

\$3.49 does the trick!
Paints a room neat
and quick!

Kem-Tone
MIRACLE WALL FINISH



THE AMAZING
OIL AND
RESIN FINISH!

\$3.49
PER GAL.
DOES
AVERAGE ROOM

GORGEOUS
NEW
COLORS!

RIGHT OVER
WALLPAPER
PAINT, PLASTER,
GIBBSBOARD!

ONE COAT
COVERS MOST
INTERIOR WALL
SURFACES!

NO 'PAINTY'
ODOR!



Kem-Tone ROLLER-KOATER... \$1.29 ea.
Kem-Tone TRIMS 20¢ Roll
Kem-Tone 4" BRUSH . . . \$2.29 ea.
Plastic Patch 25¢ B.

ALWAYS ASK FOR SERVING **Kem-Tone**
ACCEPT NO SUBSTITUTES!

Kem-Tone Paint & Color Works,
Inc. • W. W. Lawrence & Company,
General • The Lane Brothers Co.,
Inc. • John Lane & Co., Inc., Paint
and • The Martin-Sumner Co., Chicago
Burgess Paint Products, Inc., Inc.
The Sherwin-Williams Co., General



This is the picture that involved four-score grown men

Crisis In Hollywood

BY LOUIS BERG

A new hairdo for a star is an earthshaking event. Here's how June Allyson stood the strain . . .

When June Allyson appeared in her forthcoming picture, "Vertigo," she will have a new hairdo. If this strikes you as less than monumentally important, you were not on the MGM lot when the tateful decision was made.

Some four-score grown men were involved in the issue: production heads, directors, costume, beauty experts and cameramen, as well as plain and fancy librarians.

For in the motion picture industry, a change in the appearance of an established beauty is fraught with unpredictable hazards. It may have consequences akin to Henry Ford's decision, in an earlier day, to convert the Model T Ford. Suppose the customers do not take to Miss Allyson's new hairdo? After all, she is a pretty safe automobile job now.

Until this fateful moment, June had been doing her own hair, which was naturally phenomenal. A twist, a curl and a twizzle and it was ready for the camera.

A Kiss On The Ear

Does the script called for longer hair, which Van Johnson was to let down and run her fingers through, preparatory to kissing June on the ear. She trembled but finally submitted to artificial waist-long hair. "I'm going to need a native guide to find my ear in that jungle," she muttered.

The phony tresses were apparently borrowed by steel spikes driven into the poor girl's skull, as the veten howled with pain.

"Stop being a baby," the hairdresser, Edna Marica, admonished. Miss Allyson's eyebrows arched but she raised her right leg slowly to indicate agony beyond words. Five minutes later, however, she was cooing. She liked her new hairdo. It made

her look 10 years older, she pouted bitterly. Director Norman Taurog, who had previously awarded her verdant, looked 10 years younger.

This was only the first hurdle. The next step was to photograph the new hairdo from every conceivable angle, and for this the studio's top cameramen and his assistants were on the job. So were a bevy of executives and a few of the experts and artists who are Hollywood's chief pride — lighting experts, hairdressers, costume, make-up artists, grips, electricians and property men.

June Has An Objection

Thirty eminent stylists, artists and artisans conferred and conferred. They discussed angles, costumes, all the problems involved. They even weighed changing the script.

Meanwhile the very object of all these deliberations, Miss Allyson, discovered that the snail in which she was seated could revolve. She began to spin herself, spinning with delight. Suddenly she put on the brakes and began to whisper. She had just spotted a representative from Louis's, bearing a hat that was to go with the new hairdo.

"Norman," she whined, "Look!" Taurog looked at the hat on June's head, and continued her observations. Instantly she was the blithe, cheerful child again. She insisted that it was Taurog's turn to try on the hat. He demurred. But he was finally coaxed, still trembling, into putting on the creation. It looked no better to him.

Mr. Taurog still seemed unswayed about the new hairdo. But, for better or worse, the fateful decision had been made.

There was some talk later of changing June's birth. They are pretty far back, if slightly skewed. The authorities generously offered to remedy this by replacing them with two new shining porcelain cups. But Miss Allyson, who had been up under the revolutionary hairdo, stamped her pretty little feet, and said "No!" Even when her art is concerned, a girl has to draw the line somewhere!