

# Your Salesmanship . . .

By Marian King

**H**AVE you ever heard remarks similar to these about a certain girl of your acquaintance? "She certainly wears her clothes well," or "She always appears to have just stepped out of a fashion magazine," or "Isn't she simply stunning?"

And have you ever stopped to analyze the true reason for such remarks? Is it that the dress is of the latest style, that it is just new or that the girl has smart accessories to go with it?

These things all play important parts, but they are not the only elements which go into the making of a truly attractive woman. Let us picture in our minds a young woman passing us on the street. Her dress is of the latest style; her accessories go perfectly with it; everything about her is in perfect order but for one defect. Her posture is poor. Her movements are not graceful. She does not carry herself with an air of confidence. Does anyone make such remarks about her? I feel safe in saying that she passes us by and we think of her merely as another person. But she was a poor saleslady. She could not sell to us a favorable impression of herself. Her display was poor, her sales talk weak.

**T**O SELL any merchandise three things are desirable—a desirable article, an attractive display and a convincing sales talk. The merchandise a woman has to sell is a favorable impression. Her display is her posture. Is it erect and well-balanced? Her sales talk is the way in which she moves. Are her movements graceful and does she appear to have confidence in herself? Does she give the impression that she knows where she is going, what she is going to do and how she is going to do it? If she can answer all of these questions, "Yes," she is certain to have sold a favorable impression.

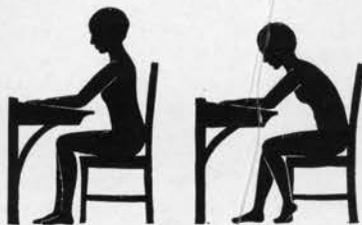
Just what is this thing that we refer to as good posture? First, the body is well-balanced when in a standing position. The head is directly above the feet, and a plumb line dropped from the ear passes through the middle of the shoulder, hip, knee and ankle. The back appear almost flat; the neck is upright and the head erect. The chin does not protrude. The chest is slightly arched in front, the ribs widespread, the shoulders down and back. The hips are not prominent at the back; the abdomen is flat, and the legs are straight.

This type of posture deserves designation as the best not on any arbitrary basis, but because it has been shown in practical experience to give best results

in health, comfort, efficiency and appearance.

Good posture is not only desirable when standing but also when sitting. Many people mistakenly think that it is permissible to relax entirely while sitting, to crumple at the waistline, to allow the chest to cave in and the head to fall forward. They think that this position is most restful when comfort is the aim. But how tired such a position makes anyone in a few minutes!

**T**O SIT correctly and comfortably one must sit squarely on the chair with the lower spine against its back. If the work requires leaning forward, bending should be at the hips and not at the waist. The maxim should be, "Sit tall."



Good and Bad Sitting Posture

Undeniably, poor posture, unclothed, is never pleasing to the eye. Nor is it pleasing to any guise to the discriminating, for the clothing upon which many people rely to hide their defects cannot entirely hide poor posture.

"Apart from mere beauty, the appearance conveys certain impressions that are socially useful or harmful, as the case may be. Good posture suggests good breeding. It suggests that the individual comes from a family intelligent enough to provide good physiological care and good training. Good posture is universally recognized as a mark of the high-born. The bent, distorted bodies of laborers, and the awkward, shambling gait of peasants have always served to distinguish them from those of better breeding and culture," to quote from *Hygiene*, by Meredith.

There is but one correct way to stand and sit, and there is also but one correct way to utilize the body mechanism in whatever activity it engages. "Good form" is the expression used by physical trainers to describe the correct way of managing the body. Motions made according to the principles of body mechanics are easy, unrestricted and graceful.

Even in so simple a task as walking almost every joint in the body from

toes to cervical spine must move in cooperation with all of the other joints to make the movement graceful. Those who know how to stand correctly have an advantage in learning graceful and skilful bodily motions.

"Everyone is prone to associate an erect bearing with intelligence and alertness of mind and with fearlessness and assurance of personality. Conversely, a stooping attitude suggests heaviness of wits, cringing subservience, and even lack of self-respect. It has often been noted that those who are well set-up are seldom imposed upon.

"Of course, it is true that people may possess more character and personality than their bearing indicates—Nature's noblemen may not look the part; but unfair as it sometimes may be to judge people in this way, the world is prone to do so," states Meredith.

## A Real Home Project

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individually from this dish, which was arranged so that the potatoes were in the middle and the chicken lay around the sides of the tray.

"The children were by far the most interesting of all my experiences. They treated me like a big sister. The whole thing seems like a dream that could never have happened to me," said Miss Howes.

## Hints for Homemakers

Have you ever thought what slip covers could do for some pieces of your furniture? Maybe the piece has become shabby; then put an attractive slip cover on it. Maybe you want to change the color scheme of your room; a new slip cover is the thing. When you select the material for these slip covers, try to get some which is not too heavy but which does not wrinkle easily. However, if you quilt it on a firm piece of unbleached muslin, material which does wrinkle can be used satisfactorily.

Do you know that yellow vegetables are valuable sources of vitamin A—the vitamin which helps build up our resistance to certain diseases? An abundance of this vitamin is particularly desirable during the winter months when colds are so prevalent.

Hot stuffed eggs are a welcome change from the cold ones of picnic days. These eggs may be stuffed with bits of veal or chicken and placed in a baking dish, and a white sauce may be poured over them. Then bake them in a moderate oven until thoroughly heated.