1926

A New Spring Fabric

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Recommended Citation

Youngman, Ruth (1926) "A New Spring Fabric," The Iowa Homemaker: Vol. 6 : No. 1 , Article 11.
Available at: http://lib.dr.iastate.edu/homemaker/vol6/iss1/11
SHOES
New Styles in
Ladies' Walkover Pumps

HOSE
Rollins and Allen “A's”
Chiffons—all silk to the top
—$ .99 to $2.00 a pair.

TRUEBLOOD'S
SHOE SHOP
2544 Lincoln Way

"May I help you this morning?" said a saleslady in a department store.

"Yes, please, I am looking for material for a white sport frock."

I was, straightway led to another counter where the saleslady gave me this interesting information about Rhea.

"I have something new and very attractive in a material that resembles linen but is more than a third cheaper. The history of this fabric is interesting and I would like to tell you how it came to us."

"Way back in early Egyptian times, Rhea reeds were found growing along the banks of rivers just as we see reeds and cat-tails growing in our lakes and streams today. The Egyptians accidentally found what a strong fiber it was and started using it for rope.

"They did not know how to separate the fiber however, so it was useless to them for spinning purposes."

"The Lonsdale manufacturing people of Provanda, R. I., became interested in the superior strength of this fiber and one of their company decided that Rhea fiber could probably be separated the same as flax fiber. They then allowed some of it to rot, and found that it could be separated and spun. The thread was woven into this material which has made its appearance on our markets this spring.

"It is an oyster white and I think will make a stunning little sport frock. It is lovely, too, for luncheon cloths, table runners, fancy towels and practically everything for which linen is used. It comes in two convenient widths, 18 and 45 inches. The two most important factors are that it launders beautifully and does not shrink."

During this little discourse I had listened with both eyes and ears because it seemed quite unusual for a saleslady to be entertaining me, thus, with a fairy tale. However, when I examined the material before me and saw how good looking it was and realized its possibilities it seemed just the material for which I had been looking.

"How interesting," I said to the saleslady, "I would like to have four yards." Then I departed, that much wiser in Textile Economics.

A NEW SPRING FABRIC
By Ruth Youngman

Don't fail to stop at
our Soda Fountains.

We have installed a new one at the Lincoln Way Pharmacy.

Lowry & Theis
Re Catal Stores

Elizabeth Arden
Venetian Toilet Preparations

The Preparations indispensable to a perfect complexion are:
Venetian Cleansing Cream—melts on the skin, seeps into the depths of the pores and rids them of all impurities. $1, $2, $3.

Venetian Ardena Skin Tonic—a mild astringent tonic used after Cleansing Cream, whitens and refines the skin. $.85, $2, $3.75.

Venetian Orange Skin Food, patted into the face after cleansing, nourishes and renews worn and flabby tissues. $1, $1.75, $2.75, $4.25.

Ask at our store goods counter for "The Quest of the Beautiful," a booklet which describes all the Venetian Preparations and tells how to apply the Muscle Stopping Treatment.

Student Supply Store

Real Confidence

"But, my dear, you are not going to walk home in those new shoes!"

"Why, certainly; I always do, for I buy my shoes where they take great pains in fitting them, at the

Ames Bootery