

Good Looks Are Good Business

Says Mary Constance Ford

A LOT of us can remember—and we don't have to be so very old, either—when people all had the idea that a woman who took a great deal of pride in her appearance could not possibly be a good business woman. At that time the appearance of a powder-puff in a business office would have been much more fatal for its owner than a stupid error in addressing a letter. A pretty dress was regarded as a sign of a flighty head.

How things have changed! In the year 1931, comes The Home-Making Center, established by clubwomen in New York City, and presents as a gift to Dr. Lillian M. Gilbreth a set of standards for personal grooming compiled by fifty experts on clothes, cosmetics, and coiffures. Dr. Gilbreth, being a woman of discernment as well as a famous industrial engineer, promptly accepted "Standards for Personal Appearance" as an aid in her work as Chairman of the Women's Division, President Hoover's Emergency Committee on Employment.

Here at last is official recognition of the fact every woman knows—personal appearance does count in business, and counts heavily. This brief weight chart tells how much the average woman should weigh, and so not look thin and sickly or fat and heavy.

Feet	Inches	Pounds
4	11	100
5		110
5	1	118
5	2	118
5	3	125
5	4	125
5	5	128
5	6	128
5	7	135
5	8	135

Girls who do not come somewhere near par in this matter of weight are urged to diet under the guidance of a physician. Of course, if one is simply desirous of taking off a few pounds or putting them on, the general rules of diet may be sufficient as a guide. Here they are. To reduce, abstain from meat except broiled lamb, steak, veal, or fowl, and confine your diet to fruits, salads, vege-

If your beauty is not God given, but acquired, and if you sometimes feel the need of expert aid, write to Miss Ford. She will gladly send you a list of the products she especially recommends.

tables, and cheese. Avoid all sweets and starches. To add weight, drink milk, and include in the diet chocolate, butter, olive oil, and plenty of blood-producing meats such as liver, veal, steak, etc.

If you are too plump in one spot, don't wait for a magic cure. Get right to work

on exercise or massage. It is your only hope.

The great importance of a clear, healthy skin is stressed in this set of standards. These are recommended as necessities:

For cleansing, a mild soap or liquefying cream.

For stimulating, a tonic lotion.

For softening, an oily cream.

Blackheads, which keep more girls from good jobs than any one but a personnel manager realizes, come in for special attention.

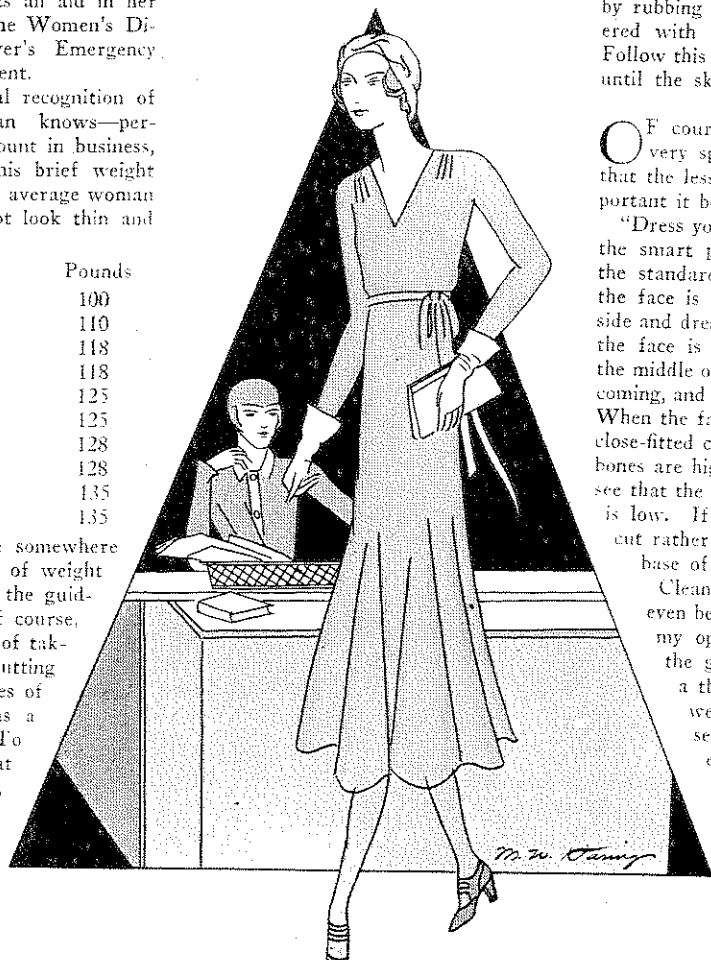
"To remove blackheads," says Catherine Oglesby, who writes the cosmetic rules, "saturate the skin with oil or a light cream. Apply heat (Thermolite, or towels dipped in hot water) for about five minutes. Press out blackheads gently with the fingertips. Close pores by rubbing skin with a piece of ice covered with a towel or cleansing tissue. Follow this treatment three times a week until the skin is free from blackheads."

OF course, the hair comes in for a very special work. It seems to me that the less hair we wear the more important it becomes.

"Dress your hair to suit the face," says the smart person who has worked out the standards for this section. "When the face is round, part the hair on the side and dress it close to the head. When the face is long and thin, part hair in the middle or as near the middle as is becoming, and wave it loosely over the ears. When the face is square, adopt a simple, close-fitted coiffeur, and when the cheekbones are high, or the nose is prominent, see that the knot at the back of the head is low. If the hair is bobbed, have it cut rather full and a little long at the base of the neck."

Clean hair and a clean scalp come even before a becoming coiffure. In my opinion, there is nothing like the good old daily brushing and a thorough shampoo once every week or two. Don't forget to select a shampoo that will be easy on your hair and scalp, that will cleanse thoroughly, and leave a glinting loveliness when the hair is dry.

(Continued on page 137)



The amount of cooperation received from the local clubs in the States.

Listing of health activities within the clubs.

Outstanding health programs and accomplishments by clubs.

Cooperation by the State and local clubs with city, county and State health projects.

This award will not cover the Attendance-on-the-Job and the Health Examination contests.

Final reports in the Health contest must reach me at the earliest possible date after April 1, 1931 and not later than May 1, 1931.

I wish to express my appreciation for the very fine work done by the State Health Chairmen and urge all local clubs to get their reports in as quickly as possible, in order that this splendid program for positive health may be carried to a successful and inspiring culmination at the National Convention in Richmond.

With Apologies

FROM Lincoln, Nebraska comes a letter calling attention to the fact that that State was omitted from the list which sent entries for the National Poster Contest. Our apologies, Nebraska. The omission was typographical and unintentional. As a matter of fact, Nebraska submitted an excellent poster—and so did Kentucky, which was omitted, also, from the list of States. Credit was given, however, to a Kentucky girl whose poster received honorable mention.

Good Looks Are Good Business

(Continued from page 117)

Remember that a scalp which is excessively oily or hair that is unusually brittle, or a scalp that develops dandruff even with the most careful shampoos, needs the attention of an expert. If you have these troubles, go to a hair specialist and ask for a tonic that will help you remedy the condition.

There are so many good little suggestions in this "Set of Standards for Personal Appearance" that I wish I had more space. For instance, did you know that a nightly massage of the feet with cold cream will prevent corns and bunions? Or that curling your toes over a rubber ball is a splendid exercise? Unfortunately, I can't give you all these little hints. I can only repeat, whether you have a good job or are looking for one, try to look always, every day, as if you were ready to have an important talk with the Ideal Employer.

San Antonio Helps

SAN ANTONIO, Texas, is among the clubs which have thrown themselves with enthusiasm into the unemployment program of their city. Will Rogers was brought to San Antonio to stage a gigantic concert for the relief fund, and the club lent its efforts to promote this concert.

May We Suggest

THE editor notes that several of the local club bulletins coming to her desk do not carry the name of the town or State from which they are issued. May we not suggest that all bulletins make it a rule to give the name of the city and State, so that each club may be credited with its own accomplishments.

Hotels Need Trained Women



Mary Catherine Lewis
Vice-President
Lewis Hotel Training Schools

Having a lifetime of hotel experience, Mrs. Lewis personally supervises the training of Lewis Students and has helped thousands of women to qualify for success in the hotel and institutional field.

These Women "Made Good"

Through Mrs. Lewis' efforts, Eva Hardin is Housekeeper of an Indiana "Y," Mary E. Burton, without previous experience, is now associated with a well-known Virginia hotel. A Lewis-trained woman, Mrs. M. C. Harmon, is now Hostess of a large hotel, while a fourth, Mrs. Ebbie M. Rudisill, is now Manager of a well-known resort hotel.

MANY well-paid positions open. Opportunities for women of all ages as Apartment Hotel Managers, Assistant Managers, Hostesses, Housekeepers, Matron-Housekeepers, Hospital-Housekeepers, Sports Directors, Social Directors, Floor Clerks. Lewis Graduates winning success everywhere. "Am now Housekeeper at the Jefferson. Taking your course has been the best thing I ever did," writes Mrs. J. E. Blackburn.

MANAGE AN APARTMENT HOTEL

Managers needed for \$100,000,000 worth of apartment hotels now being built. Interesting work, big pay. This is YOUR opportunity.

Two things make the need for trained women in hotels, apartment hotels, schools, colleges, carnies, hospitals and institutions greater than ever before—the desire for better food and accommodations and the great change automobiles made in the American people's habits. Whole families now travel thousands of miles in their automobiles—that's why 50 hotels, restaurants and cafeterias flourish today where one existed before.

PREVIOUS EXPERIENCE UNNECESSARY

Here is your opportunity to get into a new field—a field teeming with interest, opportunities for advancement and colorful social activity. Quality in spare time for a position that means fascinating work, luxurious surroundings, and an income of from \$1,500 to \$7,500 a year. Lewis Personal Coaching Plan adapts the training to your individual needs and requirements. Totally unacquainted with hotel work before taking the Lewis Course, Ethel Phillips was made Supervising Housekeeper of a South Carolina Hotel.

BE A SOCIAL DIRECTOR

Hotels, clubs, apartment hotels, colleges calling for Hostesses, Social Directors, Managers, Assistant Managers, Housekeepers, etc. Splendid salaries, fine living.

FREE BOOK Gives Full Details

Our Free Book, "YOUR BIG OPPORTUNITY," tells about the wonderful opportunities open in this fascinating profession and explains how to become a successful hotel executive. Registration in our Employment Bureau FREE of extra cost. Send for this big, FREE book TODAY!

Lewis Hotel Training Schools
Room DC-6326 Washington, D. C.
The Original and Only School of Its Kind In the World

OPPORTUNITY COUPON



MAIL COUPON NOW!

Lewis Hotel Training Schools, Room DC-6326, Washington, D. C.
Please send me without obligation a copy of the Free Book "YOUR BIG OPPORTUNITY" and details about the opportunities open to women in the hotel and institutional field.

Name
Address
City State