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The National Picture Monthly
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HOW HOLLYWOOD IS RUINING A BILLION DOLLAR INDUSTRY

(the first of three pages)



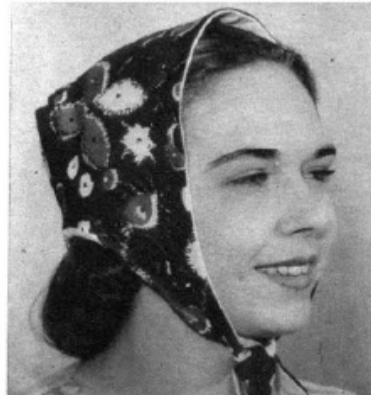
THIS IS THE MOVIE QUEEN who almost ruined the \$250,000,000 millinery business! When thousands of girls began to copy Dorothy Lamour's example by wearing a bandana instead of a hat, alarmed milliners demanded the recall of this picture to save their industry.

A KERCHIEF served Film-
dom's Louise Hovick as a wed-
ding hat. It helped push the fad. ↓

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

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

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



THE greatest fashion influence in Amer-
ica, 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 great-
est menace to the \$1,500,000,000 style in-
dustries. More and more, screen stars are
switching from glamour to comfort.

Since the success formula of the clothes
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 like-
wise. There are no "changing styles" in
the classic polo coat; consequently no
turnover in coat sales. Thus the begin-
ning 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 in-
dustry took it on the chin. The cash
registers told a prophetic story, and style
manufacturers had to do something to halt
the trend, or be doomed.

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



"DON'T MAKE the gypsy a queen!" warned this
poster sent to millinery buyers urging them not to sell
the kerchief-hats popularized by the Hollywood stars.

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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 handkerchiefs 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 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.

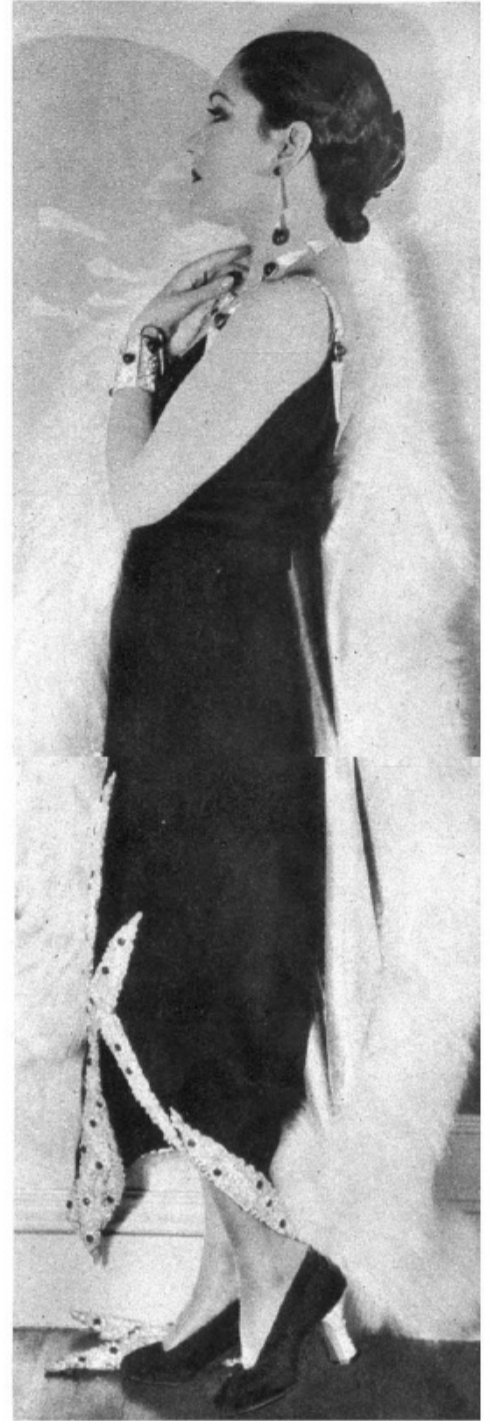
Not so successful, however, is the \$1,870,000 hairdressing business in its attempts to shelve the Hollywood coiffure which is keeping away customers. While no one knows exactly who started the "page boy" bob, it is a fact that the film darlings popularized it. Requiring little attention, the average 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.

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

(the second of three pages)



TYPICAL Hollywood costume deplored by stylists. Any girl can copy Ginger Rogers' costume and wear it for years.



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



NOT "OUT OF PLACE" is Frances Dee, although she wears a tailored suit at a formal Hollywood party. But the \$800,000,000 dress in-

dustry frowns on the "tramp vogue" of popularizing suits for all occasions, hopes Young America doesn't copy. A suit will outlast many dozen frocks.

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. ↓

ANY GIRL can set her own hair Hollywood fashion, to the detriment of the \$1,870,000 beauty industry. ↓

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

HOW HOLLYWOOD IS RUINING: CONTINUED ON NEXT PAGE



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YOUNG AMERICA follows the Hollywood trend with a 4-year-old polo coat, kerchief hat, plain suit.

MARLENE DIETRICH: Because she is the best exponent of glamour, with plumed hats and high makeup. ↓



STYLISTS BLACKLIST THESE MOVIE QUEENS

HOW HOLLYWOOD IS RUINING: CONTINUED

GRETA GARBO: Because of her lack of make-up, her mannish clothes and casual appearance is accused of setting a bad example for other girls.



GARBO'S HANDS: Coarse and rough, with unacquainted nails, they show little sign of manicurist's care.

DOLORES DEL RIO: Because she pushes jewelry sales, wearing ropes of beads even with sports clothes. ↓



KATHARINE HEPBURN: Because her hats are "shapeless" and can be made from any piece of material.

KAY FRANCIS: Because her long nails, always artfully-tinted, encourage frequent trips to the beautician. ↓



LUISE RAINER: Because her unwaved, unkempt hair requires no attention, can create a nationwide tendency to stop visits to the hairdresser.



JOAN CRAWFORD: Because her shiny nose promoted a powderless fad.

CLAUDETTE COLBERT: Because her hair exemplifies much hairdressing skill. ↓



THESE GLAMOUR GIRLS MAKE FASHION'S HONOR ROLL