

1938

## Zippering It Up

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# Zippering It Up

by Roberta Stock

so it would not be necessary to move such large pieces of heavy carpeting as would be necessary if the rugs were in one piece.

For this fall, there is featured an enamel on grosgrain ribbon and also a slide fastener studded with rhinestones that zips shut and leaves a sparkling seam on a dressy frock or formal. Bakelite zippers continue to be popular on silks and woollens and are not so prevalent on wash dresses or apparel that is cleaned a lot and receives rough wear. The bakelite fastener is twice as expensive and requires more care. All lengths, colors and styles are available.

Something new has happened to slide fasteners, for one company advertises the fact that they have a product that has been put on a diet and is now a streamlined number that is appealingly narrow, pleasantly smooth and pleasantly flexible. Another firm offers durable finishes in 34 lovely colors and also gilt, nickel and oxidized metal. Also available are covered slide fasteners which when closed, allow no metal to show and leave a smooth, tailored seam.

Iowa State coeds learn in Textiles and Clothing classes several methods of inserting slide fasteners. On pockets and for front and back plackets, the fastener Enough is exposed to show the color of the fastener. Or the zipper may be hidden, as in a skirt placket, by basting it back far enough so that the line of basting actually hugs the teeth and makes the seam look like an inverted pleat. For a skirt placket as in a tailored suit, the seam is slashed and the fastener is basted into position on tape edging leaving a smooth seam which lifts up to reveal the fastener.

Do you remember the excitement there was in Meadville, Pennsylvania, about four years ago when President Roosevelt realized the possibilities of slide fasteners and therefore ordered customs officials to exclude fasteners infringing on domestic patents? Meadville is the capitol of the slide fastener industry in this country and after that episode the manufacturers worked all the harder on new uses for their clever gadgets which at that time had been used on 150 million items of merchandise. Sales went sky high during the war. Fasteners were put on soldiers' money belts and the United States Navy adopted them as standard equipment.

Wind, rush through my tresses,  
Blow the skirts of my dresses  
Sky high, that I may feel  
Your touch from head to heel.

—Alice C. Wood.

**T**HIS year the slide fastener celebrated its forty-fifth anniversary. Back in 1893, W. L. Judson of Chicago invented the first slide fastener, and now it is an important detail of the modern world of speed and convenience. However, it required more than one million dollars and much experimentation to make the first invention practical enough to put on the market.

The slide fastener is ever present in coats, jackets and sweaters, housecoats, lingerie, handbags, gloves, shoes, and yes—even girdles have them. Some of the hats have brims that zip off and are transformed into turbans. Last winter one could carry a sport program quite comfortably in a ski suit with zippers that automatically lock when closed.

Slide fasteners are available in everything—children's wear, leather goods, slip covers, garment bags, bird cage covers, aviation suits, riding breeches and jodphurs, automobile rain curtains and tire covers, tents, tennis racquet covers and mail pouches.

One particularly interesting use is in certain parts of airplane fuselage coverings where it is necessary to open these coverings to work on other parts. Another interesting use may be seen at a famous hotel in New York City. The rugs in several of the rooms are held together in sections with slide fasteners, some of which are 80 feet long. Since these rugs, or parts of them, have to be taken up so often for dancing, special slide fasteners were made

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