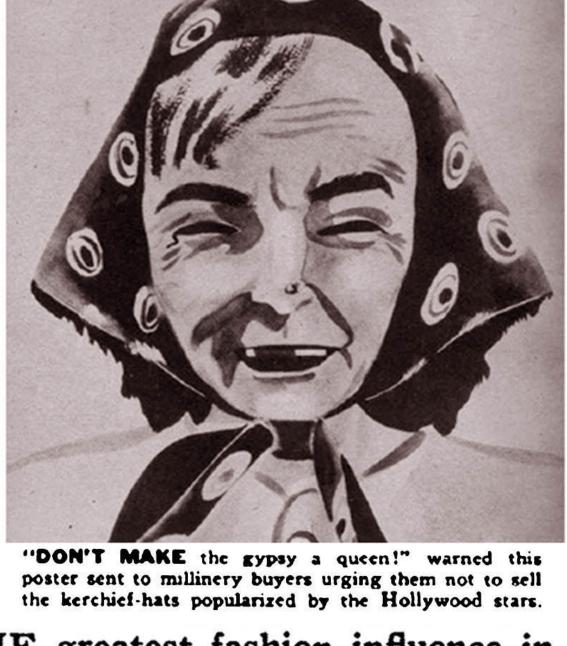


## HOW HOLLYWOOD IS RUINING A BILLION DOLLAR INDUSTRY:



THIS IS THE MOVIE QUEEN who almost ruined the \$250,000,000 millinery business! When thousands of girls began to copy Dorothy Lamour's example by wearing a bandana instead of a hat, alarmed milliners demanded the recall of this picture to save their industry.



HE greatest fashion influence in America, stylists now sadly admit, is the

much-photographed, much-glamourized, much-imitated movie queen. What she wears is news, eagerly copied by girls all over the country who want to look like Crawford and Loy. At first, stylists hailed this as a money-making trend for native fashions. Instead, it is becoming the greatest menace to the \$1,500,000,000 style industries. More and more, screen stars are switching from glamour to comfort.

switching from glamour to comfort.
Since the success formula of the clothes
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industry is: "changing styles mean extra sales," first to suffer from the Hollywood influence were the coat manufacturers who normally do a half-billion dollar annual business. When the glamour girls started to wear polo coats to parties, as well as to sports events, Young America did likewise. There are no "changing styles" in the classic polo coat; consequently no turnover in coat sales. Thus the beginning of the "tramp vogue." The comfort-loving cinemabelles began to appear in suits and slacks at semi-formal premieres and dinners. Again Young America saw and copied; and the \$800,000,000 dress industry took it on the chin. The cash registers told a prophetic story, and style manufacturers had to do something to halt



Rogers' costume and wear it for years.

Last winter, the powerful millinery market saw the Hollywood shadow on

market saw the Hollywood shadow on their \$250,000,000 yearly sales. Because they tied a gay kerchief peasantwise around their heads as protection against the California sun, the most widely-copied women in the world were amazed to learn that they were innocently starting a financially disastrous fad. Girls all over the country discarded hats, wore 25-cent hand-kerchiefs instead. First step taken by the Millinery Stabilization Commission, Inc., was to demand of motion picture studios that they recall pictures showing their stars wearing kerchief hats. Then they sent strongly-worded, acidly-illustrated

posters to 6500 millinery buyers urging

A KERCHIEF served Filmdom's Louise Hovick as a wedding hat. It helped push the fad.



THE MOST WIDELY imitated star, Joan Crawford, started more girls wearing the kerchiefs for hats.

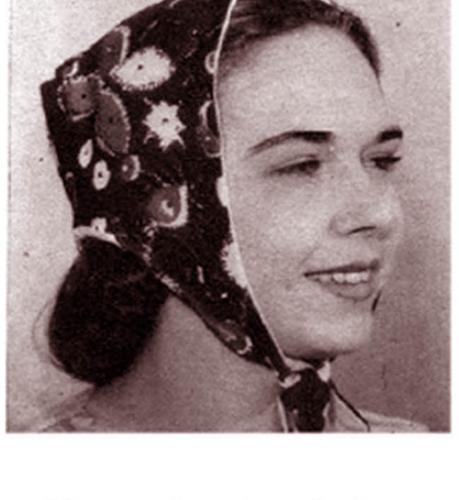


them to "Destroy the fad that would substitute a shawl for the hats you make money on! Crack down and refuse to promote it!" It worked. Today, few hat departments carry kerchiefs.

Not so successful, however, is the

\$1,870,000 hairdressing business in its attempts to shelve the Hollywood coiffure which is keeping away customers. While no one knows exactly who started the "page boy" bob, it is a fact that the film darlings popularized it. Requiring little attention, the average girl can "do" her own hair. To make girls depend upon expert hairdressers once more, coiffure artists created the "upward sweep," which calls for shorter hair. But most movie queens still flaunt the long careless mane, and millions of film-influenced girls copy.

NO STYLE, no fitting—the kerchief hat can be made at home. It threatened the jobs of 50,000 millinery workers.



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# FILMDOM'S "TRAMP VOGUE" IS A HEADACHE TO THE NATION'S STYLISTS

MILLINERS' solution for this summer. The high, flower hat brought 43% increase in sales





Culver Service

YESTERDAY'S glamour girl promoted style purchases. Fashion-wise Gloria Swanson always set a high buying mark for other girls.

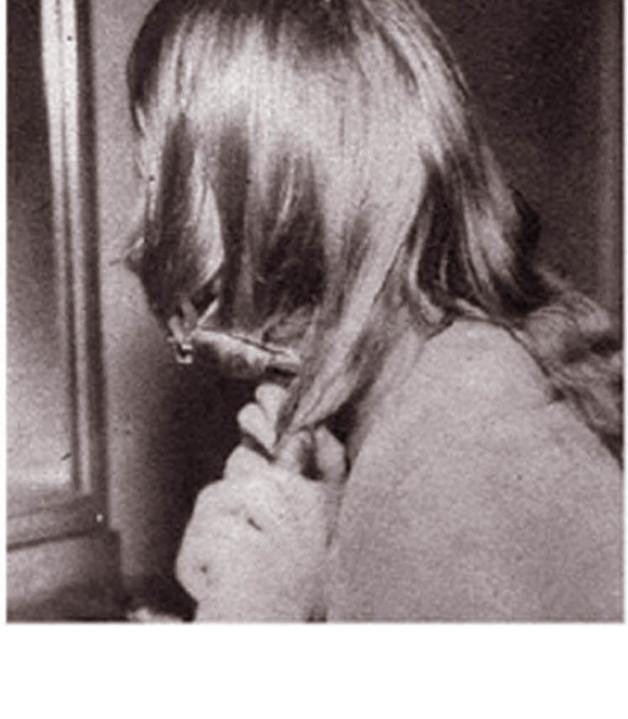
MARGARET SULLAVAN'S page-boy bob needs little care. It is popular among stars.



BECAUSE LORETTA YOUNG is widely imitated, hairdressers claim her unwaved coiffure hurts their trade.



of the \$1,870,000 beauty industry.



ELABORATE "upward sweep" is hairdressers' challenge to film stars' influence.





although she wears a tailored suit at a formal Hollywood party. But the \$800,000,000 dress industry frowns on the "tramp vogue" of popularizing suits for all occasions, hopes Young America doesn't copy. A suit will outlast many dozen frocks.

STYLISTS BLACKLIST THESE MOVIE QUEENS

"OUT OF PLACE" is Frances

NOT



ATHE



### STYLISTS BLACKLIST THESE MOVIE QUEENS

(continued)



HANDS: Coarse rough, with unlacquered nails, they show little sign of manicurist's care.



be made from any piece of material.



cause her shiny nose pro-moted a powderless fad.

#### THESE GLAMOUR GIRLS MAKE FASHION'S HONOR ROLL



pushes jewelry sales, wearing ropes of beads even with sports clothes.



nails, always artfully-tinted, encourage frequent trips to the beautician.



Because her hair exemplifies much hairdressing skill