

1933

## Aids to Beauty

Clarine Durr  
*Iowa State College*

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



Part of the [Home Economics Commons](#)

---

### Recommended Citation

Durr, Clarine (1933) "Aids to Beauty," *The Iowa Homemaker*: Vol. 13 : No. 7 , Article 6.  
Available at: <http://lib.dr.iastate.edu/homemaker/vol13/iss7/6>

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](mailto:digirep@iastate.edu).

## Collegians Tell

Betty Melcher

# What Makes a Girl a Beauty . . .

WITH the results of the annual Bomb Beauty contest still in their minds, Iowa State men have blushing revealed their conception of beauty in its most ecstatic form.

The men on this campus don't believe that pretty is as pretty does or that beauty is only skin deep. They have added personality, health, disposition, complexion, posture, intelligence, weight, and naturalness to get the final resultant—beauty.

Statements made by a few of those queried with, "What qualities must a girl possess before she is beautiful to you?" are as follows:

*Hollis Hilstrom*, president of Interfraternity Council.

"Beauty, to me, is deeper than just the skin. Before I would judge a girl as beautiful, I would require that she be intelligent—as I think most beautiful girls naturally are. Sophistication means anything but beauty—I prefer the restful sort—blond, moderately slender, about 5 feet 5 inches, with a splendid personality to go with it.

"I wouldn't criticise beauty too strongly on the health standpoint, but of course, I think healthy girls are more lovely. A good complexion is essential to the extremely gorgeous girl, but it could be overlooked in many cases."

*Earl Gaylord*, editor of the Bomb of '34.

"If a girl is beautiful, her personality shows and makes her so. It doesn't end under the first layer of make-up. There isn't much connection between beauty and brains as I see it. I'd say the correlation coefficient is low! Before a girl appears to be beautiful to me she must have good posture. Posture is self evi-

dent for beauty because it accentuates a girl's good points more emphatically than anything else.

"I personally prefer girls not chubby! Their complexion must be flawless. But most important of all, the girls that I would select as beautiful would have a companionable disposition with plenty of positive personality."

*Robert Hawley*, Rhodes Scholarship candidate.

"Beauty to me is just like money—it's a fortunate thing to have. It doesn't get you everything, but it's worthwhile! But it's a cinch it wouldn't carry a girl very far if she didn't have something with which to back it up. I think physical beauty is only one factor in the complex make-up of beauty. Personality is more important than her figure or the color of her eyes.

"The main thing is that she isn't a nonentity in physical appearance. If she's neat and trim, intelligent to a moderate extent, is unaffected, but not too unsophisticated, has smooth features, and is preferably brunette in make-up, she's beautiful to me! Health isn't an essential factor of beauty as I see it."

*Carl Hamilton*, president of the class of 1935.

"If I were judging a beauty contest, I would place personality, brains and disposition above physical beauty. Mere physical beauty is a minor consideration in choosing the really beautiful girl. Her posture and carriage are dominant over any facial feature which might or might not be present. I don't go for sophistication. I like people to be natural and straightforward. When I voted for the Bomb beauties this year, I didn't pay much attention to the pictures—I based my judgment on the things I have just mentioned. I think the girls chosen were quite representative of Iowa State feminine beauty."

*Ross Rector*, junior in general engineering.

"When I think of whether or not a girl is beautiful, I consider her features, her form, whether or not her carriage is graceful, her complexion and her apparent health. But to me, personality is better any day than looks. Of course, a combination of the two is ideal.

"I like girls about 5 feet 4 inches tall and of medium build. I don't like a tooth-pick, but neither do I like a box car! Although I wouldn't like a sophisticated girl all the time, she is all right in her place. I prefer naturalness. The color of the girl's hair doesn't make a

lot of difference to me, but I do have a slight tendency to prefer brunettes.

"When I voted for the girls in the Bomb beauty contest, I considered them from the way I remembered their appearances on the campus, the way they wore their clothes and how they fixed their hair. I like long soft bobs or hair done up best."

*Walter Stary*, member of Cardinal Key.

"The ordinary person's conception of beauty consists of physical make-up only. That may be perfection of development, but it isn't beauty. Beauty is a combination of personality, intelligence, and physical perfection.

"I'm attracted first because of a girl's physical attraction. But I stop to analyze it to see if she has intelligence and personality, too. If she hasn't, her good looks leave a bad taste in the mouth.

"Sophistication to me is artificiality and the attempt on the part of the girl to attract attention by spectacular advertising. I don't react to beauty quite so well if a girl's complexion isn't flawless or if her make-up is disturbing. I like them well built—on the Ziegfeld pattern!"

## Aids to Beauty

By Clarine Durr

A CHEERFUL liar once said, "Beauty is only skin deep." And since his time legions of women have shrugged shoulders at their mirrors and let it go at that. At that—when they could have done so much!

Now, it might have been in this liar's day that Beauty was judged by the shape of her nose and the dimples in her hands (not that they are no longer assets) so the said fact misinterpreter should be given the benefit of the doubt and the crime must be laid at the feet of ignorance. But now, now when the pilgrim in quest of Beauty has chemists, dietitians, doctors and dermatologists to enlighten her, and when the chief asset of beauty is a beautiful soul, let it never pass the lips, this "Beauty is only skin deep."

If her eyes are sparkling brown or starry blue, it doesn't much matter, just so they are sparkling or star-like. It is no longer a fashion to add luster to one's eyes by glazing them with a patented liquid. Something of the real sparkle is inimitable; one just cannot buy that twinkling starriness in labeled flacons.

(Continued on page 16)



than one of the other methods. If someone other than one of the family answers the telephone, it is correct to say, "This is the George Black residence"—never "This is Black's." If you happen to be employed in the Black home, you could add, "The hired man speaking." That helps the person at the other end, for he can ask without preliminaries for Mr. Black.

When you have called a number and the person who answers does not place himself and you do not recognize the voice, the one thing to do is to ask for the person you are calling. Even if you suspect it is he speaking you never, never ask the impertinent question, "Who is this?" And though you haven't seen him lately and know that he is going to be most surprised to hear you calling, you never in this world would say, "Guess who this is," because he probably can't,

and besides, not being as thrilled as you think he will be, he may wonder why all the mystery.

Mary Black, in calling the grocery store, or someone she does not know, says, "Miss Black," but to her friends she is, of course, "Mary Black." To casual acquaintances, she will be, according to her preference, either one.

It is a mark of thoughtfulness in calling someone you know to be a busy person, to ask if it is convenient for him to speak with you just then. If it isn't, he will usually ask permission to call you back at a stated time. And, of course, in any case, long telephone conversations, especially on party lines—but in any case—are almost as "out" as listening on party lines or extension phones. They may even invite the last named practice.

The one who calls should always be the one to ring off and a simple "Goodbye" or "Goodnight" is sufficient farewell.

**T**HERE are a few places where there should be no conversation. In any public gathering where people have come to see or hear, one obviously does not set up a rival attraction. But if something has to be said right then, it should be remembered that a whisper carries much farther than a low tone. So you don't whisper! And it might be better anyway to write it, for in so doing, only one person's attention will be distracted. But you make it a point when you go to church to leave all conversation outside, preceding or during the service, because many people go to church to worship and they might be disturbed by the sound of your voice. Neither does one converse at a funeral. Margery Wilson in her book, "Charm," tells us that more than that, one does not even nod to nor recognize others until he is back in his own car, driving away. The reasons are probably obvious as are those of another rule that one does not talk in an elevator.

And so, there are rules and rules for conversation, yet it all sums up in a few simple truths. Eager, sympathetic attention to the world and the people in it, and accurate information about at least a few things that especially interest you, will give you something to talk about. For the rest of it, the minute you begin to speak, whether you want to or not, you tell the story of the self you really are, from the subject to the very tone of your voice.

## In-Between Season

(Continued from page 5)

**S**HIRTWAIST frocks are universally accepted as very sensible business and school dresses. An interesting arrangement of the stripes in a rayon jersey give individuality to one such frock. It buttons demurely under the chin, has a small turnover collar, and elbow sleeves, with set-in pockets in the skirt.

## Aids to Beauty

(Continued from page 4)

The modern woman wants the real, the genuine. And because she has been able to draw a fine distinction between the artificial and the real, she has learned the secret, "Beauty is truth, and truth is beauty."

**A**COED of Iowa State College, even though she may not be in the Division of Home Economics, has special advantages in her quest of truth in beauty. With her knowledge of dietary facts she is able to group roughly her foods into four classes—tissue-building, health-giving, regulating and heat-producing. As her knowledge of food increases, she begins to realize that the invisible vitamins do more for her hair than special rinses.

Although menus in the dorms and houses maintain Iowa State's dietetic standards, the coed may find her palate tempting her to overindulgence in potatoes rather than including the crisp greenness of a salad in her meal. Therein lies a problem—to be able to follow the course after it has been found.

It has been said of the women of a band of Eurasia gypsies that, although their skirts and blouses were of the coarsest fabric, the clothing worn next to their bodies was exquisitely fine; they would blush to wear shabby clothing beneath a showy exterior. One cannot but admire the principle and appreciate the one parallel to it in hygiene, the principle of not covering uncleanness.

With internal cleanliness as a starting point, wonders can be done with the complexion. Modern science has given aids to—not substitutes for—nature's gifts in the form of exquisite powders, creams and soaps. Experimentation is the most reliable method of discriminating among the many brands of toilet articles on the market. Since all women no longer feel the urge to have identically-tinted, pink-and-white skins, the manufacturer has made an unlimited variety of shades in powders.

Child-like, many of us are tempted to buy rashly because of gay containers. It should always be remembered that information given by the manufacturer is apt to be sprinkled with propaganda and that pure soap and common H<sub>2</sub>O are still the best of cleansers. Some skins, however, need additional care. It must always be borne in mind, however, that the skin is not a digestive organ and that all of its nourishment comes from the food we eat, not from creams spread over its surface.

At Iowa State College, where the water is highly alkaline and where winters are winters (and both are hard on the skin) many coeds have found it economical to make their skin lotions.

### AMES HEMSTITCH AND PLEATING SHOP

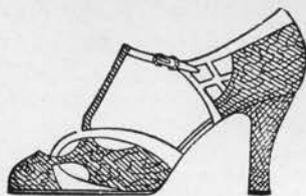
Covered Buttons and Belt Buckles  
Hemstitching and Dress Making  
408 Douglas Phone 1741-J

### WHITMAN'S for VALENTINES

Heart packages  
\$1.00—\$1.50 lb.

### Lincoln Way Pharmacy

THE REXALL STORE  
West Ames Phone 1030



### DAINTY NEW Formal Sandals

We tint them any shade—  
3.85 and 5.00

**Trueblood's**  
WEST AMES SHOES