

Men Look to Looks While Women Cheer

By HELEN BRUNSON
Special Writer for The Birmingham Eccentric

Business reports show that men are now patronizing male-beauty parlors and department stores to get mud-packs, have dye put on their hair (if any), slough up their wastlines with "belts" and corsets.

They are having infrared facials, buying masculine perfumes, having hair-pieces made, and contrasting generally on their appearance.

Well, it was about time men started worrying about their looks. For generations they have assumed that we women loved them, even if they were fat as tubs, bald on top, sagging in the middle, or even needed a shave.

At the same time we've been supposed to look beautiful. We've tried every dodge in the book to improve our complexions, running the gamut in treatment all the way from plain (raw) cream to hormone skin-conditions.

WE'VE HAD OUR hair burned, crimped and almost stripped from our heads in various curling processes, and for gray hair, we've had numerous dyes and rinses. To keep shapey figure in shape, we've starved, done push-ups, bought rowing machines, eaten patent remedies to destroy appetite, encased ourselves in steel stays, and attended gym schools. We had to look good for the men's benefit.

So it is heartening to find men now have decided to improve themselves too. Emphasis on "Young" executives and the amount of cash around today may have something to do with it, but we suspect that if we women weren't around, the men would forget the whole thing—the way men do in the Arctic and other womanless outposts.

AND IT'S ALL to the good. In addition to not having to look at—and live with—less-attractive aspects of men's appearance, we see here a new psychological trend.

It suggests we women won't have to work so hard to attract the opposite sex. They may be making that effort themselves. Wouldn't it be nice if some day we women could relax our signal as to our appearance—the way men have been doing for so long—and still have them love us?

At Marygrove

New freshmen at Marygrove college are Joan Sofia, daughter of Mr. and Mrs. O. J. Soma, 18215 Kirkshire, and Sheila O'Leary, daughter of Mr. and Mrs. N. J. O'Leary, 16929 Broward Dr. Both girls are graduates of the Shrine of the Little Flower high school.



MANOR ARCHITECTURE recalls eastern college for Mrs. Hammond, center, and Mrs. Finegan, right, guests of Mrs. Gossett.

Manor in Hills Scene of 7-College Meet

A glimpse into the past, in an old-English type mansion where old photographs including that of the hostess's father, Charles Egan Hughes, was provided as the Seven College committee members met last Wednesday.

At the home of Mrs. William Gossett, in Bloomfield Hills, the women of the Detroit group drank tea and ate cakes in the various rooms, amid an atmosphere such as in the Eastern colleges where they did their undergraduate work.

Some of these college are leaving speakers for the committee's special lecture series this year.

BYRN MAWR will speak on Oct. 18, Marygrove's Lethe, which departs from her usual mathematics classroom to her special interest, a play, of gambling mathematics. Her topic is "Of Dice and Men."

How a European looks at American democracy will be subject of a Spanish who teaches at Smith College, Prof. Max Salvadori will talk here on Oct. 11.

A DRAMA Professor who leaves his campus, Harvard college, to produce shows that open new possibilities in showland, will speak here Nov. 1. All lectures will be at the Detroit Institute of Arts at 8:15 in Norris Houghton whose topic is the evening.

PATRONESSES are Mrs. Gossett's share of the planning, and ushering Mrs. Steven Bauer's, other Birmingham women who attended the meet were Mrs. Richard VanHusen, Mrs. James Fulton, Mrs. William Hyler, and Jeanne Lloyd.

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