

### Joseph Breig

#### Beauty

The thing that is centrally and most profoundly wrong with beauty contests as we know them is that they are living life, alluringly masked. It is true that they are potent temptations against purity; but that is not the deepest heart of the matter.

To endanger purity — that magnificent virtue — is bad enough; but to pervert human integrity, to distort our view of all reality so that we see and think falsely, judge erroneously, and therefore misdirect our lives — this is deadly.

Women, even more than men, ought to be inflexible opponents of these displays, not the fleshly parades, the pictures in the newspapers and magazines, and all that, add up to one more stumbling block for manly nobility.

**BUT WHAT WOMEN** must realize is that the contests are a contemptuous insult to, and a gross falsification of, **every** thing womanhood is. They undermine the truths that are indispensable for protection of woman's rights and dignity.

What these affairs say to us in this — that a woman's worth is measured by her physical charms, that she is entitled to honor according to her bodily and facial form; and conversely, that if she is not thus endowed, she is of little consequence.

These are lies. They are fatal lies because they falsify what is most vitally important about human beings, and in a special way about women; and also because they strike at the foundations of the three things particularly dear to us women.

**THOSE THREE** things are marriage, the family and the home. These three great building blocks of civilization and virtue cannot rest upon the notion that the body is greater than the spirit, that straight limbs are more desirable than splendor of soul.

It is a wicked and dangerous thing to say to young men, in effect, that what they should seek in a wife is what they would look for in a race-horse, and that that is the whole story. But that is what the beauty contests tell us.

This is a grievous injustice to the countless young women whose desirability lies mainly in their goodness, their loyalty, their intelligence, their self-sacrifice — in the permanent qualities that are a lifelong blessing to a man and his children.

**WHAT IS** more, the beauty contests put these qualities on the defensive. They create in young women a false humility, an abjectness that makes them undervalue themselves, and strive desperately for false values.

Thus we see them resorting to weird devices in the hope of making themselves as physically attractive as the beauty champions. They pluck their eyebrows, mascara their eyelashes, lipstick their lips, and so on.

This would be all right if it accomplished its objective; because physical attractiveness is good too. But in most cases the effect is the opposite: the true attractiveness of these girls is hidden under a pitiable attempt to achieve the impossible.

**IF WE MUST** have contests for young women, it would be the part of truth and wisdom to select the winners on the basis of true worth and accomplishment. This would not draw crowds? This would not interest the newspapers and magazines? The promoters of such an affair might be pleasantly surprised.

Certainly no beauty contest winner has won the heart of the nation — or for that matter, the hearts of many nations — as Ed Shirley O'Neill when she risked death in the jaws of a shark to get Albert Koester to shore, and there baptize him.

Girls like Shirley are the young women we ought to be looking, ought to be recognizing and showing forth as inspiration for women everywhere. There is so much nobility in womanhood that we could have worthiness-contests from now to the end of time and never begin to exhaust the available material.

### Soccer Star Now Priest

Bergamo — (NC) — One of Italy's top athletes, soccer player Paride De Luca, has celebrated his first Mass in the presence of many leading sports figures. Father De Luca was a well-known member of the Atalanta soccer squad of Bergamo — a fine Italian team.

# Important message for you, Mrs. Housewife!

*"I tried them all, and found your meats were superior in every respect. I can certainly understand why your meats are called 'First Prize.'"*

28 August, 1959  
110 Rhea Lane  
Apt. 14 B.  
Rome, N.Y.

President  
Tobin Packing Co., Inc.,  
Rochester, N.Y.

Dear Sir:  
This letter is being written because I simply must tell you how very much I have enjoyed your delicious meats. I can certainly understand why your meats are called "First Prize." I have recently moved to Rome, N.Y. from San Antonio, Texas. And naturally all our meat brands were new to me. So I tried them all,

and found your meats were superior in every respect. I think you so much for taking the time to put the finest of meats in our market. I am quite sure your business will be a long and prosperous one.

Sincerely,  
Eve H. McCormick  
(Mrs.) H. C. McCormick

... writes Mrs. H. C. McCormick,  
Rome, New York  
(...in one of the many unsolicited letters we receive)

Mrs. McCormick, a stranger in Tobin-land, soon learned what you have always known — food budget money spent on meats and meat food products buys the most in quality, flavor and wholesome purity when you purchase Tobin's Arpeako First Prize meats. All Arpeako First Prize products are U. S. Government inspected for your protection, and carry the Good Housekeeping Guaranty Seal.

**Tobin PACKING CO., INC.**  
GENERAL OFFICES  
ROCHESTER, N. Y.

August 31, 1959

Mrs. H. C. McCormick  
110 Rhea Lane, Apt. 14-B  
Rome, New York

Dear Mrs. McCormick:

We appreciate your letter very much. To receive an unsolicited testimonial like this makes us all feel that it pays to turn out high quality products and give the public something they want. In order to do this, of course the products cost a little more money but we feel they are the best value in the end.

We are happy to say that our business is growing which demonstrates to us that people like to eat good meat products.

Thank you for taking the time to let us know what you think of **FIRST PRIZE** meat products.

Very cordially yours,  
F. M. Tobin

**Tobin's ARPEAKO FIRST PRIZE.**

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