

1937

## Former Graduate Advocates Controlled Curves

Gertrude E. Hendriks  
*Iowa State College*

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## Follow the crowd

After the—  
Show  
Game  
Dance  
to the  
**CAMPUS**  
or  
**IOWA CAFE**  
ON WELCH  
—Booths and Music—

### Dessert Course

*Month after month you fed me a diet  
Consisting of blarney and kisses.  
I'm ready now to have my dessert  
Of sterling and pottery dishes!*

—by Ronny Ronningen



## Hannum's

Women's Ready-to-Wear

Headquarters  
for

**Belle-Sharmeer  
Stocking**

Brev — for Short  
Modite — for Medium  
Duchess — for Tall

Priced— 1.00 - 1.15 - 1.35 - 1.65

New Spring Shades  
—Now Ready—

## Former Graduate Advocates

# Controlled Curves

by Gertrude Hendriks '34

**T**IS said variety is the spice of life, and variety it is that's made my job as assistant advertising manager of The Formfit Company, one of the three top corset houses in the country, the interesting one it has proven. Rare is the day, even now after two years on the job, that doesn't bring up a new problem, something a bit different.

Mayhaps it is a formal presentation of the season's new line which means far more than getting together a handful of beauties, having them step into a girdle, fasten on a brassiere and parade. Incidentally, corset models are the hardest models to get. Even before the show goes on there are fittings, arrangement of appearance, programs, narrator's script, and quite often complete rehearsals, especially when the show is a big one and the presentation a bit unusual, as ours have sometimes been with the models narrating their own show in verse.

Or possibly it's detailed plans for a dinner to be served in our show rooms, which means engaging a caterer who can turn out a real meal, tasty food, attractive and piping hot without the usual kitchen equipment.

One of the most interesting bits of variety—a bit from which much else has developed—came when, voicing aloud that I felt we could improve the instruction material for The Formfit School of Modern Corsetry, I got myself the job of writing a text book. "Fitting, Selling, Managing" is the result, and it has, since its publication a year ago, been used as the text in 13 schools meeting in cities from Los Angeles to New York, Minneapolis to Dallas. The Formfit School of Modern Corsetry has come to be recognized as an institution offering intensive training in fitting and selling corsets. The many details that go into making of each School come under my direction—from sending out original invitations to offering congratulations to those receiving diplomas which, incidentally, are awarded only to those who have attended each session and successfully passed the final exam.

But you ask, "What is an advertising job without copy writing?" There's a nice seasoning of that, too—copy for Formfit's own national ads which appear in rotogravure sections of the leading metropolitan newspapers, retail ads which we supply to our dealers, style



books in which are illustrated and described outstanding members of the line, price lists showing in detail every number in the line, Ad Plans for dealer's use with suggestions for getting best returns on every dollar spent on advertising or promotion, mailing pieces like the little folder the salesperson tucked into your package this afternoon when you were shopping, or which came along in the envelope with the monthly statement from your favorite charge account, special copy, radio or style show scripts for account's own individual use, etc., etc.

Each of these "copy assignments" represents much more than just writing the copy. Consider, for instance, the thousand and one details that go on behind scenes before that little "A Thrill for You" folder was slipped into your package or your monthly statement. The theme, "A Thrill for You," was conceived and approved. Selecting the merchandise to be pictured, working with the artist on layout details, making sure that she did not misconstrue the original idea and writing the copy followed. Here's where most persons think the job ends! Actually it only begins. Decisions must be made as to the number of folds and size of the folder, the number of colors the job to be run in, the kind of paper to be used, the quantity to be printed and other production details. Then competitive bids must be gotten from various printing houses and after consideration and consultation we decide what printer gets the job.

From then on, I work directly with the printer on all details of production.

The booklets finished, they cannot be forgotten as "completed" for as Formfits accounts throughout the United States and from Alaska to South Africa order copies of "A Thrill for You" to distribute in their stores, the specified quantities must be imprinted with the name and address of the dealer.

Yes, my job is one of countless details in as many different fields, but to me it is interesting—variety makes it so!