

THE GIRL MEN DREAM ABOUT

Dorothy Lamour Is American Soldiers' Idea Of The Perfect Mate



(Paramount)
"Man's most persistent dream"

EVERY week millions of women all over the world scan beauty magazines, screen pictorials, fashion folios,

IMPORTED GLAMOUR (Continued from previous page)

posed of New York women who knew good clothes, and then he began their publication.

All In Vain

"Bok published pages of American-designed fashions; their presence in the magazine was advertised far and wide; conventions of dressmakers were called to consider the saleability of domestic-designed fashions; and a campaign with the slogan 'American Fashions for American Women' was soon in full swing.

"But there it ended. The women looked the designs over with interest, as they did all designs of new clothes, and paid no further attention to them. The very fact that they were of American design prejudiced the women against

hoping to learn some formula that will make them the desired of many. But, according to the *New Yorker*, this formula has been discovered and even proclaimed to the world by Dorothy Lamour, who, judging by a routine study of the present national emergency conducted in the newsmagazine *Life* (and contrary to the opinion in the article on the opposite page that imported glamour is preferred) is the girl above all others desired by the men in American Army camps. Says the *New Yorker*:

This fact illuminates the war, the national dream, and our common unfulfilment. If you know what a soldier wants, you know what Man wants, for a soldier is young, vigorous, and is caught in a line of work which leads toward a distant and tragic conclusion. He personifies Man. His dream of a woman can be said to be Everyman's dream of a woman. In desiring Lamour, obviously his longing is for a female creature encountered under primitive conditions and in a setting of great natural beauty and mystery. He does not want this woman to make any sudden or nervous movement. She should be in a glade, a grove, or a pool below a water-fall. This is the setting in which every American youth first encountered Miss Lamour. They were in a forest; she had walked slowly out of the pool and stood dripping in the ferns.

The dream of the American male is for a female who has an essential languor which is not laziness, who is unaccompanied except by himself, and who does not let him down. He desires a beautiful, but comprehensible, creature who does not destroy a perfect situation by forming a complete sentence. She is compounded of moonlight and shadows, and has a slightly husky voice, which she uses only in song or in an attempt to pick up a

them. America never had designed good clothes, they argued; she never would. Argument availed naught.

"He talked with women on every hand, his mail was full of letters, commending him for his stand; but, as for actual results, there were none. One of his most intelligent women-friends finally summed up the situation for him:

"You can rail against the Paris domination all you like; you can expose it for the fraud that it is, and we know that it is; but it is all to no purpose, take my word. When it comes to the question of her personal adornment, a woman employs no reason; she knows no logic. She knows that the adornment of her body is all that she has to match the other woman and outdo her, and to attract the male, and nothing that you can say will influence her a particle."

word or two that he teaches her. Her body, if concealed at all, is concealed by a water lily, a frond, a fern, a bit of moss, or by a sarong. For millions of years, men everywhere have longed for Dorothy Lamour. Now, in the final complexity of an age which has reached its highest expression in the instru-

ment panel of a long-range bomber, it is a good idea to remember that Man's most persistent dream is of a forest pool and a girl coming out of it unashamed walking towards him with a wavy motion, childlike in her wonder, a girl exquisitely untroubled, as quiet and accommodating and beautiful as a young green tree. That's all he really wants. He sometimes wonders how all this other stuff got in—the instrument panel, the night sky, the full load, the moment of exultation over the blackened city below . . .

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