

'I TAUGHT MARILYN HOW'

Marilyn & How She Changed—
By the Woman Who Did the Job



MODEL AGENCY'S SNIVELY

Eight years ago Marilyn Monroe was a "dirty" blonde whose photos as a model didn't sell. Editors complained her hair was too frizzy and her smile all wrong. Exclusively for PEOPLE TODAY, Emmeline Snively, bright-eyed director of a Hollywood school for models, presents Marilyn's first professional photos and tells how she helped transform her.



MARILYN'S FIRST PHOTO

"Marilyn was a round-faced girl with an astonishing bust which made her size 12 dress look too small" when she first came into Emmeline Snively's office in August, 1945. Miss Snively, head of the Blue Book Models School in Los Angeles, adds, "I saw this cute girl and said quick, 'give me your picture, I think I can get you some modeling jobs'." The only picture Marilyn owned (*left*) had been taken by a fellow worker at the war plant where Marilyn was employed while her husband was overseas.



The Future "Marilyn" as Mrs. Joe Dougherty

"Marilyn had a wiggly way of walking and the name Norma Jean Dougherty," Miss Snively says. "My records show her qualifications—size 12, height 5'6", 36 bust, 24 waist, 34 hips. Blue eyes and blonde hair. Her hair was dirty blonde. She put down on her application that she 'did a little singing.' She wasn't much interested in clothes. Usually our girls furnish their own wardrobes, but hers was very limited. She had one white dress with

Marilyn's First Cover Girl Attempt Flops . . .

After fellow war plant worker David B. Conover had taken Marilyn's first photo (preceding page), another plant employe, Potter Hueth, and photographer Bob Farr took the cover below on speculation. It didn't sell.



Marilyn's first paying model job was for American Airlines booklet. She used \$25 from photo below towards modeling course. Marilyn wears the man-tailored suit which her modeling teacher said "didn't do a thing for her."



MARILYN (fourth from right) "GRADUATES" FROM MODEL SCHOOL



a green yoke which on her looked terrific, though models don't usually choose white clothes. It accentuated her bust and brought attention to her figure. It was tight across the front."

Miss Snively also recalls that Marilyn had a teal blue suit, man-tailored, "that didn't do a thing for her." She wore it for some airline ads for which she got \$25. After these ads Miss Snively told her she had "possibilities" and Marilyn agreed to take a three months' modeling course. Miss Snively said she could work out the \$100 tuition.

Along came a job for an industrial show that paid \$90. "Marilyn was hostess in a booth," Miss Snively recalls. "She was a wow. She was kind of a breathless little girl." Miss Snively suggested that because she was "bosomy in bathing suits" she specialize in pin-ups. But New York editors complained that Marilyn's nose was too long, and that her smile cast shadows. "She smiled too high, that's what was wrong, and it made deep lines around her nose," Miss Snively says. "We taught her how to bring her smile down and show her lowers. Look at a picture of her smiling today, compared with these old ones."

. . . Her Teacher Advises 'Bosomy' Pin-Ups

Miss Snively says that Marilyn's famous walk is the result of "double-jointed knees—I think it's called hypertension of the knees. Her knees lock when she walks. She couldn't possibly stand with a relaxed knee like most models, because her knees would lock in a stiff-legged position. Her walk is the result of that locking action every time she takes a step. She'd never have made a fashion model."

Another pose in airlines series which started Marilyn on road to fame. Despite frizzy hair to which Miss Snively objected, Marilyn made her first big hit as a model in this series and soon afterwards became cover girl.



Cover photographer John Randolph took chance on newcomer in the winter of 1945, but none of these first pictures sold. Miss Snively told Marilyn to concentrate on pin-ups because she was "very bosomy" in bathing suits.



The magazine was *Family Circle*. Although Miss Snively says "she didn't look as artificial then as she does now," Marilyn appeared on four magazine covers that

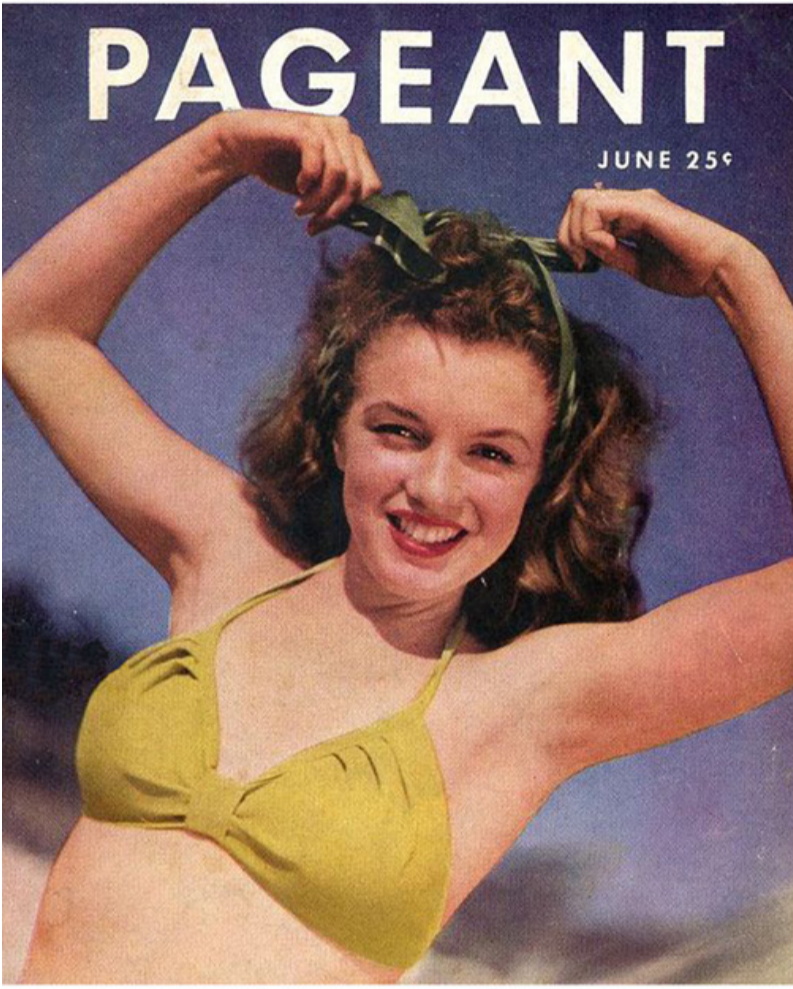
Her face was too round also, Miss Snively says. "And her hair! It was so curly, so frizzy. It grew so curly it couldn't be managed. When she bent over, nothing happened; not a hair moved. We wished she could get her hair straightened, but she couldn't afford it. Then along came a national shampoo ad that required both a straight permanent and then a soft permanent in the ends of the hair. That did it."

Marilyn was changing rapidly. She had bought herself a little jalopy. But she never discussed movies. "She wasn't a fan," Miss Snively recalls. "She had no dramatic training. But she did say she might like to do extra work some day."

In the picture below, Marilyn is posing with other student models on the lawn of the Ambassador Hotel. Miss Snively calls this her "graduation picture" because of her newly blonde hair and made-over smile. Miss Snively sent her to "lots of photographers" and Marilyn appeared as a cover girl for the first time in August, 1946.

Marilyn Wins Film Test with New Look

Wearing a chartreuse midriff bathing suit, Marilyn hits the cover of Pageant magazine in June, 1946. Photo shows how she has changed from early frizzy hairdo to a smoother coiffure and improved her smile.



Sweater girl pose by photographer Bernard in 1947 reveals famous Monroe bosom to advantage. Marilyn's first magazine cover had already attracted attention of Howard Hughes, and shortly after this Fox hired her.



summer—and that led to a movie contract. Miss Snively tells how: “That story that she was discovered as a baby sitter for some director just isn’t true.

“What happened was this. Howard Hughes had been in a plane wreck in Beverly Hills and had been in an iron lung for some time. One day I got a call from him that he was interested in a girl on the cover of a certain magazine—it was *Laff* for August, 1946. I released a story to Parsons and Hopper that Hughes must be on the mend, as he had asked to see a girl who’s on a magazine cover about a movie contract. Hughes never met her. But Fox tested and signed her.

“I’ve heard all kinds of rumors about her start, but they’re not true. She’s not that kind of girl.”



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