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Designed By Iowa Coeds

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DESIGNED BY
IOWA COEDS

LAST summer Phyllis Collins, textile and clothing senior, was one of three Iowa college women who helped prove to readers of Mademoiselle, fashion magazine, that college women do wear hats. She placed tenth in a hat design contest sponsored by the magazine.

Other Iowa winners were Phyllis Shambaugh, '44, University of Iowa, Iowa City, and Lucille Roberts, '43, Morningside College, Sioux City, who placed fourth and ninth respectively.

The college woman long has been the leader of the hatless era. Mademoiselle offered this contest to College Board members to see just what types of head coverings they would like to wear. Each entrant submitted a wardrobe of four summer hats—one date hat, one wide-brimmed hat, one hat for tailored suits and one sport-style hat for casual clothes.

The contest showed that the college woman knows what she wants in a hat. The hat must fit her head, and must be attractive and comfortable. She wants to walk along with freedom and ease without holding her hat on her head.

-Helen Horton

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