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Furs Dislike Hot Radiators

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FURS DISLIKE

Hot Radiators

By Betty Grant

CollegE girls spend a good per-
centage of that 300 million dollars
that goes in exchange for fur
coats each year in America. Northern
seal, raccoon, Civet cat and lapins, nin-
teen varieties of them—all these are
found protecting coeds from icy winds
on campus walks.

Judging a piece of fur is as difficult as
judging an Oriental rug. But a fur-
inspecting layman can learn to watch
for a few fur characteristics.

Suitability and appropriateness of the
fur are important for chic. Some furs
are for sportswear, while others are
definitely for dress or trimming. The
college girl in most cases will want a
sporty fur.

Durability is important, especially to
one who needs to count the pennies.
Some furs are like friends. They wear
well. Otter, skunk, raccoon, mink,
beaver and fisher are among the more
durable. Other durable furs include
fitch, Persian lamb, sable, muskrat,
Hudson seal and Alaskan seal. Fox,
opossum and marten are semi-du-
urable. Ermine, caracul, squirrel, leopard,
rabbit and lynx are semi-perishable.

Take a tip. It is better to select the
best quality of a less fine fur than an
inferior quality of a finer fur. You will
be happier with your purchase.

Take a look at the inside of your coat.
The skins should be a soft, even color,
similar to that of chamois. They should
be soft, like broadcloth. When you
shake the coat there should be no rat-
ties because this means the skins are
brittle or scorched because of too rapid
drying.

Now let's look at the outside of the
fur. Lustre is a sign of health in fur
just as in human hair. Fine texture is
always to be chosen according to the
given species. Pale or yellowish and
reddish skins are to be avoided.

Dyed furs must be watched, for dye-
ing is either a meritorious or a deceitful
process. Only the reliability of your
furrier can determine this.

The best fur coats for strenuous wear
range in price from $79.50 to $150 de-
pending upon the kind of fur. Otter
is in the $200 class but it is one of the
most durable. Once again, you probably
recall economic's principle applies to
fur coats also. Price alone is not the
determining factor in purchasing a fur
coat. Muskrat costs from $250 to $500,
while raccoon, also durable, is slightly
under the muskrat figures.

The time of year also determine
prices. The August sale prices are al-
ways lower than midseason prices. A
shrewd shopper will find good fur bar-
gains at the February close-out sales.

Fur coats deserve fair treatment.
Proper care will cause a fur coat to
earn its investment in good wear. Ex-
erts say:

1. Don't sit on your fur coat for long
periods of time.
2. Don't hang your coat over the ra-
diator when it is wet. Let it dry at room
temperature.
3. Don't carry your purse or books
constantly under your arms where it
rubs against the fur.
4. Don't neglect minor rips or tears,
but have them repaired immediately.

Those “in the know” advise you to:
1. Shake your fur coat often and
vigorously.
2. Have your furs properly cleansed
and lusterized by a furrier once a year.
3. Store your furs during the sum-
mer.
4. Avoid exposing your fur coat to
bright sunlight, which fads and streaks
it. Fresh air and moderate amounts of
sunlight is excellent for it.
5. Avoid crowding furs in your
closet.
6. Brush and comb fur regularly with
special combs and wire brushes.