

GOOD POSTURE ESSENTIAL TO HEALTH, BEAUTY

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It doesn't take any complicated reasoning to understand that there is a close relationship between fashion and posture.

Just one glimpse of a beautiful costume which loses every vestige of charm because of the wearer's figure faults due to bad posture, and you know what I mean.

There is no disputing that good posture is important to good health but it also is important to good looks and making clothes do their most for the wearer. A woman who knows how to walk, sit and stand correctly can give distinction to an inexpensive little number off the bargain rack while her sister whose figure shows sinks where it should have curves and bulges where it should be flat, can ruin the effectiveness of a designer's masterpiece.

These are a few of the personal thoughts behind the applause due the annual posture improvement campaign now underway and promoted every year in October by the Christmas Seal organization of the Minnesota and Ramsey County Public Health associations.

While this campaign for good posture is aimed most directly at young people in school, mothers of these boys and girls can derive no end of benefit to themselves if they heed the admonition given their children and follow it to their own improvement in walking, standing



SPORTS AID POSTURE—Athletic games are valuable in developing good posture in teen age girls. Touch football at the Visitation Convent playgrounds, shows good posture of Janet McGowan (left) 707 Fairmount ave., and Patsy Requea, 623 Summit ave.