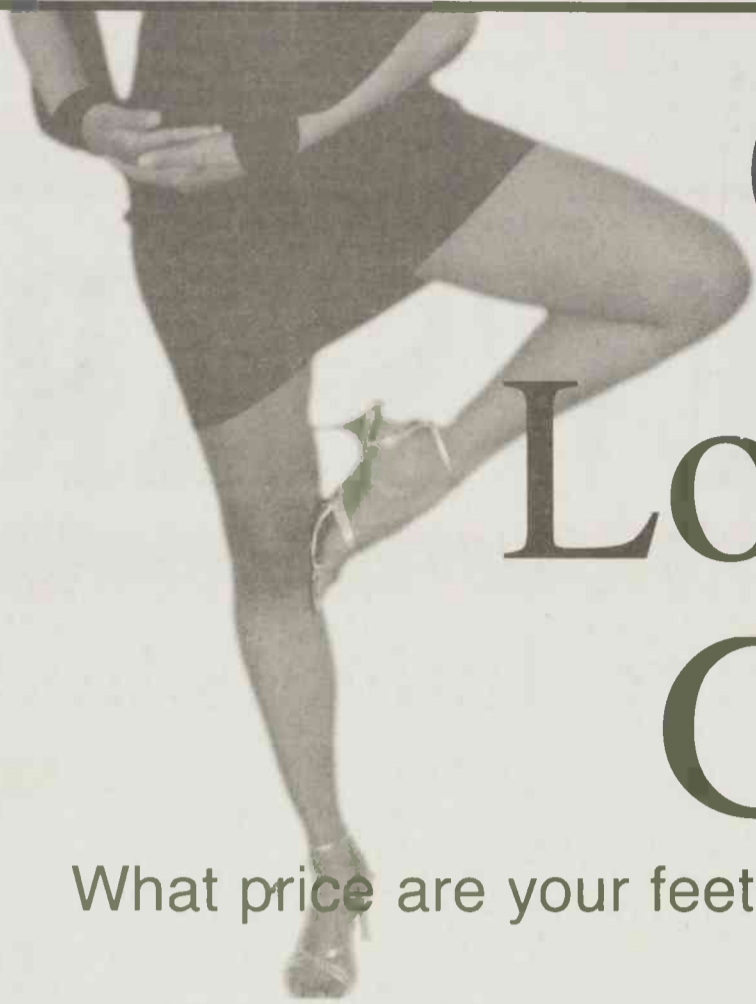




Photos by Nicole Ferguson
 These high-heels pumps make legs look attractive, but they can be killer on the feet.



Cost of Looking Good

What price are your feet willing to pay for high fashion?

By Nicole Ferguson
 ARGUS EDITOR-IN-CHIEF

Sharon Stephens only owns two pairs of flat shoes. Several other dozen of pairs of shoes in Stephens closet are representative of what you'd expect to see on a model working a Paris runway-high heels.

Stephens is among the hundreds of women on the campus of Winston-Salem State University that walk all over the campus on a daily basis.

Whether it's to get to class or the cafe, walking is inevitable and a large percentage of the female population at WSSU opt to wear the latest Nine West, Steve Madden and Wild Pair footwear, rather than a pair of flat shoes that would prove easier on the foot.

According to a Gallup poll taken by the American Podiatric Association, thirty-seven percent of women say they will continue to wear high heels despite their extreme discomfort with them.

So why are so many women willing to pay such a price in the name of fashion?

"My wardrobe calls for it," said Stephens, who admits to having slight pain in her leg every once in awhile. "My things (clothes) look better with them."

In fact many women desire high heel

shoes because their wardrobes call for them. Senior Tanya Dobbs agrees with Stephens, although her mother continuously warns her of the danger of heels.

"I feel more comfortable in heels. I'm not a tennis shoe girl. It's not me.

"With heels I feel more like a woman, more feminine," said Dobbs.

Senior Stephanie Price learned her lesson soon after she arrived at WSSU.

Price, who stands at a 4'9 frame, says she opted to wear heels for several years because she was self-conscious about her height. But those feelings quickly vanished as she realized her health was in danger.

"By the time I got to my sophomore year, I was having lower back pain," said Price.

"I used to be a boots and heels person, now it's tennis shoes and loafers, you know?"

Experts have similar opinions to Price when it comes to better shoe selections, and they say comfortable, healthy footwear can also be stylish.

The association says that great alternatives to high heel shoes for the sake of high fashion aren't hard to find, even if your wardrobe, like Stephens' calls for a professional, stylish look.

"Walking" or comfort, performance

pumps are ideal for the working woman. They feature a low, manageable heel that easy on the calf muscle and lower back.

Then there are shoes with reinforced heels and wider toe room. Those shoes generally feature what doctors call an omposition sole.

Adrienne McInnis knows that it would be in her best interest to make it a point to shop for more practical shoes. But, for a lack of better words, the 22-year-old fashion mogul is addicted to, well, fashion.

Last month McInnis visited her family doctor because she was having back pains.

"She said the pain was in part due to my heels," said McInnis.

High-heel shoes not only cause back pains, but foot pain also.

Dr. Delydia Meadow is podiatric assistant at Podiatric Care in Greensboro. She doesn't recommend high heels for daily wear.

"Due to them being so narrow, they cause bbuynyons, corns, and a hammertoes."

Meadow says that the solution to these ailments is asurgical surgeon.

"I don't recommend using anything medicated because they tend to burn the skin causing.

So as the weather gets warmer and the toes come out, remember that foot care is important for fashion and health.

Tips for Shoe Buying

- Have your feet measured while you're standing.
- Always try on both shoes, and walk around the store.
- Always buy for the larger foot; feet are seldom precisely the same size.
- Don't buy shoes that need a "break-in" period; shoes should be comfortable immediately.
- Don't rely on the size of your last pair of shoes. Your feet do get larger, and lasts (shoemakers' sizing molds) also vary.
- Shop for shoes later in the day; feet tend to swell during the day, and it's best to be fitted while they are in that state.
- Be sure that shoes fit well, front, back and sides-to distribute weight. It sounds elementary, but be sure the widest part of your foot corresponds to the widest part of the shoe.
- Select a shoe with a leather upper, stiff heel counter, appropriate cushioning, and flexibility at the ball of the foot.
- Buy shoes that don't pinch your toes, either at the tips, or across the toe box.
- Try on shoes while you're wearing the same type of socks or stockings you expect to wear with the shoes.

-- Courtesy of the American Podiatric Web site



Jos. A. Bank will hold 'Dress for Success' seminar April 7 featuring campus models

COURTESY OF WSSU WEBSITE

If you are a man and you want the job, then you need to dress the part. That is the message of a "Dress for Success" seminar being conducted by renowned national male clothier Jos. A. Bank., at Winston-Salem State University on Wednesday, April 7, at 5:30 p.m. in room 207 of Cleon F. Thompson Student Services Center.

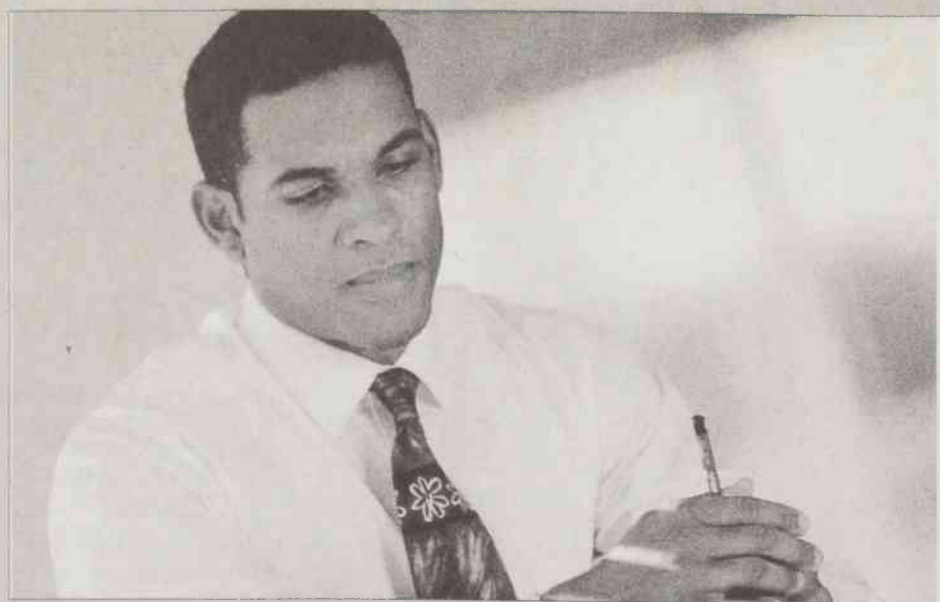
The men's apparel "Dress for Success" seminar, also open to women, is being held in conjunction with the university's Mass Communications Club, Black Men for Change and the MBA Club. The seminar is designed to give prospective future male corporate executives ideas about their look in the corporate environment. To drive the message home, 12 male students from these student organizations will serve as models during the Bank's runway presentation of businessman's attire. During the course of the presentation, the models will wear Bank's business attire and attendees will be able see and

here, both in actually and on big screen, what the successful corporate applicant should look like and why corporate America is interested in that look.

"Jos. A. Bank is excited about the prospect of providing this integrated look into the corporate male environment to students at Winston-Salem State University," said Nick Rozzi, Vice President for Corporate Sales at Jos. A. Bank. "This presentation provides students an opportunity to view a unique aspect of marketing and packaging themselves for the business community." Rozzi makes the point that a young man may possess the skills necessary to land that Fortune 500 corporate position but probably will not get it if he does not look the part.

Jos. A. Bank operates more than 200 stores nationwide and plans to expand their operations to include more than 500 stores by 2007.

This event is free and open to the public. For more information call John M. Berry, WSSU irector of development, at (336) 750-3002.



Men will learn how to achieve a professional look for success.

File photo