

American Institute of Men's and Boys' Wear. This slogan deserves to be framed in every office, restroom, bedroom, office, and school-room in America. In one ad a policeman speaks. He says:

*You can usually spot a wrong kid just by the way he looks. Sure it's unfair, but it's a fact: people today judge a youngster by appearance. And once they've tabbed a boy, it's tough to change their minds about him, their attitude toward him. Look at your boy. Look at him through his teacher's eyes, your neighbors' eyes. Could the way he looks, the clothes he wears, give them the wrong impression? Are you making sure he looks right, dresses right, everywhere he goes?*

This advertisement, of course, refers primarily to children. But it can be applied to adults as well. In the sentence beginning with *look*, substitute the word *yourself* for *him*, *your* for *his*, *superior's* for *teacher's*, and *associates'* for *neighbors'*, and reread the sentence. *Look at yourself through your superior's eyes, your associates' eyes.*

It costs so little to be neat. Take the slogan literally. Interpret it to say: Dress right; it *always* pays. Remember: look important because it helps you to think important.

Use clothing as a tool to lift your spirits, build confidence. An old psychology professor of mine used to give this advice to students on last-minute preparations for final examinations: "Dress up for this important exam. Get a new tie. Have your suit pressed. Shine your shoes. Look sharp because it will help you think sharp."

The professor knew his psychology. Make no mistake about it. Your physical exterior affects your mental interior. How you look on the outside affects how you think and feel on the inside.