

1934

Feet Bear the Burden

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Recommended Citation

Anspach, Karlyne (1934) "Feet Bear the Burden," *The Iowa Homemaker*: Vol. 14 : No. 6 , Article 11.
Available at: <http://lib.dr.iastate.edu/homemaker/vol14/iss6/11>

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When Silks Split

by Elizabeth Foster

WHAT woman has not had her best Sunday - go - to - meeting blue silk frock split out at the armseye or her favorite wool plaid stretch out of shape?

Because 90 out of every 100 women do experience stretching and slipping of the yarns in wool and silk fabrics, Eleanor McFadden chose that subject for her research problem for her master's degree in textiles and clothing. She found that some of the factors in stretching, shrinking, and slipping of yarns in wool and silk fabrics were the twist of yarns, weave of the fabric, number of threads to a square inch, laundering and dry-cleaning, and poorly balanced warp and filling yarns.

Eight times 13 different wool and silk fabrics were laundered. Eight times these same materials were dry-cleaned. Results showed that the silk fabrics were weakened more than the woolens from these tests. Also, that dry-cleaning weakened the woolens more than laundering whereas laundering was harder on the silks.

As might be expected, the filling of these 13 samples were stretched to a greater extent than the warp. Laundering seemed to cause more shrinkage than dry-cleaning did; the woolens shrinking more both in dry-cleaning and laundering than the silks. Miss McFadden stated that the variation in shrinking and stretching was due frequently to the tension which the fabric underwent during pressing.

The better-balanced a fabric was as to warp and filling, the less the stretching; the greater the number of threads to a square inch, the less the stretching in a fabric.

One manufacturer of cloth in answer to a letter from Miss McFadden said that practically all fabrics can be made free from stretch if the consumer is willing to pay for it.

Feet Bear the Burden

by Karlyne Anspach

JUST consider, as you eat that chocolate mint sundae that you are putting on one more pound. You did tip the scales at 115, now the needle pulsates between 145 and 150. Who bears the burden of all this? No one but your feet. It seems that the very least return you can make is to give them the best environment, care, and premeditated affection.

While sitting in the conventional shoe chair with your foot resting in the palm of the friendly-eyed clerk there is an awful temptation to say, "I wear a five triple A, please." Resist that impulse!

Exercise self-control! If you follow the advice of Miss Katherine Cranor, professor of textiles and clothing, you will let the clerk measure your foot for the size.

He will get a length that is from $\frac{3}{4}$ to 1 inch longer than your foot, and of a width sufficient to permit foot movement in weight bearing. Remember standing on that sliding rule apparatus when he takes the width and length of your foot? One hundred pounds pressure, more or less, certainly makes a difference in the width of your foot. If the friendly-eyed clerk does not do these things, you should see that he does.

A GOOD looking shoe is admired. Fit makes for good looks. These are the points that make for fit. They are suggested by Miss Cranor:

1. The shoe should fit snugly at the ankle but not tightly enough to press into the heel.
2. The ball of the foot should come at the break of the sole.
3. The arch of the foot should fit the arch of the shoe.

If you are looking for comfort as well as correct size and fit have heels not more than $\frac{3}{4}$ -inch high. What an aid to posture these give! Laced shoes are the best for support and comfort. The laces should be one inch apart. For the acme of comfort be sure the shoe gives as little pressure as possible on any portion of your foot.

Men Select Their Own

by Marjory Vaughn

STUDENTS in home economics may learn all about the selection of clothing—men's included. But when it comes to women actually selecting men's clothing—it just doesn't work. Men are independent in clothes buying. Miss Jessie A. Corbin, graduate student in textiles and clothing questioned 1,000 Iowa college, business, professional and laboring men to find out why and how men purchase their clothing.

Seventy-five per cent of the men made their purchases alone. Wives, sisters, mothers have little hope in influencing their choice because 82 per cent claimed they were independent buyers! Advice given by salespeople was not thrust aside. Advertisements, window displays, catalogs were considered unimportant factors. Men much prefer to see and handle their purchases.

While a table piled with shirts would lure any woman shopper, men pass by quickly, seek out the department they want, even request a familiar salesman. They prefer a known firm and a known brand. Men spend little time

making their purchases. They are poor "shoppers", although unmarried college students are interested in shopping around, and give more consideration to their purchases than do married or professional men. It is interesting to note that 90 per cent of the men selected all their own clothing except for gifts; they prefer to do it that way.

Quality, fit and price are factors influencing men's purchasing. Needless to say quality was judged mainly by the price. More married men patronized the local department stores; mail-order houses and chain stores rated a small percentage of men's patronage. Professional men purchased tailored garments more frequently than the men of other groups. Ready-made garments were bought more by single students and married laborers.

In all their purchases men prefer to pay cash; very few purchase by the installment plan. There is little indication of a budget being used.

Men seem to be practical in their choice of garments, deciding quickly and readily, very seldom returning goods.

Miss Corbin's study seems to show that men have a need for more definite standards in their purchasing.

Resolutions

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to make unity, which is simply harmony of color, line, and texture.

Sally's resolutions took a practical turn when she made her last two. The ninth one says—Resolved: To make upkeep an influencing factor. White collars and cuffs give a crisp, clean touch to dark winter dresses, but can you spend the time to keep them that way? Does a dress soil easily? Can it be washed, or must it be sent to the cleaners? Consider these points before buying and save yourself lots of time and expense.

The tenth one is similar. Resolved: To make durability a determining factor. Think of whether a material will give more than one season's wear, if colors will fade in the tub or sunlight, and whether accessories and trimmings must be discarded once they are soiled or can they be cleaned?

Ten resolutions—and all about clothes. Sally guarantees if anyone carries them out faithfully, she'll be the best dressed person on the campus. It's a large order for the New Year, but it's worth trying. Here's wishing you lots of will power, for you'll be needing it.

Baked apples stuffed with pineapple, served with baked ham, are a good appetizer.