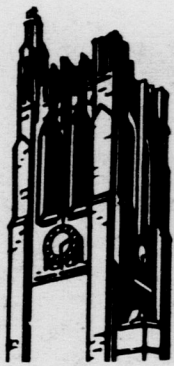


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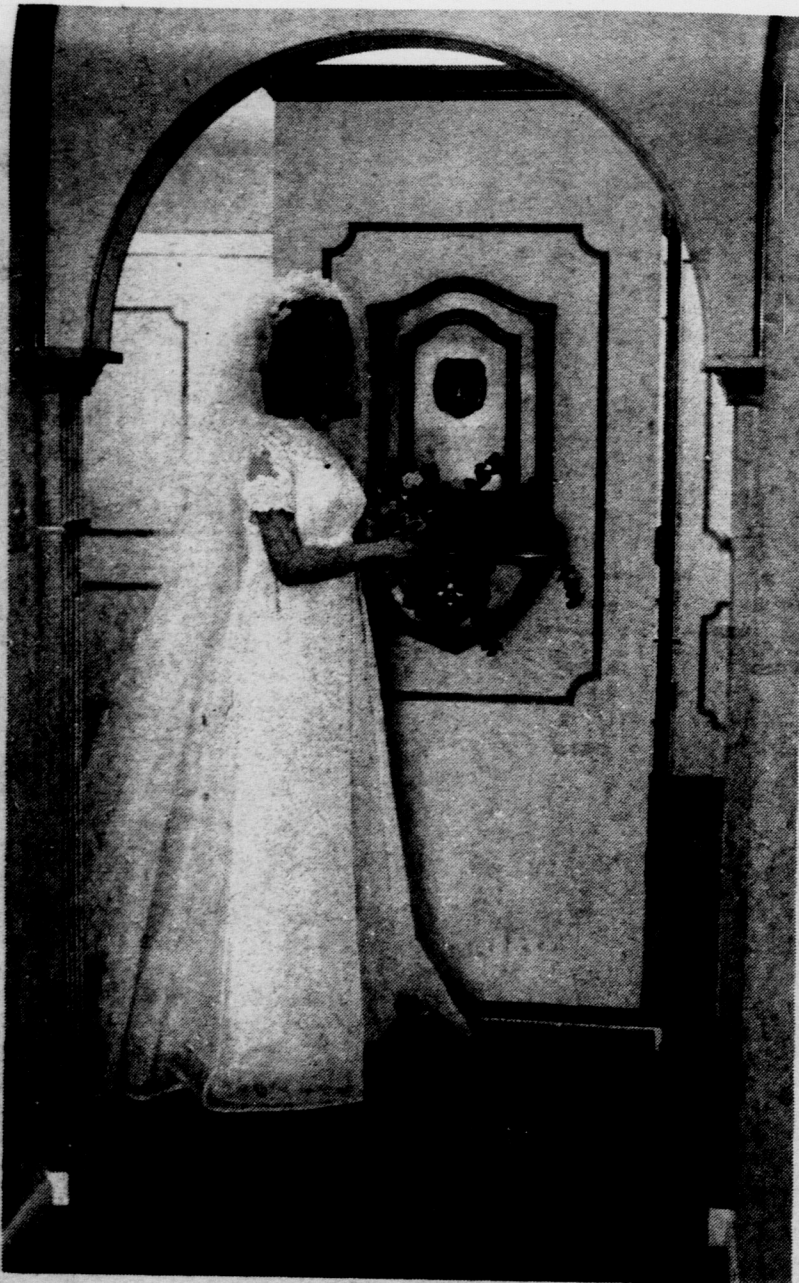
STATE NEWS

East Lansing, Michigan

Friday, March 6, 1970



Spring Fashion '70



An old favorite

While many brides are choosing creams, pastels and ivory, the long white wedding gown remains a favorite.

COLOR, SLEEVES IN

Word is 'change' for bridal fashion

There are exciting new changes in wedding fashions for 1970 Spring and Summer brides. Color is big news in wedding gowns. There is lavish use of pastel colored waistbands and bows, pull through ribbon detailing and ribbon trim at the neck and hemline. The popular colors for 1970 are pastel pink, blue, mint and yellow. Another innovation is the use of blush pastel colors for the underskirt which is covered with white lace.

The East Lansing Brides Showcase reports MSU coeds are asking more this season for ivory wedding gowns, with emphasis on the candlelight shade. Mrs. Heintzleman, regional fashion director for Brides Showcase, reported engaged girls from MSU are buying more mantillas than ever before. The Juliet cap and short mantilla are also in demand.

In design, sleeves are the biggest news. The full bishop and Juliet sleeves are most popular; closely followed by the leg o'mutton, lantern and short puff sleeves. These sleeves generally call for a high neckline

with Victorian collars, high sabrinas, cowls and scalloped jewel necks. The Victorian and old fashioned look is in high favor. However, Brides Showcase reports brides in this area are still demanding the traditional pointed sleeves.

Silhouettes are not dramatically different for spring and summer. The empire is here to stay, and the high-rise waist and princess line are in.

Fabrics for wedding gowns show a change this season. The East Lansing Brides Showcase is displaying gowns made of silk-faced organza, satapeau, angelskin peau and dotted swiss. Sheer organza is still the favorite for spring and summer. Heavier laces are being used, such as Venise. Schiffli embroidery is much seen, peau d'ange is popular, and more expensive gowns still feature alencon lace.

There has also been a revolution in attendant's gowns. Brides Showcase reports demand from coeds for the new colorful prints and gingham checks.

Besides the traditional pastel chiffon bridesmaid's gowns, bridal salons are selling darker colors, such as navy and brown. Many attendant's dresses are being made to match specific wedding gowns. Especially popular is a Southern belle full chiffon skirted dress which coordinates with a picture hat and matching parasol. Bow streamer headpieces and Juliet caps are being shown for attendants. Bridesmaids are asking for longer veils this season.

Youth's fashions challenge taboos

To Philippe Heim, of Paris, the death of old taboos is the reason for the current dress and costume explosion. He says teenagers, especially, have used fashion as a weapon to break traditions, and "mass media have spread the word and hastened their acceptance."

For the first few years of the 1970s, he feels youth will continue to dominate fashion.

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Shoes live for leather

The upcoming Seventies sees a broad and beautiful range of leather shoes for the feminine foot, starting with his spring's fashions. The span of styles runs from the most revealing to high-riding or wrapped wilhouettes.

New leather shoes have opened up - at heel, sides, and top - to complement the free fluid lines of many of the new fashions, report Leather Industries of America.

Concurrently, pantsuits, midis and maxis call for footwear with a more covered look. Designers, therefore, have come up with new collections which satisfy a variety of needs and tastes.

As for leathers afoot for

spring '70, the textures most likely to lead the way are the smooth, grained, suede, waxy, glove and genuine patent leathers - followed by embossed, brushed, lustre.

Definitely "with it" as the decade begins are leather sandals - sandals for street wear, the suburbs or country, pool-side and patio.

The citified sandal is itself a split in style feeling between urban casualness and a sort of light-footed elegance. The city-casual look is achieved through use of the waxy, glove, grained and brushed leathers, set off with western fringe, perfs, brass or trapunto.

Sleeker sandals -- in clear and crushed patent, smooth, suede and embossed leathers -- may use no trim at all or sport a touch of quilting, shirring or a bit of gold. Platform soles appear on both

types, and heels are now higher, still thick.

In a clearly "countryish" mood are sandals trimmed with heavy stitching, the boldest brass and perforations, and low to mid-high "clunky" heels.

Solid wardrobe built with slacks

Want to relax?

With warm, beautiful days ahead, even the man who believes in taking it easy on weekends wants to do it in style.

For him, slacks are probably the basis of building a solid wardrobe. This year a man can have his pick of flared slacks, bell bottoms or stovepipes in almost any color, according to the Men's Fashion Assn.

The newest "in" slacks are cuffed - usually three to four inches - and feature high waists, unlike the hip hugger version popular in the past few seasons.

Slacks also come in a multitude of patterns. The man who wants to look a little different might try wide-track

stripes, tapestry prints or animal patterns.

Patterns are also big news in sport shirts. A favorite pattern, continuing a trend started last fall, is the art deco look, a consistent repetition of a geometric pattern.

Tie-dye and acid-dye patterns are also making a big hit. These processes are simple: shirts are tied in knots, dipped in dye, and a very unusual streaked pattern results.

Many of these shirts have a real one-of-a-kind Rorschach-test look.

Another unusual sloppy shirt that's catching on rapidly, especially with the young, is the tank top. Most popular styles are the skinny ribbed and belted.

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by

Trampeze



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Pants offer fashion variety

Pants are no longer something you slip into after classes or wear for grubbing down Grand River. They're a 24-hour thing now.

For that late snack there are

frank little polo shirts nipped into bell bottom blue jeans.

For the between-classes look rumpled jeans and tired slacks are out. Only pants with go are in. The smart outdoor-

weather pants suit consists of durable cotton or denim pants worn with a matching trench coat complete with military brass.

Tunics popular

Another fashion flash that's sweeping the male and female fashion world is wide-legged pants with a matching long lean tunic. The tunic may be either sleeveless and worn with a fresh sleeved shirt and loops of thin chains around the neck or may be bloused and nipped in at the waist by a matching belt.

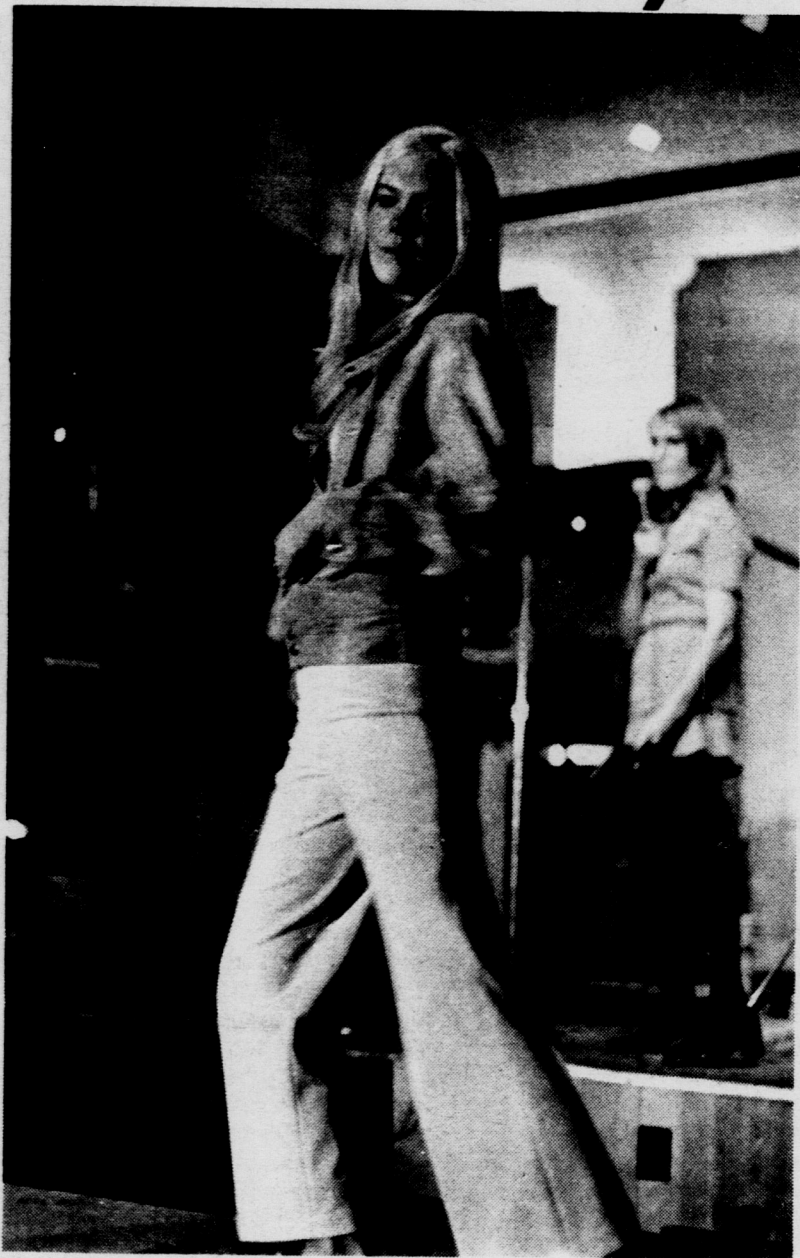
Fashion 1970 knows no color or pattern clashes. Kick off with elephant-leg pants with a woven plaid, sash or a striped scarf at the waist and finish with a striped voile shirt.

Both sexes are donning flowered ruffled shifts with matching flowered, flared leg pants for a more formal affair. Women leave the men behind though when they go to flowing pant dresses.

Umbrella culottes pleated by the mile, float beneath a sheer dotted voile tie-on shirt. These same flowing pants get even more romantic with a switch of the shirt to an airy midriff soft blouse.

Packable pants

Pants are not only some of the most wearable clothing to swing through spring in, they are also the most packable. The soft packables go in and out of a suitcase a dozen times without losing their good looks. One soft packable is a pair of travel pants suited in a neat khaki-colored jacket and slicked with a black patent chain belt. Dacron and cotton make for soft packables for weekends away from school.



The lean and leggy look

These bell bottom slacks, lean and leggy look. tight at the thigh and wide at the ankles, give this coed a

Photo by Terry Luke

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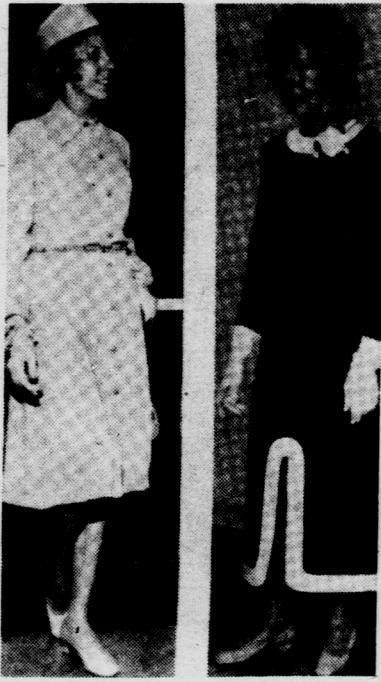
211 EVERGREEN
Behind the old
Gibson Bookstore

High fashion is originality among coeds

Every girl needs a Rudi Gernreich Original, right? Well, if she does, she can now pick one up, believe it or not, in East Lansing. Paraphernalia has begun to stock his casual wear, along with many other designer's fashions in recognition of the coed's new desire for high fashion. Don Miles, the owner of the East Lansing store, sees a definite market for the type of coordinate that can graduate to bigger things when the owner leaves the campus.

Today's coed, he feels, can wear practically anything and still be "in fashion" — a highly relative concept. Although much of the industry still tries to label one look as "now," today's trend is toward individualism. The same basic dress can have a hundred different looks through accessories, and Miles reports sales are high for jewelry and the now fashion classic, the scarf. His East Lansing store sells a lot of body jewelry, which is made to be worn with soft jersey knits. Knits have become the darling of fashion, their comfort and wearability making them favorites for today's action age. Bright new vinyls, many dry cleanable, have also hit the market big for spring.

You can bare everything or nothing this season, depending on your acceptance or rejection of the midi-maxi trends. Pants are coming on strong under everything from tunics to dresses, with many new, inexpensive lines to choose from. Miles



No knees in '70

Mme. Claude Pompidou wore the newest Paris fashions, the longuette, during her White House visit. AP Wirephoto

Mme. Pompidou fashions attract attention in U.S.

When French President George Pompidou and his wife visited the United States, many people had their eye on Mme. Claude Pompidou's skirts.

They came down to the middle of her calf.

During her first day in Washington, Mme. Pompidou wore four of the new French fashion design in women's clothes, the French Longuette.

The new look, emphasized at the Paris Show in January, is midi length, a mid-calf style reminiscent of the mid 1950s.

American designers were delighted to see Mme. Pompidou's new wardrobe. Women's Wear Daily, fashion's trade newspaper, has been advocating The Long Look for American women, while the fashion industry has been

playing a tug-of-war with American women's skirt lengths.

"this new long style," and his wife added that hemlines of the earlier years had always been her favorites.

Mme. Pompidou, who has a slim 5'9" figure, is known to prefer miniskirts, riding habits and pantsuits. She admitted to reporters that this was the first time she had worn a longuette.

President Pompidou also seemed to approve of his wife's new fashions. "I have known the era of long dresses, and I believe they added a touch of mystery to love."

President Nixon said he liked

Men's 'now' fashions feature tunics, leather

By MICHELE COLLET

The newest looks for men this spring are the tunic suit, belted jackets and leather — anything (with vinyl a strong second) in the outerwear field. The midi-coat appears too, mostly in rainwear.

This revolution in men's clothing has made the Male Shop one of East Lansing's most successful enterprises. According to its owner, William Miles, the menswear business has been phenomenal, especially the last few years. Previously aghast looks have been replaced by a growing acceptance of the now classic Edwardian look. The same faddish exaggeration that has faded from the women's lines has left modified flares, smooth fitting lines, and richer colors for today's male to choose from.

Levi's and T-shirts will definitely be around this spring, but the fashion conscious male will take advantage of his new freedom in selecting a wardrobe to meet the 70's.



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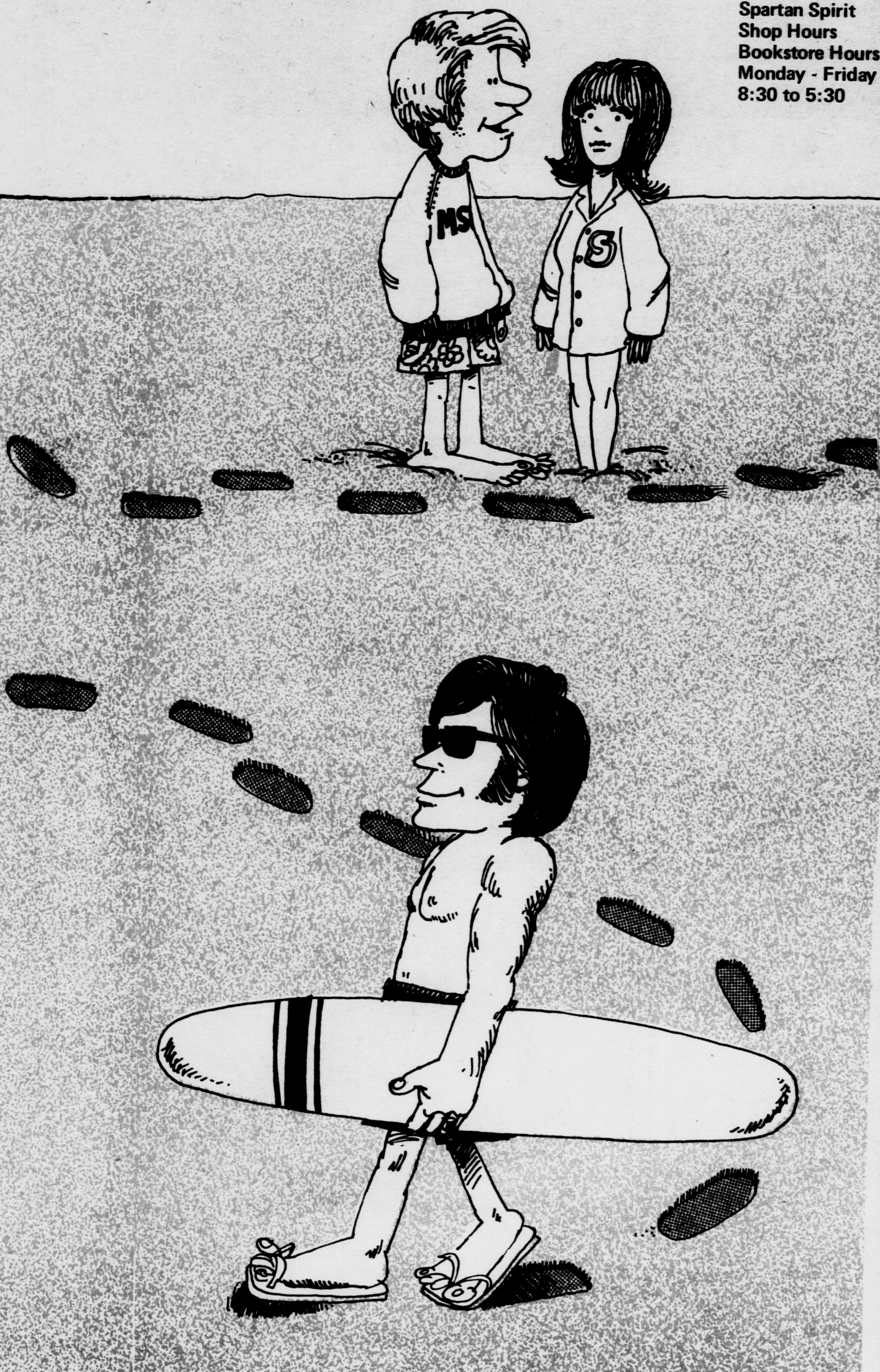


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FORMER DESIGNER

Weitz becomes novel writer

NEW YORK (AP) - "I've always been a clothes designer who does other things," John Weitz said, in regard to his reputation for such pastimes as auto racing and sailing.

Weitz' newest "other thing" is writing. He has finished his first novel - publication date April - and is halfway through his second.

"I love to tell stories and that's the reason I wrote the book," he said in an interview Tuesday.

Weitz, a former designer of women's sportswear, is known for a line of men's suits, shirts, ties, socks and casual clothes that are fashionable without being flashy.

Pacing around his office in a brownstone in Manhattan's West 50's, he explained that his novel "is about a designer beginning his career towards the end of the war on the Seventh Avenue of those days."

The book, "The Value of Nothing," includes all the standard fashion themes - homosexuality, the make - or - break editor, and the garment center attitudes. But Weitz

insists it is not simply a thinly disguised story about real people.

"I don't recognize anyone," he said, adding that John Steinbeck - "my boating neighbor and adored friend" - said "I'd be inventing people because I know nobody. He was right."

Weitz is not worried about criticism of the book's explicit sex scenes.

"I'm 47. I've lived a long time and seen a lot of things, including sex. Let them criticize me. I didn't need a book to make a lot of money."

Weitz said he did need a book for personal satisfaction.

"Clothes design is a marvelous craft," he said, "but it left me dissatisfied. I wanted to find out what I was doing so people began to interest me because clothes are a part of people. The beings inside the clothes I made were more important than the clothes."

Weitz is married to actress Susan Kohner. They have four children, between the ages of 21 years to 16 weeks. Two are from a previous marriage.

New look in leather: soft, light, drapable

Leather, that old softy, has come up with a new look in apparel this spring. These leather fashions are cloud - light, drapable as jersey yet crisp and clean - lined when that effect is desired.

Spring '70 is a soft season for fashion, and leather has focused on that feeling. Whatever the costume - a suit, coat, set of separates - leather is supple, never limp.

In American garment leathers, the choice includes smooth, suede, antiqued, split cowhide, pigskin, printed, real patent and "wet look" leathers.

Today's leather suit picture naturally includes the pantsuit, fetching in any leather. Newest silhouettes stress the longer jacket, tunic or vest over flared or straight - leg pants, mostly the latter.

In terms of trim, leather pantsuits display contrasting color borders and belts, novelty buttons, bits of hardware, and stitching.

Skirted suits, like pantsuits, get an extra life in leather. Again, jackets are long for the most part, but some do cut off at waist or hip - top.

In style, jackets may be a soft loose cardigan, blazer, figure - molding double - breasted type, Eisenhower or riding jacket.

Dressing up

For late day and theatre wear, leather suits go dressing with jewel trim, gold buttons, silk braid and other elegant touches.

For fashion's latest look, there are leather dresses. Silky - soft leathers have been made into body - clinging chemises, side - wraps and smart A-lines.

Smooth leathers are used, as well as supple sueded and new see - through mesh - suede leathers.

Though styled with

simplicity, dresses often sport additional detailing such as laced ties, fringe, big collars, fagoting, and strippings overlaid in another color or leather.

Lean leather jumpers are suitable to wear with or without shirt or blouse.

In the decidedly dressy division, there are bewitching leather gowns, short or long, with ornate jewelry, fancy embroidery or passementerie.

Coats lightly shaped to the figure, or lashed in with sash or belt, utilize a line - up of leathers: smooth, suede, antiqued, split cowhide, pig and others.

Collar treatment, side closings, double - tiered sleeves, bold stitching and hardware set off the leather texture. Lengths go mini and midi, but rarely maxi for spring.

- Adding colors

Many new leather coats are duo - toned. Second color may appear at collar, belt, pocket or border hem, or the coat may be two colors top and bottom.

Leather separates include jackets, pants, skirts, vests, culottes and tops of all types.

The leather jacket may be a versatile sports coat, tailored riding jacket or blazer, car coat, long low - belted jacket, safari style or any number of others.

The wild, wild vest is on view in long and short versions - buckled, belted, buttoned - brass - trimmed or fringed.

Whether a skirt is yoked, A-line, wrapped, gored, gathered, mini, midi or maxi, leather has it.

Leather pants also offer several looks: jean types, braid - trimmed flared or straight - leg, brass - studded.

For an all - leather team of separates, a leather shell, overblouse, shirt or jacket may be added.

Wigs complete fashion set

By PATRICIA O'BRIEN

The fashion panorama of 1970 stresses the youthful, natural look. But, if a girl's hair doesn't fit the picture, the greatest outfits will look blah. Hairpieces, the hottest fashion item yet, solve this dilemma by allowing a girl to switch her hair to fit her mood.

There is not one hairpiece for every occasion. The basic wig wardrobe, which will last a lifetime, consists of a fall, a wiglet, a synthetic and human hair wig. A wig wardrobe can be bought for one hundred dollars, according to Mrs. Carol Peterson, co-owner of Elegante Wiggery.

"The term 'wig wardrobe' once thought of as a sales

gimmick, is very quickly becoming a reality, as evidenced by the one half billion dollars spent on wigs in the United States last year," Mrs. Peterson said.

Selection of a wig is a very individual matter. Personal choice determines whether the style will be a human hair or synthetic wig.

Synthetic wigs have many advantages. They are wash 'n wear, sun - resistant, require no setting, will not wilt or droop in humidity and retain color. They are also heat resistant unless exposed to direct heat.

If synthetics are worn near an open oven of 150 degrees Fahrenheit, for example, the fiber melts, the hair frizzes and the curl comes out.

Synthetics have disadvantages too. They can not be combed when wet, or the curl is lost. Teasing does not hold as long as human hair wigs because the fiber tends to be sticky.

Perhaps the main difficulty with synthetics, Mrs. Jennifer Corsaut, also co-owner of the wig shop, said is the sheen. "Although in the last six months manufacturers have perfected synthetics greatly and are continuing to perfect them, there is still a slight glossy shine to the hair."

Price is often the main consideration when buying a wig. The popular misconception is that the initial price of synthetics is less than human hairpieces, while in fact there often is only a five dollar difference in some styles.

"In the last three years the quality of human hair goods has



Do what you want to do

Now you can do whatever you want with your hair, with the help of synthetic or human hair wigs, wiglets and falls.

State News Photo by Carl Welt

Rome designer predicts change in design, fabric

Alberto Fabiani, of Rome, participating in a Montgomery Ward Designer "speak - in," said people are living in a time of intense conflicts; new forces, new dangers, new voices clamoring for attention.

"There seems to be no single direction," he said. "Meaningless and tasteless fads rise to sudden popularity, and just as suddenly die."

We now sense a change...reaction toward opulence of design and fabric, balanced by restraint and a severe line."

consistently improved, while the price has consistently decreased," Mrs. Peterson said. "I think this is a rather unique feature today. No longer does a woman have to spend one hundred dollars for a good wig, as many think."

Some styles look best in synthetic wigs. The London, Greek Boy and Little Boy Looks, are worn close to the head and require little styling. This contrasts with a human hair wig which can take any style and hold it for a minimum of three to six months. A synthetic will hold the curl, but not the style.

Mrs. Peterson stressed that since styling is the most important aspect in a human hair wig, it should be bought where styling is offered. "Anyone can wear a human hair wig and look good," she said. "The combing ability of the owner determines the look."

The main difference between the two types of wigs, Mrs. Corsaut noted, is that "when you buy a synthetic wig you buy the hair style, and when you buy a human hair wig you buy the construction that will do the style you want it to do."

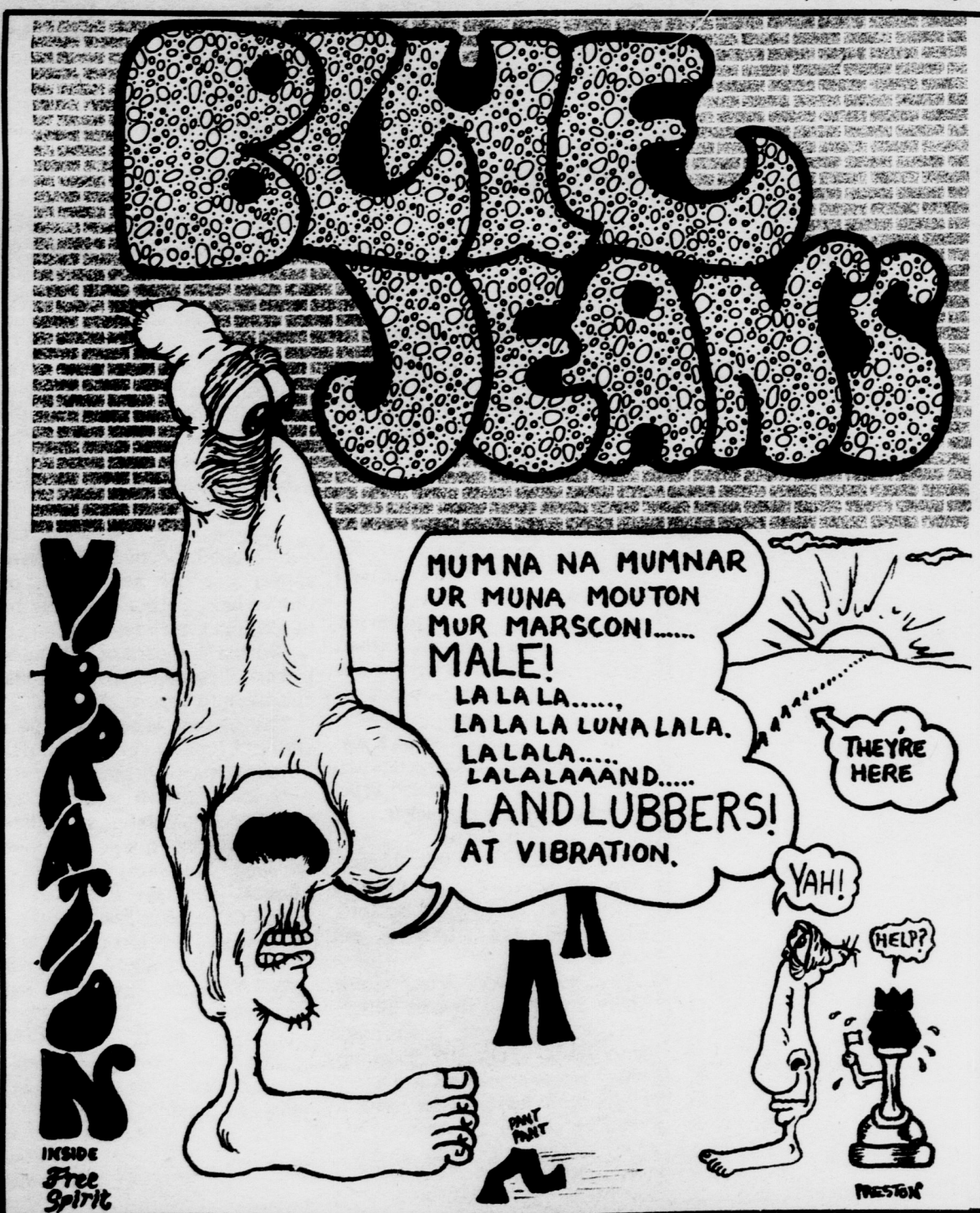
The owners both think that "synthetic wigs are a phenomena in the United States today. Every woman wants a synthetic wig because of the easy care, but often because they do not realize the disadvantages."

A synthetic wig will always have a place in the wig wardrobe, but it is not versatile as a human hair piece. If you can only buy one hairpiece, it should be human hair, because of the versatility, the co - owners said.

"Human hair will always be the Cadillac of the wig industry," Mrs. Peterson said.

"There is no need today for any girl to be caught looking a mess, because of the new Instant Hair; there is no excuse now for girls to tell their boyfriends they can't go out on five minutes notice," the co - owners said.

The total wig sales at Elegante Wiggery are split equally between synthetic and human hairpieces. The wig business is becoming so large that in 1 1/2 years of operation the shop has expanded twice.



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Fashion key: individuality

"Anything goes" describes the fashion trend of spring evening wear in 1970 where every style from men's pants to gypsy flounces pervade the "after 6" party scene.

The basic black pantsuit is a feminine version of the gentleman's tuxedo. A white ruffled shirt worn with the suit breaks the masculine lines and creates a striking contrast for the non-conformist woman.

Other versions of evening pants included flared trousers topped by a belted tunic. Very sheer fabrics make some wide-legged pants hardly distinguishable from long skirts and are most attractive when accompanied by a matching top with shirred neckline and billowing sleeves.

A certain amount of old

world influence is evident in formal and semi-formal fashions this spring. The Greek-inspired evening gown brings back the long flowing, flattering lines of the toga, fitted in the bodice by criss-crossing ribbons.

Billowing sleeves gathered at the wrist in long cuffs, and ruffle or lace trimmed gowns are reminiscent of the Victorian era when fashions reached the

height of femininity.

The Spanish tradition has infiltrated the fashion world this year with the jeweled bolero. This short, unbuttoned version of the vest can be worn with evening pants, long full skirts and even over gowns.

Some designers have been struck by wild and wandering inclinations which brought gypsy styles to the pages of high fashion magazines. Full,

flounced and boldly colored skirts enhance a carefree spirit, while fringed shawls ward off the chills of a spring evening.

The antithesis of Old World fashions is rising in popularity this year also. Bare backs, bare shoulders, bare midriffs, and waist plunging necklines are a bold step in evening fashions.

Women who are not quite ready for this daring look can approximate it in gowns with

sheer lace panels or chiffon for a slightly modest cover-up.

The spring fashion fabrics include crepe, printed silk, chiffon, lace and organdy. These are flounced, tiered, gathered, ruffled and even "petaled" on mini-gowns for a full flowered effect.

The fashion key in evening wear this year is individuality and variety. You can "do your own thing" in style.

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Travel clothes should be both functional and fashionable.

Shapes must be easy, natural and unconfined. Can you imagine a woman wearing a skirt so tight she barely could take a step, jumping from stone to stone or climbing old winding staircases to see a 200-year-old fortress?

But comfort in fashion needn't mean a sacrifice of femininity.

To be chic and pretty in spring, 1970, is to be fresh, carefree, and lovely. The bright colors and subtle dealings of Irish linen dresses make them natural for rolling in nostalgia among old ruins, forts and bazaars of bygone eras - either on the auld sod or on soil closer to home. Their soft simplicity won't trip you up in any port.



The long look

The long scarf and the floor length tunic top are the new look for spring.

Photo by Terry Luke

ANOTHER GRAND OPENING ANOTHER GREAT SHOW

THIS TICKET GOOD FOR -

SPRING FASHION PREVIEW

INFORMAL MODELING throughout the Mall

REFRESHMENTS ENTERTAINMENT Phi Mu Alpha

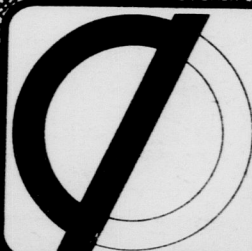
Lazy Ensemble

Conn Theatre Organ

The Razzbury Jam

Special Appearances by

The Three Bears



**MERIDIAN
MALL**
SHOPPING CENTER
East Grand River
and Marsh Road

**SATURDAY,
MARCH 7
1:00 - 4:00 P.M.**

Maxi-coat wearers overcome problems

By ROSANNE BAIME
State News Staff Writer

This has been the winter of the maxi.

Last fall, fashion's back seat drivers started speculating on problems women would face when they got past the clothing store mirror in their full-length fashions.

Disaster was predicted for women as they tried to cope with stairways, escalators, mud puddles and a host of other obstacles. Stores instituted warnings to all escalator-boarders to beware of maxi-coats. Dry cleaners across the country smiled at the prospect

of low hemline cleaning profits.

As the winter ends, maxi-wearers express their satisfaction with the experience. Some have had problems with getting on and off busses. Others have found that, instead of keeping the cold air away from their legs, maxis work to trap gusts of wind inside them.

For the most part, however, maxi-wearers have been satisfied.

Many have found the convertible maxi the best kind of compromise. A regular length coat with a zip-on maxi band gives wearers the convenience of having a maxi fashion that can be converted back to skirt length at the drop of a mud puddle.

One girl, with a full maxi coat, found a way to beat the dirt problem.

"A guy I know advised me to spray the bottom of the coat with Scotch-Gard. I did, and I haven't had any problem at all. Everything just rolls off. The inside is a little dirty but I don't mind that."

So with a little ingenuity, some caution and a healthy dose of Scotch-Gard, maxi-problems have been met.

The result - a new experience for wearers.

One satisfied wearer said that maxi coats make going outside in the winter an enjoyable experience. "They make me feel more feminine."



Winter warmth

This coed kept warm this winter in her maxi-coat and long woolen scarf.
Photo by Terry Luke

Don't Join the Easter Parade...

The simplest Easter outfit will be a headliner if you highlight it with this strikingly beautiful Flirtation combo...

5.99



...matching buckle shoe and bag in fetching crinkle patent. A Flirtation fashion first...priced for the budget conscious lass.

8.99

...Lead It.

ALLEN'S
anywhere, anytime shoes for the anyone budget!
MERIDIAN MALL

Fashion show featured at mall

Kicking off its second grand opening, Meridian Mall will hold a fashion show Saturday 1-4 p.m. throughout the mall area. The second grand opening is being held for the 20 stores which have opened since the first opening last fall.

The show will take place throughout the mall area, centering at the fountain. The clothing on exhibit will include men's, women's and children's spring fashions from all the stores.

Dogs to model

One of the attractions will be fashions modeled by the pets from Doktor's Pet Shop, such as coats and boots for dogs.

The Meridian merchants will also sponsor continuous entertainment with a Conn theater organ, the Phi Mu Alpha jazz ensemble from MSU and the Raspberry Jam rock group.

Neumode

OPAQUE PANTY HOSE

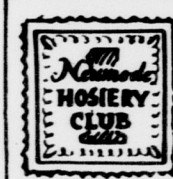
Stretch opaques in a riot of high-fashion colors!

\$1.95 pair

AGILON PANTY HOSE \$2.50
luxurious, clinging fit...with nude heel.

"TUMBLER" PANTY HOSE \$1.19
superb fit, you'll be amazed! Nude heel.

RUNLESS Cantece II \$1.95
Panty Hose. Slightly stretchy sheer elegance.



SAVE ON HOSIERY!
Ask about the Neumode HOSIERY STAMP CLUB and how to save on hosiery.

Neumode Hosiery Shop

MERIDIAN MALL - LANSING MALL - DOWNTOWN LANSING

Sunglasses come on bold

Huge sunglasses in aviator and outer space goggle styles will be the fashion accessory with trouser suits, midi coats, shiny vinyls and clingy jumpsuits this spring.

The 1960's saw every woman looking for shameless flattery from sunglasses; stock dozens of pairs and wear them in snow and at the beach. But the 1970's are revolutionizing the sunglass look.

Renauld, a very with-it firm who is introducing a collection of aviator and outer space goggle styles, calls one new part of the line Aluminaries.

They provide smashing wrap-around looks and giant oblongs made from practically weightless aluminum in such colors as gold, bronze, satin black and silvery

gloss gunmetal with lens in as many shades as eyeshadows.

Aviator styles

Besides Aluminaries, there are gleaming chrome - finished frames wrapping up aviator shapes with lots of see-through glass.

"Sun Valley", named after the resort, has complete wrap around vision. "Grand Prix" is

made from shimmery chrome with cutout circles at the temple.

If warm metals are more flattering to your complexion, the chrome number also comes in gold, perhaps with apricot blue or brunal lens.

Indy 500

Another goggle which can be worn by men or women is "Indy 500" in gold or silver metal or gleaming tortoise.

While there are still lots of round lens, octagonal and squared designs in the line, the new mood is to bigger and bolder shapes.

For astrology devotees, Renauld is including in their flattery program the selection of glasses according to one's zodiac sign. The firm's experts are giving away a free booklet entitled "How to Chart Your Sunsign Horoscope."

Weatherman thwarts springtime wardrobes

As winter term once again witnesses its inevitable death, final exams are remembered only as a regrettable experience. Books suddenly are forgotten, and rest peacefully gathering dust.

Students begin collecting winter sweaters, vests, slacks, skirts, suits and dresses to be taken home and packed away for another year.

During spring break, the first day of spring, March 21, comes quickly. Thoughts begin to dwell on sun... warm weather... rain... flowers... clear, blue skies... love.

Students head back to school ready to tackle spring term armed with short-sleeved shirts, sleeveless knit tops, bermudas, swim suits, sandals, beach towels, sun tan lotion, cotton slacks, skirts and dresses.

Then one element enters and totally disrupts the entire scene—the weather. Somehow the weatherman just hasn't learned that after March 21 the temperatures are supposed to be above freezing, and that April is the month of showers not snow.

In early spring the weather is too cold for cotton, but too warm for wools. What's the solution? After spending three years in this predicament, even seniors are reluctant to offer advice. What they offer is basically common sense. Leave light sweaters, vest, long-sleeved blouses, knit dresses, and light wool skirts and slacks for the "in-between" weather. Then play up your clothes with scarfs and chain necklaces. Take your heavy sweaters, and heavy wool clothes home.

This isn't the best solution, but then "in-between" weather is sort of "use-your-own-judgement" or "do-your-own-thing."



Accent

Long ropes of beads, shades and a floppy hat accent this coed's culotte outfit.

Photo by Mike Beasley

Style-conscious

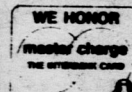
Princess Maggie dons a maxicoat

Princess Margaret is the first of the British royal women to buy a maxi coat. She chose a grey tweed one which she wears to take her two children, Lord Linley and Lady Sarah Armstrong-Jones—for walks and also to go shopping and driving.

It's a natural for Margaret. For some time, the fashion-loving princess has been choosing long-skirted dresses for private parties as well as official functions. She thinks they make her look taller. Princess Margaret always has been very conscious of the fact that she's only five feet two inches in shoes.

EAGLE LOOK 24.99

The "in" look for now with swingy, shaggy neck and beautiful cheek curls. New contoured cap for added comfort. Never needs hair dressing. Stretch madacrylic in all popular shades. Washable, wearable without setting.



the Paris Boutique

MERIDIAN MALL — OKEMOS

Also Downtown at 123 W. WASHTENAW

SMALL'S MERIDIAN MALL SPRING FASHION PREVIEW

Come in and visit our store and see the latest Spring fashions from Small's... If your style hasn't changed in the last year... Come slip into 1970! New shapes! New ideas! New Color explosions! Fashion? We got it... Fad? Forget it! turn around and let the 70's turn you on... at Small's — Downtown Lansing or Meridian Mall, Okemos.

SMALL'S DOWNTOWN STORE NOW OPEN

Come in and visit our newly redecorated store with plush new carpet, new color schemes, all new fresh Spring & Summer clothing, furnishings... Many new styles we've never had before. See them all now at Small's downtown store, 211 S. Washington Ave. — also at our Meridian Mall store in Okemos.

Small's

Hart Schaffner & Marx Hickey - Freeman

— two locations —

two eleven south washington, lansing
meridian mall, okemos



Meridian Mall Store Hours

Monday Thru Friday - 10 a.m. to 9 p.m.

Saturday - 10 a.m. - 6 p.m.



Style Shop

Fashion Show

SPRING 1970

MERIDIAN MALL
Saturday, March 7th

1 p.m. to 4 p.m.

See the new Lonquette

SWIMDRESS OFFERED

Bikinis to show next-to-nothing

Splash into this year's fashion in bathing suits that emphasize the slim figure and narrow waistline.

Most popular among East Lansing stores is the next - to - nothing bikini in vivid colors that command attention.

Ruffles, lace and cotton piping trim these "least you can wear" suits with thin straps and low bodices.

Also fashionable is the ever - popular, brightly - colored scarf tied snugly around the hipline.

New styles in the traditional one - piece swimsuit will please those not - so - daring sunbathers.

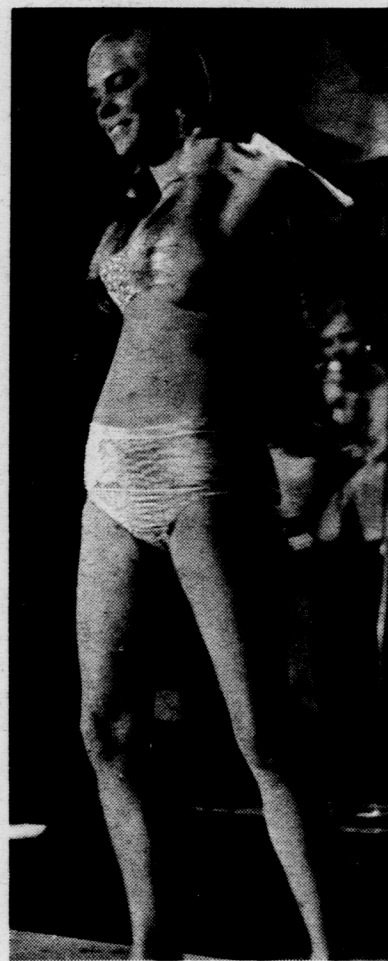
Swimknit suits of orlon feature cut - outs on the front and sides.

Op - Art

Op - art cut - outs that bare the midriff pose unique ideas in sunbathing.

Even more coverage is offered by the swimdress with scoops and scallops at the bodice and hemline. The belted bodice of these floral print cotton suits is eye - catching and comfortable.

A breakthrough in swimsuit style is the leather suit of swimable DuPont nylon. These suits look and feel like leather, but are safe for swimming and dry quickly.



Eye catcher

Whether in Acapulco or on Case Beach, this suit is guaranteed to catch lots of eyes and rays.

Photo by Terry Luke

WEBSTER MEN'S WEAR



Do your thing in our new spring collection of Bells, Flares, See-Through Shirts, and way-out fashions from Webster... Lansing & Meridian Mall

WEBSTER MEN'S WEAR

MERIDIAN MALL LANSING MALL
(Both stores open late every night)

Knits answer want ad for clothes to live in

Knits answer the fashion want ads, "Wanted: clothes I can live in!" Knits mean comfort and mobility, easy care - up top in the fashion world, too.

Fashion's yarn is clicking everywhere to put together the clothes that make the headlines this spring.

Cling's the thing for the fashion look, and knit does it. The long lines, sleek stretch fit, soft and swingy skirts and body - liner looks all go smoothly in knit.

Textured yarns give a lush hand to an otherwise simple synthetic knit - for an example, the pattern of polyester jacquard knit or the rich matte surface of a textured double knit.

Boucle is back to star in novelty knits such as bright and clashing art deco patterns.

Printed cotton knits brighten up spring for any style of fashion.

The cotton sweater knits become spring scene stealers. Not only are these ribbed and tweedy knits big in the fashion picture, they are comfortable, too.

These new knits may masquerade as something else, yet they keep the same easy care virtues as their older sisters.

For the sweater put - on, sweater knits are fashion currency this spring - the soft

touch in everything from caps and scarves to floor length gowns.

This sweater look, the cling thing, appears in the long T-shirt or tank - top dresses.

Leather fashions reflect upsurge of belts, sashes

Belts are back -- and this spring, leather has yards and yards of good looking leather belts and sashes.

Separates, pants outfits and long lean dresses all call for the smart look that a leather belt lends, notes Leather Industries of America.

Add the right belt in the right leather to a body - shirt worn with a mini - skirt, a midi tunic over pants or a "little nothing" dress, and it is instant coordination.

Most belts are now back at the waist, with a few just riding the hip. Checking widths, they run from the string belt to three and four inches, with most in the one to one - and - a - half inch category.