

State News Fall Fashion Supplement



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For Fashion's Sake

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Knapp's for the
Meridian Mall



**WEIGHT
WATCHERS**
The Authority

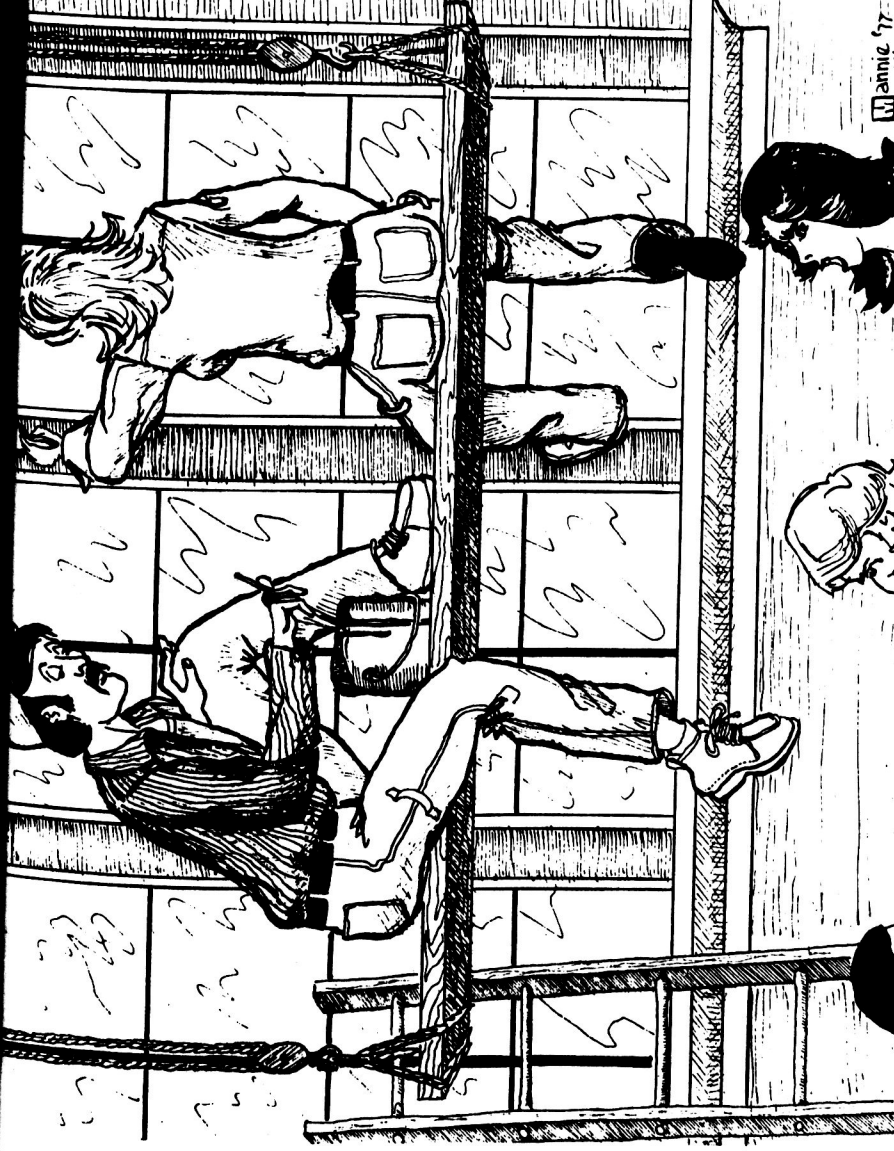
YOU'LL LOVE THE CHANGE.

**YOU'RE THIS CLOSE
TO LOSING WEIGHT:**

Meridian Mall
Knapp's Community Room
Tues. 1:00 p.m. - 7:00 p.m.

East Lansing
University United
Methodist Church
1118 S. Harrison
Mon. 7:00 p.m.
Wed. 1:00 p.m.
Thurs. 7:00 p.m.

East Lansing
Saginaw Capital
Savings & Loan
250 E. Saginaw
Mon. 7:00 p.m.
Tues. 9:00 a.m.



HEY YOU TWO, PAINTERS PANTS WERE IN LAST YEAR.

Wanna '77 Gentle

hair styling at area salons

(continued from page 6)
that coating can only be removed with harsh shampoos that further damage the hair, they explained.

All salons offered a style book for the undecided customer. Six out of seven of the hair stylists affirmed that hair styles are becoming shorter, and permanents are more popular. A definite styled look instead of a tossed one seems to be the norm, they said.

A current style that is becoming popular in the MSU area is the "solar look." It's an airy, more bouffant and fuller look: a short style with hair surrounding the head, Karslake said.

Karslake said that some styles tend to be very individual and unique.

A few patrons have asked for "David," "Bowies," "Rod Stewarts," "Beatle's," and "Farrah" cuts, but the real kicker is the "Bay City Roller" hairdo, which is similar to the basic Stewart ducktail, but longer in front, she said. One request was an entire scalp, with a small, neck-line piece of hanging hair left at the nape of the neck, she said.



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Morrey A at Meridian Mall

Photo taken at Dooley's

"Ferbs" foil fashion financiers

Multi-colored lights illuminated the sky as the throngs of college-aged humanity strained at the bit to get a closer look at the arrival of the freshmen class of 2009 at the gates of Hubbard Hall. This marked the fifteenth year that the arrival of the freshmen, or "ferbs" as they are affectionately called by their upper-class students, has been recorded on paper for posterity's sake.

Hubbard was picked this year over the traditional arrival pattern down the Red Cedar on

antiquated Mississippi. Steam Boats, because of its 100 story height, a good ten stories taller than any other building on campus which allowed for the strategic placement of the spotlights.

Last year, because of faulty lighting at their disembarkment point in the Sanford Natural Area, there were many complaints from those present that they could not adequately view the attire that the "ferbs" sported, thus ruining the highpoint of this event.

It also prevented the spectators from getting a look at the first "ferb", whose attire will set the trend for the entire fall quarter. Some 1,000 fashion shop owners from along the prestigious Grand River Skyway, which services most of the University's fashion wants, were cheated of glimpses at fashion entire term. Thus, the University was a full six and one-half days behind style trends for the fall quarter. Suffice to say heads rolled for that fiasco, and the fashion lobby at MSU has made sure this year would not be a repeat performance.

The arrival of the first cars is eminent, and we expect to see the first salvo of students at any time. To avoid any sort of problem in manipulating themselves around the seven hundred odd buildings on campus, encompassing 100 square miles, all of the parent chauffeurs (college costs are up) were provided with hand-detailed maps to bring them directly to the gates, and our awaiting eyes.

This day is very important for any University, especially one that prides itself on maintaining a constantly high and current fashion sense. This University has also managed to maintain their number one spot in the annual Big 75 competition for the past twelve years running.

Well, the first car is finally arriving. As the simulated styrofoam gates open to receive the sleek body of the auto, the audience swoons at the visual impact of a perfectly preserved 1968 Chevrolet Station Wagon. How they got it, I have no idea folks. With half the population supporting the largest worldwide industry and riding around on Datsun Scooters, they arrive in a Chevrolet wagon — top that for class.

As the "ferbs" step from the car we will get our first glimpse of what the fashion season for 2009 will hold. MY GOSH... it was rumored, but I had no idea. These two "ferbs" — twins I think, have attempted the unattemptable and produced results that are awe inspiring. The crowd is in an uproar, and I find it difficult to even put word to paper as they step from the car regaled in the perfect, definitive intermixture of aluminum and Saran Wrap. Obviously their family chemists (fashion is very important to these well-to-do families) have come up with that certain ingredient that makes the combination possible, and I don't intend to even estimate the number of privately employed chemical corporations worldwide that will be bankrupt tomorrow because of the coup d'etat.

The "ferbs", boy and girl — perhaps, are attired head to toe in saran wrap, tinted various shades from chartreuse to lavender. This is intermingled with aluminum placed in strategic places that virtually disguises the sex of each.

As the other cars in the procession pull up to the gates and deposit their passengers, the crowd is greeted to an array of fashion, ranging from Brillo bobby sox, to potato pantalons (fried not mashed).

However, all of this is not extraneous, except as entertainment for the people still present. This quarter's style

(continued on page 12)



Bernie 77



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AMERICA'S CUP - DEDICATED TO THE SPORTING SPIRIT
MEN'S FASHIONS BY MARTY'S

By RALPH FRAMMOLINO
State News Staff Writer
This laundry laden sun-
severely restrict phosphates in
the NRC decision was an-
nounced in August. The suit
claims that the phosphate level
whiter whites.
You may be one. If you wash
magnesium in the hard water
film from the calcium and

"Ferbs" foil fashion financiers

FASHION WEEK



AWAY'S
OF MICHIGAN
FOR MEN & WOMEN
Lansing Mall
321-4401

LANSING'S FASHION AUTHORITY STORE FOR GENTLEMAN'S QUARTERLY/ESQUIRE MAGAZINE

- #1 In Kresge's Art Gallery-100% Wool Vested Suit by Bellini (\$185.00) Fitted Polyester/Cotton shirt by Hathaway (\$18.50). Her Outfit by Jones of New York (about \$160.00)
- #2 Outside He Wears a Leather Coat by Robert Lewis (\$180.00) Sweater shirt by Norman (\$22.00) Corduroy Pants by Glen Oaks (\$21.00). Her Outfit by Pendleton (about \$150.00)

whiter whites. You may be one. If you wash clothes in the dormitory, you qualify as one of those unlucky residents who are drenching their clothes in hard water. East Lansing and Lansing water isn't bad, however.

"Most detergents have used phosphate as a builder and it does an excellent job," Fields said. "Phosphate ties up the minerals in the hard water so commercial water softeners and those can tie up nasty calcium and magnesium. That may add an average of 10 cents a load to the cost of doing your clothes, however, Field said.

Fields agrees with the industry that without phosphates, try that without phosphates, said.

"Ferbs" foil fashion financiers

Well, the crowds are beginning to wane, since the excitement of the first "ferbs" arrival has passed. Certainly this ceremony has been superior to those in the past, and may possibly help launch a new industry — the Alumn-Wrap industry. The largest industry on this campus or any other has finally been given its start for this new school year. Two young "ferbs" have given this campus what it lacked and needed so much — a fashion trend.

freeze dried bacon bits, the only kind of bacon, being put into use as some sort of fashion happening. When the first "ferb" stepped off the boat in a "bacon bit box," Kurt, because of his new found wealth and importance, was a virtual shoe-in for the next presidential election. The students, who wholeheartedly approved of his fashion omnipotence, helped vote him into office on a landslide.

severely restrict phosphates in laundry detergents. The state Department of Natural Resources, through its policy-making body called the Natural Resources Commission (NRC), decided to take action after legislators sat on the measure. During the summer, the NRC proposed a 5 per cent restriction which went into effect Oct. 1. Now, store owners can no longer order detergents with a higher phosphate level.

One, according to Anne Fields, assistant professor of human ecology, is a "surfactant." The surfactant is a negatively-charged man-made material which relaxes water tension and allows water to swish the grime away.

The other basic is a "builder," which softens the water and provides the right alkalinity for the surfactant. Fields said each company adds "extras" to boost whiteness and brightness. Simple, you say, for well it is. Yet perhaps the most important Michigan environmental battle in the last year has been waged over the most common builder around—phosphates.

Environmentalists claim phosphates in the waters promote algae growth which, in turn, chokes off other water life. Legislative measures have been written—and stalled in state committees—that would betting on the style has went on for years. It has also been a contributory factor to the income of various administrators moved to bet on the fashion wants of the student body.

In point of fact, that played a very significant role in how the current president of the University was elected to office. Curt Culotte was a janitor in the south end of Welles Hall section 201A, when he put down a bet on the outcome of the arrival of the "ferbs" in the year 2001. His bet was on

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HAIR



Penny Owen has her hair blown dry by Tim Rabideau of the Hair Loft, 220 M.A.C. Ave.

The cost of coif stylish prices

By SUSAN DWIGHT
State News Staff Writer

Hair styling salons from Frandor Shopping Center to Meridian Mall offer men and women a variety to choose from along with prices as varied as the haircuts and designs themselves.

The State News surveyed seven salons in the Grand River area. The prices cited in this survey are inclusive of a hair cut with blow-dry and styling and are subject to variation according to the length and condition of a customer's hair. Prices are identical for men unless specifically noted.

The Lock-n-Mane, in Frandor Shopping Center charges from \$11 to \$15 for women and \$11 to \$13 for men. Permanents begin at \$30.

The Hair Loft, 220 M.A.C., charges \$13.50 with permanents ranging anywhere from \$28 to \$35.

Patrician's Hair Fashions, 309 M.A.C., charges \$10 for a hair cut and permanents vary in price from \$28 to \$35.

When it comes to clientele, Patrician's Hair Fashions runs the gamut: students to rock groups just cruising through, with professors and the MSU athletic department in between.

said Shaune Karlake, a Patrician stylist.

While Gary's Campus Beauty Salon, 549 Grand River, has prices for hair cuts which are equal to Patrician Hair Fashions, their permanents vary from \$25 to \$32.

Mattie's Beauty Salon, 1200 Grand River, charges \$12 for women and \$5 for men. Permanents are in the \$25 bracket.

Jean Atrola Hair Styles, 1391 Grand River, also charges \$12 for a hair cut with blow dry styling. However, a special kind of permanent is suggested. "We prescribe a \$31 permanent for blow-dried hair," said Betty Spanos, a stylist for Jean Atrola. "Instead of expanding hair with chemicals, it's a slow action heat which causes hair to wave to the size of the rod, the basic tool in permanents and waves."

"Permanents usually last until cut, or three months on constantly short hair, and up to a year on longer hair," she continued.

Most of the hair stylists agreed that some balms tend to coat the hair and give it a synthetic feeling if overused. Hair sprays with a plastic base are damaging as well, because

(continued on page 14)



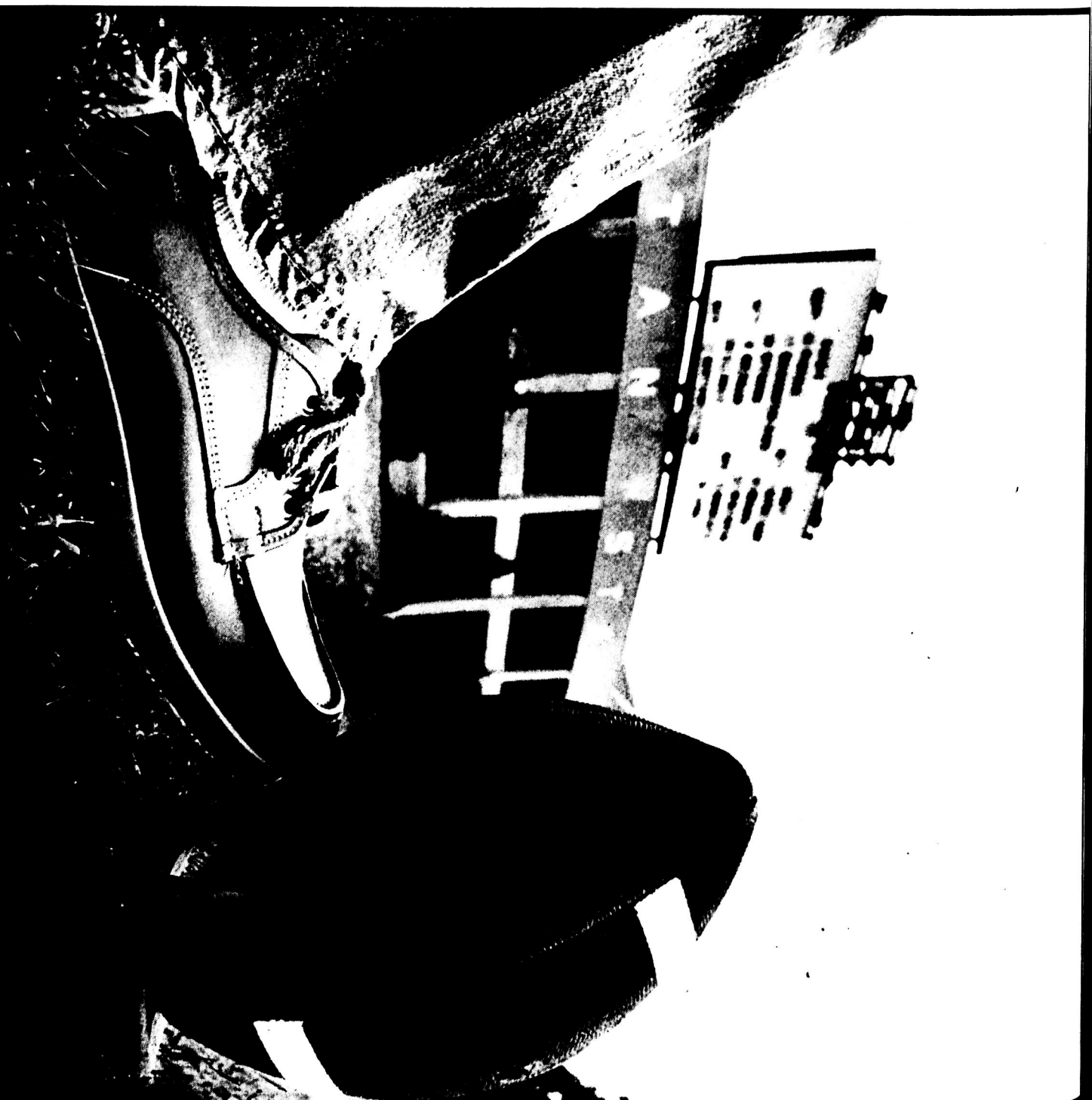
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- Nailwrap.....\$15
- Eyebrow arch.....\$5
- Skin Cleaning.....\$15



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HEADQUARTERS

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Shepard's
campus

Shops offer competitive prices

By CAROLE LEIGH HUTTON

State News Staff Writer
The popular myth among students that merchants on Grand River Avenue jack up the prices of oft-purchased merchandise seems to be just that—a myth.

In fact, an informal look at the prices of some standard student wares in shops along Grand River, in Lansing and Meridian Malls and Frandor Shopping Center yielded some surprising results.

Grand River is not number one in high prices. For those pieces of clothing priced by the State News the shops along the avenue were generally less expensive than those at Meridian Mall, but more expensive than those at the Lansing Mall.

Frandor, unfortunately, does not offer many of the popular brands this informal price survey was based on.

To ensure that we were pricing articles of the same quality, we chose brand names

that students seem to patronize; Levi's and Wranglers.

Similarly, in an effort to represent the widest sample, we chose articles of clothing seemingly most common on campus: jeans, jeans vests, plaid flannel shirts, plaid cotton shirts and Adidas tennis shoes.

Since, in these days of dun-geon dominance, there is no longer any such thing as a simple pair of jeans, we looked at those styles and variations most often stocked.

For Levi's brand this turned out to be Levi's 'Pre-Washed' jeans, in two or more styles, Levi's 'Movin' On' jeans (also washed) and Levi's 'Saddleman Boot' jeans (not washed). Wranglers also offers pre-washed and standard jeans, though they are not as popular in area stores.

In looking at shirts, cotton and flannel plaids, the same proved to be true. Levi's dominates the racks though Wrangler offers both articles.

The easiest price comparison by far was of the tennis shoes. Having chosen Adidas, more specifically the Adidas 'Dragon' model, the variations were ruled out. The Dragon was chosen because it is seen often around campus. It is an aqua-blue nylon shoe with blue suede trim, white leather stripes and a somewhat extended, tough synthetic sole.

Actually the 'Dragon' is less expensive, but only by a nickel, on Grand River Avenue. While it is \$19.95 in the shops closest to campus, it goes for \$20.00 a pair in both Meridian and Lansing Malls' Shoeland stores. However, both malls have it for \$19.95 in their Sibley's stores as well.

Levi's shirts, cotton and flannel, are usually priced within 50 cents of one other regardless of the location. They range from \$18.50 for a flannel plaid shirt at the Branch (Grand River), where a cotton plaid is \$17, to \$18 at Knapps (Meridian Mall), where a cotton plaid is \$15.

In averaging the price differences of vests, jeans and shirts, without getting bogged down in mathematics, Grand River Avenue comes out second place, between the two malls.

Levi's 'Pre-wash' Jeans

GRAND RIVER	FRANDOR	Adidas 'Dragon' Tennis Shoes
Kay Baum	Sears and Roebuck	
		(Wrangler Brand)
Sams		
Mr. B's Wearhouse		
Sportsmeister		
The Branch		
MERIDIAN MALL		
Knapps		
Websters Men's Wear		
Village Green		
LANSING MALL		
Chess King		
Knapps		
Bottom Half		
Pants Place		

\$22.00

(women's style)

20.00

17.00-19.50

21.50

22.00-23.00

(women's style)

16.00-17.00

18.00-20.00

(Wrangler brand)

\$12.50

21.00-22.00

18.50

19.00

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(Wrangler Brand)

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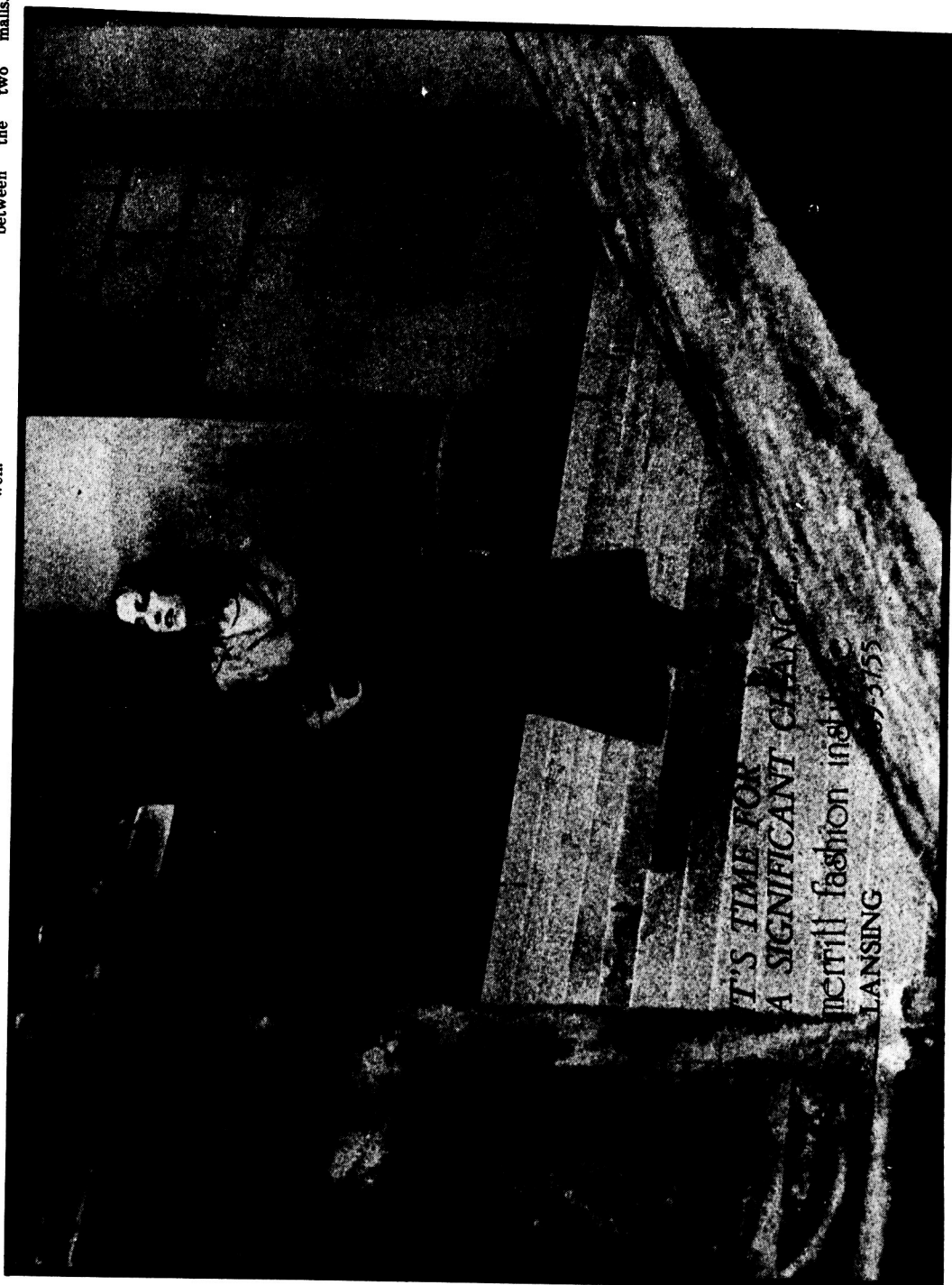
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