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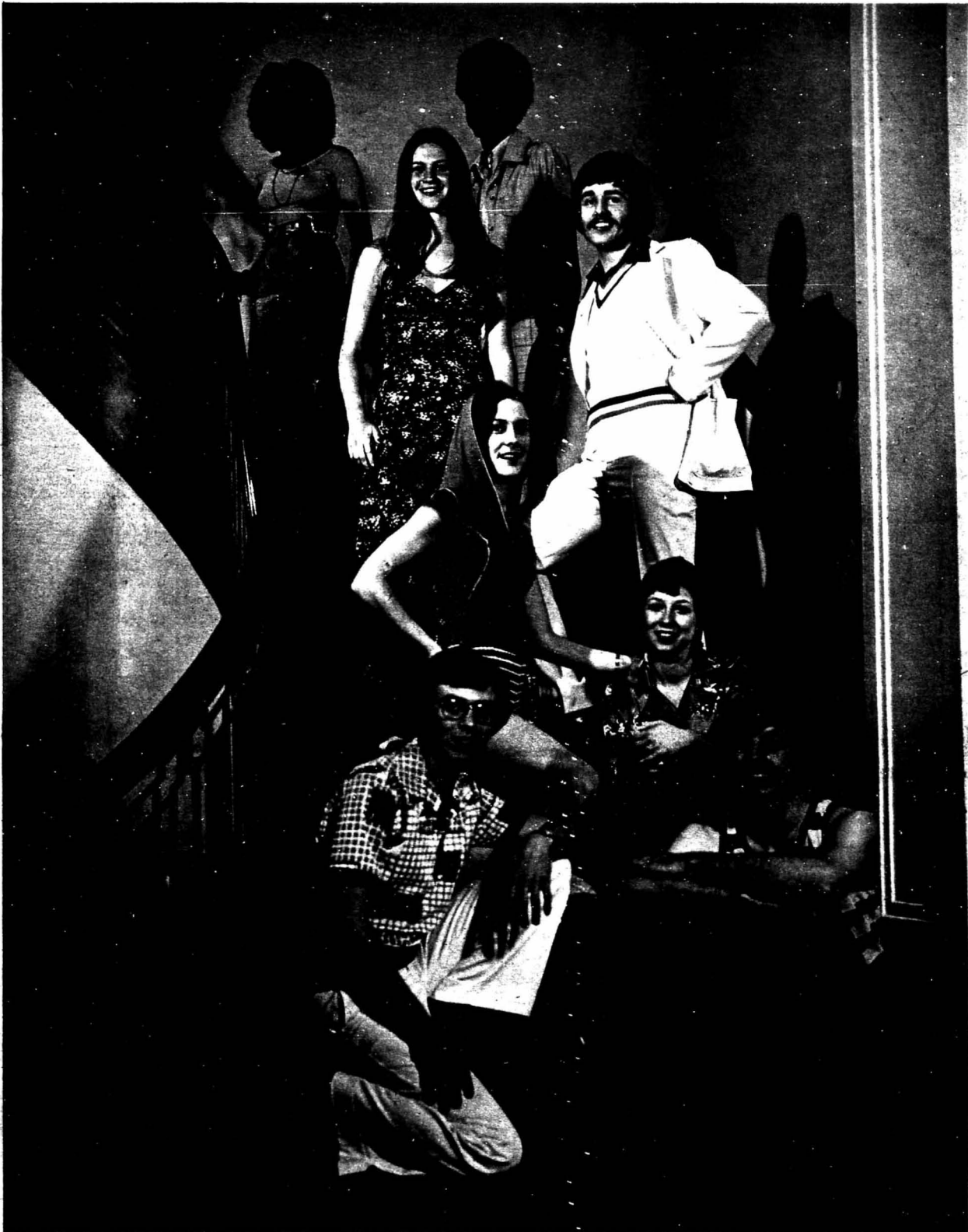
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Fashion Consciousness
On The Rise

Daily
Egyptian

Southern Illinois University

Friday, April 5, 1974—Special Section



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Wood is playing a big role in shoe fashions this spring as it carries sandals to taller heights and into more variety shoes. Zwick's in Carbondale carries the Bare traps in four colors, the huarache sandal and the leather cross strap sandal in latigo leather.

Fashionable women swapping pants for 'Gatsby' dresses

By Leah Yates
Daily Egyptian Staff Writer

Dresses are being snatched off store racks and out of closets this spring with enthusiasm unequaled since pants took over the top fashion echelon a few seasons back.

Carbondale's stores and shops are enjoying the trend as women here, as well as all over the country, are buying the softer, more feminine dresses to welcome the new spring.

One definite direction dress styles have taken is reverting to the Gatsby look of the '20s, but with contemporary comfort in mind with the high fashion styling. Mrs. Audrey Kay, owner of Kay's Campus Shop, said.

With the Gatsby look dominating the fashion scene for both men and women, taking it back to a time when women weren't as concerned with their equality, pants are being swapped for dresses by fashion conscious women.

Some national fashion designers have written that the long ankle length skirt is the logical replacement for the trousers women have been wearing. The reason for the ankle tickling length, called the new just-for-fun length by designers, is becoming popular is that it is more frivolous than the traditional knee-length dress.

The rejuvenized dress is taking on softer airs as it is being introduced to spring in soft jerseys, cottons, polyesters and voiles with simplistic styling that includes looser armholes, option belts, ruffles

and flowing skirts.

Bleyer's Westown is featuring the barelook in long dresses including strapless dresses and spaghetti straps that accent the shoulder, which is fast becoming a fashion focal point, said Mrs. May Tucker, buyer for Bleyer's Westown.

Some of these dresses include matching little jackets for the not so daring. Many of these printed and flowered dresses feature lace and an old-fashioned look of puckered bodice and sleeves.

For the young lady who hates to say good-bye to pants, the store also offers a new jumpsuit, a one-piece loose flowing pants topped by a bare back halter top. This set also includes a jacket to match the pants.

Mrs. Tucker said she sees a trend developing with the college age customer buying shorter dresses for day wear. "These are bright, casual and loose in styling," she said.

Their evening wear selection is dominated by the long skirted dress with a variety of skirt styles including a three tier ruffle design for casual parties.

Lady Goldsmith's is offering a

new outfit this season in their casual line called the "bias-swirl skirt." This skirt is denim with stripes of light colored printed fabric sewn in the loose flowing garment which is gathered at the waist. A halter top of the light fabric complements the skirt.

"The dresses of lightweight materials, ruffles and gathered body-fitting tops are really feminine looking this season," said Ms. Mona Kerns, Lady Goldsmith's manager.

Skirts as a single item are not big on the fashion scene now for them, she added.

Ms. Tammy Moore, manager of Hecht's Main Street Boutique said, "There's nothing really new and exciting anywhere in dresses."

She did say that dresses are enjoying a better season of selling than in past springs. "Ruffles, feminine styling and lightweight materials are the big things in dresses," she said.

Ms. Moore said cotton, knit and jersey fabrics are enjoying the most popularity in dresses now.

"I've had very little reaction to skirts at all," she said.

New hairstyles dip, bounce into spring

By Vivian Brown
AP Newsfeatures Writer

Every little movement will have a meaning all its own in spring hairstyles, ranging from undulating soft dips to springy finger waves and bouncy curls a la the 30s.

The forecast comes from Julius Caruso, style director of Intercoiffure America, a group that comprises hundreds of hairdressers in the United States, Canada and Mexico. They recently held their spring hair show in New York.

The important trend is movement of the hair. The new look is "no-length," wear your hair any length but be sure it moves.

Long, straight hair did have movement in its swing, Caruso acknowledges, using the past tense, but it was a different kind of movement. "It was excellent, but hairdressers feel that long, straight hair has had it," he insists. "After all the American look is a straight natural look. Now we are on to something new."

But, alas, girls with naturally

curly hair will not have an advantage, he speculates. Having suffered through the straight-haired period, they will need to continue to use straighteners "because the new hairdos must be controlled as hair was in the 30s. One or two waves or dips will be fashionable. Four or five is too strong for the look."

On the cover

A special "thank you" goes to the kind people who gave their time as models and to the local merchants who supplied the clothes.

(From top to bottom)
Rolanda Williams in her own outfit; Carl Flowers, clothes from Goldsmith's; Jeanne Spitzer in the evening gown from Ruth Church Bridals; Don Leverenz, ensemble from Goldsmith's; Maureen Miller wearing a top from Blums'; Donna Marchescha in her own outfit; Ed Phelps attired from Goldsmith's; Phil Coats wearing a tank top from Caru's. Special mention goes to the following for service above and beyond the call of duty in the presentation of this, the largest ever Daily Egyptian Fashion Issue. Cheryl Smith, Don Leverenz, Mike Parkhill, Lesley Levine, Leah Yates, and Don Crane for advertising, coordination, and design; Elliot Mendelson, Jim Leick, and Bob Abbinotti for photography; The DE ad staff, newsroom, make-up crew, and press crew for extra time and perspiration.

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This spring the long dress dominates the fashion scene as more and more girls take to the romance of the length. Patricia Flannigan models this yellow halter dress from Ross' in Murphysboro.

Turquoise set popular now; supply short

A new line of jewelry, which may not be around for long because raw materials are running out, is being offered in Carbondale this season.

The jewelry, turquoise stones set in silver, is the main line of necklaces, bracelets and rings offered by Miller's World of Gifts and Novelties.

"We got into the line because turquoise has been determined a rare stone and silver is practically unavailable to jewelry makers anymore. Our company representatives say it is unbelievable how fast turquoise items are moving," said Mrs. Teresa Miller, owner of the store.

The set includes articles from \$20 rings to ring and bracelet sets to the big item of the group, \$500-600 "Squash blossom" necklaces with as many as 16 separate stones.

In one selection of costume jewelry, Kay's Campus Shop is offering earrings and necklaces in citrus colors of lemon, lime and orange to compliment their new line of citrus colored printed and solid spring fashions.

Kay's is also offering another line of bold bright jewelry in reds and blues, to fill the attention getting void left by clothes this season which feature softer, light colored prints and solids.

Mrs. Gayl Waldron, saleslady for McNeill's Jewelry, said pearls have become popular with their customers this spring, the first time in several years.

"Ladies are also buying bracelets, lockets and chain necklaces this spring, which they haven't done in quite some time," she said.

In novelty items, McNeill's is offering ladies a simulated tortoise shell bracelet watch.

Fourteen carat gold necklaces have emerged as an accessory in big demand, according to a saleslady for Don's Jewelry.

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Students dress for comfort—not style

Brenda Penland
and
Debby Ratermann
Daily Egyptian Staff Writers

The majority of students surveyed on clothing said they dress for comfort rather than fashion.

"It's all comfort," Jan Kuse, a junior majoring in physiology, said. She said she always dresses the same way because she is anti-establishment. She said she likes to see men dressed in jeans.

Nellie Ostapenko, a junior majoring in biology, said she dresses in whatever feels comfortable. She said she will probably dress according to her job when she graduates.

"I like to see guys dressed about average, not real sloppy," she said.

"I'd like to dress fashionably if I could afford it," Rhoda

Green, a graduate student in elementary education, said. She said she dresses in whatever feels feminine. She said she likes to see guys dressed "casual but still kind of neat."

Susanne Baechler, a senior majoring in design, said comfort and cost are her main considerations in choosing clothes.

"I follow my own trends," she said. "I know what style looks good on me." She said she likes to see men dressed in anything as long as it looks "comfortable and neat and not grubby."

Kathy Vosholler, a freshman majoring in accounting, said she likes to follow fashion but not to extremes.

"I like to be fashionable and try new styles," she said. She said she likes to see men dressed anyway, just so it's clean and looks good on them.

"It's all a matter of economics

and social norms," Rita Quinlivan, a senior sociology major, said. "Right now it's the denim brigade."

"I dress according to comfort," Sue Gallagher, a physical therapy major, said. "I like to see guys dressed in jeans, t-shirts and no shoes."

Dorie Polle, a senior special education major, said she dresses depending on cost and comfort.

"People discriminate according to their own personal tastes," she said. She said she likes to see men dressed in styles that are "pleasing to the eyes."

Most of the men on campus seem to dress for comfort, and comfort only.

"Comfort and life style" are the reasons M.D. Price, a junior majoring in cinema, gave for his plaid shirt and faded jeans. "I dress to suit my own tastes," he said. "I hope I won't dress differently after I graduate, because I hope my life style won't change."

Price said he likes girls to dress "to suit their own tastes. But if they dress from what I like, I probably won't talk to them."

Mike Milligan, a senior in public relations said his plaid

shirt, jeans and jacket "are cheap and comfortable. I don't think fashion is important. I don't wear stack shoes or wide-brimmed hats."

"I don't have much money," Milligan said. "I got this jacket for \$3.98 at Penney's." As for girls, "I like to see a dress and legs," Milligan said.

Barefoot sociology major Paul Risk said his jeans and cotton shirt "are the way I've dressed for a long time. I don't think of myself as fashionable."

Wayne Banta, a sophomore majoring in Administration of Justice, said he likes to dress "conservatively, but comfortably. I like stuff that isn't flashy." Banta said he likes girls "to dress well."

"I kinda like slipover shirts and bright colors," said Elliott Abman, a sophomore in oral interpretation, who was wearing brown jeans and a striped t-shirt.

Abman said he'll probably dress differently after graduation "because I'll probably change. Everyone changes as they get older."

Abman said he likes girls to dress "any way they want to."

"These are the only clothes I've got," said Richard Westerman, a junior majoring

in biology, looking down at his jeans and shirt. He said he likes girls "to smell nice and dress however they like."

Larry Roth, a junior majoring in design, said he dresses "to suit the weather. If it's cold I wear a flannel plaid shirt."

Roth said he doesn't plan to dress differently after graduation. "I've seen people with long hair and fancy ties, but they still look like businessmen because they carry a briefcase," Roth said.

"Women should dress the way they feel. I won't put my standards on them," Roth said.

"I wear blue jeans because they're cheap and a lot of other people wear them," Steve Jenkins, a senior in zoology, said. "When I'm earning more I'll probably wear the same thing, but better quality."

Jenkins said he "likes the way most girls dress."

Bruce Huntley, a graduate student in higher education, said he likes to see girls "not in Levis, if you know what I mean."

Huntley said jeans are "comfortable," but he feels tired of them. "After graduation, I sure won't wear any more blue jeans," he said.



Ole! Spring fashions and accessories feel the influence of Old Mexico and the touch of the craftsman's needle. Tops are colorfully decorated with delicate embroidery, while handbags are designed with expert leather tooling—Straight from south of the border via Rocky Mountain Surplus.



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CARBONDALE

Inflation, shortages turn cloth into gold

By Julie Titone
Daily Egyptian Staff Writer

Remember the girl in "Rumpelstiltskin" who had to weave cloth out of straw? She seems to be at work today, using the name Inflation and turning any and all fabric into a very valuable commodity.

Inflation has been aided in her costly mission by dwindling supplies, bad weather, questionable government policy and heavy foreign demand. These cohorts are making it almost as hard for the average American to afford to cover his body as it is to fill his stomach.

The oil shortage is chiefly responsible for the rising cost of synthetic fabrics. Nylon, rayon, polyester, even the plastic buttons that keep us altogether will become increasingly expensive and may no longer serve as cheap substitutes, as they often have, for natural materials.

The synthetics have yet to gain much on the high-priced natural fibers, though. Silk and wool, two prized and ancient fabrics, have made particularly high jumps in price.

Labor shortages in Japan, and increased Japanese purchases of Chinese silk have made the lovely oriental favorite even more of a luxury. Wool is scarce largely because of the popularity gained by synthetic double-knits several years ago. When American demand for the warm cloth dropped, foreign countries stepped in to take advantage of the low prices. Forty per cent of the U.S. wool output was sold overseas last year. So the present demand for wool (precipitated greatly by lowered thermostats) is far less than the supply which has been kept down by decreased production and small inventories.

So the cost of an all-silk necktie rose from \$7.50 to \$12.50 and the cost of a good man's

wool suit went from \$280 to \$310 in the twelve months of 1973. But surely for those of us not accustomed to buying silk ties and fancy wool suits there is still that good old stand-by, cotton, available at a reasonable price, right? Wrong.

The demand for all grades of cotton, the most widely used natural fiber, is far outstripping the supply. The cost of raw cotton has risen three times in the last two years and the trend shows no sign of slowing down. Bad weather has played a big role in the surge in cotton prices; last year's record flooding all across the country destroyed much of the cotton crop. And farmers, expecting low prices for their products, had not planted large crops in the first place.

Again, the foreign market enters the picture. Forty-five per cent of last year's cotton crop was sent abroad, China, which was also hit by a bad crop, bought especially large amounts of the fiber. Japan, no longer permitted by the U.S. to convert its large numbers of dollars into gold, bought commodities like soybeans, wheat and cotton.

The manufacturers of denim products are particularly hurt

by the cotton crunch. The great popularity of denim, based on a "counter culture" fad of about six years ago, has spread to all ages and social levels. In the words of one clothing representative whose establishment sells denim products to Joey Heatherton and Jackie Onassis, "Denim moved out of the coffee shop and into the opera house...it's here to stay for a good long time."

While the specialists are "antiquing" and bejeweling jeans, the textile manufacturers are producing the fabric to capacity and wondering if the craze will last long enough to make building more plants worth while. The most famous of them all, Levi Strauss and Co., has begun informally rationing denim items. It is estimated that the demand for denim outstrips the supply by

100 million yards per year. Even factory workers are having a hard time getting their traditional denim overalls.

Whether silk ties or denim jeans are your thing, it would be a good idea to stock up on any item of clothing you are sure you'll be needing. It's all spun gold.



This lady enjoys her outfit from the "Fashions for the Elegant You" collection in the comfort of her home. The fashions at the new Bleyer's Westown department store.

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Breezy California styling in the fabric that's making the comeback of the year. This halter ensemble from Kay's is designed for easy summer care. Until now Seersucker was primarily a sportswear fabric, but now it also enhances the formal look, as in this green and white plaid dress by Mikey Jr.'s of California.

Gatsby look brings whites to the eyes

By Michael Hawley
Daily Egyptian Staff Writer

Having survived the summer, fall and winter, the "Gatsby Look" is back to enjoy another springtime in the fashion industry.

Although it is not as forcefully authentic as last year's "Gatsby Look," enough traces and remnants of it remain this spring to keep the label intact.

"The Gatsby Look" is another example of the fusion between fashion and film. The look was born at a Paris fashion show in the autumn of 1972. There, designer Kenzo Takada exhibited his collection of tricolor V-neck tennis sweaters and white flannel slacks.

Staffers from Women's Wear Daily, the fashion industry journal that initiated the "Bonnie and Clyde" look six years ago, attended Takada's show and liked what they saw. In France it was known as "le style tennis," but after Paramount Pictures announced plans for a third remake of F. Scott Fitzgerald's 1925 novel, "The Great Gatsby," Women's Wear Daily joyfully proclaimed that the "Gatsby Look" was here.

For women, an authentic "Gatsby" wardrobe consists of white pleated skirts hung just above the knee, cloche hats, argyle sweater-vests and cardigan sweaters. For evening wear there are the soft, flowing gowns made of clinging materials such as crepe de Chine.

Sleeveless tennis sweaters, bow ties and wide-legged or pleated baggy pants characterize a "Gatsby" outfit for men. The look also includes three-piece suits in white, pale flannel or quiet plaids, pinstripe shirts, starched Panama hats and winged-tip shoes.

All of this is presumably done to evoke fantasy images of being Jay Gatsby and Daisy Buchanan, the tragic jet-set lovers of Fitzgerald's novel. Or

perhaps the personal identification is aligned to F. Scott and Zelda Fitzgerald and their fast paced style of living. Or, in this new era where movie star worship is enjoying a revival, people sporting the "Gatsby Look" perhaps see themselves as Robert Redford and Mia Farrow, who will star in the film.

New York designer Ralph Lauren says that "to want to walk out on the lawn wearing a white silk shirt and white flannels presents a very rich, dreamlike atmosphere."

But according to Los Angeles designer Marilyn Lewis, the "Gatsby Look" has snob appeal that says, "I'm not working. I'm disporting myself because I have the leisure."

But that was last year. This year's "Gatsby Look," or at least the Gatsby influence on this spring's fashions, is somewhat less definite as compared to last spring's. Perhaps that is why many of Carbondale's clothing store managers preferred not to talk about it. Some of those who did make predictions, or gave opinions wished to remain unidentified.

One men's clothing store manager knew that he had a lot of sportswear which had a Gatsby look to it, but was reluctant to label it as such.

Tammy Moore, of the Main Street Boutique in Carbondale, said that the Gatsby influence on this spring's fashions is mainly in the dresses. They are longer, lacier and frillier. She also accounted the rise of popularity of artificial flowers, wide-brim hats and long scarves to the "Gatsby Look."

"No one has come in yet and said to me 'I want a "Gatsby" outfit.' Dresses don't mean anything in Carbondale anyway. Carbondale is still into pants," Ms. Moore said.

An employee of Bleyer's College Shop said that they were featuring the long, lacy, clinging gowns with the ruffled flounce on the bottom. They are very much like those worn in the

movie, and she said that Bleyer's sells them so fast they can't be kept up the store.

The men's clothing stores of Carbondale are featuring this year's toned-down "Gatsby Look" in varying degrees. Some are displaying the three-piece suits, with white being the primary color. Others have the V-neck tennis sweaters, Panama hats and winged-tipped shoes.

An employee of Rodell's For the Man clothing store said that they were not carrying the "Gatsby Look" because they believe it is only a fad. He said that they have sold fad clothing in the past, but now they stock "a little of everything" for all generations.

Ms. Moore of the Main Street Boutique also felt that the look was "definitely a phase." The Bleyer's employee felt it was too early to tell if it is just a fad, or if the movie's release will influence the "Gatsby Look's" popularity.

As with almost any new fashion, hair has also been affected. For women, the 1920s style of short, bobbed hair is supposedly back. The look for men is not so much the slick, plastered look of the Gatsby

era, but it is supposed to be short and smooth.

Katherine Means, a beautician at the Campus Beauty Salon, said that the short '20s look became popular before the "Great Gatsby" craze. Ms. Means and the salon's manager, Susan Crackel, said they plan to attend a professional show in St. Louis soon, and hope to "find out what the 'Gatsby Look' is all about."

It is obvious that much of the "Great Gatsby" barrage is at least part hype, now that everything from cooking utensils to liquor is being advertised in connection with the film. The promotion director for Paramount Pictures, Charles Glenn, has announced that "the idea is to Gatsbyize the entire country."

Whether the "Gatsby Look" in fashion will have expired before the film is released, or will pick up because of it remains to be seen. Charlotte Curtis, women's editor for the N.Y. Times, says that "the 'Gatsby Look' is from the same people who gave us the midi. It simply creates a credibility gap between the fashion industry

and the real people. It simply won't work."

In her recent fashion column in Holiday magazine, Hollywood fashion designer, Edith Head, proclaimed the "must have" wardrobe for spring '74. Nowhere is the "Gatsby Look" even mentioned. In another issue she observed:

"We still insist on digging up a glad bag of glad rags from the 40s, '30s and '20s. Why period clothes anyway? I can't understand why it is that fashion must be the only creative art going backward. On the other hand, perhaps that's a blessing. The "Space-Age" look is thoroughly frightening."

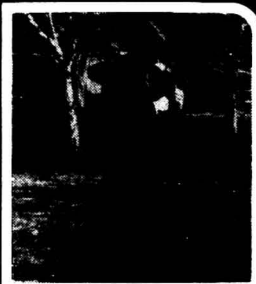
Anyone for tennis?

Goodby pro musica

NEW YORK (AP)—Pro Musica, founded by Noah Greenberg in 1953 and led by him until his death in 1966, will disband at the end of this season because of financial difficulties. Pro Musica performed medieval and Renaissance music.

Of the 10 members of the group, three plus two from Pro Musica Concert Ensemble plus a former member of the New Amsterdam Baroque Ensemble have formed the Ensemble for Early Music Repertoire has been expanded to include music of the 17th century.

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Natural shades top spring make-up list

Cosmetic fashions come and go like clothes.

"Most girls will continue wearing make-up to go with their clothes," Holly Walter, saleswoman at Main Street Boutique, said.

The colors will change this spring. In the fall, women were wearing the darker colors and neutrals in lipstick, rouge and nail polish.

We can expect either pastels in eye shadows to go with spring fashions, or subdued browns and blues to continue the natural look. Most students will go with the natural look, wearing little make-up, Ms. Walter said, but the working girl or housewife will be wearing more eye make-up to emphasize larger eyes.

The newest fad is the eye color stick, which is a pencil that women may use for either shadow or liner. But the explicit eye liner in either black or dark brown is out. The color stick may be used to accentuate the eyes by drawing lines in the crease above the eye or adding color beneath the eye.

Although bright red, pink or coral is fashionable all year round in polish or lip stick, pastels will be shown this spring. "In general we will see more color and more bright

color. The browns were mainly for fall," Ms. Walter said.

Mascara, which makes the eyelashes appear longer, was the popular make-up in the natural look. Mascara will again be shown this spring, but won't be over emphasized by false eyelashes, Ms. Walter said. The eyebrows won't go to a pencil line, either. They may be modified with a brush or powder liner, however.

Because of the heat in the summer, we think we should expect little or no make-up at all. "Women will wear bright or pastel make-up this summer and not return to the transparent look of last summer," Ms. Walter said.

"We are just wearing more make-up in general."

Although we saw brighter and more eccentric make-up for women last fall, don't expect them to go wild with color this spring. "We're still trying to continue the natural look," Ms. Walter said.

About one-fourth of women students wear make-up at all, she explained. Make-up fashions like clothes fashions are "to each his own."

Some people are wearing less clothes in spring and maybe those people will wear less make-up.

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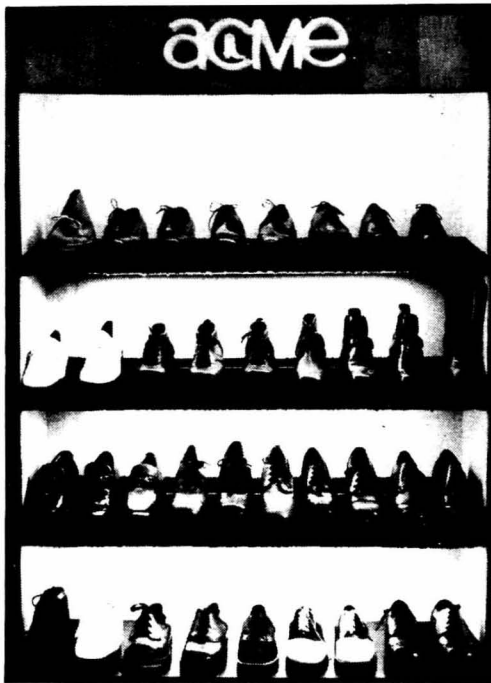
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Spring shoe offerings range from the essential for climbing around at Giant City to puttering around on the links. This full line of spring styles can be found at the Bootery in Carbondale.

'Back to bras' trend lifts women's tops sales

By Charlotte Jones
Daily Egyptian Staff Writer

Women's tops just at or above the waist have almost a monopoly on the fashion scene in blouses this spring—any color, any style and any fabric, according to clothing store clerks in Carbondale.

Girls are wearing separates this spring. Sometimes they buy three tops to go with one pair of slacks, the manager of Bleyer's College Shop said. Interest in pant suits is on the decline. The trend now is to mix and match for a more casual look, she said.

Halter tops still are a best seller. Halters tied either at the neck or at mid-back are dominant again, she said.

Reversible halters usually solid on one side and print on the other are extremely popular this year, Sonja Gravitt, a clothing clerk at J.C. Penney, said.

And halter bras will be under many of the skimpy tops this spring, according to Marie Lomedico who works in Penney's lingerie department. "Girls are back to wearing

bras—even with halter tops," she said.

Not only halter bras but bra sales in general are a lot higher than in the past few years, Ms. Lomedico said. She said she attributes the back-to-bras trend to "girls finally realizing they can't go braless without beginning to sag after a while."

Halters in most Carbondale stores begin at about \$4. Women's tops in general run from about \$3 to \$15 in the Carbondale area.

Other blouse styles at their peak this spring are the short-sleeved cardigan, and the shirt-on-shirt look. Shirt-on-shirt is the layered look combined into one piece.

The "anyway top" may soon emerge as the vanguard in women's tops if the craze spreads to the Midwest. The versatile top was created by a New York housewife and has become a fad in the eastern states, Ms. Gravitt said. "One New York department store sold

500 "anyway tops" in three days. We're going to get in about 60 of the tops soon at Penneys for a trial sale," Ms. Gravitt said.

The anyway top is made of ribbed knit in the shape of a tube with the neckline and waistline about the same width. The top can be worn 20 different ways, Ms. Gravitt said.

"I don't know whether the anyway top will sell or not. But it really is different," the clothing clerk said. The top will sell for \$12 and will be available in pastel colors.

The linen-look has been the favorite fabric among shoppers for summer tops, she said. The fabric is a cotton and polyester blend with a weave simulating the old-time linen fabrics.

Most tops, like clothes in general this year, are made of cotton-polyester blends. Cotton is becoming so expensive and scarce that finding clothing pieces of 100 per cent cotton is rare, she said.

New spring styles bring casual look

Mary Tupper
Daily Egyptian Staff Writer

Casual dress and a good tan seem to be the going thing for women on campus this spring.

High-waisted jeans with cuffs now reign over the patched, tight jeans of the past. Belts with hand-tooled designs adorn the high-waisted pants.

Midriff tops and print blouses have replaced plaid flannel shirts and sweaters. The colors seem to be brighter while still maintaining the pastel appeal.

The braless look has given way to the tailored style in shirts, but halter-tops are still a major part of spring campus apparel.

Sandals have yet to make a large showing in the Student Center, but it may still be a bit cool for exposed toes. Wedge-soled saddle shoes are still popular for walking to class.

Dresses must still be hanging in closets since dresses on campus are few and far between. But, those dresses that are seen are longer in length than in the past, hitting just above the knee.

The long California-girl hair style has been shorn in favor of the cooler shag cuts. And it seems that colorful scarves and bandanas will be protecting hair from the spring winds.

The wool blazer jackets of winter have been replaced with plaid cotton and denim materials to fend off the chilly days.

Jewelry, such as large silver bracelets and rings, adorn almost every feminine arm.

Campus fashions this spring are left up to the individual more than in the past. Anything seems to go—jeans, dresses or streaking. It's individuality this spring.

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Blue jeans boom despite denim crisis

By John Russell
Daily Egyptian Staff Writer

Despite rising prices and limited availability, the ranks of blue jean clad youths keeps mushrooming.

The great denim shortage, which has caused jean stockpiles to dwindle and prices to skyrocket, began about a year ago. Ted Christenson, manager of the Men's and Boy's Wear department at J.C. Penney's, blamed the shortage on increased shipping of denim overseas and last year's poor yield of cotton crops. Penney's and other clothing stores in Carbondale have raised their

prices from \$1 to \$4 on blue jeans in the past year because of the denim crisis.

Christenson said there has been an across-the-board increase in all styles of jeans—work jeans, biboveralls, regular straight leg and bell bottom jeans. He said the Penney's price has increased by \$1 in the past year.

Anita Hernandez at the Rocky Mountain Surplus said customers are paying \$3 more for jeans this spring than they were in spring 1973. She said the rise in wholesale costs has caused the jump in prices.

Sohn's \$9 price for regular Levi's bell bottoms will climb to \$12 or \$13 by fall, according to

salesman Eric Clutts. But Clutts added he doesn't feel the price increase will hinder sales.

"People still want regular Levi's and are still buying them," he said, in spite of price and availability. He said stores can't rely on steady delivery of blue jeans at this time, and that wholesale prices have gone up several times in the past year.

Clutts said the Levi company is coming out with several new styles that they hope will "divert the consumer's attention away from regular Levi bells."

Some of the styles he mentioned were hopsack pants, "patch pockets," corduroys and a coordinated "Back to School" line for the fall. This coordinated look would be Levi jean sport coats and waist jackets, also available in corduroy.

Ruth Altekruze, manager of Caru's, said the sale of straight leg jeans were increasing, but "the western style 'bell bottom' is still number one."

Both Caru's and Sohn's are now buying jeans on an allotment system, based on the number of slacks bought in other styles.

Ms. Hernandez said Rocky Mountain Surplus is having a hard time getting jeans delivered. She said they often ask for shipments that can't be made. She said the store is having difficulties with getting darker shades of jeans and Clutts said all-cotton jeans are especially hard to get.

Blum's manager Barb Jacob, on the other hand, said, "We haven't had any trouble at all getting jeans." She added that Blum's has a large number of jeans currently in stock.

Tamra Moore at the Main Street Boutique also reported

she has had little problem getting jeans. She said the boutique's prices have gone up \$2 or \$3 in the past few months, and said she foresees another price increase in the near future.

But the number of jean buyers and wearers keeps growing everyday. "The sale of jeans hasn't gone down, that's for sure," Ms. Jacob said.

Why?
"Because they cost about the same as normal pants," according to Ms. Hernandez.

"They are still cheaper than any other slacks you can get," said Christenson.

"People buy jeans to be accepted with the college crowd," Ms. Altekruze explained.

Ms. Moore said if jean sales were off at all it would be because youths are dressing a bit better today. Clutts agreed that people are dressing neater than they have been in the past, but he added, "people are still going to wear jeans, the jean look will stay."



Stepping into spring is Lonzo Caves with a solid blazer teamed with plaid baggys. The all denim look being sported by Kevin Veltan has the versatility essential in Southern Illinois. The fashions are from Caru's in Carbondale.

Spring swimwear going 'bandanas'

The bandana-tie style is replacing the halter top in bikini styling this season, although bikinis are still the swimsuit girls want.

"That's the way it is with me," said Ms. Gail Boyer, owner of Gail's, who stocks only bikinis in her swimwear selection.

Several different styles of the bandana suit are popular this season. They include eyelet material, tie-dyed, solid denim, studded designs on denim, prints and pictures on cotton and acetate material, she said.

"The California companies have introduced suits in solid pastels with palm trees printed on or woven into the material like a painted picture. Another big one is the solid and print half-and-half sewed together. This is done in both the pants and top," she said.

"It's good to get a swimsuit early because they really go fast. I only buy three of one type of suit and when I sell out, that's it. People don't like to see the same suit all the time and this way there is a wider selection," she said.

"Swimwear has been selling since February and the little print bikinis are going the fastest," said Mrs. Louis James, Bleyers Westown salesperson.

Girls are now buying matching sets that include the suit and coverup. "The accessory sales—that includes towels, bathing caps and bags—are

keeping pace with the suit sales," she said.

Colorful print acetate suits are what most girls are buying, she said.

Phillip's swimwear sales haven't really gotten started yet, but the store is stocked with both solid and print bikinis and several one piece suits.

Main Street Boutique's suits are of bold solid colors that include bright purples, pinks and greens. For diversity, the shop offers one type of white denim suit with vegetable appliques.

Bright acetate styles with a center gold snap front are offered at Bleyer's College Shop. Besides the bright prints and flashy solids, "he selection includes solid white bikinis.

'Myshkin' opera tours the world

BLOOMINGTON, Ind. (AP)—"Myshkin," an opera for television composed by John Eaton, who currently is on the faculty of Indiana University, is being exhibited around the world by the U.S. Information Agency.

It recently was seen in Belgium, France, Italy, Russia, Romania and Japan. A South American tour started Feb. 5 with stops in Bolivia, Colombia, Ecuador, Guatemala, Peru and Venezuela.

Daryl Danyon, USIA music adviser, also shows a large selection of slides about the composer, the opera and Indiana University's music activities. In Leningrad and Moscow, where Dostoyevsky's "The Idiot" is well known, Danyon said, "All these people watching were impressed with the way the music and filming captured a variation on the story of 'The Idiot' which had not occurred to them but which seemed thoroughly logical and convincing."

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Denim accessories for a new look

By Leah Yates
Daily Egyptian Staff Writer

Denim with studs, denim with leather and plain denim is the new style in casual bags this spring.

Bleyer's College Shop is carrying a line of denim accessories that includes denim earrings, belts, bracelets, hair barretts and several different purse styles.

Their spring purses include lots of quilted bags in calicos, printed materials and both dark blue and faded blue denim.

An off-set of the purse trend is the new catch-all bag, called the "flee-bag." It comes in denim and canvas materials and offers the space to throw odds and ends into an easy carry-all.

Belts at Bleyer's also pick up on the denim in three different widths with stud and leather highlights. The latigo leather belts and chainbelts are still big

sellers for the store.

The store is carrying a line of colorful sequined sew-on patches of parrots, fishes and flowers to decorate solid colored shirts.

In hats, Bleyer's is continuing the denim trend by offering a line of "recycled" denim hats, complete with jeans pockets on the crown.

Straw hats have gotten bigger with floppy brims in bright reds, blues, greens neutrals and whites. Bleyer's selection includes a heavier braided straw hats for summer weddings, a saleslady said.

Mrs. Audrey Kay, owner of Kay's Campus Shop, said the Gatsby look is big with their hats this season. "We have lots of the big floppy brims in bright colors with pretty ribbons. They

really dress an outfit up," she said.

Wooden box purses with glued-on sequin designs occupy one of the window display spots at Bleyer's Westown. These colorful carry bags are featured with a one-piece cloth bag and handle that is carried as an open bag.

In J.C. Penney's self-service accessory area, denim bags, leather bags and straw bags are piled en masse.

In some cases, the leather decorates the denim and in others the denim patches decorate the blue and latigo leather purses.

For variety, the purse selection also includes white and neutral colored beaded and sequined bags for dress-up springwear.

Quilted bags there range from flowered prints to red bandana. Their big tote bags are colored canvas with pockets to catch the overflow and leather straps to carry them.

In the hats area, the colors range from pale pinks to shocking reds in fabrics from soft cottons to braided straw. The cotton jaunty-brimmed hats have one group with tennis rackets imprinted on the material.

The big scarf craze is also in the area from bright checks to solid pastels to add to fashion diversity. Penney's has picked up a bigger selection of scarfs while a Bleyer's College Shop salesperson said they are carrying what they usually do because scarfs never really went out with their customers.

Amatis loaned to Tokyo Quartet

WASHINGTON (AP)—The Corcoran Gallery, which 11 years ago was bequeathed four Amati instruments by Mrs. William Andrews Clark, widow of the Montana senator, has loaned the instruments to the Tokyo String Quartet.

The quartet is using the Amatis for its some 75 concerts this season in the United States.

The instruments were loaned once before, 10 years ago, to the Claremont Quartet.

Nicolo Amati created the instruments between 1656 and 1677. For a long time, his instruments followed the model of his father, Andreas Amati. When Nicolo Amati was past 60, he developed his own Amati, of which the first violin in the Corcoran collection is a prime example. This one was made for the court of France under Louis XIV and has tiny rubies and emeralds inlaid in the wood.



The spring fashions for men range from the subtle to the bold. Local retailers are offering a full array of colors and styles. This view of the Carbondale Walker's Men's Wear shows spring fashion in full view.

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A Leslie Binns looks cool and casual in her 100% woven cotton halter. It has a drawstring rope tie at the neck and reverses from a print to a solid. Leslie mixes it with a solid, 100% brushed cotton short. (halter \$4.00, shorts \$5.50)

B Vera Davenport is ready for summer in her reversible halter of 100% cotton. She can go from solid to print to match lots of shorts—these being cotton knit. (halter \$4.00, shorts \$6.50)

We know what you're looking for.

Students see dress-personality tie

By Charlotte Jones
Daily Egyptian Staff Writer

Even the most avid stereotyper would be challenged if he tried to tag college students today.

An overview of campus reveals that SIU students indeed are individuals if mode of dress reflects personalities. And most students agree that clothing attire does tell something about themselves. Students interviewed tended to admit they formed initial impressions of persons around them based largely on garb along with hairstyle and grooming.

The consensus seems to be that comfort is of primary importance in choice of clothing. But moods, lifestyle and budget also are big determining factors in dress, students say.

On the other hand, most students interviewed claimed they are not swayed by fads, ads or 'everybody else's choice in 'togs of the times.' Over all, students vow they are non-conformists in dress and personal preference is fast emerging as the dominant trend in clothing selection. And personal preference has no limits—at least on the Carbondale campus. In any single day an observer can see a

spectrum of costumes—some of which may cause a double take.

While "doing their own thing" may have become a cliché it nonetheless is the best description of clothing trends dominating the motley populace of students in 1974.

Students commented on manner of dress, and made these observations:

Steve Walker of Carbondale, a senior majoring in cinema and photography and radio-tv said "Clothing is a symbol of what we are and in essence reflects our personalities." Walker dressed in jeans and sport shirt said it also is important to be comfortable and dress to suit one's own taste. Most students dress to fit the expectation of the peer group, he said, and students dress a lot differently in college than they do after graduation when they are forced to dress for employers.

Walker agreed he formed impressions of people based on clothing attire. "I'm most attracted to people who dress naturally and get turned off by them if their clothes seem to be a put on."

Skip Marlin, a teaching assistant in the art department, clad in jeans, t-shirt and a blue denim hat atop a head of longish black hair and heavy beard said

he thought his personality was both reflected and affected by his casual attire.

"I am much less of a authoritarian figure and can have a much more loose and open relationship with my students when I'm dressed this way, he said. "And in turn I feel more at ease," he said.

Marlin, also interested in welding, photography and most all of the fine arts, said his lifestyle also greatly influenced his mode of dress. "It wouldn't be practical to wear good clothes in the type of work I do," he said.

Marlin, however, disagreed that attire necessarily reflected characteristics of people. "I don't believe a person can be judged by his clothing. Some of the most hard-driving, energetic people I've known looked like a wreck most of the time," he said.

Joyce Mowery, a junior biology major said she dressed according to moods. "If I'm in a bad mood, I dress up and wear something to lift my spirits. If I know I look well, it makes me feel better," she said.

"I also think it's important to be comfortable but I don't believe a person has to dress

sloppy to be comfortable," Miss Mowery said. She was said she thought making one's own clothes allowed the most freedom of expression.

Pat Alexander said she thinks her attire reflects what she calls a conservative personality. Money or rather the lack of it limits her wardrobe, she said. "I would like to dress up more but I can't afford it while I'm going to school," she said. Ms. Alexander said she thought money plays the biggest role in how students dress. Most students would like to dress better but they just don't have the budget to allow it, she said.

Donna Marchescha, decked in a Bette Midler getup—platform shoes, argyle socks tucked under roll-up knickers and a blouse of the 30's under a short jacket—says she would label her wardrobe as "bizarre and stylish."

The 22-year-old coed, who has done a lot of modeling in the Chicago area said she thought personalities were always reflected by dress. "If a person dresses wild, they usually are pretty liberal," she said. "If they are conservative, it shows."



Hang on to your hat in this breezy spring outfit from Blum's in Carbondale. ^{AA} rty strolls across campus in a 1930's look black flannel jacket with padded shoulders, a Bobbie Ann white tie halter top and checked high-waisted pants from Profit and Friends. She tops her ensemble with a brown jaunty-brimmed straw hat.



Taking strap sandals and spicing them up with different leathers trimmed with flowers and stitching gives sandals from Leslie's of Carbondale an array of casual footwear.

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Aviator goggles top sellers in eyes of local optometrists

Are you looking for spex appeal? Maybe a new pair of glasses would help.

Most people who are buying glasses in the area are choosing the aviator or goggle style glasses, according to local optometrists.

"The aviator style glasses are definitely preferred by both men and women," one employee of a local optical center, said. "There is also a preference for gold rims over silver. The younger people want rim wires and the older people, as a rule, want flat wires."

The employee said customers usually choose sunglasses with plastic rims rather than wire rims.

The air corp or goggle shape glasses are the most popular style of glasses, especially with men. Dr. James C. Hetzel, optometrist of the Hetzel Optical Center, 415A S. Illinois, said.

He said gold wire frames are very popular. "But when it comes to sunglasses, plastic frames outsell gold frames," he said.

Jim White, optician of Conrad Optical Service Center, 606 S. Illinois said men and women seem to prefer a different style of glasses.

"Most women choose octagonal or oval shape glasses with colored trim on gold wire rims," he said. "Men like the rectangle or goggle shape glasses with the double bar across the nose."

The aviator style of glasses is the most popular with both men and women. Dr. Orvan Childers, optometrist with Ostertag Opticians 700 W. Main, said.

He said the older customers

usually don't like the modern metal style but stick to a more standard style of glasses.

All the optometrists agreed that the newest thing in sunglasses is photo grey or

photo sun. These sunglasses darken in bright sunlight but lighten inside or as the sunlight lessens.

Dr. Childers said grey is the most popular color of lens because it filters out rays better.



Right for a walk by the water or a day in the office. These white woven patent leather sandals from Brown's Shoe Fit Co. in Carbondale add a light note to any spring wardrobe.

Athletic scene brightens with spring look

Colorful outfits will be the dominant feature in this seasons sports wear. Catching on to the trends set by the golfers of the 60's, today's sportsmen will be dressing in a mixture of colors.

In recent years, male sportswear has come over to the complete sport outfit. Today's tennis buff will be changing from the traditional white outfit, to a more colorful one. This year the tennis world will be wearing bright colored shirts and shorts.

Matching the brightness of the tennis outfit, will be the foot apparel. For many years, black and white were the basic colors that tennis shoes came in. In recent years such brand names as Adidas and Converse have gone over to the colorful look, now making it possible to have a different pair of colored shoes for each outfit.

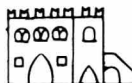
Swimming trunks for the men will be changing this year from the Hawaiian look to the athletic look. This season men will be wearing suits which resemble track shorts, with a split on each side of the bathing suit.

Golfing fashions will continue to be the leader in sports clothing again this year. Wilder outfits will be seen on the links this year, as plaid slacks with a contrasting shirt will be the dress of the day as the men tour their 18 holes.

Young conductor debuts

LOS ANGELES (AP)—John Mauceri, 27, made his first appearance on a major U.S. podium here, conducting the Los Angeles Philharmonic, replacing Josef Krips, who was ill.

New York-born Mauceri was graduated from Yale in 1967 and appointed music director of the Yale Symphony in 1968.



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Feminine accents highlight new sleepwear

Ultra-feminine accents and frills galore are the name of the game in sleepwear this spring.

A new sleepwear article has hit the ladies fashion scene. It's the caftan. The caftan is a pleated triangular garment

open from the shoulders to the bottom of the gown. The gown ends in either of two lengths, mini and maxi.

"It's popular with the college age girls and really selling. Some are also buying it to wear

as a swimsuit coverup," said Mrs. Annabelle Smart, saleswoman for Bleyers Westown store.

Another popular item this season is pajamas with a new accent. The pants, palazzo pants, a wide legged and flowing style, are topped by a midriff shirt decorated with crocheting. "We just can't keep these in stock, they sell so fast," Mrs. Smart said.

"Most of our customers are buying sleepwear in sets. They buy a gown, and a robe and

slippers all to match," she said.

Sleepwear is now available quite often in the same style but in several different solid pastels, prints and stripes, such as the new peppermint striped group, she said.

Novely floor length gowns for the younger woman are the big item at Phillip's at Murdale.

The gowns are in solid pastel colors with a donkey printed on the front. The donkey is outfitted with its own plastic sunglasses.

"Along the more traditional lines we are selling lots of short baby doll pajamas," Ms. Wesley said.

Bleyer's College Shop's selection is more along the traditional lines, with short pastel gowns dominating the selection.

Short, frilly and bright pastels are the style of spring fashion sleepwear offered at Kay's Campus Shop. Their gowns are short or floor-length with no in-between lengths this season.



Comfortably attired in cuffed baggies and short knit shirt topped off with a light weight all cotton blazer is the only way to take a stroll through the Post Office. This ensemble is available at J.C. Penney's.

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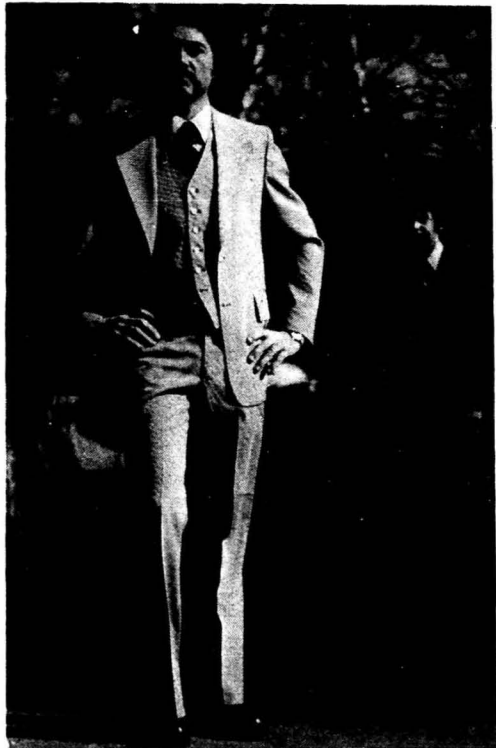
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For the man seeking to add a touch of flair for almost any spring occasion, this lightweight suit, complete with vest, is perfect. Goldsmith's of Carbondale has it.

Campus, playtime fashions reflect sunny weather colors

If the colors of students' fashions can be used as a predictor, students are ready for the warm weather that is undoubtedly on the way.

Bright reds, yellows and blues appear to dominate campus fashions this spring as student attire ranges from SIU sweatshirts to the "Gatsby look" sports coats and from cut-off blue jeans to double-knit baggies.

The Student Center, which has always served as a central meeting place for students, now

has added distinction of being a "haven of colors."

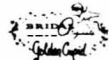
The television room is filled with as much color as the screen as students gather to view the daily soap operas and game shows.

A stroll along campus beach finds bikini-clad students basking in the sun in their attempts to keep those tans brought back from recent Florida vacations and the tennis courts are crowded as tennis buffs in the new pastel-colored tennis fashions get back into the swing of things.

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BRIDAL GOWN - The "Total Look" with a long illusion veil with cotton-venise lace, Dacron polyester organza gown, crescent waistline with a flounced hem sweeping to a Chapel train.

BRIDESMAID'S DRESS - Dacron polyester organza with a flounced skirt and ruffles defining the bodice. Acetate/nylon Chantrelle trim. Colors: Pink, Blue, Orchid, Maize and White.

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1218 Walnut





Dark solids form the perfect accent when combined with plaids for spring. These are the ensembles and the men to see at the Squire Shop in Murdale Shopping Center.

Low-heeled sandals step ahead of fashion pack

By Leah Yates
Daily Egyptian Staff Writer

Lower heels, crepe soles, wooden soles, and leather straps seem to be the prerequisites for a shoe to be a big seller this spring.

"Open fashion sandals with thick wooden soles have gone like fire this season. Some styles we've already sold out of," said Richard Johnson, assistant manager of Zwick's Shoes.

Bare traps, a particular brand of this sandal with fine leather uppers, denim, bandana, and colorful cloth uppers are variations of this shoe that are in big demand this season, Johnson said.

A flat sandal, with crepe sole and velvet straps, known as slaps, flops, thongs or streakers to Zwick's salesmen, is the major casual footwear seller.

"Women's dress shoes for spring have gone to a thinner platform style," Johnson said. "In the men's section, high platforms and different tie styles seem to be the shoes this season," he said.

"Crepe soles have been tremendous in men's shoes as well as women's. The companies have gone more to crepe soles, the people like the comfort of crepe soles and so we have just followed the trend," Johnson said.

The Frye boot, a leather high top boot, has been a big seller with both men and women. The name sells this boot, he said.

In the accessory line colorful patterned argyle socks have hit the spring fashion scene for the first time, Johnson said.

Dick Perry, manager of Brown's Shoe Fit, said wrap sandals are the big sellers for him. This shoe has a wide leather band across the top and a strap around the ankle.

"We have the shoe in four different styles of patent leather. It's popularity is because it goes well with shoes and dresses. If the shoe can't do both, it just doesn't sell anymore," he said.

For casual wear, Perry said dark brown and latigo leather flat sandals are selling. For more dressier outfits, women are buying shoes that look more classic, not the heavy bulky type that women wore last year, he said.

"The men's shoes have followed a trend toward lower heels. For men and women both, there is just not much action above a two inch heel this season," Perry said.

"There is still a small market for clogs that were so big last year. For the women who really liked them, we are carrying a few styles," he said.

Camel is the most demanding color, according to Perry. "It was an excellent mid-season color that is carrying through to spring and early summer. Red is also becoming a popular color," Perry said.

"Spectators, a two colored wing-tip ladies shoe that was popular a few years ago has come back this season. It also has a bag to match," Perry said.

"Shoes are looking more feminine this year," said Mrs. Eleanor Steinbach of Leslie's Shoes Inc.

"Sandals with crepe soles

sling heels are off to a big start, and camel seems to be the color for this season," she said.

Chuck Steinbach, manager of men's shoes at Leslie's, said "Men's footwear is not too exciting right now."

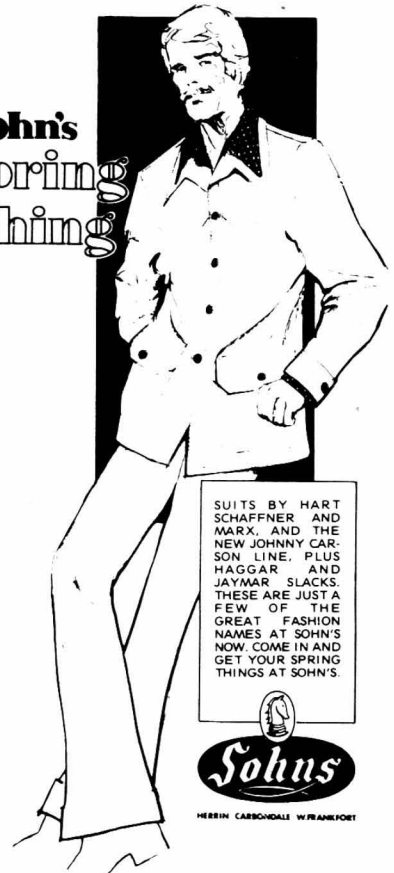
Steinbach said two-toned conservative shoes are the big sellers now in his department.

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Westown Mall

Casual fashion cuts demand for 'categorized' sportswear

By Charlotte Jones
Daily Egyptian Staff Writer

"Categorized" sportswear isn't selling well, especially in campus towns where most coeds don't wear casual, mix and match coordinates according to clothing clerks in Carbondale stores.

Clerks at J.C. Penney said they stocked a lot of tennis outfits last year but they didn't sell well and "we were forced to mark them down in price to get rid of them. This year we aren't stocking as many."

The manager of Bleyer's College Shop said they were stocking some tennis outfits—mostly two pieces with pleated skirt.

The "Pance" is this year's version of traditional sportswear: a shortie dress with hot pants, the Bleyer's manager said.

Trends are back to baring the length of the leg not only in dresses but also in shorts. Short-shorts are back. The bicycle look may catch on big among coeds. The three-piece outfit is a coordinated version of the ever-popular cutoffs and midriff top with an added short jacket.

With shorts more in than ever, pants aren't any less popular. Many coeds seem to have an affinity for pants (as opposed to skirt or shorts) which better hide early-spring white legs and common figure flaws.

Store racks are packed with new pants, predominantly solids and plaids with noticeably fewer stripes and prints than last year.

Cuff buffs may be disheartened. Cuffed pants are in the minority this spring. Trousers are on their way out, store clerks say, but the high-waisted, straight-leg cut still is number one—and may remain so for several seasons.

Clerks agree that straight legs have almost a monopoly in pant sales. They are about the only style available lately, one clerk pointed out.

The straight-leg pant style which flares gradually from the waist is most flattering to most women than the thigh-clinging pants of the past, clerks say.

Most spring pants in Carbondale are selling from \$10 up.

The cotton shortage may have been the compelling force in the switch from denim or other cotton fabrics to cotton-

polyester blends. Whatever the reason, most all spring slacks except some jean brands are predominantly synthetic fibers.

The synthetics are a preference with most women because they are sturdier and are more wrinkle-resistant than most natural fiber fabrics.

Despite the over all trend to dress up slightly more this year, jeans still are selling at a fast rate, Ms. Sonja Gravitt, a Penney clerk said.

The cuffed trouser jean so popular last year has been dropped by the company which may have an effect on the popularity of jeans with coeds. A lot of students still ask for that jean style, she said.

Companies have begun manufacturing "jeans" out of synthetics in an effort to simulate denim but the fabric just doesn't have the qualities of denim and hasn't caught on yet, the Penney clerk said.

Jeans are up to \$8 to \$10, another disadvantage for students who have relied on jeans as the cheapest mode of dress.



Regardless of the influence of Women's Lib, the soft feminine look is in for spring and summer. Lace and ruffles abound as in this long peasant style dress from Ruth Church Bridals.

Short hair fad seen by barbers, stylists

By Brenda Penland
Daily Egyptian Staff Writer

This summer shouldn't be as hairy as last summer.

Shorter hair for both men and women is becoming the prevalent style in hair fashions, according to local beauty shops and barber shops.

"Long hair is going out of style," Orville Bevel, owner of Bevel's Barber Shop, 1202 W. Main, said. "It's just too much trouble to take care of."

Bevel said most of his customers are getting a "medium, length haircut—a little above the collar."

"Long hair is like the flat-top," he said. "It was just a phase. I think hair will eventually get short enough where the ears will show."

Barber shop employees agree the main considerations of going from long hair to short is fashion, convenience and looks.

"There's just a trend to look a little better," an employee of Curt's Barber Shop, Murdale Shopping Center, said. "Hair is shorter, very, very full and heavy in the back."

But he said high school males are sticking with the "sloppy look."

Shorter hair cuts, about mid-ear is the dominant style in the Campus Plaza Barber Shop, Campus Shopping Center, according to Wayne Bigham, owner.

"It's a trend but it's also a convenience," Bigham said.

Most of his customers seem to be tired of long hair, Finley Caldwell, owner of Caldwell & Vincent's Barber Shop, 1621 Walnut, Murphysboro, said.

"Most follow fashion but it's also a matter of convenience," Caldwell said.

All of the barber shop employees agree that weather does affect the length of hair. As the weather becomes warmer, hair becomes shorter. But they all agree that fashion is the main concern.

"In a way, weather affects the length of hair," Ron Benton, an employee of Varsity South Barber Shop, 704 S. Illinois, said. "But not as much as fashion. If it's a 100 degrees outside and long hair is the fashion, men aren't going to rush to have their hair cut."

Beauty operators agree that short hair is definitely the dominate style for women.

"The short, fluffy, very feminine cut is definitely in," JoDene Valentine, manager of Beauty Lounge, Westown Mall, said. "Looks are important but it's a matter of convenience."

"The style is short and wavy," Susan Cracker, manager of Campus Beauty Salon, University Square, said. She said most people seem to think short hair is more flattering.

The owner of Brenda's Hair Fashions, 1905 Walnut, Murphysboro, said the short casual, blown dry look is the dominant trend.

She said looks are still the predominant factor in determining hair styles. "But many women are busier and don't have time to take care of it (hair)," she said.

Most customers have a tendency to follow fashion but the hairstyle has to suit them personally, Lois Murphy, owner of Beauty Hut, 1008 Locust, said.

"Hair styles are like any trends," she said. "You just get used to them and they change."

BLUM'S features contemporary fashions
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Blum's

Men's suits moving to casualness

By David Kornblith
Daily Egyptian Staff Writer

Fashion-minded men can swing into spring decked out in a suit and all the trimmings and still be comfortable.

"Everything is moving toward comfort and casualness," said Vince Casella, manager of Goldsmith's Men's Wear, 811 S. Illinois Ave.

Casella attributes comfortable spring fashions to linen. Linen is being used in suits, shirts and ties. Linen feels coarse to the touch, but the fabric has "a more natural look and feel."

The linen look is new, but the style of the suits are basically the same. Spring suits are moving back to the "classic" style, said Ted Christensen, manager of the boys and mens' department at Penny's, 1201 E. Main St.

Classic suits are three-piece suits, Christensen said. An extra pair of pants or a vest make up the final piece in the ensemble.

Despite the name "classic," the suit has undergone some minor adjustments for spring. "There is a big difference in the shape of the suit," Casella said. "Suits and jackets have a more tailored fit." They are tapered more, he added.

"Sports wear is fitted for your body now," said Kevin Velten, employe at Caru's Men Shop, 606 S. Illinois Ave. Velten suggested that the added comfort in men's dress clothes may be why students are dressing up more today than they have in the past.

The classic look is the foundation for the current fad fashion, the "Gatsby look," Casella said. There are a few modifications on the Gatsby suit however. The jackets have two patch pockets rising above the waist, extra widened lapels and elastic waist bands. The pants also have a more tapered appearance.

What has made this sport suit as big a seller as it has been thus far is its casual look and feel, Casella said. Some of the other merchants have said that the movie has also made an impact, coming out just in time for spring fashions.

Gatsby has also brought about "ice cream" or "sherbert" colors to the fashion spotlight. Merchants of men's attire describe ice cream colors as soft or pastel colors. The pastels are probably an outgrowth of the white suits Gatsby himself is known for, one of the merchants indicated.

Soaring sales lift sagging bra business

Some of the bounce may be fading out of campus life. Bra sales are rising sharply and lingerie companies whose profits plummeted when the bra burning craze swept from coast to coast a few years ago possibly can expect a windfall of net earnings this season.

The over all sentiment among women who may have sparked this somewhat sudden swing back to bras may best be summed up by a story related by a Penney's clothing clerk: A woman in her early 20's came in to buy a bra after going without one for several years. "It's not by choice, I'm going back to bras," she said. "But I took a long look at myself and realized I look like my 36-year-old sister, who has three children. And I don't even have a man yet!"

Soft yellows, blues and greens add to the casual feel designers are attempting to sell this spring, Casella said.

Manufacturer's of coordinated looking clothes have also adopted soft colors for their spring lines. The coordinate look is just that, coordinated. Everything goes with everything else. Slacks go with sweaters, which compliment sport jackets which match shirts and even socks in some lines, Christensen said.

Casella said that manufacturer's are even designing colored linen shirts and ties to go with the new style suits.

For those who feel that even the classic look is too bold, stores are now carrying unconstructed clothing. Unconstructed because even these extremely casual jackets and slacks are stamped from a machine, Christensen said. Before, individual garments had been hand sewn.

The unconstructed jacket is a cross between a sport coat and a lightweight jacket, Christensen explained. It has been cut with the young man in mind and is excellent for Saturday night dates.

Unconstructed pants are narrower than the conventional

bell bottoms. Many of the new pants are also cuffless, Christensen said. Cuffs are on the way out.

Since the unconstructed look has come on the fashion front prices of slacks and jackets have decreased, Casella said. Clothes don't cost as much if they are made by a machine.

For those blue denim diehards who refuse to part with those old Levi's, manufacturer's have started making a brushed blue denim jacket. Coupled with a baseball shirt, the combination can't be beat for comfort, yet it is stylish.

The biggest shift in dressy

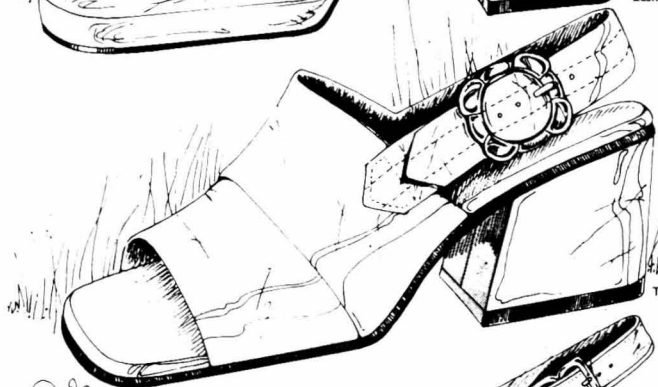
attire for the well dressed man has been argyle socks, Christensen said. Men are starting to buy the argyles with stripes, triangles and other geometric designs.

"Men used to buy four pair of black socks, now they buy three blacks and one pair of argyles," said Ruth Alterkruse, Caru's manager.

Comfort and style have never been synonymous terms in the men's fashion field. But, manufacturers are trying to remedy the situation. Added comfort may be the beginnings to well dressed American males, the merchants agreed.

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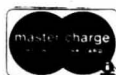


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Traditional line continues for wedding gown styles

By Leah Yates
Daily Egyptian Staff Writer

The "something old" saying is more than just words as the majority of the 1974 summer brides are opting for the old fashioned, traditional lace and frills look in wedding gowns.

This traditional look has been in demand for several seasons and this one is no exception, said Mrs. Jenevieve Pittman of Ruth Church Bridal's Shop.

"We're also selling lots of really feminine dresses; with the pleated ruffles, ruffled hemlines, and scooped necklines," she said.

"The traditional gown that we're selling the most of is still the traditional one with the high neckline, long sleeves and fitted bodice that brides have chosen for years," she said.

Ivory is fast becoming a high fashion color for wedding gowns, especially for blonde brides, she said. "They need an alternative color that will make them look their best," she said.

In keeping with the traditional lines, most brides are asking for veils that match the wedding

gowns, although some girls are choosing hats for afternoon weddings.

"Hats are fairly new for wedding attire, and some have the little shoulder length veils attached," Mrs. Pittman said.

"The long flowing veil is still popular with girls in this area of the state," she said.

March and June are usually the busiest months for selling bridal apparel, she said. "The girls usually buy their gowns over spring break when they have time to shop for early summer weddings and the girls planning late summer weddings usually buy their gowns in June."

The most favored fabric in bridal gowns this season is organza, a light sheer dress fabric. Dotted swiss, angel peau, and bridal satin are also requested often, she said.

The organza material is also popular with the attendant's dresses this season, she said.

"These dresses have gone to bold, floral prints. The gowns are full skirted and ruffles are big this year, in the skirts and sleeves."

Ruth's also carries a line of wedding peignoirs and "going away outfits" to add to the bride's trousseau.

Bleyer's Westown has one special section of lingerie that is strictly bridal peignoir apparel. "For the new bride we have a special group of nightwear that is totally white and a little extra frilly. Most brides usually get one of these matching robe and gowns sets," Mrs. Annabelle Smart, saleswoman said.

No bridal fair is planned for the Carbondale area this spring, Ms. Pittman said. "They have been really well received in the past and we're disappointed one is not being planned."

Melanie at Met

NEW YORK (AP)—Melanie gives an annual birthday concert. In 1974, to commemorate turning 27, she gave her concert at the Metropolitan Opera House.

The Who presented "Tommy" at the Met but Melanie's was the first solo concert there.



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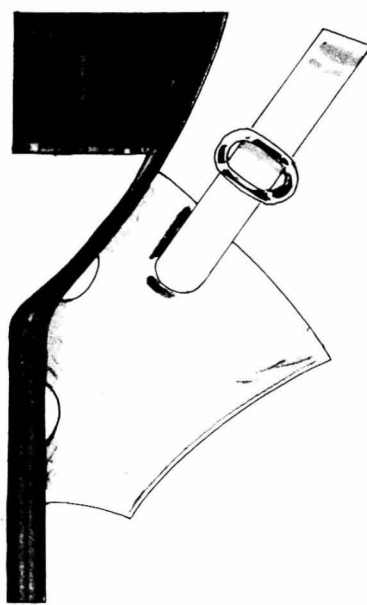
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Sew your own for personalized style

By Charlotte Jones
Daily Egyptian Staff Writer

The personalized look is the trend in toggerly and many coeds have been perched at the ever-popular sewing machine creating new garb and adding a touch of color to campus this spring.

It's rare to find a girl this year without access to a sewing machine, said Sue Parker, manager of Discount Fabrics in the Westown Mall.

Anything goes. Strict style lines are out and personal preference is the trend in making clothing, she said.

The blue-denim look is on the decline for spring and the pastels, especially green, are the craze among fabric shoppers.

Fabric Selection

Seersucker and small-flowered print cotton blends are a favorite again this year. The natural cotton fibers makes them soft and the added synthetic polyester makes them durable and wrinkle-resistant.

But single knits have taken over as the single most popular fabric. Single knits are easy to work with, light weight, sturdy and casual, Ms. Parker said. The knit is widely used for halter tops, t-shirts and sweaters.

A lot of pants are being made to go with the knit tops and pants this year are a variety of styles. "Last year, cuffs were a must. Now it's cuffs or not. Whatever you like," the fabric shop manager said. But the high waistband still is a preference, she added.

Pants won't have the monopoly on fashion among coeds this spring. A lot of patterns are being sold for dresses and skirts with short jackets.

Pleated skirts, simpler to make than they look, are popular. And they fit extremely well, she said.

Camille Hedden, manager of Fab'N Trim also in the Westown Mall, said she had observed a lot of coeds buying material for peasant blouses, blouses with yokes and pants for spring.

Students are dressing up a lot more this year but still will be in casual attire, she said.

Fabric Costs

Fabric shop managers and owners admit that material costs have jumped this year in line with most other products. But Ms. Parker said she didn't think fabric costs had risen proportionately as high as ready-to-wear clothing.

Making a dress still only costs about \$10 and fabric and sewing notions for a pant suit will run about \$14, she said.

Ms. Parker said she thought fabric prices were due to rise even higher than they are now because "most fabrics are synthetic or synthetic blends and the synthetics contain petroleum products."

The natural fiber fabrics just aren't as popular as they were—100 per cent cotton is becoming hard to get. So is 100 per cent wool, she said.

With the costs of ready-to-wear clothing consistently rising, Ms. Parker said she

thought more and more people would be forced to sew. "In fact, I don't see why more women aren't sewing already. Learning to sew is not hard and becomes much simpler with practice," she said.

Sewing class

The best way to learn to sew is in a sewing class, according to Ms. Parker. Logan Junior College offers an extension course in sewing and Dixie Deutsch, a home economics teacher of Murphysboro teaches an evening class at Discount Fabrics store. Mrs. Deutsch offers the course at a cost of \$15.75 for eight, two-hour lessons. The class meets once a week.

Mrs. Deutsch just finished teaching a beginner's course and now plans to offer a class in intermediate sewing, Ms. Parker said.

Teaching one's self to sew is not wise. Mistakes can be ex-

pensive and unnecessary, she said. And seamstresses can learn so much from each other.

"Many people have the idea that only people who can't afford to buy clothing make their own. On the contrary, sewing is a hobby with most people who construct their own clothes. It's fun to make an outfit the way you want it and not have to depend on clothing stores to satisfy your taste in clothing," she said.

Other seamstresses sew to avoid the often poor construction of ready-made clothing. "It's very sad to see how the way clothes in stores are put together. The quality of clothing has gone down a lot," she said.

Embroidery

Many women, especially coeds are decorating their garments with embroidery work, she said. Many sewing machines have attachments used for making designs or

work is most often used on casual knit shirts and sweaters.

And iron-on and sew-on appliques also are used a lot on the single-knit fashions.

Ms. Parker suggested a way to save money buying fabrics. "Buy pre-cut fabric. It usually comes in lengths of about three yards. The material has no flaws and is cheaper than buying off the bolts."

Pre-cut lengths are accumulated through inspection at the mills. Sometimes a flaw or dirty spot has to be cut out, resulting in small but perfect pieces, she said.

Machine costs

Sewing machines come in a variety of models to meet individual needs of preferences.

Even for those who don't sew, a machine comes in handy for mending.

If clothing quality in the stores doesn't improve, a stitch in time may indeed save nine. And now is the best time to learn to sew.



Be fashionable and thrifty this spring when you make your own casual wear outfits. Jill models her flowered polyester shirt and Sue her tie-dye denim outfit. Either outfit can be made four under \$15 at Discount Fabrics in Carbondale.

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