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This WAS the premier Hollywood's magazine before today's gossip mags like Star etc . . . Well written beautifully illustrated and it was even the Actors and Studios go to guide for the who's who! Unlike its competitor "Confidential" **Photoplay** was well written.

Judging the "Best Figure in Hollywood," 1931 This article comes from the March 1931 issue of **Photoplay**, the premier fan magazine of Hollywood from its 1911 founding through the 1950s.

Photoplay was the reigning arbiter of "good taste" within Hollywood, a fierce defender of the industry at large, and like the rest of the mainstream fan magazines during this time, a mouthpiece for studio publicists. While the fan magazines weren't owned by the studios, they operated symbiotically. The studios provided access to the stars and advertising dollars, sometimes even going so far as to write or vet copy. In turn, the magazines promoted the stars and the movies in which they appeared-to an audience of millions.

To a modern viewer sensitive to body issues, this article seems abhorrent-the four "judges" are explicitly assessing women's measurements. The piece includes a sidebar featuring what were likely studio-proffered specifics about stars' bodies, against which fans would naturally measure themselves.

But the article is also a clear reaction to the streamlined, boyish, gender-bending silhouette that characterized the "flapper craze" of the 1920s.

The general notion of what is a good figure no longer seems to be what it was a year or more ago, influenced by the unsound fad which glorified boyish forms. Mrs. and Miss America survived on lamb chops and pineapple, oranges, and lettuce.

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