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Good Shoppers All

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COLLEGE women know what they want, at least when they go shopping. I popped into Hannum’s Monday night. (I liked a yellow taffeta formal in the window, and it was a long way home and my ears were cold.) While I was there, I talked to Miss Margaret Reis, and she told me that she likes to wait on college girls because they know what they want when they come in.

She said, “They’re frank. If they don’t like what I show them, they tell me so right away, and if they do like it, they say so. They prefer smart and colorful accessories, and are always looking for new ways to change old dresses—bright flowers, gay scarfs, and bags.”

Mrs. Marion Hasbrouck, assistant head of the Sports Shop at Yeunkers, agrees that college girls are interesting to wait on. While I was there, four girls from Iowa State came in, asked for what they wanted, found it and left in a surprisingly short time.

“College women usually have definite ideas about what they want when they come in,” said Mrs. Hasbrouck, “and I like the things they pick out.”

She continued to say that they choose the classic type pull-over sweaters with crew necks. The Brooks type neck is another favorite. They like short sleeves, and look for hand-sewing on the sleeves and seams.

Simple sweaters are preferred by them. Blouses, another important item for college girls, in crepes and lightweight wools with short sleeves are popular.

Colors frequently chosen are muted colors, berry shades, and soft blues. Classic shirt-waist dresses are favorites, in crepes and alpacas. Short or swirling, or fan-pleated skirts will swirl around Great Hall every Friday and Saturday night. College women like small prints in small designs, as a rule. Knitwear is indispensable at college, and the perennial favorite is a ribbed knit of zephyr wool.

Suits of two types, man-tailored and dressmaker, win favor. Men’s-ware flannels and gabardines in navy, black and London green are the favorites in the man-tailored suits. They like dressmaker suits in Shetland wools in muted colors, berry shades, soft blues and beige. With the dressmaker suits, they want lingerie-type blouses, following the Gibson Girl silhouette. These blouses come in batistes with lots of tucks and lace.

Even though they do want lovely things, college girls are economical and look for interchangeable garb. The new plaid jackets are making a hit. They combine many lovely colors which can be worn with different colored skirts.

Jo Niendorf, T. and C., Sr., worked in a sports department last summer and thinks that college women pay much more attention to color, becomingness and style in date dresses, while they look for durability and smartness in school clothes.

The average college girl does not shop with her mother during vacations, but she frequently brings another girl along for help in decisions. College girls would rather decide for themselves whether or not dresses are becoming. They rely less on the salesgirl’s opinion than older women do. Jo thinks that college girls are not too conservative. They choose dresses with unusual trims, little things which will make them different from the crowd.

Mrs. M. B. Johnson at the Rogers’ Collegian Shop also says that college women are good shoppers. They are decisive and seldom quibble over prices. College women want good things even though they are faddy and often quote brand names, according to Mrs. Johnson.

All in all, college women must be good buyers. At least they know what they want—and they get it!

SPIDER MADE
It was of fragile, silver silk,
Delicately woven with unusual sheen.
I wondered what it was and then
Suddenly I recognized a half-forgotten dream.
by Ronny Rosningen