1961

In Step with Veishea

Anne Collison  
Iowa State University  

Sherry Stoddard  
Iowa State University  

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker

Part of the Home Economics Commons

Recommended Citation  
Collison, Anne and Stoddard, Sherry (1961) "In Step with Veishea," The Iowa Homemaker: Vol. 41 : No. 1 , Article 4.  
Available at: http://lib.dr.iastate.edu/homemaker/vol41/iss1/4

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
Here comes Veishea, 1961, and with it an increased interest in feminine apparel.

This year the Homemaker puts Veishea fashion emphasis on the Iowa State coed's foot—the most overworked, undershoed mode of transportation in the Midwest.

The tennis shoe, a perennial favorite of college girls, has gone non-conformist for spring. Zany canvas shoes in muted plaids, gingham checks, and brilliant solid colors of hot pink, lemon, turquoise, and standard white will follow the Queen's float along the parade route or attend the tapping ceremonies on central campus.

At the Veishea open houses, we will see coeds' feet in totally new patent leather flats. Colors are now captured in the shiny patent, treated to resist cracking. Toes are either needle-pointed or squared.

Later, girls will slip into a pair of baby-heeled shoes and head to a matinee performance of "Mr. Roberts," presented by the Iowa State Players. No higher than an inch, the heels may be termed squash, Queen Anne, bobbin or spool, depending on their width. Many heels this season are of stacked leather, with a grained wood appearance.

All evening Veishea events—the dance, SOV, the Brothers Four concert—demand medium to high heels. Popular colors will be bone and pastels.

The "wine glass" heel, wide at the top, narrowing in the middle, and becoming slightly larger at the bottom, makes news this year. The medium-high heel is popular because of comfort, gracefulness, and the long-legged illusion it creates.

An added note of interest for Iowa State coeds is Spring's new hosiery accent upon the pale-legged look; bare, tan legs will be de-emphasized, and tweedy-textured, pastel-tinted stockings will be in the fashion eye. Feminine legs are destined to be as colorful as the feminine foot.

It's time for the downbeat. Get in step for Veishea with pretty, comfortable, fashionable footwear.