



*Tango*

**Beautiful Tangos**  
**Comfort**  
 where most pumps hurt  
 AAAA to B  
 all sizes  
 at  
**\$5.50**

**Stouffer's**

Personality Hairstyling  
 at

**Hauptert's**  
 BEAUTY  
 SALON

Colored crystals in Holiday  
 Design for formal wear  
 Fingernails to Match

Phone 250

**TUSSY**  
**DUBARRY**  
**ARDEN**

Cosmetics

**Judisch Bros.**

Free Delivery

Phone 70                      209 Main

**AMES**  
**DRESS CLUB**  
**PHONE 98**

◆

DRY CLEANING

◆

2910 WEST ST.

# Give Your Wardrobe Nine Lives

by Ethel Overholt

"IT'S smart to be thrifty" is a well known and appreciated slogan for coeds on any campus where clothing must be selected not only for its appearance but also for suitability and wearing quality.

There are two kinds of smartness, as everyone knows, and the nice thing about the motto is that it works both ways. Thrift is both clever and chic.

Dressing well on a limited allowance requires really serious investigation into the subject of getting one's money's worth. It's impossible to do it unless you study values and take advantage of experience. It's excusable to make a mistake once. Repetition is the crime.

For example, if one brand of hose fails you, try others until you discover one that wears well and then make a note of it. The old advice of buying two pairs of one shade at a time so that you can remate if one stocking wears out is not to be disregarded when budgeting clothes money. Buy stockings which are sufficiently long in the foot, fit your ankles and are long enough in the leg to garter without too much strain. An added hint to lengthen the life of your hose is to fasten the back supporters while standing and the front while sitting.

One of the sound principles of dressing is: Fine things for fine wear and sturdy things for sturdy wear. This applies especially to shoes which bear the weight of all our activity. Some students make the mistake of wearing leather-covered heels every day. They get barked and then look badly—or cost a lot of money for replacement. Choose a heel made of layers of leather and you will have a sturdier heel and one more easily kept in order.

Shoes should be rested and aired on shoe trees between wearings and should be taken to the cobbler to be retipped, resoled and reheelled whenever they begin to wear off. Polishing is also important, not only to keep your shoes looking well, but also to make them wear longer. Leathers which call for polishing should be shined promptly and should not wait till they are marred. Have them polished well before you wear them and you'll save them from some of those first irremovable markings or scrapings that spoil shoes forever.

Always when buying any garment, especially underwear, look at the seams. They tell the story of good workmanship and on them the life of your garment depends.

One of the hardest-to-learn-lessons in thrift and style is that hats should

be plain and usually dark. It's a good season for economy when hats are more or less collapsible. The "little felt hat" was the greatest boon ever to pocketbooks.

Limited incomes will do well to avoid fabrics that rough up, shine,



lose their shape or wrinkle unduly. These qualities mean a shorter life for the garment and big cleaning bills.

The fundamental rules for washing hose apply to all fine silks. Avoid hot water which dries the silk and fades the color. Turn the stocking inside out and wash quickly by squeezing suds through and through. Don't rub or twist because the fine threads are easily broken. Rinse several times in clear lukewarm water. To hasten drying roll in a Turkish towel and press out excess moisture. Unroll immediately and gently stretch stockings lengthwise. Smooth out the feet and hang away from radiators and drying heat.

Never soak silk and synthetic fabrics for they absorb water readily and if the water in which they are soaked or washed becomes dirty, they will absorb the dirt along with the moisture. That is what makes silk look grey and dingy. For this same reason, it is always better to give a much soiled garment two sudsings rather than a prolonged washing in one water.

As far as lastex is concerned, it really requires no special directions other than for any fine fabric. One can wash lastex girdles, pantie girdles, brassieres, and so on, again and again with no fear of their losing their fit or elasticity. However, be sure the soap is pure, for strong impure soap devitalizes the elastic. Unfasten garters to prevent metal parts from rusting the fabric beneath.

When washing gloves (and wash only those which have been sold as washable) don't use hot water or impure soap for they stiffen leather. Wringing or twisting strains seams so the rules of laundering hose should be followed. When dry, the gloves

should be "finger-pressed" to soften the leather or fabric.

Never suspend a frock on the line by clothespins when hanging garments to dry. It is better to use a wooden hanger and see that it does not make unsightly humps in the shoulders, or, better still, hang the garment across the line until it is partially dry and has resumed a portion of its original strength, for most fabrics lose strength when wet.

Sweaters and other knit garments should be measured or laid out and an outline made before washing. If pins are used to hold the garment in place, they should be of the rustless type and the pin marks may be removed from the dry fabrics by ironing under a slightly damp cloth.

When ironing bias cut garments,

care should be taken to follow the straight of the cloth to prevent sagging. It is important, when ironing the many acetate fabrics which are so popular today, to keep in mind that the iron should be warm, never hot, for too hot an iron tends to melt or fuse these fabrics. Otherwise they are ironed just as one would any other of fabric—that is, rough or crinkle weaves are ironed when dry, and smooth or flat weaves while damp, or slightly damp. It is always safest, no matter what the fabric, to start with a warm iron and increase the heat if necessary.

Really smart women build up their chic by years of experience in seeing, buying and wearing, and it's not too soon for you to start collecting your evidence.

## Spreads Via Ingenuity

by Marian Gutz

"DOES anyone have a can opener I can borrow?"

That is almost one sure sign that someone is going to have a spread. The half-hour after closing on week-end nights is the usual "feasting" hour. The equipment in the dormitories is limited but it is surprising how Iowa

each point of a pair of scissors. Claire Wilson can come to the rescue of her guest who forgot to bring her own glass. Claire makes a paper cup out of a sheet of notebook paper. She claims it holds water without dripping.

Glasses make extra fine candle holders, according to Betty Noe. Good use



Although there are many spread favorites, the box from home rates ace high any time.

State women can find a way to get along.

It is just 12 o'clock. Let's drop in on some of the dormitory spreads and see what their utensils are. "The catch on the inside of the closet door makes a good opener," say Ruth Wasson and Luella Beck.

Dureth Anne Stoner, Martha Jean Glover and Janet MacDonald use the ventilator for a bottle opener. "It works fine," they say, "and we put popcorn into a waste basket lined with newspapers. We have a fruit knife we use for cutting sandwiches."

Winifred Herzberg uses a screened hair dryer for toasting bread. A golden brown marshmallow! That's what Elizabeth Shelledy and Jeanne Beckner get roasting marshmallows over a hot plate. They put a marshmallow on

can be made of the radiator in melting butter Betty says. Here is a tongue twister—pie a la mode in glasses! Marian Mercer reports that from one of her spreads.

Art classes give Mary Margaret Gann profitable spread equipment. "The pallet knife makes a good spreader and the traditional wooden bowls I've used even for strawberry short-cake," Mary Margaret says. Harriet Knudson makes gelatin with mixed canned fruit, puts it in paper cups and uses the window for a refrigerator. Crackers, cheese, jam, grilled sandwiches, popcorn and taffy apples lead the list of spread favorites. Less common foods are chili con carne, tomato soup and melted chocolate with breakfast food, and there's nothing like a box from home!

let's  
meet

you at the

# RAINBOW!

downtown ames

NEW SPRING HAT?  
OR A SWEATER?  
OR A FORMAL?

HANNUM'S  
2514 L. Way

## L. C. TALLMAN

REGISTERED JEWELER  
AMERICAN GEM SOCIETY

Expert Repairing  
Registered Optometrist

Downtown Ames

## DUDGEON'S

Brighten up your outfit  
with smart new jewelry

REGISTERED JEWELER  
AMERICAN GEM SOCIETY

AMES

WEST AMES

