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 criminal 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 1921, comes The Home-Making Center, estabished 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.

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<th>Feet</th>
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<td>4</td>
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Girls who do not come somewhere near the chart 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 1 a.m., steak, veal, or fowl, and confine your diet to fruits, salads, vegetables, 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 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.

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 oil cream.

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

"To remove blackheads," says Catherine O'gley, who writes the cosmetic rules, "saturate the skin with oil or a light cream. Apply heat (Thermalite, 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 coiffure, 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 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 glow of loveliness when the hair is dry.

(Continued on page 157.)
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
ANY 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 ever done," writes Mrs. J. E. Blackburn.

Hotels Need Trained Women

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 shampoo, needs the attention of an expert. If you have these troubles, go to a hair specialist and ask for a treatment 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 rolling your toes over a hard 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.