

Nothing Can Compare  
With  
Field's Naturelle Croquignole  
Permanent Wave  
**FIELD'S BEAUTY SHOP**  
Downtown Phone 1069

**BRANNBERG & ALM**  
FAMOUS FOOTWEAR

BETTER SHOES  
BETTER FITTED  
MAKE BETTER FEET

**BRANNBERG & ALM**  
HOME OF  
RED CROSS SHOES  
DOWNTOWN—AMES

PATRONIZE HOMEMAKER  
ADVERTISERS

# Dress for Comfort

And You'll Have Style

by Ruth Swanton

"THIS is the coldest day I've ever spent," Cora Jane mumbled from the hidden depths of her coat collar.

"Well, I told you to get a snow suit like mine, then you wouldn't know the meaning of the word cold," said Dorothy.

But Cora Jane was wise beyond her years. She knew that she was fat and didn't look at all sylph-like in a snow suit. Therefore she braved the cold in a last year's silk dress because she knew it was more becoming.

Recent experiments on heat conductivity of materials have shown that Cora Jane could not have made a more unwise choice of material to wear on a cold day. Heat is constantly escaping from the body by convection, conduction, and radiation. Compensation for this loss must be made by the use of food or clothing. Iowa State coeds perform their complete duty as

far as the former is concerned and those three rolls and coffee do wonders as long as the temperature stays reasonably above zero. When it falls below that there is a mad scramble for snow suits, wool panties and outing flannel pajamas.

In order to be as warm as possible, all these materials are made from wool, which has the lowest heat conductivity of any fiber. This means that on a cold day it does not allow the heat of the body to escape, while it does not absorb the sun's rays on hot days. A wool fiber is covered with many tiny scales that are able to incorporate a great amount of air, and it is this characteristic that makes wool one of the warmest materials. Snow suits are made of rather loosely woven napped material that incorporates a great deal of air. This acts as an insulating agent much as does the dead air in the walls of ovens and keeps the body heat inside. Woolen panties are an advantage because they incorporate a layer of air underneath a slip, and if a knitted dress is worn, another layer is incorporated on top of the slip thus making four layers of protective clothing. Due to this factor people wearing woolen panties are not so subject to sudden chills as those wearing silk or cotton ones. Another reason woolen garments are greater protection is that they balance their humidity with that of the air.

Cotton ranks next in warmth to wool. The warmest material made from cotton is outing flannel, which has incorporated air between the soft, fuzzy fibers.

Silk offers very little resistance against the cold because it is woven quite compactly and very little air is enclosed between the threads. Silk is also a poor material to wear on cold days because it has what is termed a "cold feel"—that is, when it comes in contact with the body at least two degrees of heat from the body are expended in warming up the fabric.

Linen has the very highest heat conductivity so it cannot be used in the winter. It holds first rank as far as comfort is concerned in the summer. The body keeps cool naturally by perspiration.

So, there is no reason for us to suffer extreme cold or heat if we consider the factors of comfort as well as those of style and design when we purchase our next wardrobe.

STUDENTS MAY COME

and

STUDENTS MAY GO

but

WE STAY ON

TO KEEP YOU

EQUIPPED FOR EVERY CLASS

**College Book Store**

ON THE CAMPUS