

## A sloppy woman communicates hostility. But she may be challenging people to love and convince her she is not as worthless as she thinks.

facial. This was so relaxing that I couldn't even tell you what went on—creams, stimulants, some sort of face pack, the works. Then I was made up—eye-shadow, lipstick brush, again the works, but a daytime make-up. Miss Terry gave me a folder listing all the right shades of powder, lipstick, etc. She also checked the list of skin creams.

### A New Woman

"Then I got dressed, had my hair combed out, and left, feeling that I was floating on Cloud Eight. But the best was yet to come.

"When I arrived home, the children's eyes bulged. Bill, the youngest, age eight, was a little uncertain about my new lip line. Holly, twelve, was entranced with the eye-shadow. Leslie, a blasé fifteen, took a long look and murmured the ultimate teenage praise: 'Mmmmm, jazzy.'

"My husband didn't say a thing. He just got a gleam in his eye that lasted all through dinner and all evening. In fact, he still had it this morning.

"Sometimes when I'm extravagant, I'm sorry afterwards. But I'm not one bit sorry today. I'm just delighted. And I've learned my lesson. I'm going to get me a lipstick brush, the right creams, and a few other things I always thought were for beauty queens only. I'm going to take ten minutes of simple exercises every day. I may even get some pale blue eye shadow and bowl over the checkout boy at the A & P."

She closes by urging the salon director to advertise the beauty-day plan in a more down-to-earth manner so that more women will try it. "It would be a great present for Mother's Day," she writes, "or to cheer up someone who's feeling low, or, for that matter, for every wife and mother who looks around an untidy house and glumly wonders, 'What's the use?' This isn't a luxury," she concludes. "There are times when it becomes a necessity."

It is not, as some women might fear, vanity to derive pleasure from being attractive. "It's healthy," says Dr. Levine,

"to acknowledge your best points and do what you can to accentuate them."

The wise woman knows that, as psychologist Dr. Arthur Weider says, "appearance is a key to sociability." Her appearance is a mirror of her personality and tells the people she meets something of her attitude toward them and how she wants them to treat her. Noted New York psychiatrist Dr. Edmund Bergler states categorically that "the way a woman dresses has intimate connections with the impression of herself she unconsciously wishes to convey."

### The "Passive-Repulsive" Type

Logically enough, the word "personality" comes from the Latin *persona*, which means mask. Originally it referred to the stage mask an actor wore to put himself "in character" and to signal the audience what to expect from his role and how to react to it. Today, obeying unconscious dictates, women use make-up and clothes for the same purpose. For example, a woman who has taken the



**BEAUTY EQUIPMENT** in most hospitals is donated by leaders in beauty industry. Camarillo also has a dressmaker's shop, where women are encouraged to make taste-

ful clothes. Psychiatrists feel a good appearance is essential in restoring a woman's normal self-respect and helping her acquire a healthy interest in herself and other people.