

Sincerely,

Anita Colby

ANITA COLBY,
Feminine Director

**Her face launched thousands of sales...
now her job is launching movie stars**



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BORN Anita Counihan 31 years ago in Washington, D. C., Anita Colby is today the only "feminine director" in the movie business. Her boss is smart independent producer David Selznick. Her charges are such stars as Ingrid Bergman, Dorothy McGuire and Jennifer Jones, such newcomers as Rhonda Fleming and Ruth Roman. On the set, in the smart shops and beauty salons she

coaches them in matters of clothes, make-up, even social behavior.

Miss Colby is qualified. Formerly America's best-known advertising model (she made up to \$100 an hour), ex-promotion expert for *Harper's Bazaar*, ex-starlet herself, she knows all the angles in the world of glamor. And her bright personality has made her a friend of most of its people. Here PAGEANT pictures her on—and off—the job.



It's Anita's business to see that Selznick's girls are perfectly clothed, made up and coiffed. Here she checks a hair-do for Rhonda Fleming, orders the ear exposed.

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Sure-footed Anita advises on diets, clothes, conduct, has cashed in by practicing what she preaches

In 1942, after having appeared on 1,500 magazine covers herself, Anita Colby went to Hollywood as technical adviser for the film *Cover Girl*. Her success prompted producer Selznick to hire her as his "feminine director."

Working with his actresses, she gets cooperation because of her directness, efficiency and savoir faire. These same qualities have won her a host of useful connections outside the studio, particularly among press people. On these she relies for the success of such projects as her most recent one: directing a group of glamor girls on a tour of 130 cities to ballyhoo Selznick's new \$5,000,000 epic, *Duel in the Sun*. Throughout, she advises her charges from her own experience.

On a rare night at home, Anita plans next day's work with her secretary, Bea Benny.



On the set, Anita advises starlet Suzi Crandall to pinch in waist of bathing suit.

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In her Hollywood apartment, Anita selects shoes in closet with 50 pairs, 25 suits.



Anita makes up her famous face. Olive-skinned, she uses pink base, blue lipstick.

Colby is at home with celebrities, wins many friends by making the new ones feel like old ones

Anita Colby collects antiques, perfumes and glass hands, but her biggest and most valuable collection is important contacts. She is seen regularly with such column fodder as the Roosevelt boys, Ernest Hemingway, Averell Harriman, Salvador Dali and Gene Tunney. She also is genuinely popular among more obscure folk because of the quick first-name basis on which she puts new acquaintances.

Anita is ambitious: her aim is to be America's top female public-relations counsel. For two years she has been writing a book. Its title repeats what she once said when another girl wondered out loud about her mink coat: "I paid for it myself." In that phrase is the answer to Colby's success.

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Colby dotes Clark Gable. Often queried about him, she won't discuss their relationship.



Colby and Jimmy Stewart, often a twosome, sup together in Dave Chasen's eatery.



Colby and Joseph Cotten, both expert story-tellers, yarn over hamburgers on the lot.



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