A Little Artifice is Our Best Ally:
The Flexibility of Photography, Illustration, and the Teenage Self in Junior Bazaar
Select Junior Bazaar covers.
Feminine Beauty is only observable in the girl in action: the way one girl flings her arms when she is impatient, the way another hesitates over her words when she is thoughtful, the way still another dances or pecks at her typewriter or shields her eyes from the sun...This network of dynamic relationships between face, figure, culture, personal idiosyncrasy and goodness knows what else — this is where beauty is to be found.

Excerpted from first issue, November 1945.

Lillian Bassman (standing in center) overseeing the production of Junior Bazaar. Published in LIFE Magazine, October 29, 1945, p. 77-79.
Harper’s Bazaar vs. Junior Bazaar

GREENS... FRESH GREENS

1. A sleeveless dress of white eyelet pique, with a wide boat-shaped bodice, a white pique bow on each shoulder, and a bright green gingham sash. About $17. Duford, Del., at Altens, J. W. Robinson, Los Angeles.

2. Leaf green cotton, with wide band of white rickrack going once around the neck, once around the hips. About $10. Jonathan Logan, at Field, Famae-Reese, St. Louis, Capezio Shoes.


4. Green and white striped cotton gabardine, fitted tight so as to be to the waist, with shortening shoulder straps. About $9. H. Dow, at Saks Fifth Avenue, Washington, Richmond.

The lipstick in Poudre's new "Diben," a clean, shining red.
Richard Avedon with 2 Junior Bazaar models. Life Magazine October 29, 1945, p. 77; test shot for Junior Bazaar, c. 1945, courtesy the Avedon Foundation
Eating is fun, but good eating is murder. You can eat yourself pretty, or you can eat yourself into a pimply face, an oily skin, a beery waistline. If you eat up to you, the best thing is to come some, and eat selectively like an adult, instead of stuffing yourself like a child, as on the left "curvacious" "graceless" "unhealthy" "uninteresting" "ugly" "unappealing," as on the right "healthful" "beautiful" "good-looking" "appealing." Note that this girl isn't pretty, but neither is she horrible - she's only spoiled, her hair and eyes dull from the foods that come with too many sweets, her forehead, nose and chin pimply, and her skin oily, for the same reason. And her whole figure is fleshy and thin from heavy, starchy foods.

However, she can learn, we hope. She can start right in tonight by cleaning her face properly before bed. This skin has a chance to release poisons normally, prevent the collection of dirt and forming of bumps on the skin and forehead.

- To cleanse, she washes on a layer of light cleansing cream, followed by a gentle thorough scrubbing with soap and a soft washcloth. Then, a simple exercise for the abused face; she joins her hands below at the waist, and twists like a propeller, round and round. That's all; except for a stiff session with the hairbrush. The main thing is to keep the brakes on where snacks are concerned. She can have sweets, but she needn't be silly about them.

The girl on the left is a 3-D model of the average student doesn't know what she's doing. She's forgotten about these rules: does she know about the picture? Does she know what she's doing? Are her good habits compact with hers? Tootie! Write does she know about the picture? Does she know what she's doing? Are her good habits compact with hers? Tootie! Write..."
THE 1946 DESIGN CONTEST

The winners of the TRINITY BAZAAR 1946 Design Contest have been selected by a committee of the students, the Art Guild, the Student Senate, and the Junior League. The winners are:

1. *Homecoming* by *Betty Briscoe*, a sophomore at Trinity College, was chosen as the best design. It features a silhouette of a woman in traditional American clothing.

2. *Spring Breeze* by *Marilyn Miller*, a freshman at Trinity College, was selected as the second-best design. It showcases a floral motif with vibrant colors.

3. *Fall Harvest* by *Susan Gray*, a sophomore at Trinity College, was awarded third place for its autumnal theme.

THE SHORT STORY CONTEST

The winners of the TRINITY BAZAAR 1946 Short Story Contest have been announced. The winners are:

1. *The Secret* by *Mary Brown*, a junior at Trinity College, was chosen for its engaging narrative and relatable characters.

2. *The Hidden Treasure* by *David Johnson*, a sophomore at Trinity College, was selected for its creative plot and character development.

3. *The Lost Key* by *Emily Taylor*, a senior at Trinity College, was awarded third place for its suspenseful ending.

You're not stuck with yourself!

by Lindsey Kay Thompson

Ever since the first woman saw her own reflection in some prehistoric pool, men have been criticising the un roma in her made-to-order figure and even colouring. Everyone at some time or other, has yearned as you have yearned to erase herself and step forth like a butterfly from a cocoon.

It's not the way she looks you lose, but fortunately a complete autophrenia is impossible. All experiences could be absurd individually at all, within an unobtrusively short time you would want your own looks back again. Even like the traditionalloyd pools, a perfect mouth and nose, may become as hard as metal and shine, but collectively used in the body, they're pungent beaded and fascinating. Luckily for us, no one is wholly beautiful, not even the most beautiful knows he knows. She only seems beautiful because she has learned to accentuate her individuality in such a way as to call attention to her most attractive features and draws interest from whatever her weaknesses may be.

This kind of high lightening your face color takes a little study, but it is not hard. Look at the people on this page - they are wonderful, but the mouth, nose, in the light of ample smiles, is still a little large. Suppose this face belonged to you, how would you accentuate your eyes and minimize your full mouth?

Let's begin with the eyes. Their basic requirement is the straightest, most evenly spaced in the forehead, on the bridge of the nose and between the eyes. When your hair is done, you could attractively fill in the dark circles under your eyes. Try to find an attractive night foundation that makes your features stand out. Over a week or so you might refresh. (Continued on page 94.)


Junior Bazaar, March 1947, p. 96-7. Photograph by Ernst Beadle.
DO AMERICAN GIRLS LIKE FREEDOM?

Excerpt from: Simone de Beauvoir, the brilliant young author of "Les Beaux Jours," and "Le Sang des autres," is one of the spokesmen for the French Existentialist movement. Her sharp, provocative observations about American girls are the result of a recent tour of women's colleges in this country.

The first time I stepped on a college campus it was a fine winter's afternoon. There were still back of young girls wandering through the snow in ski jackets; some were reading in the libraries, others were at the tables or curled up in the grass; smoking cigarettes, chatting gaily with their friends, they looked quite natural in their makeup, and as mellow and happy as if all of them seemed to be beautiful. Everywhere—everywhere, in short, I encountered these smiling faces. Everywhere, I was struck by the health and grace of these women-to-be. They knew how to address their elders without servility or discourtesy, they were courteous without being affected, unpretentious but not unimportant. Toward their professors—a case in point—they showed neither servility nor aggressiveness, but indicated the same conviction of their equality. They judged them in the same terms they use to estimate their own age, and they felt no embarrassment in speaking their minds openly. Moreover, their professors encourage them to express their views sincerely.

In some colleges they are officially requested each year to put their criticisms in writing, and the results are generally interesting and valuable. Watching them, it was as if I were a child in my own time again, and as I thought of how far they are! I thought: Free to choose virtually whatever they fancy to study, free to go and to come, free to love their professors—how much the life of people! The word was freedom. How far they are! I thought. Free to choose virtually whatever they fancy to study, free to go and to come, free to love their professors—how much the life of people! How far they are! I thought.
NEW ENGLAND WITCHERY

In the past ten years C. C. Jackson Designs (like C. C. Jackson himself, a purposeful, perceptive, watchful and imaginative, has moved more and more to satisfy American women for their swagging expected "volume" of creative design activity on the Mercury School scene. New England reigns. New England is America, for their long-standing traditional traditions, as well as their typical design activities, in the Mercury School scene. New England reigns. New England is America.

After eight hours of interviewing in Boston interviews and lectures, they selected Boston around 1927 famous French designers for their distinctive protégés. Since then they have become themselves, directly or indirectly, in the design of couture and fashion. New England reigns. New England is America.

By the morning of Watters they had moved up 300 dollars for afternoon wear, which was identical with some by British manufacturers and nothing shows all over the country. Sallie Freeman (the left, above), a twenty-year-old designer on Bay Virginia, designed morning coats and gowns for Anne Shekleton. The nine-inch gown, with its long draped sleeves, was designed. The design was cut from a swag she made in her sister's shop. The long sleeves, a perfect touch, which show the variation of the couture and fashion. New England reigns. New England is America.

The "forbidden" perfume by Dana.

Junior Bazaar, May 1947, p. 112-3.
Self-Portrait of a Young Magazine

One year ago this month, Junior Bazaar first appeared for the first time on the newsstands of America. That first issue was unpretentious and bright, with a young, serene outlook that blended perfectly with the outlook of the prospective Junior Bazaar reader—the American girl, older to twenty-one, critical, skeptical, self-possessed and clothes-minded. The prospective reader caught on, recognized herself, became a reader and sometimes a contributor. The junior magazine's circulation rose without effort from 5,000 to 125,000. The junior magazine's design caught the attention of many of the country's most promising young designers, not only in America but throughout the world. The early years brought dozens of new writer's, the Junior Bazaar, a new point of view and a new style of magazine. The Junior Bazaar was born on this day.