



fall fashion '79

FOR FASHION'S SAKE

Supplement to The State News, October 25, 1979

New fall shoe fashions feminine and delicate

By CINDI DUBEY

Mile, after mile, after mile.
The average MSU woman endures many miles of walking to classes each term, but this fall's shoes and boots can turn a dull experience into a pleasurable one.

By now you're probably wondering what makes this fall's shoes and boots so great, right?

For starters, we are experiencing a revival of the '40s and '50s styles. Shoes are more "femininely" styled, with a return to the spiked heel and pointed toe.

EVEN THE CASUAL shoes have taken on a more delicate look. Bass has added a whole new line to accommodate this fall's look. Called Bass 300's, these have a three-inch rubber heel, a pointed toe and are made of soft, durable leather. A salesperson at Hudsons in the Lansing Mall said that their fastest selling line of shoes is the Bass 300, which is selling as a casual pump.

In East Lansing, the entire Bass collection can be purchased at Hudsons, MSU Bootery, 225 E. Grand River Ave., and Shepard's Shoes, 317 E. Grand River. Prices range from \$38 to \$42.

Less expensive than the Bass, but similarly styled, are the Connie and Scalawags lines. Both brands are available at Hudsons. Their prices range from \$28 to \$35.

ANOTHER MODERATELY PRICED casual shoe, which is carried by Jacobson's, 333 E. Grand River Ave., is Dexter. The range in price from \$29 to \$34.

Also moving in on the scene is the cowboy or Western look.

One of the more popular lines of cowboy boots is Frye. Frye boots are best known for their quality.

In East Lansing, Fries can be found at the MSU Bootery. Because of their high quality, their prices run from \$90 to \$120.

Dexter also makes a cowboy boot, which is less expensive than the Frye, but still high in quality. The Dexter boots start at \$70 and can be purchased at Jacobson's.

The boot collection at Hudsons is quite diverse, including 9-West, Fortino, Italia and various imports. The prices start at \$65 and go up to \$110.

IF COWBOY BOOTS are out of your price range, then you might consider investing your funds into a pair of Zodiac's Western clogs. Zodiac is carried by Jacobson's and a \$42 price tag is reasonable.

But, what about that evening out with Mr. Wonderful? Cowboy boots or Bass will definitely not suffice. So what to do?

Well, you have several alternatives. The first is invest in a pair of delicately-styled spiked heels in black patent leather or maybe in one of the season's new suede styles. Throughout the East Lansing area, spikes are retailing at an average price of \$45.

Or if the spiked heel is not your style, then perhaps the revived pump is. Many of the dress pumps are finely crafted shoes that offer extreme versatility. Not only can the pump be worn out with Mr. Wonderful, but, it also looks great with a suit or a pair of dress pants. Both Jacobson's and Hudsons carry a wide variety of pumps with prices beginning at \$38.

Interview clothing still classic, conservative

By MARY JANE JERIAN

College graduates searching the job markets are advised to search their closets first this season.

"Appropriate dress may never get you a job, but it can cost you one," said Caroline Diamond of the MSU Employment Office.

Male and female students anticipating an interview should first invest in a suit, preferably navy, beige or maroon, she added.

"Women should plan on a shirt and jacket. Skirts never carry negative connotations but pants might," she said.

KIRBY W. STANAT, placement director at the University of Wisconsin, also suggests a suit for the professional interview in his book, "Job Hunting Secrets and Tactics."

"You can't be too conservative," writes Stanat, "It is a sign of good judgment."

Stanat advises against leisure suits and sports coats for the first interview. Long sleeves should be worn because they carry more authority, he adds.

Women should avoid platform shoes because of the possibility of walking problems, Diamond said. And boots are also not a good idea.

HAIR FOR BOTH men and women should be off the face so it does not distract the interviewer.

"Long hair on females can have sexual connotations, and wild perms may also be distracting," she said.

Stanat feels that long hair, mustaches and beards on males are taboo in the interview situation. "A big slice of the American business community feels beards and mustaches are un-American — don't give a recruiter a weapon to de-select you."

The MSU Employment Office in Student Services Building is sponsoring two clinics on dressing for the interview, one on Oct. 24 for men and one on Nov. 1 for women.

STETSON '98
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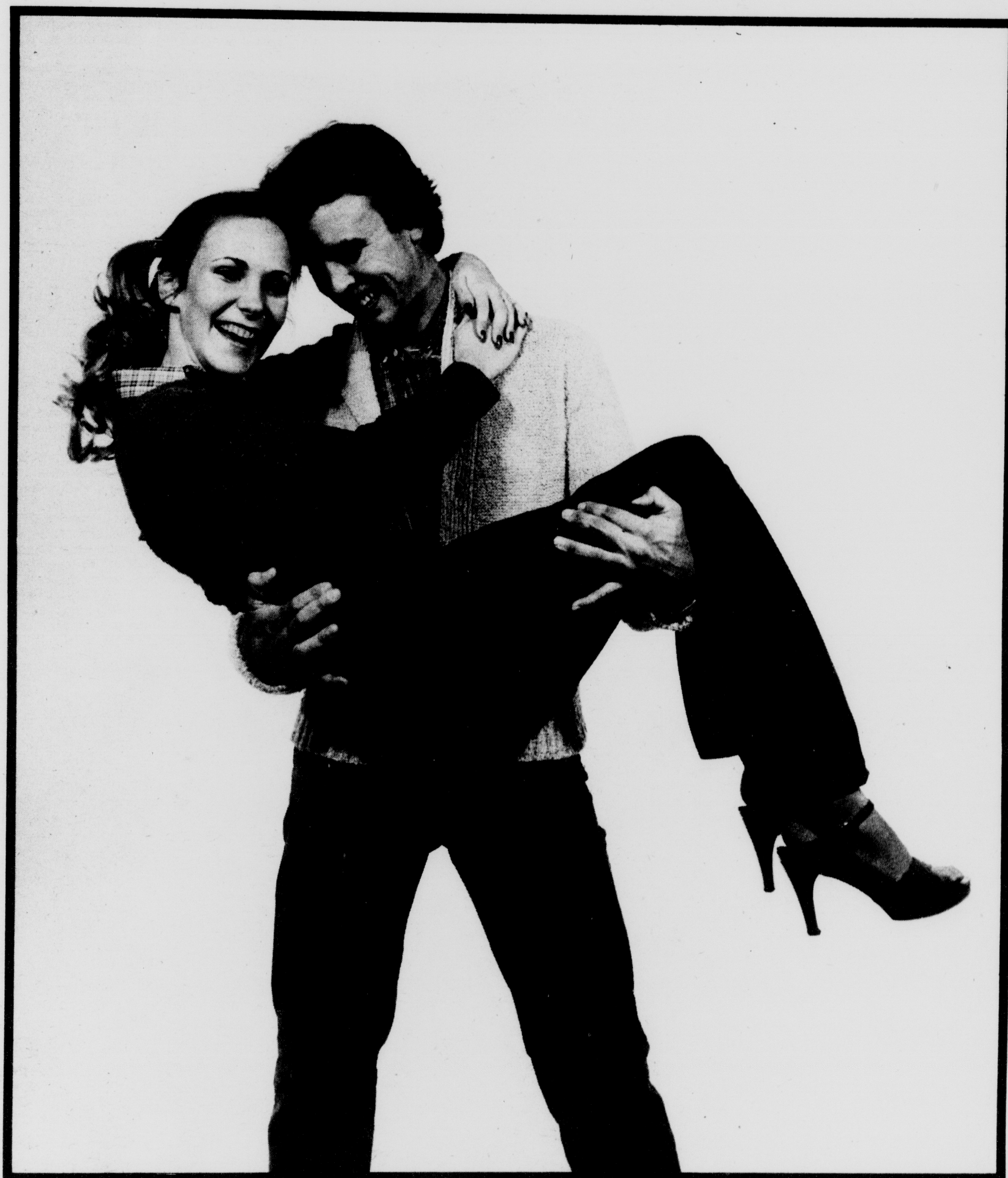
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How to get best buys for winter

By KIM SEVERSON

An MSU student does more than the average amount of "trucking" around campus during the winter months. And, as money is always a scarce commodity with students, the ultimate question becomes how to stay the warmest for the cheapest.

Walking is the major form of transportation for most, so a good pair of boots is essential. Of the entire winter wardrobe, this will probably be the biggest investment. Anyone who's been outside with cold, wet feet knows it is well worth it. Insulation is the thing to look for. A rubber or rubber-leather combination boot, such as a Canadian Sorrel or L.L. Bean hunting boot with a liner will keep you warm as well as dry while standing or moving. A brand name pair can be purchased for about \$34, with prices going up for added features.

An insulated leather boot provides for more mobility and will also cost a bit more. A Herman Survivor, the top of the line in leather boots, will run from \$45 to \$95 and is insulated to 20 degrees below zero. Leather boots are designed to keep feet warm while in motion, and most come silicone-treated for waterproofing. These boots must be

treated periodically to maintain their waterproofing.

Cheaper boots can be purchased at various area shoe and discount stores. These are usually just as warm as the name brands. The difference lies in how long they last. When investing in a pair of boots, check the quality of materials and workmanship. Paying \$70 for boots that will last for three or four seasons beats paying \$30 every year.

As far as clothing goes, one basic principle holds true for gloves, socks, underwear and jackets — layers. The trapping of air between clothing and skin is what keeps you warm. For example, a thin nylon or cotton sock should be worn underneath a heavier wool sock for maximum warmth. The idea is to keep the feet dry, because wetness initiates cold. The double sock serves to keep the air trapped around the foot. One popular sock on the market is the Wick-Dry, selling for \$3.99 at most stores. It incorporates the two-sock principle into one lightweight pair.

With a choice between gloves and mittens, try to stick to mittens. While gloves are more functional, mittens will trap body heat and keep you warmer. A good seller at the PX Foxhole in the Frandor Mall is a leather army glove with a wool liner, again utilizing the

layer principle. This type of outfit will run about \$16.50, due to the high cost of army surplus goods. A comparable set up can be obtained by buying a leather work glove with a wool liner. This can be purchased at the Foxhole for \$1.50.

In shopping for coats and jackets, personal preference usually takes precedence in style decisions. Ski coats, vests and parkas are all available in warm styles. A good, warm — if not the most fashionable — coat can be purchased for as little as

\$20 at the Foxhole. Prices in other stores go up from there.

The best protection, however, again is the layer principle. A heavy wool sweater and flannel shirt topped off with a vest will keep the heat in (continued on page 13)

Bright colors popular in sportswear

By PAT BLANEY

Fall always brings out the new fashions for the upcoming school year, and this fall is no exception. Of all the hot selling styles, though, none are selling faster than sports fashions — the athletic look is in and it's bigger and better than ever.

A spokesperson from the Athlete's Shop, 233 E. Grand River Ave., said that gym shorts, T-shirts, tank tops and warm-ups are all selling big this fall.

A salesperson from Vandervoort's, 1515 N. Grand River Ave., Lansing, said that sportswear has been greatly upgraded to meet the fashion styles.

WARM-UPS IN bright-colored satins, shorts and tank tops in terry cloth or velour, sweat shirts with colorful, witty lettering and hats and caps of various styles and colors are all hot sellers in the fashion market.

Jogging shoes are still the number one type of athletic footwear being sold for casual wear, with adidas leading them all. The Athlete's Shop, which is the original adidas shop in the East Lansing area, said that nylon running shoes of all styles are selling better than leather, due to the cheaper price.

Ski jackets and vests are once again very popular items this fall, a spokesperson from

Sportsmeister Shops Inc., 213 E. Grand River Ave. Also in demand are ski sweaters and turtleneck combinations, as well as pullover jackets. Down coats and parkas will likewise be warm items to own as winter quickly approaches.

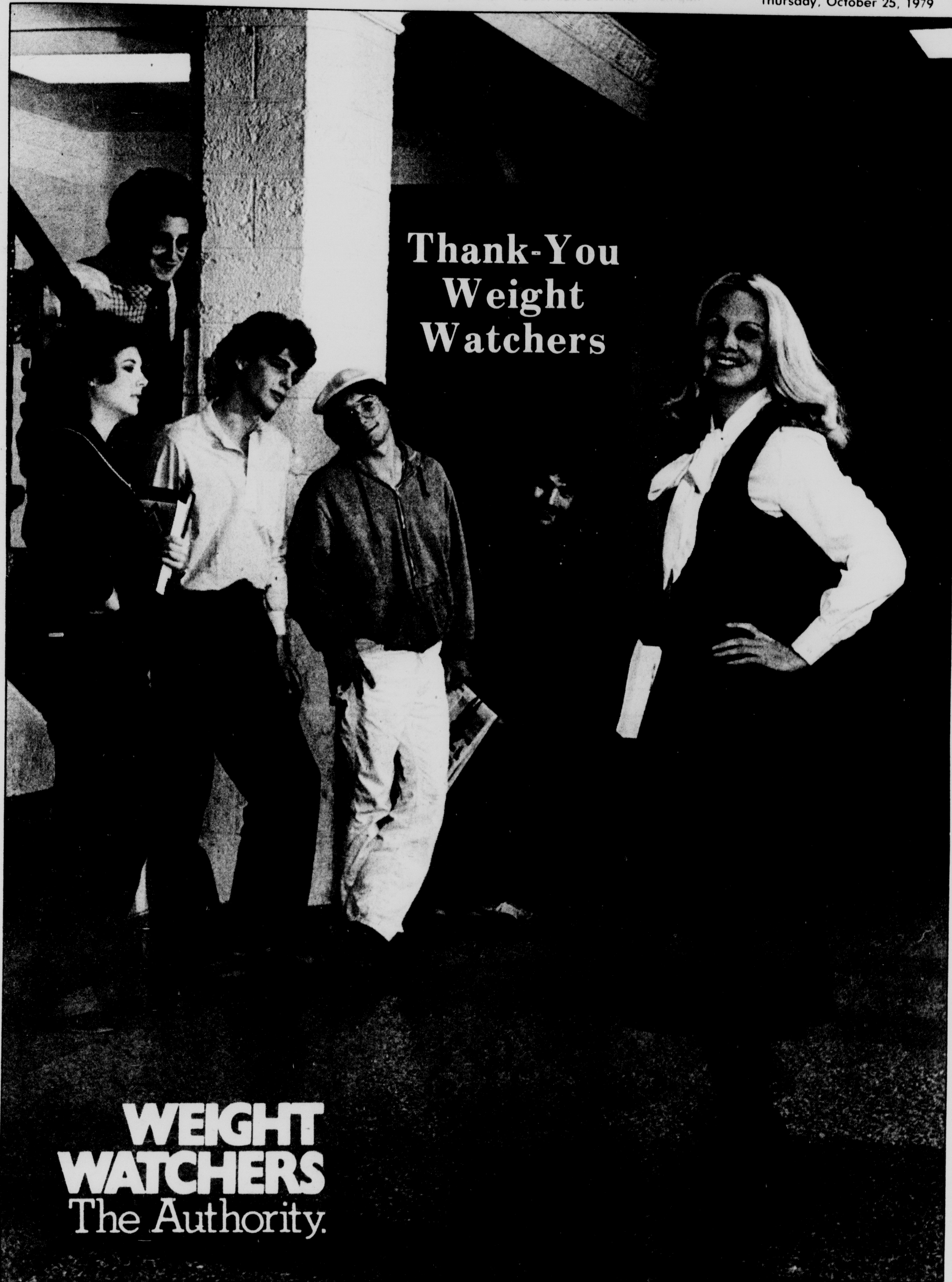
M.C. SPORTING GOODS, 5002 W. Saginaw St. Lansing, sells sportswear ranging from classic tennis shirts to warm-up suits and shorts. Its selection attracts not only athletes, but the non-athlete as well.

Yet, the sports shops said they find competition tough with the regular clothing stores. Many stores, such as K-Mart, Meijer Thrifty Acres and Sears now have their own sportswear sections which usually offer discount prices and comparable selections.

Many sportswear firms that originally made uniforms exclusively for school athletic teams have also entered the retail market selling their merchandise to the public.

More and more clothing companies are going for the athletic look in fashion and it looks like this style will be around for some time. So whether you are an athlete going out to jog around the campus or a party-goer trotting down to your favorite wateringhole, this fall you can do it in a style that says "jock" — even though you might not be one.





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MICHELE McELMURRY

Dress for area night spots shows diversified styles

Throughout my past three years at MSU, I have realized that most students dress according to their own lifestyles.

Walking around campus or sitting in class, one can't help notice a variety of different fashions which vary from "preppy" to "bizarre."

Yet, the diverse array of fashions seen during the day become more synchronized when party time rolls around and people start stepping out for a night at the bar.

America's Cup, 220 M.A.C. Ave. — sophisticated dressing for sophisticated drinking. This place brings in a number of Calvin Klein's, Ralph Lauren's and Charlotte Ford's. Its nautical atmosphere also attracts many of the seafaring types in topsiders and crew necked sweaters.

Beggar's Banquet, 218 Abbott Road — considered by some as the haven for '60s revival freaks, some Beggars customers can still be seen in love beads, peace symbols and suede fringe belts (most have been molding there for the past decade). Beggars also draws in the intellectual and artistic types, so horn-rimmed glasses, calculators on belts and volumes of Keats are also common sights.

Bus Stop, 2751 E. Grand River Ave. — the disco palace of East Lansing attracts a wide variety of satin jumpsuit-clad patrons abiding by the "neat, no-jeans" dress code. To boogie down with the sounds of Donna Summer, The Tramps and the Village People, recommended attire includes anything with a slit,

shimmer or shake. Obnoxious colors are also a frequent sight. Satin and sequins are especially recommended to get the full effect of the strobe lights bouncing off the dance floor.

Coral Gables, 2838 E. Grand River Ave. — ear plugs.

Dooley's, 131 Albert St. — this is where the diverse-dress crowd unites. With drink specials throughout the week, it's hard to pinpoint just what people will be wearing — basically, anything goes.

Mac's, 2700 E. Michigan Ave., Lansing — the object behind dressing for a night out at Mac's, is to wear clothes which are beer repellent. Fashions at Mac's run the gamut from tacky to gross. A lot of slob hang out at this place. But don't get me wrong, this is one of my favorite drinking establishments, simply because you don't have to worry about what you're wearing. I can strongly recommend that anyone frequenting Mac's should wear thick-soled shoes and "flood pants" due to the amount of beer and other junk which is stuck to the floor.

Rainbow Ranch, 2843 E. Grand River Ave. — the Ranch has a variety of specials and features many local bands. Depending on the type of band, customers dress accordingly. Punk Rock Night brings out the Elvis Costello look-a-likes attired in everything from T-shirts, baggy pants, tennis shoes, skinny ties, and shades. This can be a real trip, so take advantage of the drink specials.

Easy perms and cuts in for men this year

By ANNA BROWNE
State News Staff Writer

Norman Rockwell would undoubtedly turn over in his grave if asked to paint a picture of a little boy getting his first permanent in a beauty salon.

But perms are all the rage these days among college males, according to hairstylists from three East Lansing salons.

Roxanne Dennffel of Guys & Dolls Hairstyling, 210 Abbott Road, said men were asking for body waves much more frequently than last year.

Dennffel said the cost of a body wave was \$30, which did not include a cut.

"BUT ALL THEY have to do is brush it back and let it go," she said.

Patricia Norfleet and Kathy Blackie of the Patrician, 309 M.A.C. Ave., said their shop services about 1,400 men a term.

Norfleet said college men want a hair style that they can run from class to class with, run their hands through and still have it look good.

"If a man has fine, thin and straggly hair, a perm is the perfect thing for him," she said.

"The easiest cut a man can have is to have his hair cut properly and then let it do what it wants," Blackie added. "You

have to let it do its own thing."

BLACKIE SAID MORE men were letting their hair dry naturally, which is why body waves are so popular.

"They're easy to take care of," she said. "They have it cut short, have a real light body wave, and then you just let it dry."

At the Patrician, the price for a perm or body wave runs between \$30 and \$35, which includes a wash and cut.

Blackie said at the Patrician they do a personalized — or a personality — hair cut.

"There's not really a name for it," she said.

"When he comes in, a man has to tell us what he does — his lifestyle, work, school, sports and how much care he wants to put into his hair."

FOR INSTANCE, MEN in athletics want a carefree style, she said, "something that will look good whether they comb it or not."

"But a businessman wants a little more sophistication — something to show they are in the business," Blackie continued.

"When they shower and comb it in the morning, that's it for the rest of the day," she added.

(continued on page 10)



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Punk Rock Fashions

By D. R. KINSLEY

Yeah, I know, we've all asked the same question: What am I going to wear to the punk rock show? Well, anything and everything is all right, but if you really want to "look" punk, then you'd better be careful.

First of all, you need a haircut. No matter how long your hair is, it's too long. Long hair is rock, cute hair is disco and short hair is punk. Make-up isn't necessary, but if you're going to use it, use too much. Rouge, lipstick, eye shadow, mascara, dental floss, the whole bit — pile it on.

Next jewelry. Puka shell necklaces are not punk, but earrings are very punk if you're a guy. And it doesn't even matter which ear you get pierced. What is it, right ear you're a vegetarian, left ear you like it on top? I always get them confused. Safety pins and spiked dog collars are optional.

AS FOR THE clothes, you'll find them in your parents' closet, attic or basement. You know, the stuff they wore in the '40s and '50s. But if the Salvation Army and Navy has already been through, then you'll have to go to a second-hand store. Somebody Else's Closet, 541 E. Grand River Ave., has an excellent selection and affordable prices.

Leather and chains are punk, and so are black and white. An old white shirt with a skinny black tie around your neck — but not under collar — is popular. No shirt and a leather jacket is even better, as long as you have a hairless chest and a build like Popeye before he eats spinach.

Face veils and tight satin or leather pants are okay for female punks, or your dad's baggy pants are even better if you can get him to give them up. What ever you do, don't be sexy — punks have no sex.

SNEAKERS ARE EASY to dance in and are punk, unless they are of the running shoe variety. The best are white no-names that have been through at least high school gym class and are held together by tape.

Anything you can dig up that has something to do with science or technology is punk at a Devo concert, especially if it's rubber-like gas masks, goggles and disposable gloves. On another hand, black-lace stockings and a corset would be punk at the **Rocky Horror Picture Show**.

There are two types of punks, the true punk and the pseudo punk. The pseudo punk listens to Elvis Costello and mourns the death of Johnny

Rotten while the true punk plays the Ramones until the neighbors call the police and doesn't care about anything, including Johnny Rotten.

Punk rock — like streaking and roller disco — is just a fad and pseudo punks have already moved on. And more than clothing, being punk is a state

of mind, not something you can put on and take off. So the real question may not be what to wear, but are you really a punk?



State News / Kim VanderVeer

Local punk rockers.



For Fashion's Sake

The 1979 Fall Fashion Edition of
The State News

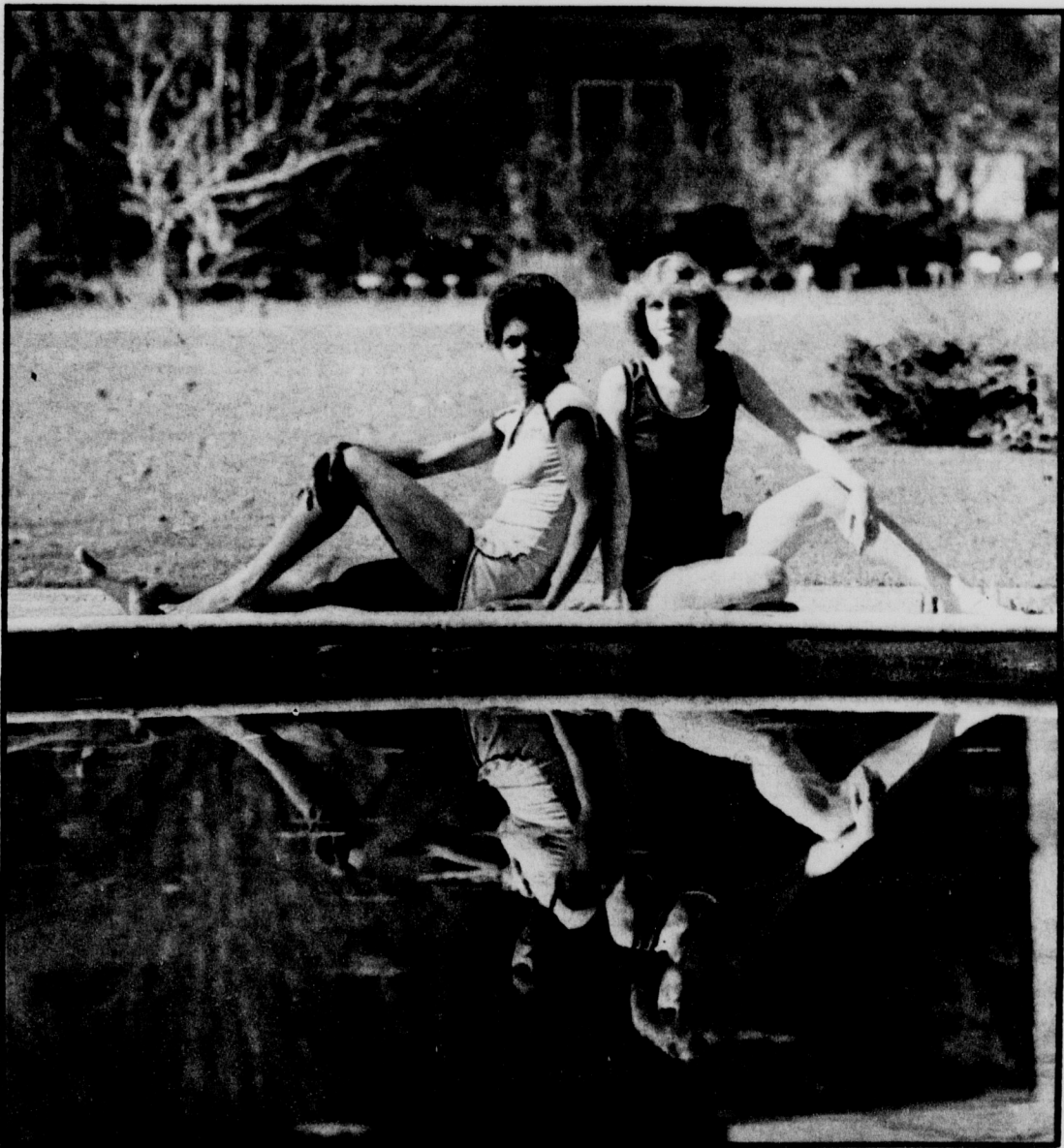
Editor
Carrie Thorn

About the cover...the campus of Michigan State provides the perfect background to display the latest in fall fashions. Our thanks to Jacobson's J Shops, East Lansing for providing the clothing shown on the cover. Cover photo is by Deborah J. Borin.



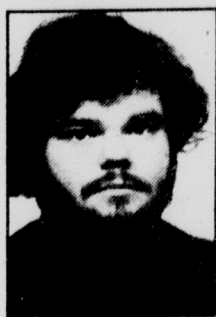
MSU BOOKSTORE.... HAS A CARLOAD

(Car furnished by Adams AMC)



AD OF SPIRIT!

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WILLIAM BARNHARDT

Singing the GQ blues

Men's fashion magazines really weren't published for my benefit. I was looking through *Gentlemen's Quarterly* the other day and suddenly the concept of a magazine devoted entirely to men's cologne and what shoelaces are "in" this fall seemed a bit silly. But beyond that, *GQ* and the like aren't even functioning in my world. At least not yet.

First of all, no one — particularly me — looks like any of the models in men's magazines. New York, Paris and San Francisco are designing all these clothes for a thousand models who never leave those three cities.

Another thing. WHO is wearing these designer originals? I certainly don't see anyone walking down Grand River Avenue in pajama bell-bottoms, open-front silk Turkish shirts, or shin-length leather-fur jackets.

One thing for sure, is that if you buy these garments, you must have PLENTY of money. And not just money as "in the bank" money, I mean MONEY. Like money to throw into the wind and wave bye-bye to money.

For example, here's this guy with a paint-roller in his hand standing in a half-painted room with rags and spilled latex artistically splattered everywhere. So this model, if you read the outline under the photograph, has decided to paint the den in: Shirt, Boulevard \$100; Sweater, Divine \$66; Tie, Kelly \$11; Suede vest, Truedson \$125; Jeans — Studio 54, folks — \$130; and the real centerpiece of fashion — Belt, Kieselstein-Cord, \$550! Now is that the real world? \$982 workclothes?

Lets look, by contrast, to my somewhat impoverished accoutrement: Shirt, T-, \$2.50; Sweater, Older Brother's (no price); Tie, none (also no price); Pants, Greensboro Sears Retail Outlet, \$15 on sale. And you couldn't catch me painting a room in those good clothes. No way.

GQ lovers never miss the "Imagery" column, which addresses itself to the important things in fashionable life — towel drying

vs. blow-drying one's hair, how to keep those shoelaces from fraying, and underarm wetness and how it varies from cotton-wearers to synthetic-wearers.

GQ, however, is hardly content to deal exclusively with the fashion scene. Oh, no. In this week's issue, for example, the "in" man can thumb through articles on wine and cheese selection, fine hotels and restaurants in the \$200-a-night range, and totally mindless backgammon-like board games.

California seems to be the setting in a lot in men's fashion periodicals lately. And it's not just because California leads the way in fashion trends — it seems — they also have somehow stumbled upon the good life out there; it's quite well-defined in the mag. *GQ* decided to do a "Hollywood of the 80s" feature, detailing the celebs of the future you could have bet they would pick. Folks like Barbara Carrera, Sally Kellerman, and Marissa Berenson — who's been a nobody in every magazine for as long as I can remember — and Dean-Paul Martin, who sits there in a rattan chair in his \$200 Creighton sweater and patched street jeans. You know, in those jeans he's just one of the guys. In the interview, he talks about his life, telling us, "I won't chuck tennis for a film career" and other matters we all really give a d--- about.

This is the chic world of *GQ*. And believe it or not, I really don't have much of a complaint with the magazine itself. After all, *GQ* is a slickly-marketed showcase for the creativity and artistry of the fashion world. What is of concern to me is the increasing popularity of these mass-fashion periodicals. America, according to the polls and magazine sales statistics, is getting vainer.

One item of consolation, however, is that if the country is making expensive fashion the new social pressure, at least our citizens will be well-dressed clones. For appearance's sake, things could be worse.

Hairstyles

(continued from page 6)

Blackie said as people become busier, they lose a lot of the time they used to spend on their hair.

"Blow dryers are a tool of our trade," Norfleet said, "but men are getting away from them. They just want to comb it in the morning and that's it."

MEN OFTEN ASK questions about how to appear for a job interview, Norfleet said.

Julie Miller of the Hair Loft in the University Mall, 220 M.A.C. Ave., said the popular hair styles depend on whether the man is graduating.

"The style tends toward the shorter, neater look, but not until graduation," she said. "College males tend to leave their hair longer."

Norfleet said when men first started coming into the salons they all brought their girlfriends with them to help make style choices, but not anymore.

"Men make great customers," she said. "Men are very loyal and very cooperative."

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Inside Hosler's East Lansing

LESA DOLL**Fashions reveal attitudes**

"Fashion, as it is called, is often a question of politics, a barometer of the most profound social and economic longing. It reveals not only who has power but who lacks it, who represents the dominant in society and who is defying that dominance."

— Gloria Emerson
Vogue, September '79

Women in Iran took their first step towards becoming sisters in the feminist movement last spring when they marched in the streets repudiating the repression of the new Moslem state. One of the rights the women felt Ayatollah Ruhollah Khomeini had taken away was their choice of dress.

This was a first step for the women, who were ordered by Khomeini to follow Islamic tradition by wearing a long, black veil that conceals every

If there is no "dictator" in our society to command our style of dress, who are we following, and why?

part of a woman's body, including the head. Their protest did little to curb the oppression.

It is difficult for American women, even anti-feminists, to fathom this sort of blatant discrimination and oppression. What we fail to realize, however, is that we are very much like our Iranian sisters in this respect.

The shackles of fashion still bind us.

The Iranian woman follows a command of tradition deeply ingrained in and by her religion

when she dresses. American women do have some choice when they select their wardrobes, but society tells us that we must follow the style of the season, which is usually dictated by male designers. If there is no "dictator" in our society to command our style of dress, who are we following, and why?

Feminine fashions reveal how a society views its women — what values it places on them and what positions it relegates them to. These fashions which serve to keep women "in their place" are sexist fashions, and they continue to remind us that women are, first and foremost, sexual beings.

We have seen an abundance of plunging necklines, overly sheer blouses, and too-tight slacks in recent years. Women wear these, because they are in style. Dissent from this dress means to revolt in somewhat the same way the Iranian women did. Some made a personal choice to wear non-exploitative clothes. Many didn't.

This year's spiked heels are just another example of the blatant sexist tendencies in the fashion world. They are neither functionally sensible or comfortable, but serve to show off the leg. Slit, tight skirts and shaded hose which accentuates the curvature of the leg are also examples of very current sexist trends in fashion.

We must decide whether we will go along with this trend or speak out on the right of women to wear what they want without being stigmatized by social norms which bind us to style and fashion.

It is this conflict which binds us to our Iranian sisters, who have already begun speaking out against repressive customs in their culture.

Many of us are still not that brave.

**Regular cosmetics
bad for face, skin**

By REGINALD THOMAS

State News Staff Writer

If you are using regular over-the-counter drugs or creams to purify your face, then chances are you are not really cleansing it.

Douglas Sigourney, owner of Sigourney's Hairstyling Inc., 1712 E. Michigan Ave., Lansing, said most over-the-counter cleansers and soaps contain caustic soda that harms the skin more than it helps it.

This caustic soda closes the skin pores and merely builds up the oil and dirt on the skin, therefore never really cleaning the skin, Sigourney said.

"Nine out of 10 men are just washing their faces with bar soap," he added. "This soap just dries out the skin and disrupts the skin's acid mantle."

ACCORDING TO SIGOURNEY, the skin has a slight acidic base. This acidic base helps to protect the skin from infections and diseases.

"By using (caustic) soap from infancy, you make a market for the conglomerates' other products," Sigourney said. Companies that sell baby skin-care products give free samples to mothers as they leave the hospital. These samples include caustic soaps that destroy the baby's acid mantle.

After the child's acid mantle is destroyed from extensive use of caustic soaps, they become more susceptible to diaper rash and other skin diseases, Sigourney said. They must use the same company's products to cure the diaper rash, he added.

Sigourney said that by using non-caustic soaps people can avoid excessively dry skin. He added that by using a night cream and an almond skin mask, both men and women can improve their skin's look.

SIGOURNEY SAID BASIC skin care should begin with a non-caustic soap, a toner and a moisturizer. He added that some men also like to use blushers, moisturizers and bronzers to improve the skin's overall tone.

"Men and women need them (moisturizers) because they don't have any protection against pollution," said Lou Wynn, skin care technician at the Hair Loft, 220 M.A.C. Ave.

(continued on page 15)



**The
Tannery**

Specialty Leather, Clothing and Gifts

MERIDIAN MALL, OKEMOS

Hats of all styles in for fall season

By MARY BETH PEEK

Hats of all styles are in for fall — trims, fabrics, and colors are many and will go almost anywhere with nearly every outfit. Hats for indoors as well as outdoors, and for men as well as women are available.

The '20s-look suit or dress is topped perfectly with a 1980-style hat. The western look is set off nicely with a cowboy hat. Even the Paris sophisticate look demands a hat to make it complete.

Because of the variety of hats available, it is easier this year to match a stylish hat with other accessories such as purses, shoes and belts. If a special outfit needs polishing, this may be just the thing.

Sandra Oliver, a senior in fashion design at Merrill Fashion Institute, Lansing, said that "everyone should have a total look — hats are expressive, tell a lot about people, and they will be very big this fall."

Oliver also said that hats are definite attention getters; this fall they will attract more positive attention than in the past.

MOST HATS WILL be smaller and trimmer than in the past. Crowns with less height and brims of all types will be emphasized. Many hats this fall are designed to accent the eyes when worn correctly.

The brimmed hat is seen often in stores. Different combinations of large and small brims together with a narrow or wide band make many possibilities for unique hats. The brims are shaped in many ways, rolled up or turned down on one side or both. Some provide a good profile accent.

A modification of the brimmed hat has a lower crown with a fold running lengthwise in the center. This hat is smaller and gives a somewhat dressier effect.

ALSO, THE OLD military or stewardess-type hat is back in all colors with many styles of trim. This hat sports a very trim look and can be worn with a dressy suit or pants.

The knit berets are also popular and can be worn with almost anything. Color is the big accent with them.

With the western look becoming so fashionable this fall, cowboy hats are going to be a great topper for a wardrobe. There may be more of these than other styles this season.

Other styles which will be popular include the simple derby look and the versatile English racing cap. Dressier hats available this fall include the jaunty, a simple disc which sets on top of the head. The major attraction here is the trim.

THERE ARE ALSO many modifications of the traditional pillbox, a hat shaped much like the military but with softer, rounder lines and fancier trim.

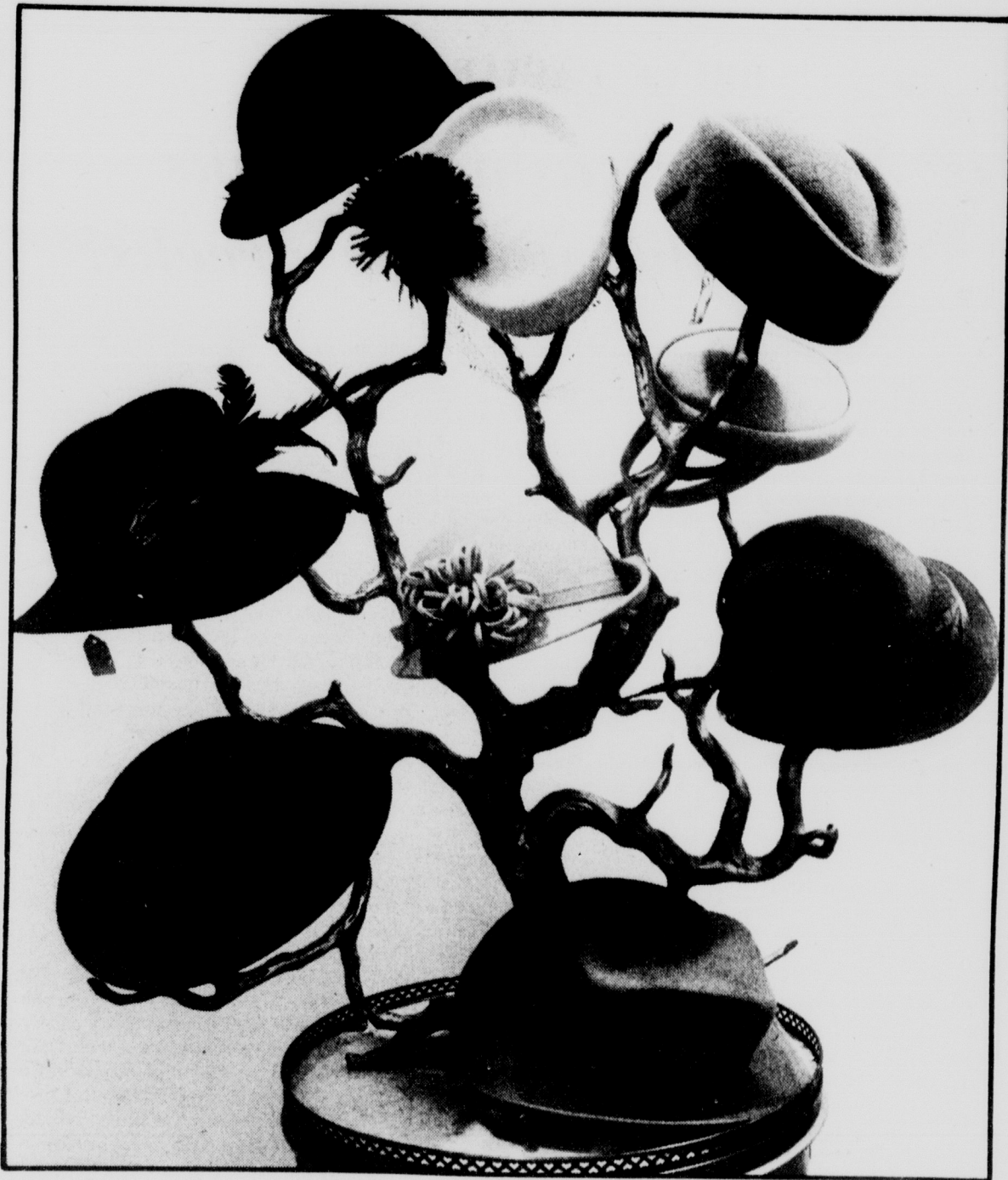
There are as many kinds of trim as styles for hats this fall. Feathers are the primary look in hat trimmings — including pheasant, ostrich and peacock. Depending on the style of hat, there may be few or many, small or large feathers.

Both wide and narrow bands will be featured this fall. These are made from ribbon, leather or contrast material. For the small dressier hats, add to these a selection of rhinestones, pins and other jewelry. Short veils are also being featured for the very fancy styles.

Many felt hats will be in this fall, either brushed or flat. Velour is also seen in some styles. Other fabrics include knits for berets and furs for outdoors.

HAT COLORS ARE brilliant this fall. The newest shades are teal blue and plum, which are coordinated with the new fall fashions. Red, cranberry, green and pearl white are also in, as are the basics — black, camel, and grey.

Just as in clothing, some top names in hats stand out on the shelves. Some of the more famous names are: for the small



State News Keri Gaabo

Hats will be smaller, trimmer and available in a multitude of fabrics, trims and colors this fall.

dress type, Frank Olive of New York; for fancier hats, Adolfo of New York and Paris; and for casual styles, Don Anderson of New York. There are also less expensive hats from manufacturers such as Counter-Fit, and Michelle.

Furs will be the look for outside weather hats, especially with a fashionable wool coat. Mink, possum and fox fur will all be fashionable. Less expensive furs like rabbit will also be available. Fake furs may go over, as they are less expensive and come in more varied design patterns.

These hats are available at local stores including Jacobsons, 333 E. Grand River Ave., Town and Country, 411 E. Grand River Ave., Menagerie, 321 E. Grand River Ave., Kay Baum, 125 E. Grand River Ave., Greens, 135 E. Grand River Ave., Savvy, 309 E. Grand River Ave., The Scotch House, 313 E. Grand River Ave., and Hudsons in the Lansing Mall. Prices for these hats range from \$10 to \$40, depending on style and brand.

HATS FOR MEN this year include standard ones such as

the Rex Harrison and the English racing cap. Also, as in women's fashions, much attention is being directed toward the cowboy hat. Brims are also being emphasized.

The Al Capone-type hat for men, with brims and wide bands around the crown, are also being shown in the stores. All of these styles come in a variety of colors and fabrics such as tweeds, plaids, wools, corduroy and felt.

These hats are available at Jacobsons, Hudsons, Redwood and Ross, 205 E. Grand River Ave., and Marty's, 305 E. Grand River Ave.

Best buys for winter

(continued from page 4)

and allow for temperature adjustment by removing layers. With a single down jacket or heavy coat it is impossible to adjust temperature as the body temperature changes.

A down jacket can run anywhere from \$25 to \$120, depending on quality. While a ski coat is practical for skiing, it is not the best selection for campus wear. Paul Mayo, buyer for the PX Foxhole, suggests a good mountain parka or windproof shell that can be layered up in the winter

or used as a spring/summer raincoat. A quality parka will run \$25 to \$60.

Finally, there are a few things to consider before purchasing anything for the winter.

First, consider the store. Rent on Grand River is usually higher and therefore so are the prices. The malls will run a bit cheaper, but it's best to look for close-outs and sales. Most importantly, be sure to take the time to investigate a few prices before laying down any cash.

Fragrances for men popular

Aside from having their names associated with a special-edition Continental, what do Pierre Cardin, Givenchy, and Bill Blass have in common?

They are all designers who market fragrances for men.

As men are becoming more fashion-conscious, their interests in scents are growing as well.

Promotions for these fragrances have increased men's awareness of the variety available to them.

Many companies are expanding their men's fragrance lines to include hand soaps, shaving creams and hair grooming aids.

A spokesperson for Jacobson's, 333 E. Grand River Ave., said there are just as many

men purchasing cleansing products as women from either the Clinique or the exclusive Erno Laszlo lines.

Aramis, the No. 1 selling scent in Europe and a top selling fragrance in this country, has long offered a complete line of men's products, including a line of hypo-allergenic products.

Representatives of Knapp's in the Meridian Mall and Jacobson's said two of the most often confused products, about which there are many misconceptions, are aftershaves and colognes.

First, after shave contains more alcohol than cologne.

Also, after shaves are applied to the face, but colognes are for the body.



BRUCE BABIARTZ

For fashion freaks - the word is greeks?

Fashion freaks, especially greeks who continually flaunt their status by wearing alligators, appear to me to have forsaken their identity and individualism.

Think about it. In the army people are forced to wear the same olive drab as the next soldier so that they have a sense of unity, which is all well and good — for the army! But, what about civilians who seek the latest fads and fashions and just want to look like everyone else and they certainly do a good job of it, especially the greeks.

Without their fraternity or sorority symbols discreetly displayed, you cannot tell greeks apart. You try distinguishing a gamma gamma from a kappa kappa, it is impossible to do — they all look like clones of one another.

The basic greek uniform consists of alligator shirts, sweaters and jackets — but true greeks, I'm talking about the ones with a real sense of unity, have alligators on their underwear where very few people can see them.

People laugh at ROTC's because they all look like turkeys with the same type of uniforms and similar buzz cuts, but they don't have any choice in the matter after they sign the old contract with Uncle Sam.

Greeks at least have a choice, at least I think they do. Having never rushed a fraternity or sorority, I am not aware whether part of the agreement is that you have to pledge to support the Izod company for as long as you live.

In China, American prisons and other places people are forced to dress like each other and I

bet everyone of them would give anything (if they knew what they were missing) to dress how they please.

Who knows, they may even choose to wear little reptiles on their clothes???

I just wonder what would happen if a new sorority sister woke up one morning and went to her closet(s) to get dressed, and found — much to her horror and shock — that all the alligators were missing from her sweaters, all the labels gone from her Calvin Kleins, all the embroidered initials removed from her sweaters and shirts, and as the last straw, the last step from falling into individuality, she found the laces ripped — yeah ripped — from her new topsiders!

First, she would probably scream, and that would draw the attention of her sisters, who would probably ask if she broke a nail or lost an eyelash. Undoubtedly she would probably just borrow some greek clothes from a sister and skip all her classes and take daddy's charge card shopping for the day — may be the week.

A stereotype to end all stereotypes — all in good fun, of course. Some of my best friends own clothing stores in Birmingham.

I really want to be a greek, and I'm jealous of greeks and that's why I wrote this column. My problem is that no one has ever asked me to rush a fraternity — I would prefer rushing a sorority (late at night). Seriously, I want to be greek but I have another problem, I subscribe to Groucho Marx' Philosophy. He said, and I believe these are his exact words, "I wouldn't want to belong to any club that would have me as a member."

Wool clothing is stylish, comfortable and durable

By CINDI DUBEY

Wools are like good friends; they are warm, durable and always there when you need them.

Although wool is comparatively more expensive than other fabrics, it is a good investment for any wardrobe.

Wool grows old slowly, adding to its durability. After a wool item is worn it will naturally return to its original shape, slowing the aging process.

Most wool items are classically styled allowing you to wear them from year to year and still remain stylish.

Wool naturally insulates even when moist — the higher percentage of wool contained in an item, the warmer you will stay.

Wool also absorbs dyes right into the fabric so bright colors and plaids retain their brilliance even after many cleanings.

If you plan on wearing your wools often, then a wool blend is your best buy. Blends are more durable than pure wools.

One of the best known manufacturers of pure virgin wool is Pendleton Woolen Mills of Oregon.

Pendleton, which designs woolen clothes for both men and women, is best known for their vibrant plaids.

In East Lansing, Pendleton can be purchased at both Jacobson's, 333 E. Grand River Ave., and Greens, 135 E. Grand River Ave. Prices range from \$28 for a wool cowl-neck sweater to \$105 for a wool blazer.

Greens carries wool and wool blend pull-overs beginning at \$15 for a College Town label. Wool skirts start at \$29.

Hudson's in the Lansing Mall also carries wool sweaters in their Nice Girl Like You department. Prices start at \$18. The average price for a wool skirt is \$32.

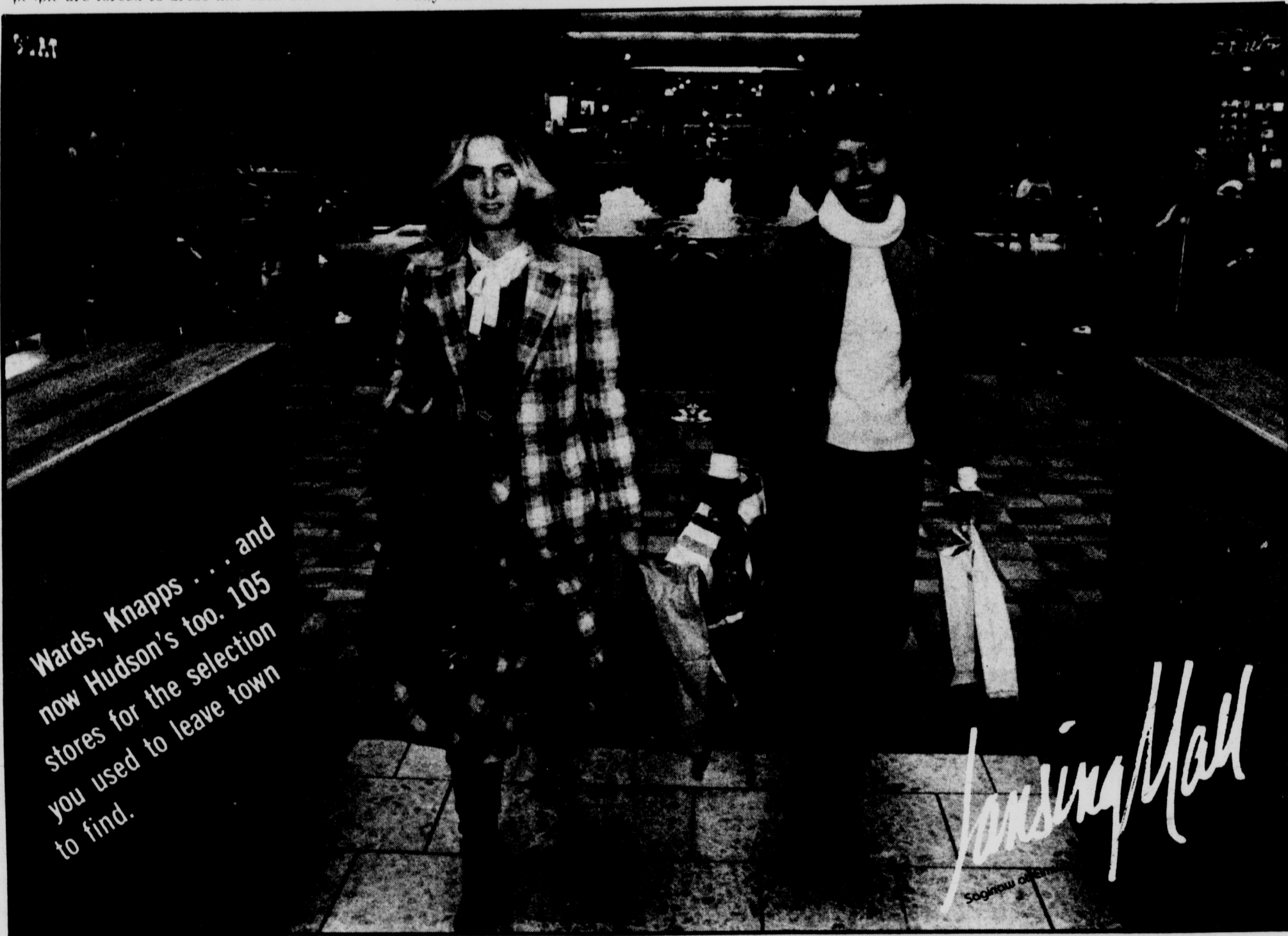
Wool, like most better fabrics, usually must be dry cleaned.

Meijers 2055 W. Grand River Ave., Okemos has the least expensive dry cleaning prices around and after spending all your money on a sweater or blazer it's nice to save money somewhere.

Dry cleaning prices start at \$1.55 for wool pants or a sweater, \$1.65 for a blazer and \$3.35 for a coat.

But, before you run off to the cleaners, check the label. Many wool blends can be handwashed and a few can be thrown in the washing machine with your favorite blue jeans.

Make sure you dry clean or wash your wools frequently to avoid fabric damage.



Designer jeans cost more, last longer

By LESA DOLL

Those old Levi's just won't do the trick anymore.

They are still suitable for kicking around in, but tattered, faded jeans are no longer suitable for casual wear. Something neater — and more expensive — and dressier is required now.

One of the conditions is that you must purchase jeans with a label. Designer jeans have been increasingly gaining attention in the fashion world for a year now, and they highlight the fall fashion scene in popularity. In comparison to the traditional brand name jeans, such as Levi's or Wrangler, designer-name creations are said to be cut better, may hold shape longer, may wash better, and are at least \$10 more expensive.

The main attraction is the designer label on the back pocket.

"They (customers) might be able to tell the difference between designer and regular jeans, but a large sale of designer jeans are because of the name," said Deb Briggs, manager of The Scotch House on East Grand River Avenue. "A lot of our customers don't even look at the regular jeans."

The Scotch House women's boutique has one of the largest selections of designer jeans in the East Lansing area. They carry limited numbers of eight different designer jeans, all of which have sold well this fall.

The Calvin Klein jean is by far the most popular. Offering a variety of styles and cuts, Calvin Klein's appeal to women of many different figures and sizes. They have become known as the style jean that fuller-hipped and waisted women look attractive in.

Fit is one key to Calvin Klein's popularity. Briggs contends, however, that much of their appeal can be attributed

to the Calvin Klein tag on the back pocket.

"Certain types of the jeans

don't fit better, but they still sell. It's for the label."

Some women who wear Cal-

vin Klein's disagree.

"I think there is a difference," one customer said. "For

one thing, they hold their shape nicer. You're paying for the fit.

"If you see someone walking down the street in Levi's and someone else in Klein's, you can tell the difference."

Klein's are carried in many area stores besides The Scotch House. Prices usually run between \$30 and \$36 at The Scotch House, but the jeans are also carried for about the same prices at Town and Country, 411 E. Grand River Ave.; Jacobson's, 333 E. Grand River Ave.; Menagerie, 321 E. Grand River Ave.; Hosler's, 203 E. Grand River Ave.; Green's, 135 E. Grand River Ave.; and Kay Baum, 125 E. Grand River Ave.

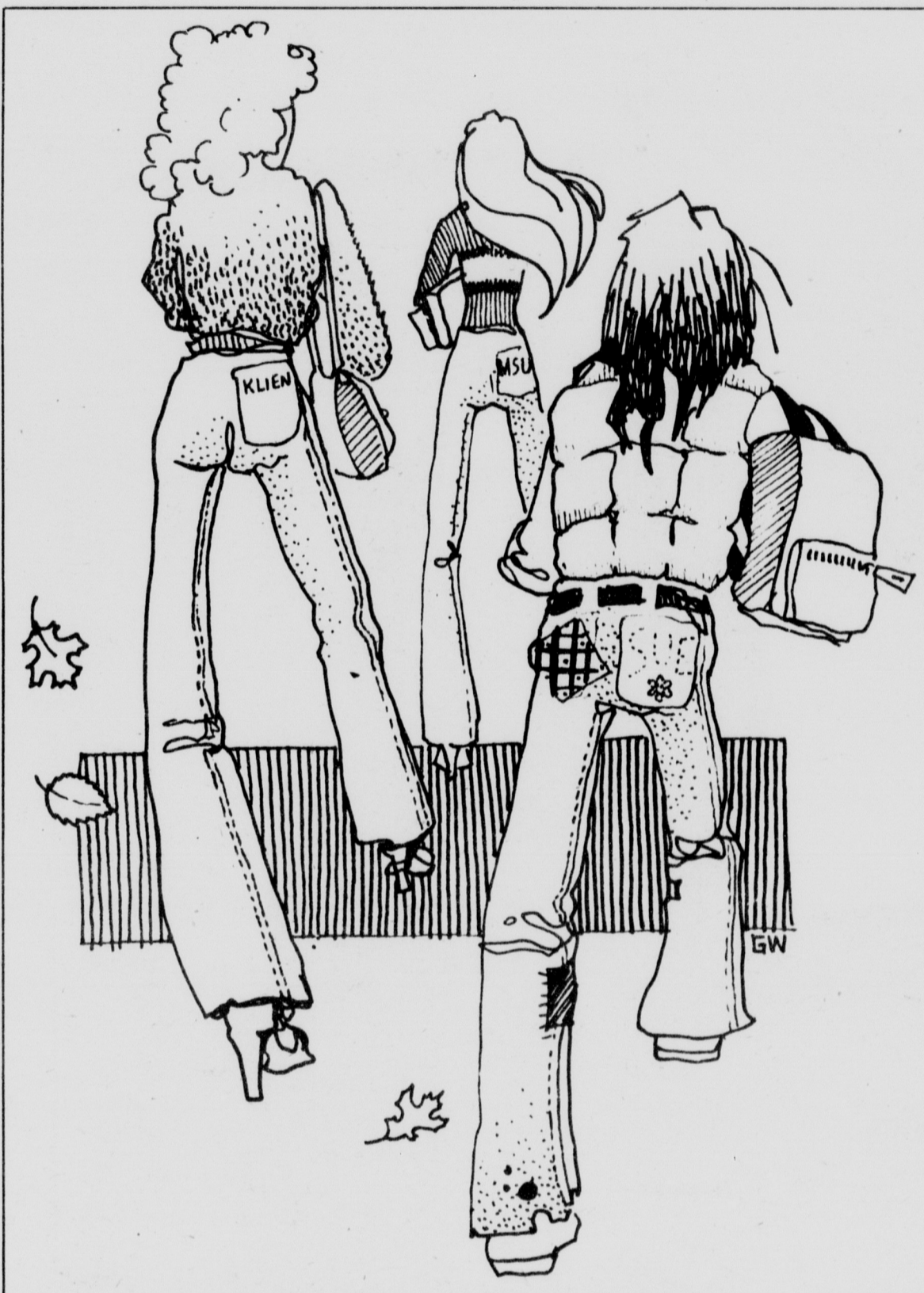
One exception to this average price range for Calvin Klein jeans was a pair at Jacobson's which was selling for \$58. A comparably priced pair of Charlotte Ford jeans also sold for \$58 at Jacobson's.

"They all look the same to me," Briggs commented. "One pair is summer-weight denim, but outside that they're the same."

Other brands of jeans available at The Scotch House include Liz Claiborne, \$29; John Kloss, \$32; Anne Klein, \$36; Jones New York, \$30; Diane von Furstenburg, \$35; Vidal Sassoon; and Gloria Vanderbilt, \$36.

Jacobson's designer shop also carries the Klein's, and has some designer names. The Scotch House doesn't stock. Jacobson's is the East Lansing location for Ralph Lauren western jeans, priced at \$34; Bill Blass jeans at \$32; and R. Jordache jeans at \$32. These are in addition to the Charlotte Ford collection.

Each store listed as carrying Klein's also carries one or more of the designers in stock at The Scotch House and Jacobson's, but none carry quite as many styles as those two stores. All are comparably priced.



PEARLS ONE OF THE 'BIGGEST'

Accessories big this fall

Baubles, bangles and beads are all the rage in accessories for women this fall. Of these, probably the hottest item is pearls — of all colors and lengths, especially two-stranded "grandmothers' pearls."

Bar and scatter pins, which didn't sell very well in 1978, are really big this season. Chains are still being worn, but only in conjunction with beads. Delicate chains with stones, especially pearls and cameos, are replacing "chunky" jewelry that was stylish last fall.

Feathers in pins and hair accessories are another hot item. Oblong and square scarves are perennial classics in women's accessories. "They can be knotted, bowed, tucked in pockets or worn bandanna-style for the western look," Mary Baxter, manager of Jacobson's Little Separates department, said.

In junior fashions, chains are still a hit, especially the 15- to 16-inch "status chains," said Chris Dymek, manager of accessories at J.L. Hudson's in the Lansing Mall. The silver and gold metallic belts and double-wrap belts of 1978 are still outselling the newer wide belts. Pearls and feathers are also popular in junior accessories, as are pins of any kind, which are being worn everywhere — on lapels, blouses, hats and scarves.

Any accessory engraved with initials, including sew-on jean tags, are so popular that Hudson's has an engraving machine at one of their accessory counters. Combs of all kinds, hair pins and barretts are also still going strong this fall.

At Savvy, 309 E. Grand River Ave., pins, metallic beads and suspenders are also being displayed.

Pro products better

(continued from page 12)

Wynn said she would not recommend over-the-counter products to her customers either.

"Over-the-counter products carry a lot of waxes," she said.

Both the Hair Loft and Sigourney's use professional products made by Redkin Corporation. The Hair Loft also uses RK products.

Redkin and RK are only sold through beauty salons.

Sigourney said that professional products are scientifically made to allow for the pH balance of the skin.

"That is why salons go to professional distributors. Breck and other companies don't do the job," he said. "The conglomerates could come out with a product if they want."

BOTH THE HAIR LOFT and Sigourney's have an extensive line of vitamins and nutrients for skin care and diet.

Wynn said whenever someone comes into the Hair Loft, they go through an extensive question and answer session that details their eating/sleeping and exercise habits.

Young people usually need more sleep to maintain healthy-looking skin than older people, Wynn said. Eight hours of sleep are suggested for younger people.

Prices for moisturizers, toners, blushers and other Redkin and RK products range from \$5.75 to \$9.



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