

1937

For Beauty's Sake

Ruth Hendrix Stouffer
Iowa State College

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



Part of the [Home Economics Commons](#)

Recommended Citation

Hendrix Stouffer, Ruth (1937) "For Beauty's Sake," *The Iowa Homemaker*: Vol. 17 : No. 4 , Article 8.
Available at: <http://lib.dr.iastate.edu/homemaker/vol17/iss4/8>

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.

For Beauty's Sake

By Ruth Hendrix Stouffer

SOMETIMES a girl feels a bit cynical when she hears the old adages so glibly expressed. Maybe beauty does lie only skin deep. Definitely, the problem of beauty remains. To get at the truth of the matter, we asked for beauty secrets and methods from girls who are generally conceded to be campus beauties.

To diet or not to diet? Even the most beautiful find it a problem. Half of the girls consulted—the lucky thin type—never bother with diet. The other group finds it a continual test of will to eliminate the “in-between” snacks. Only one of the girls goes on a regular diet. She resorts to fruit and milk for one day each week.

Cold cream versus soap and water cleansing has long caused bitter controversy. The soap and water faction outnumbered the coldcreamers two to one. All but four of the girls we consulted use cream or lotion to soften their skins. Only two use cream alone. All of the girls stipulated that it depends on the skin.

The local beauties find powder rouge more convenient than cream rouge. One of the girls, a “Bomb” beauty, considers cream rouge the best because of its lasting qualities but emphasized that it requires a practiced hand in applying it.

Cream rouge is more easily applied if a creamy powder base is used. Then it can be applied with the palm of your hand and will last all day. Not many of the girls use a regular powder base, however, which may account for the popularity of the powder rouge. Only one of the girls used a regular powder base or vanishing cream. Not a glistening face but a glowing face is in vogue it would seem.

“Do you use the right shade of face powder?” is a constant query of some of the current advertisers. Our beauty-care consultants have used the trial and error method. They all insist that powder shades should vary with the season. It is important that one's powder not be too light. Some of the girls advised that blondes invest in powder that is expertly mixed for individual use. Using a powder that is too dark is a fault of many of the blondes, they feel.

Nails require constant attention. In addition to daily cleansing, the interviewees agreed that a weekly mani-



cure was essential. One-third of the girls considered two or three manicures a week necessary. All of them manicure their own nails. “If you can't put the polish on your right hand, strike up a bargain with your roommate,” they suggest.

Beautiful hair is an asset. Even the plain-faced girl can lay claim to beauty if she has shining, luxuriant hair. We hear that brushing is essential to beautiful hair. Although none of the girls brush their hair the advised 100 strokes, they admit that this neglect is a mistake.

The weekly shampoo is held in favor by the majority of the girls who were questioned. One girl insists that the hair should be washed every five days, but another believes that every ten days or two weeks is sufficient. One of the girls who has long hair claims that she considers once a month sufficient in her case. Other girls with long hair confirmed her opinion. Frequent washing causes the hair to become oily more rapidly.

The only time that the majority go to a beauty parlor is for a new permanent or a hair-cut. All of the girls had a word of caution on cheap per-

manents. Going to the same beautician is a guarantee for a good wave. Never having a curl on top of the old permanent is another bit of their advice. Oil shampoos are recommended if your wave has become “frizzy”. “And never, never, use a curling iron on a permanent,” they warn.

Wave lotions are seemingly out of favor. One lone soul supported them. She has heavy hair that will not wave with the use of plain water.

Facial beauty depends primarily upon the condition of the skin. When asked if they used facial treatments, most of the girls answered in the negative. Rest, sleep, diet and cleanliness are important for a clear, soft skin. A sleepless night shows on anyone's face. Candy bars and dirt can cause minor disturbances on most of our faces.

In considering the importance of clothes, the girls all decided that clothes were as responsible for our appearance as our faces, figure, eyes or hair. Some of the girls even said that clothes were 75 per cent of appearance. We have all seen girls we would like to “fix up.” Often a pretty girl is spoiled by ill-fitting or untidy clothes. Other girls who dress well spoil a pleasing effect with a washed-out or painted look. Run down heels, crooked hose and runs in hose are responsible for bad impressions. Never mix satin blouses with sweaters, they say. And floppy, slinky dresses weren't made for school wear.

Only one of the girls confessed herself a pin addict. She admitted that needs for clothes repair pile up until she must devote hours to sewing snaps and buttons. Most of the girls spend about one afternoon a week on their clothes, nails and hair.

They all agreed that you can tell the girls who plan the night before what they will wear the next day. Saving your clothes for a vacation sewing spree is all very well, if you don't care about your appearance. Pressing the dress before you wear it will do wonders for your sense of well being and appearance.

This is the advice of only 15 girls. These are either naturally blessed with beauty, have achieved it through persistent care or, though not beautiful, are remarkably well-groomed and are outstanding because of it.