are the key to success. Practice good posture and keep at it until it becomes second nature to you. When this happens, standing properly will no longer be an effort, but will seem easier than standing poorly.

Check yourself now and then against a door or wall. Your head, shoulders, buttocks, calves and heels should all touch it; the hollow of your back should be only deep enough to slide your fingers in. When you face the door, your chest should touch first.

Check your clothing, too. Outer clothing, undergarments and shoes should all be properly designed. Nowadays, fortunately, they can be sensible and still stylish.

Be honest with yourself. Catch yourself off guard in a mirror or in a store window. How do you look? Can you be proud of your appearance? Knowing how won't help much unless you make it a habit, any more than "company manners" on occasion make a gentleman.

Good posture can be achieved by almost anyone. It will take work, and the habit will not be formed in a day or a week; but the benefits in vigor and personal pride are well worth the effort.

his booklet has been prepared to aid those who have moderate degrees of poor posture. If your postural faults are severe, or if you suffer from backache, muscular pains or other symptoms, see your physician. A thorough examination now may save you pain, disability and expense later on.