

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.



"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.

THE 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.

Since the success formula of the clothes

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HOLLYWOOD CALLS THE SHOTS

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 the trend, or be doomed.



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

Last winter, the powerful millinery 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 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

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A KERCHIEF served Film-dom'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.



HOLLYWOOD CALLS THE SHOTS

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.

HOLLYWOOD CALLS THE SHOTS

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.



HOLLYWOOD CALLS THE SHOTS

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



NOT "OUT OF PLACE" is Frances Dee, 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

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



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.

STYLISTS BLACKLIST THESE MOVIE QUEENS

(continued)



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



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



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

HOLLYWOOD CALLS THE SHOTS**THESE GLAMOUR GIRLS MAKE FASHION'S HONOR ROLL**

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



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



CLAUDETTE COLBERT: Because her hair exemplifies much hairdressing skill