

# Model's Job Exacting: One in 250 Gains Top

By Marcia Winn

A FAMOUS ARTIST was speaking. His audience consisted of one person, a tall yellow-haired girl, who was posing before him. "I just want to tell you now so you won't be disappointed later," he explained. "It's either a feast or a famine."

He was speaking of modeling to a prospective model—and he spoke in discouraging terms. The work, he said, was arduous—when there was work to be found. The hours irregular. The pay small. The requirements were rigid.

But nothing deterred, the yellow-haired model went on. Today she is Mrs. Connie Domarus Seaman, head of the Models' Registration bureau of Chicago, and she has as her background eight and a half years' experience as a successful model.

Organized last summer by a group of the models themselves, the bureau, now the recognized clearing house for 400 Chicago models, came at a time when it was most needed, for, as a result of the recent trend toward fashion photography, the use of professional models was nearing its height.

The need for models was there, but something was wrong. Some of the girls were flooded with work; others, equally good models, had none. Some of the girls demanded and received high wages; others got little or nothing. On top of that, the clients were starting to complain about the conduct of the models, many of whom were using numerous devices to draw out their time and fatten their pay envelopes.

Someone got the idea of forming a models' union to bolster up prices. A few girls joined, but many protested. The movement, backed principally by what Mrs. Seaman termed "unscrupulous men, out to gyp the girls," failed, and the bureau was born—as a co-operative institution.

## Model Industry Revamped

It was last November that Mrs. Seaman took it over, after having served as president of the local models' organization for a year. In the ensuing 10 months she virtually has revamped the model industry of Chicago. Girls now come to her for work; clients come to her for girls. Wages are standard, by the hour. And it is understood by all that there is to be no idling on the employer's time.

The increased demand for models, which necessitated the formation of the bureau, is a direct outgrowth of the use of actual photographs for advertising purposes. Surveys have shown that the picture of a charming girl, beautifully poised, dressed and groomed, smoking a certain type



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"Gay Hayden, considered the best all around model of them all, was the yellow suited swimmer you saw lighting a cigaret of a popular brand after a swim this summer."



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of cigaret, for instance, is far more of an "eye catcher" than a picture illustrating merely the label on the package. Advertisers are making the most of those survey findings.

As a result, good models today have a chance at fame—either through photographic work or through fashion modeling, but preferably through the first named line.

An illustrative example is Ethelreda Leopold, Chicago girl, whose work as a photographic model for The Chicago Tribune, attracted the attention of the always-alert Hollywood scouts. A slight blonde girl (five feet three inches tall) with a perfect figure, a flawless complexion, and a natural grace—of speech, manner and walk—she is considered a perfect screen type, and already is well on the road to stardom, having appeared recently with Ruby Keeler in "Dames," with Dolores Del Rio in "Mme. du Barry," in "Circus Clown," and in other productions.

## Only Twenty Reach Top

Few of the girls who have been lured to the fashion runway by this new advertising trend, however, are so fortunate. Of the 5,000 girls in Chicago who "would like to be" models, fewer than 500 are active, fewer than 200 are "good" and only 20 are considered "top models."

"Top models!" That expression, to the girl herself, implies the apex of achievement, for it means, in Chicago, that she is a "Michigan avenue type," qualified to model fashions in exclusive shops, before a diamond-bedecked clientele, as well as to do exacting photographic work.

When one realizes that only one out of every 250 girls in Chicago, who are modeling or wish to be models, reaches that peak, one may grasp something of the stringent requirements set up for them.

What are they? First of all, naturalness. "Naturalness," says one of Chicago's most popular models, "is essential. Just be yourself."

But with this must go a perfect figure (well-proportioned), a pleasing face, a certain degree of personality, the ability to register enthusiasm when needed, endurance—for the hours of work, although sporadic, are long—and perseverance. Most essential, she must wear clothes smartly.

SIZE	14-16	HIPS	35 1/2"
HEIGHT	5'10 1/2"	HOSE	10 1/2"
WEIGHT	125	SHOE	8 1/2 AA.
BUST	34"	GLOVE	6 1/2"
WAIST	26"	HAT	2 1/2 - 22
		Hair - Ok. Bro - long bob	
		Eyes - Hazel	

"She must be tall (for fashion modeling) with a height of from five feet eight inches to five feet ten." (Description and measurements of Betty Hayden, a five foot ten and a half inch model.)



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She must be tall (for fashion modeling) with a height of from five feet eight inches to five feet ten inches.

She must have a well-developed figure, with preference today going to the "full 14," which is youthful, firm, full breasted and not-too-slinky at the hips. (Bust, 34-35; waist, 25-27; hips, 36-37.)

She must have hair that has luster and sheen, hair that is well-groomed and coiffured in the latest style—often exotic. She must have hands that are graceful, if not lovely; feet that are slender and have no protuberances; and—legs! If, then, she has all or most of these qualifications, and wishes to be a good fashion model, she need know only five things: how to walk, how to pivot, how to wear clothes, how to go up and down stairs without tripping, and how to handle herself gracefully.

In that last requirement—how to handle one's self gracefully—lies the Waterloo of many a model, for it is an art not often acquired.

"You're born either with it or without it," says Mrs. Seaman. Which brings one to the realization that it is grace, and innate grace, that means success for or breaks a model.

This applies also to photographic models, who are definitely useless if they pose awkwardly, self-consciously or with any degree of "muscle-binding." If the model has this natural grace, she need know only one thing for photography—how to apply her makeup. The rest depends on how well she photographs.

## Proportions Are Important

A model may be lovely at a glance, but if you cannot analyze her face and find each part good, she will never photograph well. If her face is equally spaced from chin to nose, from nose to forehead, and from forehead to hairline, it is considered perfectly proportioned. With that, she must have well-modeled eyes (and usually beautiful ones), a good hairline, a regular jawline, and an even distribution of cheek contours. If she has all of this and does not stiffen at the mere sight of a camera, she is a good photographic model.

The 20 "top models" selected by the models' bureau have photographic faces and fashion-modeling figures. Most of them you know by sight, if not by name. They have posed for national advertisements. They



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have modeled in leading fashion shows. They wear the creations of a French designer and the house dresses of a lowly wholesaler with equal ease—and with equally good results.

These 20 girls are: Gay and Betty Hayden, sisters; Gladys Curtin, Lorraine Chapman, Jolietta McCready, Kay Griffith, Gaby Dure, Kay Stans, Florence Lawrence, Blanche Waddell, Kay Ross, Marian Bermingham, Bunny Ryan, Cleo Spohr, Violet Bonner, Avis Kistler, Harriet Kuhn, June Benoit, Helen Ireland and Rhea Nett.

Gay Hayden, considered the best all around model of them all, was the yellow-suited swimmer you saw lighting a cigaret of a popular brand after a swim this summer. Betty Hayden is the girl of a motor fuel advertisement. Bunny Ryan poses for the "sweet young mother" advertisements of a life insurance company. Marian Bermingham's pictures frequently are seen. June Benoit, tall, blonde and languid, will appear in an October cigaret ad.

Gladys Curtin, a "schoolgirl complexion" model, started modeling to help pay her way through the University of Chicago. Violet Bonner was a stenographer and modeled "extra." Gaby Dure was a dancer who got offers to pose. Blanche Waddell started her career in amateur fashion shows at the University of Illinois, and Rhea Nett, now a popular "matron" model, was formerly a grand opera singer.

Jolietta McCready is so stunningly beautiful that she can walk in anywhere and get work. Kay Griffith was voted the third prettiest girl working at the World's Fair last year. Harriet Kuhn has a perfect figure. Lorraine Chapman, plu-perfect legs.