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Chinatown Pays Homage to California Beauties at Gorgeous Celebration

Fete for State Finalists

Banquet, Tour of Oriental Quarter, Theaters, Four Brothers' Quarters Given Sixty Girls

By BETTY BEECHER

Pageantry, Splendor Typifies Queen of Chinese Beauties Honors Fairest American Girls of California in Chinatown Banquet and Tour



Left to right—Faye Baker (Miss Yolo), Pauline Domine (Miss Cloverdale), Nevada Schell (Miss Sonoma), Eva Treg (Miss San Jose), Mary Chu (Queen of the Feast of the Lanterns) and Rose Lum (chief maid of honor to Queen Mary Chu).

Further Events Listed For California Beauties

TOMORROW

State Finalists Will Visit Big Battle Ship Pennsylvania Today

om of beauty and youth of see that sailors keep house per

NOW OPEN-Our New Los Angeles Store



California Beauty Ball!

HOTEL MARK HOPKINS

Tuesday Evening, August 2d

Concluding first annual California Beauty Week. Announcement of "Miss California" and "Miss Southern California" by Lieutenant-Governor Fitts and Mayor Rolph. Entertainment by members of Orpheum Circuit-West Coast Theaters. Masquerade review, Fanchon and Marco. A dinner by Victor. Music by Eddie Harkness.

> RESERVATIONS \$3.50 Per Person

Dinner

Beauty Pageant

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Dancing

Nine floors piled high with calcoad efter carload of mechandise gathered here at our new Los Angeles Store from the four comers of the earth is evidence of our desire to serve you. Here is the greetest assortment of merchandise ever assembled by one organization in California. Everything you will book for—everything you will work for—everything you will work for—everything you will work to.

And this new store brings the lowest prices closer to you-to your own neighborhood. Every item is priced so low that the savings are too big to miss.

Great have been the savings we offered you in the pest-speedy has been our service—eleven million families testify to this—yet this mamnoth new Los Angeles store will make possible greater savings, speeder service to the whole Positic Coast. This we guerantee. We guerantee, too, complete

Millions of dollars in land and buildings and merchandise prove our faith in the future of this wonderful territory. NOW, today, the building is ready. The merchandise is ready—trained for service as only Seas, Roebuck organization is ready—trained for service as only Seas, Roebuck organizations are trained. Everything is ready to serve you as we have served the thousands of old friends and new friends who have already sent their orders to this great, new Los Angeles Store.

Sears, Roebuck and Co Los Angeles, Calif.



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