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The Designer---Her Place

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Do You Have a Tea Room Complex?

By GLADYS BRANSON

Every woman has a “tea room complex.” Many of them never have an opportunity to satisfy this complex, and many attempt to do so by opening tea rooms. Of latter half many go on financial rocks while a small number achieve moderate or even unusual success.

While many fail those who have succeeded select that particular scheme which make for good homemaking in so far as food planning and serving is concerned also make for success in commercial food work. Many have all the factors but that which prompts them to keep within the average means of the common public. Commercial food work has so many openings; the restaurant, cafeteria, school lunch room, hotel dining rooms and the tea room. There are several social and economic reasons for this.

The first is the general movement toward the city. Never before have so many people rushed to the city to find work or to live because of the modern conveniences. In large cities it is impossible for men who live several miles from work to go home for lunch and if the family members or others are a theater in the evening they must dine down town in order to get to the theater. Even the children who must take the street car, subway or go long distance to school cannot come home for lunch. Scientific investigations in nutrition and general education in Home Economics have proven to us the necessity of warm lunches so that now nearly all schools have a lunch room.

The second reason that dining out is becoming more popular is that due to the small houses and apartments being built because of the high cost of labor and building materials, the kitchenette or even kitchen which are not fitted for large quantity cooking. Breakfast and luncheon may be prepared in a kitchenette but a dinner at a breakfast nook but a dinner under such circumstances and surroundings is hardly a dinner. The family takes dinner at the hotel with many other families who are probably their neighbors or friends.

The third reason is that women after marriage is another contributing factor. These women do not have time to order plan and prepare really nutritious, appetizing meals. They find it more worthwhile to work and get their food where the business of its sellers is to serve meals to the busy public. Most women too have found it more economical while working to dine out than to hire help to prepare the meals at home.

The fourth reason is that because in this present age a rush of affairs, men and women do have no time to think of keeping up a home. If the woman works she scarcely has time to keep up a house while men find it much more to their liking to live in an apartment. As the winter where the janitor tends the furnace, puts on the storm windows, mends the water pipe and does so many other home duties which look from his leisure time. Twenty years ago father picked the apples, bought the coal, chopped the wood, brought in the potatoes, put up the screens and mowed the lawn while mother swept and dusted, baked bread, churned and put up the children’s school lunches. They seemed content and happy. Today, however, we have a different situation. Father calls a dealer to put in coal and to bring the groceries while mother buys the salads at a dedicated stand of fresh warm rolls from the baker each day. Men and women still like and appreciate home life but there are so many demands in this age on their time that the more monotonous details are less attractive so they spend the evenings at home and dine away during the day.

To be successful in homemaking a woman must, since food is one of the most vital requirements of the family be able to plan good food of the right kind, serve it nicely and keep within the family budget. Even then without the cheerful homelike atmosphere that the true homemaker adds, the meal would hardly be a success.

These same qualities make a woman in the commercial field successful. With a little special attention to the many unmarried young men and women in the cities who have no homes or no one especially interested in them as well as to the families who eat out, a successful restaurant could be established. More than this, with the proper food to many working people there would be a great economic saving to the nation.

The Designer---Her Place

By HELEN DAHL

One wonders who it is that decides the type of clothes that we wear each season. It is the designer.

As we know, Paris has been accepted as the fashion center of the world in the past. But Fifth Avenue in New York is becoming more popular than previously for American styles.

In some design shops, the owner designs the models. Very seldom do designers do their own sketching. Artists are employed to sketch the models which the designer has created by draping materials on a manikin. Department stores and exclusive shops have designers do all their planning of costumes.

Some designers specialize in certain kinds, such as suits, dresses, shoes, coats, hats and underwear. It seems that the best designers plan a complete costume consisting of coat, dress, shoes, hose, hat, bag, underwear and other accessories. With this method, there is more apt to be uniformity in a costume. Recent Parisian designers declare that even the underwear must have certain lines, materials and shades to be in good taste and in keeping with the fashions. Well chosen and designed underwear gives a better line to the dress and this makes the dress fit better.

A designer takes many things into consideration when designing clothes. Color is a large item. After it is the color scheme which actually “makes” the dress. On the other hand, the lines of the costume may be the most important detail. Then the color takes the background.

Often, when we see dresses designed and pictured, we will say, “Just imagine that on me. I am too short to wear that kind of a dress.” Or, one may think she is too tall and slender to wear the very simple lines that are so much in vogue at present. This may be true. The designer pictures her models on ideal figures, leaving it to the individual to be able to select the type that suits her figure best.

No two people have figures and features exactly the same. In fact, there are thousands of women who are wearing the same styles, yet have entirely different figures. We wonder how it can be done. Here, the idea of different adaptations of styles enters our problem.

When thinking of perfect proportion in dress, we ask ourselves, “What is an ideal figure?” It is not measured in inches nor in feet, but is measured in heads. This sounds queer, but after studying the following table one will understand how such a statement can be made.

Measurements:

- Top of head to floor ............. 8 heads
- Top of head to chin ............. 1 head
- Length of neck .................. ½ head
- Top of head to shoulders ......... ½ head

Underarm to waistline ............... 1 head
- Top of head to bust line ......... ½ heads
- Top of head to waistline ...... ¼ heads
- Top of head to hips .......... 4 heads
- Top of head to knees ......... 6 heads
- Bottom of knees to floor ....... 3 heads
- Bust measurement ............. 1 head
- Width of hips ................. 1½ heads
- Waist to floor ................ 5½ heads
- Wrist---½ head below lip.

According to this outline of measurements of the ideal figure, a tall person should not be too slender and a short person should not be too stout. This emphasizes both extremes.

The designer must have an active imagination. She must be able to visualize her ideas in reality. Then, too, she must always have new ideas, new ways of arranging and combining colors, lines and materials. So, after all, we can see that not everyone has the ability to be a designer.

As a vocation for girls designing offers many possibilities. The path is long before a place is assured in the world of costume design. There is work in art, in designing and practical experience before a girl has sufficient background to start designing. A successful designer has untold fame and wealth ahead of her. Designers names stand forth among the foremost (Continued on page 16)
The Designer—Her Place
(Continued from page 4)

names of a country. In Paris and New
York there are celebrated designers, Lu­
cien Lelong, Drecoll, Madame Marie­
Louise, Jacquet, Lenief, Marthe Pinehart,
Paquin, Mollie O’Hara, Saks-Fifth Avenue,
Worth, Chanel, Lanvin and Premet—who
are rated among the prominent men and
women designers.

Soft Water for the House­
wife
(Continued from page 3)

Why use so much soft water? Pri­
marily to save soap. The saving varies
with the hardness of the water, ranging
from 50 to 90 percent, the latter figures
being not uncommon. Furthermore, soft
water does not leave the flesh of the body
in a harsh condition, clothes are whiter,
less fuel is used in cooking many foods,
special enamel cleaners are reduced to a
minimum.

The question of cost arises, and should.
Zeolite water softeners range in price
from $45 to $700, depending on size and
softening ability. Those below $150 are
small and tend to be in the portable class,
that is, a renter can move them from
laundry to bath room and then to kitchen.
This is not the most advisable means
of use. Experience shows that it is more
desirable to select a water softener cost­
ing $200 which will supply a medium siz­
ed family a sufficient quantity of water
per “re-generation” or “reconditioning”
so that it will have to be re-conditioned
but every three or four weeks.

Discuss the water softener situation
with your local dealer, see how many
gallons can be softened for each re-genera­
tion. This will vary somewhat because
the amount of hardness in the water va­
ries in different localities. Then select
one that gives good capacity for the in­
vestment. When installed, you will be
overjoyed with the experience of having
an abundance of real soft “velvet water.”

Selecting Your Spring
Wardrobe
(Continued from page 2)

just what is right to wear with what, for
one sees everything.
If you have not yet visited the shops
you have missed a real joy, for they are
filled with lovely things. There is such
a variety that the shopper must use dis­
crimination in order to get the thing
best suited to her individual type.

THE TEN COMMANDMENTS OF DRESS
1. Thou shalt not follow fads and fol­
lies regardless of thine own individuality
and type.
2. Thou shalt clothe thyself in sim­
plicity.
3. Honor thy body and keep it clean.
4. Thou shalt dress appropriately for
the occasion and thine own purse.
5. Thou shalt not covet thy neighbor’s
clothes or accessories.
6. Thou shalt zealously study thy type,
coloring, temperament and physique.
7. Thou shalt dress in harmony with
thy type.
8. Thou shalt learn the principles of
Balance, Proportion and Dominant Inter­
et and their application.
9. Thou shalt see thy self as others see
thee and endeavor to correct thy mis­
takes.
10. Thou shalt persist in determination
to make the very best of what God has giv­
en thee.

—Educational Press Bulletin.