

Once More Search Is on for Miss Muskegon; Women's Division Takes Over Promotion

Who can argue with the perennial appeal of beauty pageants which mushroom in cities and towns all over the country?

A complexity of factors unite locally to form that denotative spark of interest in the forthcoming Miss Muskegon Pageant to be held May 9 at the Michigan Theatre.

Public interest is quickened as beauty, implemented with poise and character, expresses itself in personality and talent. Different degrees of personal interest are involved depending on the re-

lationship of the entrant as friend, relative, member of the family or acquaintance. For still others, and these are in the majority, the pageant brings into focus one's own criterion of beauty to compare with the criteria of others.

Mrs. G. W. Hansen and Mrs. L. C. DenHollander are co-chairmen of the pageant which is again being sponsored by the Women's Division of the Chamber of Commerce for the third year.

* * *

ELIMINATIONS will be held Monday night, April 14,

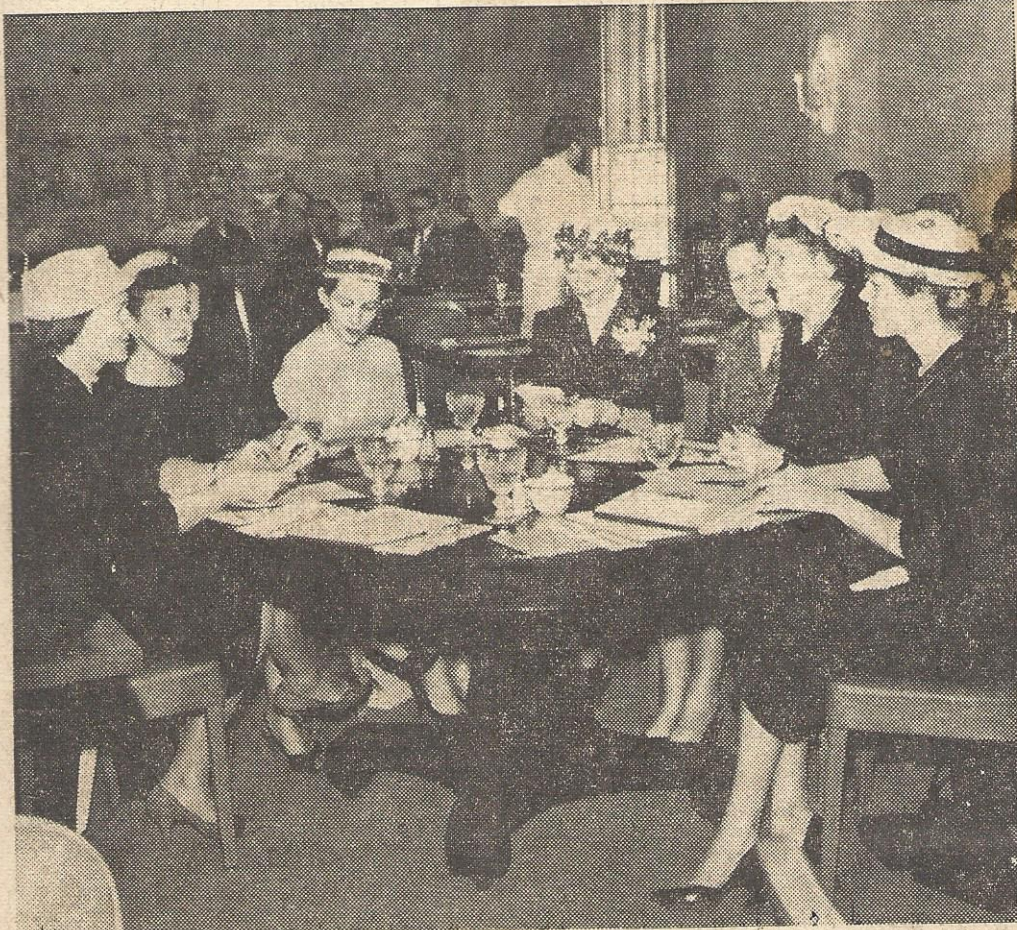
at the YWCA and all young women in Muskegon County who meet the general qualifications are welcome to participate. A personal invitation to participate or perfection of talent are not prerequisites for Monday night's meeting according to sponsors of the pageant.

General requirements for single, young women between 18 and 24 years old, include good character, poise, personality, intelligence, charm and beauty of face and figure. Either amateur or professional talent is permissible in the three-minute routine which

may be expressed in a variety of ways including singing, dancing, playing a musical instrument, giving a dramatic reading, art display, explaining dress designing or in other ways. A talk on a career which one wishes to follow may be used, also.

Entrant must never have been married, divorced or had marriage annulled and must be a high school graduate by Sept. 1 of this year and as of Sept. 1, shall not be less than 18 nor more than 28.

Mrs. J. O. Ostergren, Grand Haven, or Mrs. Vivian Warner, co-chairmen of contestants, may be contacted by anyone desiring more information on the pageant. Mrs. Warner is at home evenings and other women who may also be reached by telephone are Mrs. Emil Weichner, Mrs. Richard Reed and Mrs. A. S. Bolthouse.



CONFEREES . . . Work on the Miss Muskegon Pageant to be held at the Michigan Theatre May 9, was formally initiated last week during a noon luncheon at the YWCA by co-chairmen Mrs. G. W. Hansen, seated left, and Mrs. L. C. DenHollander, fourth from left. Other participants in the planning included Mrs. J. O. Ostergren and Mrs. Vivian J. Warner, second and third from left, and seated from right, Mrs. John Van Haver, Mrs. Richard Reed and Mrs. A. S. Bolthouse. (Chronicle Photo).