In 1929, Elizabeth Simon (Simon Böske) won the Miss Hungary beauty pageant, going on to become Miss Europa. Following Hungary's WWI defeat and huge territorial losses in 1920, Hungarian nationalists welcomed Miss Hungary's Europe-wide victory as a sign of Hungary's indomitable spirit … until they realized she was a Jew. This talk will examine interwar European debates on the Jewish Question, national identity and "Jewish" beauty. It will also compare the Miss Hungary pageant to explicitly "Jewish" beauty pageants in the late 1920s, such as the Miss Judea pageant in Warsaw and the Queen Esther pageant in Tel Aviv, revealing divergent attitudes towards assimilation and acculturation in the Hungarian, Polish and Zionist contexts.