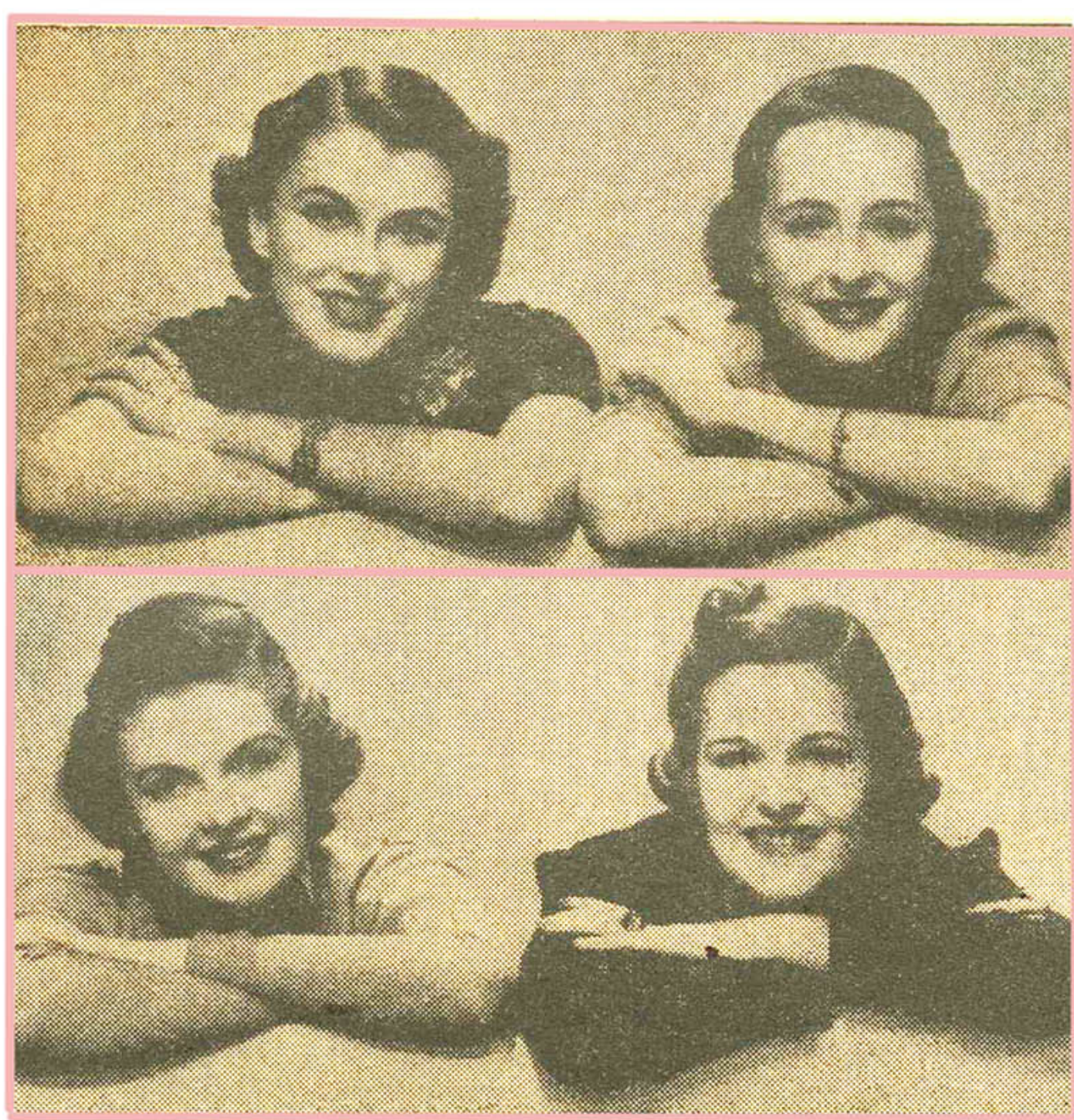


# PATHFINDER

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## Noses, Eyes, Chins



*Not One of Them Looks Like Donald Duck:  
Prize Photographers' Models Beckwith, Mc-  
Laughlin, Donelon and Joyce*

Every week in the year an average number of 50 girls from all over the United States walk into a suite of New York offices to see Arthur O'Neill, veteran commercial photographer. If O'Neill is impressed enough by their noses, eyes, teeth, chins and hair, they may get from \$5 to \$25 an hour as models for anything from toothpaste advertisements to magazine covers.

Three years ago O'Neill decided that he had seen enough American beauties to be considered an authority on the subject. To provide a little feminine competition with the annual "All-American" football selections, the studio man issued names and pictures of the national top-ranking photographers' models.

Last fortnight photographer O'Neill came out with his fourth list of camera beauties and a few hints on what made them that way. First of all, would-be models who may be "knockouts to the naked eye" may be washouts unless their coloring takes effectively on a photographic plate. Some types of natural coloring—and especially blue eyes—often fail to make any impression in black and white reproduction.

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If they pass the fundamental requirements of grace, dignity and sex appeal, models who "take well" are judged on six points. The bone structure which gives the face its square, oval, convex or planear design, counts most with O'Neill. He gives a harmoniously built face 30 points on the total beauty scale of 100. The nose, whether it be pert, aristocratic or plain snub, must be distinctive, and counts 25 per cent—more than any other single feature. The eyes, which are the most difficult features to photograph well, count for 15 per cent. Chin, teeth and hair count for 15, 10 and 5 per cent, respectively.

On the basis of this rating system, O'Neill has picked four girls for four consecutive years. Top honors have consistently gone to Frances Donelon of New York City. "She's got everything," says the judge. Of the other three, he says Barbara Beckwith of Miami, Fla., is "sweet," Katherine McLaughlin of New York City is "the girl with the classic profile," and Frances Joyce of Scranton, Pa., is the "ideal evening gown girl."

The prettiest girls, according to O'Neill, are between 16 and 28, and come mostly from the Middle West. Despite the fact that the most gorgeous faces beam from publicity photographs issued from California and Florida, the studio artist picked four girls from the central section on his total list of fourteen. "They may not look prettier," he says, "but for camera purposes they've got more natural beauty."

To compensate the unbeautiful, O'Neill admits: "It isn't surface beauty that counts. When I'd see a pretty girl in a cafe, I used to get excited and say, 'There's a girl I'd like to take a picture of.' But I tried it once and she came out in the photograph looking like Donald Duck."