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Hosiery Goes Modern

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Hosiery Goes Modern

Marjorie Thomas finds new durability in hosiery a coed budget-builder

H OSE that will dry in 10 minutes and remain free from runs for weeks of wear are the most sensational boon to women in recent years of hosiery history.

These and many other claims are made for the most talked-about of the new synthetics, Nylon. Nylon hose will soon be made by a number of nationally known hosiery manufacturers. It is anticipated that they will be on the market by spring, retailing at $1.15 to $1.35.

The hosiery, to be made in all sizes, will be available in various weights, ranging from light sheer to service weight. The colors found in Nylon stockings will not fade to any greater extent than other high quality hose.

Contrary to some idealistic rumors, they will run and snag, only a little less easily than silk. Nylon hose, however, are expected to give more satisfactory wear than silk because of Nylon’s greater strength and elasticity which makes threads less brittle.

Due to this greater elasticity the new hose will not bag at the knees or otherwise lose their shape. They have a more sheer appearance than silk and can be washed in hot water. In addition to these advantages, tests prove that Nylon is water and stain resistant, will not blaze but melts when exposed to a flame. Although it resists deterioration, the manufacturers recommend that the same care in laundering and putting on silk hose be used on the new knit.

Developed by the late Dr. Wallace H. Carothers, Nylon is classified scientifically as a polymide and is developed from the base products of coal, air and water. American women buy 43 million dozen pairs of silk stockings per year, and the eagerness with which Nylon experiments have been watched indicate that the consumers are not entirely satisfied with silk hosiery.

A new season always brings amusing novelties onto the market. Spring socks come in flower shades, companion anklets to team with the new cottons and linens. Fringed cuffs, butterflies and novelty crocheted effects are now shown for Southern wear—a sure prediction for next summer’s favorites.

In London, gold-embroidered woolen socks are shown with evening dresses. Paris threatens to put luminous strips in hosiery to minimize the number of shin bruises during blackouts.

Another recent touch added to hosiery, gladdening feminine buyers, is a touch of scent. One company, making every effort to please the exact requirements of feminine consumers, offers hose with a faint odor of freshly-cut grass.

Spring Accents for You

Millinery—Hosiery
Lingerie—Flowers
Purses—Scarfs
Robes—Belts

Hazel Bucknam
At Osborn’s

Confucious Say:

Very Good Shoes
Very Well Fitted
And Stylish Too

At Brannberg & Alm
Downtown Ames