

1927

## Modern Dress

The Iowa Homemaker

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# THE IOWA HOMEMAKER

"A Magazine for Homemakers from a Homemakers' School"

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NUMBER 1

## Modern Dress

### Too Far!

We have gone too far! Regardless of anything one can say in favor of modern dress, the statement remains true. We have gone too far. Now, I am not speaking of the extremes—of those who carry everything too far—but of the general run of young folk, especially, and many of the older women, who really should know better.

In the first place, barring the word immodesty, glance at the appearance of modern outfits. Some types of girls and women look very attractive in knee-length (and above) skirts, but every woman does not possess a pair of legs that are not hard to look at. And yet each and every one, or most of us, wear the scanty costumes that only a few of us can really, in the vernacular, get by with. We accuse men of gazing at women's knees, but we can guarantee that anyone, including women, cannot pass by or greet a person and not see her knees if they are so obvious as they have become with the short and getting-shorter modes.

It is all fine to wear 20-inches-from-the-floor skirts if that is what one looks the most attractive in. But how many women do? Glance at yourself in a full-length mirror and determine the best skirt length for your individual type. Then wear it. Just because some clever young co-ed can wear a certain thing in a certain manner and style is certainly no sign you or I can. We must dress to suit our own build and type. We do not do this, generally, and that is why I say that we have gone too far in our modern dress.

It is true that modern dress is more comfortable, less expensive and even more attractive, on the whole, than it was a century or so ago, but how much more attractive we could make it if each woman and girl would remember the little rule I have given. Dress to suit yourself and not to suit some fashion picture. You can retain style and attractiveness in this manner to a



Would you like to dress like this?

This is the second of a series of controversial articles appearing in the Iowa Homemaker. These articles are being run anonymously because we feel we can obtain freer expression of thought in that manner. The staff wishes to invite comment on these articles and suggestions for further topics. These articles are printed just as they come in, practically unedited.

greater extent than in any other way.

Forget the vest pocket editions of dress and remember that in order to look attractive we must not go too far!

### Freedom!

Perhaps the editor came to the wrong person when she asked me to write in favor of modern dress, because I am so strongly in favor of it that I am actually radical on the subject. It seems to me that there is not even an argument on the other side.

I am reminded, as I sit down to write, of an old story my grandmother used to tell. When she was preparing to be married, her mother went to a neighboring town and bought materials for her trousseau. She returned home with the small purchases of simply yards and yards and even bolts of material for the wedding dress and the many petticoats. The ladies of the family and community then proceeded

to spend the next few months making the many petticoats and the wedding dress. The dress itself was exactly five yards around the skirt bottom and it trailed on the floor for nearly three feet. The other day I got this dress out to look at it again, and putting it on, I was simply amazed at the weight of it. Goodness! If I had to carry all that around with me!

With this picture in mind, as I dash across the campus (and I do dash, and I couldn't have in grandmother's dress) I mentally compare it with modern dress. Why, there just is no comparison. The modern girl, especially the co-ed, takes two and one-half or three yards of material, spends a few hours with it, tacks a jaunty little bouquet on it, and has a chic creation that will serve her for many months. Today we have freedom of movement afforded by our dress. We are not bound in any way by steel stays, numerous pads and bustles. We do not wear countless petticoats to hinder our progress. We have enough room to move about and to get things done. Grace of the past ages may be all well and good, but we can have grace, plus comfort, in our modern dress.

Freedom! Wasn't that what the good people of England wanted when they came to this land many years ago? Step by step the people of our country have been attaining freedom from almost every angle and at last we have it in dress. We hear cries thruout the country about "Health". On every hand are health movements. But let me point out that the length of the average life is today longer than it was 50 years ago. With our young folks wearing chiffon hose and pumps in contrast to heavy woolen stockings and high shoes, they are even more healthy than our grandmothers were. And while on the subject of shoes, remember what the shoe dealers say. The girls of today are demanding more sensible shoes and that the general trend

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## OUR NEW PRESIDENT

Raymond Mollyneaux Hughes, present president of Miami University, Oxford, Ohio, was named president of Iowa State by the State Board of Education, May 6.

The appointment of Professor Hughes to the presidency marked the end of a considerable deliberation in the choosing of an executive to succeed Dr. Raymond A. Pearson, whose resignation took effect September first of last year. Since Dr. Pearson's resignation, the vacancy has been filled by Professor Herman A. Knapp, business manager and treasurer of the college, who will continue in the capacity of acting president until Professor Hughes assumes his newly appointed duties next September.

President Hughes is a native Iowan, born 53 years ago at Atlantic, Cass County. He acquired his early education in this state, but went to Miami University for his collegiate work, where he received his A. B. degree. He was granted the degree, master of science, from Ohio State University, in 1897, after two years of work as fellow in chemistry. With chemistry as a major work, Professor Hughes did graduate study at Massachusetts Institute of Technology in 1907-08.

After finishing his college work, President Hughes returned to his alma mater, Miami University, where he served successively as professor of physics, professor of chemistry and dean of the college of liberal arts. He is an educator of wide experience and has done outstanding work among the colleges and secondary schools of the country.

The new president is a member of the American Association for the Advancement of Science, Delta Kappa Epsilon and Phi Beta Kappa. He is a member of the Presbyterian church.

## VEISHEA

The College of Home Economics was again awarded the sweepstake prize for open house during the sixth annual Veishea, May 12, 13 and 14. The sale of 2,000 cherry pies featured the open house and every pie was sold long before the crowd ceased to gather. Within the division, the department of Applied Art was awarded the sectional prize.

The Ceramic Engineering Department float was awarded the sweepstake prize of the parade. Among the Home Economics floats, the Foods and Nutrition Department won first prize.

Approximately 3,000 people attended the 1927 Veishea. The gala three-day celebration ended with the illuminated reproduction of the campanile in fireworks.

The Allied Arts Guild is an organization composed of instructors and students who are interested in appreciation and work in art. This Guild has been fostering a greater appreciation of art at Iowa State, and within the past few months has brought many exhibits to the campus.



Jean Milroy MacColl, Home Economics '27, was crowned Queen of May, Thursday afternoon, May 12, at the May Fete, "An Old English May Day." The crown was placed on her head by Ethel Greenway, May Queen of 1926.

Jean, daughter of Senator and Mrs. A. M. MacColl of Woodward, Iowa, came to Iowa State four years ago and has been active on the campus during her college course. She was Big Sister Chief two years ago and is affiliated with the Kappa Delta sorority.

## Modern Dress

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is of a larger size, on the average, than it ever has been before. This is the result of common sense in our dress. Our girls have become more athletic and do not try to pinch their feet into tiny shoes, but wear for comfort.

Regardless of the objections to modern dress, it is obvious that the advantages much over-weigh the objections. We have reached a stage nearer the ideal for freedom, appearance and comfort than ever before. Of course, there are those who carry to extreme, but this cannot be an objection, as we will always find this. Let me remind the objectors of one thing. They usually say the young girls are immodest. I wonder if any of those same objectors spend any time at the beach or swimming. I wonder if they wear the modern costume for swimming, or if they try to cover every inch of their bodies with heavy, weighty costumes one could never swim in. Of course, they wear the usual thing. And they think nothing of it. Immodest? I am sure everyone has seen a pair of knees and they should not be something to shock one. It is not immodesty. It is an awakening to common sense and real comfort.

"I slept and dreamed that life was Beauty; I woke and found that life was Duty."—Browning.

## IN RESPONSE

To the Editor:

As I am the lesser one-fourth of a very charming and capable Home Economics graduate, I can hardly help writing a reply to the article which appeared in your last issue.

You know, being the husband of this wonderful homemaker, one might expect me to agree with the man who contends that the H. Ec. graduate makes the better homemaker, but while my wife has her back turned, I want to shout "No! She does not—generally." My wife is a perfect homemaker; she does her work, plays, knows how to keep up with all the news of the day, can discuss my business with me and has some inner sense that tells her when to talk to me and when not to. All in all, she comes within group 3 of the classification our writer friend gave in the last issue.

But then, my wife is an exception. Now, I can hear someone saying, "Well, of course he'd say that about his wife," but I might say that observation is oftimes a criterion. I have observed within the group of my wife's H. Ec. and non-H. Ec. friends that the non-H. Ecs. are generally the most happy. Why? They do not do things scientifically; they often do things incorrectly; they blunder; but they laugh along at their mistakes and have real good times with their families. Now, I am not saying that a H. Ec. cannot do this, but they usually worry about all their efficiency and correct manner of doing things and forget that the round of housekeeping is but a small share of homemaking.

Now don't think I am not in favor of H. Ec. training. I am. But, if I can put any little bee in a co-ed bonnet, let it be this: get all your scientific training—and remember it; but don't forget to learn how to read, to watch and to develop culturally. Don't let your training make a grind of you. As I once heard a man say, "Let science be damned if we have to forget the real fun and happiness of life."

—From a Mere Husband..

## SENIOR RECOGNITIONS

White sweater jackets have been chosen as the class recognition of the 1927 co-eds of Iowa State. The first morning of Veishea, the seniors marched en masse in their white outfits to convocation and made a picture across the campus. The Home Economics students display a miniature black mortar board on the pocket; co-eds of other divisions have mortar boards of other colors. Two years ago the senior women chose white sweater jackets for their class insignia, but the 1927 jackets are of a different model. They are of knit material, with a tighter knit band of the same material around the bottom.

A little word in kindness spoken,  
A motion, or a tear, has often  
Healed the heart that's broken,  
And made a friend sincere.