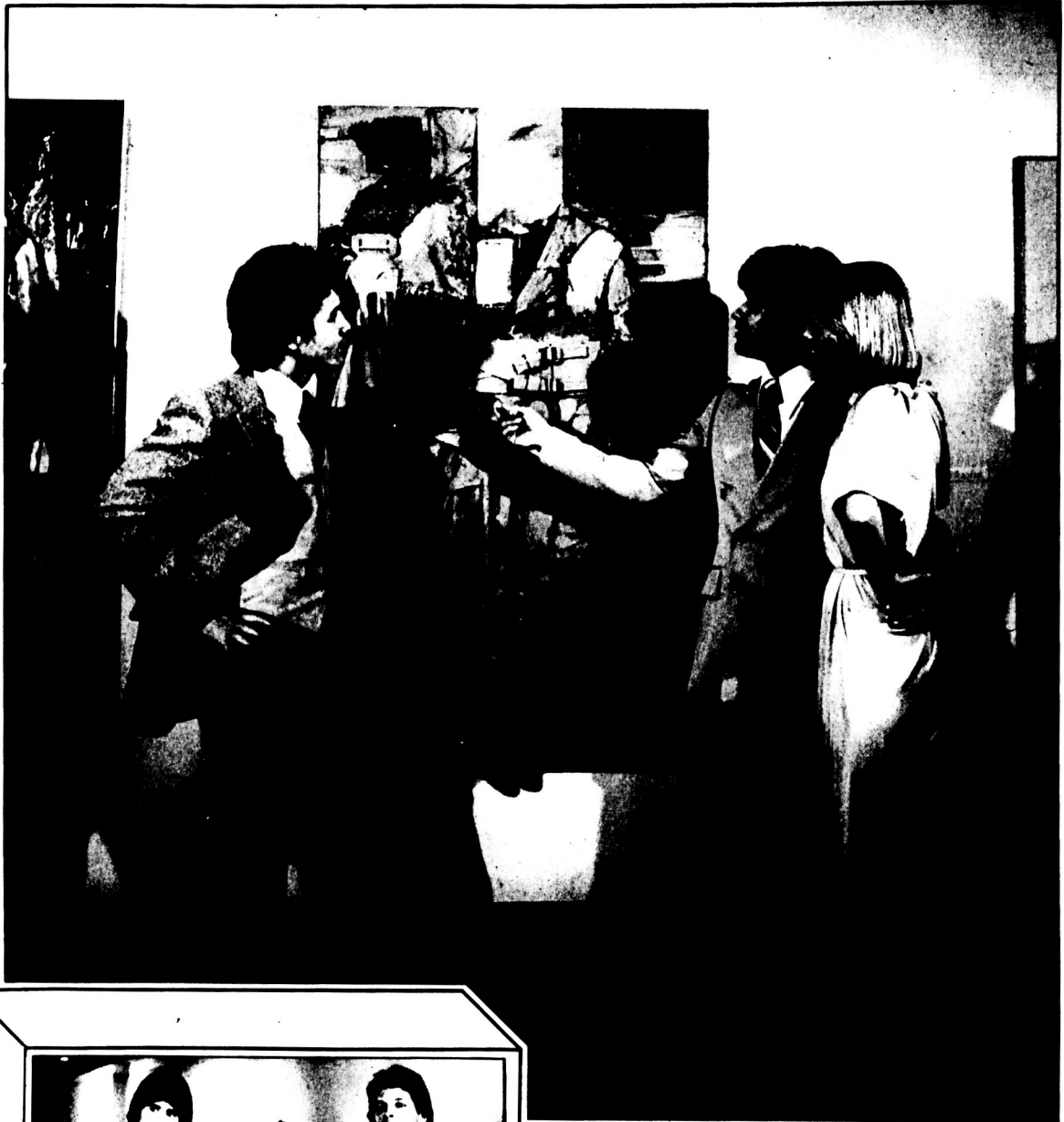




for fashion sake . . .



From casual to classic
Websters has it all

WEBSTER[™]
MEN'S WEAR

Meridian
Mall

Lansing
Mall

New styles for women of 1978

Proper accessories can update 'same old clothes'

By MICHELE McELMURRY

As seasons come and go, so do fashion trends. Last year's "peasant look" seems obsolete among the new Annie Hall styles. Cowl-necked sweaters appear drab in comparison with the latest high-collared blouses. Yet on a college budget it is almost impossible to keep up with the latest fashion trends.

But before you resign yourself to wearing the "same old clothes," take another look. With a little updating, your wardrobe could take on an entirely new style. One way of helping renew an out-of-date wardrobe is add the right accessories.

The first step in reviving last year's clothes is to re-examine what you have. Classic, tailored looks such as blazers fit into any fashion scene. Shirts and blouses can be renewed with a vest or jacket. Even the jeans you wore all summer long to attain that perfect look can be accented with the latest belt or shirt.

The new fashions for fall run the gamut from trendy to classic. Depending on the type of accessories you choose, your

wardrobe can have any look.

The menswear look is in this season, with big shirts and tailored vests. To complete this look, skinny ties and bow ties are back. Both range in price from \$3 to \$7 in area stores.

Though stick pins are still worn, scatter tacs (or tie tacs) are now popular on blazers and scarves. Classic style bairpins on wing-collared shirts make a sharp contrast to the gaudy fake jewelry now in vogue. Even shells have made a comeback — on belts, necklaces and combs.

One of the most popular accessories this season is the double-knotted scarf which is mostly seen wrapped around blazer lapels. These vary in price from \$3 to \$15, depending

Editor's Note: Thanks to both the freelancers and staff members who donated their time and energies to this tabloid; also to the people on the copy desk for taking on the extra work without complaint — well, almost. Enjoy, and read on . . . — Deborah Heywood

on the material. Your best bet is to check out Woolworth's where they sell for \$2.99 and \$3.99.

To update last year's sweater or peasant blouse a belt can be a valuable accessory. Thin leather belts, double-wrapped around loose shirts are seen frequently. Rope belts and wide leather belts are also popular.

The price of leather belts varies depending on the quality of the leather. Rope belts can cost from \$3 to \$12. If you want to save money, you can buy the rope and dye it yourself. This way, it's a lot cheaper than buying it at the store.

As dresses and skirts are seen more frequently, so are legs. The '40s look is back, with seamed, as well as patterned stockings. Tights are also back, this time in wool rather than nylon. Burlington makes both plain and argyle tights for \$8 and \$9. These are great to wear with boots during the winter months.

Hats can be seen this year in all shapes and styles. Western hats, derbies, berets and fedoras are all fashionable. Prices can range from \$9 to \$50.

With the many new accessories this fall, any wardrobe can be updated without worrying too much about cost. It's all a matter of trying to pair fashion sense with good value.

Sophistication overtakes free-flowing look of '77

By GRACE MARIE PROVENZANO

The fashion look for fall '78 creates a new emphasis for soft tailoring and a wider-shouldered silhouette that narrows hemward. Last season's free-flowing shapes which tended to be overwhelmed with frills are giving way to a more sophisticated style of dress. The neckline of the year is the shawl collar — on coats, jackets, sweaters and blouses.

Padding is being used extensively, lending a bit of '40s nostalgia to coats, suits and sweaters.

Big news sweaters are fuzzy, nubby, loopy, lacy and featherweight. They come in many shapes and sizes ranging from long wrapped hip-huggers to tiny shrunken shapes. Rhinestones and beading add prominence for the '78 season.

This season's blouse will add a special touch to any outfit with fragile fabric that is sometimes beaded and jeweled.

Pants are slimming down, starting with fullness in the hips and tapering more towards the ankle. This style is sometimes complimented with a drawstring waist.

Skirt lengths are just covering the knee and have lots of slits over ribbed or textured stockings.

A bold-shouldered bolero and narrow skirt dominate suit styles with their built-up shoulders and voluminous sleeves.

Slimmed-down and broad-shouldered fall coats predominate. Since they are tailored, they will be warmer to wear in cold weather than a cape or straight-cut style. Look for the shorter jacket — the smoking, busboy, restrained blouson plus the three-quarter-length coat. The hip-length jacket compliments a wrap skirt.

Ankle boots are one of the most important accessories to own this season. Pointed toe pumps are practical and fashionable for day, and high-heeled sandals for evening.

Supreme colors to choose are browns and beiges. Other popular colors include: burgundy, winter navy, bronze and loden green.

Classic tweeds, alpacas, cashmeres, meltons, chenilles, mohairs, leather, suedes and blurry plaids can be mixed and matched to create an individual style for fall.



Rossov
Jewelers

219 E. Grand River
Across From Union Bldg.
Ph. 351-1098

If You've Got the Girl, We've Got the Ring

Brave reporter faces the facial

All in the line of duty, Mike; nothing unusual . . .

By DEBBIE CREEMERS

We'd originally wanted a complete makeover — your basic facial, a hairstyle, with maybe even a touch of make-up! But time ran out on us.

Kositchek's Clothier Man's World Barber Shop, 113 N. Washington Sq., Lansing, was the lab, State News staffer Mike Megerian the ready and willing — if a bit leery — guinea pig. We arrived about 15 minutes late, camera equipment in tow.

Sherry Kibett, who's worked at Kositchek's for seven years, led us to the back of the salon where she fielded questions while applying a non-allergenic PH-balanced cream to Mike's face.

"There are seven layers of skin," she began, smearing the cream around, "and I can usually reach the sixth layer during manipulation."

How long do the facials take?

"Forty to 45 minutes."

Could you cut corners on this one? — (Our photographer had a class to catch).

As the camera clicked, Kibett mentioned the last step in a good facial is a slap — to wake the customer up. "The facial is so relaxing," she said, "that most of my customers do fall asleep."

"Even with four cups of coffee?" Mike asked.

"Well, my customers usually keep quiet," Kibbett replied, massaging cream into his chin. Hint taken, Mike retired behind three sets of steaming hot towels. We winced, but Mike didn't even start. He later confided that the towels weren't all that hot by the time they had been wrung out. But they were hot enough to take any blackheads he'd had away with them.

An herbal clay pack was applied next and, as it hardened, firming the skin, Kibbett talked about facial history.

"I only do about 10 a month," she said, "but facials sprung up with the first barber shops. Men were getting them along with their shaves and haircuts before women ever thought about mudpucks."

Kibbett said she has regular customers who come in for a facial with a hair style. But she said she does more manicures (about 30 a week). Her customers are usually older; many are entrepreneurs.

Kibbett sees an increase in the popularity of facials, although "too many men still don't know that they are offered. Lansing is a conservative city. Salons in New York give makeovers complete with mascara and rouge."

As she applied a cold towel to close the pores and an herbal freshener to tighten them, Kibbett said facials should be given weekly. She warned, however, against machine facials, which can damage the skin.

A moisturizer to balance the skin was the last step — Mike was still wide-awake. As we left, he said he might have it done again. "My skin is refreshed, and my pores feel like they're sucking in air." Once a week? "Not at \$8.50 a shot," he declared, ending the matter.



State News reporter Michael Megerian succumbs to the clutches of a local beautician, who applies the first step of a facial. The treatment, at a cost of only \$8.50, was popular among men long before women even heard of it.

Men sport status clothes

By DEBBIE CREEMERS

Cardin, Klein, Gucci and Halston — the fashion-conscious male is sporting designer names this fall on everything from jeans to cologne.

A rundown of men's clothing stores in East Lansing reveals a combination of status and '50s appeal — little Izod alligators adorn shirts, sweaters and jackets. Pierre Cardin's name emblazons shirts and Sperry topsiders command show-case attention.

Randy Slotten, an employee at Marty's Men's Fashion Clothing, 305 E. Grand River Ave., said designer coordinates and

"tweedy-wool looks" are selling well. "We've also received many requests for band-collar shirts," he said, adding he doubted Marty's would stock up. "We're rather conservative," he explained. "We sell your basic cords, flannels and wools."

Michelle Eschelbach, an employee at Jacobson's, 333 E. Grand River Ave., said the fads this season are band-collar shirts and wing-tip shirts with removable collars. Velour shirts are another hot item.

For those who can't afford Calvin Klein jeans (at \$38 a pair), designer colognes are

generally more affordable. Eschelbach said all the designer name colognes they carry are good sellers. Although Gucci retails for \$10 per ounce, and 1.5 ounces of Lauren costs \$12.50, Eschelbach said "the scents are strong and a little goes a long way."

At the MSU Bootery, 225 E. Grand River Ave., owner Billie Kissie said Bass and Clark shoes, Sperry Topsiders and Frye boots are practically the only sales being rung up.

Posters urging customers to "lay-away your Frye boots" hang everywhere. At \$70 to \$100 a pair, not everyone can walk out wearing them.

Kissie joked about one customer who entered the store with the words "Well, here I am!"

"We looked at him, at each other and then back at him before he explained he'd been saving all year to buy a pair of Fryes. Seems his roommate the year before had owned at least two pairs. As he pulled them on each morning, he'd ask, 'Don't you wish you had a pair?' That young man left our store with the biggest grin I've ever seen."

Sam's Store, 101 E. Grand River Ave., doesn't carry Fryes. Employee David Lily called them "overpriced boots." For those still recovering financially from fall term registration, Sam's is the store to head for.

"We specialize in jeans, cords, flannel shirts, hooded sweatshirts, suspenders and cowboy hats," Lily said. He said the clothing store doesn't sell any designer products, "unless you consider Levis a status symbol."

LARGE PLASTIC FRAMES IN STYLE

Glasses merit attention this year

By JENIFER S. MURPHY

Eyeglasses and contacts can add to today's fashion, becoming stylish accessories instead of uncomfortable hindrances. Everyone should be able to find either a pair of glasses or contacts to meet their needs — both medically and cosmetically.

For fall and winter fashion, large, oversized plastic-framed glasses will make the scene. Bows that start high and curve lower will also be big on campus this year. Tinted and two-tone lenses accented with initials or designs in the lower edges on lenses will also hit high on the fashion list of eyewear.

Lenses in glasses are no longer just tinted one color. Two-tone glasses of two different colors are now considered an "in" item.

Photochromatic lenses that change color with the light in three to five minutes are no longer the newest type of changing lenses out on the market. Photo gray extra lenses that change in 60 seconds are becoming a big item now.

Another new lens out on the market is the photogradient lens that changes color from dark to light at intervals, leaving the top part of the lens darker than the bottom.

Prices for glasses range anywhere from \$26 to \$80, according to some of the surrounding optical departments. The price usually depends on the type of frame and the prescription in the lens. The basic frame starts at approximately \$18 and the basic lens at \$26.

With all the new types of

lenses and frames no one should have a hard time finding glasses they prefer to wear. However, contacts can be a tempting alternative for those who like a little more freedom.

Contact lenses fit in well with fashion styles this year. There are two main types of contacts. Both have different types of lenses to perform different tasks.

Soft contact lenses are flexible. Because soft lenses adhere to the eye better than the hard ones, they are a great plus for athletes. They cost \$275 to \$400, depending on where you purchase them. They require a special cleansing routine, but are usually the easier of the two types of lenses to wear.

There are two types of soft

contact lenses. The regular soft lens, mentioned above, has been on the market for about ten years. The other lens is an extra-thin soft lens for those with very sensitive eyes. They are said to be more comfortable and easier to wear.

Hard contact lenses are cheaper than soft (\$150 to \$300), but they are usually harder to adjust to. They are easier to clean than soft lenses and they do help to correct some eye problems such as astigmatism.

There are three types of hard contact lenses and a fourth in the experimental stages.

Single vision lenses have one prescription ground in and can help to correct near- or farsightedness and astigmatism.

Colored plastic lenses, known

(continued on page 14)



am
up for knees

The Face Flatterers

BEFORE



Great looks that look great together! Hair Loft and Co-Optical have joined together to create a new you for Fall. Fashion frames and easy care hair that give you a head start on looking your best. This Fall don't let the leaves be the only things that change.



AFTER

Visit Hair Loft and Co-Optical today!

Co-Optical

Brookfield Plaza
Behind East Lansing
State Bank



Mon. - Thurs. 11am - 8:30 pm
Tues., Wed., Fri 9-5
Sat. 9-noon



220 MAC
(Upstairs)
University Mall)
Ph. 332-6640

'Wash 'n wear' hair preferred

By LINDA BURNS

Short, natural-looking hair cuts are the current trend among MSU students, according to several East Lansing area hairstylists. Both men and women appear to be leaning toward these low-maintenance, wash-and-wear type hairstyles.

Hairdressers generally agree there is no number one style dominating today's campus scene, but rather several.

Among women's styles, the most frequent in demand include a short Dorothy Hamill-type cut, a shoulder-length cut with stacked sides and back, a wedge or semi-wedge cut and a bevel or angle cut.

In the same category as these straight-look cuts is the newly-emerging "metro." Straight bangs, sides cut short over the ears, and the back of either short, medium or long length comprise the metro, which may prove to be very popular in the near future.

Hair trends are definitely taking the more natural-looking approach. Soft, curly styles are quite popular now as a recent rise in demand for curly permanents indicates. Women are also turning to softer coloring for their hair. They prefer highlighting rather than the heavy frosting desirable in previous years.

Men's styles are less diverse. The most popular style is a layered, junior-executive type cut. This layered look is becoming slightly shorter and neater looking. In general, men are looking for a good cut that will last longer.

Of important concern to many people is using the right hair care products on their hair. Exactly what the best products on the market are is debatable.

East Lansing barber shops and beauty salons carrying hair care products all stock the RK and Redken brand. Their products include shampoos, conditioners, bars for skin and hair and makeup. What makes Redken products different is that they are Ph-controlled. These products, if used regularly, put skin in the slightly acidic state (somewhere between 4.5 and 5.5 on the Ph scale), which is normal and necessary to prevent certain types of bacteria from growing.

Redken also provides products for different types of skin. For example, there is a deep cleansing shampoo for oily hair, another for normal hair and yet another type for dry hair. Patricia Falconer's Love Hair beauty salon recommends RK and Redken products highly to their customers and can

East Lansing Barber and Beauty Shop Prices

	Cut Only	Cut, Wash, Dry	Permanents
Abbott Road Haircutters	\$6.50	\$8-\$10*	\$31.50
Airola Jean Hair Stylists	\$6.50	\$12.50	\$25, \$31
Arkie's Barber Shop	\$8	\$10	
Artistic Hair Styles	\$6.50	\$11	\$20-\$35
Barbara Box Safari Wig and Hair Stylists			
(10% discount for MSU students)	\$7	\$7.50-\$12*	\$25-\$38
Betty's Beauty Studio	\$7	\$14	\$25 up
Campus Barber Shop	\$6.50	\$11.50	\$28-\$32.50
	\$9.50 (style cut)		
Guys and Dolls Hair Styling	\$6.50	\$8-\$10*	\$31.50
Hair Designers	\$8	\$8-men	\$28.50-\$35
		\$12-women	
The Hair Loft	\$15	\$15	\$50 (average)
		\$10 from apprentice	
		\$11	
King's Den			
Love Hair Patricia Falconer's	\$9 up*	\$12 up*	\$30 up
Patrician Hair Fashions		\$12-\$15*	\$28-\$45
Red Cedar Barber Shop	\$5	\$7-\$12*	\$35
			*Prices vary with length of hair

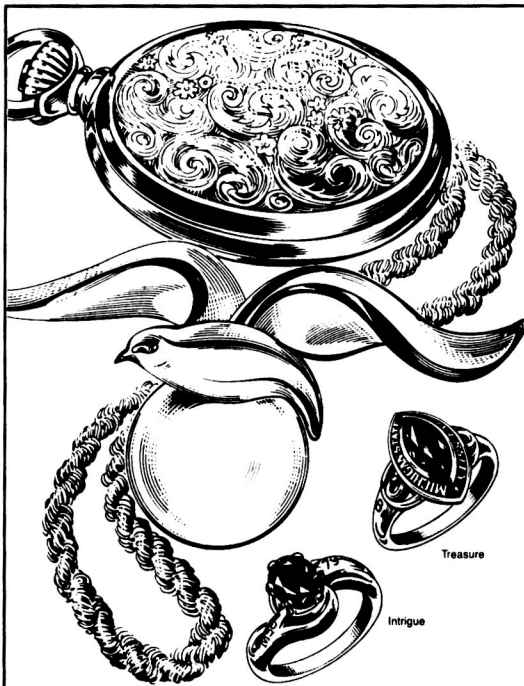
see a definite improvement in people's hair who use them faithfully.

According to Ron Edwards, a consumer scientist from Grand Rapids Junior College, there are a host of advertising gimmicks to induce a customer to buy certain hair care products. He said before Ph-balanced shampoos came on the market

most shampoos were slightly basic (around 8 on a Ph-scale), allowing the shampoos to clean hair more effectively. The person with oilier hair needs this basic shampoo to clean hair better while the person with drier skin and hair needs a more acidic shampoo. Because of advertising claims, many people believe they need to use a Ph-balanced shampoo regard-

less of their type of hair.

Consumers should also be aware of advertisements for shampoos and conditioners claiming to have protein. Edwards said, "Protein will not do anything for your hair, but it is not harmful." As a result of his findings, Edwards believes the cheaper brands of products are definitely as effective as the more expensive brands.



A BEAUTIFUL ADDITION TO YOUR COLLECTION OF MEMORIES.

However different our personal collections may be, we all save one thing in common. All of us collect memories. Some are locked away in photo albums. Others, we wear. And that's why many women are again buying college rings.

But a woman's college ring must be more than a memento. It should possess all the beauty of fine jewelry. That's why we designed the first collection of women's fashion rings.

The ArtCarved collection includes eleven unique styles. Each one is designed to complement a woman's own personal taste. The ring you choose in either white or yellow 10K gold features your college name or monogram, graduation date and, on some styles, degree. Our prices range from \$65.00 to \$90.00.

Only you know what's important to remember. And ArtCarved makes beautiful reminders.

ARTCARVED COLLEGE RINGS Several On Sale Next Week

A tradition of new and beautiful ideas in college, engagement and wedding rings

M.S.U. Bookstore
International Center
upper level

Student Bookstore
421 E. Grand River



Area spas have varied programs

By JOANNE LANE
State News Staff Writer

Physical fitness plays a big role in today's fashion world and the Lansing area offers a number of different ways to get — and keep — in shape.

The type of fitness program the individual chooses will depend on where his or her interests lie — whether in serious bodybuilding or informal recreational fitness programs.

Serious bodybuilders are defined as athletes who are interested in sports conditioning to help gain body strength without hurting themselves.

Rick Wiggins, manager of the International Athletic Club, 2283 W. Grand River Ave., Okemos, said his club has Olympic-type lifting equipment for the serious bodybuilder.

"Our club puts money into the equipment and not other facilities that cost the customer extra money," Wiggins said.

He said the club will individually instruct each client and help them formulate a nutrition plan. The club provides locker rooms with showers and a sauna.

The club offers different programs which correspond to the time limit necessary for individual goals, Wiggins said.

The customer may join a one, three or six-month program, depending upon his or her physical condition.

The club also has a separate karate program available to teach individuals interested in serious — and sometimes brutal — self-defense methods.

Karate instructors, Wiggins said, are highly accredited and the club supplies protectors so the customers won't incur bodily harm.

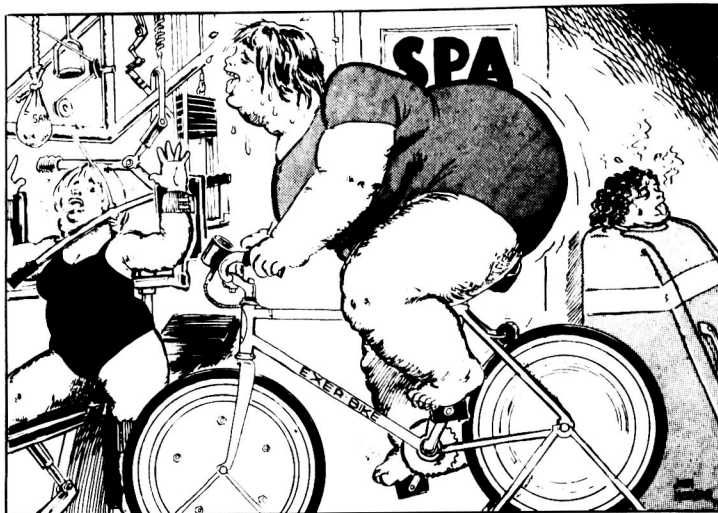
The average student rate is \$30 a month, Wiggins said. A package program is available for those who wish to utilize both the karate and the bodybuilding programs.

The club is open weekdays from 11 a.m. to 9 p.m. and Saturdays 11 a.m. to 4 p.m. It also has facilities available to help handicappers strengthen their bodies.

The Slenderform-Universal Health Spa in the Frandor Shopping Center also offer serious bodybuilding programs for both men and women.

The spa, which has operated in the shopping center for 21 years, designates separate days of the week for men's and women's programs.

The men are in the club Tuesday and Thursday from 10 a.m. to 10



Job interview clothing: 'conservative is safest'

By NANCY ROGIER
State News Staff Writer

In a job market as competitive as today's, it goes without saying that what you wear for job interviews is a key factor in making the best impression possible.

But some students may not realize that what they wear can sometimes make or break getting that all-important job. Short of reading and memorizing all of *Dress for Success*, the "bible" of job interview dressing written by John Malloy, MSU job hunters can go by a few general dos and don'ts.

For women: Gail Braverman, assistant director of Placement Services, recommends a conservative tone for job interviews. But, she said, don't be afraid to go beyond the pages of *Dress for Success* and try for individual looks.

"If you follow all the advice in *Dress for Success*, it'll look like you followed all the advice in the book," she said. "You'll be a carbon copy."

"There is a lot more variety of things that are acceptable than what's in *Dress for Success*," she added.

Women job-seekers should wear what they would normally wear on the job, Braverman said. In other words, dress as though you already have the job.

Pantsuits and dresses are still good choices, she said. This gives the candidate a little more to choose from than the all-too-common suit and skirt ensemble.

"This is a great year for dresses," she added. "There's far more variety."

Some things to avoid at all costs, Braverman said, are clothes that overdo it to a radical extreme.

"I certainly wouldn't advocate low-necked dresses or something that's really avant-garde," she said. "Moderation is the keynote as far as most interviews go."

She also stressed the importance of conservativeness in accessories. Jewelry and makeup should be understated.

"Simplicity is really the best overall guideline," she added.

Braverman said most MSU women she sees are not overdressing for interviews by loading up

on jewelry, makeup or wearing total copies of men's suits. If anything, she said, students tend to be a little too casual for interviews.

For men: Again, conservative is the safest and best way to go, said Jim Bowling, assistant director of student employment at Placement Services. Coat, tie and vest are key clothing items for would-be executives, engineers and other professional hopefuls.

"It is a uniform," Bowling said. "That's something difficult for students and new employees to understand. No matter where they work, there's a uniform."

Bowling recommended MSU male job seekers invest in a copy of Malloy's book and a good suit. Blue, gray, muted checks or subdued pinstripe suits are all good suit choices, he added.

"If you just had one suit, that'd be OK," he said.

Some definite don'ts in dressing: hand-painted ties and elevator shoes are out, Bowling said. So is jewelry, socks that don't go above the calf and very obnoxious tie-tacks.

Borderline don'ts include slip-on shoes and vest-pocket handkerchiefs. If you are already an executive who is looking for another job, Bowling said, lace-up shoes are better to wear than slip-ons. But, the latter are perfectly acceptable for student job-hunters. The same goes for handkerchiefs, he added.

"Dress is not going to get you a job," Bowling said. "But it could prevent you from getting one. The greatest impression in an interview is made in the first three or four minutes. If you have appearance on your side, you're starting out all right."

"Clothes can sometimes be a tie-breaker," he added. "Believe me, with the competition the way it is, it often can be a tie-breaker."

Additional information on dressing can be obtained at Placement Services' workshops scheduled during fall term. Oct. 24 at 2 p.m. Bowling will speak on the impact of men's dress. Braverman will talk about dress for success for women Nov. 13 at 10:30 a.m. Both workshops will be held at Placement Services on the first floor of the Student Services Bldg.

In addition, both the Men's and Women's IM at MSU offer a social atmosphere combined with a chance to become more physically fit. The IMs are open to all registered students but do not provide any type of individual instruction in fitness. The IMs both have Olympic-size swimming pools and exercise rooms with sauna and steam baths.

p.m. and Saturday 10 a.m. to 8 p.m. The women's days are Monday, Wednesday and Friday from 10 a.m. to 10 p.m.

The spa offers a special student discount for a two-year membership.

Manager Tom Kinney said a regular two-year membership is \$20 while the student membership is \$16.75.

If the student gets three other people to join within 30 days, Kinney said, he or she will receive a life-time membership good at all Slenderform/Universal health spas.

The spa offers individual programs for its customers. Instructors give the customer a fitness analysis and find out what kind of results the individual wants, Kinney said.

The instructor will gradually work the customer into the program. "We treat each person differently according to their physical abilities," Kinney said.

The club also offers a pool, steam room, saunas, whirlpools and locker rooms.

Another Slenderform/Universal will open in January across from the Lansing Mall.

Other clubs in the area offer physical fitness programs, but with a somewhat different atmosphere.

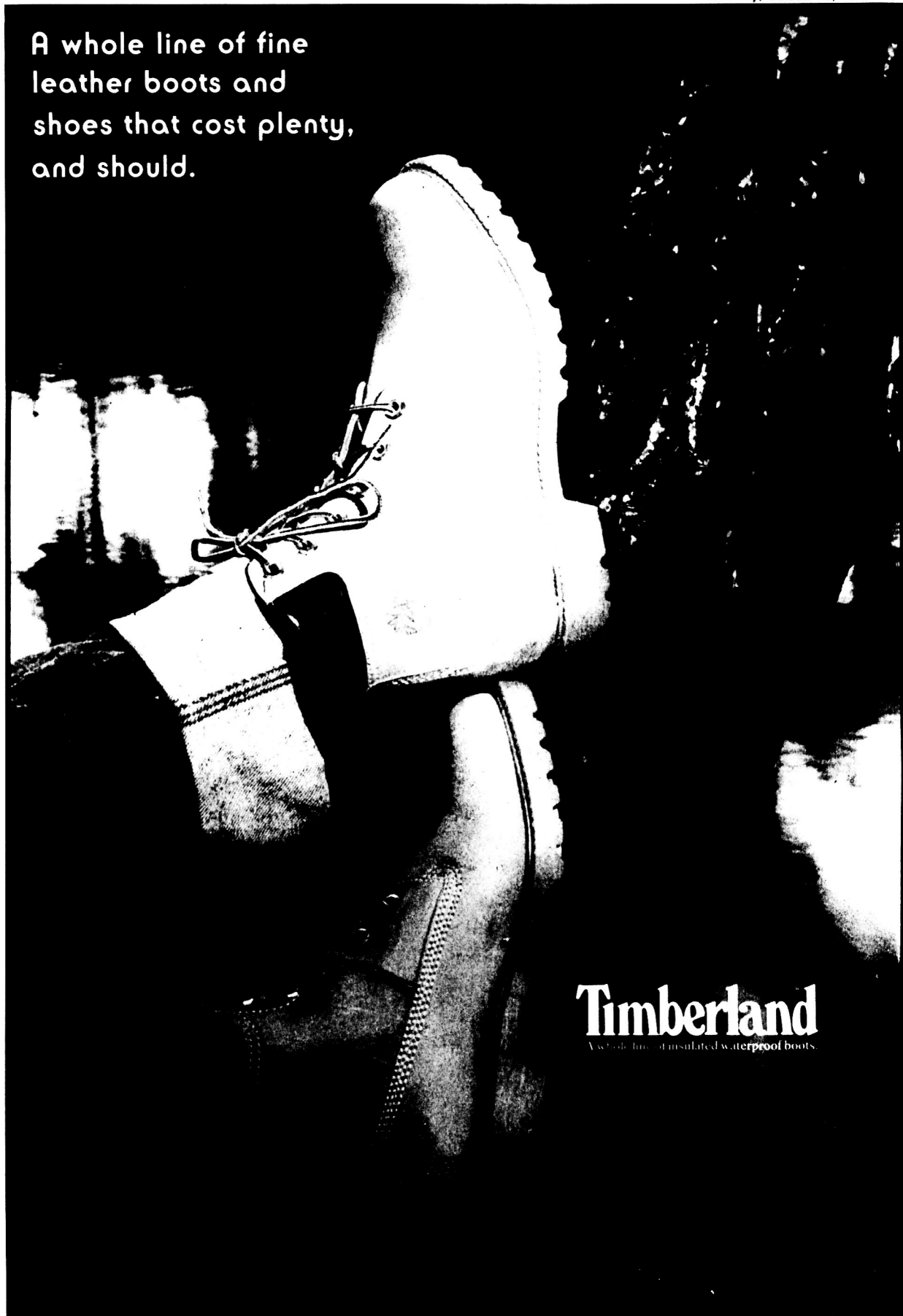
Sports Illustrated Court Club, 500 Marsh Road, Okemos, is basically a racquetball club but also offers physical fitness in a more relaxed manner.

Manager Craig Melvin said the club offers a student membership for \$30 a year. He said the membership is good at all Sports Illustrated clubs around the country.

Sports Illustrated also offers its members a few social affairs and a chance to meet new friends. The club often has pizza parties and informal gatherings.

The club is open from 6 a.m. to midnight every day. It provides a
(continued on page 12)

A whole line of fine
leather boots and
shoes that cost plenty,
and should.



Timberland
A whole line of insulated waterproof boots.



Go green, Go white



te MSU Book Store



... the perilous journey



By DAVE DIMARTINO
State News Staff Writer

I was almost Homecoming King!

Well, not quite. But I was in the running, and for good reason: simply put, I'm an ever tasteful dresser who knows all there is to know about fashion.

How did I make the perilous

journey from slob to debonair sophisticate? Hey, I dunno. I just did. But chances are you're a slob, too, if you're reading this instead of flying on your private jet and drinking daquiris. So I'll clue you into some of the basics of good fashion. It may hurt a little at first, but as you'll soon realize next time you're at the disco, dream-guy or -girl in

your arms, it's a lesson well-learned. OK?

Let's start at the top. Hey, hippies are OUT and that goes for both sexes. Forget it! What year do ya think this IS? Forget about dumb headbands or flowers. And CUT THAT HAIR! Hey look at those pictures up there! I was a hippie slob once, too — but I wised up! Get that

hair styled so you can look smooth and slick and get into bars easier. You'll have more fun, too, and so will your folks when they show your picture to social-conscious friends.

Let's move on down. Girls, you can skip this one, but not you guys.

Y'know, it might just be my imagination, but it seems to me that there's an awful lot of mustaches walkin' around these days, TOO many. And mosta the guys that have 'em — tell me if I'm wrong, here — mosta the guys are creeps! It's like a badge, that sez "please like me," as obnoxious as those dumb Camel Filter ads with that goony "young Turk." Hey, I like girls an' everything, so don't worry, but if I hadda go out witha guy he sure wouldn't have a mustache. I'm serious!

Same thing for beards, too, but not as bad. Guys with beards like science fiction and smoke pipes, so guys: if that's the kinda guy you want people to think ya are, keep them beards on.

OK girls, you can start readin' again. Now we're gonna discuss clothes.

First of all — BE CLEAN! Yeah, I wuzza hippie just like you, and, sure, I thought it was cool to never wash my clothes

or brush my teeth or even comb my hair. But hey, times change, tastes change and now even I change. Sometimes. Washin' yer clothes is a must — especially if you wanna be homecoming king or queen.

Second of all — ya gotta be MOD! What's mod? I dunno, but that's what ya gotta be. Hey, don't be like I usedta be — gettin' thrown out of discos for "dress code" problems. It's a documented fact that people that don't dress mod have problems with alcohol and just WON'T get ahead in life till they straighten out.

So how does this apply to you? OK guys, cool suits, nifty collars, hairy chests, broad shoulders are all required, and pendants — you remember them from your nehru jacket days — are especially cool. Remember this: the more ya look like Tony Orlando, the better.

As for the girls: Hey, how should I know? Just look cool — remember, the more ya use a curling iron, the cooler you'll feel when ya look at your ol' photo albums in the 1990s. That goes for yer teeth, too.

And finally, a vital point: You CAN tell a book by its cover. Hey, slobby guys or girls are

(continued on page 14)

Health spas offer fitness, relaxation

(continued from page 8)

free nursery for children which is supervised during the day.

"Sports Illustrated intends to grow in the future," Melvin said. "It will soon become known as the working man's country club."

Elaine Powers Figure Salons, 3208 S. Logan in Lansing, also provides a social atmosphere along with physical fitness programs.

A club exclusively for women, Elaine Powers is based on two principles — sensible eating and exercise.

Storm said the club is strictly for figure improvement. They have no pool, sauna or steam baths.

Elaine Powers offers women the fastest improvement in the shortest possible time, Storm said. Each instructor puts the customer on individual exercise programs and tries to make them aware of their eating habits.

Elaine Powers does not offer a student discount but has a short-term introductory program which

runs for 13 weeks at \$4 a week. The salon is open six days a week from 9 a.m. to 9 p.m. Monday through Friday and from 9 a.m. to 4 p.m. on Saturdays.

In addition, both the Men's and Women's IM at MSU offer a social atmosphere combined with a chance to become more physically fit.

The IMs are open to all registered students but do not provide any type of individual instruction in fitness. The IMs both have Olympic-size swimming pools and exercise rooms with sauna and steam baths.

Equipment is lent out with a student ID and a student need only make reservations to use the basketball or volleyball courts. Lockers are available to students for a fee of 25 cents.

"Although we have an overcrowding problem," Frank Beeman, director of the Men's IM, said, "we feel the IM's offer students a lot more than some other community facilities."

"We hope students will learn a sport here, enjoy it here and take it with them for the remainder of their lives," Beeman said.



Explore our World of Fashion...

And capture the style excitement from worlds abroad!

From India: Free spirit styles in gauze and cotton...dresses, skirts and the "big top" look that's a fall essential.

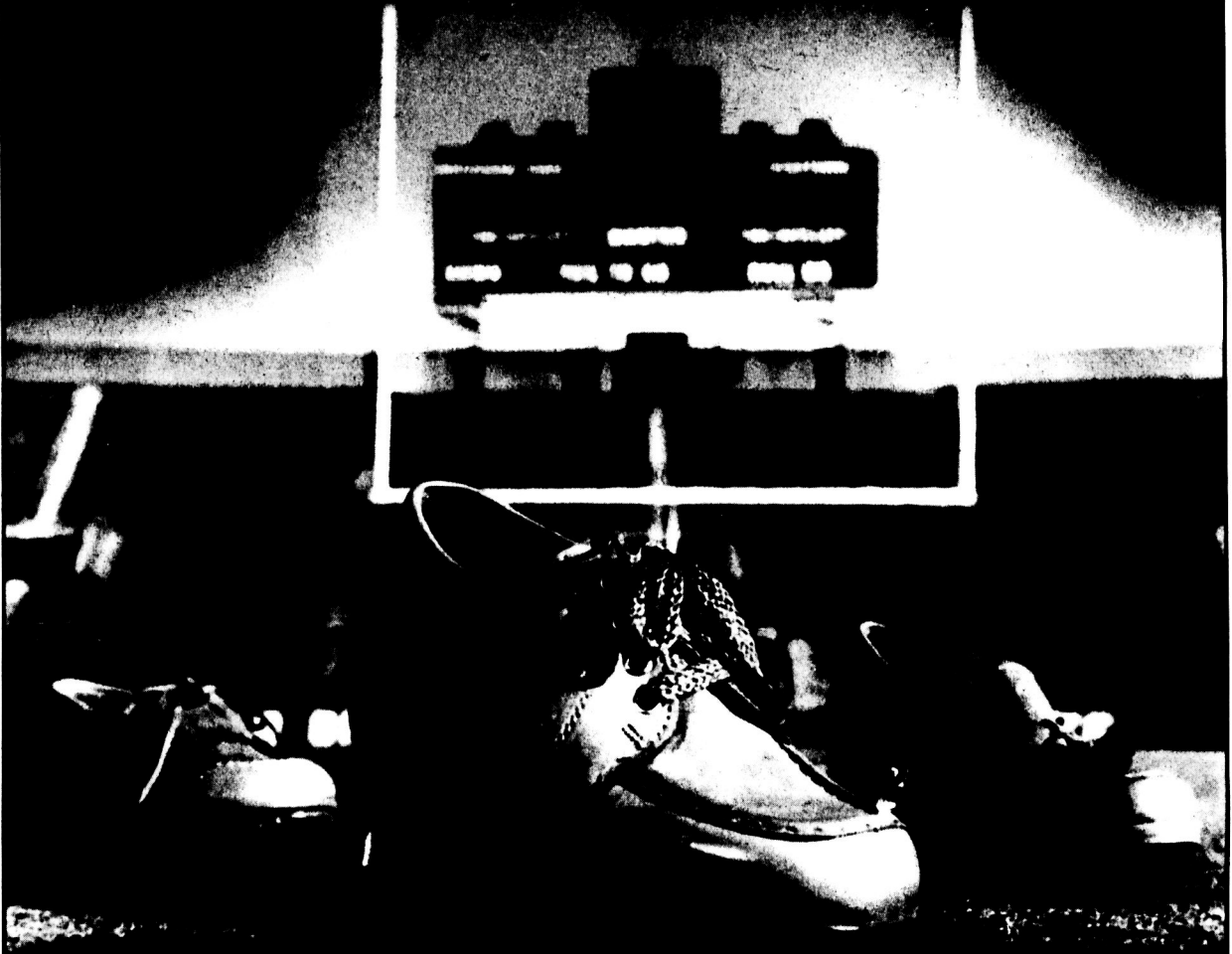
From the Orient: Capture the exotic flavor of the East... kimono, happi coats, mandarin jackets in lustrous silk and silky blends.

From Afghanistan: Vibrant colors in fabric and embroidery accent the Afghani look...pants, quilted jackets and one-of-a-kind dresses. Jewelry too!

CROSSROADS
of
east lansing

210 Abbott Road 351-6245

Bass Scores Again!



Bass

From

Shepard's
Shoes

317 E. Grand River 332-2815

Limited funds can cause 'what to wear' dilemma

By PATRICIA A. EISELE
One of several problems facing students besides final exams, dorm living and battling traffic is "what to wear," especially on a limited income.

Developing a suitable wardrobe for the school year can be a course in itself and studying the problem areas behind closet doors can be quite discouraging. But with positive planning and an eye for building with separates, students can eliminate the early morning ho-hum blahs which hit them as they stare at the same old pair of bib-overalls and plaid flannel shirt.

Carol Foster, a senior at MSU majoring in clothing and textiles, suggests to "start reviewing your wardrobe as early as July. Most students have saved some money throughout the summer and this is the time retailers display the best quality and prices for fall fashions."

Reviewing your current inventory can be an elimination process, too. Foster suggests to "donate old clothing that has been held on to since high school and will never be worn again. Also at this time store away certain items you think will come back into style. Most

trends repeat themselves every five to ten years. Definitely stay away from fads."

During the summer months, most stores offer lay-a-way plans for winter coats and usually are on a pre-season sale along with many other winter clothing. By shopping early you are assured of clothing at a reasonable price. Retailers buy limited supplies of the best clothing and it is on the display floors during late summer. After all is sold it is replaced with other quality merchandise by fall. As fall and winter approach, the sales should be taken advantage of. You will be paying less in many cases.

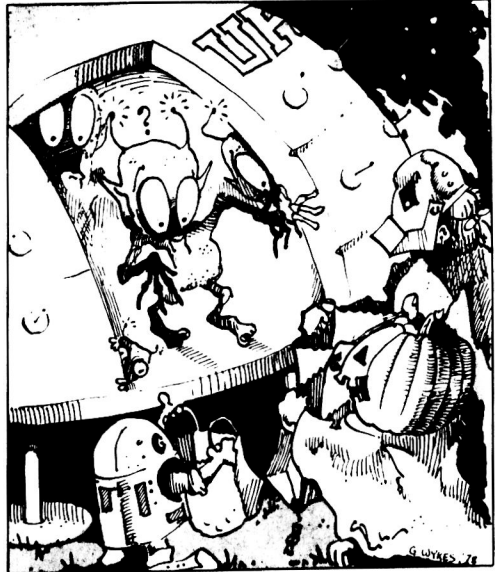
Color and how it is used is the thing to focus on this year. The mono-chromatic color scheme is the best process to use in building and bringing color together. The color scheme begins on one color. For example, using the basic color brown, the mono-chromatic scheme begins with a medium brown and tapers from a light beige on down to a chocolate brown. When shopping, it is to the consumer's advantage to keep their favorite colors and corres-

sponding schemes in mind. Earthy tones are popular this year to build wardrobes on.

An allowance between \$400 and \$500 should be the average amount a student can expect to spend in regrouping and building a wardrobe for the coming year. There is a comeback to classic styles and smooth lines. Juniors and seniors who will be interviewing for jobs should keep this in mind when shopping for suits.

Foster suggests students "buy their dressy clothing at stores that carry quality clothing, such as Maurice's, Jacobson's, Green's, Town and Country or Redwood and Ross. Purchase your jeans at Sam's and shoes from Shepard's, where quality and reasonable prices are usually found."

Work lay-a-way plans around your budget. Winter coats, men's and women's suits and dresses can be affordable if bought in July and are on a deferred payment plan. Toward September and October, jeans and corduroys should be purchased. During the winter months sweater sales are usually advertised and can be purchased at a reasonable price.



Halloween costumes: exercise in imagination

By O. B. WANACANNOLI
State News Staff Writer

In the wake of science-fiction movies, cosmic materials will flash onto the Halloween costume scene this fall.

Undoubtedly, this year's fashionable trick-or-treater will appear ready to take flight, not on the traditional broomstick, but on a battlestar or laser beam.

"Star Wars" Darth Vader costumes will no doubt be featured on a number of pseudo-sci-fi freaks at costume parties across campus. (Best bet for those who want to be assured of being "in").

A few R-2 D-2s and mechanical men/women will stiffly strut in their silver suits of nylon or plastic. For those of you planning to

"I recommend that people who are going to wear pumpkins this year have small heads," Bob (Nurd) Welch, pumpkin specialist said.

wear real metal — sorry to disappoint you, but metal is not "in" this year.

Assorted aliens, including Travolta-ish discoids sporting silk shirts and multiple appendages flailing wildly may also duck upon the scene.

But Jack-o'-lanterns carved in strange configurations placed upon a person's head — an old stand-by costume — may shrink in popularity this year.

"I recommend that people who are going to wear pumpkins this year have small heads," Bob (Nurd) Welch, pumpkin specialist said.

Welch, a horticulturist at MSU, said a lack of rain in the southern part of the state will result in fewer and smaller pumpkins this year at a higher price.

Administrative office party participants will remain true to the long-standing tradition of coming as pirates, clowns and crooks. Even a few will come in costume.

The best costumes this year, like every year, are made from scratch. Home-made costumes, made from whatever is lying around, are usually of a higher quality and creative capacity than anything pre-made.

While remaining fashionable, practicality should also be considered. Masks that block or distort vision are dangerous, especially for those who won't be drinking straight cider. Make-up can be purchased or borrowed quite readily and, if applied in the right manner, can be even more frightening than you without it.

Fire-retardant material should be kept in mind for those purchasing material for a costume or renting one. It may come in handy should the disco get too hot or a cigarette or roach get out of hand and into lap.

Renting costumes for that big bash is a good idea for those who don't have the time to create their own costume or simply are not creative enough. Several East Lansing establishments rent costumes. But you had better rent yours soon because mod science fiction costumes are de-shelving fast.

And, if you have read this far, you don't need to wear a costume this year anyways. You're weird enough without one.

May the FORCE BE WITH YOU.

The following indicates what students should be thinking about in building a sensible wardrobe.

Women

- (1) Jumper (corduroy or cotton) — can be dressed up or down
- (1) 3-piece suit (polyester or cotton) — washable
- (5) Sweaters (crew neck, turtleneck, V-neck, cowl neck, coat sweater)
- (2) Pairs dress slacks (dark washable colors)
- (3) Pairs casual corduroys
- (3) Pairs jeans
- (4) Blouses or shirts for dress and casual wear
- (1) Pair good walking shoes (with arch supports)
- (2) Pair dress shoes
- (3) Sporty casual shoes (sandals or tennis shoes)
- (2) Pair boots (winter and dress)
- (1) Winter coat

Men

- (1) 3-piece suit
- (1) Dress slacks
- (1) Dress shirt (jersey)
- (5) Pair corduroy pants
- (3) Jeans
- (5) Dress or casual shirts
- (3) Pullover sweaters
- (1) Pair good walking shoes
- (1) Dress shoes
- (1) Pair winter boots
- (2) Pair sporty shoes (tennis or jogging)
- (1) Winter coat

Keep an eye on glasses this year

(continued from page 4)
as tinted lenses, help with the light-sensitive eyes. They can

also slightly alter or enhance normal eye color. Cosmetic lenses change the

color of eyes completely. They can also mask a scar or eye injury.

In the experimental stage, there is a hard lens that reshapes the cornea of the eye by applying pressure to it. The treatment usually takes up to two years and is used to overcome severe nearsightedness.

Cleaning of hard lenses is simple. Clean daily with cleansing solution, water-rinse and store in the storing solution.

Soft lenses may be cleaned two ways. One is with a heating unit every day. They are then stored in saline solution. Soft lenses can also be cleaned daily with special chemical solutions.

Contact lenses can be very handy for the athlete and for those who prefer the look. They, along with glasses, may usually be bought through an eyedoctor.

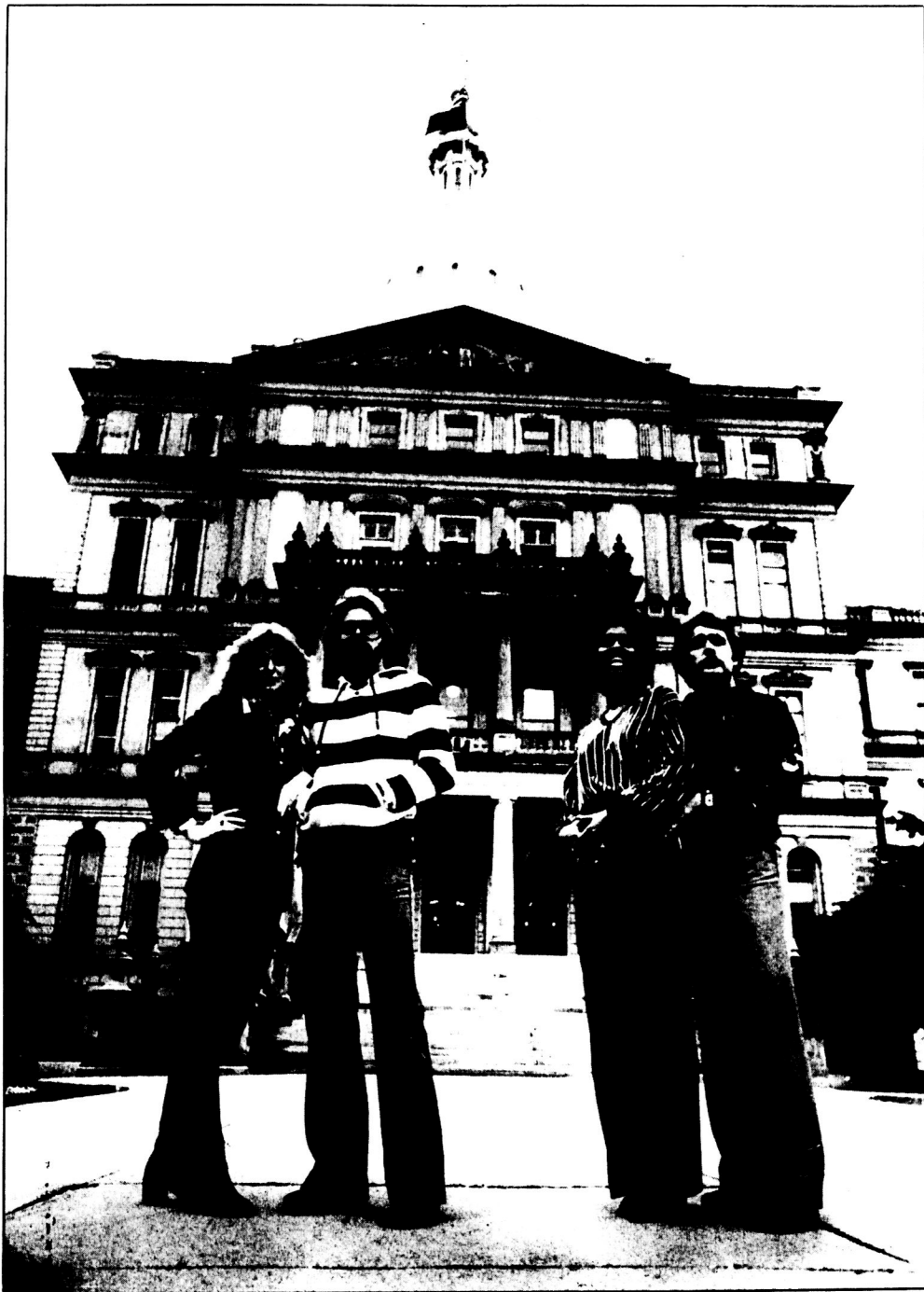
... the perilous journey

(continued from page 12)

just plain DUMB and have been shown (scientifically!) to be inferior to the people on TV and at the discos. If they're slob, that means they gotta stay home and make cookies or watch TV or play war games or other dumb stuff. But the really neat people, the potential homecoming king or queens of LIFE ITSELF are out hangin' around together talkin' about people JUST LIKE YOU and master plans and other scary stuff. And they're so outgoing, friendly and psychically unscarred (the truth!) that RIGHT NOW they are doin' everything in their power to genetically reproduce and WIPE YOU SLOBS OUT!!

So watch out. I've already cleaned up my act, an' you better do the same. Sure, I have lapses (sometimes I don't change my socks for a while 'cause no one can see 'em), but they're PRIVATE lapses and no one knows about 'em but me. As the saying goes: don't be a fool, stay in school, dress real cool and you won't get thrown in the pool. Important words to remember by anyone's standards, certainly, now please excuse me while I go comb my hair. Some one might be lookin' at me, ya know?

We Want Your Fashion Vote!



**MR. B'S
WEARHOUSE**

EAST LANSING

KALAMAZOO

529 E. GRAND RIVER, E. LANSING

New hrs.

Mon.-Fri. 10-9

Sat. 10-6 Sun. 12-5

NEXT TO BAGEL-FRAGEL

**HIGH FASHIONABLE
STYLES AT
AFFORDABLE PRICES.**

GUYS & DOLLS

Professional Styling for Men & Women

We're Upstairs

over Sams, Abbott & Grand River, East Lansing

Phone (517) 332-2416



Where we bring out
the natural you!

**VILLAGE
GREEN**

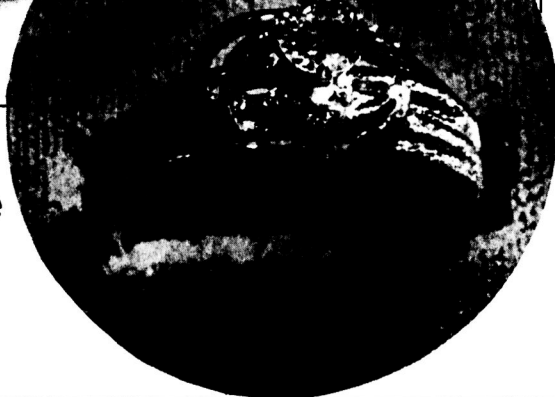
MERIDIAN MALL
349 1850



**A moment only a
diamond can capture**



**For your precious moments
Frاندor Shopping Center**



WEARING FAVORITE TONE CAN BE COMFORTING

Colors reveal character, mood

By C.J. BODART

Pity those unfortunates who live in nudist camps! Because they choose to cavort about unclothed, they are missing out on an important form of human expression — clothes, believe it or not!

People reveal their emotions

like a lightbulb. It's just too bright."

Brightly-colored clothes usually signify that the wearer feels excited, adventurous and outgoing. Students said when they wore red, they felt "happy," "bold" and "like I stand out." One student said he

to keep up with their neighbors and to belong to fashionable churches and clubs.

Most students expressed a strong dislike for orange, and said they would never wear it. This marked dislike for orange is not uncommon, according to Birren. "Orange is a color which many people dislike," he said, "and they will tell you so in a definite way. Orange ranks low in the color preference polls and among women it is at the bottom of the list." Birren also said a dislike for orange betrays a dislike of the qualities which it symbolizes: false openheartedness, intimacy and merry-making.

Yellow usually produced feelings similar to orange, with students calling it "disquieting" and "nerve-wracking." Kevin Vergauwen, a sophomore, said yellow makes him think about golf because, "I have a pair of yellow pants I wear golfing. They go well with the green grass."

Black was the only color which resulted in a complete division of the sexes. Every male interviewed said black clothes would make him feel depressed, while the females felt black clothes were "sexy," "slinky" and "sophisticated."

Brown made many students feel "calm" and "relaxed;

settled down." "I feel my most comfortable in brown," said junior Scott Townsend. "For my first impression, I like people who dress in shades of brown."

Purple was not a favored color for clothes. Students called it "gaudy" and "awkward." Mike Kotter said "You wouldn't get me near purple, unless it was in a very small amount, like a scarf."

Most people agreed the color of other's clothing affected their view of that person to some extent, but not as frequently as the color of their own clothes influenced their own emotions.

Every male interviewed said black clothes would make him feel depressed, while the females felt black clothes were "sexy."

and make a strong personality statement through the color of their clothes. "My colors reflect my mood," said Marilyn Albert, an MSU junior. "I never pick a color to cheer me up."

Many students have a favorite color and most said wearing their particular color made them feel comfortable and at ease. Ellen Champion, a sophomore, said she wore her favorite color, baby blue, "as often as I can without wearing it every day. It makes me feel content and secure." Students who choose red as their favorite color, however, said they didn't often wear clothes that color. Those who liked red but did not wear it echoed the thoughts of sophomore Mike Kotter, who said wearing it "makes me feel

was forbidden to wear red, along with purple or gold, because he was pledging to a fraternity.

Blue clothing tended to result from moods that were "thoughtful," "at ease," "ordinary" or "casual and dressed down," according to students. Faber Birren, in his book *Color in Your World*, said blue may be effective as a tranquilizing color for those suffering tension and anxiety. He stated, "There is a greater feeling of well-being, greater calm and more pleasant ideation with blue. . ."

Green is usually worn when one feels "withdrawn," "depressed" or "down to earth." Birren said green is the favored color of the upper-middle class. People who wear this color like

T-shirts still in demand

Will T-shirts never lose their popularity? They're inexpensive, easy to wash and everybody wears them. What else could you ask for?

T-shirts purchased around the Lansing area range in price from \$3.10 to \$10. The price depends on the type of shirt, what is printed on the shirt, the type of material and, in some cases, the amount of shirts purchased.

T-shirts come in capped as well as football length sleeves. They have round or V-neck collars. And they come in a rainbow of colors. The material usually is 100 percent cotton, 50

percent cotton and 50 percent polyester or 100 percent nylon mesh.

Names of groups or nicknames are often silk screened on the back of T-shirts. Designs and numbers are also often seen.

This year burgundy and maroon seem to be big. So are cartoon characters. A lot of groups seem to be designing their own artwork for their shirts, adding a special touch of individuality.

Some area stores carrying T-shirts are C and O T-shirts, Sports Lettering, Van Dervoets, Capital Shirts and the MSU Bookstore.



Diet Delite

Goodbye Boring Diets; Hello Diet Delite
Now featuring *Weight Watchers Frozen Treats!*

4986 Northwind Dr. E.L.
(across from Tom's Party Store)

Hours: M-F 10-8 pm
Sat. 10-5 pm



Thank-You Weight Watchers



**YOUR THIS CLOSE
TO LOSING WEIGHT**

East Lansing

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

E. Saginaw Capital Savings & Loan
250 E. Saginaw
Mon. 7:00 p.m.

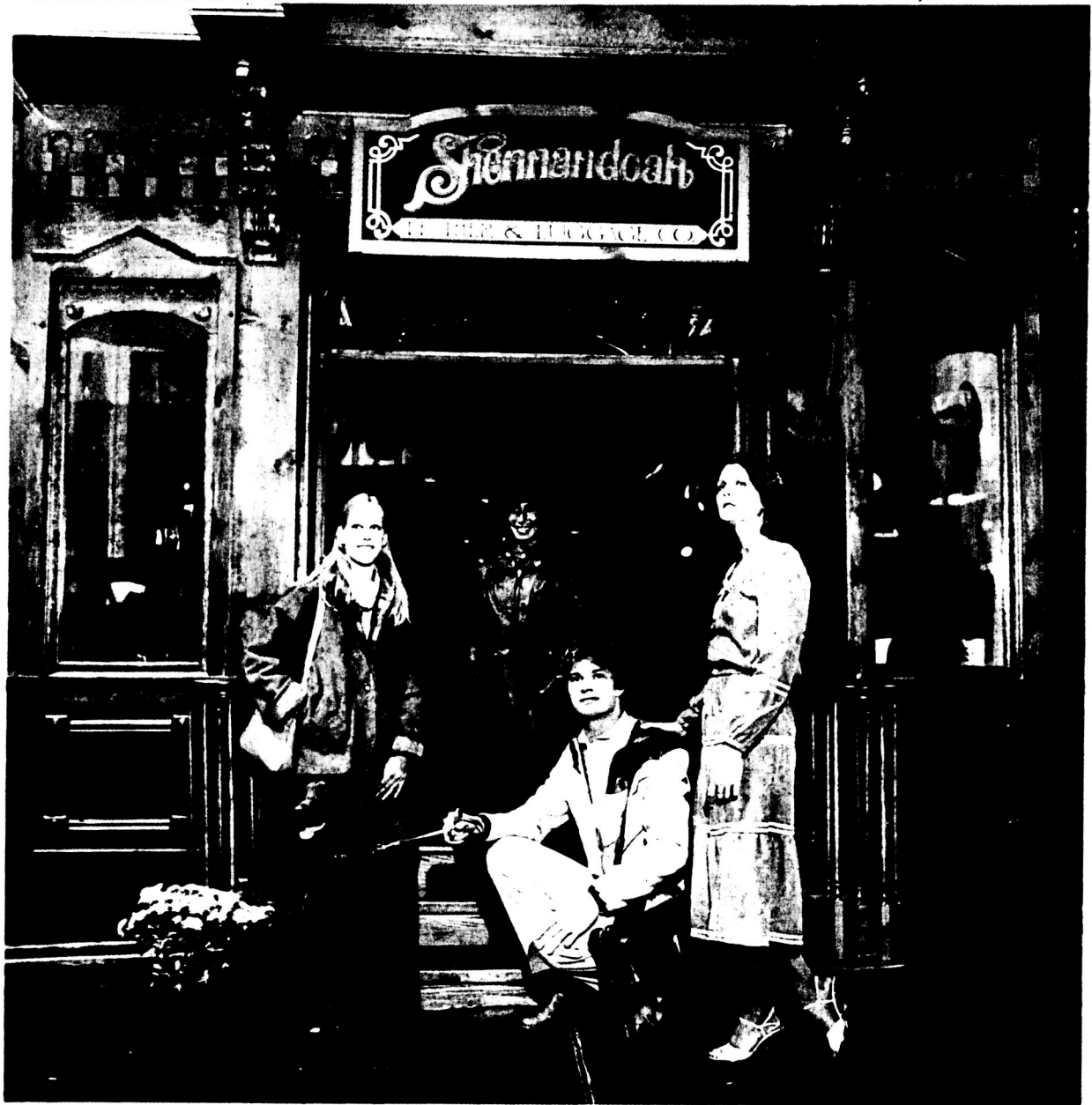
Okemos

Capital Savings & Loan
2119 Hamilton Rd.
Tues. 9:00 p.m.

Okemos Community Church
4734 N. Okemos Rd.
Mon. 10:00 a.m.

Meridian Mall, Knapp's
Community Room
Tues. 1:00 p.m., 7:00 p.m. -2nd floor
Wed. 7:00 p.m.

WEIGHT WATCHERS AND  ARE REGISTERED TRADEMARKS OF WEIGHT WATCHERS INTERNATIONAL, INC., MANHASSET, N.Y. - WEIGHT WATCHERS INTERNATIONAL, 1978



Shennandoah
LEATHER & LUGGAGE CO.