



REPORT

ON

UNIVERSITY

FASHIONS

Michigan State News

Tuesday, May 12, 1959



**HIS HERS**

BROOKVIEW \$8.95 NOW **8** LADY BROOKVIEW \$8.95 NOW **8**

**SAVE \$3 BUY THE PAIR!**  
Ban-Lon Brookview by **PURITAN**

This is the Ban-Lon shirt. The original, full fashioned Ban-Lon shirt made famous at \$10.95 and \$10.00. And at a truly automatic wash and automatic dry. The shirt that won't wrinkle, won't fuzz, will absorb moisture! And now at \$8.95, you can buy more Ban-Lon in all of your favorite colors. See Puritan's Ban-Lon Brookview, the shirt that will change your entire thinking toward casual fashion, now! His-Brookview, Men's sizes: S, M, L, XL. Her-Lady Brookview, sizes: 32-40.

**ROBBIE'S.. His And Her Shop**  
207 M A C

**It Gets Up and Goes**

**Sportswear Has Drive in '59**

An ultra casual way of life places coeds into sports cars. Their favorite new sports clothes. Although the car is small, it carries a big thing in today's fashion news.

Take a simple idea, a sweater, for example, and imagine all the possible variations. As you well know, they're innumerable. The best of them now are long, loose, very casual. Long again, to the hips in fact. Take it then, perhaps with a boat neck, make it shaggy brushed wool or mohair, these with pencil straight lines.

The bulky cardigans are the greatest for "over the shoulder" with bermudas and a blouse. The sleeveless knit vest sweater goes anywhere and is still good. This idea has an important word: novelty. Who knows where the limit is? Very fancy down the line to one with a little shirt

collar. (What's in between these levels—whatever you want!) Finally, now is a sweater that has the look and feel of silk in "cotton centers."

But those that always stay are the classic knits in cashmere, fur blend, and lambswool of the again classic style, so indispensable to any wardrobe.

We can score with idea II in blouses and sport tops. For campus wear, the tailored shirt with roll-up sleeves (in solids, prints, dots, checks, paisley, stripes, etc.) is top front, and that's what counts! Other styles are going distinctly feminine using bows, lace, and a general swing toward something fancy.

Dallon has come out with blouses dyed to match the skirt and sweater sets. A blouse with trim to match its skirt is another favorite. A fabulous array of novelty cotton knit pull-over

shirts will have something for every occasion and every imagination.

The striped Italian style will look fine in any sports car, and with a hood added may prove unique. The top, so to speak, of the top, may be a bateau neckline while the bottom of the top may be midriff tied or maybe draw string. A poncho is a good bet for over slacks, bermudas, and the like, and a real fun shirt is the fisherman's shirt with sleeve pockets.

And now on to idea III—what will be found in kilts, bermudas, and every length of pants. Mix and match them with previously mentioned tops, and you're ready for any activity. The best lengths in sight begin with short shorts.

Janniceas, bermudas, pencil pushers, and long tapered pants follow down the list. These all will come forth in a cotton ribbed knit. Borrowing a little from the younger set we find a romper play suit and a high waisted baby coat for big girls. Jackets are numerous: Blazers, the Mandarin jacket, and the cotton poplin jac that blooms at the bottom. Perfect for a spin in a breezy sports car!

Idea IV tolerates a shower—even welcomes one. For what harm can rain do a gal in a fashionable raincoat?

The most striking are those gorgeous splashy prints (formerly of only blouses and dresses, now of rainwear) decking the season's newest raincoat. A luxury is definitely present in exciting rain repellent velvet or a pure silk coat with a rubber lining. The three quarter length should also move in as a fashion first.

The concluding inspiration (V) rests in fabric and color. Fabrics are the utmost—drip dry, crease resistant, and in so many luxurious forms. Silk is the magic word. Not only beautiful to the eye but so very wonderful to wear. Linen, synthetic fibers, burlap, and sharkskin hold their own enhancing qualities.

The fluid colors, floral prints, and those bright and clashing shout for attention. They'll set



Reprinted from MILE, copyright Street & Smith Publications, Inc. A PAIR OF solar gold overshirts, each with flip collar and banded bottom. Left, gray wool Bermudas. Right, black and white plaid Bermudas.



Reprinted from MILE, copyright Street & Smith Publications, Inc. A NORFOLK JACKET in a heathery, Harris-y-tweed, worn with Bermudas in worsted Ancient tartan.

**Patterns Have Femininity**

Pattern and fabric makers have designed their products to give the coed who stays the new look of femininity so evident in this spring's fashions.

For campus wear, skirts of Galea and Lord Harpoons, chow

cotton and pleated sateen, hama sharkskin give the most wrinkle-free look by sites. The basic stripes made with Dan River checks, Galea and Lord Harpoon and the new twist by Hates.

For dressier affairs the dress is made with deep printed chiffon and tulle. Made.

The easy feminine look is turned by sheaths with natural or empire waists, full skirted dresses and collars. Styles created by top fashion designers at Chapman and Mr. Hates something new to the choice of patterns this

For dressier affairs the dress is made with deep printed chiffon and tulle. Made.



Reprinted from MILE, copyright Street & Smith Publications, Inc. LEFT A BLUE-RED tartan kilt with blue-red tartan. Kit, teal blouse, and a hat with a shirt collar. Between shorts and tights, a bit of

**SHEPARD'S...** EAST LANSING STORE OPEN WEDNESDAYS TO 9 P. M.

MAJOR SHOE NEWS from..



Newest, curviest, cutest, leveliest, bestest little heels you ever did see? And see them you will... because they're major shoe news, as only Sandler makes it. Inventive fashion, just meant for shoes like these.

A look-dresser, be comfortable jump in white or bone. Sizes 7 to 10, AAA to B.

\$9.95

**SQUASH HEELS\***

small wonder...

huge success

Colors from black, white, blue, green, brown. Sizes 3 to 10, AAA to B.

\$10.95



Right Across From the Home Economics Building  
EAST LANSING 317 EAST GRAND RIVER AVENUE  
DOWNTOWN LANSING 328 SOUTH WASHINGTON AVENUE  
PARKING—City Lot—Rear Entrance  
Snyder's will reimburse you!

**Shepard's SHOES**

Charge it! YOUR ID IS YOUR CHARGE-A-PLATE



Lightness of course is a wonderful virtue for summer wear — but 2 ply 80's have far more — in addition to fit in the custom manner, it has deep seated color that cleaning will not fade — in Dacron and worsted blends.

FROM \$49.50

**Redwood & Ross**

**Kilties**



The Bermuda Skirt  
Stitched down Pleat  
Buckles, Blanket  
Pin in Tarpon  
Tartan and  
Indian Madia  
(See All Our  
Collection of  
Indian Madia's  
Highlights of Summer  
Leisure Fashions)

**The Scotch House**  
ACROSS FROM THE CAMPUS



### Lapped Seams Give Comfort

This future pace setter in men's fashions, (right) is a new Dacron and Worsted style with all lapped seams. A nine month suit, its comfort and appearance can only be realized by slipping it on. The lapped set-in shoulder seam, (left) helps to create the clean slim shoulder to sleeve line necessary but absent in most other natural shoulder suits. This same natural shoulder look is also available in a hopsack weave as well as the up and coming Blazer suit.

Along with its many other advantages this suit is wrinkle resistant and crease retaining. It can be bought in many colors such as: deep olive, brown and banker's grey, glen plaid and muted stripes. The 55% Dacron and 45% Worsted blend make it an ideal suit for any smart young man.



### Old Colors Bring New Life To Milady's Summer Styles

From now on, the fashion picture will reveal an interesting background to its many colors in a profusion of blacks and whites.

In the shirts — from large to small, to pin dots or huge com dots — in abstract prints or florals — in geometrics or stripes and in a host of textured tweed-like fabrics, black on white and white on black will be used in exciting profusion.

Give your wardrobe an unlimited potential with a black 'n' white duet as a starting point for spritz.

Picture the exciting exclamation points of hot pinks, deep blues and blue greens — corals and reds — to dramatize the simplicity of black 'n' white.

Patent leather will be worn not only with tailored fashions, but also as the perfect foil with the feminine sheer silks and chiffons being shown for late-day and evening.

In colors, look for the new pale pastels in every hue. Feet-shoes have returned to favor.

The white shoe is scheduled for an important place in the limited picture.

It's the **DACRON** that's making **POPLIN** so newly popular!

In this 65% Dacron 35% Cotton Wash and Wear Suit by **HASPEL**



The new Dacron Poplin is lightweight and cool, yet stubbornly wrinkle-resistant. It launders easily, dries dry ready to wear, with little or no ironing. Haspel styles it into the most flattering of suits, in good-looking patterns and shades. Come in and see this suit! Today, you'll go for it!

**Ramsey's**  
UNIVERSITY SHOP  
223 E. Grand River

### Economy Plus Fashion Prediction for Fall

A prediction that every fashion and economy college student should keep his eye on. It's the suit, a versatile year-round outfit that should take you by storm in the coming year.

The Blazer-suit is the most practical thing to put in your wardrobe in many years. It can be worn as a dressy 9 month sporty year-round blazer, and the slacks may be worn separately with a sport shirt or with a sport jacket.

The Blazer-suit promises to be an indispensable to every college man's wardrobe within the next few years. The economy of owning a Blazer-suit is easily seen. A student can add three outfits to his wardrobe for the price of one suit, a value blessing for any tight-budgeted man.

With clothing cost the way they are today, as if the Blazer-suit will become an institution in a man's wardrobe along with khaki pants and bulky sweaters. When fall rolls around, watch for the Blazer-suit, it's going to be big.

### Thank You

The publication of this supplement might not have been possible were it not for the invaluable cooperation of the following organizations; Mademoiselle Magazine, Playboy Magazine, Wool Bureau, Mr. Most Creations, The Hat Company of America, the David Mendelsohn Advertising Agency, the Lansing and East Lansing clothing shops featured in this publication, and other midwestern universities. To these organizations, we offer a sincere THANK YOU.

### SPRING TIME EDITION

TIME TO LOOK AT YOUR HAIR FROM ALL ANGLES!

Do All The Lines of Your hair style suit you? Call THE COED SHOP for that added Lift.



Ph. ED 7-0765  
OPEN EVENINGS

**THE COED SHOP**  
621 E. Grand River — Next To Louis Cleaners



Shut out the glare — Put on the glamour with Wallace Sun Glasses

For high fashion in the sun, see Wallace's exciting collection of quality sun glasses. Take, for example, the new Ray-Ban "Smart Set" by Bausch & Lomb. In a wide selection of colors to match your wardrobe... with Ray-Ban quality lenses that are ground-and-polished to curve for flawless vision.

Open Mondays and Fridays Till 9 P. M.  
**WALLACE OPTICIANS**  
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### Small's NOW!...



by **MCGREGOR**

- Play Better, look better in McGregor's latest fashions for the courts. Cool, rugged wash and wear cottons that never need ironing; can't shrink or fade. In classic tennis colors.
- Dragon Dragon Easy-Drying Windcheater. Action-cut tennis jacket with exclusive easy-swing, knit inserts under sleeves. \$7.95
- Slipper Front, rib-knit waist. Dragon crest. \$4.00
- Wimbledon Tennis Short. Full-cut self-belted model. \$5.00
- Coach Tennis Short - Button Tab Front. \$5.00
- Dragon Knit Tennis Shirt. \$5.00



**SMALL'S** 211 S. Washington Open Mon. and Fri. 'til 9 P.M.

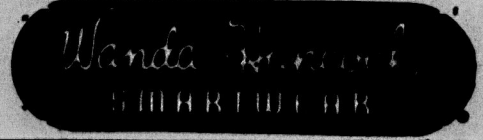


... And for You, **jiffies** by HOLEPROOF™ The Washable Shoe

You'll really like Jiffies. Why? First, when you try on a pair of these lightweight, cool, spongy soft slippers, a whole new idea in foot comfort will come into your view. Second, you'll realize that you're getting this comfort right along with the fashionable styling that first made you stop and look at these slippers. Third, you'll think of all the places you can wear your Jiffies: at the beach, shopping, around the house... with all your casual outfits. Finally, you'll look at the label and see that Jiffies are completely washable, even in your automatic washing machine. And, so many beautiful colors to choose from! Where can you get these comfortable, fashionable, versatile slippers? In East Lansing you'll find them only at Wanda Hancock, across from the State Theatre on Abbott Road. Come in and see Jiffies soon!

\$2.98 and \$3.98

Miss Nancy Luttonon, President of Delta Delta Delta  
T-Shirt and Cam-Diggers by Knit Master, Also available at WANDA-HANCOCK



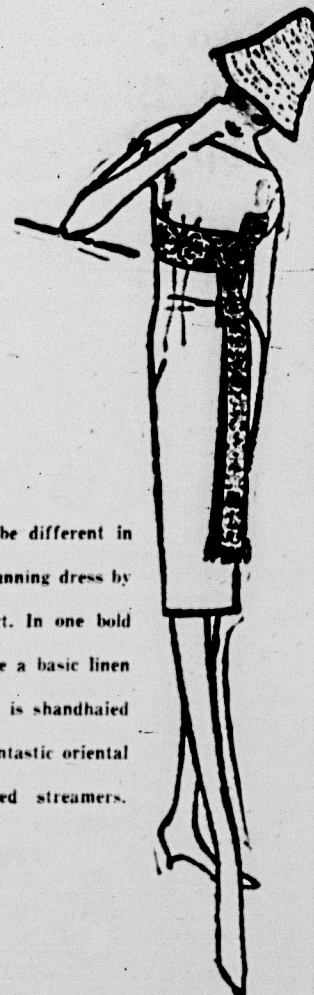
The social butterfly by Carlye appears in this beautifully designed embroidered silk shantung. Divine detailing in tiny embroidered circles and a bevy of flowers.



### CAMPUS STYLES THAT MAKE BIG NEWS



The whirling social belle will spin in this creation by Mr. Mort of oceans of cotton. It features a patent belt and contrasting stitching on a wonderful new collar line.



Dare to be different in this stunning dress by Mr. Mort. In one bold stroke a basic linen sheath is shandhaied with fantastic oriental embroidered streamers.

Representative of the sophisticated summer dress are these three that will take you from afternoon shopping to the cocktail hour. Slim lines are emphasized for evening wear, and exact detailing is increasingly shown. The majority of styles have returned from the realm of the fantastic to the more classic but with added spice.

For today's traveling woman, light weight clothes that require a minimum of care are all important. These dresses are a few that offer good packability taking little space, yet providing style for an exciting trip.

These three dresses are moderately priced, and are available at Maurice's of Lansing.

## ...all day!...all night!

## We Love Mort!



The most sleeved look under the sun... shirtwaisted, tailored to a Text Ray Cotton.

33.00



Mr. Mort's cotton perfection with eyelet embroidered camisole top that buttons at the shoulder. Clasped at the waist with a shoestring sash.

29.95

Summer living is easy, carefree... in Mr. Mort's new cotton collection... Fresh, crisp, young vivacious fashions to see you through a long warm summer.



Portrait neckline, luscious sleeves, enchanting button cuffs. The enormously full skirt is cinched with a sash. Arnel and cotton.

31.00

Maurice

212 S. WASHINGTON AVE.  
DOWNTOWN LANSING

# Exciting Swimwear for 1959

## Two Piece, Low Backs, Top Suits

### Old Sheath Style Still a Winner

Do go near the water! You'll love it in the new figure flattering styles, fabulous fabrics, and exciting accessories of 1959 swimwear!

Scanning the beach on that first important jaunt will reveal several outstanding features.

First is the return of the once-popular two-piece suit. Yes, there is much less to it, but it's not as daring as it is young and appealing.

They are strapless in some cases, midriffless, in fact, almost Bikini. The very low back seems to be the thing—and very becoming.

Try a V-back or perhaps a new U-back. The basic sheath style is still a winner, but right along with it comes the long torso with a little pleated skirt, the little boy leg, and even one with a sea-going kilt. The contoured draped style looks good this season and is first cousin to the draped sarong.

Shirred swirls around the body will prove flattering to that trim summer figure. Necklines will follow U's and squares, some enhanced with wide, wide straps.

Emphasizing the new idea that the suits of the season carry dress fabrics and dress details, the appearance of a suit will like a brief princess dress, one that swims ahead of the crowd—a sheath with the empire waistline!

Using some fashionable addition, let's add fabric to style. The marvelous material blend that began in sweaters, blouses, and the like, have invaded the shore—a few follow: elasticized cotton and wool, latex and nylon, silk and cotton, elasticized acetate, and sharkskin, silk mottle, elasticized faille, and latex lace under cotton gorette.

These along with single fabrics of cotton, silk, pique, rayon suit and wool knit show again dress fabrics, dress details.

On top of the "light as air fabrics," are the light and bright colors that make the personality of the sea shore so gay. Traditional solid colors to a glowing East Indian print will be on parade with floral prints, berries, plaids, checks, stripes, current's top paisley, and any wild, wild print.

Add a few jewels, some tie-ree or a little bit of embroidery and you're ready to dive in. Pink and white will be excellent colors. It's effective—pale colors on sun-tanned girls!

But a swimming suit is not the end. In fact, it's only the beginning and without a doubt the inspiration for the fabulous array of beachwear accessories. Here we go—head to toe.

Start with giant size daisies blooming on a dizzy straw hat, or a slinky straw with a bright printed band. Swim caps are striped, patterned, flowered, and ruffled.

To protect the hair from the stinging sun is a cute sun scarf. For those who like to push their sun glasses on top of their heads, is a pair of glasses that becomes a gaily handkerchief when shifted a-top.

Taking a look at cover-ups, we find the popular trend of "swim suits," a suit of 1 or 2 shaping parts plus a matching skirt, cardigan, pull over, or jacket. Well, now what's a-foot? Something new by Cole called "The Beacher"; waterproof blooms that keep the big toe, and hide the feet. Something else new, yet very old, is a Grecian sandal lacing about 8 inches above the ankle.

Beach bags decorated with flowers, shells, fish, etc., will tote beach equipment, while a handy striped poncho covers the shoulders.

Not by any means ignoring the man, here's saying that we'll be seeing the boys in the reversible boxer type suit. They'll be really popular in plaids and paisley, with matching shirts for that truly complete look. It is questionable, however, how they will react to the new bermuda length knit suit. We'll see . . .



READY TO SAIL with the first breeze, these buccaneers sport beachwear available at local stores. From left to right, a striking two-piece cotton print lounging outfit in a beige and blue print with sash. Featured exclusively at Robbie's. Straw hat courtesy of Maurice's. Second, the matching plaid swim suit and shirt, also from Robbie's. Next is a striped knit suit with a handy jae of the same material. Hat and suit from Jacobson's. Fourth is a stunning suit in an Indian print featuring a draped style. Hat and suit from Jacobson's. Last is an outfit with orange capri pants and sash, with a short blue print top barely covering the midriff. Outfit from Maurice's. Hat from Knapp's.

### Preview Saves Time, Money and Tears

## Pick Your Hair Style—You're the Boss!

What makes a hair style usually dictates as to how the hair is styled. In the final analysis, though, it is you and what becomes you that makes a hair style.

### New Fashions in Fun Shoes

Introduced for spring is a new type of slipper-shoe for at home wear around boats and swimming pools, to the country club, or with most any sport and spectator costumes.

These unique fun shoes are made of the softest, pliable leather—and a "squishier" heavier than glove leather.

The stunning gay hues of the leathers contrast with colored stitching details . . . and are often shown in a combination of two shades.

Both open and closed types are included in these comfortable, recreation-loving shoes.

A foot-pampering sponge rubber insole is completely covered by leather inside and as the outer sole.

You'll find these versatile shoes at most hosiery counters.

change. One way of seeing how you look is by moulding and shaping your hair at shampoo time until the desired effect is reached. When you have decided on the style you prefer, consult a good stylist. You will find you are closer to being satisfied from the very beginning.

If you are a girl who just cannot make your own decisions there is a way for you too—the

### Professional Way

The professional hair stylist will be only too happy to work with you and your ideas on a style just for you.

The basis of all good hair styles is a well balanced cut, thinned and shaped to your head. It should be versatile enough to allow you to change styles with your moods.

Face shape and size is important in choosing a hair style but there is another aspect to consider. You must choose a style that will suit your personality and your total look. The important thing to remember is to be yourself.

Possibly you are wearing the best style right now but to you it is just a head of hair. Perhaps all it needs is a splash of color to give it that extra flare. The excitement of a change will place streak may just turn the trick.

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ENHANCING - A MERRY wide-brimmed straw that's fun for everyone - wearer and watcher. Trimmied with a big bunch of straps and topped with an imitation bottle of that resty by-product. Available at Jacobson's (By Gazebo).



the swim suit french girls wear!

C'est si bonne. Les girls even gave up bikinis when Jantzen of France introduced this "Left Bank" suit. Now here it is adapted for American figures. Complete with Jantzen's exclusive new French bra cups which uplift, separate and give you a new swim suit figure! Go "Left Bank" Varied combinations of red-white-navy knit 17.95. Matching fabric swim cap 3.95

Jantzen

## ROBBIE'S HIS And HER SHOP

207 M A C

Flatly speaking . . . these are our happy graduation into summer shoes . . .



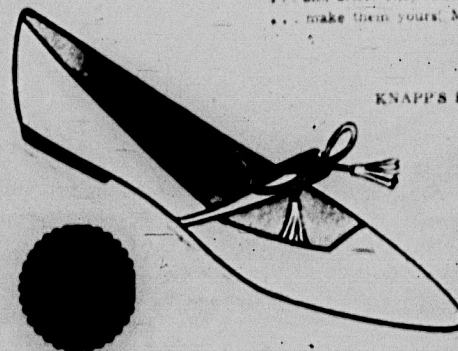
## Town & Country Whites

Outstanding Fashion Shoe Values

Light as the summer breezes that blow, easy-going, soft as cotton candy. These pretty little flats are designed for young summer living . . . starting with graduation . . . and after. They're America's best fashion shoe value . . . make them yours! Modestly priced at . . .

\$8.95

KNAPP'S FOOTWEAR - SECOND FLOOR



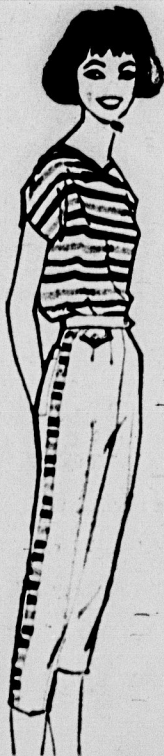
## Rose Marie Reid

JARDINIERE, the swimsuit-that-ensembles for the themed and thought-through look that makes people wish they knew you. Lush draping of flowers in elasticized power net: 10-16, 22.95. The same wonderful flowers on a watt of voile jacket, s-m-l, 13.95.

DOWNTOWN and FRANDOR CENTER CONVENIENTLY . . .

Green's





*Jantzen*  
amphibious fashion — surfers

Wear them in the water, on the water, by the water. Perfect for surfing, water skiing — though you will love them for boating and beachcombing, as well. They're the newest fun fashion from fun-loving Jantzen. Long, leg-hugging, Sanforized gabardine pants with tri-color, elasticized knit insert 6.98. Coordinated "Surfer" knit top in tri-striped cablestitch 3.98. Both in combinations of Red-White-Navy.

**ROBBIE'S**  
**HIS And HER SHOP**  
207 M A C



**UP FRONT ON** the beach will be this smart, lacy, flowered print swim suit. It will only hide under its matching jacket and never under a beach umbrella. Courtesy of Green's.

**SPLASHY PRINTS**  
Bold, splashy prints are part of the important color story for summer sportswear and casuals sometimes contrasted with stark white, as in patterned top with white shorts or skirt.

### Straw Hat Fad Takes Country

EVERYBODY wants a straw hat this summer. Those gay trimmed straw hats which frailty teen-agers borrowed from Venetian gondoliers a year or so ago will be seen all over the place this summer—not only on the beach but on city streets as well, worn by Mom as well as daughter.

A bright idea to stretch the usefulness of a natural straw hat is to make a variety of streamer bands in different colors, to match all the dresses in your wardrobe.

This is easy to do if you follow suggestions of local sewing center experts, who experimented with various color combinations in bias, double-fold tape. One effective combination is red, white and blue. You'll need two five-foot strips of tape in each color, plus a strip of cloth or ribbon about two and a half inches wide and long enough to go around the crown of the hat. Measure distance around the crown and mark this off in center of strip of tape. This will leave the two ends about 18 inches long, to form the streamers.

Keep the tape folded and set your automatic sewing machine or a wide zigzag stitch. Start at the end of the first strip and zigzag along until you come to the mark for the crown. Now slip the strip of fabric or ribbon under the tape and continue with zigzag stitch to sew tape to fabric. At end of ribbon strip, continue down streamer end of tape. Repeat with remaining two strips of tape.

After all tape is stitched in place, run one line of stitching across ends of crown section. Tie all streamers together and knit ends of each streamer.

An imaginative girl can work out many variations on this theme.



"KEEP COOL, BOYS, in summer's heat and be smart at the same time," is the season's fashion forecast from Bernard Salesky, president of Hat Corporation of America, makers of Dobbs and Knox hats.

His advice is wear cool, lightweight, fashion-conscious straws. One of the more popular straws will be the casually smart coconut straw, designed to go with everything in the college man's summer wardrobe. This season, the traditional "coco" is enlivened with a brightly colored band in a variety of patterns. For the man who wants

to be different yet likes cool color and comfort, Dobbs has designed a lightweight coconut straw with a material-covered brim matching its band, stitched in circles all around the brim and over the hat edge.

Dobbs has revived the stiff sailor straw or boater for summer 1959 with style touches to collectors—snap brim and tapered crown. The "Fore-and-Aft" is trimmed with colorfully flatterer bands in red, white and Indian Madras. This is a good style for the new Continental look.



Dobbs took the traditional boater and gave it a whole new look. A definite style sensation. The brim is snapped in front... turned up in back. Wonderful things have happened to the crown, as well. It's lower, tapered, and definitely more rakish. The bands are new, too...

**SMOOTH SAILOR...**  
**DOBBS**  
**FORE 'N' AFT**  
6.95

**TOG SHOP**

Lucon Theatre Bldg. East Lansing

MAKE THE MICHIGAN STATE NEWS YOUR MORNING HABIT.



An Ideal Suit For 10-Month Wear

\$75.00

**WAYLITE 10**

"The 'WAYLITE 10' is the most acceptable 10-month fabric woven—a blend of 55% Dacron and 45% Worsted. It is cool in warm weather, yet substantial enough for crisp days. And in all weather it retains its fresh-pressed look—a tribute to the quality of the fabric and the tailoring!

COLLECTED BY H. FRIEDMAN & SON COLLECTORS (expressly for)

... For the man who cares to wear the very best

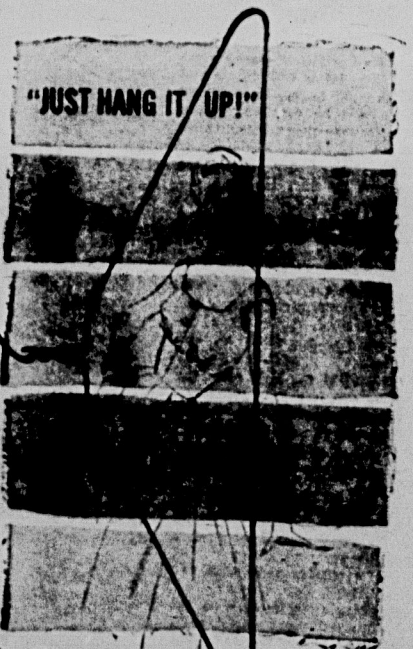
**Ray Kettler**  
EAST GRAND RIVER ON THE CAMPUS

### Michigan State News Fashion Supplement

Editor-in-chief: Richard Shapiro  
Fashion Coordinator: Judy Lavicka

**Garfield's INC.**  
HOUSE OF FABRICS

402 S. WASHINGTON—LANSING  
LUCON BLOCK—EAST LANSING



"JUST HANG IT UP!"

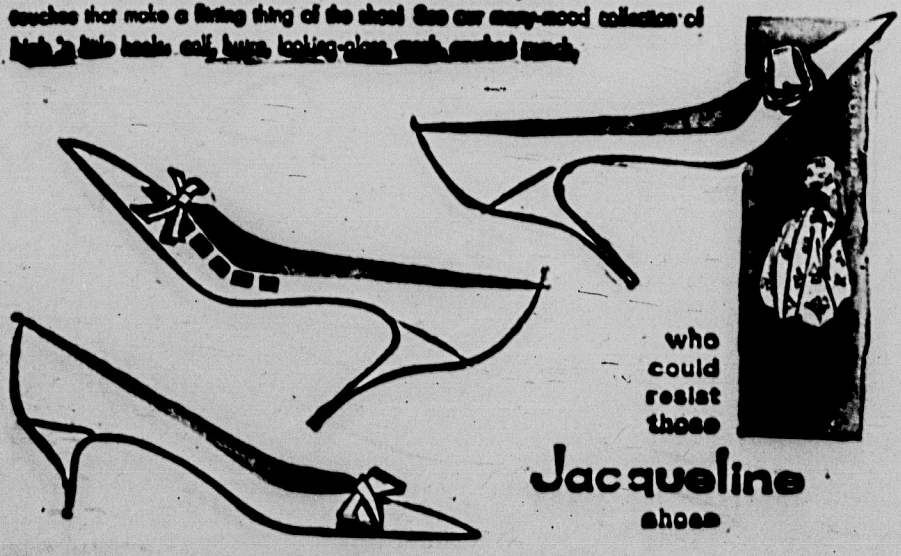
**Bates**  
DISCIPLINED FABRICS

Save time, save money by making the fresh spring outfits you need of Bates Disciplined Fabric. It releases creases, stays crisp and clean longer, needs no starching, no pressing between wearings. You whisk it through suds and dry it in a jiffy... iron it smooth with a stroke. Bates Disciplined Fabrics are colorfast, shrinkage-controlled, never lose their lustrous new look.

THE FABULOUS FABRIC THAT'S "MADE TO BEHAVE" PERMANENTLY

Bates Solids — 1.29  
Bates Prints — 1.39  
36" wide

White's dazzle afoot... indispensable to the success of so many summer ensembles and colors. And count on Jacqueline for the feminine touches that make a fitting thing of the shoe. See our easy-mood collection of high-heeled shoes, cool, lacy, looking-class, with casual touch.



who could resist those

**Jacqueline shoes**

Also All New Summer Play Shoes  
Flats • Straws • Sandals  
Wedges Just Arrived

**The Style Shop**

# College Men in the Right Clothes Get the Good Jobs in the Summer

...ers will be on cam-  
...4 and 15" says the  
...paper, and the sen-  
...notice. Every spring,  
...comb the graduat-  
...of American univer-  
...sity who show not only  
...mic records, but per-  
...sonic and leadership

### The Blazer

The blazer is still the college man's current favorite in a sports jacket. The single-breasted model in navy is most popular, but there are double-breasted models, there are blazers in red, white, black, and olive, and there are breezeweighted wool blazers, too, in wide "blazer" strips—all with the traditional metal but-

tons.

Slacks, too, look different. The back buckle has all but disappeared, and most wool trousers will have flapped back pockets. New beltless models in all wool flannel with side extension bands are growing popular. The more fashion-conscious college man will wear his slacks without cuffs, and for real summer

rakishness there are slim, pleat-less tropical-worsted slacks in bold plaids and checks, that look best worn with a solid-color wool blazer. Whether the summer finds him at his first serious job, or taking it easy till the fall term starts, the college man will be recognized by his "educated dress."

...ent's clothes make a  
...Surveys of corpora-  
...tives have over and  
...proved that the ap-  
...of a man has a lot to  
...management's evalu-  
...him—and how much  
...with a first interview.  
...ing impressions mean

### League" Look

...ge man knows exact-  
...e likes to dress—the  
...e" look has swept the  
...and boys on campuses  
...ria or Michigan or  
...wear very much the  
...as those on Eastern  
...mpuses. It's the wool  
...out padding in the  
...straight-hanging lines,  
...pleats. And the col-  
...—tall and slim—looks  
...his suit.  
...e plain dark colors or  
...a stripe or a subdued  
...e black wool suit is  
...replacing dark gray or  
...his "best" suit. Though  
...eas are still a favorite,  
...tending toward worsted  
...and all wool-worsted  
...arder finish—they keep  
...beautifully and keep  
...pressing bills to a mini-



Reprinted by courtesy of the Wool Bureau

...the college man is com-  
...e in his suits, he is ge-  
...e and more uninhibited  
...sports-wear. The madras  
...as college inspired and  
...the smartest of the new  
...jackets is a light-weight  
...a madras plaid. Plaids  
...eas have taken the lead  
...from stripes in sports  
...and large plaids, too, in  
...e color combinations, like  
...with olive, burgundy with  
...royal blue with brown,  
...mustard with black.

**BIG SPRING WEEKEND**, and the pretty miss can't decide because both dates are dressed in the masterful manner in easy-to-look-at tropical wool sports coats. Chap, with straw hat, is counting on his ombre striped, gray and burgundy cool wool

blazer. From Cricketeer. But chap, with smile, exudes confidence in a gray and maroon check tropical. Pockets have new lap seam, no flap. By Mavest. Pretty miss in Isotta wears bright coral wool sweater. By Darlene.

**NEW**... The bright look of translucent cotton and rayon in solids, stripes and patterns. Even the most conservative will admire these fabrics in jackets, sweaters, shirts and shirts.

CAMPBELL'S SUBURBAN SHOP CAMPBELL'S SUBURBAN SHOP CAMPBELL'S SUBURBAN SHOP CAMPBELL'S SUBURBAN SHOP CAMPBELL'S SUBURBAN SHOP



The store with the red door

**NATURALLY  
FOR  
EXCLUSIVE LINES OF  
FINE ATTIRE FOR MEN  
ALSO  
HIS TAILORINGS FOR HER IN  
SHIRTS - BEKMUNAI - BLAZERS**



# The Style Shop

LANSING

EAST LANSING

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### The Call...It's

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exclusive patterns  
**DACRON-AND-WORSTED**  
8 oz. tropical suits



Genuine two-ply Dacron-and-worsted in exclusive stripings — hairlines, colored stripes, tone-on-tone, shadow stripes — plus unusual diversity in solid colors and glens. Traditional natural shoulder model that fits with unusual ease and grace. 49.95 & 52.50



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University Shop**

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careful!  
they're  
habit forming

Buy one, and  
you'll want a  
dozen!

left:  
A whimsical array of horizontal stripes, accented by the white leather belt that slips in the waist. Blue, pink or yellow stripes on white petit point cotton. \$ to 15, \$25.95



above: Exclusive Austrian cotton print, edged with white ric, rac. \$25.95



above:  
Candy-striped cotton, to shape a pretty sheath, with a smart back-boxed yoke detail. Blue, pink or yellow stripes on white petit point pique. \$ to 15, \$25.95.

CAMPBELL'S SUBURBAN SHOP CAMPBELL'S SUBURBAN SHOP

"Make a Date with Summer.... Shop at Knapp's"

you have a date  
with *Colorful Comfort*  
in our new  
SPORTSWEAR



The dashing clean cut lines, pleasantly toned textures and the dependable mileage of these "Executive" California styled jackets might have been inspired by the sleek crop of sports cars that dot the highway and byways. Stop in tomorrow to inspect the careful tailoring in a wealth of feather-light rayon-acetate. You'll enjoy the lively performance of these jackets through the pleasant months ahead.

\$29.95

Everything that's new for you in Casual Apparel



(A) Cabana Set by Jantzen. In foulard print. Sizes 30-42. Boxer type shorts... \$3.95. Matching Shirt \$5.95



(B) "Bonview" Tee Shirt by Puritan. Automatic wash 'n wear Banlon, full fashioned, perfect fitting S-M-L. \$10.95



(C) "Boat Neck" Tee Shirt. popular new fashioning in large assortment of paisley designs, S-M-L. \$3.95



(D) Continental Bermudas by Jantzen with slash vented pockets, side buckle, back patch pocket. Wash 'n wear sizes 30-40. \$4.95



(E) "Time Saver" Shirt by Arrow. 100% lightweight cotton, short sleeve, wash 'n wear. Several collar styles, permanent stays. \$4.14 1/2 to 16 1/2



(F) Sport Shirt by McGreg. short sleeved University style with button-down collar, pleated back. Assorted paisleys and foulard S-M-L. \$5



(G) "Knee Diver" Swim Pants by Jantzen. Cotton and latex with looped front buckle. Above the knee style. Assorted colors. \$7.95 30-38



(H) "Propeller" Slacks by Jantzen are wash 'n wear over-the-knee style. Ideal for outdoor activities. Assorted colors, sizes 30-38. \$5.95

STREET FLOOR

KNAPP'S UNIVERSITY SHOP



THERE'S NOTHING DATED about these belts although they're going around an early American stove pipe. From top to bottom: First is a 2-toner in braided elastic, that stretches. - Campbell's. Second is a Valco expansion type with adjustable clasp. - Jacobson's. The next is a heraldic design and nautical motifs of cotton print with a stud hook buckle.

Fourth is a hook and ring buckle along with cotton prints, Indian madras, and elastic hemp. - Leffler's. Next cotton prints, Indian madras, elastic hemp and a brass overlay buckle. - Leffler's. Sixth is a stretchable elastic rope type with shoe eyelet buckle. - Campbell's. Last is a coarsely woven belt in hemp rope. - Campbell's.

Wash and Wear Means An Easy Care Wardrobe

This summer, wash-wear suits will be more in evidence than ever. And the revolution they're making will go full cycle. For now men can freshen a sound-looking business suit in a matter of an hour or less. Fashioned from so-called test tube fabrics, or a blend with natural wool and cotton, they can be dunked in a washing machine and run through the dryer along with the rest of the wash. These types do not have to be hung out to dry - the simple wash 'n dry cycle does it. Nor do they have to be pressed. They come out of the dryer ready to be put on, with little or no touch-up needed.

Along with this convenience, which is good for both travelers and stay-at-homes, the new summer suits are lighter than ever, to provide cool comfort on the hottest days.

The wash-wear revolution has also affected rainwear. Thanks to new fabrics and fabric blends and special treatments of established fabrics, some new raincoats can be washed instead of dry-cleaned. They don't even need sizing or other treatment afterward, for they retain their rain-resistant qualities through it all.

That old summertime lament... "all these bulky clothes in this humidity" ... won't be true for men this year!

From suits to sportswear, fabrics are lightweight, cool, porous and often washable.

Some of these modern clothes can be ready for wear after an hour's trip through the washer and dryer!

Incidentally, wash-wear lines are available in both slacks and jackets this season. Thanks to test-tube fabrics and science-treated natural fabrics such as cotton and clever blendings, both



THIS IS THE field coat by Zero King - the new British officer's length car coat with flap pockets. Made of SuPima cloth, a new fabric which needs no weatherproofing. The woven fibers swell when wet and allow no penetration. At the Top Shop.

Jackets and slacks in these fibers can be dunked in suds, rinsed and hung to dry, for quick freshening.

Man-made fibers like Dacron polyester fiber and Orlon acry-

lic fiber in blends with wool, cotton or rayon, make these whisper-weight fabrics strong enough for durable wear. They stay well groomed too, because of built-in crease retention and wrinkle resistancy.





← HERE'S A NEW variation of the casual campus jacket. It is of super fine combed cotton poplin with 3-way cotton knit trim, especially designed with knit sleeve and body insert for golfing and active sportswear. Other features are the standing knit collar and the zipper fly front. Exclusively at Ray Leffler Custom Shop.

New . . . the classic double breasted blazer of year round weight, features the Continental style with the added touch of a monogram on the pocket, which may be either initials or a professional insignia. Another feature is the mother-of-pearl buttons. It is worn for either casual or dress wear. It's easier for the gals too, at first glance they can tell exactly who is what. Available at the Tog Shop.

### Ripes 'n' Paisleys

## Trim Natural Look seen in Ivy League

The men's fashion race there strong odds favoring the natural look. The Ivy League sport shirt the button down collar is the favorite. As fabric stripes, and checks are being neck and neck with paisley. The three asked for short sleeve shirt light weight cotton knit is Hanlon, the Playboy, and Lacoste. They afford cool fort and the best in style. The highlights of slack styles shown in tropical colored cotton, and the up-and-coming dacron blends, fitting on the hips. The ivy pleat with buckle is fast losing and to the modified pleat with no buckle. Barcoal is becoming known the best color throughout. Khaki trousers, coming at 2 inches below the knee, wash and wear fabrics will be first as a popularity fad. Single breasted 3 button coat with the Continental is promised a front page. It will have one vent, and be seen in subtle stripes. A new entry in suits is a tier and more fitted coat

along with a natural shoulder line. Dress shirts for the fellas have the white oxford with a button down collar and the regular cuff, as the leader. Gaining ground is the English tab.

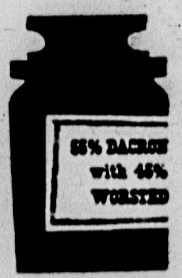
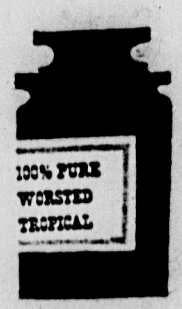
The final winners then, are those with natural trim lines, with the Continental appeal, and the newest in men's fashions.

### Men Always Right In Sport Shirts

No matter how a man wears his sport shirt — tucked inside the slacks or flung freely outside — he'll look right this season in stripes, plaids or checks. For something new, he might try one of the latest woodcut prints, a novelty that will soon rank high. In addition, there is a profusion of neat tropical patterns and iridescent solids. Watch for blue as a color standout — in tones all the way from the palest tints to the deepest midnight shades. Among other new tones are bronze-gold and olive.



## Name your own dish of summer comfort



Come on in . . . the menu is fine. We've collected the cream of summer suits. No experiments here . . . we know the cooling power of every fabric and how each will perform in the warmest weather. We'll help you make a fashionable choice in the fabrics that best suit your business and social life.

'29<sup>00</sup> TO '110<sup>00</sup>

H. Kositchek Bros.

ADVERTISED IN ESQUIRE AND THE NEW YORKER

## HARRYMAN'S

clew to the very new

### BURNT IVORY cordovas

BY TAYLOR MADE, INC.

BURNT IVORY SLIP-ON \$17.95

BURNT IVORY ZEYLET TIE \$18.95

OTHER STYLES TO \$19.95

Burnt Ivory Cordovas are becoming contemporary classics. The magnificent tannage is hand-burnished to a deep-toned ivory glow. The new square front look expresses a definite university trend. Hand-shaping by master shoemakers accentuates the custom character. Drop in and learn how new and amazingly different shoes can be.

so unmistakably taylor made

HARRYMAN'S

BOWTOWN LANSING AND FRANDOR CENTER

### everyone is wearing bermuda shorts

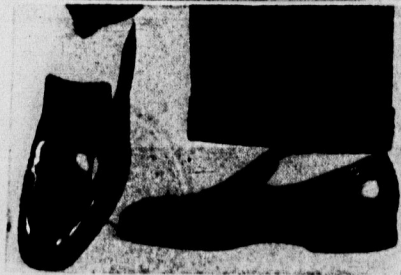
... the coolest, sleekest way to spend a carefree summer! here, three from our collection of woven cotton plaids and stripes, and peppy prints

top: red, blue or green jumbo black plaid tarpoon cloth, self-belted. 10 to 16 sizes. 7.98

left: exotic blue or gold paisley print with matching belt. 8 to 16 sizes. 8.98

right: vibrant blue, gold, grey, red or brown stripes, self-belt. 10 to 16 sizes. 7.98

Lordisons



NEWS IN BROWN IS BURNISHED BROWN—and here it is shown in the style that's news in men's shoes—the blunt toe! This is the choice for complementing daytime blues. Perforations lend extra interest.

### Soft, Light Shoes for Men Point Up Range of Browns

Highlights of the Men's shoe scene for spring and summer are rich, true brown leathers designed to be worn with an entire range of apparel blues.

Among the most popular brown tones—these have no red—dark cast whatsoever—are the deep, wooly browns such as oak and hemlock and the browns with a slight olive cast.

Men's shoes have other new looks this year seen in the shape of the toes in straps, but mostly in new soft, supple leathers.

There are more textured leathers—all soft and lightly etched. Leather soles too are lighter and more resilient.

Shoe shape is long and lean—rounded, squared off or round-

the center with a tiny self-buckle. Braided straps and monk straps divided in two at the outside are prominent. Some shoes have two and three straps—or one strap folded into three parts. Often the strap is in smooth leather on a grained leather shoe.

Some wear with perforations and some distinguish the spring season. Some have graduated perforations around the top—others have horizontal rows around the toe of the shoe and perforations in vertical rows up the tongue. Moc toes, too, are most outlined with perforations.

Many slippers have inverted seams, giving a smooth line. Sometimes a seam runs down the center of a plain toe. Often there is a swirling seam along one side of the toe.

The usually-casual buckle and strap shoe is now seen in business shoes as well. Probably the most dressy strap is only a quarter of an inch wide, fastening in-

On The Cover . . .

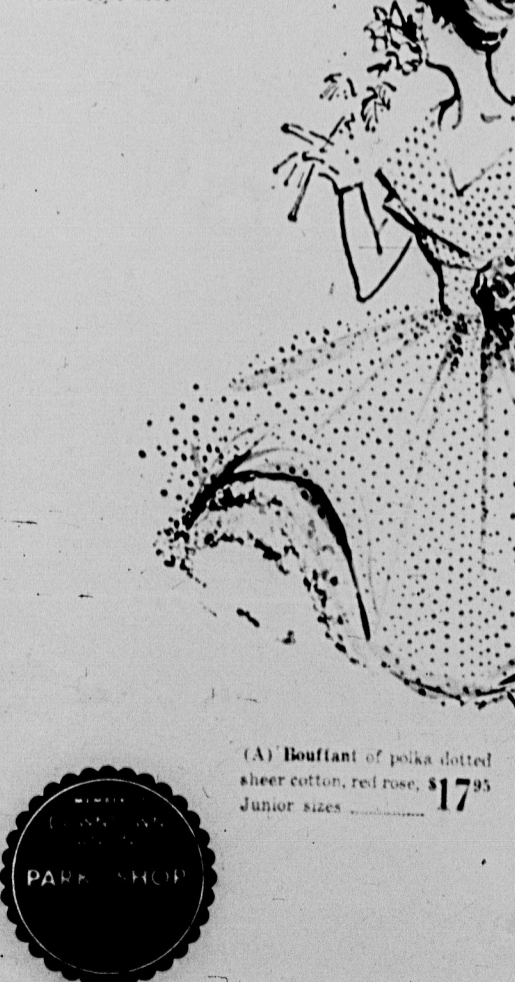
JERI NIEMIRA WEARS a Park Lane Original dress in cotton and dacron with 3/4 length button cuff sleeve, convertible collar and unpressed pleated skirt. Her white kid pumps with tapered toe by Fiancee, fresh water pearls by Marvella.

Escort Dave Ball wears a wash 'n Wear summer cord suit of dacron and cotton, with trimline coat and pleatless trousers. His shoes are by Crosby Square.

All styles, courtesy of the J. W. Knapp Co. Lansing

Illustration of a man and a woman on a cover.

SHOP DOWNTOWN AT KNAPP'S  
TODAY 9:30 A. M. TO 5:30 P. M.  
PHONE IV 9-6351



(A) Bouffant of polka dotted sheer cotton, red rose, \$17.95 Junior sizes



# "Make A Date With Summer"



(D) Bouffant of pique print with its own crinoline, Junior sizes \$25

(C) Sheath of Dacron-cotton blend with ruffled sleeve interest, Misses sizes \$25

(B) Sheath of textured cotton-rayon blend with triple sheer collar \$17.95 Junior sizes



## Black and White

*With new arising interest that makes the eye go sleeve-ward for summer*

The fresh approach, and just right for summer . . . cool and fashionable with dream sleeve and wide collar charm, big bows and a touch of color to delight eyes across the table and make a big point of the black-and-white trend. In our fair collection find indispensable costumes for office career, vacation travel and after-five occasions. Enchanting in Junior and Misses sizes.

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