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Resolve to Charm

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Resolve to Charm

by Frances Dickerson

WE COLLEGE women, busy in the hectic pursuit of diplomas and an unwary male or two, are frequently amused at the lengthy beauty rituals urged upon us by advisors in newspapers and magazines. If any coed manages to spend an hour every evening on complexion care, or bloom forth every morning with a hair arrangement totally different from the preceding morning's, she should make herself known on the campus. We will be her disciples until the bitter end.

Most of us must be satisfied with a hasty routine for hair, make-up and clothes before starting for morning classes, and quite often we find later in the day that we have been going around with the bloom of health higher on one cheek than on the other.

This matter of being a charming coed presents a distinctive problem in that the time factor is the most stubborn to contend with. Yet the college woman has great incentive to be as charming as possible. The solution? A definite and simple beauty program to follow. And we mean FOLLOW. A one or two week trial is worthless. But a little thoughtful planning and a great deal of sticktoitiveness will bring results in short time.

If Santa didn't bring you that perfect complexion and all the other things that contribute to the breath-taking appeal which you have been longing for, make up your mind that you shall have them anyway. Take your typewriter in hand and make out a list of can't-fail New Year's resolutions. Follow them faithfully, and who knows what Santa may leave in your stocking next Christmas?

Incidentally, we asked a popular Iowa State man to define "charm." He replied, "I think that charm consists of beauty, poise and those qualities of personality which make friendship a lasting, rich experience." Pressed further on this last point, he named among those qualities intelligence, sincerity, a friendly warmth and a sense of humor. Now does that give you a working foundation for your campaign?

The following resolutions may help:

I will always be clean and neat! These factors are the bare foundation for charm. Without them, beauty and per-

fection of dress are wasted. If a college man catches a glimpse of a grimy face or a twisted stocking seam (and these days of short skirts should keep one more on guard than ever), he won't look twice to see what sort of features or personality the owner has.

Cleansing cream or soap and water? Your skin will tell you which is best for you. The best treatment is none too good. Keep skin smooth, soft and clear, and protect it when you go out into the cold raw wind of Iowa winters. If necessary, consult authorities at the College Hospital about any skin problem which stubbornly resists your treatment.

I will recognize my type and dress the part! We must not be copy-cats. The tall and willowy type must leave the frills and baby-talk to that little wisp of a thing down the hall. Statuesque poses and gestures don't go if one is barely five feet tall and about as stately as a kitten.

Here is an opportunity to make application of training in costume design. Wear those colors which you know are flattering, and avoid the doubtful ones. Select your clothes in lines suitable for your own personal type, and try to avoid stepping too far out of your role. Your dress should fit the occasion, too. Well-chosen combinations of sweaters and skirts for classes, and bundlesome woollens for wintry sports, if you choose.

But for evening, a little bit of glamour! Try veils that flatter, a soft but smart hair arrangement, and the final touch, a faint whiff of perfume.

I will have a good figure! And why shouldn't you? The hospital will recommend a corrective diet for you if you wish it, and the hygiene department can offer many helpful suggestions if you will consult with them. The physical education department will yield invaluable help in correcting posture, which is, after all, the cause of a great many figure problems. Taken seriously, courses in rhythm and dancing will gain for you suppleness and poise. Here in

college are many opportunities for keeping in the pink through sports, both indoor and outdoor. And how sports do improve circulation and complexion!

I will make the most of my looks! Many times a startling change in a girl can be seen after some simple change—hair brushed up instead of down, curls where formerly were none, or powder of a different shade. Here at college there will be no watchful older sister or painfully critical younger brother to heckle your most drastic attempts at change.

If your features are not especially pretty, don't waste time complaining and mourning. Aim at smartness. Beauty without smartness has not a leg to stand on, but smartness can stand alone and look the world in the face without a quail.

I will be a "smoothie!" And herein lies the real difference between a charming girl and a merely beautiful one. This year we are calling smoothness "yumph," but the essentials are the same as before. If you are really smooth (in the best sense of the word) your manners are unfailingly charming, and you are always courteous to other people, whether it be a dear old lady whom you meet at a tea, or that blind date about which you had hoped for the best but expected the worst.

If you have "yumph," you will be a good dancer and an entertaining companion. You will be able to carry on a not-too-boring conversation with your date about whatever subject he mentions.

Round out your personality with as many varied interests as possible. Every new accomplishment is a feather in your social cap. Learn "the big apple dance" if you think that the man will want you to do it. Learn to play his favorite piece on the piano. And don't forget to thank him for the little favors he does for you. Iowa State men have a lot of sweetness in their souls, but they do like to be appreciated.

If you are a "smoothie," you will conscientiously set aside sufficient time in which to dress for a date. You can't just pop out of the shower and into your clothes and dash downstairs to meet your waiting date.

Then you won't have the nervous jitters when you get to the party. You won't have to keep jerking at straps and sneaking worried glances into your mirror. You'll know that the general effect is good, and you can concentrate on your state of mind.

