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Express Yourself to Impress Others

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Express Yourself

To Impress Others

Doris Ann Gregg reviews several best-sellers which feature the development of personality

EVERYONE has personality traits and characteristics which are the key to popularity or unhappiness. Whether an introvert, extrovert or a well-rounded ambivert, every personality may be enhanced, continually stimulated and revised. A sketch of a few outstanding personality books will challenge those who want to further develop their potential personality traits.

The Woman You Want To Be—Margery Wilson (J. B. Lippincott Co., 1942).

Charm cannot be purchased by the yard but it is every woman's goal to develop this desired quality of femininity. Miss Wilson suggests the formation of a plan for the development of speech, grammar and social poise.

The Golden Rule applies to the hostess and guests alike during holiday parties. The hostess should look after the needs of her guests and they in turn should appreciate and respect her plans.

A final postscript chapter on "Adjusting Yourself to Today" gives standards for living under the present conditions. Miss Wilson emphasizes that in these times many women are forced to make life and happiness for themselves and must display skill, courage, ingenuity and imagination to make a success of living. Her "don't's" apply to the college woman, career seeker or homemaker. "Don't let living get dull. Don't waste time. Don't forget to sing."

The Knack of Selling Yourself—James T. Mangan (Dartnell Press, 1942).

Throughout life everyone is confronted with the problem of selling himself and his ideas. The author says, "For every impression you make on another there must have been expression on your part." When a decision must be made, Mr. Mangan advises the reader to act quickly, be courageous and dive in head first. To progress and accomplish the most in life it is important to be self-confident and firm in your convictions.

How To Improve Your Personality—Earl G. Lockhart (Walton Publishing Co., 1941).

The importance of wearing the correct clothes is the basis for much improvement in personality, according to Mr. Lockhart. Clothes show character and mark the most valuable of all human qualities, general intelligence.

The book emphasizes the importance of being a good conversationalist. In business it is often the appli-



Available at the college library are books on personality which are both entertaining and beneficial to every college student

cant with a command of language who can sell himself to a prospective employer.

A table of personality analysis ratings is given with interpretations for the reader's individual scores.

How To Improve Your Personality—Roy Newton (McGraw-Hill Book Co., 1942).

Mr. Newton devotes a section of his book to suggestions for personality improvement through conversation and vitality. He classifies the various types of personalities and provides short tests to help determine an individual's status.

On Being A Real Person—Harry Emerson Fosdick (Harper and Bros., 1943).

The minister of the Riverside Church in New York has summarized his experiences with people who have come to him for advice regarding personality and life.

A section on the problem of the fear and anxiety of modern living is the most enlightening part of the book. Specific ways of improving personalities are expressed by the author, but it is the tone and attitude of his writing which give the reader a deeper understanding of personality problems.