



HUNDREDS OF OREGON GIRLS ARE ENTERED IN BEAUTY CONTEST

From Contestants Will Be Chosen Model of Feminine Pulchritude to Be Sent to Atlantic City to Receive Homage of Throngs in Brilliant Pageant.



Geraldine Titus



Miss Consuelo Hamer



Miss Miterva Dufort

IF THE myths of Olympian Venus or Cleopatra of the asp fame were to return to this staid old world and promenade along the board walk at Atlantic City September 4-7-8 they probably would attempt to turn green or do some equally ridiculous thing in their passions of jealousy.

For Venus probably would be ranked as a dowdy old maid and Cleopatra as a homely sort of a person by the throngs who would compare them with the 72 American beauties who are to be the guests of that seashore municipality on those three days.

Seventy-two of America's fairest daughters, including the one who will represent Oregon and be known as Miss Portland, will assemble there as the guests of the city. From the beautiful 72, America's queen of beauty, who will be christened Miss America and who will rule Atlantic City's annual pageant, will be chosen.

Hundreds of Girls Entered.
Hundreds of Oregon girls have already entered the contest for local honors, which is being conducted by The Oregonian, and which will close August 15. From these hundreds, the model of feminine beauty will be chosen by a committee of judges and will be sent East to represent the state and the city in the pageant.

Atlantic City is doing things properly and the 72 beautiful guests are to be given a reception that befits queens. The opening day of the pageant will be devoted to the arrival of King Neptune and to the presentation of the beauties at his court. Brilliant balls, receptions, vaudeville and theatrical entertainments are planned for the visitors.

The parade of the rolling chairs is the principal event of the next day. Miss Portland, along with the 71 other beautiful representatives of other cities, will be in the line. Rowing races by life guards, choral singing, a sham naval battle and fireworks are other events on that day's programme.

Revue Is Planned.
For Friday, September 8, the bathing girls' revue and open championship swimming events are planned. The feature of the programme comes in the evening when, at 9 o'clock, the most beautiful of the 72 visitors is declared to be Miss America, the queen of beauty of the United States. A brilliant night carnival, during which the whole city will do her honor, will follow.

In addition to the trip, the excitement, the amusement and the honor, the local girl who is fortunate enough to be chosen as Oregon's most beautiful woman will fare well from the sartorial standpoint. Local stores have agreed to attire Miss Portland in a manner that will make her the object of envy of the



Miss Adalyn Virginia Meyer



Miss Gertrude Druck Blutsch

other 71. The Meier & Frank store will present a beautiful evening party at the Columbia Knitting Mills of Portland and the Asbury Hotel, New York. Although the contest closes Tuesday and lingerie, shoes will be day night, there is still time in presented by the Knight Shoe com-

pany and bathing suits will be do-

photographs. The only requirements are that a girl must be more than 16 years old, unmarried and a bona-fide resident of Oregon.

mal frocks next winter than georgettes weighted with beads. This summer will about finish the vogue for bead-embroidered costumes for formal occasions, though beads on sport clothes are growing in favor. Suede sport hats with embossed

metal applique trimmings are fashionable in France just now and are popular at the beach resorts. Small hats of stitched tulle silk with flexible brims are liked also for sport occasions. Picture shapes trimmed with wreaths of flowers or

fruit are worn with dinner gowns at the restaurants. Coiffure combs of black pyroxylin, trimmed with white pyroxylin are preferred now to combs of shell. These pyroxylin combs are very ornamental; some of them suggest

crowns or coronets when thrust into the hair; others stand off at one side like spear heads or javelins. Sometimes red or blue pyroxylin is introduced into the design. Eyelet embroideries and all-over eyelet work materials were conspicuous at the Longchamp races. Jenny sent many models of eyelet worked fabric; and some of her navy blue or black frocks had collar and cuffs of ecru eyelet embroidered batiste.

Problems of Dressmaking

by Madam Richey

Dear Madam Richey: Will you please tell me how I can improve this dress. I have worn it a year like this and want a change. Could it be cut down front of waist and small vest put in? I am 5 feet 2 inches tall and weigh 115 pounds. Thank you for any suggestions you may give. M. MACGOWAN

C. MACGOWAN—If you can secure the Fashionable Dress for August you will find on page 19, No. 2062, a very attractive design after which you should copy yours for remodeling with pleasing result. If your blouse seems too wide, why not rip and lay a pleat in a pre-made pattern which would have the width desired and then recut your present blouse?

Rather than have a contrasting fabric I would suggest that you have your sleeves, vest collar and sash and embroidered in the black and cherry red rope silk with the wooden buttons placed here and there through the design. Carry out much the same design as is shown in the picture. You will find that the change in the style will take care of the large neck size which you mention on your supplementing page. Rather than shorten the panels I would combine two into a longer length, letting it almost touch the floor, and, too, should you care to do so, carry around the waist line the embroidered belt ending in the one long end. While I realize that your sleeves cannot be the same type, the general scheme of line and values can be produced. The removal of the beading will in itself make a big change.

Will be pleased to be of further help to you should you require further suggestion.

OAKLAND, Or., Aug. 2.—Dear Madam Richey: Will you kindly advise me how I can make a certain silk dress for both party and street wear? I have four yards 40 inches wide; also what color besides black is good to trim such colors as red, rose, pink, etc.? I am a 16-year-old girl, weigh 125 pounds and am five feet, seven and one-half inches tall, with dark complexion and with lots of color. Will appreciate your help in The Sunday Oregonian. Yours sincerely, WESTERN GIRL.

Western Girl, Oakland, Or.—I feel that the planning of your dress would not be sufficient advice were I not also to give you the suggestion that in the selection made you have shown (see judgment, On)

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Additional pictures of girls in The Oregonian's beauty contest will be found on pages 4 and 5 of this section.