

Dress Better, Feel Better, Do Better, They Say

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There's an adage that "when you look your best, you do your best."

Just what does "looking good" have to do with how you act? Why is the appropriate dress for all activities necessary for success? Why is dressing right essential for acceptance in business, in

school and in social and community life?

Perhaps it is the American way—never to be satisfied with the old, always to strive to attain the pinnacle, whether it be job success or

the latest in fashion styles.

TODAY, MORE THAN ever, the American—young or old, student or businessman—is more "clothes conscious" than his father was 30 years ago.

Sunday, March 7, marked the start of National Dress Right Week and has the backing of a joint congressional resolution in-

roduced in the House of Representatives last year.

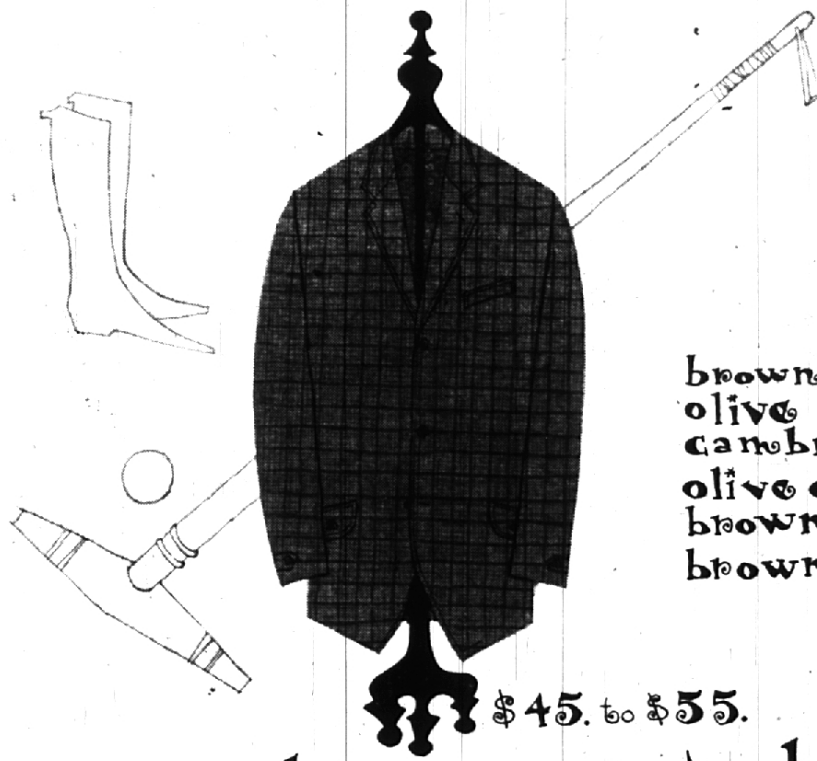
Frank W. Mulholland, Birmingham chairman of the "Dress Right Week," said "it is pride in oneself and the things you believe in and stand for that makes you want to dress right."

IN MANY INSTANCES, student councils are setting up their own

dress right regulations. Students, with the help of teachers and counselors, are adhering to the code, "if you look good, you'll do good."

The nation's leading businessmen also are supporting this "dress right week", claiming their salesmen and employees must make a good appearance if they are to do the best job for themselves and the company.

The Country Squire Coat in lightweight



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olive check
brown stripe
brown check

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