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Supplement to State News
Friday, April 27, 1979

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Cures create 'hairy' problems

By SALLY EISELE

Hair products have become so diverse it is hard to distinguish between what is necessary for good hair care and what is needless.

Products shout warnings from the advertisement pages of local newspapers, promising cures for dandruff, the frizzies, lack of the frizzies, limp hair, dull hair and just plain ugly hair.

The only solution not on the market is how to tell the difference between the products.

One East Lansing cosmetologist said although there may be many new hair-care products available to consumers, the basic tools for hair care haven't changed.

"A good shampoo and a good conditioner are all that are necessary for hair care," said Sandy Schepper, an employee of My Place, 4982 Northwind Drive.

But to know what shampoos and conditioners are good is a major accomplishment in itself these days. Different products are available for long hair and short hair, dry hair and oily hair, damaged hair and dyed hair. Schepper admitted there are no set rules for deciding what works best.

"It's a process of experimentation, of trial and error," she said. "What works for one

person may not be right for the next."

Mary Poisson, a Northville senior, said she is the kind of consumer who has problems deciding which products are best.

"I read the labels," she said. "But I don't really understand what I'm looking for."

MSU freshman Lisa Rutledge said she didn't have any kind of a pattern for distinguishing between hair products.

"I just try everything," she said.

Trying everything can be expensive and time-consuming, and Schepper said the best hair-care products are the professional brands, not readily available to consumers.

"The products we use are completely different," she said. "They're more effective because they're not as watered-down. And if you know where to go you can buy them."

The places Schepper is referring to are the beauty supply stores where the products are available in bulk form for professional use as well as in standard sizes for the novice.

Stevie Harrell, licensed cosmetologist and a clerk at Pierce Brother's Beauty and Barber Supply Co., 915 E. Michigan Ave., agreed that the hair product market has been flooded to a confusing degree.

"Our shelves are so overloaded that even the professionals don't know what to buy anymore," she said.

Harrell believes commercial brands have value, but advertisers have misled the consumer to believe much more is necessary for hair care than what really is.

"People have been led to believe that conditioning the hair, for example, is a necessary, daily treatment," Harrell said. "It's not. A lot of conditioners on the market are

tending to ruin people's hair if they're over-used."

She recommended several standard guides for choosing a good shampoo and conditioner.

"Generally, stay with the same company for both products," Harrell said. "The products are usually designed to complement each other. They should also be PH-balanced."

PH measures the acidity or alkalinity of the product. A good shampoo or conditioner should have a PH-level between 4.5-5.5 because that is the level at

which hair registers on the scale.

Harrell said products that are PH-balanced will be identified as such. She also emphasized the necessity to experiment with different brands to find the best one that works for each person.

"Hair products have vastly improved," she said. "All our beauty products are better than they were just a few years ago. It's just a matter of knowing what you need, and what you don't."

HANDICAPPER FASHIONS

Special clothes designed

By ANNA BROWNE

State News Staff Writer

Clothes designed for fashion are the concern of most people. How they are designed to function has become the concern of an associate professor of the Department of Environment and Design.

Jacquelyn Orlando became interested in fashions for handicappers while working for a cooperative extension service at Ohio State University.

Moving to MSU last September, Orlando taught a class called Clothing for Handicap-

pers.

"There are few sources such as catalogs for clothing for handicappers," she said, "and they're not very fashionable or attractive."

Orlando said that students in the class work on a one-to-one basis with clients and design clothes with individual needs in mind.

Orlando said they work with designs which are already available because "they don't have to always be something different. It depends on the person's characteristics."

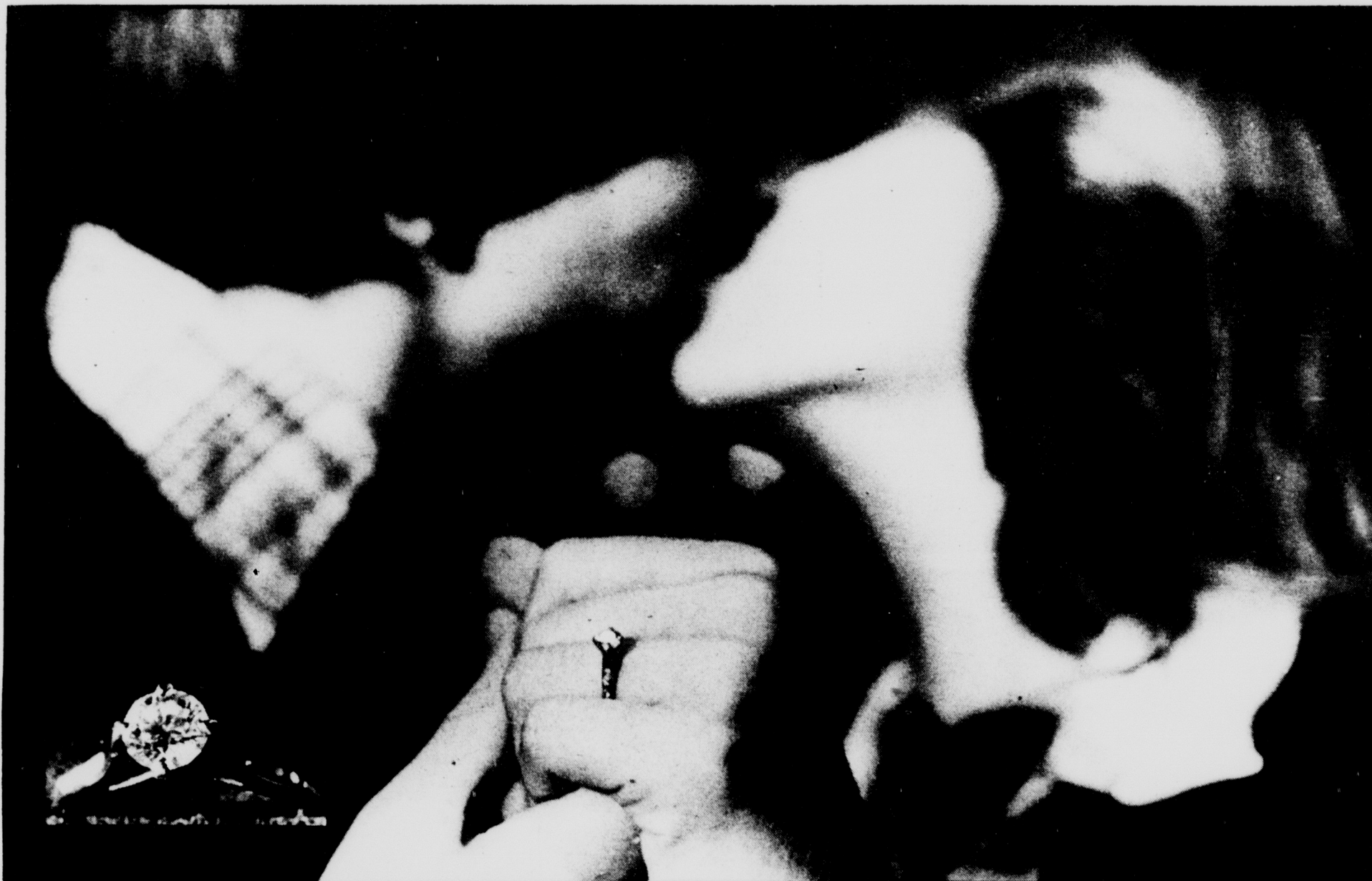
"We help the individual select from what's already on the market," Orlando said. "If their need can be met that way, that's the best way."

Orlando said two graduate students and an independent study student have done research projects on designing clothes for handicappers and for children with handicaps.

She said she encourages her students to send their designs to catalogs to try and upgrade the fashions which are offered.

"It's all related to functional

(continued on page 18)



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Tattoos create colorful bodies

By BOB HAMILTON

"He was a riot of rockets and fountains and people, in such intricate detail and color that you could hear the voices murmuring small and muted from the crowds that inhabited his body. When his flesh twitched, the tiny mouths flickered, the tiny green-and-gold eyes winked, the tiny pink hands gestured. There were yellow meadows and blue rivers and mountains and stars and suns and planets spread in a Milky Way across his chest." From Ray Bradbury's "The Illustrated Man."

Drunken sailors stumbling out of the fog into smoke-filled back rooms, bikers riding chop-pers and the tattooed lady at the circus are fairly common images conjured up by the word tattoo.

And for good reason — it used to be that these were the only people to get tattooed. At least the only people to get tattooed and admit it.

But not any more. More and more tattoos are gaining popularity in all levels of our society, particularly among women.

Bob Moist, owner of Bob's Tattooing on U.S. 27, says he does tattoos on all sorts of people.

"We get a lot of business and office people in here," he said. "Last summer I did more tattoos on women than the six summers before combined."

Bob's Tattooing is a small place, smaller than a residence hall room. It is located on U.S. 27 between Dons Truck Stop and Charlotte. Moist is a friendly man, and is the first person to say "If you aren't sure you want a tattoo, don't get one. Wait until you are sure because it's



Photo by Bob Hamilton

One tattoo customer said the more the better. He keeps returning to the parlor for more.

gonna be there a long time."

Inside his shop are a bed, some chairs, a heater, a television, a small stereo and a table with ink bottles, ink guns and a

voltage regulator. It's very neat and tidy. The ink guns are actually called liners and shaders, which also describes their function.

Hanging on the walls of the shop are some photos of past customers, a certificate for the Tattoo Club of America and various policy signs.

He won't tattoo people who are drunk or high. Payment is in advance and checks are not accepted.

Bob said he won't put tattoos on heads, hands or feet.

"If they're on the head and hands you can't hide them if you want to and feet get infected too easy," he said, adding infection wasn't too much of a risk because he kept everything very sterile.

Moist was the first person to receive a license for tattooing in Ingham County.

"I had to work real hard to get that license. They liked my procedure, said I was real clean," Moist said. "Probably if anybody else came for a license they'd have to use my procedure."

Moist begins by shaving the area to be tattooed. Then he sterilizes it with alcohol and applies a thin coat of vaseline. He takes the stencil of the picture and coats it with powdered charcoal that has been sterilized. This leaves an outline of the picture to be done.

The black outline ink is drawn out of a little cup into the liner. The liner consists of seven needles in a tight circle. By stepping on a foot pedal he turns the liner on and the needles shoot in and out rapidly. With this he goes over the stencil once to make sure it's all complete and then wipes away the excess ink and voila — a black outlined figure is produced.

With the fresh outline to work from, Moist brings out the colors; magnificent hues of red, brown, yellow and green.

With a push of his foot the shader starts humming. A shader is similar to the liner except the seven needles are in a row. First on goes the brown, then the red, then the yellow.

Throughout the procedure the area is wiped clean to allow visibility as the ink gets spattered around. After an hour-and-a-half it's done. Harley wings with LoBo printed underneath.

Moist will do any size tattoo from a small heart which costs \$25 to \$30 and takes 10 minutes to more extensive designs which can easily cost \$200 and over and take two or three hours.

Lyle Tuttle, probably the best known tattoo artist today, won't do a tattoo for less than \$50.

In every tattoo shop there are designs hanging on the wall or in booklets called "flash." They show the prospective customer what designs are available to choose from. A person can also bring in his or her own design and have it transferred.

Once a person chooses a tattoo they have to decide where to put it. Different areas have different sensitivities to pain. Flesh, fatty surfaces such as the buttocks, upper thighs and breasts are the least sensitive. Boney areas, the inside of arms and genitals are the most sensitive.

Moist won't do any tattoo that he thinks is nasty or vulgar in any place he thinks is nasty or vulgar.

"I get a lot of guys in here who want those dirty pictures that they had done in the Navy covered up," he said. "You wouldn't believe some of the vulgar things I've covered over. I usually use a flower to cover them. Flowers mask them real well."



MARCIA
BRADFORD

Spring fashions detachable for maximum tans

One of the toughest decisions students face during spring term can be what to wear. This problem becomes especially important if you are an active, on-the-go person who leaves home at an early hour, not to return until late evening.

Those who have lived in

Michigan any length of time are aware that an average spring day may require at least three changes of clothes, and often these are insufficient to handle all occasions. Unless you are able to carry a suitcase or closet around with you, it is necessary to learn to be prepared for all weather

with one well-planned outfit.

It is difficult to predict what a spring day will have in store here at MSU. The early morning sky can be very deceptive, especially when the eyes are blurred and bloodshot from a less-than-dull evening the night before. But it is also a mistake to count on the weather reports to protect you from a sudden downpour or flash heatwave.

There are several factors that should be taken into consideration when planning one's daily apparel. If you are like the majority of MSU students, sun is a basic concern. In East Lansing, people should take any amount of sun they can get and give the skin maximum exposure. Some of the more brave and boastful may prefer to wear a bathing suit under their clothes and bare themselves on the shores of the scenic Red Cedar between classes.

For those who like to be a little more discreet about tanning however, a good suggestion might be a halter or tube top as a bottom layer. Of course, if you are of the male

gender, "skins" will suffice.

Because it is usually a bit chilly for such brevity in the early morning, many find it necessary to tie a shirt over skin and halters and if the temperatures dip below 40 degrees, a sweater or jacket may be necessary.

This can run into many layers and problems begin when you start to peel them off as the day wears on. To provide for this, a large backpack or tote bag is a valuable asset to any wardrobe. Of course, with all those clothes in the backpack there will be little room for books, but keep in mind that it is spring term and learn to set your priorities correctly.

Legs can be a bit of a problem. It is possible to wear a pair of shorts underneath slacks and thus be ready for those chance rays, but the suggestion is hardly a probable one for those who are into skin-tight designer jeans. (Visible short lines would ruin the effect entirely.)

The feet should always be bare at the first sign of spring, but just in case you are

worried about frostbite on days which begin with cool weather, sandals or thongs are a good idea. Shoes and socks are hot and clunky and are easily misplaced when taken off to wiggle the toes in the grass.

Make-up is not encouraged if you are planning to bare your face to the sun, although mascara has been known to create some interesting designs as it creeps down the cheeks, and — who knows? — it might give you that individuality you've been seeking.

Cloudy days can cause real problems. When dressed specifically for the sun, it may be uncomfortable or even embarrassing to get caught in the rain.

Finally, there are those annoying freak snowstorms that occur when they have no business doing so. In this situation, the early-morning glimpse out the window is sufficient indication of how the day will go. When this happens it is unnecessary to consider the proper apparel — just leave on what you have on and go back to bed.



Jacobson's

J Shops

Jogging!

Athletic apparel business booms with emphasis on all-season sports

By MICHAEL SEMER

One fast-growing segment of the clothing industry in the 1970s has been that of athletic apparel. With increased emphasis on sports and personal

Some of them want that personalized, distinguishing uniform that nobody else has — Jim Mazel, owner of Athlete's Village.

fitness, retailers have found an expanding market in everything from sweatsuits to ski equipment.

The market in sports clothing covers a wide range of products and consumers. Individuals may buy themselves running shoes for the morning jog, or an extensive — and expensive — complete skiing or camping outfit. And groups of 15 or 50 may purchase team sports uniforms in any of scores of colors and styles from a variety of retailers, such as John Hamblin, owner of Sports Lettering Service, 2227 W. Grand River Ave., Okemos. Hamblin handles both individual retailing and wholesaling to teams in intramural or city recreational sports leagues.

Hamblin's store sells all varieties of sports clothing and accessories, specializing in what he calls the "big three" in the area — softball, football and basketball.

"I usually get from 10 to 20 group orders a day," Hamblin said.

Many orders come from MSU students, for either the traditional residence hall floor shirt or uniforms for IM competition.

Hamblin also sells to teams in Lansing recreational sports leagues, completely outfitting many squads with personalized uniforms. This is currently a profitable market, with more teams joining up in each league than the year before.

Jim Mazel, owner of Athlete's Village, 5102 S. Cedar St. Lansing, said the boom in area team athletics is probably attributable to the popularization of physical fitness and sports over the past few years.

"Each year there are more teams signing up with the city to play football, or baseball," Mazel said. "Soon they won't have enough fields and parks to play them all."

Many of these teams go to great expense for their uniforms.

"Some of them want that personalized, distinguishing uniform that nobody else has," he said, referring to summer

softball teams.

Mazel estimated he deals with approximately 40 firms specializing in team sports uniforms, and that there are probably 120 sports clothing producers overall he orders from.

Costs can vary from a few dollars for a simple floor T-shirt or sports jersey to \$75 or more for a complete baseball uniform with hat, shirt, pants, socks and underwear, not including extras like sliding pads.

A complete recreational league team could be outfitted for \$2,000, but more than half of

A few years ago it was the thing for all softball teams to wear mesh shirts, today the trend seems to be toward the V-neck — John Hamblin, owner of Sports Lettering Service.

that might be spent by a skiing enthusiast on clothing and basic equipment, with underwear, outerwear, and various other clothing costing as much as \$500 — not including poles, skis, and bindings.

Prices have kept pace with inflation, Hamblin and Mazel agreed, though certain items have risen more sharply. Mazel cited leather goods as an example, with ball gloves, shoes, baseballs and softballs being much more expensive than just a few years before.

Most buyers of athletic clothing are quality conscious, and look for the best deal at best quality in most cases, Mazel said. There are exceptions, however, as they sometimes opt for a fashionable brand name.

"It seems nowadays if you just put the name of Nike on a shoe, it'll sell automatically," he said. "I have shoes every bit as good as Nike, for less money, but the Nike shoes will outsell just about anything else in the market now. There's trendiness in the market, like a few years ago Adidas was the shoe to have. Today, it's Nike."

Labels apparently don't make as much difference on other items, such as uniforms.

"People don't see the name on the uniform," Mazel said. "Not that it makes much difference."

Hamblin said that styles in athletic fashions like those in the mainstream fashion industry, change with time. "A few years ago it was the thing for all softball teams to wear mesh

shirts, as an example," he said. "Today the trend seems to be toward the V-neck. It's just a change of taste."

Introduction of new materials often spurs such changes, such as the trend toward down sporting vests and jackets.

Hamblin said the demand for sports apparel in the Lansing area is pretty much a year-round business.

"My only off-season is January through March, when there aren't any varsity sports start-

As the seasons change, so does the demands for different sports clothes and related items.

ing in the high schools."

As the seasons change, so do the demands for different sports clothes and related items. More specialized stores, like the Sportsmeister Shops of Lansing, might sell skiing equipment in winter, then choose to retail bicycling clothes and tennis fashions in summertime. Hamblin said overall demand for sports clothing does not slack off very much from one season to the next, however.

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Jeans on the Scene



Hitters sport their stylish duds

By BILL MOONEY

Reggie Jackson of the New York Yankees likes to think of himself as a fashion plate. "What is a 'fashion plate'?" an acquaintance once asked Craig Claiborne, gourmet par excellence of the New York Times.

"The term is a bewildering one," Claiborne reportedly replied. "An educated guess would seem to indicate that it would require more than a mere parsley garnish on a mashed potato. A fresh fillet of swordfish, perhaps, complimented by parsnips, but inhabitants of the more exclusive hamlets of Long Island Sound would undoubtedly argue for roast duckling basted with fine sherry and, regardless, the most telling feature would be the wine one selects to have with the meal. Amongst those of limited refinement the expression is sometimes voiced that an attractive person appears 'good enough to eat,' but in regard to the true fashion plate it is never heard that someone looks 'good enough to wear.'"

Hmmm. It would probably serve purposes best to return to the issue at hand. The fact that Reggie Jackson is a clothes-conscious sort is not surprising since athletes in general, and major league baseball players in particular, have often appeared in various media advertisements in recent years hawking everything from athletic socks to underwear. And, of course, all else in between including suits, trousers, shirts, ties, sweaters and the inevitable accessories including deodorant and after-shave lotion — most of which is remarkably non-hygienic. True, Jackson is a touch much: he's been known to pay \$70 for an imported shirt and \$300 for a pair of pants. In basic theory, though, he is simply an expensive prototype of what those in his profession have come to consider important and — spacemen such as Bill Lee of the Montreal Expos excepting — have come to emulate.

It hasn't always been that way for off-duty baseball players. Back in the good old days it was common for local clothing retailers to advertise by painting promos on outfield fences which typically read: "HIT THIS SIGN AND WIN A FREE SUIT OF CLOTHES." Performing this feat in now-defunct Oriole Park in Baltimore would result in a custom-made set of duds from Fineman Tailor. For some it constituted the only decent clothes they ever owned. Abe Stark had a similar sign for years on a four-foot portion of the right field wall in Ebbets Field in Brooklyn, although the batter was required to hit it on the fly to earn the coveted suit — smacking it on the bounce only netted a pair of trousers. Stark was immortalized in his later years by George Price in the New Yorker, who drew a cartoon depicting a portly, middle-aged tailor

with a glove standing behind an outfielder in case the latter missed the ball.

Babe Ruth was one of the first major league baseball players to spend significant sums on clothing, which is understandable since it was he who during the 1920s first hit the jackpot in terms of salary. Ruth's problem was not a lack of proper attire, but more often a lack of proper elegance to match the attire. The story is told of the evening when he was guest of honor at a dinner party of a Park Avenue society matron. Babe was immaculate in his tuxedo and silk-lace shirt but he blew his cover when he informed his hostess that he could not partake of her chef's specialty, an exquisite asparagus salad, because — so stated Ruth — "asparagus makes my urine smell."

On another occasion, while filling his automobile's gasoline tank, Ruth coolly looked on as a chauffeured limousine was driven up to the adjacent pump. The sedan's passenger, who in all probability rarely spoke to strangers, recognized him and apparently was so impressed with his dignified appearance (a camel-hair suit and matching coat and hat) that she ventured a question. "Your car, Mr. Ruth?" said the lady. "Are its brakes hydraulic or manual?"

"Honestly madam," replied the Babe with a courteous bow. "I haven't the faintest consumption."

A companion squeezed his arm and whispered that the word was "conception" but the Babe arched an eyebrow that indicated "silence!" He knew how to react to class when he saw it.

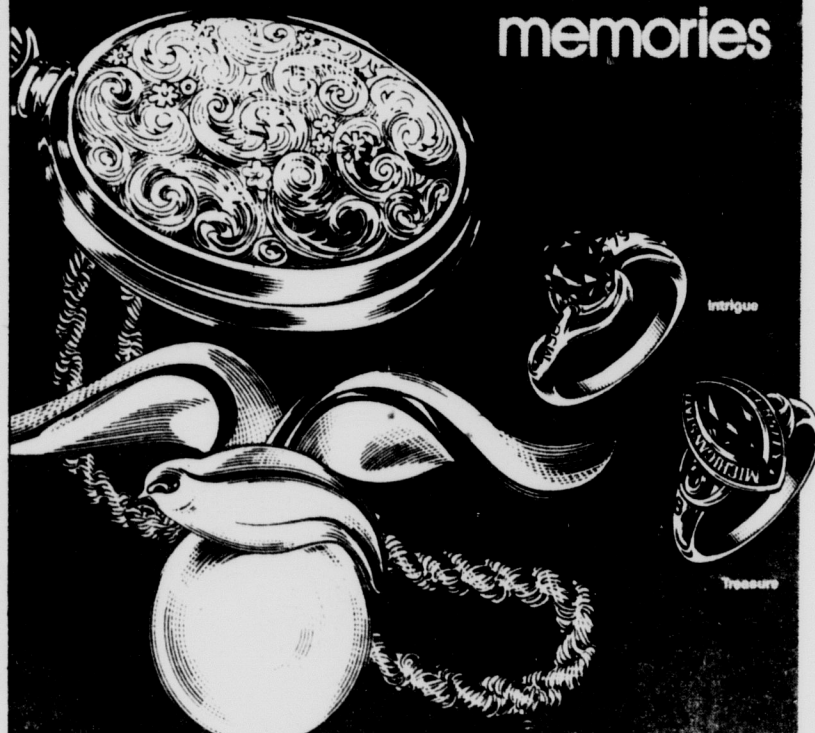
Ruth's wardrobe was often a source of mischief — some of it quite perverse — by his Yankee teammates. He was particularly fond of straw hats, one of which was removed from a hotel closet one night while he was asleep, filled with eggs, catsup, castor oil and other assorted ingredients, all of which were scrambled into a marvelous mess, and then the hat put back on the shelf. "Ain't no flies on the Babe," said Ruth as he surveyed his stylishly-clothed self in the mirror the next morning, just prior to his going out. Then he reached for the straw hat and clamped it on his head.

Interestingly, Ruth was scheduled to appear in court that morning to testify against a truck driver who had crashed into his car while Babe was parked. Not having time to shower or change, he towed his head and headed for the courtroom.

It was a hot, muggy day and halfway through the trial Ruth asked the judge if the case could be dismissed. "But you're suing him, Mr. Ruth," replied the judge. "The man was driving without a license."

"Look, your honor," said Babe, standing there in his suit and tie and eggs and catsup and castor oil. "I'll pay the guy's fine, only please let me get out of here."

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BRUCE BABIARZ

Designer jeans are status

While walking down the street last summer I saw a woman ahead of me walking in the same direction. She had on a pair of jeans that looked so tight they appeared to be an eighth layer of skin.

I couldn't keep myself from staring at her jeans, all the while wondering how she managed to slide into them. She walked up to a house party that was also my destination. I soon found myself exchanging greetings with her on the front porch as my eyes focused on what I assumed to be her name embroidered on the right back pocket of her jeans.

With a beer in hand I approached her and introduced myself and told her she had a pretty name. She said her name was not "Gloria Vanderbilt" but Sue Rodgers.

I begged her pardon and inquired as to why she had Gloria Vanderbilt's name on her jeans.

With glaring and unbelieving eyes she informed me her jeans were designed by Vanderbilt and proceeded to absolve me of my ignorance of designer jeans.

After being informed of how well they fit and how "comfortable" they were I asked her what a pair might cost. "About \$40," she replied.

"You paid \$40 for a single pair of blue jeans?" I asked in disbelief. I then asked her if she felt they were twice as good as Levi's? She replied she thought they were.

I was almost in shock at the fact that

someone would pay \$40 for a pair of jeans with someone else's name on them. I told her of my shock.

From her rolling eyes and demeanor I got the impression that I was too gauche to talk to anymore.

As I started to walk away she pointed out that I had the name Levi's on my jeans and there is no difference between that and having Gloria Vanderbilt on hers.

Sounding like a commercial, I gave her a history lesson on Levi Strauss jeans, how durable they were and how they are an American tradition. I pointed out that I paid only about \$15 for my jeans — less than half of what she paid for hers.

Since that time I have had many conversations with the wearers of designer jeans. Comfort and fit are their arguments for wearing Calvin Klein, Charlotte Ford, Bill Blass and of course Gloria Vanderbilt jeans. To that, I say bull!

If a person really sought "designer" comfort in jeans they could buy a pair of Levi's or any other brand and have them custom altered or tailored to their unique physique.

It is still hard to believe that people will pay up to \$60 for a pair of jeans. Especially with the world's current state of economic affairs.

The explanation for this phenomena was given a long time ago when a man named P. T. Barnum said: "There is a sucker born every minute."

Men's fashions geared towards comfort, style

By BEN WELMERS

Sometimes the men's fashions that one sees in magazines, like Gentlemen's Quarterly, are only good in New York for one season.

Most men, however, are looking for something a little more practical and conservative than \$100 hot-pink and yellow satin designers sweat-suits, but a bit more dressy than blue jeans.

"There is a revival of tradition or dressing-up," said Tom Ditta, 23, a salesperson at Redwood and Ross men's store. "You see this reflected in updated versions of traditional styles such as narrower ties and collars and more conservative colors."

Designers like Calvin Klein, Nino Cerruti, Yves St. Laurent, and Jean-Paul Germain are becoming more popular on the men's fashion scene because they offer versatile variations of, or casual complements to, traditional garb.

"Today you don't get the extremes in men's fashion," said Russ Vaillancourt, 25, a Jacobson's salesperson. "There is a leveling-off between traditional and avant-garde. They are becoming more integrated."

"Men today are becoming more fashion conscious," Vaillancourt added. "Men who shop here want a specific look that is casual and versatile. They look at the clothes they buy as an investment."

Synthetic fabrics are well on their way out. The trend is toward natural fibers.

Cotton for comfort and ease of care. Wool for warmth and durability. And silk for cool extravagance.

Designer-name jeans for men are gaining in popularity and some local men's stores no longer carry typical denim blue jeans. Men are opting for the comfort of lighter, looser fitting cotton slacks which often cost less than a pair of Levi's or Lee's.

The practical fashion-minded young professional or hopeful graduate will build his wardrobe around a few conservative business suits that will interchange nicely with more casual garments to elegantly dress down for whatever the social occasion calls for.

FROM COURTS TO CLASS



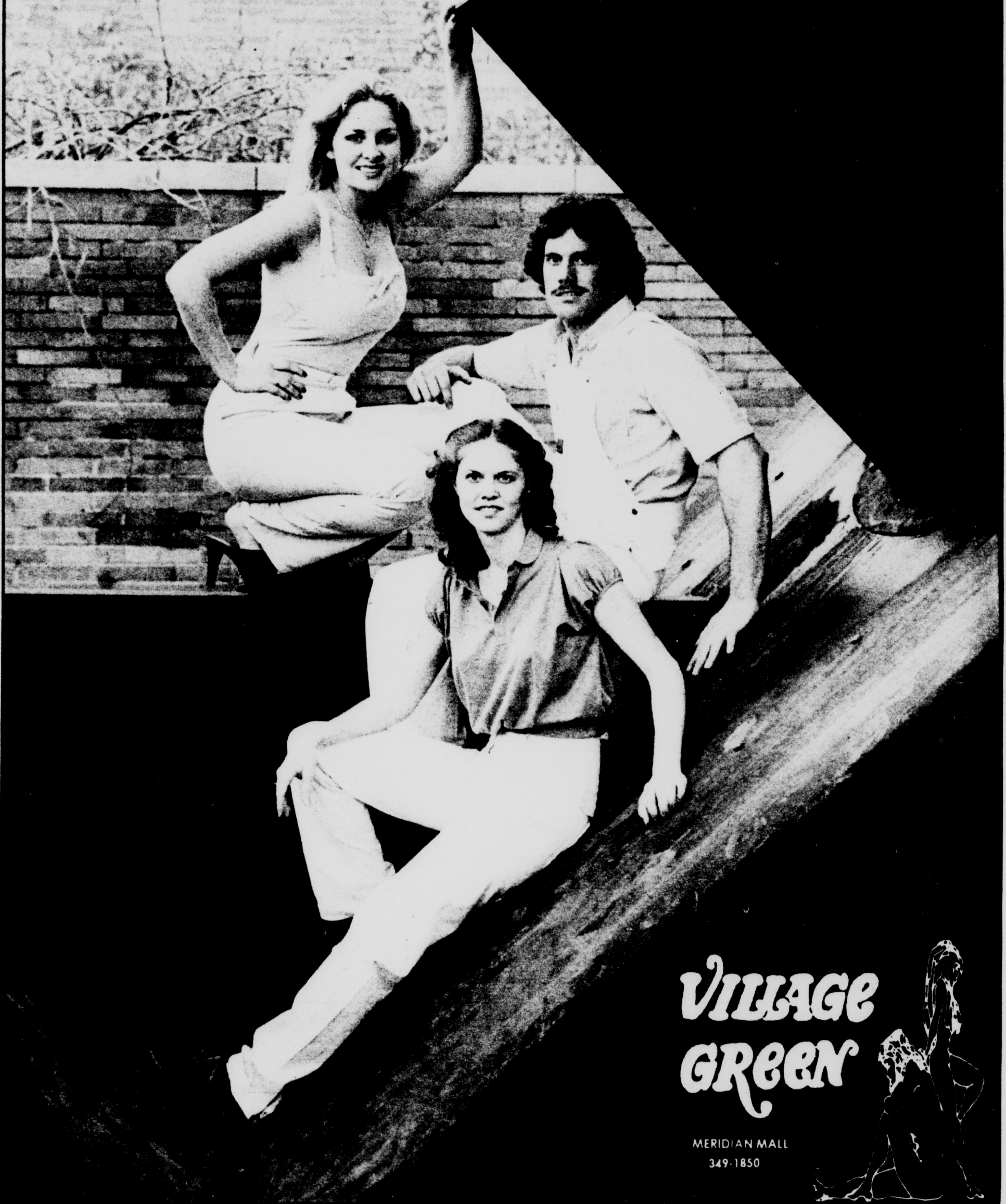
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Posh poodles sport sequins

By FISH NETT

Cats are cats and fish are fish, but "dogs are people, too."

Given this as their mentality, dogs become offended and just a little irritable when they are not kept up to date on the fashion scene.

Here is a rundown on the au courant, fresh from Paris in the spring and summer line for the chic chihuahua, mod mutt or poised poodle.

T-shirts are in, in, in. And they come in all colors and sizes, with logos ranging from "Super Stud" to "Christian Diog." Acquire them fast from around \$4.95 at local pet stores.

Raincoats with hats, with or without boots, are a must to prevent the drizzle of spring from mussing one's hair (or fur, as the case may be).

DuSay's, a mail order warehouse in Metairie, La., for "pampered pets" offers everything imaginable for prestigious pooches.

A wet-look raincoat, so slickly suitable these days, can be had for just \$10.98. In a rich brown tone (the earthy look is back), it has a heavy pile lining. Prices given are for small dogs; larger sizes are \$1 and \$2 more.

One number, for those who are fad-consciously clad, comes in denim with suede trim and is equipped with real pockets. Starts at \$14.95.

And for the evening, a plush velveteen coat will prevent a faux pas on the formal scene. Only \$17.98, my dear.

And we needn't remind you that hoods this year are sleek, sultry and mysterious. Get a four-legged nylon raincoat with cuffed ankles for that long, leggy look (to keep up with the slimmed-down straight look in pants). The hood is detachable so you can wear or not wear on a whim. Price is \$13.95 and includes a zippered storage bag

for neatness.

As anyone "in the know" knows, hats are definitely darling and add a touch of class so necessary to finish the cosmo creature to a T.

If the Western style intrigues, one may opt for a cowboy hat. For the religiously oriented, a Jewish yamulka in white with a blue Star of David ties under the chin for \$3.98.

Jewelry is also a perfect topper, particularly for the evening out. For her, a necessary necklace that doubles as a collar comes with five rows of rhinestones. Dubbed "The Swank" for the swank, it's a real steal at \$15.98.

And for him, a "shirt" collar complete with bow tie is \$6.95 and will do for the Academy Awards or any other casual affair.

Now a few suggestions for everyday looks.

To "be a part of the gang," denim overalls flatter both sexes. They come with contrasting vivid cotton print shirt with matching handkerchief in pocket. The ultimate in coordinating outfits, they also have a matching hat. Starts at \$12.95 for small groupies.

And to not only keep up but move ahead a few decades, a metallic gray space suit is great for "walking and just plain good looks." The space age material results in a two ounce coat so it won't cramp your style.

Completely water repellent, it can even be worn over a sweater for the layered look and is only \$9.95.

And for the seasonal look, a Santa Claus suit will liven up the festivities at Christmas time. They have hats and some even have beards, (for what is a Santa Claus with no beard?)

They can be found at various stores, or many people make them for church bazaars at Yule



time.

And now, some relief for the owners of these fashion-frantic pooches. Two books, written in

a humorously-satirical style can help you get through these hard times.

"How to Live With a

Neurotic Dog" is \$6.95, and "How to Live With Your Wife's Arrogant Poodle" is \$2.98, both from DuSay's.

Heavy duty child's togs save dollars

By JANICE J. DECKROW

The best way to save money on children's clothing is by planning purchases before going to the store, said several MSU specialists.

Planning is important because some families spend up to \$440 per child each year, according to a study published in the winter issue of Family Economics Review. The study also showed some families only spent \$40 per year.

"Most people have too many clothes for their child. Infants don't need a lot of clothes because their activities are fairly limited," said Joanne Thurber, an assistant professor of human environment and design in the College of Human Ecology.

"The laundry facilities and how often one does the laundry determines how many changes of clothes a child should have," Thurber said.

"By buying a few clothes and having the child wear them often — you get more wear out of them."

Plan before going shopping, Thurber said. Think about the activities the child engages in, whether school, playing, going to the babysitter, out to eat or dressing up to go to church. Think about the clothes he already has.

"Make a list before going shopping," Thurber added, "otherwise you go into a store and you see a cute little sundress ..."

Buy multipurpose garments that will serve play, school, and church. Children are hard on clothes. They need freedom to move and get involved with other children. Buy clothes that are easy to clean and look dressed up if needed.

Nadine Hackler, an associate professor and extension clothing specialist at the University of Florida, said a person

should put the most money into garments most frequently worn, and take advantage of sales only if the garment is needed.

"Price is not an indication of quality. The discount stores and the expensive stores both have good buys if you pay attention to quality," Thurber said.

Hackler said when buying a child's garment, check to see if the fabric is closely woven or knitted and if the garment stretches and allows for more freedom of movement. Cottons are more comfortable because they are absorbent, and artificial fibers, such as polyester, nylon and acrylic resist wrinkling and are easy to care for.

"When buying a garment select items that are machine washable, colorfast, pre-shrunk and require little or no ironing in order to save you time," Hackler said.

If an article feels extra stiff it may have sizing or stiffening in it which will wash out. To check for this see if the fabric returns readily from stretching, Thurber said.

Don't buy in a huge quantity at sales in order to have a large wardrobe for the child. Stagger his clothes with his growth rate by buying a couple items a month, Thurber said.

"Certain styles of garments can be worn longer as a child is growing. Look for garments that have no waistline, have raglan, kimono or no sleeves, and are separates," Hackler said.

Some garments are made with specific growth features which can be adjusted. Look for styles that have deep hems, cuffs, adjustable shoulder straps, waistlines that are a little loose, have some elastic in the waist, growth tucks in the bodice, sleeve and or hem, deep cut armholes, stretch fabrics,

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POLYESTERS, KNITS VS. WOOL

ROTC wages wrinkle warfare

By SUE ROBACH

American soldiers may still have to fight the enemy, but thanks to the latest drip-dry fabrics now used in Army fatigues they won't have as much of a war on wrinkles.

They also won't have to fight heat and itching the way their fathers and grandfathers did in the old days, when uniforms were made of wool.

The trend in recent years has been to use more polyesters and knits in uniforms, including those worn by candidates in the Reserve Officer Training Corps

program at MSU.

Practicality and comfort rather than style take precedent in basic ROTC greens and fatigues.

ROTC cadets are issued uniforms, along with underwear and socks, after the first term in the program. They are then shown how to wear and care for them.

Greens include the single-breasted jacket, shirt, pants and tie the cadet wears during the more passive activities, while fatigues are the shirt and pants worn when the cadet is

more active, such as at a field exercise.

The styles of these uniforms have not changed much over the years, however the fabric has.

Until a few years ago the greens were made strictly made of wool. The greens are now a year-round uniform made out of a material that is 55 percent dacron polyester and 45 percent wool.

The greens still require dry cleaning and must be starched and pressed, while the fatigues are made of a wash 'n wear polyester material that takes

little care.

Female cadets are also issued the same greens and fatigues as their male counterparts, however the uniforms are better tailored.

Usually it is not until the cadet is into the more advanced programs that he or she buys the administrative uniforms.

These uniforms offer somewhat more variety in material and style. The administrators can buy greens made of double-knit materials and coordinate sweaters with them.

For women, the administra-

tive uniform is where the most drastic change has occurred. A green-knit pantsuit consisting of a single-breasted jacket, slacks and a mint-green turtle-neck sweater is now available.

Recent designers tried to develop a uniform for women that did not change the male uniform into a "female version," said Hugh Dittermore, assistant professor of military science.

For men, the dress blues and dress whites, which are worn at more formal occasions, are also utilizing more polyester.

By NATASHKA McDONALD

Clothes are an international form of expression and blue jeans are a necessity, according to several foreign students studying at MSU.

"Fashions in Lebanon are pretty much what they are here, for those under 30, that is," said Tarik Saad, a third-year biochemistry major. "But the older generation resents the modernization of dress."

"They are afraid we will lose our culture, and forget about the past by dressing the way we do," he said.

Saad said he does not mind casual dress, since nearly everyone in his age group dresses the same, but added the youth in Lebanon dress up more.

"Americans are much more casual in their wear," Saad said. "I get a better impression by seeing someone dressed neatly, no matter what they wear. Although I believe people should wear what they want, I still have a prejudice against meeting sloppily dressed people."

Hisako Inaba, an English student from Japan, said Japanese

students dress uniformly — skirts and blouses are the norm. She said at MSU she dresses in jeans because it is necessary.

"Carrying a backpack while wearing heels and skirts is inconvenient for me," Inaba said.

The more traditional dress, the kimono, is worn in Japan mainly by the older generation — such as her grandmother, Inaba said, and by others during special occasions.

Inaba also said Americans are much more casual in their dress, and said she doesn't approve of clothing with holes, and unkempt attire.


However, Annat Godbole, a statistics and probability doctoral candidate from India, said Americans are very practical people, and their dress reflects their functional attitude of lifestyles.

"Jeans are the greatest thing that ever came out of the United States," Godbole said. "India still has a strong British influence, since it was once a colony of England, and people's dress reflects this influence."

Because of this Western influence, no one in India seems to

(continued on page 18)

Foreign students assess fashion



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Fashionable toddlers

(continued from page 16)

and long "tails" on blouses and shirts, Hackler said.

Avoid clothes that may cause accidents, such as garments which are too long, have cuffs so large they catch on things, shoe laces which are too long, sleeves too big and loose, drawstring necklines, big bows and loose sashes.

"Children's clothing should be light or bright, have a separate rain hat or hood that turns when they do, be of flame retardant fabric, have securely sewn trims and pockets, have flat pockets, straps that are secured and have long pants to protect the knees," Hackler said.

Sewing can save a person money if they have the time. Evaluate the amount of labor involved, the materials used and the cost of the sewing machine before starting a major sewing project.

An article published in the winter 1979 issue of Family Economics Review said a "1965-66 survey of one urban area found that only about 70 percent of the total amounts of clothing acquired by low to moderate income families was purchased new."

For second-hand shoppers it is best to stick to the basics, Thurber said. Children are conscious about style. They want to wear what other children are wearing. Basic garments like knit shirts, jeans, corduroy pull-on-pants, knit pants with elastic waists, windbreaker jackets, and sweaters seem to stay in style. Girls' dresses seem to change style frequently.

Another profitable way to meet children's clothing needs is the family exchange program with friends or relatives passing

on their used clothing, Thurber said.

With used clothing, imagination can go a long way. A piece of clothing can be specialized for a child. A plain knit shirt can be dressed up with an applique. Initials on a pants pocket can personalize it. Some articles can be hemmed or lengthened by adding trim or fabric around the bottom with an applique of the same fabric on the pockets.

"Make sure the article fits the child. A child, like an adult, has feelings about the clothes and how they fit," Thurber said.

A bulletin published by the MSU Department of Human Environment and Design said that measurements were helpful when planning to buy used clothing. Used clothing is generally not sized, so measurements will be needed to allow for ease.

"When taking measurements, have the child in undergarments and barefoot," Hackler said.

Children's garments are sized by body build, not by age. Sizes are based on measurements of the chest, waist, hips, height and weight. Sizing categories include infants and babies, toddlers, children's and girls and boys. Infants' and babies' garments are sized by months and weights, toddlers' garments are cut fuller to fit over a diaper and allow for baby fat. Children's sizes are for the child that is growing taller and slimmer, Hackler said.

Foreign

(continued from page 17)

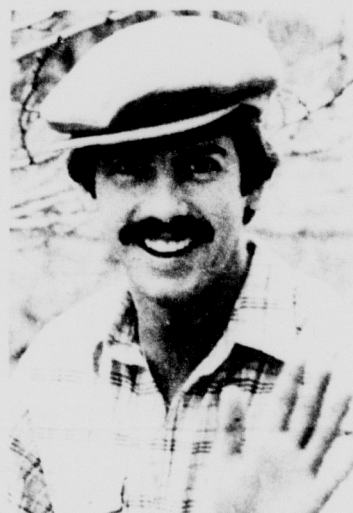
frown on Westernized dress, Godbole said. The influence is already there and no one sees it as an invasion of another culture.

Sevgin Olcay, a doctoral candidate from Turkey, said older village members in Turkey still wear traditional dress.

"People in the cities lean toward a European style of dress," Olcay said.

"Turkish college students wear generally the same type of dress as those do here. Everyone (youth) is wearing jeans over there."

Hats



Handicapper fashions

(continued from page 3)

clothing design," she said.

One student designed a wheelchair restrainer in the form of a vest, Orlando said, and added students try for a more aesthetic look whenever possible by selecting from what is available.

Orlando explained that a wrap skirt might be easier to accommodate persons who are not capable of dressing themselves.

"Sometimes we vary the closures to fit the person's ability," she continued. "Some people can work buttons and loops better than snaps. We try and adapt the clothing to the person's characteristic."

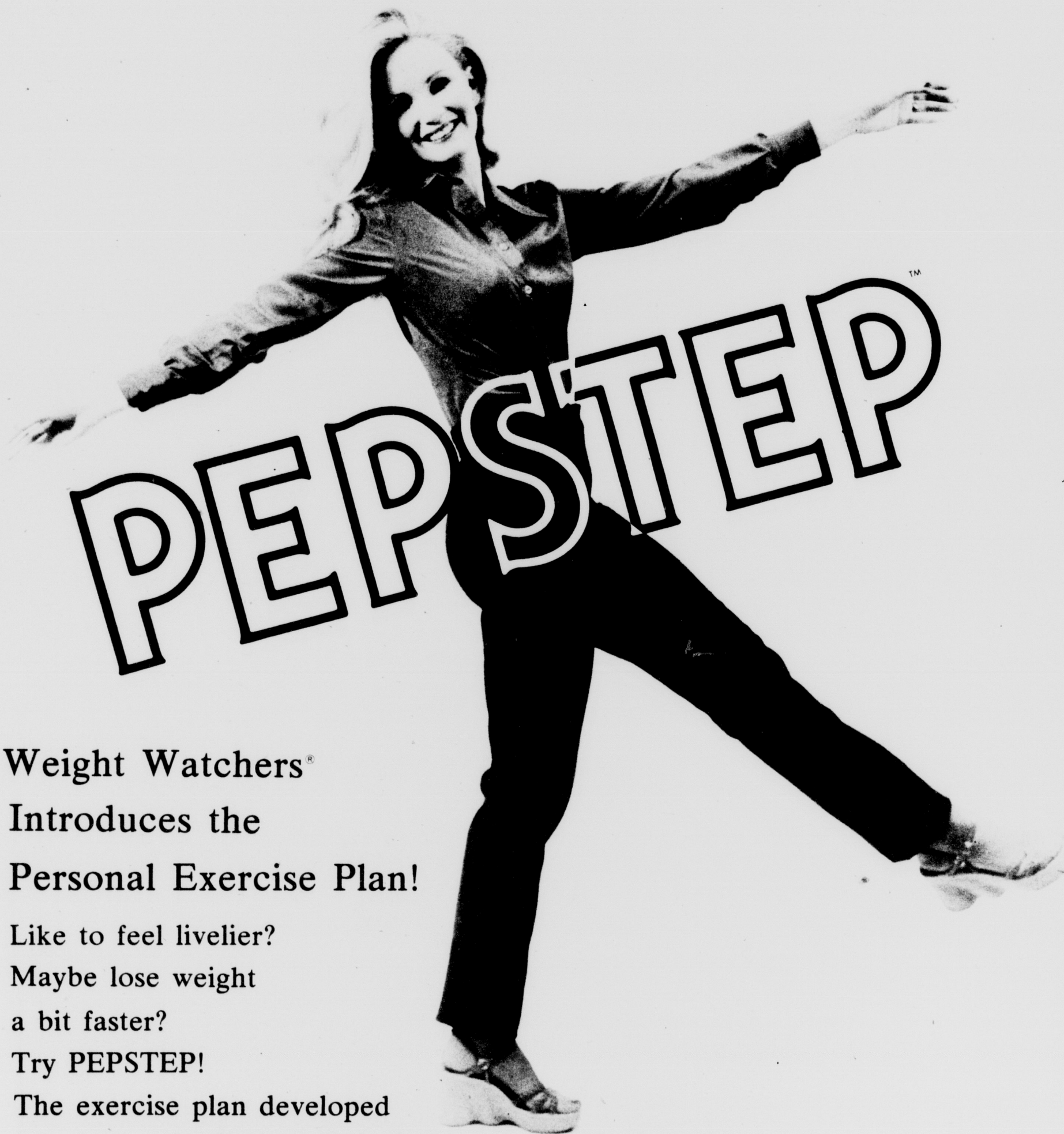


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