1953

Got a Man to Please?

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Recommended Citation
Mattison, Margaret (1953) "Got a Man to Please?," The Iowa Homemaker: Vol. 33 : No. 1 , Article 5.
Available at: http://lib.dr.iastate.edu/homemaker/vol33/iss1/5

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THINK OF ALL the birthday shirts and ties that have been sentenced to hang in a closet simply because they didn't suit the owner. Before you set foot in George's Store for Smart Men, study your man. Take mental note of his coloring, look at his chin line, the shape of his head and his build, and think about his type. Then buy your gift especially for this man.

Tie jokes popular

The cartoonists of America have been supporting themselves on jokes about the terrible ties American women force onto their gentlemen friends. Perhaps the cartoons aren't exaggerated as much as we would like to believe. A purple tie with chartreuse butterflies and fushia magnolias makes a funny gift once every 75 birthdays. But if Freddy gets a loud tie every December, the noise may drown a beautiful friendship.

There is only one way to put a stop to the cartoonists' detrimental publicity. Sweethearts, sisters and wives must become good tie selectors. They should choose the ties with as much care as they choose their own accessories. If the birthday boy has a new blue suit, a maroon tie with a blue accent would be a good gift. Suppose he is a sportsman; then look for a tie with a hunting motif.

Ties for double chins

It is possible that this tie will go to a Dad who has recently acquired another chin. If this is the case, forget the bow tie. Save the bow tie for your friend with a longer neck and thinner face. Give Dad a striped four-in-hand.

Another gift that is a hit, especially with college men, is a leather belt. Remember to be conservative with the buckle. A metal which portrays the settlement of the West may make an attractive buckle, but try to visualize how it will look under his tweed jacket.

Now look at the shirt counter. A wise woman will know which shirt will win the popularity poll with her male; the dress shirt or the sport shirt. If the sport shirt wins, remember the lesson on ties. Choose the color and pattern with care. An orange shirt with pink hollyhocks will make the handsomest football player look like an erupting volcano. Vivid plaids and bold checks will hide a small man completely.

Most important, choose a shirt that is comfortable. This means a soft collar, action back, material of suitable weight and perhaps raglan sleeves. After all, sport shirts are meant for relaxation, so give him something he can relax in.

Dress shirts are harder to select than sport shirts. The first step is to have your favorite detective give you the inside information of sleeve length and neck size. Think of poor Dopey in Snow White, and vow to buy the sleeves the right length.

Collars important, too!

If the collar is too large, your hero will look like a turtle. If, on the other hand it is too small, he might say, "Blest be the type that binds," but will he mean it? If the intended wearer has a full face and jaw line, the collar should be pointed. The tall, thin star of the basketball team will look best in a shirt with a high shirt band and a tight-fitting collar.

The easiest way to buy the best for your man is to picture him in the shirt or tie or socks. Does the blue shirt bring out the blue of his eyes? Will a tie with dollar signs on it appeal to Dad, or will he simply cut your allowance? Think of the man and buy for him.