

# VANITY, thy name is MAN!

Brace yourself, ladies, for the facts on how the sturdy male is going in for beauty treatments and is "getting the works" in his battle against double chins, eye pouches, falling hair and fat



among men."

The movies started this exodus back to towheaded days among masculine actors. A blond man screens much better when his blondness is definite. Therefore, it is a matter of good business sense for actors who are blond to stay that way. Out in Hollywood much work of this sort is done in the beauty shops, and in New York the vogue is growing, too.

THE inquiries from men as to the best creams and lotions for use after shaving, and for removal of bags under their eyes, are growing in volume. Beauty editors report that an increasing number of the letters in their mail bags are from men, and young men lead the list.

This skin question is one of the paramount issues in the masculine beauty category. Men, according to Gloria Bristol, who has made a specialty of caring for men's skin and hair, are more "skin conscious" than women.

"They are interested in their skin, not for the sake of beauty alone," she says. "They want their skins cleared, and look on a helpful procedure as a scientific one. Most men have sensitive beards and wrong shaving creams often have irritated them over a period of years. Men have come to be helped."

Stories are current—and check-ups prove they are true—of men who come from far away to New York to certain beauty shrines, at regular times, to have an inspection. Some come from Paris in the interests of a good complexion.

There are some frivolous touches to the masculine beauty mode, too. After all, for a man to come away from a salon no handsomer than the man at the next desk is small compensation. The salons are offering some tips to the boys that should provide them with new hope.

First of all, the individual hair styles for men are now coming in. Any man who asks for a shave and a haircut in a barber shop is missing out on beauty. He should look at the hair modes in some favored place, decide if his back locks should be long, or short, and suit the cut to his profile.

Then, too, men are beginning to keep their eyebrows neat. Straggly, bushy eyebrows are yielding to tweezers. After all, a man has as much right as a woman to pose before a mirror with a pair of tweezers.

When men take a hand at anything, the enterprise begins to go somewhere. Now that they are casting eyes on beauty, the world will be a better-looking place. Pretty soon, going to the beauty parlor may become a family habit.

Anyway, no matter how a man reacts to beauty treatments for hair, eyebrows and skin, there aren't any of them who don't admit that a good figure is a mighty fine thing to have.

Men are better looking today than yesterday. It isn't a biological achievement. It's exercise and training!

By Helen Welshimer

IT has come to the point where that natural instinct of woman—you know the one, where she runs her fingers through a man's hair—is beginning to meet with unnatural opposition caused by the gentlemen's permanent waves.

The sturdy he-men are going in for beauty treatments, and waves—wide or close, depending on the masculine profile—are now adorning many a former rough-edged head.

If you meet a strange young man with curly hair, think twice before you utter the trite old phrase: "Isn't it strange that men have curly hair, and women straight hair, when men hate ringlets so?" Men, you see, no longer dislike a waved effect, but they are still a little bashful over admitting that they pay a price for beauty.

Avoidropis also weighs on the minds of men who are beauty bound. The full waistline, known in the argot as the "alderman," is due for a belting in the shape of reducing girdles. That, so the beauty experts maintain, is squeezing the women pretty closely in the race for comeliness.

Double chins and pouches under the eyes are worrying the new Fair Sex, too. All creams in tubes aren't shaving creams any more. Many of them contain special preparations to be worked into the skin at night so men can face the "new day" with the same assurance that women do.

In the revised dictionary Vanity's name is changed to man. The white-sheeted contingent who are pummeled, pounded, rubbed, massaged and creamed in the name of a good appearance, are as likely to be men as women, since they have discovered that the surface view gets the first glance. Pot-bellied, double-chinned, flat-footed, thin-haired sons of Adam—some with nice profiles but an extra inch or two of girth—are marching through Manhattan's streets today to the places where beauty and health are preserved and restored.

IT seems that the old belief that brains and personality made a man has been relegated to yesterday's rule books. Today it takes a smooth skin and a creditable waistline, too.

However, since men's wives, secretaries, and the girls they merely take to tea, are old-fashioned enough still to look askance on beauty treatments for men, many of the entries in the loveliness crusades go to their appointments

by way of the back door, or wait until night settles down on the Avenue.

There are other places, though, where every man enters boldly, knowing that the atmosphere is completely masculine. These are the health studios and gymnasiums. They are run by men, for men. Jac Auer, whose health studio is one of the most popular of the dozens that line New York, has assisted in removing thousands and thousands of pounds from the nation's celebrities.

As for men's vanity—

"Men are more vain than women," he asserts. "They are afraid of acquiring large stomachs and double chins. I used to have mirrors in one of the rooms of the gymnasium but I had to remove them because the men wasted so much time preening in front of them, examining their muscles, showing off their strength."

MEN are asking for diet aids today. The old cartoons which displayed a hungry husband eating green vegetables because his wife wanted to reduce, no longer are so funny. Men, of their own accord, the health experts say, are eliminating butter, cream, pastry and white bread from their menus.

The department stores which sell reducing equipment, and the sports stores which supply the public's needs, report that the greater number of sales are made to men. Moreover, the amount of equipment purchased is increasing.

While the silhouette is generally conceded to be the most important feature of man's attractiveness today, there are several other runners-up in the hall of masculine beauty. Men are having their hair-cuts especially styled, and their



Men, according to one authority at least, are more "skin conscious" than women.

ringlets waved, because a wave sets off a profile to nice advantage. They are having their eyebrows plucked, the bags under their eyes removed with cream, and their skins cleared with sweet-smelling lotions. If women would invade men's fortresses, men decided they would follow suit and crash the salons.

Actors and businessmen who must face the public daily are the best clients at the beauty parlors, the experts report. They realize that their hair and faces are their assets, and they refuse to neglect them. Men, believe it or not, dislike it when their cheeks start to thicken and their chins double. They are glad to buy something in a bottle that promises to recall them to their original profiles.

The statement that men are asking for waves receives substantiation in the beauty salons.

"There is a vogue abroad today for wavy hair for men," Madam Helena Rubinstein declares. "Some patrons let the experts in charge suggest arrangements, while others ask for marcel. Once in a while a man requests a finger wave. Men have facials, too, and hair bleaching is becoming quite common