

SERVICE MEN MAKE GOOD PROPS

CELEBRITIES GET INTO PRINT BY HOBNOBBING
WITH DRAFTEES.



WE DON'T APPROVE of this kind of photo. Martha O'Driscoll kisses a soldier boy good-by, no doubt in preparation for her role in the motion picture of nearly the same name. Tsk, tsk, Army!

THE Selective Service Act was a greater boon to press agents than the invention of the mimeograph. Before the first ten thousand selectees were in uniform, press-agent inspired photos began popping—photos of conscripts with chorines, movie stars and radio performers. The first ballyhoo barrage



TYPICAL OF RECRUITING PUBLICITY photos is the above, of 21-year-old Betsy Taylor ("Miss New England") being "inducted" into the 101st Engineers, Camp Edwards, Mass.



HERE IS THE REALLY SILLY STUFF. According to the above photo, released to newspapers, this marine is showing Model Marcia Lynch how to fire a rifle.

Bah!

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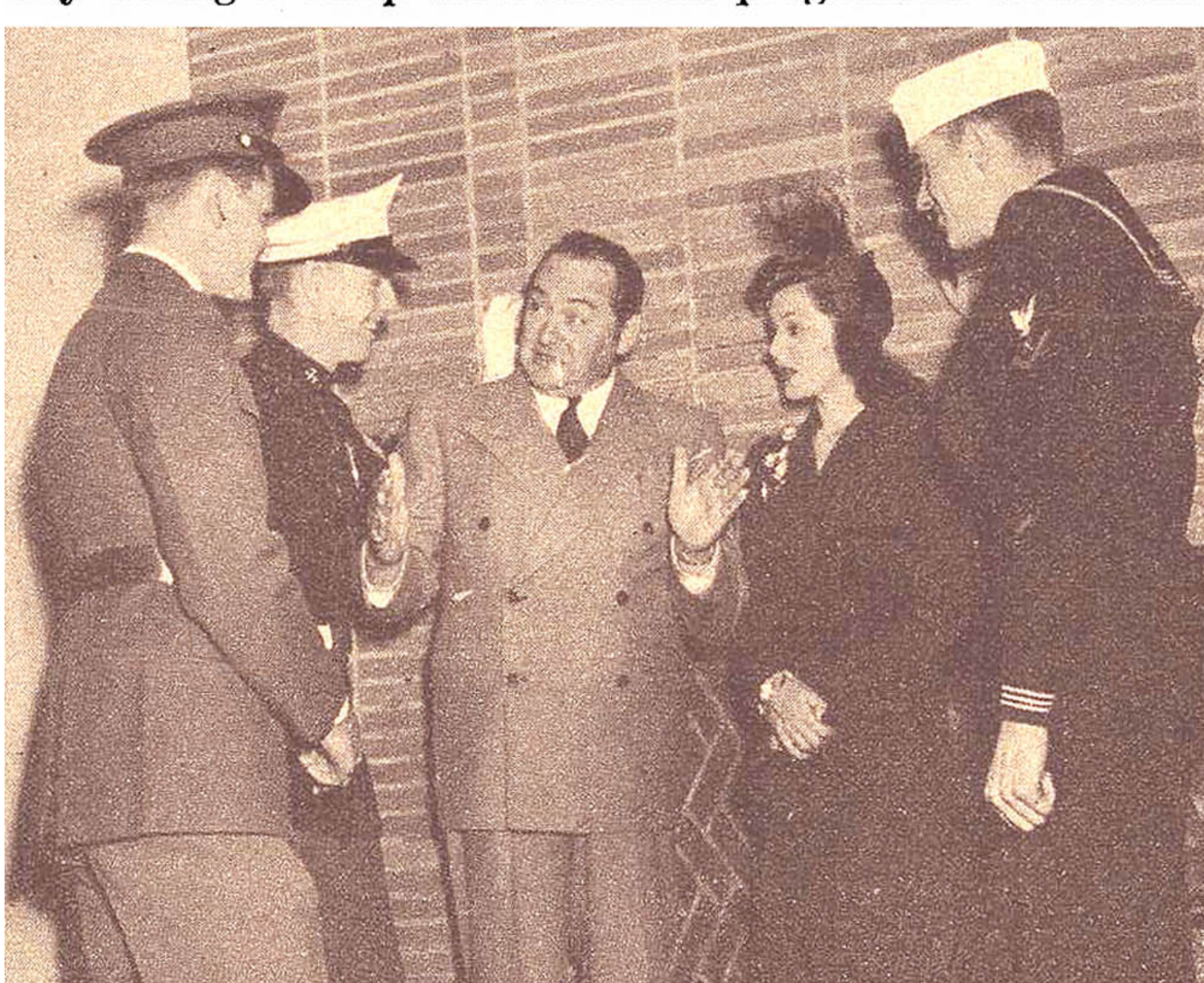
followed the announcement that hostesses would be engaged for camp duty. Each studio with a star or starlet in need of "publicity" offered to lend her to the army. They were generally refused. Undaunted, press agents photographed their clients anyway, captioning the photos: "Miss So-and-so has generously offered to become a camp hostess." A nationally known dancing teacher wanted to teach selectees the latest dances. Refused by public-relations headquarters, he got through to a post commander, had the idea accepted. Next week, a slew of pictures hit the papers—pictures of sexy dancing teachers showing the boys the latest steps. Because of such infringements, the attitude of the army publicists has stiffened. They feel bona-fide entertainment deserves publicity. But gratuitous ballyhoo is rightly resented.



A CIGARETTE COMPANY sponsored the above shindig, in which 42 draftees and as many models participated



MILTON BERLE LOOKS on as Fifi D'Orsay kisses soldier boy during a camp entertainment program in California.



NOTHING OFFENSIVE about this intelligent shot of Edward Arnold telling a story to army and navy men.

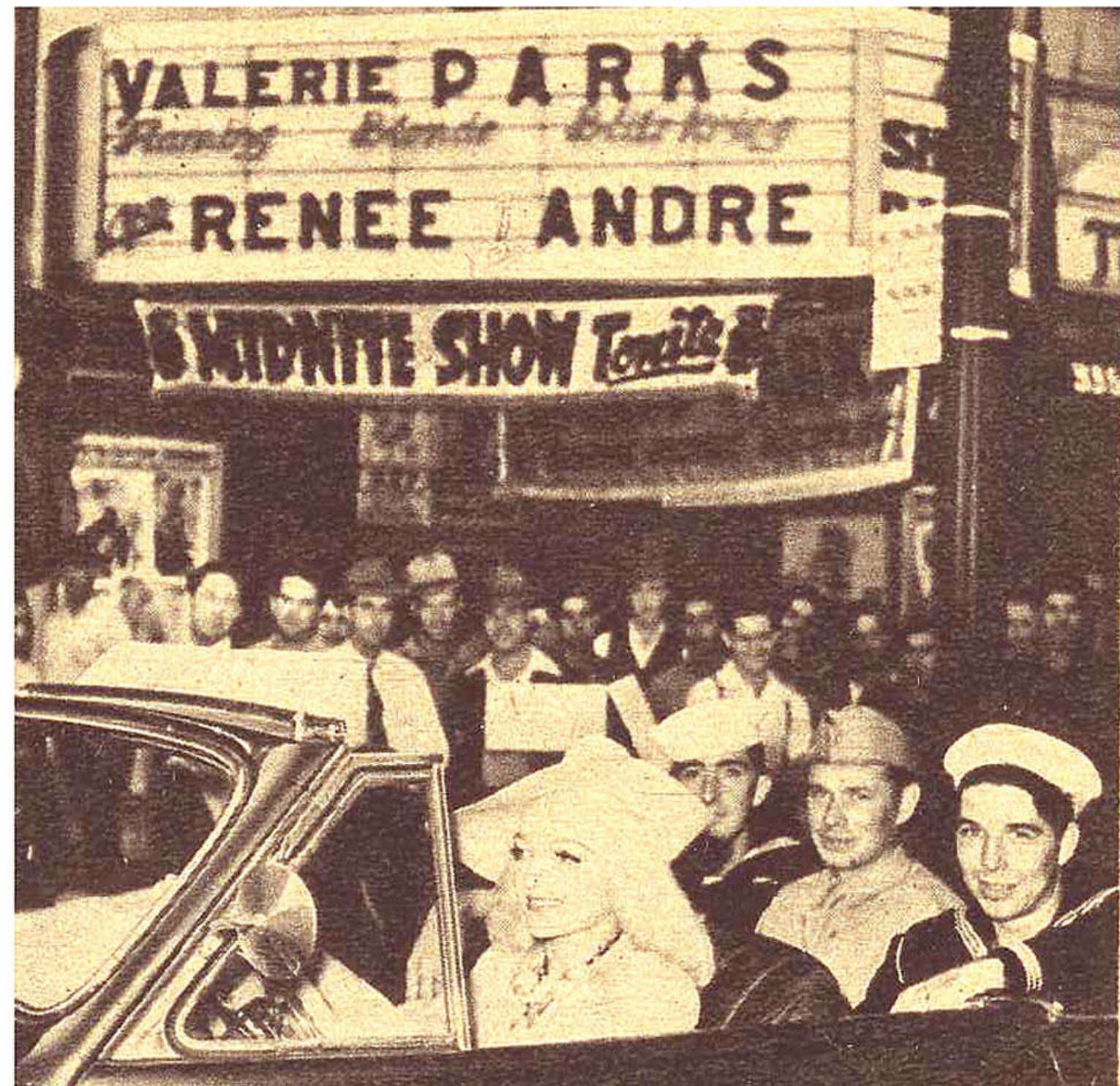
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THIS LITTLE DANCER (Ann Miller) even got her name in the photo. It is scribbled on U. S. anti-aircraft equipment.



VALERIE PARKS, Los Angeles dancer, is a master at art of using the army for publicity.

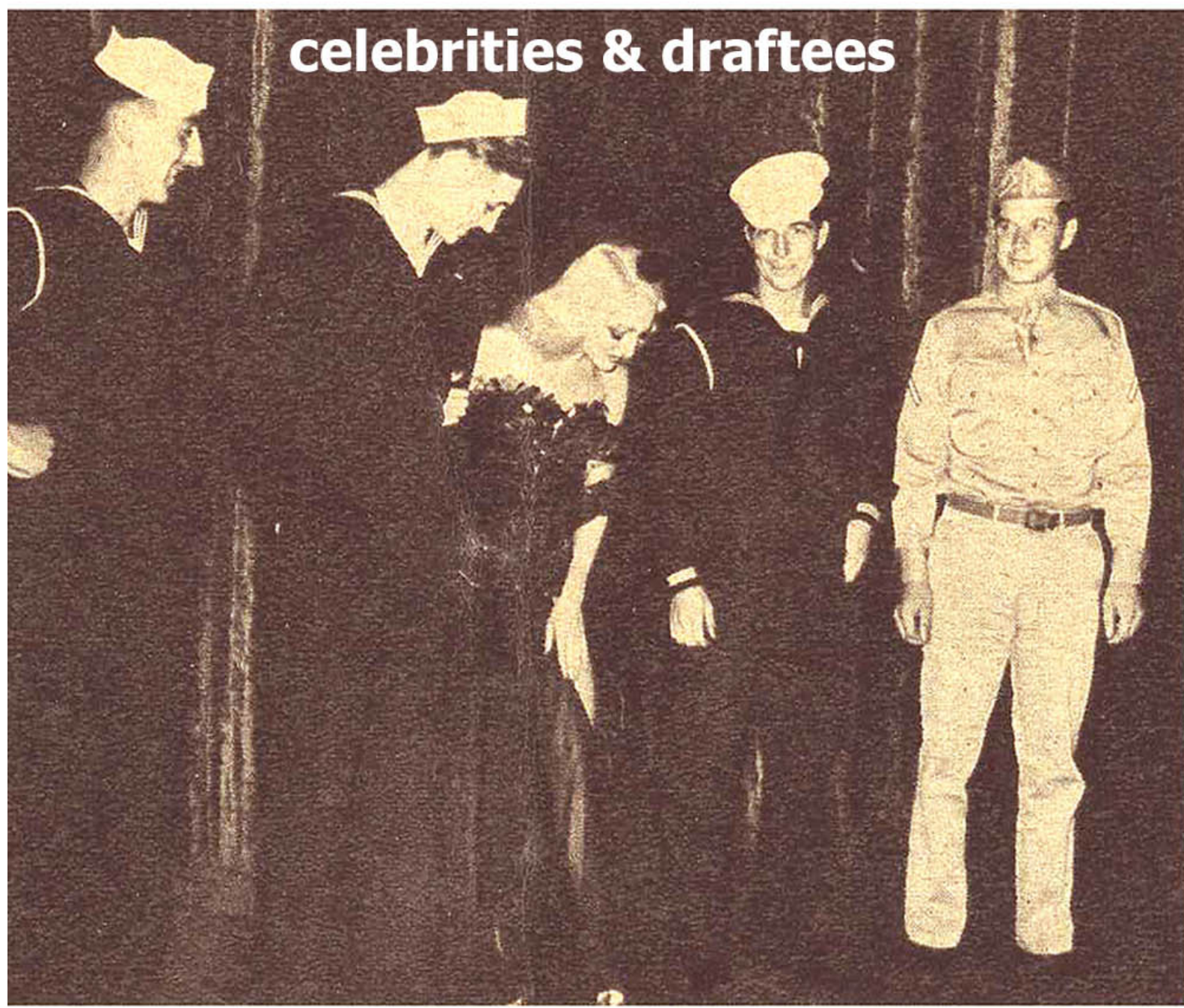


THEY ARE driven by glamorous Valerie herself. Note theater marquee (featuring her).

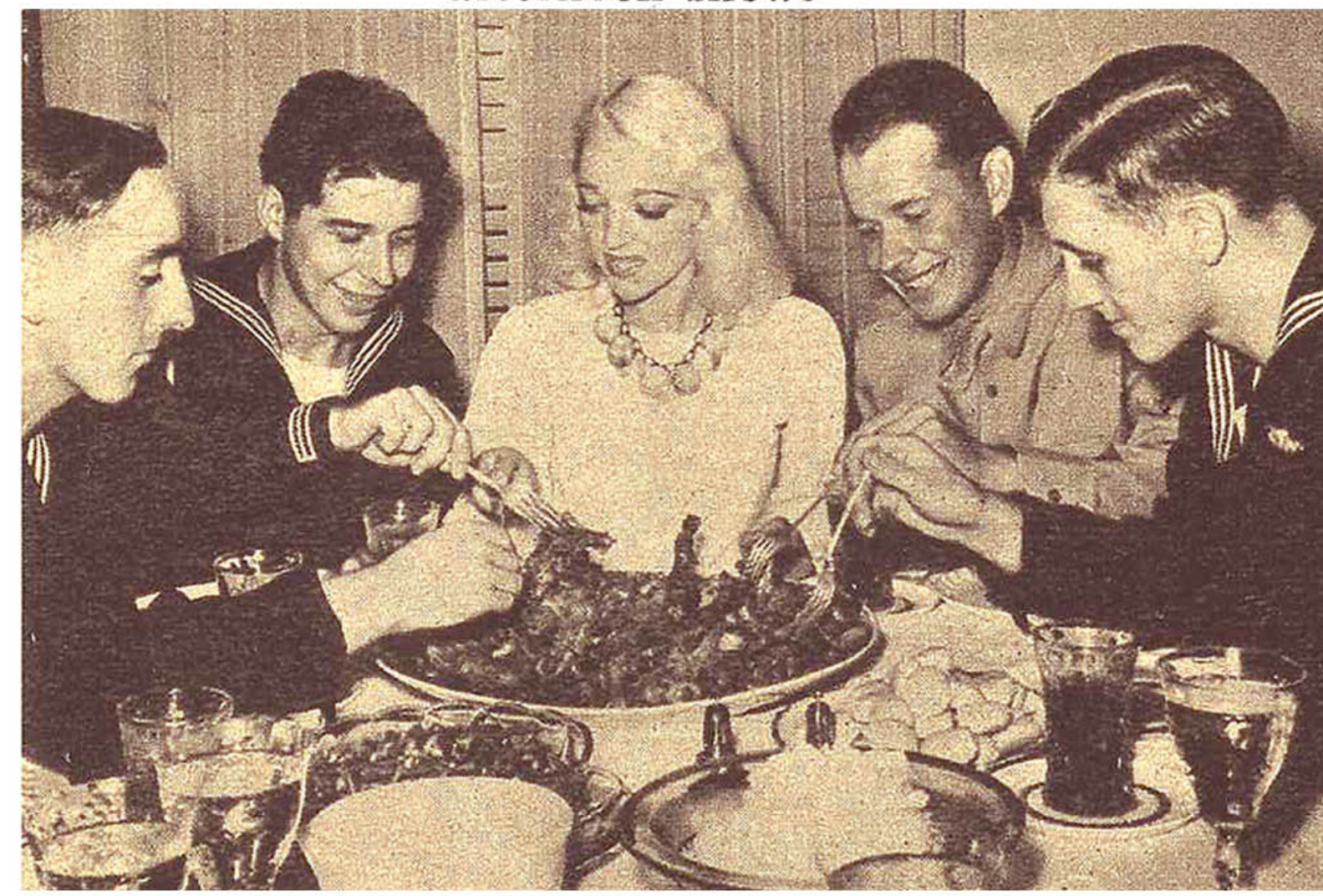


AFTER DINNER comes a session at Valerie's piano—and the singing.

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EACH WEEK she invites several soldiers and sailors to accompany her to her apartment after the afternoon show.



AT VALERIE'S apartment they sit down to a large and delicious meal. A photographer happens to be present.



AND, FINALLY, the boys chip in with doing the dishes. All this, you must believe, is for national defense.



"U. S. SOLDIERS pick favorite dress." That is the caption on the newspaper photo. There is also a mention of Harry Conover's beautiful models.

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IF YOU HAVE ever seen a sentry caught off guard, look at the lad in this photo. Only the Earl Carroll press agent knows what this is all about.

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