

# Men Are Not So Blind!



(Tribune Studio photos.)  
1 Trim, alert, and self-confident—that's the way the girl job seeker should look if she hopes to make a favorable first impression.

## Girls Should Tidy Up for Job Hunt

By ELEANOR NANGLE

"IF YOU are smart it is necessary to look smart!" That's the sound advice of Mrs. Anne V. Zinser, head of a Chicago employment agency which has placed more than 25,000 girls in positions since 1922.

A girl may have a mind that is a perfect storehouse of useful information, plus a business training and a general background of education that qualify her for a job, but if she makes the mistake of thinking that her personal appearance does not matter it's almost a certainty in these days of competition that she'll never get a chance at that job. Appearance may not loom large in keeping a job, but it is inevitably considered in getting a job.

According to Mrs. Zinser, who knows so well the demands of employers both male and female, the girl job seeker need not be a raving, tearing beauty. A Garbo around the office would be too trying. But prospective employers are only human, and with them, as with most of us, first impressions count.

Good grooming is what they demand more than anything else. The average employer, who is usually a man, won't know whether a girl is wearing a suit by Schiaparelli or a little number her mother ran up for her one Saturday morning. He'll get just a fleeting impression of it—but it had better be a good one. The general crumpled effect which testifies so bleakly that the suit hasn't recently been in the hands of the cleaner and presser will not go unnoticed. He may not be able to say afterward that the suit was dusty, the lapels curly, but he will have a definite impression of dinginess—which is a black mark against the job seeker.

The general air of alertness and self-confidence, which is one of the greatest assets of the girl seeking a position, is lacking if the girl is conscious of shabbiness or of poor grooming. She



2 How not to look as you step into a prospective employer's office for an interview. Petticoat is peeping, coat is unbuttoned, and gloves are not too clean.

is at a disadvantage—a double disadvantage. She does not have the poise that cloaks the woman who knows she is well turned out, and she will not

make a good impression in the eyes of even the most unobservant beholder.

One employer, who in the course of a year interviews sev-



3 The alert employer realizes that a woman is known by the kind of a pocketbook she carries. Here's the wise job seeker, bringing out her card with no fumbling in the depths of a littered, misshapen bag. Her gloves are immaculate.



4 A disordered bag means a more or less disorganized mind. A motley mess of compact, comb, soiled handkerchiefs, cigarets, and pointless notes jotted on scraps of paper indicates carelessness and a complete lack of system.



7 Employers insist that the secretarial hands be clean, with nails well tended. And beware of blood-red polish. It might be one of the boss' phobias!



5 Employers are no exception to the old truth that men class run-down heels and twisted stocking seams among their pet aversions. It behooves the job hunter to have her trim shoes and not-too-light hose in perfect condition.



6 Too fancy shoes are a bad choice at best, but when they are dingy they are a mark against her fastidiousness. And the hanging petticoat is fatal.

eral hundred young hopefuls, says that the young woman who is badly groomed has ceased to give careful attention to details; it follows, therefore, that carelessness about her work is inevitable. He is a severe judge of women, perhaps, but his observations are of value to any young women who wonder why they fail to click when they apply for jobs.

A girl's purse, for example, is to him an unfailing clew to her character and her habits. When a girl opens her bag as she is being interviewed and must dig down through a mess of compacts, keys, soiled handker-

chiefs, and a thousand and one odds and ends before she finds what she is seeking, the employer instantly indexes her as one who is not orderly. All is confusion in her pocketbook—and, according to his unique measurements, all is confusion in her mind and her life!

Gloves are another measuring stick for this employer. He insists that only the girl with clean gloves be given a hearing. Soiled gloves, or those which are unmended, denote a regrettable lack of pride in appearance. According to him, this means she will have no pride in her work!

Run-down heels and twisted stocking seams have long been listed as masculine pet aversions. The prospective employer with any powers of observation is as likely as not to share the sentiments of his fellow men on this score.

Ill-kept hands are a dead giveaway of slovenliness. This employer feels that every girl with reasonable pride in her appearance can afford to keep her hands immaculately clean and the nails well groomed. Nails that are unlovely denote carelessness and a lack of fastidiousness. Nails that are bitten reveal that their owner is a girl of unstable nerves. Many employers are bitter on the subject of blood-red nail polishes. Some find it irritating to look at cherry-stained fingers dancing over the typewriter keys.

Mrs. Zinser says that nowadays the importance of good grooming cannot be overestimated by the job seeker.

## Potato Salad—A Satisfying Summer Dish

By MARY MEADE

ACCOMPANYING illustrations show potato salad in porch supper settings which give it new distinction. Whole sardines placed teepee fashion around a mound of potato salad on a serving platter add interest to the appearance and piquancy to the flavor of the dish. Arranged in a border around a chicory-filled bouillon ring, potato salad forms the chief interest of a picnic platter. Slices of tomato and whole wheat triangular sandwiches spread with cream cheese, encircling the potato salad ring, make this platter a meal in itself.

The bouillon ring may be made from an aspic base, with bouillon used instead of water.

NEXT WEEK: Two summery fruit salads, easy to make.



A border of potato salad around a chicory-filled bouillon ring.



A mound of potato salad encircled with whole sardines.