

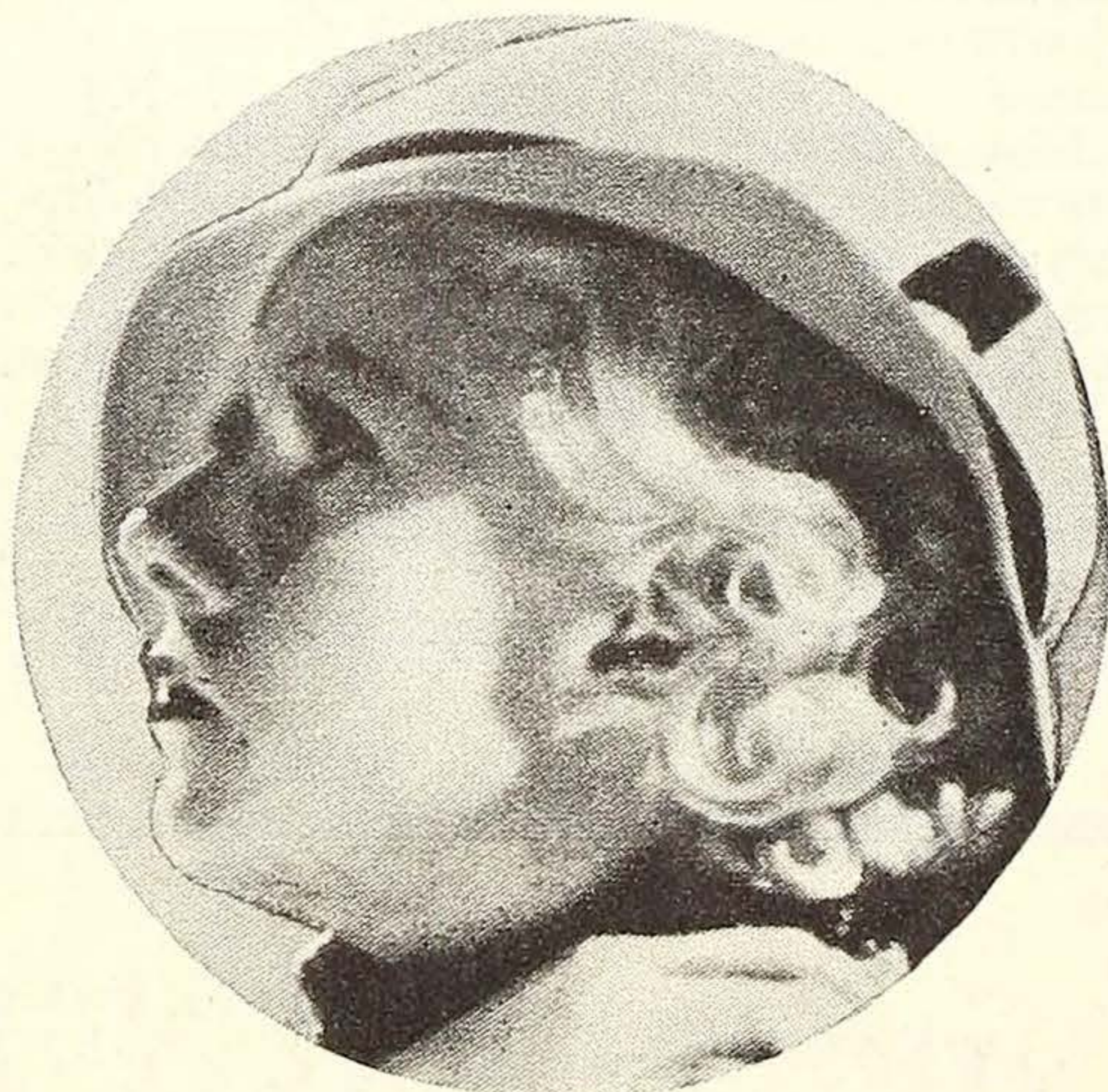
SCREENLAND'S



We give you Glamor—in person! Glamor, impersonated by one of the most gorgeous picture girls of them all, Miss Jean Harlow. The Platinum Blonde consented to edit these pages for us this month, presenting her new Spring clothes and her own intimate advice on how to wear them

Ever since she first sizzled on the screen in "Hell's Angels," Jean Harlow has stood for high-voltage lure. So when Jean says, "Stick to skirts," better listen! Miss Harlow follows the tailored trend just so far, permitting her cape suit to be severe, but never mannish.

Harlow's checks are good! Jean's cape suit is carried out in smart brown and tan check wool. When you wear a cape, says Jean, you must live up to it! Capes call for swagger.

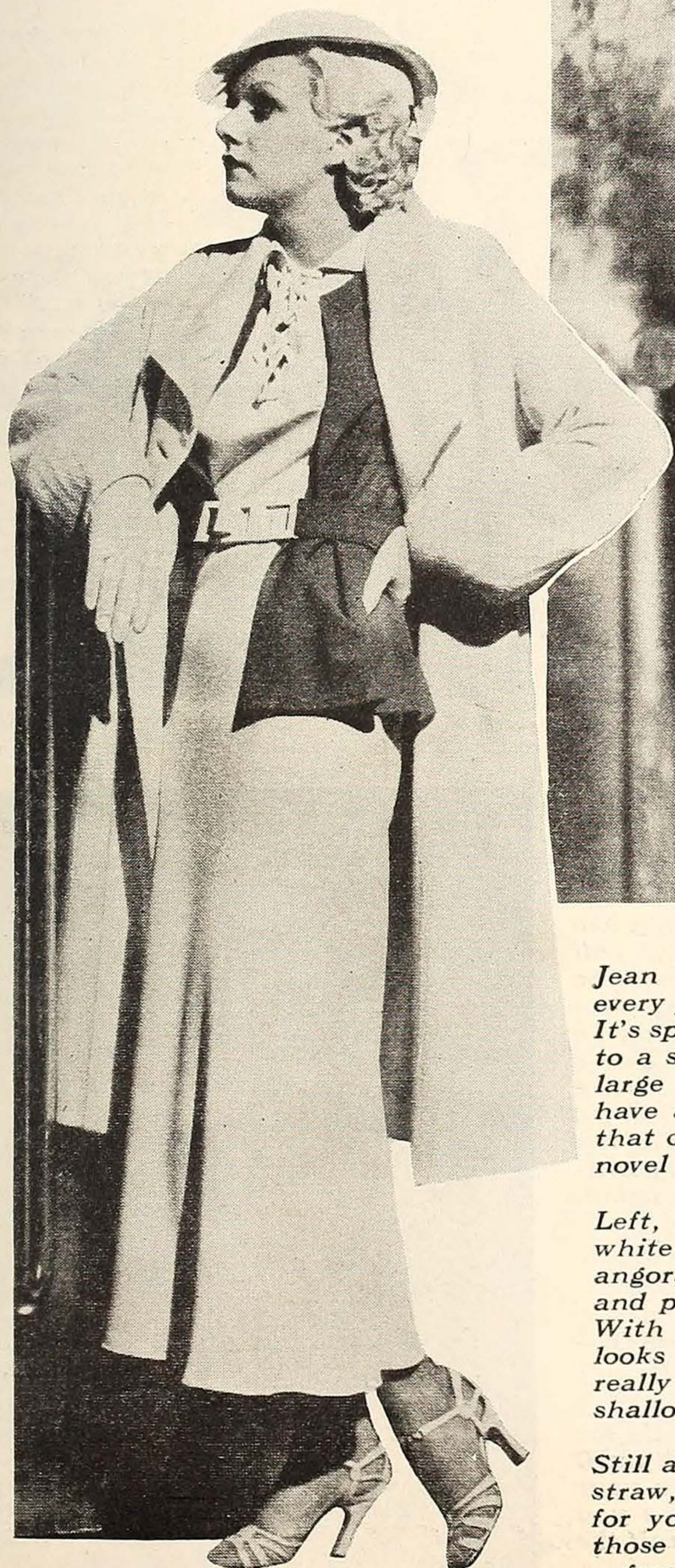


And now the hat! A creased-crown tan felt "vagabond" with brown grosgrain ribbon band. Jean's warning: A hat like this is an exaggeration; therefore, wear it insolently. Like that!



Glamor School

Original! Exclusive! Scoop! SCREENLAND gave you Glamor-guidance first. Now the imitators are crowding after. So, this month, The Smart Screen Magazine introduces still another new slant—the personal touch of a famous screen star, as Glamor Editor. Watch for another noted screen star next month



Jean Harlow wears white on every possible occasion. Reason? It's spectacular! Add a red jacket to a simple white dress—see the large picture, above—and you have a spectator-sports costume that cries for attention. See the novel laced closing of the dress?

Left, Jean tops her red-and-white suit with a coat of white angora, with raglan sleeves and puff-above-wrist fullness. With this ensemble, which looks simply luscious but is really simple, Jean wears a shallow hat of white crêpe.

Still another hat, this time of straw, selected by Miss Harlow for your approval because of those pert winged bows of grosgrain ribbon. Like it?



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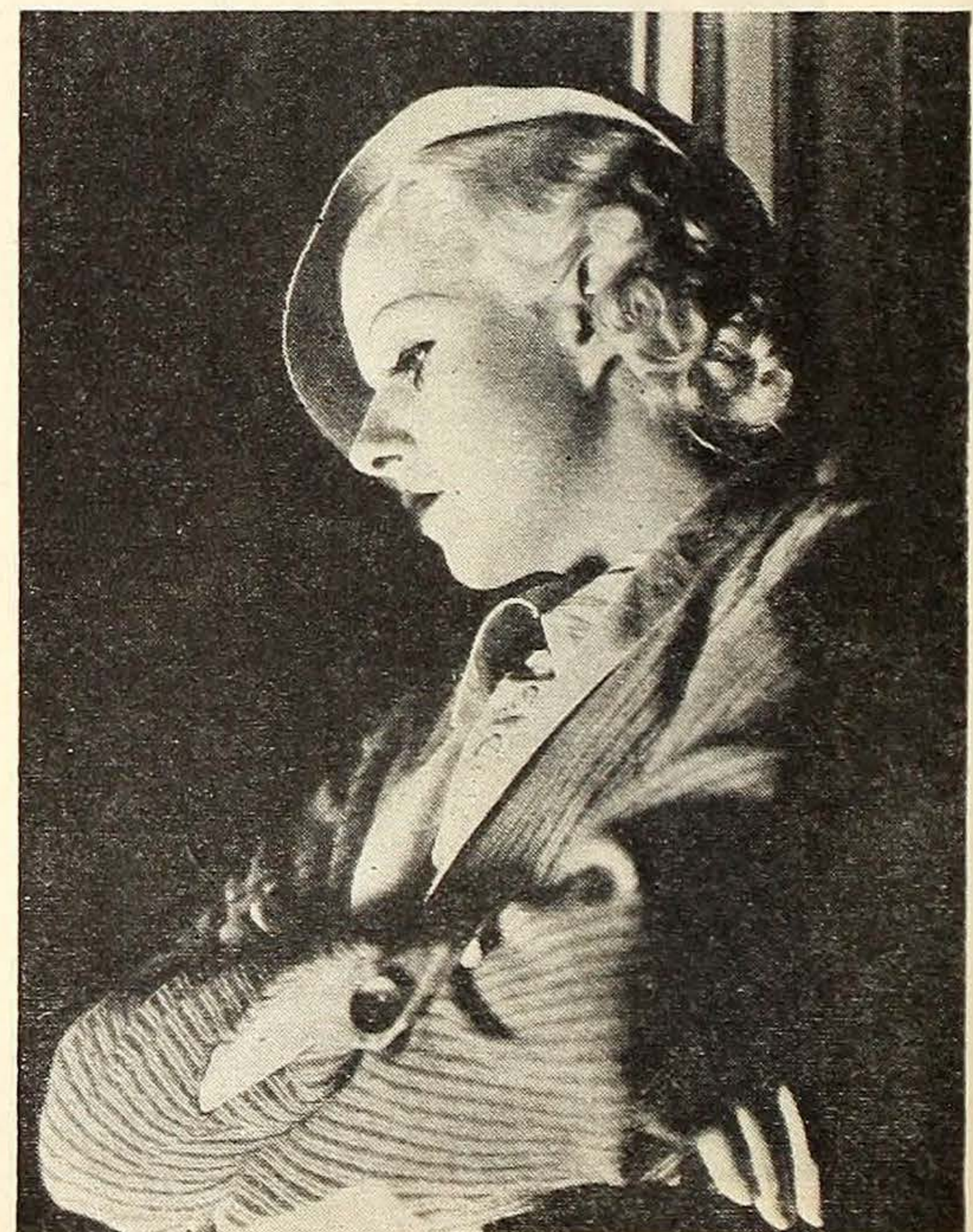
Glamor. (Glamour.) 1. Magic; enchantment; a spell or charm. 2. A magical or fictitious glory or beauty; a deceptive or alluring charm; witchery.—*Webster's Dictionary*. And every woman wants to achieve it!



Positively no sports clothes just for effect, girls, advises Jean Harlow. The semi-mannish suit sponsored by most smart women for sports and country wear, should be cast aside for strictly feminine attire when it has served its utilitarian purpose. The full-length picture of Jean shows her favorite afternoon dress, jumper style with a crisp white organdie blouse. The two-tiered ruffles of collar and sleeves are extremely girlish and dainty, and Jean loves 'em!



Personal daintiness is a fetish with Jean Harlow. She is just as fussy about non-shine nose and fresh lip-rouge when she is playing golf as she has to be when she is facing a movie camera. Here's Jean repairing her wind-blown make-up at the emergency mirror of her sedan.



Harlow's first home rule for lovely hair is, "Brush it until it shines. Then, when your coiffure is as smart as you can make it, give yourself the Profile Test!"

Glamor School

With all due respect to Webster, SCREENLAND believes that Hollywood girls know more about Glamor than anyone! And we have asked them to define it for you in practical terms. This month Jean Harlow is your Glamor Guide

Don't make hard-and-fast clothes rules you can't break, grins our Glamor Guide. For instance, Jean invariably wears white for evening. That is, she did until she saw this frock in pastel-shaded orchid, and ordered it sent straight home. Of course, that cascade of ruffles is perfectly charming, but be sure your figure approaches something near the Harlow perfection before you invest.

Ear, ear! Jean sponsors ear-revealing, believing it adds character to the coiffure. And notice those exquisitely manicured nails! Like so many aware women, Jean Harlow varies her liquid polish to match her moods and costumes.



Photographs of Miss Harlow posed exclusively for SCREENLAND by Clarence Sinclair Bull. Clothes courtesy I. Magnin, Hollywood.

