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Corn's Contribution to Fashion

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A tiny pointed collar lends back interest to this Vicara sweater.

NOW I'M from a farm—an Iowa farm to be exact—and you may be from Chicago, Hawaii or Timbuktu. But if you're a girl who's interested in high fashion with a low price tag, then you and I are both interested in corn.

Before you quit reading in complete disgust, I'd better explain that I'm talking about Vicara, a synthetic fiber made from the corn protein, zein. Sound better? The best is yet to come.

Vicara is a fiber which is known for its beautiful blending properties. You see, Vicara by itself isn't very strong but it has excellent draping qualities and is relatively inexpensive. This is why Vicara fibers are blended with wools and other more expensive fibers to create beautiful materials with price tags you and I are happy to see.

"Jantzen," well-known manufacturer of knit fashions, has decided that the greater strength and brand-new permanent crimp of Vicara blends is perfect for making bulky-knit sweaters. Incidentally, crimp is the waves and blends that occur along a fiber.

If you're interested in pleats, but don't enjoy the extra pressing time required to keep them sharp, then you're interested in the new pleated skirt styles containing Vicara and Orlon. These new styles are completely washable, which saves on the dry-cleaning bill.

Looking around for something to do with the check Aunt Harriett sent you for Christmas? A Vicara blend would be a sensible investment for the future. And the next time someone says, "That's a lot of corn," you'd better look twice because he might be referring to your lovely Vicara sheath.

Millie Schroeder, H. Ec. So., finds a matching skirt and Vicara sweater excellent for traveling.

Corn's contribution to FASHION

by Glenda Legore
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