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Shoe Care Means Longer Wear

Consider rules of footwear as well as looks when buying shoes, advises Charlene Stettler

CAMPUS sidewalks at Iowa State probably see more leather in a day than any other sidewalks in the state. Footwear going to class varies from saddle shoes with run down heels or flopping sandals to G. I. flying boots and old standby moccasins. But there comes a time when everyone of us must buy new shoes.

When you go shoe shopping, there are several important things to consider.

Solid Comfort Rates First

No matter what the quality of the shoe may be, it must fit comfortably for ease of walking. Top quality footwear is of no use to you if in wearing it you acquire tired aching feet. No matter how good-looking the shoes are, how persuasive the salesman is or how dire your need—if the shoes are not your size, don't buy them. The 26 small bones in your foot gradually become displaced from their normal positions if the shoe does not fit. The pressure resulting from poorly fitting shoes may cause pain in the calf muscles, thighs, hips, spine and even a general upset of the nervous system. And when feet are cramped into poorly fitted shoes, graceful walking is impossible.

Let the clerk measure your foot each time you buy shoes. Sizes are not standard. Your foot becomes longer when it supports the full weight of your body—therefore, it is best to stand in a relaxed position when your foot is being measured.

Those neat looking saddle shoes are not for you if there is not at least $\frac{1}{2}$ inch space between the end of the big toe and the end of the shoe inside.

Free your ankles. Choose a shoe low cut around the ankle to allow for free movement and good circulation but see that it fits up well around the heel so it will not slip.

You'll lose your natural poise by donning high heels for general wear. To best support the natural heel of your foot, select a broad heel not over $1\frac{1}{2}$ inches high for classwear. Save the high heels for special parties.

Shoes should be high enough at the instep to provide a good grip on the foot.

Care For Your Shoes

Day after day, your shoes protect your feet as you tramp through snow or slish through rainy-day puddles. And they protect the feet from the scorching sidewalks in midsummer. Be good to your shoes. They love life, too. Good treatment prolongs the life of leather.

1. Runover heels should be repaired immediately or else the shoes may be permanently ruined and the wearer suffer faulty posture.

2. Leather shys away from water. Shoes should be protected from rain and snow by overshoes or rubbers. Wet shoes should be dried thoroughly before being polished and worn again. Any surface too hot

for the hand is too hot for drying of leather. Moisture and heat draw oil out of leather, making it hard, brittle and uncomfortable to the foot. Put wet shoes on trees or stuff them with paper while drying so that they will not lose their shape.

3. Shoes should be treed between wearings so they will hold their shape longer and look better.

4. Shoes should be kept on shoe racks, in shoe bags or on shelves away from dust to save unnecessary cleaning.

5. If soles are repaired before they wear clear through, the shoes will give added service and comfort.

6. Give your shoes new life by cleaning them regularly and often.

For *kid, reptile, calf, kangaroo* and other light-weight, colored leather use cream or liquid dressing. It cleans and dresses the shoes at the same time.

For *heavy weight, smooth leathers*, clean and polish with a paste polish. Buy a reliable brand of polish because some inexpensive polishes will crack the leather.

Suede, buckskin and other colored napped leathers should be brushed daily with a bristle brush. (A wire



brush will break the nap.) Liquid suede dressing can be applied and allowed to dry followed by a second brushing. Dry powder can be used too. A thorough brushing afterward will remove all traces of powder.

Patent leather, naturally waterproof, is easily cleaned with neutral soap and water.

Quality Is Important

Your shoes may serve you an extra year if you choose top quality when buying. Buy the best quality materials your pocketbook will allow.

Calfskin of good quality is firm, resists scuffing and gives good service. The better qualities are called full-grained leather. Kid is goat leather and is strong. It does not crack but it scuffs easily and its finish is affected when treated with oil or wax.