

# Polly Bergen shares secrets of beauty and life

Story: ETHEL SIMMONS

Photos: DICK KELLEY

Glamorous Polly Bergen, whose career has spanned not only show business but the beauty business and more, readily admits, "I'm almost 50."

At an age when most women won't tell, Ms. Bergen is quite willing to, "I want to look like a terrific 48-year-old" is her goal appearance-wise.

Five foot five and one-half, with a slim figure she keeps in shape with calisthenics and isometrics, Ms. Bergen believes a woman has to face the facts ruthlessly.

Take off all your clothes and stand in front of a mirror is her advice to women who want to appraise themselves for a fashion and beauty image.

"Ms. Bergen's philosophy was garnered in an interview at St. James Episcopal Church before her lecture Thursday morning at Birmingham Town Hall, during the program held at the Birmingham Theater, and later over table talk at the celebrity luncheon in the Kingsley Inn.

ENORMOUS BLUE eyes are a trademark of Ms. Bergen, and she focuses them on you with directness. She answers all questions thoughtfully, yet her ideas flow easily.

Clearly, Ms. Bergen is her own good example of making the most of oneself in what she emphasizes is "a visual society."

She claims she was her full height at age 11 but weighed 150 pounds, with 40-inch hips and 40-inch bust. At Town Hall, she pulled the microphone from the stand and charged back and forth across the stage, during her talk.

Energetically, she discussed "The Psychology of Being a Woman" and told how she had transformed herself, first from the adolescent, ugly duckling stage, and later after 25 years of marriage when she found herself suddenly single.

"Women will all end up alone," she declares, pointing out that most women outlive men (or find themselves alone through divorce) but usually are unprepared for making a life of their own.

"Through her own example, she encourages women to develop an independence. "Too many women don't know enough about how to take care of themselves," Ms. Bergen believes. At this point her in life, "it is important to feel secure about myself."

She isn't suggesting that women ignore their families but wants them to make the most of their own looks and develop a good self-image. Ms. Bergen thinks too many women have dependencies and turn to others for approval, rather than having confidence in themselves.

Today Ms. Bergen is spokesman for the Singer sewing machine company and, when asked, said that her full-skirted, flowered wool challis dress was one she had sewn herself.

She started her career as a singer, later became a Hollywood star and even played in one movie in which she was the first woman president.

Does she think we'll have a woman president soon? "Not in our time," she said.

At the present stage of the women's movement, Ms. Bergen thinks that "men have it more difficult than women. They haven't caught up with us. It does no good for women to become enlightened if men aren't."

MS. BERGEN SAID that conditioning is the real enemy, for women's and men's attitudes. It's important that women learn to support each other.

"The most and-women I know are women. They hold us back the most. They're frightened and live with old conditioning on competitiveness."

After an acting career that has included an Emmy-winning TV performance as tragic singer Helen Morgan and amusing panelist on TV's "To Tell the Truth," she now is most interested in producing films and TV shows about women's interests.

For 10 years, she ran her own Polly Bergen cosmetics company, started with an Ollie of the Turtle moisturizer. "From a \$1,500 investment, the company did \$5 million in the last year I ran it," she said.

The company was sold to Fabergé, then sold again and went down the drain, she said.

Recently, she co-hosted the TV series "Not for Women Only," reflecting her broader goals. Other interests have been working with brain-damaged children.

Ms. Bergen wrote a book "Polly's Principles" at her time of transition, in her early '40s. The publisher wanted a beauty book, but she "wanted to do a book on a woman trying to be an adult in her '40s."

Although Ms. Bergen added some depth to the book, with candid, personal revelations, the publisher essentially won.

"It turned into a lightweight, fluff book," she said. But looking back on the approach she had wanted to take, vs. the publisher's intent, she said, "I was right after all."

She has a new book coming out soon, "I'd Love to Buy What Do I Wear?" about attitudes toward fashion.

"You give off bad vibes when you don't feel good about how you are," she said. "The narcissistic woman spends her life worrying about herself, not the woman who decides to do something about it and has her act together."



Polly Bergen's expressions range from thoughtful to intense to lively.

## Highway parcels to be sold

Twenty-five parcels of excess state highway property in Wayne County will be offered for sale at public auction April 11 in Southfield, the Michigan Department of Transportation said.

The auction will begin at 2 p.m. in Room 115 of the city's Parks and Recreation offices, 26900 Evergreen.

A brochure containing sketches, descriptions and locations of the parcels may be obtained from the Right-of-Way Division at the Department of Transportation Field Office, 12800 W. Ten Mile Road, Huntington Woods. Following are general descriptions

and minimum opening bids for the larger parcels:

- 13 acres of vacant land in Brownstown Township, on the southeast corner of M-45 (Port Road) and Gibraltar Road; \$52,000.

- 10 acres of vacant land in Taylor, in the northwest quadrant of I-75 and Eureka Road; \$125,000.

- 4.7 acres of vacant land in Taylor, in the northwest quadrant of I-75 and Eureka Road; \$59,000.

- 1.2 acres of vacant land in Southgate, in the northeast quadrant of I-75 and North Line Road; \$31,400.

## Lutherans schedule Holy-Week services week

The congregation of Hope Lutheran Church join with other congregations in the area for Holy Week services which begin with Maundy Thursday Communion, at 7:30 p.m. Thursday, April 12, in Antioch Lutheran Church.

Good Friday Tenebrae Service begins at 7:30 p.m. April 13, in Antioch Lutheran Church.

Easter Sunrise Communion, at 7 p.m. on Sunday, April 14, in University Hills Christian Reformed Church, begins the events for Easter Day.

Communion is followed by a continental breakfast in University

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## Haight-Horwitz

Mr. and Mrs. Louis A. Haight, Jr., of Farmington Hills, announce the engagement of their daughter Cynthia Ann to Louis A. Horwitz, son of Mr. and Mrs. Phillip Horwitz of Birmingham.

The bride to be graduated from Farmington High School, and will graduate with a degree in psychology from Northern Michigan University this month.

Her fiancé graduated from Dondro High School and University of Michigan. He will be graduating from U-M's Medical School in June.

A May wedding is planned.

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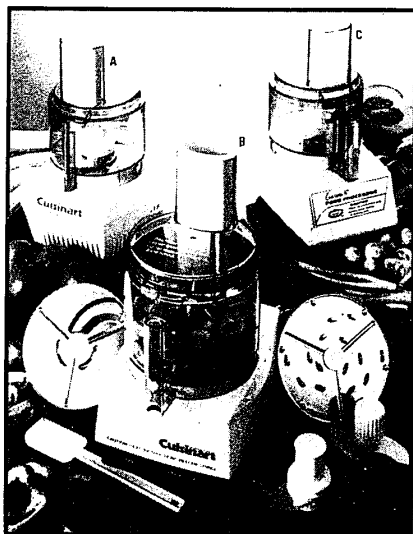
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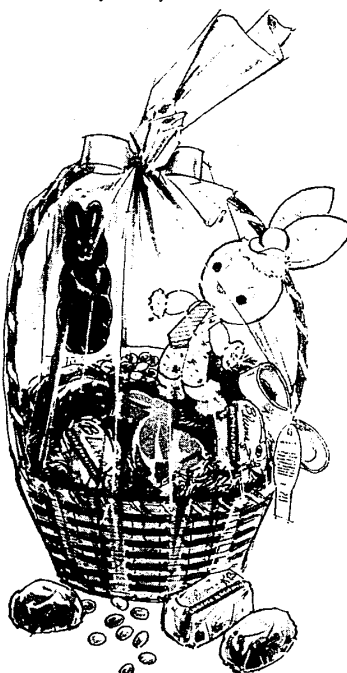
You are invited to attend a Cuisinart demonstration, where you'll discover the many ways that this ingenious food processor can help you shorten cooking tasks and expand your culinary expertise.

A. Model CFP-9, \$140; B. Model DLC-7, \$250; C. Model CFP-5, \$200.

Thursday, April 12, from 6 to 8 p.m.

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Blum's of San Francisco candies arrive for Easter enjoyment in the Honey Bunny basket.



Individually wrapped coconut creams, chocolate buttercreams, marshmallow eggs, chocolate, jelly beans, mixed candies. There's 15 ozs. of good eating in the 8 1/2" diameter Easter basket. Plus, there's a parky yarn bunny ready for fun, 6.95 Other Blum's candies and baskets, 3.50 to 9.95

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