

Movieland Tours

See Hollywood Stars and Studios!

HAVE YOU EVER wondered how pictures are really made? You must have desired to go through one of the homes of the stars in Hollywood. How do the stars live, where do they play, when do they work? Just what is this most famous place in the modern world, Hollywood, really like, anyway?

HOLLYWOOD Magazine knows how curious you all really are about these things and has therefore arranged for you to see the inside Hollywood and find out what it is all about. You'll have to hurry to get the chance, though, because from all advance indications a much greater number of applications will swamp the reservation list than the third annual Fawcett Movieland Tours can handle.

All you have to do is to sign up for either of the Fawcett Publications' two summer Movieland Tours and HOLLYWOOD Magazine will do the rest. You probably think such a glamorous vacation is available only to the ultra-rich, but actually it is yours for little more than the cost of a round trip ticket to and from California!

And what a vacation! Starting your two-weeks' vacation in Chicago, you whisk through the silvery beauty of Min-



Here are a few of those who attended the house party at Paula Stone's home as part of the 1936 Fawcett Movieland Tour festivities. Miss Stone and Basil Rathbone are shown in center. Similar parties will be available to those who register for the 1937 Movieland Tours

nesota's 10,000 lakes, the natural wonders of the Rainier National Park, the regality of the Rockies, the green wonderland of

Seattle and the great Pacific Northwest, San Francisco and its eerie Chinatown, and then—HOLLYWOOD! The stars invite you to dine and dance with them, to watch them at work in the studios, to be their guests at intimate parties in their homes.

Applications are already pouring in for the two large expeditions organized this year in response to demand created by the stirring success of Movieland Tours in 1935 and 1936. A special train has been chartered for each journey.

You can select whichever tour date is most convenient for your vacation. Identical party plans in Hollywood have been arranged for both transcontinental parties. The first tour will leave Chicago July 11, the second August 8.

Across the wonderland of the American west you will speed through some of the world's most stupendous scenery. Then when you reach the film capital you will go to one of the city's finest hotels, there to be housed with the whole party. The first day has been set aside for any delights you may privately pursue. At your disposal are Catalina Island, mountain-nestled Lake Arrowhead, San Diego and Coronado, the numerous beaches, or perhaps friends and relatives you may desire to visit.

Evening will bring the round of Hollywood's sparkling night life, and offers you some of the most famous pleasure spots in the world. Romantic Coconut Grove and scores of other glamorous night clubs will give you ample opportunity to wine, dine and dance with your favorite stars.

The following day will open with a tour through Paramount Studios. Here pictures will be seen in the making, and your favorite stars will lunch with you in the studio commissary. Later technical details of the movie camera, how sound is reproduced, construction of sets, these and other phases of movie making will be revealed.

[Continued on page 68]



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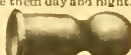
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Rouge should be shaded away to a mere nothing if you want to keep the proper mystery about you. No girl has an ounce of glamour with hectic red rings on her cheeks! As for lipstick, don't draw in your mouth with a sharp, downward line, curve it. And if you want a young, provocative mouth, just use that new Vermilion lipstick!

As for the eyes—don't forget there's more actual glamour in eye-shadow and a little eyelash make-up than Helen of Troy ever knew existed!

As the final touch to your make-up put a little perfume back of each ear. Not the clear, flower scent you use during the day but a shadowy fragrance that is exotic. And be careful not to dab powder on your nose the last thing. If you've used a skin freshener (or an astringent if your skin is oily) and powdered well once, you should not have to powder again until much later in the evening.

GOOD NEWS!

Members of the Movieland Tour—the annual HOLLYWOOD Magazine summer pilgrimage to the movie capital—have been invited this year to inspect the famous Max Factor Make-up Studio located in the heart of Hollywood. Special souvenirs will be given to members of the party, and each will meet Mr. Factor personally. All this in addition to the entertainment features that include cocktail parties, a studio luncheon, a preview and a studio tour.

Movieland Tours

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During late afternoon a cocktail and swimming party will be held at the palatial home of James Gleason for members of the first tour personnel, and a similar party will be given at Esther Muir's home for the second tour group.

For the evening you will return to the Paramount Studios where you will be shown what is done to a picture to apply the final touches before it is released—you will see a studio preview of a major film production before it is cut and edited for the last time ere it goes out for the screens of the world. All this entertainment is included in the initial cost of the tour.

More details will be published in the April HOLLYWOOD Magazine. We can publish only the highlights, so if you wish more complete information write for the free illustrated booklet containing all the details, complete itinerary and the surprisingly low costs.

Use the coupon below.

Mr. W. F. Hagemann, Western Manager,
Fawcett Publications, Inc.,
360 North Michigan Boulevard,
Chicago, Illinois

Without obligation on my part, send me your complete, illustrated booklet describing the Movieland Tours.

I enclose \$_____ Please enter my reservation for _____ persons, to insure a place for us on tour No. _____

(A deposit of \$5 per person will hold your reservation. Please specify whether for tour No. 1, to leave Chicago July 11, or tour No. 2, to leave Chicago August 8.)

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