

## FASHIONS

*Edith Head, fashion designer for Paramount Studios in Hollywood and Academy Award winner, has dressed virtually every glamorous film star in the world. Following are excerpts from her popular radio show, Edith Head's Fashionscope, broadcast every weekday afternoon on CBS Radio at 2:55 p.m. (Copyright 1963 Gothic Productions.)*

### CLOTHES ARE GOOD MEDICINE

There are all kinds of cures and medicine for all kinds of ills, but one of the most interesting and least known is what I call "clothes therapy". Therapy is a strange word. It means "the science and art of healing"; and if applied correctly, the use of fashion in all its forms, clothes, hair, and makeup can do precisely the same thing.

Of course, you know the old saying: If a woman is unhappy, she goes out and buys a new hat — but there is a very serious side to clothes therapy. I have a very dear friend, Caroline Leonetti, who is head of the oldest charm school in California, and she and other members of the Los Angeles fashion group visit the mentally disturbed girls and women at state institutions. They teach them about hair and makeup; they teach them how to make a dress, and even have them give a fashion show for the other women in the institution. Doctors feel it is great therapy and one of the most helpful things that can be done for troubled people.

I feel that the same therapy in a lesser form applies to each and every one. You know that when a woman, or man, enters a room and someone says: "How well you look!" — that's good medicine. When a husband says to his wife: "You look so pretty in that dress", that's better than a tonic. When anyone is admired, subconsciously she experiences a lift no vitamin tablet could give as quickly.

Since I work with so many women of all ages, I have discovered that even talking clothes can cheer them; and for



a really depressed frame of mind, there's nothing like fashion rehabilitation. You must remember that besides working with glamorous motion picture stars, I also work with a great many teenage girls and working girls who have a definite budget problem, and I find that the best medicine that I can possibly give any of them when they are unhappy or depressed is to plan how they can alter or remodel their present wardrobe; how, without spending a great deal of money, they can get accessories that will give not only their wardrobe, but themselves a lift; and it's not only the actual change in the wardrobe but the discussion and planning of change that is what I call "clothes therapy".

Naturally, everybody can't talk to a designer or a fashion expert, but I think it is very possible to try to diagnose yourself — to admit to yourself that you are in a slump, to admit to yourself that you don't feel very cheerful, and spend either a little money or a little time on making yourself and your clothes into a prettier, more attractive look.

Do you know that some of these small cheerer-uppers are very easy and inexpensive to achieve? The use of color — if you don't buy it, dye it. I know one girl who took all her summer gloves and dyed them into bright autumn colors, and bought a yard of matching ribbon at the 5 & 10 cent store; so each day in the week when she goes to work for example she ties a bright scarlet ribbon around the neck of her blouse and puts on the bright scarlet gloves, and she admits that even if her suit is not new, she at least feels like a new person.

Maybe this won't work on everyone, but I am a firm believer that clothes, fashion, hair, and makeup — anything that has anything to do with making an individual look better, is very good medicine!