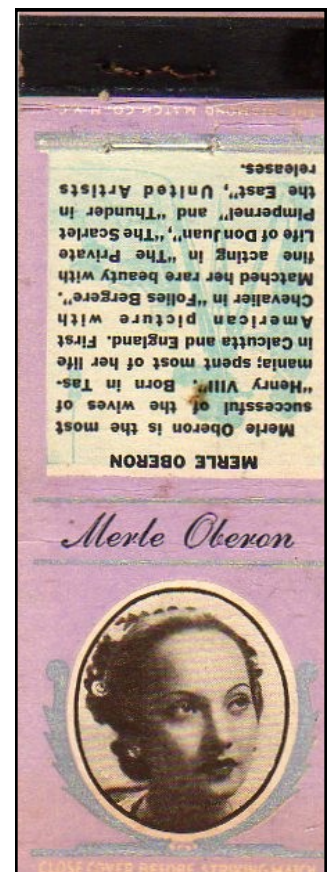
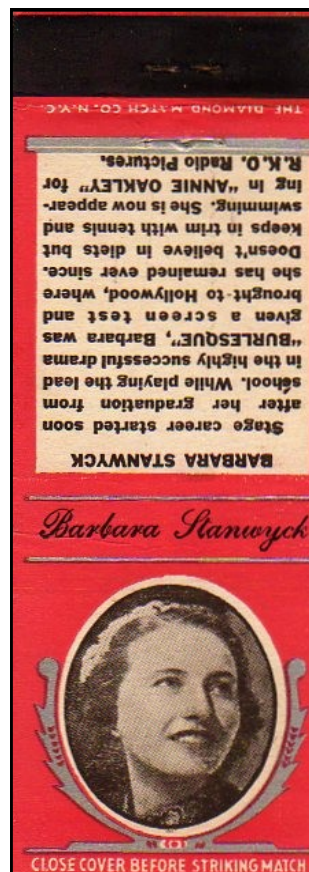


Leading Ladies of the 1930's

In large measure, the 1930's were the golden age for leading ladies. The pre-code era allowed for not only women of strength, courage & independence to appear on the screen, but also behind the scenes as writers & directors. Anita Loos & Frances Marion churned out award winning & profitable movies as writers, while Dorothy Arzner was credited with directing 10 features. Stars like Mae West, Marlene Dietrich, Katherine Hepburn & Vivian Leigh were at their zenith in the 30's. The star system as designed by the major studios was in full force making movies about women, without always pandering in making "women's pictures."


We all have our own favorites, but, arguably, here's one list of the top 10 favorite— Barbara Stanwyck, Miriam Hopkins, Carole Lombard, Claudette Colbert, Norma Shearer, Jean Harlow, Greta Garbo, Joan Crawford, Myrna Loy, and Bette Davis

[<http://www.top10filmlists.com/top-10-actresses-of-the-1930s/>]



THE DIAMOND MATCH CO. N.Y.C.

Myrna Loy



Myrna Loy, most sophisticated leading lady, born in Holena, Mont. Family moved to Los Angeles where Myrna attended private school and later an art school. Recent successes include "The Great Ziegfeld" and "After The Thin Man." She is 5 ft. 5 in. tall and has lovely dark hair and eyes. Loves to dance. Hobby is collecting paintings and sculptures. Will soon appear opposite Clark Gable in "Parnell" for Metro Goldwyn Mayer.

MYRNA LOY

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THE DIAMOND MATCH CO. N.Y.C.

Charlotte Henry




SO THIS IS ALICE! — A new portrait of Charlotte Henry, luckiest of 7000 American and English girls who sought to play the coveted title role in the Paramount picture, "ALICE IN WONDERLAND." She will be supported by Fredric March, Gary Cooper, Bing Crosby and twenty-five other stars on the lot.

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THE DIAMOND MATCH CO. N.Y.C.

Toby Wing




This young lady, who was adjudged Hollywood's most beautiful chorus girl, is now on the way to becoming one of its most beautiful actresses. Appearing in "College Humor", as one of the co-eds, won Toby a contract with Paramount. She has blue eyes, blond hair, is 5 ft. 4 1/2 in. tall, and weighs 118 lbs. Favorite, sports, tennis and swimming. Her next for Paramount will be "The Search for Beauty".

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Loretta Young




Loretta Young got her first screen chance because she resembled her sister, Polly Ann. Educated at Ramona Convent, Los Angeles. Five feet three, Loretta weighs 105 pounds. Motion pictures are her hobby as well as profession. All her pictures "House of Rothschild", "Clive of India" and with Gable in "Call of the Wild", were for 20th Century.

CLOSE COVER BEFORE STRIKING MATCH

THE DIAMOND MATCH CO. N.Y.C.

Janet Gaynor




Janet Gaynor's real-life rise to fame might well have been the story of her new picture "A Star Is Born." DAVID O. SELZNICK'S Technicolor feature in which she stars with FREDRIC MARCH. It is the heart story of Hollywood, filmed against the glittering backgrounds of the famous city, showing Hollywood's life and Hollywood great as they really are.

Janet Gaynor

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THE DIAMOND MATCH CO. N.Y.C.

Eleanor Powell




Once more Broadway's loss is Hollywood's gain. Star of several Broadway musicals, Eleanor made her screen debut in "M.G.M.'s" "Broadway Melody of 1936." Was an instant and sensational success. The youthful and comely Eleanor is too interested in her work to smoke, drink or attend parties. Fond of all outdoor sports; favorite swimming, at which she won several medals. Last seen in "Born To Dance" and soon to appear in "Broadway Melody of 1938" for Metro Goldwyn Mayer.

ELEANOR POWELL

CLOSE COVER BEFORE STRIKING MATCH

THE DIAMOND MATCH CO. N.Y.C.

Ginger Rogers



Hollywood's favorite bundle of red headed sunshine. Only a short time ago she was a Ziegfeld chorus girl, now she's starring with R. K. O. Was recently married to Lew Ayers. Her most recent shows have been "ROBERTA" and the sensational "TOP HAT". Ginger will next appear in "FOLLOW THE FLEET" an R. K. O. Radio Picture.

GINGER ROGERS

CLOSE COVER BEFORE STRIKING MATCH

THE DIAMOND MATCH CO. N.Y.C.

Vivien Leigh



Vivien Leigh is the new screen find who was signed to a long term contract by Alexander Korda after her brilliant performance in "The Mask of Virtue" on the London stage. She has scored a sensational success in "FIRE OVER ENG-LAND," the United Artists release which has been given the League of Nations Award as the best picture of 1937. She will next be seen in "DARK JOURNEY."

VIVIEN LEIGH

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