

Now Comes the MALE GOLD DIGGER

SOCIETY'S GREATEST PARASITE

What Are We Going to Do
About the Young Men Who
Seek Riches Through Marriage
or a Soft Life by "Sponging"
Their Way With Wealthy Girls?

By Lillian G. Genn

OF LATE a new species has been appearing on the American scene—the male gold-digger. In pre-depression days, much ink was spilled on the orchidaceous young women who took the easiest way by gold-digging men. The fact that they looked for security and a meal ticket via a platinum wedding ring brought much scathing comment from both the male camp and their sturdier sisters.

When the depression came, these expensive ladies saw the handwriting on the wall and took to learning pothooks. But new echoes of gold-digging are being heard again. This time it seems it's the men who are looking for a free ride through life.

Such is the observation of Pauline Cleaver, New York psychologist. For the last fifteen years she has been helping people with their personal problems, so that she has earned the title of "doctor of advice." Of the young people who come to her, she finds that it's the woman who is standing up better under the new demands that life is making of her.

"It's the young man who is showing that he can't take it on the chin," she said.

Mrs. Cleaver is a small, slender woman with a vivacious personality. Born in an aristocratic and well-to-do Southern family, she was disowned by them when she eloped with a penniless youth. About two years later he was killed, and she was left with a child to make her way alone.

Undeterred by obstacles and the fact that she was untrained, she went to New York to try to support herself. She designed some baby bonnets, which sold readily. From this modest beginning she built up a baby-bonnet business of national proportions.

When she married again she devoted herself to the study of psychology and to helping people find themselves so that they could be better prepared to face life.

AS ONE who is constantly consulted by parents and young people, and who is herself the mother of two grown daughters, she has heard and observed much about the new male species that is in our midst.

"There has been a general belief for a long time," she said, "that men are becoming chinless. And it's the younger generation of men who are giving good proof of it.

"Instead of looking for ways—any kind of way—to earn money, and to be satisfied with what they make as long as they've earned it, they are seeking to make a career of marriage. They want to marry women who can support them.

"For that reason, these young men have trained themselves to be more critical, so that they don't commit the

mistake of falling in love. Many a young man has said to me: 'Love? That's a lot of baloney. If I ever find a rich widow, I'll marry her.'

"The young man today, when he contemplates marriage, no longer asks whether he loves the girl, whether she has a sense of humor or knowledge of any kind. He rather asks: 'Is she durable? Will she support me?'

"Recently some college boys opened a service office where women could phone and engage these men as escorts, guides and entertainers. Many of them are going into this work with the hope that the contacts will help them to

All a lot of men who have "married money" are good for is to take the pup for a walk. He is completely at the mercy of the woman he marries

New Philosophy Needed

WHAT we need today is a new logic, a new philosophy. One that will give money less importance. We must not measure the success of man only by the money he has accumulated.

When we know how to put value on things other than money—qualities that cannot be purchased, wrapped up and sent to certain addresses—then we'll begin to take another step in the direction of normality.

—Pauline Cleaver.

Instead of seeking ways to make money and to be satisfied, many young men are attempting to make a career of marriage, says Mrs. Pauline Cleaver

meet rich women in social or money fields who will offer them marriage.

"It's amazing to find how many young men are thinking of the social side these days. They want to be seen at the best places and with society debutantes. They're becoming social climbers. They'll tell you, without the quiver of an eyelash, that it's just as easy to fall in love with a rich girl."

"It certainly seems that the tables have turned. At least, in the old days the women who made a career of gold-digging had not been trained to do anything in life. There was no avenue open to them but to work on men. And it was the fact that most women rebelled against such a situation, and fought against it, that helped to bring about their emancipation.

"But there's no excuse for the young man today to regard women as a trellis. His pioneering grandfather thought nothing of digging ditches and working among the section gangs to make his way in the world. It's well known that many of our leaders of industry started just that way.

"But the modern young man is shocked if you suggest any such work to him. He has too much pride to do anything like that. He wants to move in fine society and have the comforts to which he's accustomed. And the quickest, shortest way to do it is to marry a rich girl or one with a good job. He'd rather do that than stand on his own two feet and sweat and struggle for his bread.

"If all this is as universally true as it appears to be, it doesn't augur very well for the future. Men can only be great leaders when they have hardened themselves by discipline and hard work.

"Our present leaders didn't jump into success. They were raised in a tough school. They knew what it was to

struggle and fight, and experience all kinds of setbacks and rebuffs. But they didn't let these things lick them. They had backbone."

MRS. CLEAVER doesn't spare the women for what they have done to soften the male backbone.

"Mothers are keeping their boys tied to their apron strings as long as they possibly can. When the lad begins to assert his own individuality, the mother holds on tighter, imposing her ideas and ideals upon him. He learns to obey and to make his personality subservient to hers.

"The mother has her inning while she exerts the great mother-love power over her son. He likes the mothering. And the girls, if they want the boys to pay them any attention, have to continue the babying.

"Surrounded at birth by a pampering mother and adoring sisters, he grows up expecting women to do things for him. He forms the habit of accepting things easily and willingly from them.

"The young man today doesn't even trouble himself to court a girl and spend money on her. He waits for her to bait him with expensive invitations and entertainment. And he doesn't feel obligated to do anything in return. The fact that he has given his 'manly' appearance for protection he regards as sufficient. Very often he doesn't even go so far as to be a pleasant companion.

"If he were less weak, he would do his own inviting. If he were less of a gold-digger, he would be willing to spend 50 cents taking that girl to the movies. He could even ask her to take a walk. At least HE would have asked her.

"When men become used to having women pay their way and assume their responsibilities, it's only a short step for them to become gigolos altogether.

"The man who passes along his responsibilities to women is only robbing himself of his manhood. The sad part of it is that the men don't seem to realize what is happening to them. If they did, they might take every means to assert themselves.

"When I see what is happening to the backbone of men because of the fact that women are becoming increasingly independent, I'm inclined to wish for the days when women had the 'gimmex,'" smiled Mrs. Cleaver.

"Just the other day a young man earnestly said: 'Why don't you help me and some rich girl? Young, preferably. But if she's old, I suppose I could crawl by, for I love comfort and she might die soon.'

"This sounds like a joke, but it isn't. The modern man is building up a new logic to fit the times.

"He is beginning to think that there's just as much chance for happiness in marriage with a rich woman, even though he doesn't love her.

"What he doesn't realize is that the basis of married happiness is mutual

respect. The young woman, for the sake of getting married, may go to the altar with him. But it doesn't take long before she despises him.

"The fact is that many marriages break up today because the men can't hold the love and respect of their wives. A woman instinctively seeks fitness and strength in her mate. She demands in a husband economic self-respect, the ability and the willingness to work.

"If she has the sort of husband who has been coddled by his mother and sisters, she gets tired of coddling him. No wife can be happy being a combination of nurse, mother and valet to her husband. She wants a mate—a wise, tender, sympathetic partner. She wants to run a home—not a nursery.

"If he leans on her for support, she gets to feel that he married her for her money only. And she resents that, too. The big danger comes when she doesn't love him enough. 'I have the money and I'm the boss' is her attitude. And she proceeds to make a nunny of him.

"I know one man who married a woman of great wealth. He had a small job in a publishing house. He gave this up when she wanted to go to Europe for a while to live. He thought he would write, but never got to it. He was always at her beck and call, helping her to find pleasure.

"When they returned to America, he thought he'd get his job again. It so happened that she had a very valuable little dog and was always afraid to intrust it to any one. So she said to him: 'You could be more valuable to me taking care of the dog than going back to that job.'

"Any real man might have been insulted. But easy living had spoiled him. So he remained home and took care of her dog. Do you think that that marriage could last? Could she have any respect for him? He soon began to get on her nerves and she turned him out."

WHILE women are doing the pursuing, the proposing and the supporting these days, they hate this state of affairs. And they hate men for permitting it, is Mrs. Cleaver's opinion.

"The ideals of woman haven't changed," she said. "Her fundamental belief in the rightness of the proper relationship which biology has decreed hasn't wavered. She longs for its return.

"She wants a man who will win her respect by his strength and masculinity. One who can stand on his own feet and meet the storms and stresses of life.

"Certainly women are showing that they can take hard times and depression on the chin. Is there any reason why men can't do the same? Why should they lean on women?

"Modern life demands strength, and when each demand is met, greater growth comes. Women are meeting the demands and so developing strength. But men prefer to yield to women."

Women are already progressing at such a tremendous rate, that Mrs. Cleaver believes there will soon be an entirely new social system. More and more women are becoming leaders and not followers.

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