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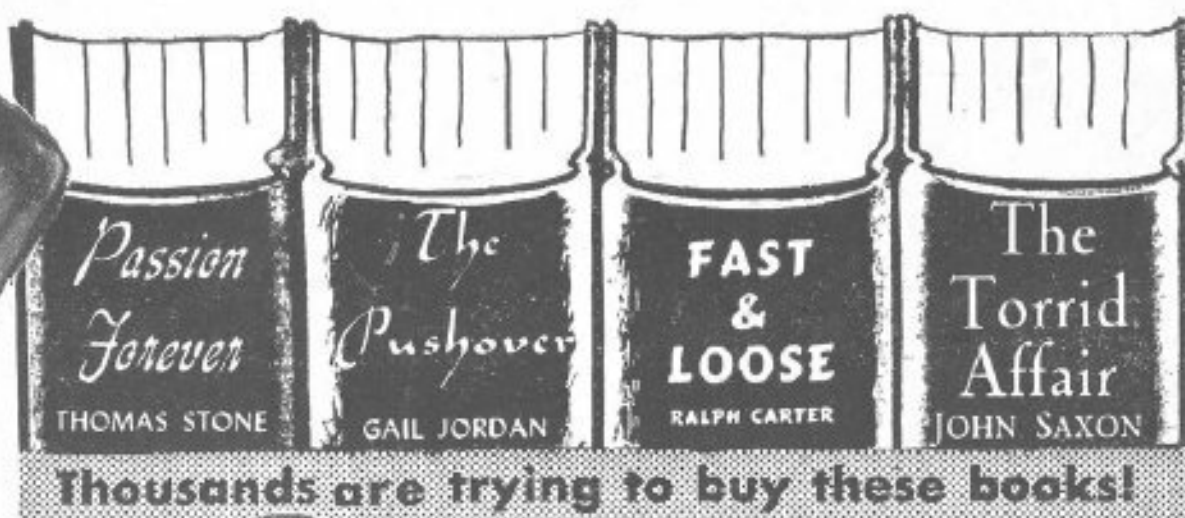
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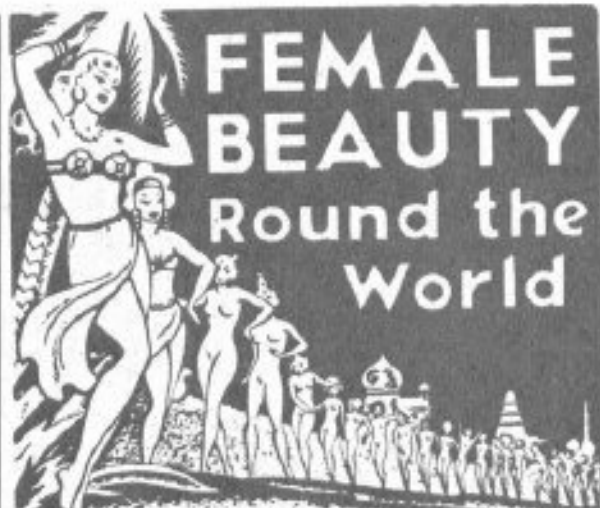
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AUGUST, 1948

L. Bennett, Editor

Art Direction by Reale



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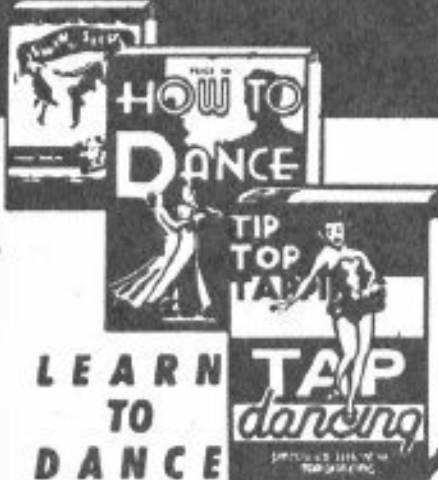
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For Whom t

Belle Hop



1. Hatta girl! You'll
be the belle of the ball!



2. Hmm, whatta cute
little baggage!

Here's A Ringer For The Gal Of Your D

he



SOMETHING'S just gotta be done about this over-crowded hotel situation or Eve's gonna quit. From early morning to late at night, all our chick does is answer bells. The guys at Eve's hotel are all career men, and they don't seem to career at all how much they make her run up and down stairs with their luggage or drinks from the bar. "This bell-hop job is a tough one," Eve complained. "Those guys are always ringing the bell. Oh well, my momma done tolled me!" (Ouch, baby, that gag doesn't ring the bell!)

4. Ah, baby, you're Scotch-and-soda-lightful!



3. If anyone's annoyin' ya, hon, just call a valiseman!


reams; She's Got Plenty On The Bell!

Hotel Me, Pretty Maider

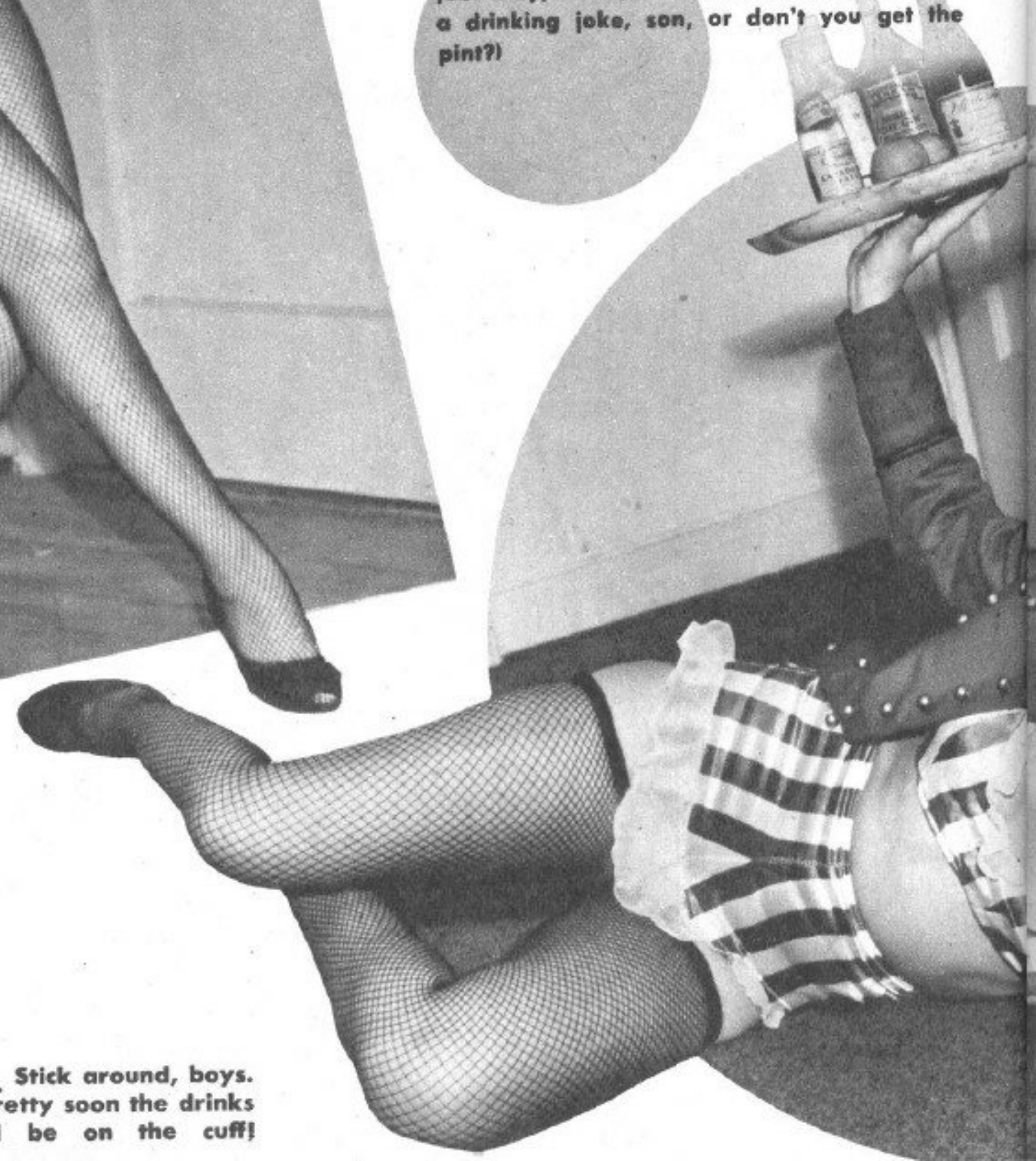
Any More At Home Li

FOR WHOM THE BELLE HOPS (Continued)

If this job gets any tougher, Eve is going to do some ringing herself, only it'll be someone's neck! Most gals get bags under their eyes, but our sweet gets them under her arms, (suitcases, valises, and even small trunks). But then a small trunk's better than none at all, unless you get trunk and disorderly! Ah, but have no fears, gents; Eve has solved all her problems. Every time she takes drinks up to some couple's rooms, she swipes a little bit, and by the end of the day, our darling is so happy those heavy trunks feel like paper bags. That's the spirit, babe. You keep nipping those drinks, and pretty soon you'll be saying the hic with the job! (Hey, Elmer, how about laughing? That's a drinking joke, son, or don't you get the pint?)



5. Say, toots, don't let that hooch go to your head!



6. Stick around, boys. Pretty soon the drinks 'll be on the cuff!

**Are There
re You?**

**7. Having trouble with
your billing, hon? How
about some cooling?**



**8. All tired out!
Now we know for
whom the belle toils!**



Hello, Maxine Robinson, we adore your filmy black negligee!




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and svelte lines




What could be
neater than Joy
Rawlins' trim sil-
houette?

Gossamer bits of silk
and nylon effectively
highlight the curvey fig-
ure charms of this trio
of enchantresses. Ah
yes, gents, where else
but on these pages
could you meet such
thrilling possessors of
bewitching loveliness.
Which one do you like
best? We agree; it's
hard to choose a favor-
ite from three such per-
fect dream-dates.

Figures of this Trio of Sultry Sirens



Curvey Lily Lantry
pauses backstage to
catch her breath.




Tondelayo shows
Broadway an excit-
ing Cuban routine.


*Broadway
goes
Cuban*




Sinuous Dancers



Lithe Tondelayo
gives out with hot
jungle boogie-
woogie.



Here's shapely Bibi,
doing a torrid step
from a voodoo
Lindy!



THERE'S a new beat along the Main Stem these days as the dusky ladies from Havana take over the big town with the most exciting exhibition of torrid Latin rhythms you've ever seen. Tom-toms beat as the lithe, bronze dancers stomp and whirl, pounding out the sensational rumba and conga steps that have taken the town by storm. C'mon, boys, get in line. One-two-three-KICK!

Swing And Sway In Torrid Latin Rhythms



Making candy is buxom Betty Howell's idea of fun.



Sultry Elizabeth Archer keeps a voluminous diary.

what

SHOW GIRLS

do when they aren't showing

READERS never seem to stop asking for personal information about the sensational showgirls whose pictures appear in these pages. They write: What do these cuties do in the spare time? What kind of hobbies do they have? Let's have a few facts about their private lives, please!

In other words, what do showgirls do when they aren't showing?

Curvey Chorines Relax

A surprising number, considering showgirls' reputation for empty-headed frivolity, are serious students of some academic subject in literature, the arts, or even the sciences. More than one cutie whose glamorous gams grace the postage-stamp floor of some Manhattan nightrerie is a demure co-ed in the daytime, strolling with her collegiate boyfriend across the campus of one of the local universities!

Many Off-Hour Interests

Most of the girls, though, don't go in too heavily for the midnight oil business. In fact, the variety of their off-hour interests is just as great with them as with any other group of representative young Americans.

Take, for example, Gail Banner, a vivacious blonde cutie who has prettified the pages of our magazines many, many times. Gail is a photographer's dream because she falls so readily and convincingly into any pose he might ask for, no matter how difficult.

And Gail's as full of life at home as she is on the stage or before the camera lens. Few quiet evenings curled up with a book for her. No, sir! Our cutie's a skilled amateur musician, and a pick-up jam session is her delight.

Gail plays the clarinet like a female Benny Goodman and she can knock out the hot stuff on almost every other



Lorraine Loos exercises with a fencing foil. Fancy that!



Curvey Gail Banner plays a hot clarinet. Swing it, kid!

With Fascinating Off-Stage Hobbies

instrument in a jazz ensemble. Nothing pleases her better than to sit in with a bunch of real knock-'em-out musicians and give with the appropriate hot licks on her clarinet.

Just The Quiet Type

And then there's the quiet type, like Elizabeth Archer, well-known lingerie model and showgirl. Elizabeth's a luscious blonde with more curves than a mountain railroad and she's just as popular with young-men-about-town as she is with photographers. The result is that most of her spare time is taken up in dancing and dining with the many beaux that swarm around her. It's a situation that leaves her with little time for another hobby, but Elizabeth has one, just the same. And it's the perfect hobby for a gal in her lucky situation. She keeps a diary, and notes in it where she went and what she did on every one of the many dates she has each week! All we can say is that we wish there was some way we could get our name in that little black book of Elizabeth Archer!

One gal who cleverly combines her sporting hobby with her career is luscious Lorraine Loos, noted chanteuse and specialty dancer. Lorraine knows she has to keep her beautiful body supple and graceful at all times. And she has to guard against losing the split-second sense of timing which is vital to the success of her daring

dance routines.

So Lorraine has chosen a sport that demands terrific bodily agility, combined with perfect balance and timing, plus lightening-quick thinking. She's a fencer, and considers that ancient sport is the perfect answer to a chorine's hobby problems. Lorraine claims that an hour spent in the fencing academy is worth three in the dance studio.

Just A Home Girl

Of course, no matter how she spends her spare time, every showgirl expects to meet and marry the man of her dreams someday. And some of them, like buxom Betty Howell, anticipate the happy event by becoming skilled in all the subtle arts of housewifery. Betty makes cooking her hobby, and from what we hear the dishes she turns out are delicious. One thing is sure, from the photograph shown here, and that is that Betty's a very chic chef! She'll certainly make some lucky fellow a fine wife, with all the training she's giving herself—and she says it's fun, too!

Yes, the gals' hobbies run the gamut from fencing to cookery, but they all have one thing in common—they're interesting because, whatever the gal may think, Broadway showgirls in their spare time are still a show! And they've got plenty of oomph!



Dress

Th

We can't think of a neater combination than a sheer black negligee, intriguing white lingerie, and the kind of curves to show them to best advantage. All this and more is personified by shapely Claire Walker who pauses to adjust an errant garter and gives us this portrait of exciting beauty.

ed to
ill

"The glass of fashion, the mold of form, the observed of all observers!" The old Bard must have been thinking of gorgeous Ellen Hansen when he wrote those lines, and talking about lines, can you beat that hour-glass silhouette between lush hips and full above-the-waist charms? As for terrific gams, well, just look for yourself!




Hang on, Ruth! This
is Mars' specialty
—the airplane toss.

SWING it *Baby.*

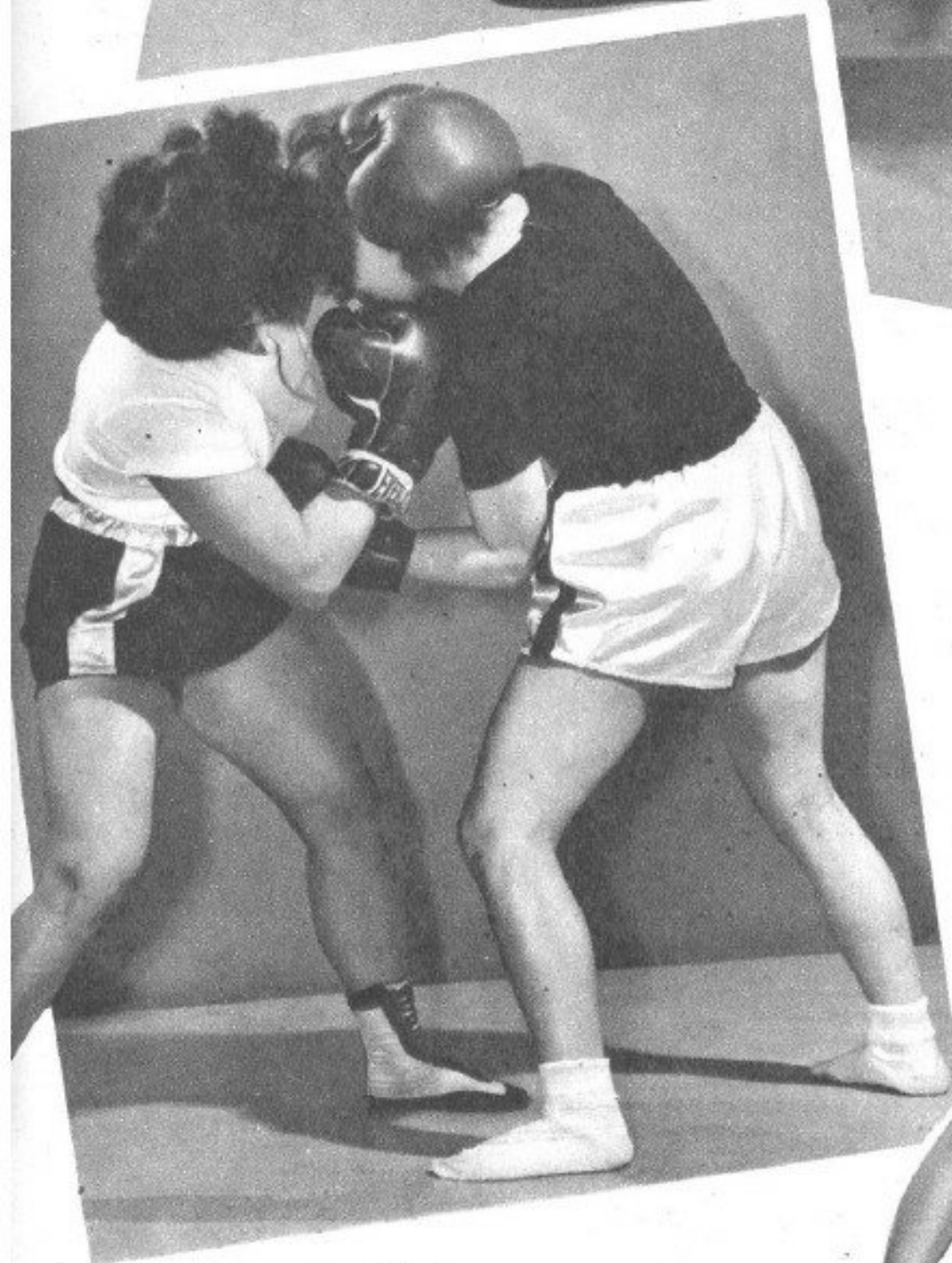
BRUNETTE Mars Bennett and blonde Ruth Murray are a couple of modern Junos who find plenty of sport and exercise tossing each other via wrestling holds or slamming each other around with vicious boxing blows. The gals say it's lots of fun, and claim a girl can be a top-flight battler and still keep her feminine charm. We believe it, kids!

Here's the start
of a painful scis-
sors grip for Ruth.

The Modern Miss' Muscle Replaces Grandma's



**You can see these
gals aren't playing!**



**Mars connects with a
vicious right hook.**

**The battling babes
square off for a
fight to the finish.**



Beautiful Ann Slater Hails From Ge

Claims Her As Its Most Talen



Talented Ann registers fright during the filming of a screen role.

WE all may as well face the fact that beautiful gals are here to stay. As long as a single theater, night-club or stage remains in our country—and we can't see why that shouldn't be forever—there are going to be gorgeous gals to appear before the audiences. And why not? If there's anything pleasanter to look at, we haven't heard about it yet!

Every year thousands of hopeful gals come to Broadway and Hollywood in search of the fame, glamour and fortune that stardom brings to the lucky chosen ones.



Coy and enchanting, Ann portrays another of her many moods.

Of course most of these gals don't get to the top. Many, in fact, never see a theater or a movie lot from behind the floodlights. The road to success is a rocky one, and many heartbroken aspirants are left by the wayside.

Gorgeous gals in one stage of their careers are likely to appear in silk-stocking fashion advertisements, or as chic pin-ups in the girlie magazines. Before long, their sweet faces and gorgeous figures are well-known to a wide and interested audience. From that point on, their futures are probably going to be bright indeed.

Just for the fun of it, we decided to catch one of these lovelies at this point in her career, tell you a little bit about her background, and make a few predictions about where she'll be in the near future.

A Southern Belle

The girl is gorgeous Ann Slater, who is very beautiful indeed. And she has a good share of acting talent, too. Ann is a southerner by birth and education, and a New Yorker by choice. She was born in Atlanta, Ga., almost exactly 22 years ago.

Ann showed a precocious talent for the stage, starring in many dramatic productions throughout her school career. When she graduated from high-school, her teachers recommended that she attend a school of dramatic acting in the famous old city of St. Augustine, Florida. Our lovely's talent flowered in the warm, sun-filled atmosphere of the historic city, and by the time her nineteenth birthday rolled around Ann and her teachers figured she was ready to try her luck on the Main Stem. So Ann packed her bags, crossed her fingers for luck, and took the next train north.

Lost In The Big City!

She says she found the big city a little confusing at first, what with the bright lights, the gay night life, the slick city wolves, and the dull drudgery of pounding the pavements from one producer's office to another. It was a very different life from the pleasant days and nights in St. Augustine! Ann found that, far from being the star and center of attention, as she had been at the acting school, in New York she was a nobody, just one of

A GEORGIA

orgia, But Broadway ed Young Actress

myriads of pretty girls.

"I was pretty frightened," she recalls. "I began to realize that beauty simply wasn't enough. I had to get a chance to show that I had talent. And that really was a problem."

Her First Chance

Our pretty solved the dilemma very capably, however. She teamed up with one of the numerous semi-professional little theater groups that stage their productions on shoe-string budgets around lower Manhattan. The group worked hard and put on a play which lasted only three nights.

But those three performances were enough for Ann. A big Broadway producer happened to attend the last showing and was impressed with her sincere and skilled portrayal of a young girl jilted by her lover. He promptly signed her for a small role in a Broadway musical, and her career was launched.

Then all sorts of things started happening at once. All of the producers and casting directors who had glanced at her with such complete indifference a few months before suddenly awoke to the fact that she was an unusually beautiful and talented girl.

Perfect for Lingerie

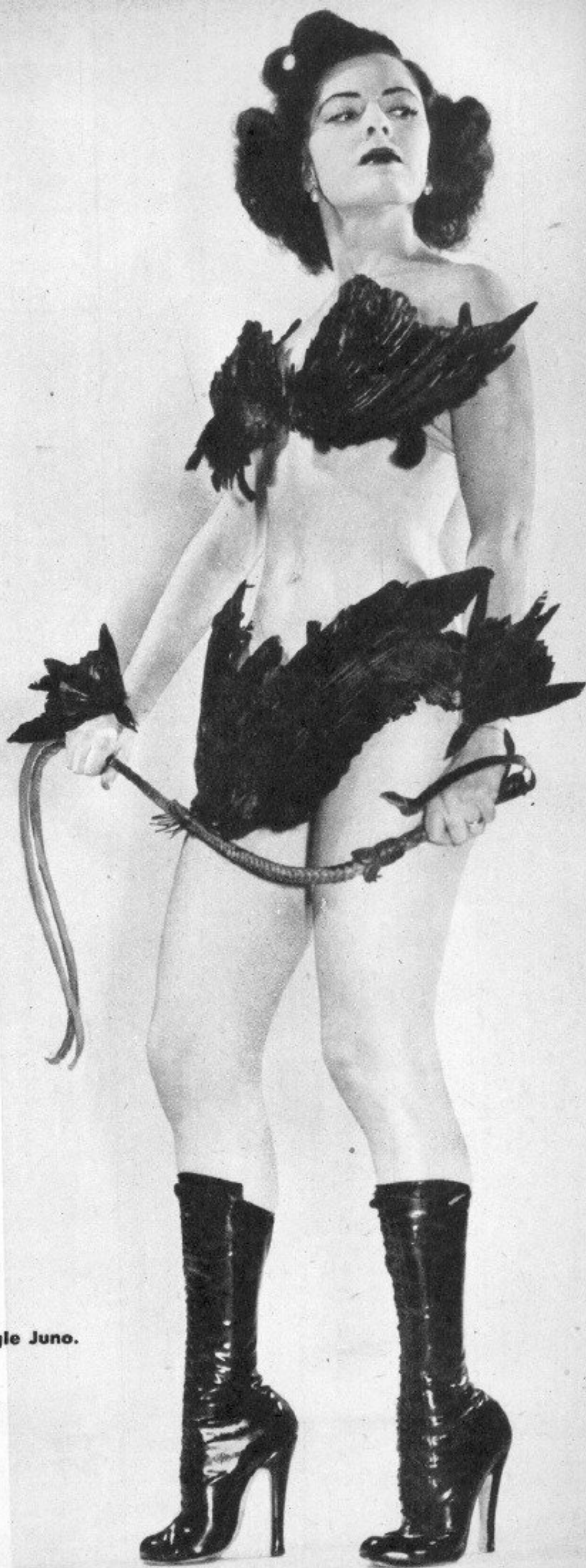
Offers came from all directions. Modeling agencies which had found little work for Ann before were now deluged with commitments. Fashion photographers found that she was an attractive and convincing model for silk stockings and negligee.

Art and pin-up photographers discovered that her skilled acting ability made her a valuable model for dramatic pictures, such as the one on these pages, in which she portrays the bird woman in Hudson's famous novel, "Green Mansions." The other pictures show what life and vivacity she brings to the posing of fashion lingerie shots.

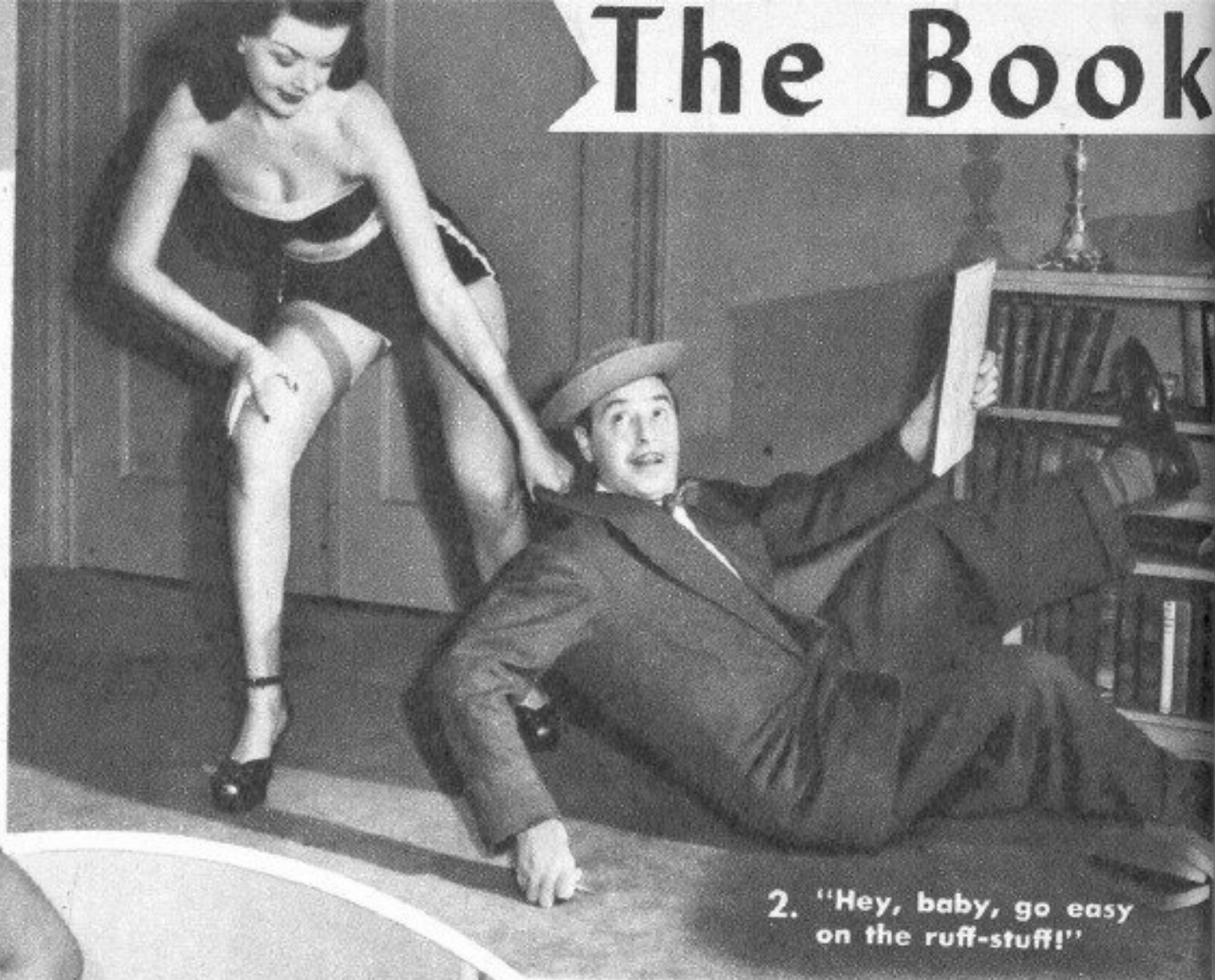
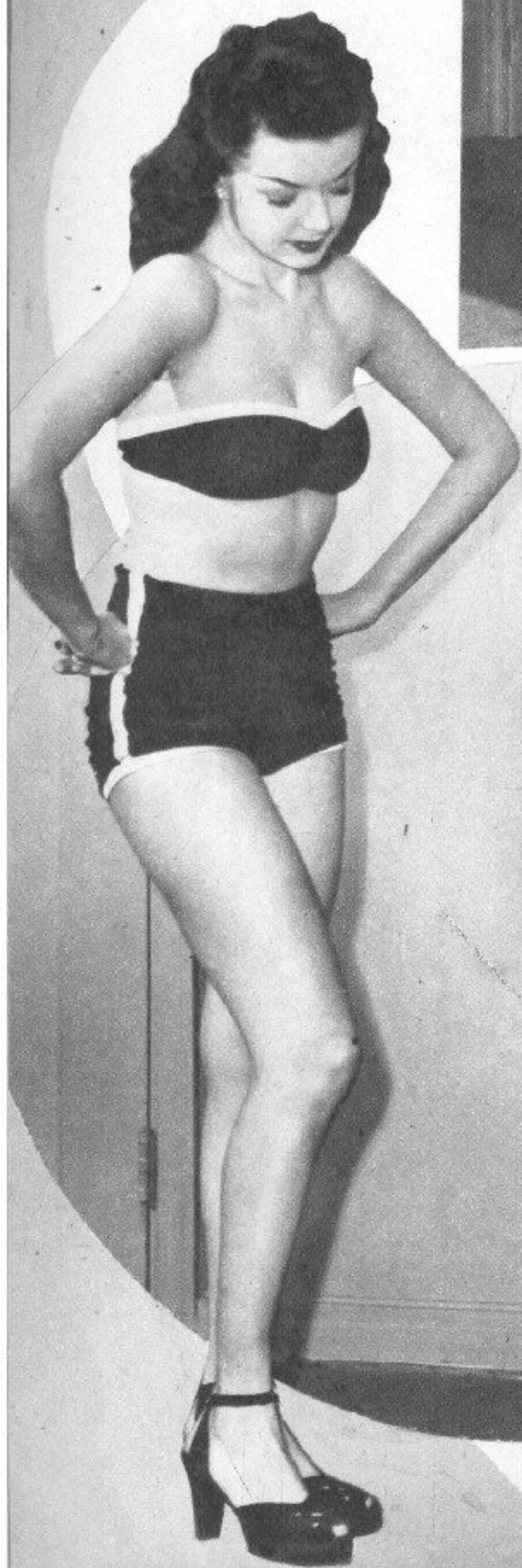
How far will Ann go? It's up to her, of course. But we predict that with the maximum of hard work and a minimum of luck, her name will be in the biggest and brightest lights on Broadway before she's much older. And then...who knows?...Hollywood may call!

Here is Ann as a dominant, whip-wielding Jungle Juno.

PEACH

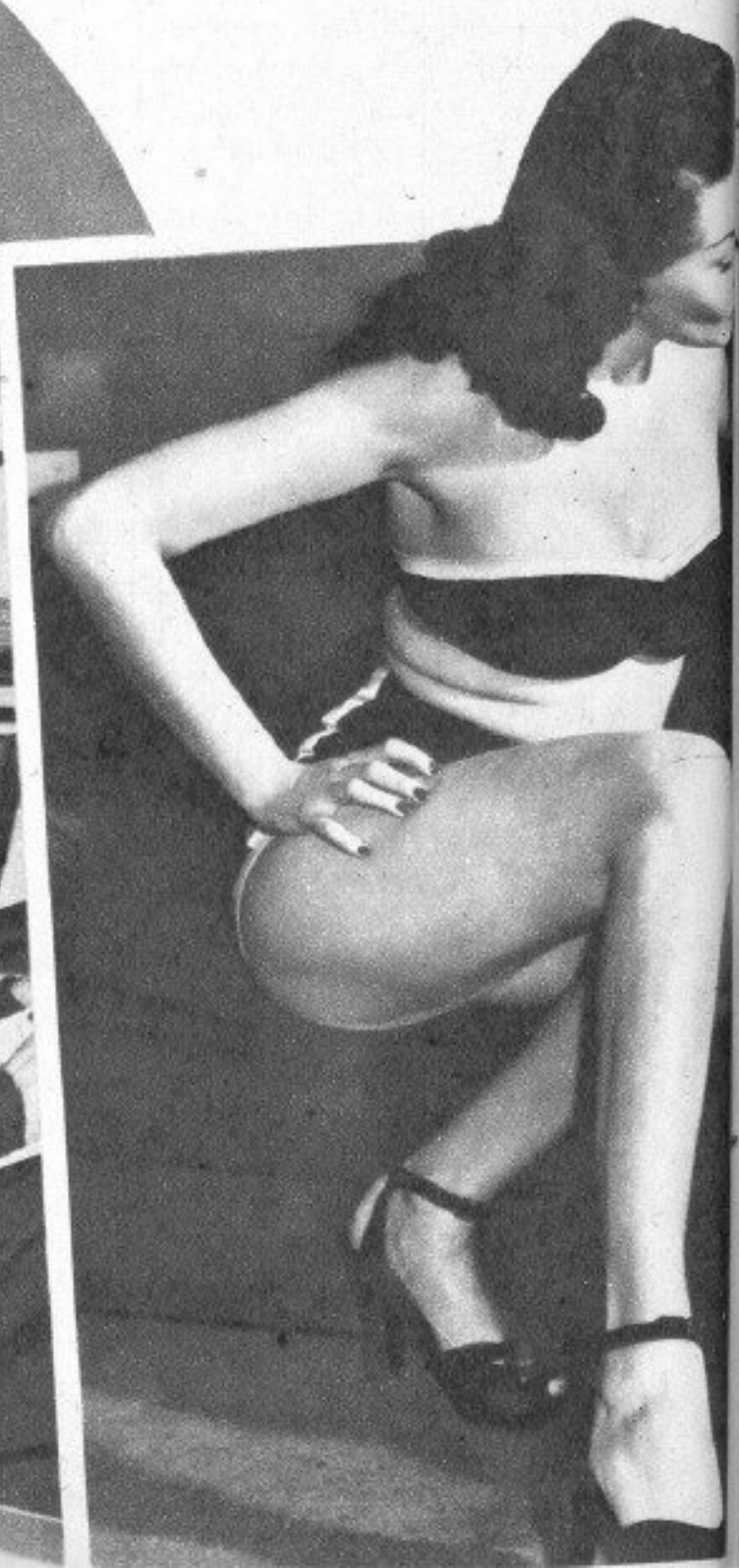


The Book



2. "Hey, baby, go easy on the ruff-stuff!"

1. "Okay, Einstein, get your bugle outa that book!"



Worm Squirms!

4. Yep, our Willi
sure has an eye
for literature!



3. Ah-ha, the drip
gets tapped!

A PHEW-LITZER PRIZE-WINNING POEM,
STARRING COMIC WILLI DANVILLE
AND TORRID SHOWGIRL JEAN TYLER!

(See next page)


5. What's this, Jeannie,
the look of the month?



You may think that it's quite easy to acquire sophistication,
To understand equations and the meaning of inflation,
To grasp atomic fission and the workings of the Id,
To know that fifty dollars equals (roughly) fifteen quid—
But it isn't. Broadway comic Willi Danville can assure you.
When a sweetheart like Jean Tyler does her darndest to
allure you
From the weighty tome you're reading, it's not easy to resist,
An hour's study more or less will really not be missed
(You tell yourself), but nonetheless you've got to act the role
Of a guy who's strictly interested in Larnin' for a goal.
That's why you chase her 'round the room, pretending
that you're after
Just the book, and not the babe. (Time out, right here
for laughter.)

6. Gosh, Willi must
be reading a limb-
eted edition!




A black and white photograph of a woman lying upside down in a modern-style armchair. She is wearing a dark dress and high heels. Her head is resting on the chair's back, and her legs are extended upwards.

7. Hmm, looks like our
hero's been eating
upside-down cake!

THE BOOK WORM SQUIRMS! (Continued)
Some men, they say, like gambling and others go for
booze,
But every bird we know about would almost always choose
An evening with a beauty like curvaceous Jeannie Tyler
Over filling inside straights or guzzling Rock-and-Ryler.

Still, you can't account for tastes as poets always say—
And Wily Willi'd rather read a lousy book than play!
Yet it's an undisputed fact that women have a will
That can't be beat. It bends, like steel, but will not break
until
They've got their way. And this, no doubt, will happen to
our Willi.
But wait. Hold on! What gives? Oh, gosh! Willi's making
us look silly!
He's got the cutie reading too! Poor Jeannie's will is sunk—
Which merely proves what poets say is nearly always bunk.

A black and white photograph of a man in a suit and bow tie sitting on a couch, reading a book. A woman in a strapless dress is leaning over him from the right, looking at the book. A hat sits on the couch behind them.

8. It ain't a book—
it's a racing form!
(Whee, some form!)

BOUQUET OF BEAU



Adorable Anita Lorson enacts the role of a cruelly chained slave girl.

Bright and smiling in midnight lingerie—that's Diana Dell.



Here's a Garland



TS

Ah, it's Sherry La Blanche. D'ya kinda go for those terrific stems?

Soft, flowing tresses are the proud possession of shapely Cathy Ruthers.

What could be sweeter than this bunch of radiant flowers, each one the acme of feminine loveliness. Lips like roses, skin like lilies, eyes like daisies, and their expressions spell forget-me-nots! How silly! Who could ever forget?

of Luscious Blooms to Haunt Your Dreams

i-n-t-r-o-d-u

Lorraine

Here's A New Thriller For



INTRODUCING Lorraine Cote, dancer, singer, painter, and—in the words of the currently popular song—"a little bit more." Except that in the case of luscious Lorraine the "little bit" is really a whole lot, as we found out when we talked to her.

It's funny how it happened. We were hard at work, hunched over our typewriter pounding out copy, when we sensed a kind of presence in the office. Without

glancing up we sniffed experimentally and smelled something very chic and charming in the way of perfumery.

Then we looked up and found ourself staring into the deep brown eyes of a very lovely girl whose brunette hair was piled up most becomingly above her face. She smiled and our heart melted. We managed to scramble to our feet, almost knocking over the typewriter in the process. "Well!" we puffed. "To what do we owe the honor, Miss . . . Miss . . . Miss . . ."

"Cote," she said. "Lorraine Cote."

"Oh, of course! We should have recognized you from your pictures. Our photographers have taken lots of them. But frankly, we . . . that is . . ."

"I know," Lorraine smiled again. "You never saw pictures of me with so many clothes on. Right?"

Well, she was right. For weeks we'd been feasting our eyes on pictures of Lorraine in filmy bits of unmentionables, like those on this page, and we'd never even bothered to imagine what she'd look like in street dress. But take our word for it—she's a knockout.

"Now that you're here, Miss Cote," we hurried to say, "how about telling us a little bit about yourself?"

Lorraine settled into a chair and slipped a cigarette into a holder. "Certainly," she said, "why not?"

The Trooper Tradition

Lorraine, we learned, comes by her career in show business very naturally, for her mother and father were troupers. They were a famous ballroom dance team, Cody and Cody, and they toured Europe and the Americas, garnering triumphs wherever they went. But when Lorraine was born, in Lynn, Massachusetts, they retired. When Lorraine was five, her parents moved to New York so that their pretty daughter would have every opportunity for a career.

They placed Lorraine with Ned Wayburn, well-known dance instructor, and she made rapid progress. Of course she had to go to regular school, too, and she showed such talent for the graphic arts that her teachers wanted her to become a painter. But Lorraine had already made up her mind. Show business was the family tradition and she was going to continue that tradition. She never gave up painting, however, and it's still one of her hobbies.

"So when did you get really started on your career?" we asked.

Here's lovely Lorraine posing for a sensational lingerie ad.



c-i-n-g

Coté

Your Pin-Up Gallery

"It was the most exciting experience of my life so far," Lorraine answered, crossing her lovely legs. "I was still just a kid, completely inexperienced, and I went down to audition for Billy Rose's Aquacade. There were at least a thousand girls there, and every one of them was beautiful! It took hours to audition us, and they kept eliminating girls until only a handful was left. Then they told us, 'We're hiring you. Report for work Monday morning.' I was so thrilled I almost fainted!"

When the New York World's Fair came to a close—and the Aquacade with it—Lorraine was again hired by Billy Rose, this time for his Casa Manana nightclub. There Lorraine tap-danced and sang in specialty numbers.

But nightclub work wasn't quite exciting enough for Lorraine, apparently, for she left the Casa and went out west, to begin an entirely new junket—this time as a stunt rider in the J.E. Ranch traveling rodeo! She toured the country with the rodeo risking life and limb daily.

Lives for Danger

Lorraine smiled. "I've always lived entirely in whatever I was doing at the moment, without bothering to be afraid" she said. "A little later, for instance, I said the heck with my career and left show business flat. The war was on and I went into a General Electric plant, doing defense work. While I was there I produced and directed a musical show, using amateur talent right out of the plant. It was more fun than anything else I ever did, and it gave me a new ambition."

"Which is?" we asked.

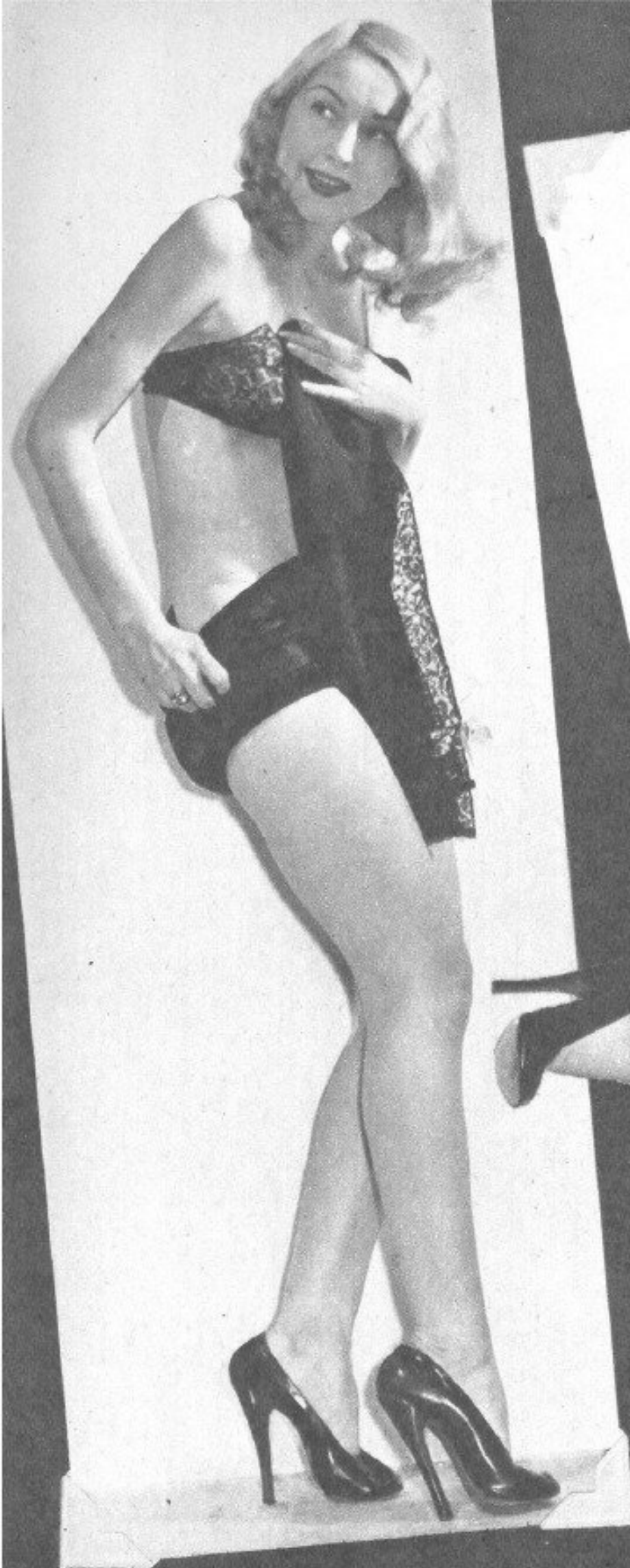
"To produce a Broadway musical," Lorraine replied coolly.

We gasped. Lorraine's a gal with all sorts of talents, we were learning! And we still hadn't found out all of that "little bit more" about Lorraine that sets her apart from the usual showgirl. In addition to her portraits in oil, which she still paints for fun, Lorraine is a professional baby photographer, who develops and prints her own pictures. Moreover, she has been a working model throughout her whole varied career. Her lovely features have appeared on cigarette ads and her exciting legs have been used many times by silk stocking manufacturers. And no wonder—for they're as lovely a pair of gams as you're likely to see in a lifetime!



As you can see, our model model's figure is out of this world!

Here Are Your Favorites



Acclaimed by thousands
— that's adorable
shapely Pamela Stewart

This sensational pic drew
plenty of approving
letters.



Remember this terrific shot of sultry Babette Forbes?




Return Engagement

Darlene Marlowe rated plenty of cheers for her piquant loveliness.

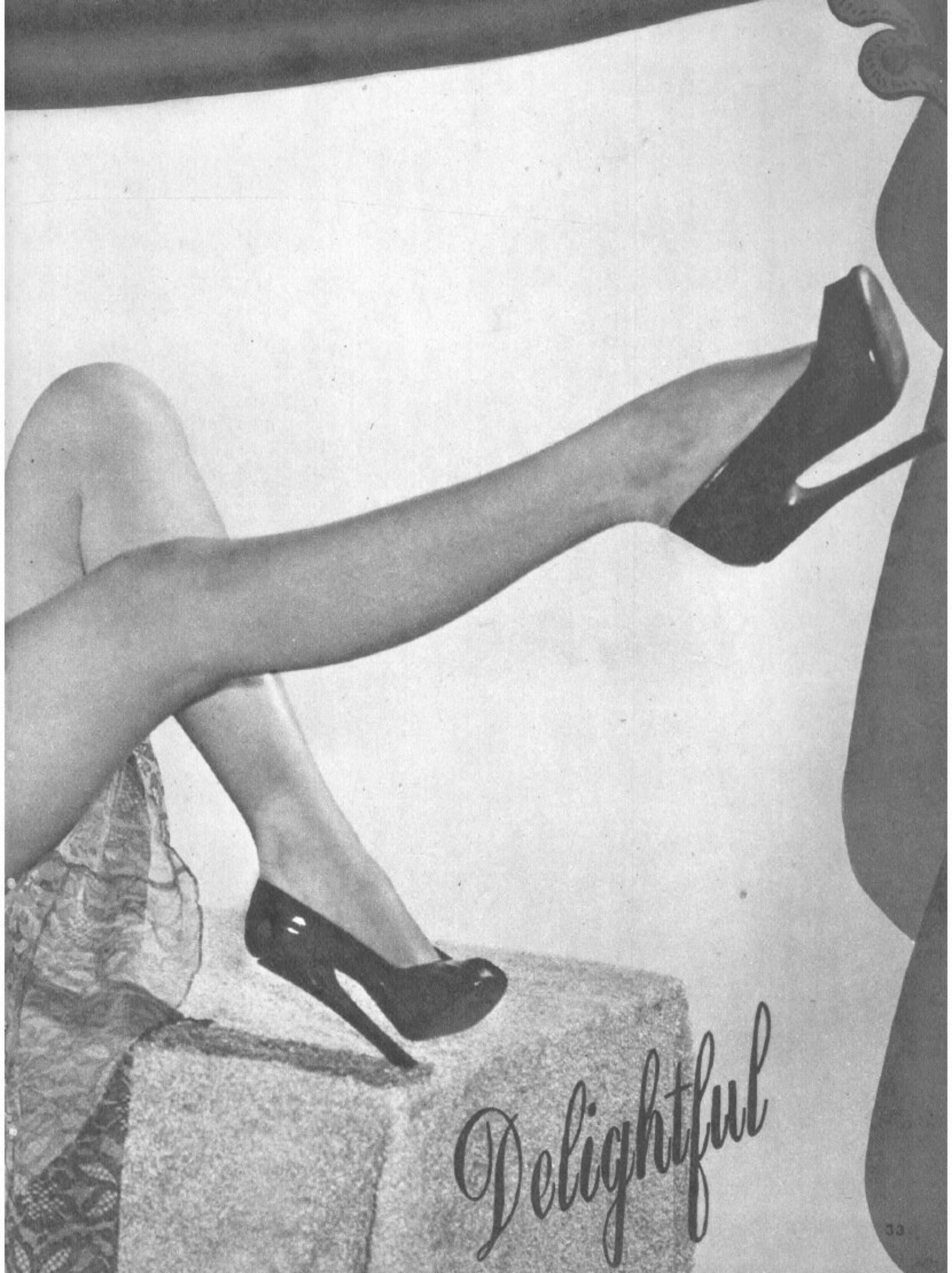
HERE they are—the girls and poses you asked for—in a special return engagement. They're proof positive—if any proof were needed—that the most beautiful faces and figures in America appear in BEAUTY PARADE. Here's a galaxy of gorgeous gams, thrilling lines, and softly rounded curves that would put the harems of Eastern potentates to shame. They're a sweet sextet of sirens—in a Return Engagement!



Buxom Tommie Farrell has a worshipping fan club all her own.



Dee-lightful! That's pert and pretty Pat Carson, a winner in any beauty sweepstakes. Our honey boasts 35-23-35 as the magic measurements of bust, waist, and hips. Eyes? Bluest of blues. Hair? Brown with auburn tints. Personality? Dee-lightful! If you need another look to convince your heart, stare your fill at Pat's lovely limbs gloriously garbed with a filmy negligee that enhances her well-nigh perfect figure. Has she got your heart beating faster? Us too, brother!



Delightful

The Old Family Album Was Never WHAT MADE THE

GAY NINETIES GAY?

EVERYBODY'S heard of the Gay Nineties, but who knows what made them so gay? We asked Grandma and she said she didn't know. We asked Grandad, and he blushed. We then decided to do a little research job, strictly on our own hook. And we discovered some eyebrow-raising facts.

Maybe it isn't so startling to learn that what made the Nineties so gay, basically, was Woman. After all, no matter what age you inspect, you find the same thing. What interested us is how Woman operated, in the way of under-cover work, to keep Grandad and his pals happy all the time.

In the first place, what the belle of the Nineties did to improve the body mother nature bestowed on her is strictly out of this world. Those days, gals correctly figured that what men went for was curves. So they gave 'em curves a-plenty, on the theory that you can't get too much of a good thing.

Curves Were The Rage

Now, any kindergarten boy can tell you that Woman is a curvey creature, and—by the time he's in the third grade—chances are he can tell you which curve is which, and why. But it's a tougher lesson today than it was fifty years ago, because the curves aren't so pronounced. Of course, what with "inside stories" (falsies to you, friend) and modern corsets, the old bust and hip line with the wasp-waist center curve is beginning to show up again. But for the most part, it's strictly a weak imitation of the kind of figure Grandma cut.

Just to give you an idea, let's take the corset. Now, plenty of young chicks are taking to corsets like ducks to water, these days. But what kind of corset is it? A flimsy, fragile bit of fluff that can take in maybe three or four inches of a soft waist, but certainly not much more than that.

The corset of the Nineties was another matter. Stiff, rugged materials—plus, in some cases, whalebone or some equally rigorous substitute—comprised the corset. It was a garment that really made a gal sit up and take notice when the strings were pulled tight. She couldn't do

anything else! And a rigid corset training would bring a waist down to an unbelievable sixteen (or even, in a few cases fifteen) inches. That was a curve the youngest child could see!

In another department that the Nineties Nifties paid a good deal of attention to, the modern gal is completely without equipment. In fact, you'll find her patronizing reducing parlors and buckling herself into reducing belts in an effort to chop flesh off—in the very spots where her grandmother was wearing a bustle to accentuate it!

Our research led us into the archives of long-forgotten women's fashion magazines, where we found some amazing advertisements for bustles. Many were made of padded material, of course. A few were fashioned of hollow, metal frames. The most amazing of all, though, were the pneumatic jobs! Just imagine taking a fall in the street, with one of these air cushions fastened on behind. Why, you'd bounce right back up again. The modern miss doesn't know what she's missing!

And Grandad sort of admired the bustle. It compensated (and you can ask any artist if you don't believe us) for the accentuated bust line that was the result of a tightly laced corset. Which leads us into our next subject. Of course, we have our sweater girls today, and we'd be the last people to throw cold water on them. In fact,



Like This!

our pages are full of 'em—with and without sweaters.

One of the things foreigners comment upon when they first come to the States is the fact that Americans apparently are near-worshippers of the lovely bust-line. They note that our advertisements, in magazines, newspapers, and billboards, seem to employ the above-the-waist charmers as an inducement to buy anything from soap flakes to automobiles. And these foreigners, who generally view the female bosom with something akin to complete disinterest, are at a loss to understand our preoccupation with that appealing portion of the feminine anatomy.

As a people we are moved by above-the-waist female beauty, and the extraordinary appeal of Jane Russell can—and has—become a world-famous symbol of our approval of the sweater gal's charms.

Low-Cut Wonders!

The gal of the Nineties achieved the same results, without the need to use any kind of padding or engineering whatsoever. The corset, by forcing the entire center of her body upward as it tightened, took care of all those problems automatically. That's how she was able to wear those incredibly low-cut gowns that still take our breath away, when we see a picture of one of them.

Despite the wonderful above-the-waist charms of our modern gals, we claim that the majority of them cannot begin to compete with the corseted damsel of yesteryear. And the proof is in our pictures of corseted cuties. Did you ever see more beautiful busts elsewhere?

In the department of hair, the old-fashioned gal had plenty on the ball, too. The fast pace of modern life has led gals to wear their hair shorter, on grounds that it's less trouble that way. Well, they've got a strong argument, all right. But there are still plenty of males around who think that long, flowing tresses are a woman's crowning beauty. And when they get hold of an old tintype of one of Grandma's contemporaries, all dolled up in corsets, boots, parasol, and everything that goes with it, they can't help feeling a little regretful. And so do we!



Here's Gregg Sherwood, a real temptress in tights.



Gwen Cook poses as a booted beaut of the Mauve Decade.

AN Patsy Is An Ice Cream Ven

ICE DISH

2. Did you ever see
a cream walking?

1. Gee, doesn't toots
make an ice pick-up?




dor, And She's Our Flavorite Sweet!

3. "I scream for five cents!"

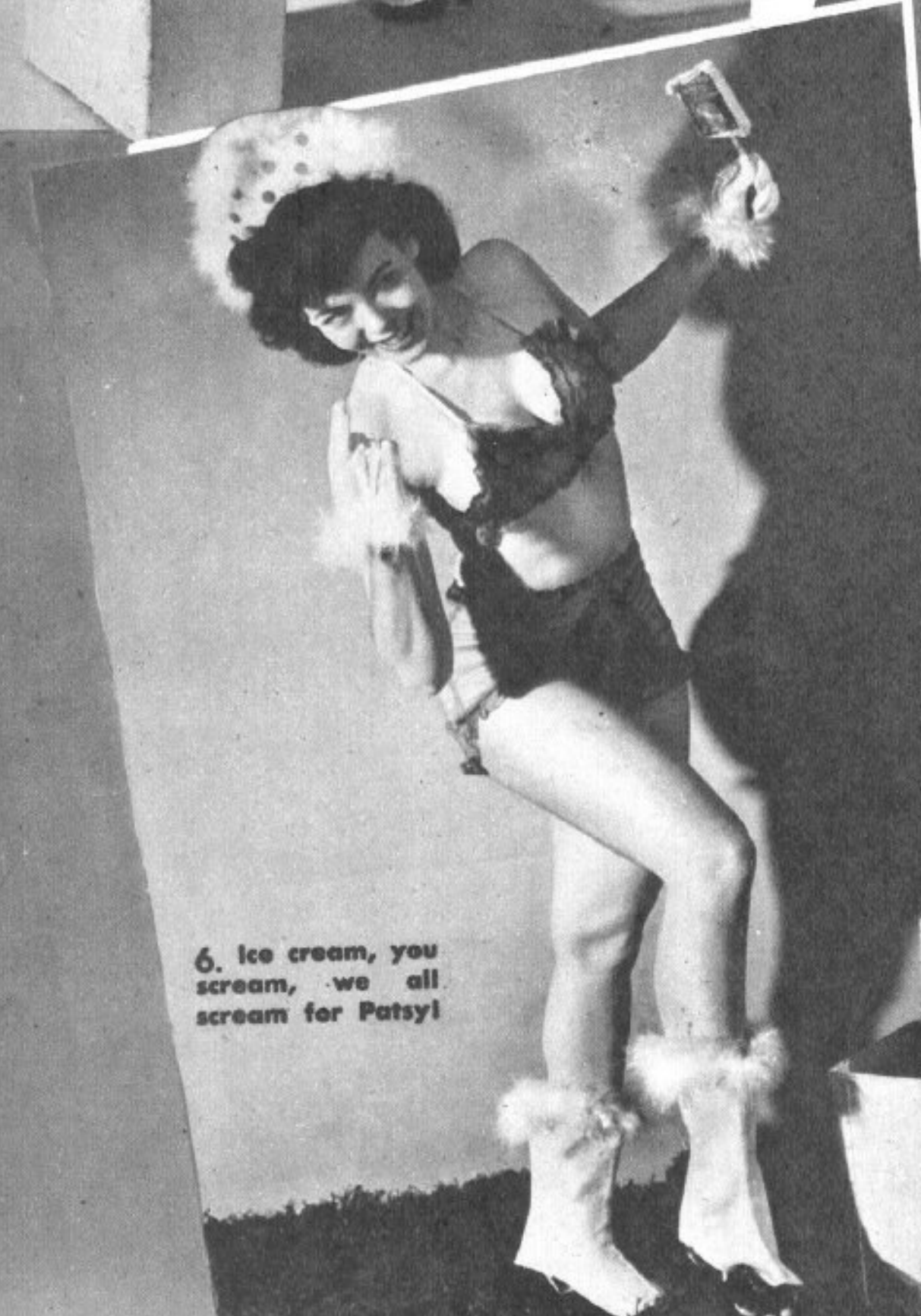
4. Heavy load, baby?
"Yeah, but it's haulin' fun!"

FROZIE
5¢
A BRI

PATSY is certainly in good humor these days. She used to serve drinks at a bungalow bar, now she's selling Frozies at 5c a piece. Selling ice cream isn't easy, but Patsy is finding cold in them thar chills, and she's all in flavor of it. In fact this cutie's good humor makes her our flavorite salesgirl. To listen to her pitch, especially the wind-up, you'd fall for her curves in a minute. Yeah, man, from headsie to Frozie, she's the cream of the pop-sickles!



5. What'cha doing, hon,
going on a bender?



6. Ice cream, you
scream, we all
scream for Patsy!



You Can Stare at Our Honey as Long as



(Continued)
If looking at Patsy has melted your heart, we're right with you, pal, 'cause with her ice looks and creamy eyes, this baby could sell gold bricks, instead of cold bricks. Talking of low melting points, Pat's ice cream didn't hold out so well, and now it's turned into one big drip. Say, baby, how about meeting us after the day is over and we'll count your profits together? We're sure the change will do you good. Incidentally, Oscar, see if the boys in the back room want some ice cream, and we'll bring around this strawberry blonde who is really an ice dish!

7. Careful, chick, or you'll go crazy with the eat!


FRO
A B

8. Ah, well, darling, your dime is our dime!



FROZIES
5¢
A BRICK

You Like Gents: She's Easy on the Ice!



Irene Mann models
black lingerie in an
eye-catching and
breath-taking pose.

*Portraits
in
Black*

A Trio of Thrillers Bewitching in B



Torrid Dorothy Lee wears black nylon hose to make her svelte stems sleek.

Nothing can equal black for its effective high-lighting of a woman's voluptuous charms. Here are three temptresses wearing filmy black unmentionables that beautifully enhance their physical attributes and add a note of enchantment to their spell-binding features. The result is Black Magic — feminine loveliness with the added spice of ebony allure.



Voluptuous Isabel Sands' curves are hour-glass perfection plus!

s of Black Magic

Blonde



Bombastic Vicki Hayes is a Shapely Blonde Entrant in the Age-Old Struggle for the "Hubba-Hubba" Award from Discerning Males!

THE old saw about what gentlemen prefer takes a terrific beating every now and then. When a big gal like Jane Russell, for example, comes along with her raven tresses, the whole structure of legend about blondes' superiority in winning guys' hearts begins to shake and creak until some people proclaim that it has fallen down.

They advance the counter-claim that men really prefer brunettes, and have all along, except that propaganda from the flaxen-haired honeys concealed the truth.

Just about the time that people are getting used to this new idea, along comes a Veronica Lake to capture the hearts of millions of men and throw the advocates of brunette supremacy for a loss. The end result is that everybody is becoming more and more confused. They just don't know what to believe.

The Truth At Last!

Well, the time of confusion has come to an end. We are proud and happy to announce that we have discovered the truth about this ancient controversy, and we're going to pass it along to you, as a special service at no extra charge.

The exponents of the Hedy LaMarr-type of beauty have on their side the allure of mystery which glamorously shrouds their exotic kind of dream. The locks which fall caressingly, like shades of midnight, along the gorgeous heads and down the alabaster shoulders of the

brunette beauties, are certainly like dark clouds of exquisite enchantment. The Sultans of old found ecstasy and delight with lush, sable-haired beauties of the exciting Orient—so why shouldn't the man-about-town of 1948 do the same?

Lovers of brunettes would have us believe that the average blonde is a weak cup of tea at best. Hers, they claim, is a tepid, uninspired and unexciting make-up.

But brunettes, they insist, exude warmth and intimate excitement. Hollywood, they say, after having long claimed blonde tresses as the veritable badge of sex appeal, now concedes that lovely, Latin-like ladies most frequently possess greater amounts of lush and exciting loveliness.

Brunettes Are Vampires!

To this extent their argument is certainly true — brunettes have held a monopoly on vampire roles in movies, while the sweetness-and-light heroines have more often been blondes. And the brunette has the kind of sultry, seductive appeal which suits her for the role of temptress.

But the argument has a serious weakness. Granted that brunettes play heavy roles and blondes light ones—who is to say that gentlemen prefer the light to the heavy? A brunette star like Linda Darnell, playing mostly heavy roles, is nevertheless among the most popular of all Hollywood actresses.

Partisans of blonde loveliness, naturally, have a counter-claim. The platinum, strawberry, ash and honey blondes of Hollywood, they say, are, have been, and forever will be the ideal of feminine loveliness. All that glitters, in the way of hair, is pure gold, they say.

They point with pride to the many tired businessmen

Brunette?

who relax in metropolitan nightclubs and cafes with the gorgeous birds of blonde plumage. They remind us of the existence of peroxide — a chemical designed to make the unhappy brunette into a contented honey-haired darling.

The Business Man's Delight!

Convincing arguments, aren't they? Of course the advocates of blonde supremacy neglect to mention that many other tired businessmen may relax with a brunette beauty in private, and they invariably fail to remember that the most famous mistresses of important modern men have almost invariably been sultry dark-haired darlings. And they do not mention the legions of dissatisfied straw-and-dishwater blondes who may very well have made their locks darker rather than lighter.

Both arguments, speaking from a disinterested but masculine point of view, look mighty interesting. We agree that the warm-hearted brunettes can't take a back seat to the super-showy blonde bombshells. These flashy golden-haired dreams often pale beside the pure black-and-white loveliness of their darker sisters.

One recalls how many times a girl who was a pure vision of blonde loveliness, worshipped by all who saw her, when she was in her late teens, became a washed out has-been only a few years later.

On the other hand, we cannot deny that may a blonde beauty has made us turn our head and follow her down the street until she was out of sight. And our dreams of female loveliness seem to center about blondes just as often as they do brunettes. So what is the answer? We said we'd reveal all, and we will.

That gentlemen have been known to prefer blondes is undeniable. And that gentlemen have been known to prefer brunettes is equally obvious. The secret, and the answer to all the bickering, is this—gentlemen prefer . . . ladies!

Sultry Linda Ware Upholds the Brunette Side of the Never-Ending Battle With Luscious Blonde Chicks for the Feminine Beauty Title!





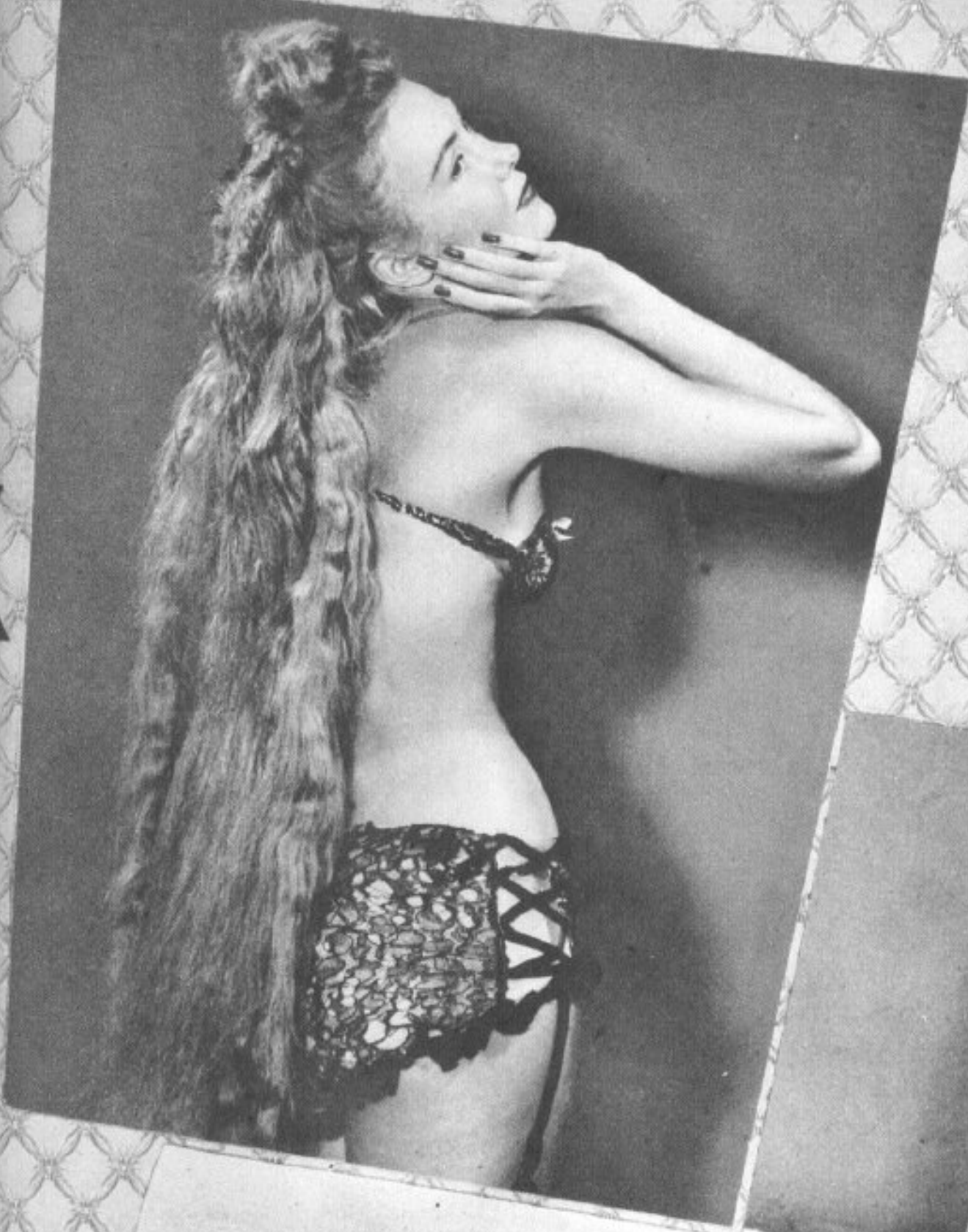
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Gay Glance

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Correspond



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RAIN-BEAUTSI

Dear Ed:

I am glad to see you are printing letters and requests from readers and doing what you can to answer them. I think it's a swell idea.

Here is a challenge for you, and I dare you to meet it. You claimed recently that a shapely gal would look well in any costume. Now, Editor, you really didn't mean that, did you? How about these bulky boots and raincoats that women wear when Spring showers come along? They look like walking pup-tents. I don't care how curvey a gal is; when she's dressed for rain, she just can't look glamorous, and I defy you to prove otherwise.

Cynic

Boston, Mass.

Ed's Note: See above, Cynic!

A PROTEST

Gentlemen:

This is a letter of protest!

The keynote to a pretty girl's attractiveness is her femininity—to which I believe all men will agree... but you are hiding it under masculine boots and very tight corsets which have the same effect as a boa constrictor.

I admit women have some very exotic fashions, but I think most men will agree that after awhile it gets in the outlandish category and becomes laughable rather than glamorous.

I think many readers will join me in a request for more girls in their natural, feminine role in their lace brassieres, silk panties, and hosiery... these are the delicacies we cherish.

Bob B.

Miami, Fla.

B.P. TO THE RESCUE!

Dear Editor:

I would like to extend to you my heartfelt thanks. Here's why! My wife and I used to have some terrific arguments. My wife, Elsie, is 23, and I am 27 — we're only married 7 months. We say a lot of nasty things to each other, but don't mean it, when arguing.

I happened to be glancing through your August issue just as my wife was on the verge of starting another argument. As it happened, I stopped at the "spanking" finish of "School Daze." Seeing that was all the hint I needed.

I took your suggestion, and now I think my troubles are over. I don't know how long it lasted, but she didn't like it at all. That was over three weeks ago, and we haven't had an argument since.

Now I'm sure there are other men in the same set-up as I was, and I feel B.P. can help them too. Take my tip, fellows, if you want to have a happy home life, spanking, a little, now and then will solve all your troubles.

Incidentally, I want to tell you how much my wife and I enjoy your book. I thought maybe she'd never read it again after I took your suggested tip, above, but no, she went right back to the issue like an old friend.

Robert K.

Bronx, N. Y.

ence Corner



Like "the unfolding of Spring in Central Park"!
A PAEAN OF PRAISE!

Dear Editor:

Your beautiful magazine fills a very definite need. And, as the unfolding of Spring in Central Park delights the eye, your charming pictures of budding beauties inspire our gratitude.

We particularly enjoy the spreads wherein you show several glamorous poses of the same girl. That enables us to judge her from all angles and to reach a decision on her beauty and grace.

All your lovelies are well-posed, but—as a student of composition in pictures—may I draw your attention to the fact that nothing contributes more to the beauty of line in a partially draped female figure than for the arms—or one arm—to be lifted above the head, thus revealing an appealing line from torso to waist, and exposing the beautiful and fastidious curves under the arm . . . And since you aim to please—with such success, too—won't you include such a picture in your next number? My sincere thanks in anticipation!

P. K. B.
New York

A COMPLAINT!

Dear Editor:

Those wrestling girls of yours are getting me down. Have you ever seen girls wrestle like that? I never have! I am a girl with nice looks, and a pretty good figure, and I have been in several fights. Please give us pictures of girls really fighting with each other with no holds barred. The girls in your magazine look like they're afraid to fight.

Sally M.
Detroit, Mich.

AMATEUR MODEL

Dear Mr. Editor:

I am sending you some photographs of Betty and a full release to publish same if you care to. This girl is a fan of yours, reads all the magazines you put out, and is crazy to see her pictures in your book. Betty is just a little ranch girl, and is studying to be a model. She thinks she can make it. What do you think? Thanks a lot in advance. If you can use her picture, it will help her a lot.

By the way, this is God's own country out here, and there are plenty of beautiful women who would make you some wonderful models.

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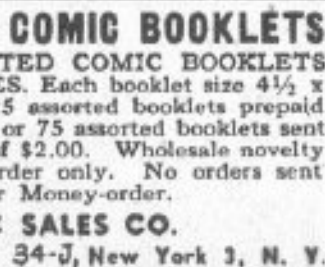


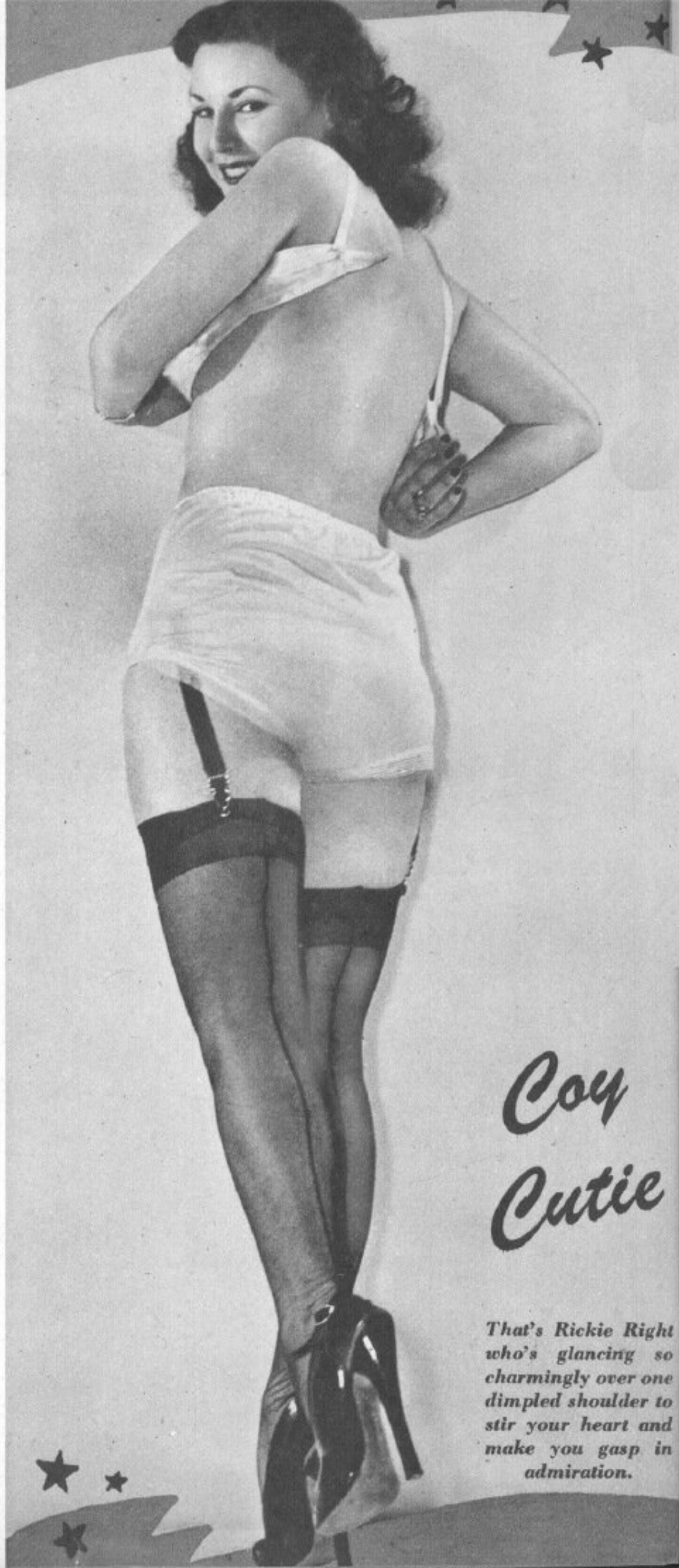
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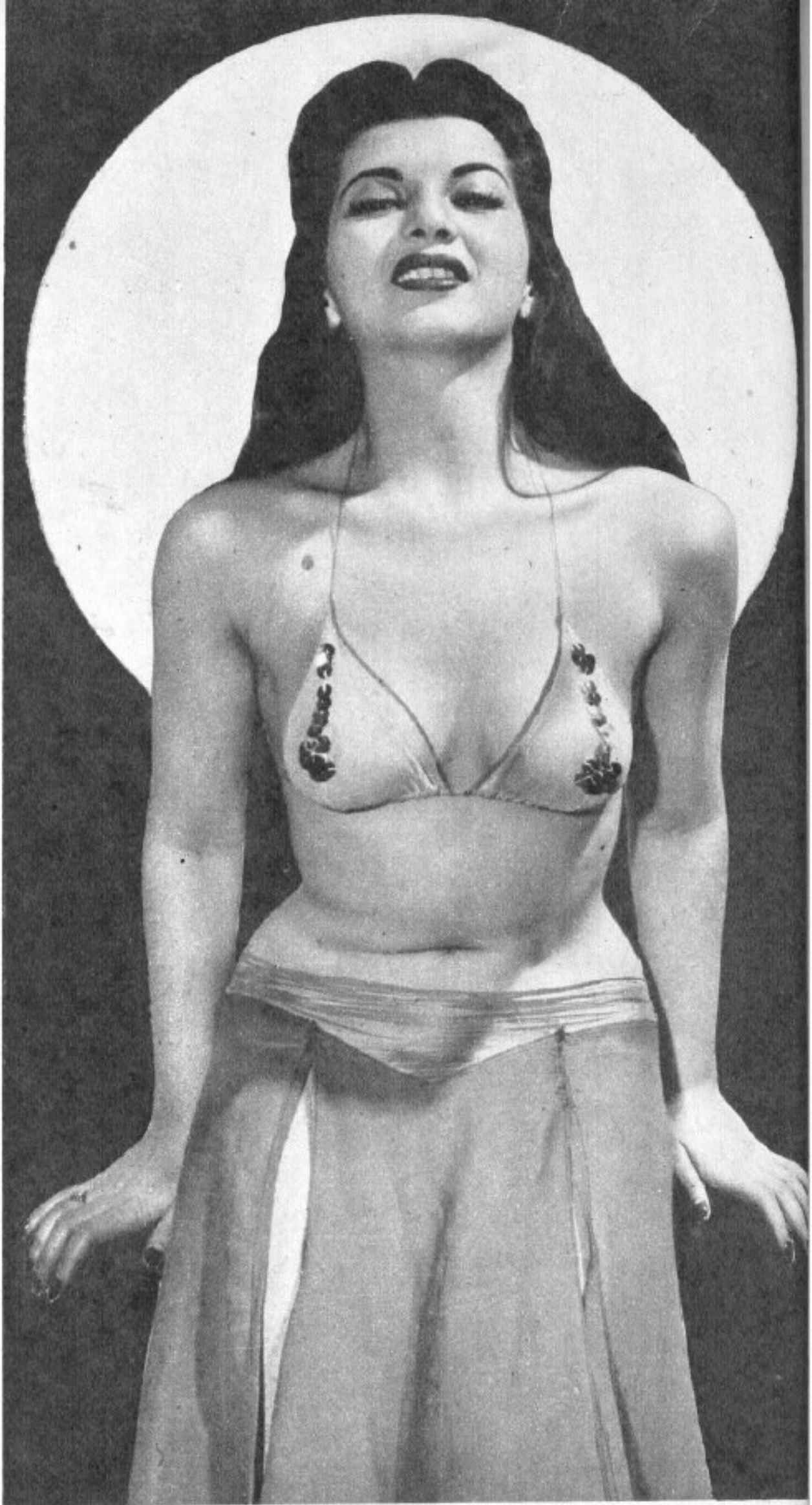
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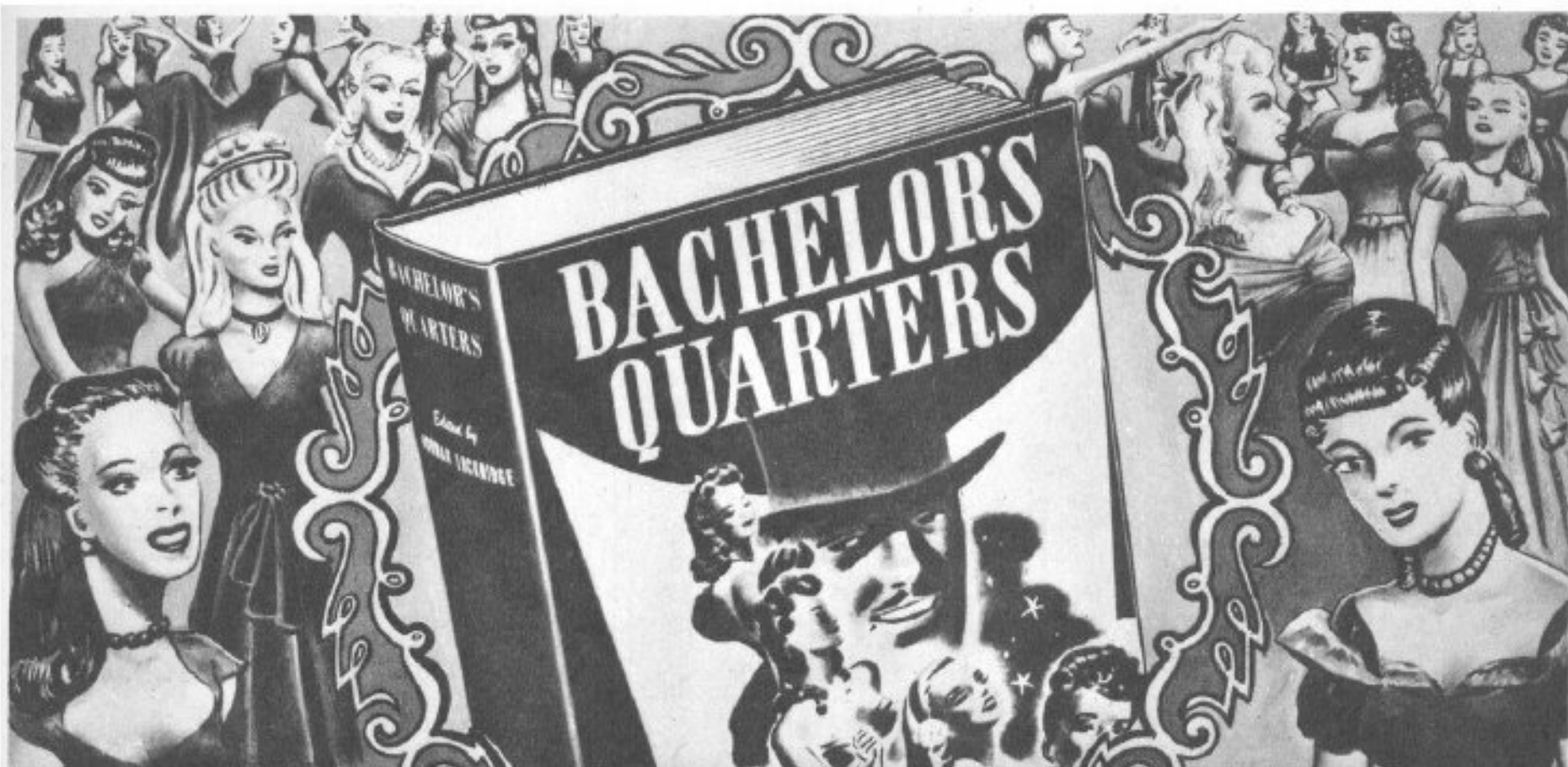


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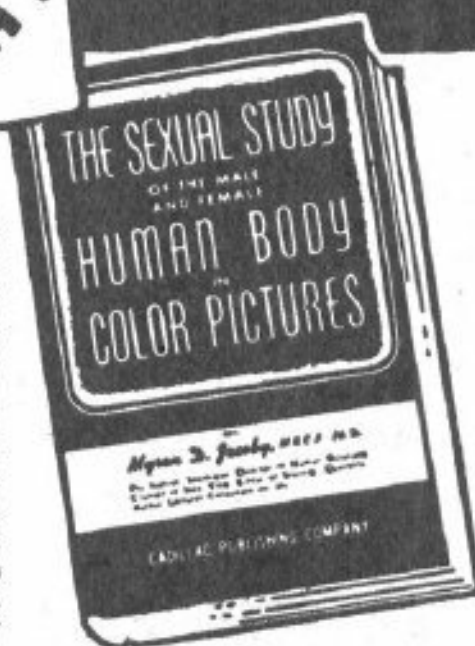
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Daurine Andrews boasts plenty of curves.

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Lynn O'Reilly, above left, is a Chicago gal who went to the top of the Windy City's corps of lovely models. Lynn gained such success in her fashion, lingerie, and hosiery work in the Middle-West, that she came to New York to open a model's school here. Photographers and artists who have portrayed Lynn in some of their best creations, claim she is able to assume any graceful posture and adopt any needed expression. Theatrical training has been the reason for this, Lovely Lynn claims, and she's thinking now of trying her star of destiny on Broadway's legitimate stages. Our honey is a big, buxom gal, all soft curves and sweet lines. 36-24-36 are her regal measurements, and 5' 9" of height give her a superb queenliness. Hair—dark brown. Eyes—grey-green. She especially enjoys fashion work, and is called on frequently, as her statuesque proportions carry off the New Look to a designer's taste. Lynn's hobby is swimming, and a gay evening at the town's hotspots is the way she likes to spend a date. Right now, our baby is teaching her arts to up-and-coming models.

Jeannie McCormack, above right, is 5' 8" of blonde loveliness, her shimmering, golden tresses being her pride and joy (besides being the enjoyment of all observers!) Jeannie boasts trim curves packed into her 34-23-34 figure, beautifully proportioned and delightfully graceful. Our sweet is finding her career in television, having gained a reputation for a dramatic ability to handle any kind of role. This position was won via a modeling career in fashion and advertising work, and if her features look familiar to you, no wonder—you've probably seen them smiling at you from some billboard or magazine ad. Her home town is Denver, and she hopes to return for a visit there soon. In the picture above, Jeannie is answering her phone (probably some hopeful wolf!) but if you wanna know her private number, that's a closely guarded secret! You lucky guys with television sets will probably be seeing more of our darling soon, and when you watch her brilliant smile and catch another look at her blonde loveliness, just remember—you met her on these pages first!

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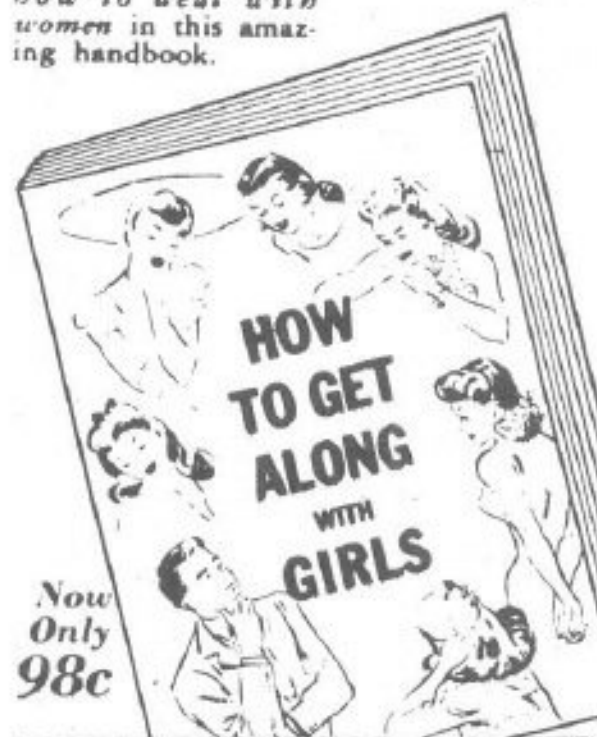
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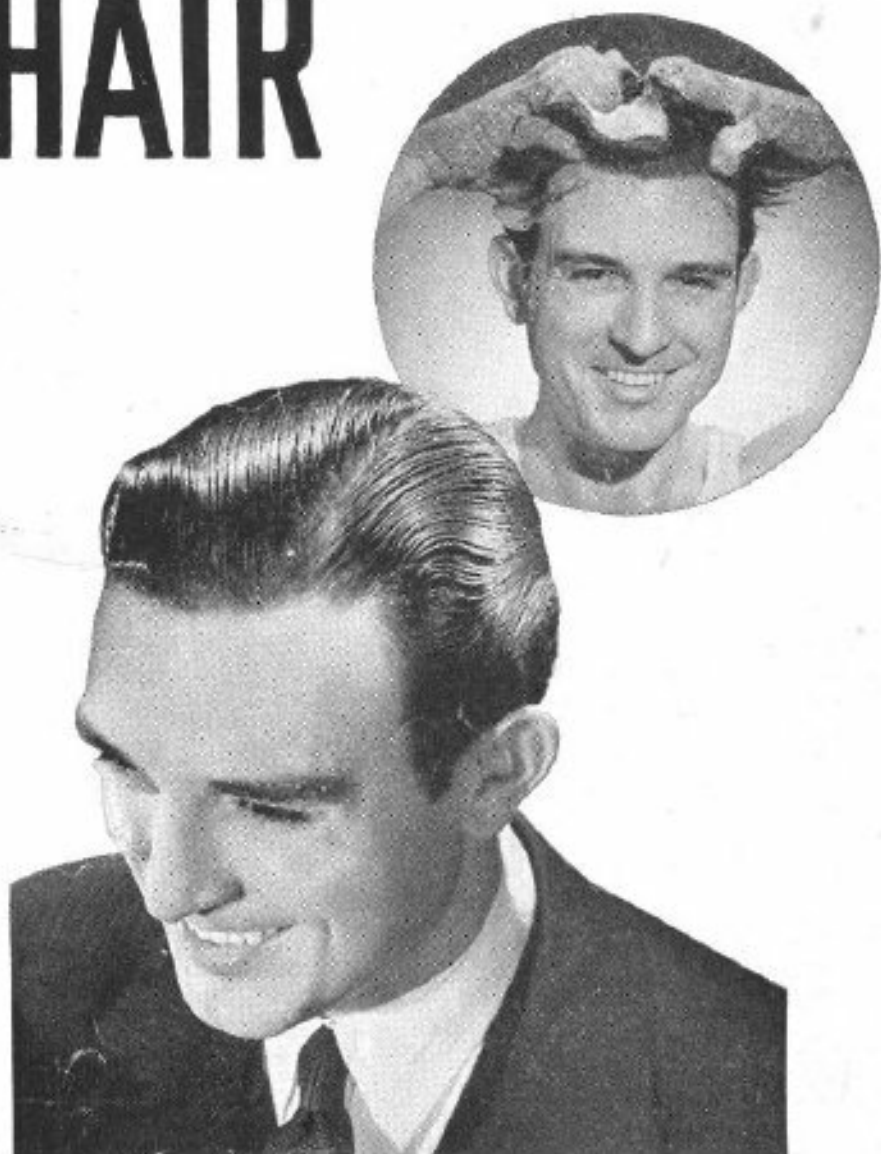
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