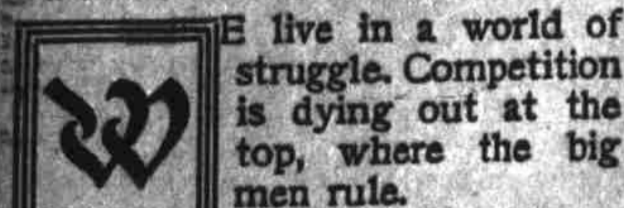


This World Is One Great Eye

*Of All Things We See the Outside.
The Brain Gets Its First Impression
from the Eye, and Through the Eye
Forms Its First Opinion.*

*Therefore Keep Up Appearances. To
Look Well Is to Impress Favorably, and
Take One of the Short Cuts to Success.*

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We live in a world of struggle. Competition is dying out at the top, where the big men rule. But at the bottom we have the little man. The employe struggles for his opportunity. Competition down below is still almost as keen and deadly as it was in the marshes and jungles a hundred thousand years ago. If you can't compete you can't succeed. And you can't STAND STILL. Everybody is going either forward or backward, although he may not know it.

More than one thing must be kept in mind by the young man who means to be at the top when the dust of combat settles.

Industry, sobriety, self-control, methodical habits, energy, persistency all these and other qualities we have discussed with our readers. Today we talk to the young men, and to the older men as well, and to the women and girls who unfortunately must earn a living, about **THE IMPORTANCE OF OUTSIDE APPEARANCE.**

It is not the outside that makes the man.

But it IS the outside that influences the first opinion of him who SEES that man.

The great teacher of the brain is the human eye. And we have all been trained through hundreds of thousands of years to believe what the eye tells us. We turn away from that which offends the eye; we are drawn toward that which pleases the eye.

When a man approaches you YOU LOOK at him. When you approach another man, to get employment, to ask higher pay, to sell goods, to ask for credit, he LOOKS at you. And what his eye tells him as he LOOKS very often settles your fate. Therefore, while developing your mind, studying, thinking, building up character on the inside, be careful that you **KEEP UP APPEARANCES** to earn and deserve good opinion on **THE OUTSIDE.**

To catch a monkey you must know how monkeys are caught. You might spend 50 years in the forest with the monkeys chattering above your head and never catch one, if you did not understand monkey nature.

To catch success you must **KNOW HOW SUCCESS IS CAUGHT.**

And today we devote this page to impressing upon your mind the fact that the first essential of success is **NEAT APPEARANCE.**

The man who can give you what you want has succeeded, and he is a worker.

That means that he is **BUSY.** He may not have time to hear you tell about yourself. He may not have time to read the letter of recommendation from his friend that you bring. But he has time **TO LOOK AT YOU,** and in ninety cases out of a hundred that first **LOOK** makes or mars you in his estimation.

To read a letter takes a few seconds. To hear an application a few more seconds. But the eye is as quick as light. It travels 180,000 miles in one second, and the eye tells its story to the brain before you have handed your letter of introduction across the desk or uttered your first word.

Let the hand that holds out the letter be a clean hand, showing that you respect your body and the man to whom you speak.

And let the linen near the hand be clean, and let the rest of your appearance be in keeping with clean hands and clean linen.

Be neat, clean, trim and ship-shape, from the hat on your head to the shoes on your feet.

You may consider yourself an unrecognized genius and above details of dress and personal neatness.

Prove that later on if you can.

Meanwhile remember that many a man not a genius has secured a good job and got a good start because he uses his money for a respectable suit of clothes, decent hat, shoes, collar, necktie and shirt, and took the trouble the night before he applied for his job to straighten out the trousers, fold them carefully put them under the mattress when he went to bed at night and have them impressively creased in the morning when he calls on his future boss.

There are other things in appearances besides the clothing that you wear. The finest suit of clothes on a scarecrow looks miserable. The best clothing worn by a man unshaven, untidy, nervous and weak-eyed will not impress the eye. For the eye at one glance **SEES ALL.** There must be a man of character and earnestness inside the neat, well chosen clothing. You must stand erect, look **AT** the man to whom you talk, and show by the appearance of a thoroughly rested, well-cared-for body that you are offering the services of a first class human machine, not a neglected, tired out remnant.

Remember, young man, there is a great difference between **GOOD APPEARANCE** and flashy appearance.

The first thing in the world to-

day is **EARNESTNESS,** and earnestness is always quiet.

Avoid everything that is noisy in speech, in manner, in dress.

What you wear should be scrupulously clean, neat, well made, simple. The body is merely a pedestal that holds up the face and the thinking brain that shines through the eyes.

Inasmuch as it is the brain, the face that a man hires, let that be the conspicuous thing, not a red necktie or a silly diamond, or preposterous pointed shoes, or fancy clothing, betraying a frivolous mind.

Be careful of appearances, beginning with dress, which is one key to character, and carrying that carefulness into the other departments.

Keep away from "friends" that lack earnestness and character. Keep away from them, not only in business hours, but in the other hours.

Remember, appearance is in your hand writing, in all the work that you do, and all of your living.

Neatness, care, precision in exterior things, and then all the energy that you can store up for inside work.

You must know that nature herself has worked through the ages, and still works, by appealing to the eye and using exterior appearances as a most powerful influence.

If a man tells you that "looks don't count, appearance is nothing," ask him to get up early enough to see the rising sun, and the beauty of the sky and of the earth, as the light spreads up through the red golden clouds, and across the grand, beautiful earth.

The world is made beautiful in appearance, because eternal wisdom knows that beauty is an inspiration.

Beauty, outside appearance, combined with goodness, explain the wonderful progress of the human race shown in marriage, and, consequently, better generations of men.

The woman chose for her hus-

band from the beginning the man whose appearance showed power to protect her children, and kindness to make her happy.

The man chose for his wife the woman whose appearance combined beauty with goodness and purity.

Always **OUTSIDE APPEARANCES** with the beginning of courtship. That which was beautiful, powerful, was chosen. That which was weak, ugly, displeasing, was left behind, and so with the guidance of appearances the human race has progressed.

The women have changed in 250,000 years from traditional she apes, with huge jaws, long arms—creatures all covered with hair—to the highly improved product that you see around you.

Man has changed from the Troglodyte, who cracked his neighbor's thigh bone and ate the marrow, and used his neighbor's skull for a drinking cup, to the almost civilized person represented by each one of us.

Remember, that to look well, be at your best, **IS TO GIVE YOURSELF A CHANCE.**

