

spring fashion '80

For Fashion's Sake

NT TO THE STATE NEWS — THURSDAY APRIL 24 1980

Dressing like a cowboy isn't as easy as it seems

By DEB FERGUSON

Attention all Rexall rangers and rangerettes. Can you define a Coca-Cola cowboy? A soda pop kid is one who knows little of cowboy fashion.

The original purpose of the cowboy hat was to protect the cowboy from the elements. This essential piece of equipment became an indicator of luck and a form of communication.

A cowboy hat should never be set down brim first. You could lose all your luck, not to mention the shape of your brim.

Never place your hat on a bed. According to superstition, if you do this, you will be involved in an accident. Don't push your luck.

If a woman wears a cowboy's hat, it means that she will accompany him home. The cowboys from the Western states take this seriously — so watch your step, women.

According to Burt Reynolds in "Smokey and the Bandit," a cowboy takes his hat off for only one thing. I wonder what that is.

The hat has other uses. You may use it to collect bar swords, toothpicks and other paraphernalia. If there are no beer mugs handy, a good felt cowboy hat will do instead.

Eventually, your hat will lose its shape, but all is not lost. Turn the tea kettle on, reshape your hat with steam and spray it with starch. Your hat will be almost as good as new.

Cowboy boots are also an essential part of the wardrobe. They are used to protect the feet and will prevent the cowboy from getting hung-up in the stirrups.



The style of tucking one's pants in one's boots originated from the need to keep one's jeans from getting dirty. It just happened to look neat.

Last but not least, do not wear cowboy hats with tennis shoes. This may indicate that you are a Coca-Cola cowboy. Happy trails.

ROLLERSKATE RENTALS

Some like life on wheels

By NANCY COSTELLO

"If God hadn't meant for us to have wheels on our heels, he wouldn't have given us so much pavement."

Or so believe Laura Caffrey and Sue Bellingham, the co-owners of Cheapskates, a rollerskate rental operating out of the First Down sportswear shop, 127 E. Grand River Ave.

Cheapskates, opening its third season in East Lansing, is introducing the city to its second childhood.

"People do a lot of double takes," laughed Jan Hooker, an employee of Jocundry's Bookstore, 201 MAC Ave. "They'll ask for a book and I'll come

skating out from behind the counter. They'll look twice and shake their heads or say 'My God you have rollerskates on'."

"IT'S FUN," SAID Kris Babcock, another Jocundry's employee.

The rental business, however, is not doing as well as Caffrey and Bellingham had hoped. Unpredictable weather could be one of the problems.

"East Lansing is not your sunny capitol of the world," Caffrey said. "It's more popular in the south, in sunnier cities. Florida has rental places all up and down the coast."

A couple Saturdays ago when

the weather was warmer, however, they had over 200 rentals. Caffrey said their business will increase when the fad moves in from the East and West coasts. The fad originated about three years ago in Venice, California with an enterprising 23-year-old, Jeff Rosenberg.

Rosenberg apparently bought a few used pairs of rollerskates and began skating on the boardwalk by the ocean, Caffrey explained. When people saw him, they were interested in getting skates of their own and Rosenberg began his rental business.

He was the first to put skateboard wheels on roller

skates for outdoor use.

Today, Rosenberg is a millionaire and about 100 rollerskate rental shops dot the coastal strip.

By May 1, Cheapskates will be selling skates and stocking some accessories, Caffrey said. Customers will be able to order the color and style of wheels and shoelaces they want with the skates they choose.

Two of the more bizarre accessories Cheapskates will be stocking are Windskaters and Astraltunes.

A Windskater is a seven-pound, ten-foot nylon sail on an aluminum frame that a person maneuvers to virtually sail on skates.

An Astraltune is a cassette with stereophonic sound and tiny earplugs that straps to a skater's chest so he or she can listen to music and skate at the same time.

Rollerskating seems to prompt all sorts of strange activities.

"Occasionally I'll go out in costumes with my rollerskates on," said Hooker. "One time the (Jocundry's) owner's son came in with his classmates and I was sitting over in the corner in this big rabbit suit with my skates on. The kids loved it."

"It's fun and good exercise and not as hard on the knees and ankles as running is," she added.

LESA DOLL

'Cruel shoes'

"Put them on me!"

Carlo knew all arguments were useless. He knelt down before her and forced her feet into the shoes. The screams were incredible. Anna crawled over to the mirror and held her bloody feet up where she could see.

"I like them."

She paid Carlo and crawled out of the store into the street. — Steve Martin, "Cruel Shoes"

En route to one of those social extravaganzas that no one really wants to attend, I realized I had left my semi-uncomfortable, high-heeled sandals home over Easter break.

Since my bright blue Brooks running shoes would have looked slightly punk with a white skirt, I began a desperate search for a size 8, narrow-footed friend.

I finally found her, and trembling with the thought of having to enter this occasion late, I forced her shoes on my feet and struggled out the door.

The sandals, if they could qualify as sandals, gave me height I had never dreamed of. But the three-inch spiked heel,

about the width of a crayon, created a slant that forced the weight of my body onto the ball of the foot. Therefore, the toes were forcibly scattered out the end of the open front, consequently tailored to give the appearance of slenderness.

Stiff straps connecting the shoe to the ankle wrapped around my leg in a criss-cross that was impossible to get out of. Although I tried several times to escape from the instruments of torture, it was futile. The straps were perplexing.

The pain was so great I sat for the rest of the evening.

Oddly enough, women wear these "cruel shoes" in most every situation. Most never get used to them, but if style dictates, they buy them.

That is the primary reason for my general ecstasiness about the shoe trends for this spring and summer. The spikes, dreadful as they were, are being phased out for the appearance of low, almost flat, shoes.

Unlike the spiked heels, these creations are more functional for women. Obviously, "Candies" and three-inch pumps are not practical for the twenty-minute rush between classes at this vast institution. They also create blisters, look hilarious with jeans and don't offer much hope if you are being chased unless you can attack your would-be assailant with them.

The new trend, possibly an outcry from lame-footed women, does not allow much more than a two-inch heel. The fabric of the new casual shoe is a soft canvass, that flexes with the feet and does not pinch or cut. Laces are also coming back in the form of the jazz-style shoe that holds the foot steady and does not require a balancing act in order to stay on your feet.

This is the best feature. Many people honestly like women wearing spiked, non-laced atrocities because they are always tripping and are pretty funny to watch.

I could get nastily feminist right now and say most shoe designers are men and that this is their fault. They have designed this plan, you see, so women will have to walk holding onto their arms. I could also make a crude comment about spikes being a scheme of women haters who like to inflict pain, but that, hopefully, is a fallacy. If it's anyone's fault, it's the women who continue to buy.

Women have the chance now to make this new "flat" trend a huge success. I hope they turn it into enough of a craze so no one would consider buying anything but flats again.

If they don't — if all those wonderful flats overflowing in the shelves of the shoe stores stay unsold — we know who's fault it is.

You can blame it on the women with the blisters and twisted ankles.



For Fashion's Sake

The 1980 Spring Fashion Edition of
The State News

Editor
Carrie Thorn

About the cover . . . Colors for spring 1980 are clean, clear, positive! Rainbow lights, up brights, ice pales and neutrals. Our thanks to Jacobson's, Miss J Shop, East Lansing for providing the clothing shown on the cover.

Set Your Own Style



FRAGMENTS

3032 Lake Lansing Road, East Lansing, Michigan 48823

Mon. Tues. Wed. Fri 10-6
Thurs. 10-9

Free Alterations
Monogramming



Designer jeans, painter's pants will be colorful

By LIZ KINGSBURY

Jeans will not all be blue this season.

From designer jeans to painter's pants, colors are ranging from beige to bright red.

Prewashed and natural jeans are being shown in most of the local department and specialty stores, but they are less popular in the more exclusive stores than they were a few years ago.

The Gap, in the Lansing Mall, is featuring jeans in turquoise, purple, green and orange.

The European cut jeans have contrasting stitching on the back pockets.

Some of the Gloria Vanderbilt spring jeans have a slightly pleated waistline.

Calvin Klein has come out with white, khaki and off-white as well as the usual navy blue with either gold or white topstitching, said Robin Sedduth of the Lansing Mall Town and Country.

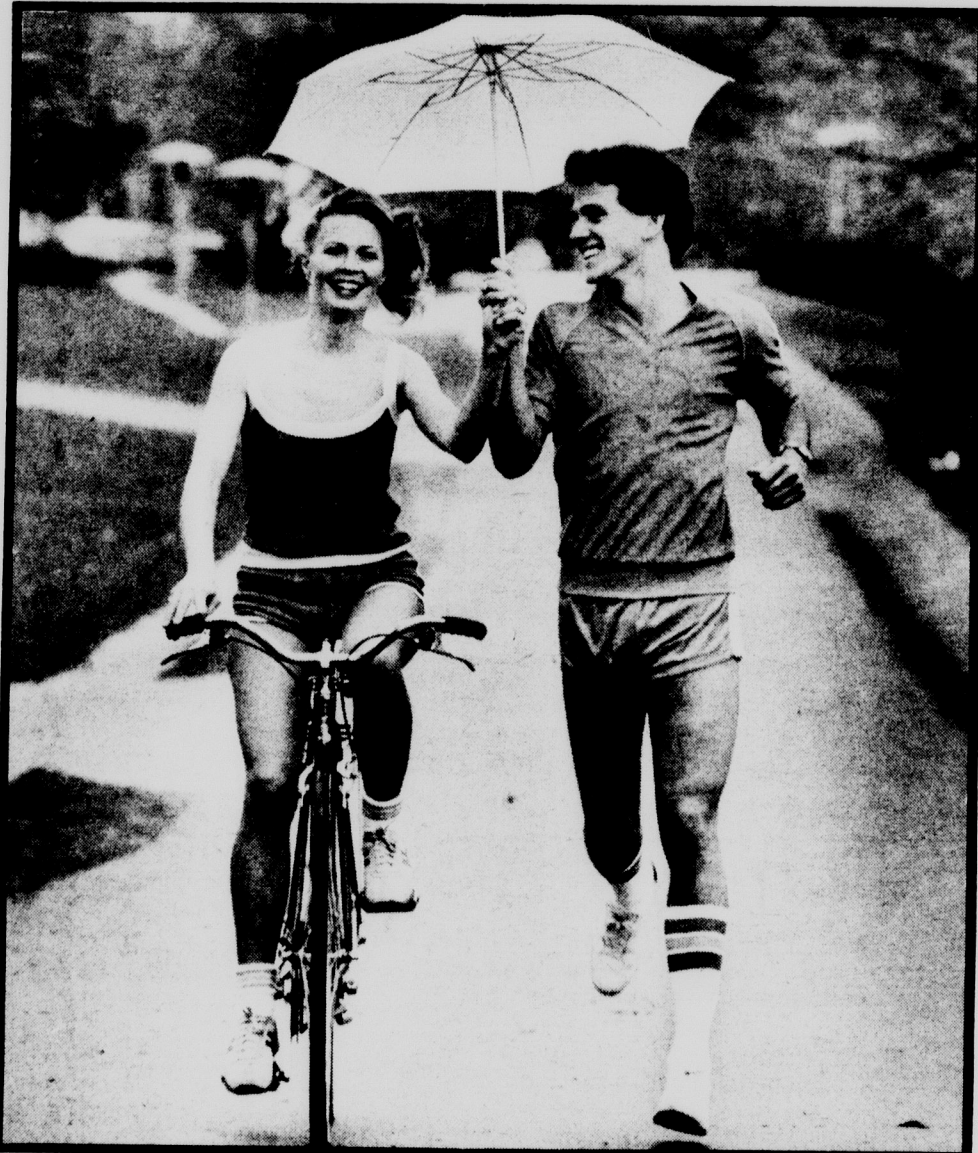
The styles most frequently found on the sale racks are painter's pants, painter's-pant cut denim jeans and jeans with shirred waists and wide legs.

"The most lasting trend in jeans has been the slimmer cut leg," said Paula De Vries, a sales clerk in the Miss J Shop of Jacobson's, 333 E. Grand River Ave.

Other features that are still popular on jeans are topstitching and fancy back pockets.

"Baggies have tried," De Vries said, "but they haven't been doing very well."

Baggies are being shown in the front of the store at The Limited in the Lansing Mall.



When you're out to win, head to Knapp's for actionwear. Absorbant terries and satiny slicks sizzle with color. Cut for comfort and maximum movement to keep you out front.

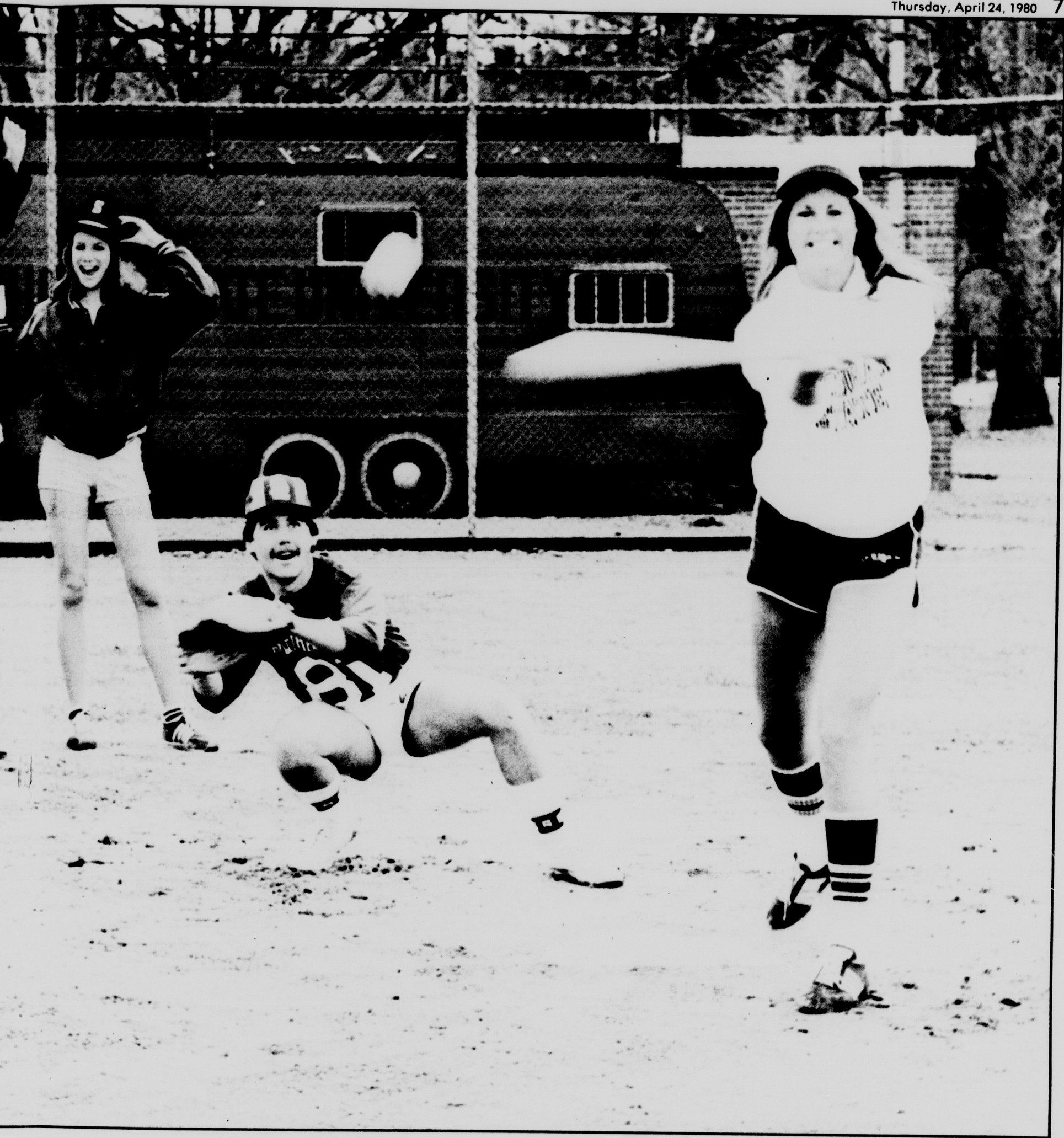

KNAPP'S



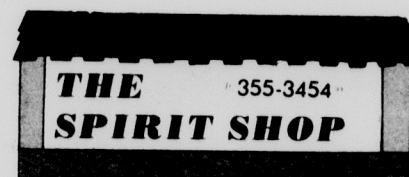
Jacobson's
J Shops



BE A FASHION
IN SPORTSWEAR



N HIT THIS SPRING . . .
AR FROM MSU BOOKSTORE



'30s STYLES WITHOUT '80s PRICES

'Gently used' clothes cost less

By SHARON L. BROOKS

Padded shoulders, pleated and baggy pants, pumps and pearls — the classic garb of the '30s and '40s has been resurrected.

The contemporary remakes, however, have returned with inflationary price tags.

But there is one saving grace keeping the classics affordable in East Lansing — Somebody Else's Closet, 541 E. Grand River Ave.

Somebody Else's Closet, which stocks "gently used" vintage and contemporary clothing, opened in a cubbyhole of the 541 Building in December 1978.

Increased store traffic and sales resulted in a move to a larger shop in March of this year.

Co-managers Chris Andrews and Mickey Rabe attribute the growing clientele primarily to word-of-mouth backed by print advertising.

The bulk of the shop's customers are college students.

"Most are economy-minded," said Andrews and Rabe. "We also get some working class people and some housewives.

They like the uniqueness and the good prices."

The "unique" at Somebody Else's Closet consists of "period" clothing which pre-dates the 1960s. Andrews believes that post '60s clothing is merely cyclic, evolving through the synthetic fibers back to the naturals — cotton, linen, silk and wool.

When buying for the store, Andrews shies away from synthetics.

"They are uncomfortable, plastic looking and they react differently on the body," she said.

The '40s are a classic, strong look that will stay, Andrews continued, and current fashion magazines reflect her belief.

Sixty percent of the Somebody Else's Closet merchandise is vintage and sales are mostly of these older items. Prices range from \$1 jewelry, through \$5 to \$20 dresses and trousers, to as much as \$100 for a fur coat.

Somebody Else's Closet purchases most of its merchandise by consignment. The pro-

spective salesperson leaves clothes and accessories with an agreement to receive a percentage of the sales price when the item sells. The items have seven weeks to sell with two subsequent markdowns.

Professionals who tour the country buying at auctions and sales provide the store with "unique vintage" items.

The new styles are in, so start shopping!

By BABA O'RILEY

There are some of us around who will want to disregard the freezing rain and think about spring fashions. Arm yourselves, then, with boots and umbrella, for a walk down Grand River — there the new season's styles are well displayed and protected behind glass.

One can look at all the fine bathing suits and dry-cleanables (taking care to be far from the curb), or you may want to huddle in a bus stop booth (when there is one) to await a bus to the malls. Either way, it's time to start shopping, weather permitting.

Guys will find that the "new" styles are traditional. Bruce Miller, manager of the men's sportswear department at Jacobson's, says men in 1980 are dressing "ivy league." Casual sportswear, especially the Izod Lacoste line, is the characteristic look for this spring and summer. Izod shirts, jackets, slacks, even belts are all represented. They come in any color — and color is a fact of the new styles.

"Last year earth tones were in; this year, it's bright colors. Also, it's okay to mix colors like kelly and navy, royal and gold," says

Miller.

"You can sum up this year's fashions as casual, comfortable, and colorful."

Down the street at Marty's Men's Fashion Clothing, Randy Slottin had some additional insights into the season's look. "The midwest tends to follow the styles on the East Coast, and there students are dressing classic. Oxford button-downs, straighter legs in the slacks, narrow ties, lapels and collars are all part of this year's trend."

He confirmed that bright colors were fine in casual wear, but that basics — greys, browns, and navies — are the colors to wear in suits.

Designer name wear remains popular and ever more enterprising. Pierre Cardin has autographed a line of running shoes (so that one may be chic in sweats). Calvin Klein, of course, is at it as well and may even get you to pay \$20 for a pair of shorts.

Be it as it may, those who really want to look their best, and can afford to, should dress like a Kennedy (without socks). That's the look of the times.



MAYS SHIRT SWAP

With interviews and graduations coming up, we want to help you look your best. We'll give you \$5.00 for any old dress shirt you bring us toward the purchase of any dress shirt at regular price in our Men's Department. Swap your old shirt today. . . offer ends April 30th.

mays of michigan
LANSING MALL

Men's fashions quickly becoming female standards

By BETSY BREVITZ

More and more, the clothes that used to make the man are only creating confusion — they're being worn by women.

"I wouldn't be surprised at anything a woman bought here," said Kit Carson, an employee at Foxhole PX in

Frondor Shopping Center. He said women mostly buy men's styles in jeans, overalls and painter's pants, as well as unisex long johns.

At Mr. B's Wearhouse, 529 E. Grand River Ave., women buy about half of the "men's" pants sold, said salesperson Linda

Gerds.

"Women buy a lot of flannel shirts, too," she said. "They're great for casual wear."

Almost three quarters of the pants sold at Sam's Store, 101 E. Grand River Ave., are bought by women, said employee Karen Schommer. The hot-

test seller? Dickies, those polyester and cotton work pants with the button-through back pocket that your father probably wears when he mows the lawn.

The only difference between "his" and "hers" is color. Since women have started getting

into men's pants, clothes have begun turning colors.

Many of the men's pants styles that used to be available in only basic blue, black, brown and other earth shades now come in such colors as lavender, yellow, teal, peach and light

(continued on page 10)



DAVE VARGA

Here an alligator, there an alligator

"And this is for you. Merry Christmas."

Graciously, I accepted the green vinyl spring jacket. Even with the cotton lining, it wasn't a winter jacket.

So when I unpacked it while on spring break, 'twas just like getting a Christmas present in March.

"Nice jacket, I didn't know Izod made them," commented a friend the first day I wore it.

"Thanks," I said, thinking how strange it was for someone to notice a brand name from Sears. (I later found out it was from Hudson's.)

After all, the only compliment about fashion ever directed to me was a mistaken identification of my slacks as part of the Johnny Miller Casual Collection (yech).

As a recent transfer student, it seems my knowledge of the intricacies of campus life and fashion has been lacking.

The sole fraternity at the commuter school I attended had one campus activity: selling cold coffee.

But here at State, there are many wonderful groups who put on such charitable events as (straight) dance marathons.

And these groups all seem to have a strange obsession with little alligators.

What does it mean?

Well, first of all, everyone can look alike without paying the extra price for Munsingwear (but which came first, the penguin or the gator?).

They also mean quality. The shirts, jackets and yes, even tennis shorts can stand years of wear and repeated washings — just like Bounty paper towels.

Here is the cycle. You save your money by buying the less expensive Hudson's quality item. The longer your wonderful piece of quality lasts, the more money you can save. The more money you save, the easier it is to afford Calvin Klein jeans and Top-sider shoes.

So, what's my beef about this jacket of mine? After all it was a gift, and it's very fashionable and I can pretend I'm a greek when I wear it.

But the second time I wore my "quality" Izod jacket, the lining in the sleeve ripped as I thrust my arm into it.

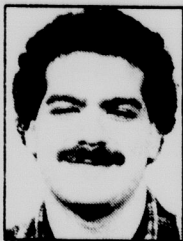
One greek explained the price of his Izod — "Six bucks for the windbreaker and 12 bucks for the alligator."

If anyone wishes to add a little class and quality to their wardrobe, my alligator is for sale, and I'll throw in the jacket for a reasonable price.



An Uncompromising Culinary Experience

101 E. Grand River Ave. East Lansing 351-8505



NUNZIO LUPO

We're all just carbon copies

Not too long ago, someone looked at my Izod crew-neck sweater and my Sperry Top-Siders and proudly announced:

"I buy clothes only when I need them, and I buy them because I like them, not because they're in style. I'm an individual."

"Bull," I said as I looked at his flannel shirt, Levi jeans and Roots shoes.

It's a matter of the impression you want to convey. This friend was under the misguided assumption that the dictates of fashion don't touch him. Bull.

Capitalism is based on consumption. It doesn't matter what you say — you're here to buy something.

The fact that you don't adhere to certain fashion codes usually means you adhere to others.

Why Levi's?

Status combined with a certain amount of quality. Sure, the pants are quality, but they're also status. K-Mart makes its own very strong brand of denim jeans, but they aren't top sellers.

Roots?

"I like the way they look."

Or more likely, someone has convinced you that you like the way they look.

Let's be honest, we're here to buy. This country would literally fall apart if people didn't buy things. If the United States wasn't based on capitalism, we'd all be wearing exactly or nearly exactly the same things, and they would all be completely functional.

So what happens when people have nearly everything? Manufacturers design something new and convince people they need it.

Outrageous platform shoes, "disco" clothes, quadraphonic sound, power hair detanglers, face machines, permanents, blow dryers and feminine hygiene products are all examples of products introduced to induce people to buy.

So you've got a telephone in your house or apartment. Why didn't you buy the plain black dialing model? It's a lot cheaper, but those

readers who bought the push-button trimlines are going to have a hard time justifying why without admitting they're subject to the dictates of fashion.

Why are Americans so afraid of communists and, by the same token, why are communists so afraid of capitalists?

Because if Americans admitted that we don't actually need half the things we're induced into buying, and communists admitted they wanted to buy more, both our systems of government would collapse.

For example, automobiles usually last longer than the model design does. By changing the design of a car, people who can afford it buy a new model.

Even things we really need are changed periodically so we are induced to buy.

Of course, the degree to which people are addicted to buying does vary.

Read Aldous Huxley's **Brave New World**. Americans are headed toward the pleasure-seeking world Huxley describes. The Philosophy of capitalism promoted by the society goes something like, "it is better to end than to mend."

The book has overtones which constantly emphasize that buying and consuming products is healthy.

Buying is what keeps the economy going, keeps people fed and keeps the whole capitalist system from collapsing.

That's why Bell Telephone company keeps advertising. There's really no need for any utility to advertise.

But calling is not only the next best thing to being there. It costs money and allows the company to make money, pay its employees and keep this great charade up.

We're already approaching Huxley's world. We could probably wear or use anything much longer than we do. But fashion dictates change for the sake of capitalism.

And we all respond.

Me with my Izod sweater. And you with your earth shoes.

Unisex look

(continued from page 9)
blue.

While colors have changed, sizes haven't, she added. "Girls come in saying they can't get pants long enough in women's sizes," she said. "They wear the same sizes as the men do."

Size helps determine what kind of clothes women buy at Somebody Else's Closet, a second-hand and specialty clothing shop at 541 E. Grand River Ave.

"Unless you're a good-sized woman to begin with, most of the men's clothes here just aren't going to fit," said employee Chris Andrews. She said the sailor's middie tops made from 1900 to 1955 are an exception — most are too small to fit the more robust male college student of 1980.

What women buy most in men's clothing is hats and ties, Andrews said, though there is a great demand for '40s-style "baggies" — pleated trousers — and tail coats, when the store can find some in sizes to fit women.

The crossover into men's clothing probably is 80 percent fad, 20 percent practicality, Schommer said.

His Lady

"FASHION CLASSICS"

321 E Grand River
East Lansing 351-6514
"Next to Jacobsons"

351-6514



Cornrowed hairstyle has history

By REBECCA PIIRTO

Ever since Bo Derek (that well-equipped blonde "10") left her footprints in the sand, the high-fashion world of the glossy hair salons has been rocked by a phenomenal "new" hairstyle. They called it "Bo braids."

Like Farrah "The Mane" Fawcett and Dorothy "The Wedge" Hamill, Bo's brief media exposure has catapulted her and her hair to celebrity, mega-buck status. The power of the celluloid visual image in creating "new" fashions cannot be denied. Next, Bo will be doing shampoo commercials.

"Bo braids" may be new on the latest fashion scene, but cornrowing, as the hairstyle was traditionally called, is as old as hair itself — almost. Dating back to about 900 B.C., the style was even worn by figures in ancient African sculpture.

But the makers of high fashion have short memories. Even recently — before Bo, that is — cornrowing was making fashion news. The style was first worn in the early 70s by Black actress Abbey Lincoln and singer Nina Simone, to the "oos" and "ahhs" of fashion makers. And Cicely Tyson received praise in the film "Sounder," not only for her superb acting but also for her cornrowed hairstyle.

In the 50s and 60s, cornrowing was largely dismissed by Blacks as a hairstyle for children or "country folk." Now, however, it can be seen on many famous heads — Stevie Wonder, Patrice Rushen and Peter Tosh, to name a few. Joni Sledge of Sister Sledge says she and her sisters were inspired to wear the style after seeing it on women in a recent trip to Zaire.

"We wanted to make a cultural statement," she said. "This hairstyle certainly does."

Cornrowing originated in Ancient Egypt. Until the Fourth Dynasty, the braided strands were worn exclusively by goddesses and members of royal or noble families. Recorded in Egyptian art, dancers can always be recognized by the long plaits falling down their backs. Often small beads or disks were braided in the hair to make it swing better while dancing.

As a style, cornrows are easy to care for and virtually immune to the effects of fog, wind and rain. Once in place, the style can be worn for weeks with periodic washing and dressing. Some hair experts have claimed the braiding stimulates hair growth.

This latest media-made fad of cornrowing has generated a lot of business for salons around the country, especially those with a wealthy clientele.

One East Lansing area hairdresser said that the problem with the style is its cost. Because the braiding takes most operators from six to eight hours to complete — at a cost of \$20 to \$30 an hour — very few people of average income can afford to have it done.

Bertha Verser, owner of Bertha's Beauty Bar on East Kalamazoo Street in Lansing disagrees. She says that she has been doing various styles of cornrowing for years at a cost of \$45. It generally takes her operators from one to two hours to complete, she said.

"To me," said Verser, "a lady is a lady. Anyone, Black or White, can wear the style as long as she has the right look to make the style work."

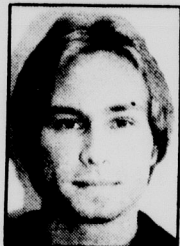
Because the hair is braided so close to the head, cornrowing requires almost model-perfect bone structure and skull shape to look good. This and the cost factor make some salon owners doubt that the Bo fad will last much longer.

"If you ask me," said one area salon owner, "all this Bo business is just a flash in the pan. It won't even last as long as 'The Farrah' or 'The Wedge.'"

And so, the American machine of fad fashion rolls over another of our media princesses. We said goodbye to Farrah and soon we must bid a fond adieu to Bo as she cashes in her ten chips at the bank. But the age-old hairstyle that helped Derek enjoy her time in the limelight is more than just a current fashion, it is a cultural symbol. You can bet that cornrowing will be around for a long, long time.



The hairstyles are similar, but the Egyptian princess pictured on the lid of a canopic urn (right) dates back to 1350 B.C., while the other (above) is Lelita White, MSU grad student in graphic arts.



BRUCE BABIARZ

Fashion followers need money, ego

The culture of "fashion" in this country borders on the edge of absurdity. Think about it.

People spend billions of dollars a year to be in "vogue" with some designer's ideal of what is "fashionable" and in good taste.

Some jerks in Paris that label themselves designers are having cash flow problems, so what do they do? Create a new fad, craze, rage or whatever you want to call it, by declaring that wide lapels are OUT. Skinny lapels are IN. Long skirts are OUT. Short ones are IN.

Once the declaration is made the designer sits back, sips champagne, and watches the snowballing effect of the "keep up with the Jones" attitude that grips the American people.

WHY DO PEOPLE go along with it? Ego? Partly. Because they think it looks

good? I guess, but did people really think that polyester leisure suits looked good? (they cause cancer, don't they?). Admit it. Insecurity is the underlying reason for dressing like everybody else.

Television is a major advocate of the ideal person. People watch commercials and wonder if their armpits smell, if their teeth are as white as they could be. Come on now — look in the mirror! Is your hair the "right" color? Is your skin tone like Farah Fawcett's? Don't forget to hide those zits! Be sure to get the red out — how can you be in vogue when it looks like you've used your eyes? How gauche. And if your eyes aren't the right color, try tinted contact lenses.

Does everyone desire to be a Cheryl Tiegs or a Christopher Reeve? Is that the ideal? Isn't everyone who spends money striving to "improve" their looks actually striving

toward an illusion?

Do people really think that they need to be perma-pressed, hand washed, hung dry with blown-dry hair, color coordinated, mud-packed, painted and deodorized to be beautiful? Don't you know beauty is in the size of . . . the bank account?

Bo Derek was a "10" in "10" but, as George Weber found out, she was a negative-two underneath that . . . ooooo . . . ideal? body. It certainly makes me wonder if there is an ideal and if there is, is it worth giving up your individuality for? Is there security in an illusion?

PRAISE GOES TO the sorority women who choose to wear shocking pink blouses with green sweaters. Inspite of the fact that good taste dictates that those colors clash, these women bare their true colors and brave criticism for the cause of indi-

duality. But — just a word of caution — don't wear those colors too often, they could become fashionable.

It has been said that fashions are repeated throughout history. The preponderance of evidence would lead us to believe that is true; this spring's fashion could be classified as early reptile.

Dig it. We've got our choice of alligators on our shirts, frogs on our pants and turtles on our teats. Richard Gere has got a Boa on his baggies and a lizard on his lapel.

Fashions do get repeated so hold onto that polyester. How many times have double-breasted suits made it around? Saddle shoes? Penny loafers? When is "the" original fashion coming back? It's coming — I mean if we've made it back to reptiles — why not FIG LEAVES? Didn't you know, Eve introduced the world to fashion.

IT'S TRUE. ADAM and Eve ate from the forbidden fruit, realized they were naked and proceeded to create their own designer studios. They really had a rough year when poison Ivy was in the vogue.

If you've still reading this you're probably wondering what the purpose of this column is. Really, the main purpose of this column is to fill up space between advertisements that tell you what you "need" to be a beautiful person. Advertising: the art of selling people things they don't need.

You may own all the things advertised in this tabloid, but, unless you have an expensive athletic suit to sweat in, you're . . . well . . . passe. So let's get sheik, chic and on the fashion schtick.

Remember, when it comes to fashion we don't want no freaks!



A winning combination.

WEBSTER MEN'S WEAR

Meridian Mall • Lansing Mall

For the man who wants
to look good without
breaking the bank.

GUYS & DOLLS hairstyling

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