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Career Grooming

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*Good grooming and appropriate dress
give a businesswoman added confidence*

Career Grooming

BUSINESS women of today are fashion-wise. That proverbial best foot forward is of fundamental importance to the young career woman, whether she is applying for a position or is seeking to advance in her chosen field. The importance of good clothes sense to the professional woman was discussed by Miss Marion A. McKinney, director of the Women's Travel Department of the Union Pacific Railroad in Chicago, when she spoke to Iowa State home economics students recently.

In her discussion of clothes for the well dressed business woman Miss McKinney emphasized that tasteful dress enhances one's personality and gives poise and assurance. Without it intelligence is not appreciated.

A well-groomed, attractive appearance results from a carefully selected wardrobe, based on a definite plan and centered around a basic color, flattering to the individual. With a wise choice of accessories which may be worn with a variety of costumes, the wardrobe will be materially enlarged because of the different combinations possible. But these combinations are effective only if the wardrobe is planned as a whole with all the colors in harmony.

From the employer's angle, with which Miss McKinney is well acquainted from her experience in personnel work, she told about the characteristics desired in anyone applying for a position. "Cleanliness, not only in the larger items of dress or suit, but also in gloves, collars and cuffs, plays a large part in the final picture. To personnel directors, a sloppy appearance indicates sloppy habits and a sloppy mind.

Miss McKinney emphasized that the choice in clothes for an all-important interview may spell success or failure for the career woman. The employer's interest is directed primarily to the woman's general appearance and in many instances grooming is an indication of desirable or undesirable qualities which will become apparent in her work.

Miss McKinney warned that bare or made-up legs, gum chewing, bright nail polish and long hair do not find a welcome reception in the business office.

"A soft, pleasant voice, gentle manner of speech and good posture all play their part in helping to create an attractive appearance. These characteristics help to determine one's success in the business world, for employers demand more than mere intelligence. Pep, personality and poise, enhanced by good clothes sense, will be invaluable aids in reaching the top of any chosen profession."—Eugenia Crawford