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Clothes With an Eye Toward Careers

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When a hat is conspicuously too chic it detracts from the uncluttered dignity of otherwise perfect business costumes

sion she makes. For this reason most home economics directors are particular about the appearance of the girls they hire.

The transformation from a casual college girl to a smartly dressed business woman cannot be achieved overnight. It is a gradual process, which demands concentration and work. Here are few guides that will help you to achieve a well-groomed look:

Smart-looking clothes—Choose your clothes to make a complete ensemble with that especially *made-for-you* look. Have your clothes fit perfectly since a poor fit destroys the attractiveness of even the most expensive clothes. Wear a foundation garment to keep your skirts from bagging even though you are quite slim.

Quality clothes—Remember style cannot be substituted for quality. A poor quality dress may be attractive when you buy it, but it will be old and worn-looking before one season is over. The quality of fabrics in much of the current merchandise is inferior to that which was used last winter and spring, so be extra careful in your choice this year.

Carefully-chosen accessories—Have a complete set of accessories for everyday wear as well as for dress. Gloves and a hat are an absolute must with every outfit. Shoes should be smart looking yet comfortable. The shanks-mare and sling-back shoes, though in the low-heeled class, are perfectly acceptable with suits and classic dresses. Simple tailored hats are more appropriate than flowery ones. In other words, tune your accessories to your suit or dress.

Posture—Underscore that word a second time. Poor posture will destroy your poise and otherwise smart

Clothes With an Eye Toward Careers

Select college clothes with an eye toward their future use and versatility in the career world, Rae Kobler of Quaker Oats Company advises.

COLLEGE girls' clothes, easy to care for, comfortable and practical, are a far cry from the starched high-neck collars and long cumbersome skirts which were in vogue when mother went to school. However, the present day informal dress of the college girl, the kerchiefs, "sloppy joes," skirts and bobby socks, definitely has no place in the wardrobe of a professional woman. Knowing this, the farsighted college girl will begin to make changes in her wardrobe during her senior year, so that the transition is simplified. There's real economy in the idea, too!

During this last year about 160 home economics graduates came to the Vocational Guidance Committee of the Chicago Home Economists in Business group for help in securing business positions. Most of the girls were smart and capable, yet there were some in the group whose personal appearance was against them.

In the business field, appearance and first impressions are of great importance. Frequently a home economist represents her company or association at public gatherings or functions. Her entire staff as well as the quality of its work is judged by the impres-

sion she makes. While good carriage will inspire confidence in your ability. Anyone can attain good carriage by concentrating on it. If your posture isn't as good as it should be, start doing something about it today.

Head-to-toe grooming—Be particular about all the little things that go together to give you a smart, clean appearance. You can wear your hair in almost any style that is becoming as long as it looks neat, well-cared for and not too extreme. Nail polish must never be chipped, stocking seams always straight, shoes polished and in good condition. Every little detail should be checked from head to toe before a full-length mirror every morning.

The most practical clothes for business wear are suits, classic dresses and tailored coats, keyed to your particular figure-type and coloring. The button-in lined coat is your most economical buy, as it is good all year 'round and for several years. With your suits you need many blouses, the round neck collarless type being exceptionally good. Wool dresses are more practical than silk, although a basic black silk dress can be trimmed to meet many occasions.

Analyze yourself, your clothes, your grooming. When you seniors buy new clothes, remember—in just one short year you will leave college for the business or professional world, intent not on getting a job but the job which will lead you into a fascinating career.