

Powers and Models

They sip your favorite coffee, drive your dream car, display the latest fashions, show you how to cook a waffle—for they are potent forces in the scheme of American advertising. Their faces and figures adorn the covers of countless magazines. They model at the fashion shows. Often they develop into stars of the cinema.

They come from all over America to an office on Park Avenue, New York, where a quiet, discerning man named John Robert Powers appraises their charms, selects, sorts, and schools them for the job of selling sables to society or groceries to the great American housewife.

“Long-stemmed American beauties” is what Mr. Powers calls his models. On the following pages, is a bouquet of choice blooms.



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Sandy Rice

In the Powers books she is classified as the typical American girl. Almost every photograph ever made of her has been out-of-doors. She has been photographed in every sort of athletic pose, including underwater swimming. Strangely enough, she is adept at outdoor games.

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Luella Hurd Her specialty is high-fashion modeling. Known for a long time as the "Russeks Girl," she comes from Albany and her husband is Tommy Goodwin, the golfer. She frequently exhibits the wares at fashion shows in addition to posing for the photographers.

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JON ABBOTT, COURTESY LOESER'S

Jo Caldwell From the Philadelphia Main Line, Pennsylvania alumnus, a Phi Beta Kappa. She graduated last year, is married to an interne. Her 5' 11" is ideal for modeling evening gowns. A classic head makes her one of the most popular of hair models.

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EHRlich-LAZINK

June Cox By consensus of professional opinion, hers is the most perfect figure in the business. She has been modeling since she was twelve years old. She came from Toronto and appeared on the stage as a child actress. Her specialty, of course, is full-length fashions.

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JOE BONOMO

Claire McQuillen Having been in the business for some five or six years, she is one of the Powers veterans. She is probably the Number One bathing suit model of the world, has what may very well be the longest hair in the business. When let down, it reaches her knees.

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COURTNEY HAFELA

Georgia Carroll From Dallas, Texas. By all odds, the most successful model. A perfect figure makes her ace-high for fashions; flawless coloring keeps her constantly before color cameras. She is, says Mr. Powers, "the most terrific thing that ever hit this business."

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Helen Bennett

Here we have the archetype of the fashion model. Her remote, high-enamel look could glamourize a kitchen apron. You see her in the fashion magazines, but she has also graced the chorus of Broadway musicals. Her husband is a drummer and her hobby is fishing.

COURTNEY HAFELA

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PAUL GARRISON

Maurine Zollman From her birthplace, Logansport, Indiana, she went to college in New Orleans. She went to New York to attend Juilliard Institute, then came under the Powers banner. She still studies piano, violin, organ, also takes flying and Esperanto lessons.

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PAUL D'OME

Cynthia Hope She came from Philadelphia three years ago. She poses for "young college" types and is one of the most popular models for silk stockings. She also poses for painters. On her own, she designs jewelry. Her mother is a well-known writer of love stories.

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