

LITTLE THINGS COUNT

Even in Wartime!

Perhaps you are thinking as you approach the study of personal grooming, "Oh, what difference does it make? Now that we have such vital things to think about, who cares about a small thing like good grooming?"

Yet morale is frequently built on nothing more substantial than the set of a hat --- or the confidence inspired by a good tubbing and scrubbing!

One of the first and most noticeable effects upon the average man who has gone into military service --- is his newly-acquired spruce and well-groomed look. The trimness of his uniform has caused him to be more conscious of the impression he makes.

We all thrive on the approval of others and when we know we can create esteem we are at our best. Instead of a vicious circle it is a pleasant one --- for our friends take real pride in our appearance and we in turn feel more confident because of their approval.

The old maxim which says, "You can't judge a book by its cover" may still be true. But on the book table in the little book shop, the volume with the attractive jacket is still going to intrigue your interest more quickly than the dull drab book with no personality. For somehow you feel sure that the book with the attractive cover is more interesting inside.

Well, grooming is one's book jacket. For be they family, friends, teachers, or employers, those closest to us take greater pride in us when we are well-groomed. So the knowledge that one is well-groomed builds self-confidence and poise, both useful attributes whether in military service, social life, school or a career.

But what is grooming? It sounds rather intangible, yet we can all picture quite clearly a man or woman who is well-groomed.

First of all, he or she is conservatively, though not necessarily expensively dressed, having realized that clothes which focus too much attention on themselves detract from the personality. Simple styles can be both smart and becoming, yet serve as a fitting background for an attractive personality.

A WOMAN considers the ensemble effect, both as to style and color. When buying a dress or coat she bears in mind the shoes, hat, bag and gloves to be worn with it. Unless she can have a great many clothes she sticks to one basic color (probably black, brown or navy).

Also, she combines types of clothes suitably --- wearing tailored hats with tailored suits and fussy hats with fluffier clothes.

A MAN selects clothes on the same principle of conservatism. He prefers well-cut suits in the standard colors --- gray, navy blue, brown or oxford --- with thought to becomingness and carefully combined accessories. He avoids wearing sport shoes with a business suit, especially when dressing for business.

In adding the one bright note permissible in a man's ensemble --- his tie --- he makes certain that it is becoming, blends well with his suit, and if patterned or striped, that it still remains conservative.

Above all, a well-groomed person gives the impression of spick-and-span neatness --- of having just stepped out of a bandbox.

Yet several different elements go to make up that impression. For good grooming --- or personal care, as that's what it is --- really means establishing quick and effective ways of going about that care as a daily practice (when we first grow up) and then sticking to the system except for a few refinements along the way.