captain George Vancouver proved false the idea of a possible strait, and explored the Columbia river in 1792 after its bar had been crossed by the American Captain Robert Gray.

Earlier, failing to find a back door exit around the Pacific northwest, the British Captain James Cook had discovered the fur trade and become responsible for a fur rush similar to a gold rush. His countrymen were most conspicuous in this trade along the Oregon coast during the early nineties but gradually American rather than British traders came to dominate the fur trade of the Oregon coast.

No less a person than the President of the United States became interested in a commercial connection with the Oregon fur country. To explore the feasibility of a route across the continent, Jefferson sent an expedition which was celebrated by the Lewis and Clark Expedition in Portland in 1905. This trail-breaking and the American predominance in the maritime fur trade made it possible for Americans to anticipate Russians and British in establishing themselves first. In 1810 John Jacob Astor, sent out an expedition to establish trading posts and a well-supported business in Oregon.

Astoria was founded in 1811, and posts were also established near Salem, near Chamboog, and at the junction of the Willamette and McKenzie Rivers. On learning of the outbreak of the War of 1812, wintering partners sold the forts and possessions of Astor's Pacific Fur Company to the Northwest Company of Canada. Returning Astorians discovered what became the Oregon Trail by which many were to reverse the route and come to people Oregon.

ASTORIA was restored to American sovereignty by the treaty ending the War of 1812, and from 1818 to 1846, Oregon was by international agreement occupied jointly by Americans and British. The Northwest Company start-

ed posts near Newberg and The Dalles, but since it controlled the industry of the territory only for ten anxious years, early developments were carried out largely under the guiding authority of the Hudson's Bay Company. This British monopoly consolidated with The Northwest Company in 1821, and in 1824 sent Dr. John McLoughlin to the Columbia to be Chief Factor.

The political pot boiled quite steadily in the early years of the last half of the century. Whereas, previously issues had been predominantly local, nationally administered government aroused opposition especially when Governor Gaines tried to prevent the removal of the capital from Oregon City to Salem as provided by the legislature in 1850. The capital controversy was a hot issue until settled by a popular majority of 79 voted in 1854 at its present location. Eugene had actually secured a majority over Salem and Corvallis in 1856, but the capital remained at Salem.

INSTITUTIONS of higher learning, on the other hand, and numerous justly famed early academies, were almost contemporaneous with the earliest settlement. Willamette University, which had been Oregon Institute, was chartered in 1853 and Pacific University was similarly recognized in the next year. Of the schools in the present State System of Higher Education, Corvallis College was designated as a land grant institution in 1868 and as State Agricultural College in 1885. University of Oregon was created in 1872. Christian College in 1854 became Oregon Normal School in 1882, and University of Oregon Medical School was chartered in 1887. Southern Oregon Normal School was established in 1926 and Eastern Oregon Normal School opened its doors in 1929. Among other institutions of higher learning established in Oregon the following may be noted: McMinnville College (Infield), Albany College, Philomath College, Mount Angel College, Pacific College, Columbia (Portland) University, and Reed College.

From the first the history of Oregon has been captured by the attraction which the region has had for people from other parts. Immigration from other states continues at a rapid rate. This state is also noteworthy for the political control exercised by the rank and file of citizens. Provisional government and the "Oregon System" alike have demonstrated that governments can be administered from below. Interest in churches, schools and any institutions which promote social welfare is characteristic of Oregon.