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The Daily Egyptian, September 20, 1974, Fall Fashion Special

Daily Egyptian Staff

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Daily Egyptian

Friday, September 20, 1974 — Vol. 54, No. 19

Fall Fashion Special



Revolution in autumn fashion, awareness of trends at SIU

By Deborah Singer
Daily Egyptian Staff Writer

A revolution at SIU? Wait, what's it all about? Don't panic, the revolution is only in fashion. But, all signs seem to indicate that SIU students have joined the trend toward fashion awareness.

Style at Southern has usually centered around the blue jeans, t-shirt and crepe-soled shoe look for both men and women. Lately though it seems that there are going to be many different looks for the fashion conscious to choose from.

Steve Goldsmith, owner of Goldsmith's clothing store, feels that "young people are putting together better looks" now than they were in the past. Goldsmith said that he sees a trend toward more individuality in fashion. This has widened the scope of the accessories line in fashion to include almost anything that helps to accent an entire look.

Style and quality are what most people want now said Goldsmith. The way clothes are constructed is more important to the smart buyer than it has been in the past.

Leisure and casual suits are one of the "hot" new items available at Goldsmith's. Teamed up with print sport shirts, knit tops or turtle-necks and tweedy ties, this is a very stylish look for men.

Accessories are coming on especially strong for women. More evident than in recent years, it's

that little something extra that helps to individualize any fashion idea. Women's accessories can mean anything from a purse to a pair of socks.

Speaking of socks, most of the stores around Carbondale can't stock enough of them, say their managers. Anything from patterned socks to glitter socks and whatever else is in style between these two are important fashion extras. "The biggest accessory item of all is socks," claimed Malcolm Zwick, partner in Zwick's Concept Two store in Herrin.

Another fashion trend for women is sweaters. Strong looks are cardigans, fur trims, hoods and twin sets which are matching vest and sweater outfits. Warm heavy knit sweaters are even taking the place of winter jackets and coats in some instances. It seems that an oversized sweater would be something nice to snuggle up in for the fall.

As Mademoiselle magazine said in their September issue, "Scarves are THE accessory item to collect—a pair of big, muffy ones to twist at the throat of a coat, a silken square to tuck into a tailored shirt, a little length of wool to knot once at a sweater neck." Carbondale merchants agree that scarves are definitely big this year.

Any scarf that goes with an outfit is selling said Marty Coleman, manager of Blum's. Big looks seem to be little square scarves knotted at

the throat, paired up with a simple tailored top and a knee length skirt. This is a style that seems to be flattering to most women.

All types of scarves are making the fashion scene in Carbondale. Among them are silks and acetates, prints as well as solids, squares, oblongs and rectangles, along with the big, thickly woven wool scarves. A scarf can go a long way to wrap up that certain fashion look for fall.

Shoes can also make an important fashion statement this fall. Almost anything seems to go, so what the individual buys will say something about the way he or she has put their entire fashion look together.

Rick Johnson, manager of Zwick's shoe store feels that, "Right now is a transition period. One person will walk in and buy sandals, the next will buy shoes." High shoes, crepe-soled shoes, sandals, boots, conservative and flashy shoes are all being bought by students, both men and women, at SIU.

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Men's dress wear takes dual swing

By Dave Ihata
Daily Egyptian Staff Writer

Look for the leisure look, and a surprise European line coming out of one store, for the fall line of men's dress clothes.

Most Carbondale clothing merchants agree that the direction of men's dress clothes this autumn is twofold: one line toward the leisure concept, and another toward the sophisticated coat, vest and slack ensemble.

Goldsmith's Men's Wear, 811 S. Illinois Ave., will introduce an unexpected third line of dresswear straight out of Parisian salons, according to Steve Goldsmith, buyer. Catching on strong in other parts of the U.S., the "French look" will be "much more sophisticated," Goldsmith explained.

The French look is distinguished by the way this cut shapes itself to the wearer's body. Goldsmith said "It's a very sexy European fit—even the pants look tailor-made." Clothes made in Pierre Cardin's French style will cost no more than other cuts, Goldsmith added.

As for the other designs, "there are many different directions," Goldsmith noted. "Everyone isn't following everyone else, as it was for a long time."

Leisure dresswear will feature casual shirt, jacket and pants ensembles, according to Ted Christensen, manager of boys and men's wear at J.C. Penney's, 1201 E. Main St.

Coats may have spread collar tops and elastic backs worn over open-collar California-style shirts, Christensen said. He added, these shirts will offer sleeves four inches longer than average; cuffs will roll up over jacket sleeves.

"I would say the leisure suits are the biggest and most important thing," Christensen said. Ties are unnecessary, and bow ties are definitely out, he added.

"The dress-up look is coming back," Christensen said. "This is good for evening wear."

Caru's Men's Wear, 606 S. Illinois Ave., will carry shirt-type jackets with coordinated pants, according to Tim Jones, employe. One facet of the leisure look will be the Western cut—coats with pleated backs and shoulder straps, for example, Jones said.

Standard suits will bring back the vested look with three piece coat,

vest and pants combinations, and four piece combos featuring reversible vests and two pairs of slacks.

"Basically this fall there's more solids," Jones said. "The solids outnumber the plaids, which it's been 50-50 in the past."

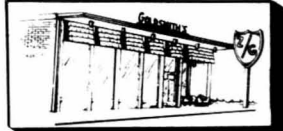
Green and brown solids will be popular, Christensen predicted. Those aiming for high fashion will go with plaids, he said.

Vested suits will offer soft, or natural, shoulders, Goldsmith said. These outfits, in the style of Bill Blass, will be made from woolsens and natural fibers, he said.

Ties will come in stripes and simple plaids, Jones said. And while argyle socks are in, "cuffs are out as far as the type of pants we buy are concerned," he noted.

All kinds of hats will make a comeback this fall, Christensen said, adding that there will be "a little bit for everybody."

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University Book Store
Student Center

Style goes to neater hair

By Dave Wiczorek
Daily Egyptian Staff Writer

Shorter, neater hairstyles seem to be the new trend, according to barbers and beauticians surveyed Wednesday.

"The trend for the fall will be hair

cut to the bottom or middle of the ear," predicted Wayne Bigham, owner of the Campus Plaza Barber Shop, Campus Shopping Center. "That was the style for most of the summer. The warmer weather probably had something to do with the shorter style." He added that many guys had interviews for jobs which was another factor for shorter hair.

Curt Collins, owner of Curt's Barber Shop, Murdale Shopping Center, echoed Bigham's prediction and was a little more specific.

"As a rule, hair will be shorter. The ears will still be covered with thicker hair on the neck. The trend will also be shorter hair on top."

Although, styles are getting shorter, Collins said the time is still a long way off from when people will visit the barber shops as frequently as the barbers would like.

Frank Biggs, owner of Eastgate Barber Shop, Eastgate Shopping Center, said he is a little further away from most of the students but he also sees shorter and neater hair for the future.

"The shorter styles might be in now but I haven't had any surge in business for the last couple of years because of the new styles. Shorter hair is in, however.

Biggs said he usually does not run into guys with extremely long hair who want to get a trim, although he said he had one humorous experience with long hair.

"A guy came in here with shoulder-length hair he was growing

for three years," related Biggs, and said, "I shaved it all off, just like GI style. The guy said his parents had been bugging him since high school so finally decided to cut it."

In women's trends, an employee of Campus Beauty Salon, University Square, said shorter, low cut hair is the style now and will continue throughout the fall.

Mary Moore, employee of Eileen's Hair Fashions, 815 1/2 S. Illinois, said the fall look will call for "wavy, curly, soft hair."

Moore added, "Styles will be more on the short side and a natural look, more Gatsby style. I think this trend will stay for awhile because it is sort of flattering."

According to most barbers and beauticians in the area short, neat hair can be expected for the fall, but don't look for too many of those GI cuts that Frank Biggs described.

Get credit and style with class

By Kathleen Takemoto
Student Writer

Interested in adding two hours of credit to your schedule while increasing your wardrobe?

The Department of Clothing and Textiles is offering a new course in clothing construction designed especially for beginners and non-majors.

The course, listed as C & T 127b, is based upon "personalized self-instruction." Each of 37 separate learning modules contains a complete lesson, which includes tapes, slides and transparencies.

Students progress through the program at their own pace and schedule their own lab hours. Consequently, the course may be completed in a few weeks or a few months.

"We would like to encourage this course to non-majors on a pass-fail basis," said Mary Jo Higginson, class instructor.

Approximately 42 students are enrolled in the class, and most of them are non-majors, according to Ms. Higginson.

She added that students could still sign for the class, since they are self-instructed. Most facilities are provided in the lab, although students must supply their own sewing materials and notions.

The new course was initiated by Professor Shirley A. Friend, department chairman, and developed by the department, it is scheduled to be offered again spring semester.

Students wishing to enroll in the course can contact Higginson in the Clothing and Textiles.

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Slacks for ladies fall sportwear

The fall forecast in ladies sportswear calls for more slacks and skirts, but jeans and t-shirts will remain on the scene.

Clerks in Carbondale's stores agree that the trend this fall is to more dressy slacks and coordinated outfits.

Becoming more and more popular are pant sets of two or three pieces, featuring a cutaway jacket, or a shirt-jacket which matches the pants exactly.

Slacks made from polyester blends are extremely popular because they are so easy to care for. Clerks at Blum's said that middle weight slacks are popular with shoppers, partially because they can be worn through out the year.

Rozzy McCoy, merchandising manager at J.C. Penney, said there is definitely a trend to wash and wear clothing. According to McCoy, it "really has to be a dynamite outfit" to sell, if its a dry clean garment.

Cuffs continue to be popular in the Midwest and the Carbondale region, despite the fact that New York fashion critics are predicting their decline.

Several fashion items are enjoying a new popularity. Among those are hoods, skirts, and hats.

Hoods have become attached to sweatshirts, coats, sweaters, and a variety of tops. For the first time in four years Penney's have "sold out" of sweatshirts—largely because they had stocked the hooded variety.

A relatively new fashion item for today's college generation is hats. There are many hats made for casual dress, and according to Carbondale clerks they are "being worn with just about anything."

A return to skirts has also been noted. Skirt sales have increased in the past year.



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Sewing brings individual touch to clothes

By Jerie Jayne
Daily Egyptian Staff Writer

Sew your way into fall and save with the personalized touch that comes with doing-it-yourself.

The same fabrics that were in fashion last fall are still selling 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.

"A lot of corduroy and woven goods are being sold instead of knits," she said.

Single knits are popular for pants with matching tops that have loosely fit kimono sleeves. They're also popular for turtleneck and t-shirt tops, she said.

"Hooded sweatshirts are more popular than anything else. They're made from a knit that feels like a sweatshirt, but it's not," Parker said.

"Sweater knits are very popular and fit very well with the new sweater patterns being sold. Outside of that, the trend is away from knits. Everything is going to woven fabrics," she added.

Parker said wool is so expensive that their shop doesn't carry it. Instead they carry an acrylic material

that looks and feels like wool.

Skirt styles are leaning towards a flair at the bottom instead of pleated. Dresses are more feminine this fall. The shirt waist is real popular, Parker said.

Fabric shop managers and owners admit that material costs have jumped this year in line with most other products. But Parker said the cost of material still isn't as high as ready made clothing.

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

"With the costs of ready-to-wear clothing consistently rising I think more and more people will 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.

Parker said she doesn't expect the price of fabric to go up again for a while.

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

Many women, especially coeds are decorating their garments with embroidery work, she said. Many

sewing machines have attachments used for making designs or work most often used on casual knit shirts and sweaters. Iron-on and sew-on appliques also are used a lot on the single-knit fashions.

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.

Tradition still popular for alter bound women

By Mary Whittler
Student Writer

Brides going to the altar this fall will be wearing traditional gowns, according to the clerks at Church Ruth Bridals.

A large majority of the dresses feature the use of ruffles. Ruffles skirt the sleeves, the neckline, cuffs, and hemlines.

Veils are generally always worn, with only a very small percentage of the brides choosing to wear no veil. Some of today's bridal gowns have attached hoods, which are worn in lieu of a veil. The traditional chapel train is the most popular style of veil.

White and ivory have been maintained as the most popular colors for the gown. Ivory is

especially good for brides with light coloring and blonde hair.

Occasionally the clerks at Church Ruth Bridals will receive requests for colored gowns, but the percentage of girls wanting color in their gowns is small. Recently the clerks were surprised by a request for a completely black gown.

Gowns featuring straight skirts are somewhat less popular than in the past. Today's bride is choosing a gown which is more full skirted.

Favored fabrics for fall wedding gowns include satin and velvet. The sale of velvet gowns increases during the holiday period.

Empire waists, high necks, and full bishop sleeves are some of the features of the popular fall wedding gown.




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Nostalgia in style for fall fashion

By Laura Coleman
Daily Egyptian Staff Writer

Those who think the nostalgia craze is fading are in for a surprise this fall, as fashion experts predict a wave of the forties and fifties look, complete with fur-trimmed sweaters and full skirts.

Carbondale merchants say the forties and fifties look is still around, and an employe of Goldsmith's Men's Wear which also handles women's clothes, said the look for fall is "the best of the forties and fifties together with softer looks." He said there are fur trims, wide, full skirts, and knee-length skirts.

Marty Coleman, manager of Blum's clothing store, said the fall styles are "more varied than usual." She said that many things can be worn and that SW girls are wearing more pants instead of jeans and tops combination.

Included in the forties look is the hooded top, hooded sweater and the baggie look, Coleman said.

Julius Kay, owners of Kay's Campus Shop, varied from the nostalgia effect, saying, "The students are looking nicer." They're out of the old frayed pants. He said students are interested in the "new jean", which he called the "hi-rise jean." Kay said the pyjama look is also popular this fall.

Mademoiselle Magazine in its October issue gives a rundown of the "clothes that can't go wrong" for fall. In its listing, scarves are named as "the accessory to collect," and said that this year's boot and shoe should generally have a high heel and "no-clunk pump."

For coats, the magazine reports the steamer coat is the most versatile and listed the shirtdress as a classic.

The trend in Carbondale for the fall look in hair style, according to Jack Winchester, owner of Mr. Jack's Beauty salon, is staying with the mid-length summer cut. He said, "Supposedly they are predicting the short look, but my clientele is staying with the summer haircut."

He said almost anything soft and natural is what Carbondale students will be wearing.

In men's fashions, Ruth Altekruze, owner of Caru's Men's Wear, said the definite trend is the western look. She said the look is evident in all styles, from casual clothes to suits. She said the casual look is popular, with open collars and top stitching.

Altekruze said there is a strong demand for coordinates. She said, "For a long time women have had coordinates, but now they are available for men, too."

Supply decreases while prices rise

Cottons, wools, silks, and the majority of other fabrics are increasing in price but decreasing in supply. Synthetic materials such as nylon, rayon, acrylic, polyester and even plastics are fast becoming as expensive as the original, more expensive item they were designed to replace.

The oil shortage is largely responsible for the synthetics price increase, but bad weather, foreign trade, government policy, and labor shortages have affected the other materials particularly wools and silks and other natural fabrics.

Wool is scarce because, as a local clothing store owner explained, there are very few clothing mills left in this country and the majority of those were changed for knits and the looser weave fabrics that were in demand several years ago.

The United States buys a large portion of its wool from England and Scotland. Material price, coupled with shipping rates, make this material expensive to purchase for the average consumer.

A salesperson in Singer Sewing Center said that the "store has stocked no wools for three or four years." They sell a 100 per cent polyester material which looks like wool.

Muslin, bleached and unbleached, is also hard to get, according to the salesperson. She explained that the store ordered muslin in March and still has not received it.

Although there is a shortage of cotton because of weather conditions and small crops, this material is still one of the leading sellers in the clothing industry, a men's store owner said. Cotton used in jeans, both denim and other cotton blends, shirts and jackets are the main products. The store owner also said that the price of shirts, jackets, pants, underwear, and other cotton articles has increased approximately eight per cent in the last year.

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.

Clothing prices have gone up, but according to a Singer salesperson, material prices have not. She went on to say that more people are sewing, both young and old, and even a few men. Material price in comparison to a ready-made product probably affects this.

The results of a recent survey showed that students are not planning on buying much clothing this fall except for sweaters or jeans. Price probably affects that decision, but judging from the comments of local businessmen, price will not get any better.

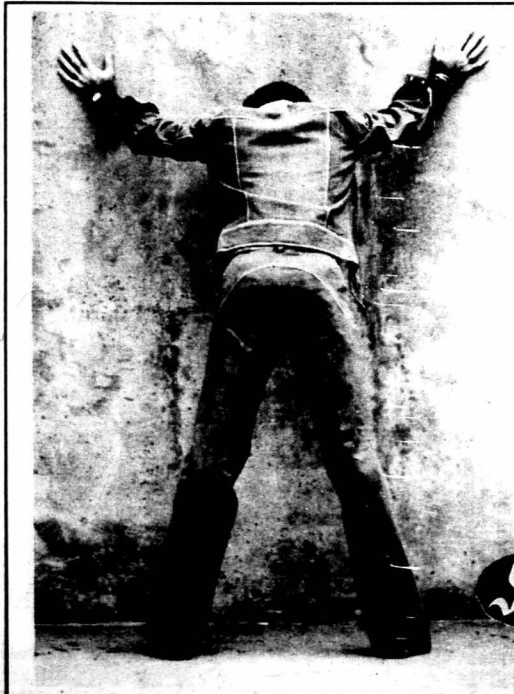
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Students want comfort clothes as fall fashions go 'feel-good'

A popular phrase a few months ago was "If it feels good—do it." At SIU, the phrase could be changed to "If it feels good—wear it" and a lot of students are doing just that.

The most popular clothing is old jeans because "old jeans feel good," Tom Phillips, a Data Processing Freshman said during a brief interview. He also said that he prefers jeans and a denim hat but decides what to buy by the way it looks.

Jeans are also comfortable because you "don't have to worry about dirt," Larry Kincer, a senior, Electrical Engineering student said. He prefers comfortable clothes, and likes to see girls in slacks. Kincer, like other students interviewed, is not planning on buying much extra clothing for fall or winter except shoes.

The majority of men interviewed picked jeans as a favorite, but several of the girls also mentioned slacks and pants with nice shirts or sweater tops, or dresses. Nice clothing seemed to be emphasized and Debbie Grady, a Secondary Education Junior explained that her "self image means a lot and if you have a good self image, you'll have self confidence." She said that she feels that she looks better in a dress and has more self confidence when wearing one. She is not going to be buying clothing this winter but will "wait and see what is in the pattern books."

Cathi Castelli, a Junior in Education would like to buy a blazer jacket and corduroy slacks and prefers nice tops to T-shirts because "T-shirts are more for messing around in. You have to be presentable." She bases most of her

clothing purchases on price and appearance.

"Color and something special about the garment" is what Lorraine Eisner, a junior cinematography student bases most of her clothing buys on. She buys pants and coordinates because, she said, "Pants are the most comfortable, sensible outfit for the human body." She also said that they offer protection from the cold and dirt.

Ms. Eisner prefers others in "comfortable looking jeans and a nice sweater, or jeans and a work shirt in the same monochlor blue."

"The dress look" is what Jesse Erwin, a sophomore in the music department prefers. He does not like blue jeans but would choose a colored dress denim jacket and slacks outfit instead. If he was buying anything new this winter, it would be probably "a suit, in silks or knits, or something like that."

Darla Baugher, a general studies freshman would agree with Erwin because she "doesn't feel good in sloppy clothes, but wearing a dress is a bother." She prefers pants and good clothes and buys what is casual but neat.

Price influences what Jimi Marshall buys. Marshall, a Music freshman, prefers jeans and a T-shirt because of comfort. He likes girls in jeans, or halter tops.

Sweaters and jeans are what Mary Lee, a sophomore recreation major prefers because "that what I feel comfortable in." She also felt that price was a major influence in what she bought.

"I'm an impulse buyer", Dolores Delaney, a Junior zoology major said. "If I see something and I like

it, I'll buy it, without worrying about the price." Although Ms. Delaney prefers jeans and T-shirts for classes, she also likes blazers, sweaters, and slacks but doesn't wear dresses unless she has to.

"Comfortable, all purpose pants" is what George Sasser a freshman in pre-veterinary classes calls jeans. He also likes T-shirts or flannel shirts and will probably buy something that he sees and likes or has bought before.

Richard Brown, a law school freshman, likes jeans but prefers "nice jeans, and a shirt because that are the most comfortable and presentable." Brown does not plan on buying much this winter except sweaters and corduroy jeans.

A Home Economics Freshman from Ireland Joan McKenna likes slacks and jeans but doesn't have many. She buys what she wants and likes but prefers variety. She usually wears what is "most comfortable."

Rita Knittel, a general studies freshman, doesn't like the new 40's look although, she says, "it looks good on some people." Ms. Knittel said, "sometimes I feel like dressing up and sometimes not. I like pants, but sometimes wear dresses to prove that I have legs." She plans on buying something when she needs it.

"Loose, comfortable and old" is how junior Chemistry major Les Johnson describes what he likes to wear. He is planning on buying light sweaters and corduroy pants for fall. He explained that he usually sees somebody else wearing something that he likes before he will buy it.

Oliver Kelvin, a general studies sophomore doesn't think that students can dress up because of the climate. Kelvin said that he prefers jeans and a knit top with his bluejean hat but plans on buying a suede jacket for fall.

Knit or button shirts with jeans or slacks is what Robert Munday, a Psychology junior also prefers. Munday said that he dresses for comfort and is planning on buying sweaters for this winter.

The majority of students polled liked jeans and shirts or sweaters, especially for fall. Although several guys said that they preferred girls in dresses or skirts, most did not really care.

Sure signs of dry weather

Naturalists say that dry weather is approaching when you see rabbits playing in the open, quails staying in flocks instead of pairing off, and mud-dauber wasps building their nests lower on walls.

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