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It's All for Vanity's Sake...

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be stirred vigorously to give it the white color and smooth grain of commercial lard.

There are five different classes of lard on the market today, three of which are for home use. The difference in the classes is due to the type of fat used and the rendering. The price of the types does not vary greatly so it is of distinct advantage to the housewife to be able to recognize the best lard.

Lard can be used in all kinds of cooking where fats are needed and in many ways it is superior to the lard substitutes which have supplemented to a large extent the lard of our grandmother’s day. Lard is a wholesome animal fat—not a synthetic chemical product—and as such provides energy to the body. You can buy three pounds of lard today for approximately the same amount that it takes to buy one pound of lard substitutes. And best of all, it is an Iowa product!

Try some tarts

It’s All for Vanity’s Sake . . .

By Hazel Leupold

As long as we women retain our vanity we will continue to have foot troubles! As long as we insist upon tittering to classes and trekking down campus eider paths in high heels, as long as we buy shoes too short because we can’t bear to look at our overgrown feet in “sensible” shoes that look like gunboats to our sensitive eyes, just so long will we be bothered with corns and blisters and fallen arches!

Most of us have come to the point of accepting flat-heeled oxfords for general school wear, but it is the sad and solemn truth that most of us have such an unholy fear of attracting attention to our big feet (which perhaps after all, are not so big) that we buy these oxfords a trifle too short.

Shoes, experts tell us, should be about an inch longer than the feet that occupy them. And stockings, they say, may cause just as much trouble as shoes, when they are too short. Hosiery must be well-shaped, and a half inch longer than the foot to assure the maximum comfort.

The majority of foot troubles in women originate in the metatarsal arch, which extends from the base of the little toe across the foot to the base of the great toe. And this, dear friends, brings us to the touchy subject of high heels, against which all our grade school physiology books advised us! But it is true that high heels throw the body weight upon this metatarsal arch instead of upon the longitudinal arch from the heel to the toes of the foot, where it should rest. And constant wearing of high heels only too often results in fallen metatarsal arches, as well as callouses.

Another debit on the balance sheet of high heels is the fact that they cause poor posture. The hips are thrown forward and the shoulders back. A rather ugly line forms from the shoulders to the hips as a result.

Of course we can’t discard our high heels entirely, but we can limit their use to afternoon and evening. A friend remarked to me just the other day that many college women forget that high heels were never made for street and campus wear. She insisted that to wear them there shows inappropriateness in costume and poor taste in selection. She is probably right.

Another fault of high heeled shoes is the fact that the toes are almost always narrow, and crowd the toes of the foot. If you place your foot on paper, draw around it, and then place the toe of the shoe upon this outline, you will discover for yourself whether your shoes are doing this or not. Cramped toes often result in fallen metatarsals too, since the weight of the body is not spread evenly among the toes, and concentrates itself upon this arch. If your feet are normal, a ruler placed against the inner side of the foot will touch against the heel and also the tip of the great toe. If you can perform this little trick successfully, your foot have not been cramped. Try it.

Flat feet are all too common. The longitudinal arch, on the outer border of the foot, functions as a support for the body weight. When you toe in or straight ahead the weight falls, as it should, on the outer side of the foot. Such walking gives maximum ease and efficiency.

But—if you toe out, the body, in order to keep itself in proper balance, throws its weight toward the inside of the foot. Slip off your shoes and try it yourself. Toe straight ahead, and feel where the weight is being supported. Then toe out sharply. Where is your weight now?

While still in this position, try throwing your weight to the outer edge of your foot. See? You almost lose your balance. In order to retain balance then, while walking in a toeing out manner, you will have to throw your weight to the inside part of the foot. And now your trouble begins. The arch becomes weakened, and as it weakens, there is a

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All for Vanity
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The tendency to toe out still more. Soon you may have promated ankles, a very unpleasant affliction. Promated ankles are far from beautiful. The ankle is thrown out of its normal position that it distorts the shape of the foot, and perhaps causes flat feet, by weakening the longitudinal arch.

Who wants flat feet, anyway! They are weak and inefficient. The flat-foot loses one step in seven as compared to the person with normal pedal extremities.

The moral, friends, is: Toe straight ahead, or walk pigeon-toed if you wish—only don’t toe out!

I have often heard it said, "My feet don’t bother me now. Why should I worry?" Maybe not now, but maybe again, later. If you are mistreating your feet now, the effects may be disastrous at some time in the future. There is a pathetic number of older women with badly abused feet which cause all sorts of suffering.

With the culmination of years may come increased weight, and this is a factor in breaking down the arches of feet which have not received the proper care.

It seems to me that healthy and efficient feet are a great asset. Nothing can so warp the personality of a woman as tired, weak, or abused feet, and nothing can make her as contented, cheerful and vigorous as healthy ones.

Like A Buttonhole?
(Continued from page 7)

The paper on the wall couldn’t fit smoother than MIS-SIMPLICITY
Made by Gossard
America’s largest selling foundation garment
$3.00 $5.00 $7.00

Our Assortment of VALENTINES
is the best we have ever had
Also Our Valentine Candy
All candy wrapped for mailing free of charge.

STUDENT SUPPLY STORE
Next to Ames Theater

During the first year (1929-30) 5,412 pieces of correspondence and programs were sent out; the following year, 15,935; in 1931-32 (including, for the first time, a summer quarter), 48,116; and for the fall quarter of 1932, 37,930. In comparing the above figures it should be noted that before February of last year, the broadcasts were given just twice weekly, while since that date there have been five each week.

Instruction Popular

CONSERVATION of clothing, food, home furnishings, and money and more economical utilization of all available resources has been the keynote of the instruction in vocational home economics schools throughout the country during the past year, Perry W. Reeves, member of the Federal Board for Vocational Education, said recently in a statement commenting on salient facts covered in the board’s annual report.

The popularity of the home economics instruction, carried on in vocational classes under the federal vocational education act, Mr. Reeves pointed out, is evidenced by the fact that the enrollment in such classes has increased consistently ever since the program started back in 1918. The enrollment in such classes in 1932, he said, totaled over 330,000, an increase of approximately 62,000 over 1931.

"The day has gone by when it was necessary to defend education in homemaking pursuits," Mr. Reeves declared. "When one realizes," he said, "that the housewife has a lot to do with formulating and adhering to the family budget, that she is responsible for the purchases of food, clothing, and house furnishings, that she is responsible for the family diet, that it is she who must assume principal responsibility for all of the factors entering into the health and the recreational activities of the family, the need for giving her training for her job is obvious."