

THEATER STARTS BEAUTY CONTEST

Most Beautiful Bob-Haired Girl in Winnetka Sought by Village Theatre

CHANCE FOR MOVIES

Hold Local Test to Find "Miss Illinois"

Does the prettiest bobbed-haired girl in Illinois live in Winnetka—and if not, why not? That is the question which is going to be answered once and for all in the Winnetka Beauty contest, which will be conducted in connection with the "Miss Illinois" contest, by the Wilmette Village theatre, with the assistance of WINNETKA TALK. The contest will open Saturday afternoon, May 2, at the Village theatre, and is open to any Winnetka woman 16 years old or more who has bobbed hair.

The winner of the Winnetka contest will be sent to Chicago, where she will compete in the "Miss Illinois" contest conducted by Paddy Harmon at the Arcadia ballroom. The finals in this contest will be held Friday evening, June 26, according to present plans. Winners of local contests all over the state will compete, and the final winner will be acclaimed "Miss Illinois," and will receive as prizes a diamond ring, donated by Loftis Brothers, of Chicago, valued at \$1,000 a cash gift of \$500, from the Bobit company, makers of Bobit shampoo, and a positive and assured contract with the Universal Film company, of Universal City, Cal., the gift of Carl Laemmle, president of the film company, with transportation to Hollywood and return and all expenses, the gift of Paddy Harmon.

Chance For Movie Career

Besides all these prizes, she will receive presents from the Bobit company and numerous women's stores and other business places in Chicago. But the grand prize, that stands out before the eyes of most of those girls who have entered the contests in other towns, is that contract with the Universal company. Many a movie star began her career in a similar fashion.

For instance, there is Gertrude Olmsted. She was the winner of the Elk's National beauty contest. She got a tryout in Hollywood as one of her prizes, and she is still there, and will be for a long time if the hosts of her admirers have anything to say about it.

Then there is Mary Philbin. Her entry into the movies was by way of the beauty contest route. Her rise was meteoric, and she is now considered one of the shining stars of the screen,

which has so many who are noteworthy.

There is Flora Mae Hackett, winner of the Chicago Tribune's \$10,000 beauty contest several years ago. She isn't in the movies—it is understood that she has married, but she was showered with a small fortune in prizes and contracts for personal appearances as the winner of that contest. This one will be a much bigger thing than has ever been attempted before, and will set the winner on the road to a sure and quick fame, providing only that she has some degree of native ability.

Must Apply at Theater

The local contest is in charge of J. B. Koppel, manager of the Village theatre of Wilmette. Registration blanks for the contest will be obtainable at the theatre Saturday afternoon, and thereafter. There are absolutely no strings attached to this offer, and it will not cost entrants a penny.

Those wishing to enter the contest may do so in either of two ways. They may get a registration blank from the theater and mail it, together with a photograph, to J. B. Koppel, manager of the Village theatre, or they may obtain a blank and appear in person before a committee of judges, who will be named later. Detailed plans have not yet been made public, but it is expected that the committee of judges, who will be residents of Wilmette who are qualified to act in that capacity, will sit at the theater one night a week, or as often as is required, so that those who wish to make a personal appearance may do so. The judging will be on a percentage basis. If an entrant has no photograph of herself, she will be given a card for a free photograph at the Melvin Sykes special studio at the Arcadia ballroom who will be residents of Winnetka who

"IS ZAT SO?"

"Any man over 30 years old can never understand the flapper-vamp," declares Constance Talmadge.

The flapper-vamp, by the way, is the latest characterization in Hollywood film circles. Constance has introduced her to the screen in her latest First National comedy, "Learning to Love."

Explain How Red Cross Operates in Disasters

The recent tornado disaster in Southern Illinois and Indiana has raised the question as to the procedure in providing immediate relief in the devastated areas. Operation of the American Red Cross, supervising relief agency in all major disasters, is explained in the accompanying statement issued this week at the Chicago headquarters of the organization.

"The American Red Cross is chartered by Congress to do relief work in peace and in war, at home and abroad.

"It is the official relief agency, but not the sole agency. In major disasters the U. S. Army, national guards, reserves, American Legion, Y. M. C. A's, Y. W. C. A's, Salvation Army, Volunteers of America, Knights of Columbus, church societies, social and hospital workers, and private citizens, cooperate.

"No two disasters are alike, but Henry M. Baker, national director of the relief department of the American Red Cross, with experience in 66 disasters, says that in the emergency work, the four primary needs are: medical aid, food, shelter and clothing.

"In major disasters the army maintains order, clears away the debris and issues passes to the workers. City officials bury the dead and look after the sanitary conditions.

"Trained case workers secure information regarding the need of each family. A committee, composed of citizens and a Red Cross worker, decides on the awards. Requisitions are given to families to go to local stores and select their own supplies within the prescribed limits. The bills are paid by the committee. Audit of funds is made by the war department."

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