

American Men Spending More Time, Money on Appearance

By GAY PAULEY
United Press Correspondent
New York (U.P.)—The hair that's turned to silver, once man's mark of distinction, now is the mark of his age with the personnel department.

So grey men turn young, by dyeing. The bald ones recapture their youth with hair pieces. Men with plenty of hair, straight, get permanents.

And the men in general— young, mature, with barren or covered pate—all are spending more time and money on their appearance. So report leaders in the men's grooming business.

I thought pride was back of all this accent on appearance . . . that the men, after all, are as vain as we women. One hair colorist—woman—in a men's shop agreed.

"Men are just as interested in how they look as women are," said Miss Hilda Averett, who has been with Hatton-Case five years. This is a Manhattan shop where a man can buy a complete outfit, get a haircut, hair dye or bleach, scalp massage and face pack.

"Does the same thing as a mud pack does for you girls," said President John Hatton.

A Little Push
But most authorities in the men's grooming field said no. Usually the man is pushed—either by job competition or the little woman.

"Our studies show 80 per cent of our customers were influenced by a girl friend or wife," said Ben Z. Kaplan, vice president of Louis Feder Hairpieces, which brags its product will "stay on through a hurricane."

"The women pull the men in here by the hair of their head . . . or what's left of it," said Kaplan. He said the toupee business is thriving because men's hair is not. And even Yul Brynner hasn't slowed it down.

Joseph Koehler, publisher of the Barber's Journal, a trade

paper, said a recent sampling of 2,000 men showed "it's more a matter of economics than pride" causing the men to be so appearance-conscious.

Change in Coloring
He said a major change in the industry in the last decade has been the increase in coloring. "Men no longer are embarrassed at getting it done. Most want the gray darkened for business reasons."

"Gray hair often interferes with a man's standing at the personnel office," said Koehler. It also apparently can impede romance. Miss Averett said one of her recent customers, gray-haired and "fifty-ish," came in for a dye job. "He explained he had a new girl friend . . . a young one," she said.

Whether it is vanity or economics, the men's visit to the barber shops are more frequent. Koehler reported the average number of visits up 15 per cent in the last 10 years, and the average each man spends \$42.

The accent on youth has influenced men's hair styles too. The number one cut today is the crew. "We find it's most popular with the men over 40," said Koehler. "Second is the Elvis Presley type . . . you know, long sideburns. But I don't think it will last."

Serve this attractive avocado and pineapple salad on St. Patrick's day. Place a slice of fresh or canned pineapple on garnished salad plate and top with a crosswise circle of California avocado. Add a topknot of salad dressing mixed with minced parsley and chives.

Brush this tasty wine and butter sauce over fish before broiling. Combine 2 tablespoons each white table wine and melted butter with 1 teaspoon each instant minced onion, Worcestershire sauce and lemon juice. Let stand 5 minutes before broiling fish.

Institute Gives Tips On Fabrics

Joliet, Ill.—For women who sew, the early months of the year mean it's time to choose fabrics for their spring and summer wardrobes.

To be practical as well as chic, textile experts at American Institute of Laundering, research and educational center for the professional laundry industry, caution that seamstresses should be just as careful in the selection of the fabric as they are in choosing a pattern and turning a fine seam. Hasty and unwise purchases can too easily result in shrunken, faded or discolored garments, the institute says.

Because warm-weather wearing apparel will be laundered more frequently, washability standards should serve as a guiding factor in purchasing materials. Shoppers are advised to check the label on the bolt before making a purchase. These labels often carry the same information concerning shrinkage, colorfastness and laundering precautions which is available on hangtags of ready-made garments.

However, certain terms, such as the word, "preshrunk," can be misleading, according to the ALL technicians. Unless the manufacturer's specifications of maximum per cent of shrinkage are listed, then "preshrunk" is not an absolute guarantee of non-shrinkage. One to two per cent shrinkage is ordinary and acceptable. But, if the percentage is not given, any amount of shrinkage may be expected.

Check Both Sides
When buying printed or striped cotton, search for the fabric which has the pattern woven into the material. If buying an ordinary printed fabric, check the back side to see whether the dye has penetrated through. Such fabrics are generally more colorfast than those which merely display surface prints.

White cotton fabrics sometimes have excess starch sizing, which is a filler that gives body to loosely woven material. However, after laundering, when the sizing is washed out, the material becomes limp. To check for sizing rub the material between the fingers. If a white powder appears, the material has too much sizing.

Certain white fabrics labeled, "crease resistant," should not be treated with chlorine bleaches. The factory finish on these fabrics will hold the chlorine. Because of this, damage may occur when the fabrics are pressed. Though cotton still remains the all-around summer favorite, synthetics are becoming more popular. Buyers of nylon, orlon, dacron, dynel, acrilan or vicara should remember that these fabrics may require special care. For example, crystal acetate is often brittle. It may split or crack during sewing and the seams may pull apart easily during laundering. Many of the synthetics are susceptible to

Washington Hostess To Give Annual Huge Party on Easter

By PATRICIA WIGGINS
United Press Correspondent
Washington—(U.P.)—Hostess Gwen Cafritz, deep in plans for Washington's springtime social flurry, hopes to invite Charles Van Doren, the TV quiz expert, to her annual VIP-studded Easter party.

"He kind of appeals to me," Mrs. Cafritz said in an interview over Martinis and caviar at her sumptuous home here. "I think he'd contribute a great deal. I always enjoy intellectuals per se."

The Hungarian-born wife of a Washington real estate dealer also reminisced about the first party she even gave, and discussed her philosophy on party-giving, her plans for the coming season, and her recent encounter with rival hostess Perle Mesta, in Philadelphia.

Besides being an "intellectual" Van Doren has another qualification for Mrs. Cafritz' Easter party on April 21. He ran his winnings to \$129,000 on TV's "Twenty One" before he was toppled from his top quiz perch. If he attends, the 31-year-old Columbia university instructor will rub elbows with Supreme Court justices, congressmen, cabinet officials and other social lights who traditionally make up the 1,000 person guests list and overflow the rambling white brick home on exclusive Foxhall Road.

Special Talent
Mrs. Cafritz' continued ability to draw top names to her drawing room without any official government connection has made her a phenomenon in a town where some hostess careers have been noticeably short.

"If you try to do something for which you are not qualified," Mrs. Cafritz said, "you won't last long here."
One of her qualifications, she believes, is her ability to speak five foreign languages and "get along in more." Also, "Being a European, I know lovely foods and good wines and like to have people around me."

Her husband's wealth undoubtedly is also helpful. Mrs. Cafritz describes her annual Easter party as "sort of noblesse oblige—it's wide open." She makes up a fresh guest list every year and "hopes and prays" doesn't "forget anyone."
She never hires caterers since her staff prepares the food for the giant drinks-and-buffet affairs. But she does import a staff of butler-about-town who are told "who is to stand where" and who help prevent confusion among the hired help.

Big affairs like the Easter party are unlike what she calls her "elegant small supper parties." These usually feature 22

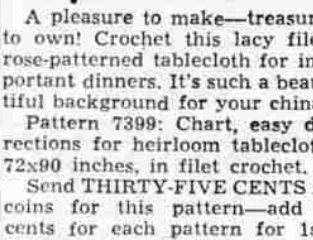
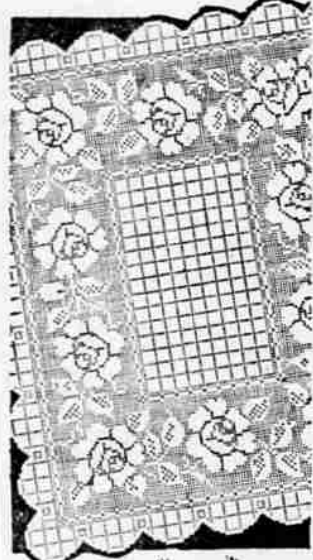
damage when they come in contact with high temperatures. They should be pressed at a low temperature.
Other materials which may require special handling are the embossed fabrics and novelty materials such as the type on which the pattern is flocked.

guests, she said, "because that's the nicest number for my table."
"She's 'terribly nervous' at the moment because she is behind schedule in holding her dinner parties. So far, she said, she hasn't honored the new French and British ambassadors, and Christian A. Herter, the new undersecretary of state.

Mrs. Cafritz recalled that she gave her first party 48 hours after she was married. She and her husband, Morris, were aboard the SS Paris en route to a honeymoon in France.

She said she gathered up a list of "all the gay people" aboard, had the purser make up "little place cards" and held a "lovely party."
"It didn't take me long, dear," she said with a laugh.

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Sunday, March 24, 1957

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