The Daily Egyptian, October 27, 1977

Daily Egyptian Staff
Traditional styles, warm wools, quad look govern men's clothes

By Doug Williams

Student Writer

With some people anticipating a winter that will be as cold as last year's, the men's dress fashion scene will not be typified by cotton suits, polyester suits or other more so-called garments. Woolen dress clothes in a more traditional style with earthy colors and a mix-and-match concept called the "quad look" will dominate.

According to Steve Goldsmith, owner of Goldsmith's on Illinois Avenue, the whole market has swung toward natural fibers as opposed to polymers. Common fabrics for suits and sport coats this fall are flannel, gabardine, herringbone and tweed.

Roderic Norris, manager of Sohn's on Illinois Avenue, agreed that more wool is appearing on the market. He said that, in addition to more wool blends, rayons and linens are making a reappearance.

Agreeing that wool is the predominant fabric this fall is Grew Palanch, owner and manager of Sohn's in University Mall. He added that more gabardine and cotton have also been appearing this fall.

Who would have thought? Tim Odanell, who works at Crosley's Square Shop in the Wabash Shopping Center, saw wool as opposed to polyester holds its shape longer and wears better.

Woven wool left the market a few years ago, mainly due in fact that polyester was the up and coming thing. Another version of the theory is that the wool industry became monopolized, so about the same time that polyesters came on, and wool, though it was still in demand, became scarce.

What about cotton? This is a question that has been in the minds of those who remember the days of the wooly itch. Odanell says that those days of scratchiness are virtually gone because the addition of wool blends and flannels have added great comfort to the material. Besides the traditional plaid flannel shirt, Palanch said, flannel can be found in suits, sport coats and trousers.

Although wool is the coming thing, it is also the expensive thing. Palanch said a lot of people enjoy the polyester pants instead of wool because of price and convenience. He added that polyesters don't have to be dry cleaned like wools and thus are more easily taken care of.

Another fabric that is big this fall is corduroy. Goldsmith said corduroy is still affordable. Particularly fitting well in the young man's casual dress plan, Palanch agreed saying that corduroy suits offer the dressed-up look without leaving the man with the feeling that he is overdressed. Besides, corduroy is rugged and practical for everyday wear, he noted.

Stripes, plaids and soft earth-tone wovens will characterize the patterns in this fall's suits and sport coats. Odanell said many students come into his store and ask to look at the tweed suits.

Particularly in the fall, Odanell said, there are a lot of pastels. Instead of wearing bright suits, he said that people try to bring out the color in their wardrobes by the shirts and ties they wear.

Along with more traditional tones, a new trend in the fall is the "suit mixer," a neutral and classic; pants in the suit. Norris said more style is tailored in than added on. He said double-breasted blazers are selling well for him.

Goldsmith said sport coats are selling better this year than last. He added that his Custom style, which has a fitted shoulder, and the natural style, which has a looser fit, are doing well.

Another thing popular last year and still prominent this year is the vest. According to Goldsmith, almost everything is vested to the other hand. Odanell said he detect a slight decline in the abundance of vests.

What typifies the fashion this year, according to Norris, is the quad look. This involves two pairs of pants, a reversible vest and a jacket. Odanell said that for versatility the quad look can't be beat. In addition to being versatile, the quad look makes mix-and-match suits economical.

Odanell said an increase in the popularity of sport coats reflects the trend toward a versatile wardrobe. He said a navy blazer can easily make four different outfits out of four pairs of pants. Although not abundant, leather and twill jackets will continue to be stylish for the fall.

Whatever the occasion, work or leisure, the fashion conscious man will not have any trouble finding the perfect shoes this fall for his multifaceted lifestyle.
Laces, ruffles bringing back a more feminine look

By Mary Kathryn Collins
'Rocke Writer'

This year, women's fashions seem to be much more feminine than they have been in the past.

There is lots of lace and ruffles and pastel colors. The fabrics are translucent, which means that they overlap the seasons. There is no real distinction between the seasons for the fashion conscious—no anything seen.

Although the darker colors of winter are here as always, the trend seems to be toward lighter, softer, more feminine colors, according to Jane Horner, assistant manager of Brooks at University Mall.

Some shoppers are buying cotton-linen skirts and sweaters, "but when winter comes, we'll find out how practical that is," she said. The trend this year seems to be toward slouch dresses. Women seem to be more interested in the way they look, but they aren't giving up comfort. The clothing is easy living fabrics, easy to move freely in, and not difficult to care for.

The peasant look is really in, and some stores can't even keep this style in stock. It's practical for all wear and can be worn for evening.

Jumpers of all kinds are in. They can be worn casually during the day, and by subtracting the undergarment and adding some jewelry, it's all set for evening. To look can be changed completely by addition of pants and by wearing the dress as a top.

Dress pants of wool, in pastel colors such as blue, pink and white, are big sellers this year, as are straight-legged trousers and jackets that match. The elbow patch has also reappeared on the scene. In business, the cool-look is back, as are soft, silky tops. Women want bow blouses for wool pants and skirts, and angora sweaters and tops that are gathered at the waist for jeans.

This year, a common combination is a tailored wool skirt, preferably with a slit in back or with pleats, and worn with a soft, lowered blouse, a shawl and boots.

For the holidays, it's soft, silky, shiny materials that really flow and metallic thread clothing which give a touch effect. This year, blouses have stayed just about the same, possibly slightly longer, but basically past below the knee.

Sweaters that can double as coats are popular, and three-quarter length and full length coats are big. The coats are not quite as expensive as in the past. This year's fashions are more and match. With lighter fabrics and lighter colors, the combinations are endless. The summer shade need not be tucked away for another

Knees antifreeze

No, they aren't leggings—they're only tubes open at both ends. This new style of leg wear is just perfect for the freezing weather ahead. Don't be caught with frost bitten knees. Leg warmers are available in many distinct styles and colors at Barker's in the University Mall.

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University Mall
Carbondale
Solar hair gives look of warmth

By Karen Cogswell
National Writer

Solar hair is on its way in this season. It's more than a hairstyle. It's a look, an aura of fullness and warmth achieved by curls and waves.

"It reminds of the hairstyles of the '80s," Pam Homan, of Jack's Salon, 611 University Ave., said. "Solar hair can be either short, medium or long, although it does feature a longer, shorter length than women's recent short styles, like the wedge and the wad."

"The cut is still the basic thing," Ellen Sturdivit of Eileen's Guys and Cuts at 804 Illinois Ave. said. "The hair is layered all over and given a permanent to keep it curling."

"If the cut and the permanent are done properly, even the current "air hair is wash and wear," she said.

"The hair is precisely cut and every curl is placed so that the hair will move in a specific direction, George Farell at Adam's Rib, which is located in the campus shopping center, said. Solar hair was developed by the Affaire Design Committee of the National Hairdressers' and Cosmetologists' Association. Such a committee is created twice a year by the Official Hair Fashion Committee, a body of over 200 prominent NHCA hairstylists to develop national hairstyle trends. The five members of this committee do the variations of a basic look. One is based on classic lines, one is an extension of the last line released, one is short, one longer, and one is an avant-garde "questionmark," according to Farell.

"A number of variation of the five basic solar hair designs are possible depending on the individual's hair type and preference. The waves and curls may be modified through different setting techniques before the permanent, or the "cheek"al restructuring" solution, as Farell prefers to call it, is applied.

"The hairstylist can use finger wave pin or iron, combing iron, or brading to achieve different waves and curling iron, pin curls, regular curlers, and barrel pin curls to make different kinds of curls. The waves and curls can now be combined in a number of ways to achieve variations." The NHCA releases do not always catch on. Other lines are produced by other places and these are sometimes better accepted by the public," Farell said.

He added that this season, however, solar hair seems to be catching on, especially in its update version, which he said is rather unusual. The style features a section of the volume of curls drawn up into a partial permed asymmetrical stripe on the side of the head.

The coloring techniques becoming popular complement solar hair. Instead of streaking light colors into dark hair, hair can be "handled"—with slightly warmer shades to give it a vibrant warmth.

"It's a color styling," Farell said. As for the color used, "brunettes and other warm tones are coming in," Farell said.

Regardless of the "in" look, however, many women will continue to wear their hair in the style that "turns them on," the hairdressers agreed. Jack Winkeleen of Jack's salon said the style predictions have become harder in the last couple of years because people have learned to accept and express their individuality.

"Although longer hair is predicted in the season, a lot of my clients are still going short," he said.

Many women are going toward more versatile cuts. "If I find that my clients want their hair to grow out in lengthwise, necessarily, but enough to get it back to a uniform length, instead of in layers," Pam Homan said.

Farell recommends that his clients wash their hair a purpose of the style's want. He said that this not only helps with the hair, but secures the cut. It also refracts the client's lifestyle through the clothes and makeup worn by the model.
Su-ee, lumber

Candy stripes add *1.--- to this old-fashioned nightgown by Shirey. styled in brushed Caprolon nylon with contrasting, vertically-lined body and sleeves.

Hot' advice for winter: wear layers

By Jack Kelker
Model Writer

According to the Farmer's Almanac and other predictions, the upcoming winter will again be colder than usual. Dr. Donald Knapp, medical director of the SIU Health Service, says the best way to dress for the cold weather is to use common sense and "dress for the occasion."

"It is not necessary to spend large amounts of money on clothing to have adequate cold weather protection," says Dr. Knapp.

Knapp recommends putting on layers of clothing, depending on the temperature.

"One can maintain a healthy, comfortable environment by finding out the predicted temperature for the day and dressing accordingly," says Dr. Knapp.

Down-type jackets are good but expensive, says Knapp, and the same effect can be achieved by wearing more clothes.

"Often you can go into Classroom A where it's 60 degrees and wear short sleeves, then go into Classroom B where it's 60 degrees and need a sweater. You go outside and it's 20 degrees and you need another layer of clothing," he said. With a down or other heavy jacket alone, you don't have the versatility to adjust to different temperatures."

The months of December, January, and February are the prime cold and its months, according to Knapp.

"We see the most cold cases during those months, probably because people congregate more during the winter and it's easier to pass the virus," he said.

Knapp added that cold, though it does sometimes lower the resistance to a cold, plays a small role in catching the bug.

"Contact with someone who has the virus is the best way to catch a cold," he remarked.

Proper dressing for the winter is important to avoid not only colds, but exposure, too.

"If you're working out in the cold or are exposed to the cold for long periods of time, it's a good idea to invest in the proper insulated coat," says Knapp. "At SIU, we've had only a few isolated cases of first degree frostbite."

Knapp says most students have how to dress warmly from past experience.

"You can't ou that extra sweater because you remember your mother telling you to do it," he continued.

Step into Fall with Brazilian Leathers from Barkers

University Mall-Carbondale

Daily Egyptian, October 27, 1977, Page 5a
Trend setters

Carondelet's Just Points in the University Mall has more than just points for the fashion-conscious student. Carole's navy three-piece suit from Mole is complimented by her red cowl-necked sweater from Cottage. Chuck's navy corduroy pants from Levi, genuine leather belt by Salvatori and western style plaid shirt from Lee give him the more casual Carondelet look.

Accessories keep pace with times

1. Tony Schierbeck
   Staff Writer

   Every fashion-conscious woman knows that an outfit is not complete without accessories. As in years past, almost anything goes in accessories. However, there are now a few changes that bear noting into. (Cowl) neck sweaters are becoming less popular this year. People are making a move to "accessories" for men. Cowl sweaters are in "accessories" for men. Cowl sweaters are in ones and other coats for contrast. Scarves, while a big item by themselves, are being worn as "accessories" to sweaters. All colors from black and white to wild prints and patterns are accepted as "accessories." Jewelry must now be "accessories" to the overall outfit. The average price for a pair of earrings is $10 to $20, depending on the style. Handbags, basically of leather or canvas, are also big this year. Some of the handbags fold-up into clutch bags. A canvas bag can carry everything from $5 to $25, while a leather bag can run from about $50 to $100. Belts of all kinds and types are in this fall, with many of them being worn with sweaters.

Denim makers say cotton out, blended polyester look of future

NEW YORK (AP) — Calling it the first big improvement in years, the nation's denim manufacturers are gearing up to go blended, and some even think the days of 100 percent cotton denim are numbered.

The new product, a combination of cotton and polyester called a mist blend, takes dye like cotton but doesn't shrink like it, according to the denim news service.

"It makes this blend we found we could accomplish what our customers wanted us to accomplish," said Larry Addison of Swift Textiles which he says will be producing only blended denim by the end of the year. "The advantage he says, is that if you buy a size it will stay a size for you.

Blended denim has stirred up a small controversy with the cotton growers, and Cotton Inc. has mounted an advertising campaign against adding synthetic to denim, noting that it takes five or six times more energy to make a pound of polyester, which is petroleum-based, than to make a pound of cotton.

Polyester advocates counter that if you have to use it to feed the fiber costs too much.

There will be an extensive TV and radio campaign addressed to the consumer, starting during the back-to-school buying period, supporting the "virtues of 100 percent cotton as the true denim."" It's also going to the school boards. Kieckhefer, vice president, marketing services of Cotton Inc.

"Cotton Inc is telling people to look at the label. And give it to the world." In what they've been getting, been satisfied with, they say, they've got a traditional type of denim jeans or the next coat, they can get them in regular 10 percent cotton or the new 100 percent cotton with the new shrink-reduction treatment that comes with shrink.

Although manufacturers have been making a synthetic denim for years, it's been in the last 10 to 15 months that they have developed a mixture that they consider suitable, industry sources say. "In the early days we couldn't get total dyeability," said Ben Sampson of Cone Mills.

1. Gary Ullman
   Staff Writer

   Ben Sampson of Cone Mills.

   Cone, which came up with the new fabric, which is 65 percent cotton and 35 percent polyester, said that the finished product takes day and feels like cotton, the manufacturers explain.

   "We didn't want to lose any of the aesthetics of cotton," said Sampson, adding that the day may come when all denim will be polyester blended.

   Although all of the seven top mills are now experimenting with blended fabric, some are still gunning about its acceptance. "I doubt if we ever will get entirely to the blend," said Brian Clarke of Burlington Industries. "There are still a lot of people who want cotton.

   Cotton Textiles is continuing to make only cotton denim, although it is now running blend samples. "If the market demands blends, we can make them," said Sampson.

   Both Burlington and Carpet are using similar chemical processes to give cotton denim an easy-care finish and to reduce shrinkage, but they admit this is more costly than pure cotton.

   The seven mills Burlington, Carolina, and Dehner of Granville will be producing a new fabric in granville, N. C. Stevens and Smith are supplying most of the denim used in the United States. They report an increasing percentage is blended to meet consumer demands.

   "The miniblend is here," said Carl Reiner of Granville, "because of the desire of the consumer for greater versatility.

   The consumer will ultimately decide," said Sampson. "Only after they come back for the second pair will we really know."

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May 6, Daily Evening, October 27, 1977

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May 6, Daily Evening, October 27, 1977
One feature unchanged in sport shoes

By Tom Casey
Staff Writer

I was washing up my bright orange Converse the other morning when a thought occurred to me: What ever happened to P.F. Flyers?

In the simpler time of the early '60s, a pair of black, high-topped P.F. Flyers was a status symbol for playground America. The shoes were magic, with a bright green label like wings of Mercury that allowed a mere youth to "run FASTER!" and "jump HIGHER!". The P.F. commercials shored.

I went into a shoe store the other day and tried to find a pair of P.F. Flyers. The salesman couldn't understand what I was talking about. Worse than that, he couldn't find a single pair of old-fashioned Keds with the blue label on the back. And not one pair of Red Ball Jets, the "shoes with the Red Ball on the tip\".

Nothing. I went home, longing for my youth.

The world of gym shoes has changed greatly over the years. In fact, they aren't even called gym shoes anymore. You can buy sport shoes, athletic shoes, tennis shoes, soccer shoes, basketball shoes, 39-x casual shoes and roadsters. But is a gym shoe? Never. A sneaker? Perish the thought!

And gym shoes aren't just for wearing in gym anymore. Gone are the days when the frumpy woman who taught the class after gym in your grammar school or junior high school wouldn't allow you into the room wearing your canvas P.F. Flyers.

Flyers. Now, instead of being un-dignified, as she called them, gym shoes are fashionable, almost a required part of the casual uniform of young America. What happened? The answer is as simple as a foreign word—Adidas.

Just before this decade began, pairs of strangely sleek, striped shoes with rubber bottoms took the American sport shoe industry by storm. Simpler, more attractive than chumps Keds or P.F.s, they were also more expensive (while a decent pair of P.F. Flyers cost about six bucks, Adidas shoes cost more than $20).

But fashion conscious consumers gladly paid the price for the status that accompanied the Adidas shoe. They didn't make you "run FASTER!" and "jump HIGHER!" but they did wonders for your ego.

Naturally, imitations sprang up in an attempt to cash in on the striped shoe craze. Pumas, Converse, Tretorns, Pro Keds (an illegitimate brother of real Keds with the blue label) and dozens of other brand names have seen success in the non-gym shoe market. Gym shoes have gone a long way from their simpler days.

Of course, fashion often borders on the absurd. As I learned in my hunt for P.F. Flyers, the newest trend in gym shoes is a dog-walker, as a salesman tried me in platform gym shoes. They look like standard Adidas shoes but have a three-inch platform sole.

Somehow, I don't think that Flitoe Frife, my old junior high coach, would approve of one of his players buying for a lispup in three-inch platform gym shoes.

But maybe that's what today's high fashion gym shoes are all about, a casual, relaxed look that's appropriate in any situation, a far cry from the clumps, high-topped look of old reliable P.F. Flyers.

Of course, there is one drawback to anyone who has ever played basketball. No matter how much they cost, with or without a platform, a gym shoe is a gym shoe in one vital way: the smell.

When it comes to the nose, there's little difference between $40 Pumas and $1.95 K-Mart sale shoes. So, welcome to the world of fashion gym shoes. And Coach Frife, pass the odor eaters, please.

Casually Classy and Leather Luscious!

Here's double delight for all you leather-topped boot lovers: two sporty styles, geared for tucking away pants legs or accompanying skirts. 'Tis the casually classy look of the season! 3 Sporty Styles to Choose From.

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Daily Egyptian, October 27, 1977, Page 7b
Among the chill-defying fashions is the bulky wood twill-knit pullover (left) styled with shawl collar, elbow patches and rib-knit waist. The man and white plaid shell two-button jacket (center) is teamed with brown flannel, five-button vest on double-pleated slacks. The natural shoulder snap (right) in black and white has straight flap pockets, notched lapels and center vent.

British look with antifreeze features

NEW YORK (AP) - Men's fall and winter fashions will show a distinct British look in tailored clothing, while casual wear will be in an "antifreeze" mood. Practical, functional and ruggedly stylish, reports the Men's Fashion Association.

A highly adaptable style that looks as good in the city as it does in the country, the "British Accent" features a well-defined but not too smug look, softer shoulders, a slight flare to the skirt of the coat and a close-fitting chest. It is also going to be seen in double-breasted treatments.

The vest which is not only popular with the British look, but with most other European and American-type models, might even be stronger than last year, says Chris Toher, MFA's fashion director. He predicts that 80 per cent of all winter suits ash in 1977 will be vested.

"The British Accent ranges from woolen, tweeds in dressy darks for town wear in softly colored, earth-tone tweeds, shetland and clonets in subtle patterns for the casual look and tailored sport coats for".

Sportcoats in big, bold, softly shaded plaids will be found in typical English fabrics such as shetlands, jacquards, and tweeds in herringbones and other neat, small effects. And blazer suits as in 1977, will remain solid fashion no.

Dressy slacks for the fall show a move toward plaids and stripes, especially tartan as well as a host of twills, flannels and other unpatented fabrics. Many will be pleated,tolbert notes.

The "British Warm," chest-foiled and wool versions of the trench coat, plus a continuing revivals of the camel hair polo coat, will be among tailored topcoat and overcoat options. In rainwear, single and double-breasted trench coats, plus very full harringtons will be some of the star-day choices for men, with many featuring removable linings and collars in fleeces or flannel. And the color range: hug.

Accessories also will be affected by the British Accent, beginning with shirts returning to classic British stripes, tailored checks and small checks. Also expected to show some growth are Oxford high and shortties in classic colors and patterns. The collar styles, for the most part, will be button-down or typically British cat or split ones.

Dress gloves will be classic in concept in either smooth glaze leathers or soft suedes. Designed with a minimum of detail, they will be lined in either fleece of leant fabrics and will appear in rugged brushed suedes, grated leathers and knits.

The dress shoes complementing the British look will be such familiar styles as wing tips, cap toes, backless monk shoes and a host of slip-ons. Socks are over-the-knee in length and include rib-knit, cable patterns, and solid all-over patterns.

The casual look in shoes reveals a return to the classic penny loafer style of boots sporting a worn prear influence. Ranging from just the boot to the sole below the knee, many will have quilted or fleece linings. Socks will take after those worn by hunters, ideal for boots.

Jewelry is basically understated, with definite revivals of the watch chain attributed to the popularity of the vest.

New dress up the British look with down-all-around trims, classic snap fronts, dressy town hats and a host of caps for country and sportswear. Easy giving fall: also the Irish fisherman's, b.i.g., warm sweaters knits—many with matching mufflers—and an assortment of caps and dressy Tyrolean felt.

The way men will be keeping warm this year will be by layering bulky, fancy-stitched sweaters, such as raglans and pullover lambs, over soft suede and suede-type tops, shirts worn over shirts and shorts topping turtlenecks.

To accommodate the layered look, tops will be full and roomy, with many reaching down to the hips. Sweaters will be big, bulky and patterned, in an array of knits. Vespertine outshirts will be seen in big, classic buffalo plaids and plaids inspired by mountain climbers.

The "Survival look" in antifreeze fashions will make use of warm wool coats in varied lengths, lightweight, down-filled coats and vests, coats in Lady fabrics, both plain and patterned, sherpa linings and the mountain swagging worn in style in the bitter cold regions of the American West.

In keeping with the rugged, practical mood, the vast majority of fall/winter style details will be functional. Warmers pockets, parka hoods and leather and wool colors. What definitions for winter outerwear will often be achieved via chic jackets, robe sets and belts.

In anticipation of lowered temperatures and cooler homes, many men will be taking advantage of the new loungewear offerings for 1977.

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Always elegant
Jewelry may be coming full circle (see story below), but 14-carat gold remains elegant and lasting—as in these items from Lowel's. The model is wearing a triple neck-chain and stickpins by Aurea, onyx ring by N&J and bangle bracelet by Ullenburg.

Jewelry fashion looks to primitive materials

NEW YORK (AP)—Hundreds of centuries after primitive men wore hooks, yokes and animal bones as status symbols to prove what great hunters they were, fashion has come full circle, reports the Jewelry Industry Council.

Bone jewelry is back—not of course in its crude form as discovered by archeologists in drawings on rock walls in excavations of the Paleolithic Era.

Today, says the council, bone jewelry worn by modernday women has been refined to bone china. HANDSOME necklaces, earrings, pendants and bracelets are making fashion news. The new jewelry, often hand painted, has colorful butterfly, leaf or fruit designs.

Men, who had not shown much interest for the past several centuries in ornamental jewelry, are now very jewelry-conscious. The organization says men may not be wearing bone china jewelry, but body jewelry such as pendents, bracelets and chains are now popular.

Diamonds, too, are enjoying a resurgence in popularity, says in handsome daytime rings and on elegant dress watches.

Diamonds, the council notes, were around long before the Cave Man, with every one now in existence and still to be mined created when the earth began to cool down from its molten state.

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Leslie's
SHOES
Fall footwear displays refinement

NEW YORK (AP) - "refinement" is the keynote for fall footwear, according to the Footwear Council Elegance and a sweeping attention to detailing will be the hallmarks of men's, women's and children's shoes.

The easy silhouettes and interesting textures of ready-to-wear will be complemented by clove fillers, higher heels, and lots of new boots.

In men's shoes, smooth, highly polished leathers will be important for dressy styles. Joining the ranks of brown and black will be a whole new range of lighter colors. Taupe, walks and brightened greenes will start going to the office. Styles will include streamlined dressy shoes, soft and slimming rubber shoes and tie-free sandals.

Formal, casual mix in men's shoes

By Michele Zador

New York (AP) - Sneakers and brown earth tones are the latest styles in men's "casual" shoes for fall, according to an expert in advertising and anesthesia to local stores.

The basic everyday styles characterizing the fashion scene are "casual" shoes that are easy wearing, and leather, chukka, treks, chaps worn with jeans, variations on the loafer, and boots.

The trend this season is "casual" shoes that are easy wearing with jeans and advancements on the "casual" shoe.

Rugged comfort and rough earth tones are the latest styles in men's "casual" shoes for fall, according to an expert in advertising and anesthesia to local stores.

The basic everyday styles characterizing the fashion scene are "casual" shoes that are easy wearing, and leather, chukka, treks, chaps worn with jeans, variations on the loafer, and boots.

The trend this season is "casual" shoes that are easy wearing with jeans and advancements on the "casual" shoe.

For the latest styles in shoes for fall, Braedon's Men's Shoes in downtown Murphyboro has a large selection of fashionable boots and sandals.

For a more beautiful you this fall.

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Casual and dress styles for all occasions, featuring suede stitch or fleece-lined boots and wood sole sandals.

Survival Look

For daytime wear, closed-toed and dress shoes will be mainstays. Crope and rubber sales make news, too.

And the pump is due for a return in the fashion forefront. The Footwear Council reports.

The nord will probably be the most influential silhouette for wear in stock," stated James Hines, manager of shoes at Carbonale in the University Mall, adding that shoes in a wide range of colors and materials are in.

"Summer is in," according to sales manager Travelstead, the foot style features leather or suede uppers with a "casual" lower sole.

"As casual shoes are becoming dressier, dress shoes are becoming more a more casual look," said the store's manager.

"Fashion is ever-changing, and this season is no exception because "clothing is going back to more traditional styles," said Dave Moore, manager of shoes in the University Mall.

"Casual styles carried by Kohan's include the tan and penny loafer, the wing tip and saddle and, most recently, with colors from browns and black to golden brown.

"The high heel for men is "dead," both Moore and Palms agreed. This is what has stabilized men's foot wear for the season, said Moore.

Although the average heel is about one inch, for those men who don't like "untraditional" styles, other designs sport a slightly higher heel with the classic look adding a little more flair.

Western-style boots are popular this year, and several styles can be seen for women, and padded collars to be worn with jeans as well as with shoes.

At the university's in the University Mall, shoes sport prints where they occur, and these add fashion flair as well as durability, said Kipper, the manager.

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Japanese designer woos jeans lovers with 'hip' kimonos

TOKYO (AP)—"Nippon jeans" is what she calls the colorful farmers' and laborers' kimonos. Old Japan is brought back for the modem world in variations on the internationally popular kimono with a dash and elegance of haute-couture—and all by a 75-year-old woman who never wore a dress.

"The kimono is for all seasons, for all kinds of people. Yet today, everyday in Japan wears Western clothes. We need to bring the kimono back," said Sueko Otsuka, president of the Institute of Kimono and Professional School of Textiles.

"Of course it's uncomfortable to wear and troublesome to put on. That's why I've made these old-style kimonos the blue jeans of Eastern dress."

The kimono is one export of Japan welcomed and copied throughout many parts of the world. With it's square-cut, loose fitting free form and long, graceful sleeves, the kimono is used as loungewear or evening dress and is shown in many major fashion collections nowadays.

"I love the kimono and am anxious to see it being worn less in Japan," said one famous Paris designer on a recent trip here.

Except by a sprinkling of the elderly, the kimono is worn only on special occasions and according to strict rules of dress: a momentum of jewelry, hair pulled up away from their faces, a bright gown for evening scenes and all layers, bands and sashes in their proper order. It's an obvious problem for everyday wear.

But they've gone to the other extreme and adopted Western dress almost completely, Mrs. Otsuka said in an interview with The Associated Press.

"There needs to be a rigid division between Eastern and Western clothes. We need more variety. It's not good to eat rice every day, but neither is it in our culture to wear broad sheets every day."

"I have never seen anything but kimonos and I understand well its discomfort. That's why I've made something simpler. The kimonos must be changed to keep pace with changing Japanese lifestyles. In the modern homes, long-sleeved kimonos are inconvenient."

Known throughout Japan for her kimonos, she recently held two showings of her collection of working kimonos in Tokyo. A total of 1,325 spectators attended five television, magazine and newspaper interviews followed. The 100 outfits were worn over the years by Mrs. Otsuka and her assistants, without preliminary drawings. Made from rough cotton cloth and following basic rules of kimono sewing, the pieces included jumpsuits, baggy pants, loose jackets and capes, with a few Roman sandals and modern headscarves.

With the exception of a discreet zipper or a row of obtrusive buttons, the clothes followed the kimono rule of wrapping and tying only.

"There were strapless bodices and reversible jackets, which of course the farmers did not get into, but the last remains, says Mrs. Otsuka. That the farmers, jockeys, drivers, actors, sumo wrestlers and others of the Edo period (1603-1868) had done all this before.

"I'm not a designer and I'm not a merchant, so I have no plans to have another presentation, although I'd like to show them in New York. I want everyone to know that we have these clothes in our history," she said.

Mrs. Otsuka, who opened her school 23 years ago after her husband died, received the first Fashion Editors Club prize in 1966 for her contribution to the modernizing of the kimono, and organized a kimono show in New York in 1962.

They're said to be dashing, comfortable, easy to wear and care for—the new look in the traditional kimono, such as these short and long happe coats for beach and home lounging.

fall wrap up = soft, sophisticated

Nippon jeans

main street boutique

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Men out to break fashion design myth

By Kim Davis

Noah Emery, a senior design himself as "a rare breed" and "a pattern on his feet." Although this description may sound arrogant to the ordinary student, Noah has good reason to wear himself in this perspective. None major in apparel design will evenly among the few at SIU who designs and sews his own clothes.

For Melvin Glenn, also a senior, it's not a rare breed that he describes himself as a "pattern on his feet" and "a perfect garment." Although he is a man who wears Glenn's clothes is precisely.

"He should be from 25-40 years old, tall, and beaming," describes Glenn. "The man who goes out, and enjoys himself, and has the money to spend on clothes."

Because he is still a student, Glenn doesn't have a professional or advertising. He has done some small fashion shows and each year Clothing and Textile Department sponsors a fashion show in which the students exhibit their designs.

"The biggest show I was involved in," says Glenn, "was one I did last spring. I helped a women's social club in Chicago organize a show, and I was able to design my own clothes, and pick out the models who would wear them. It was the first time people wore my clothes. I was the designer."

"I think I would like to get more experience in working with men's apparel at SIU. Because, I feel that men's fashions are more exciting and challenging."

After graduation, Glenn hopes to study in Europe. "I would like to go to the clothing centers. I could get better training on European market in the fashion field. I'm also always asking for people with a background in market research."

Glenn views fashion as a way of life in Europe. He loves European cut and clothes, and the idea of mixing, reworking, and draping, and wrapping clothes. Men's clothes are functional. His clothes make the man's movement, and carry his personality. Clothing design is as important as the man himself. Men's apparel is a part of fashion world in order to bring awareness to the designer's creative talents and the man's influence on fashion."

"I believe in men's care. All too often men are just people. We all have only one life. Therefore, we should love it as beautiful as we can while we can."

And Emery, like most design students, also favors particular designers. His favorites are those of Norene of Chicago and Christian Dior.

"I met Norene personally at a fashion show. She was Noah. Her designs are high fashions which appealed to me because her clothes were simple and classic.

"One impresses Emery because of his interesting background and international appeal. He describes Dior's clothes as "having a class that people from around the world can relate to.""

Emery feels the stigma of men in apparel design will be removed as open-minded men. He sees that apparel design is a rewarding field and that there is nothing "snobby about it. People look up to you when you can make your own clothes," he claims, and "I found that girls love a man who cooks and sews."

Although Emery does not have much experience in the clothing field, he says the choices are wide-open for him. He has a background in interior design, which he has received from the clothing center. He has experience in textiles, interior design, fashion design and child and family care.

"I think it's a great way of life. Men only need to have a background in fashion design and be familiar with the fashion world," says Emery. "I have thought about designing clothes for both men and women, and maybe for the handicap. They require open-minded men that are not yet attractive."

Emery would like to see junior high and high schools offer a course in men's and women's fashion classes for men. He says that way, people can learn and be prepared to pursue in a field which is one in many," says Emery, "but after the first course in fashion design, there is a whole new different field that you can look into to design clothes for a living."

Nash Opera, Melvin Glenn 1D men model their creations.

Alterntives to high prices offered

By Paul Jorden

Student Writer

There are high fashions and high prices. There exist alternative clothing stores in Carbondale and Murphysboro. When the consumer is not able to use a clothing shop, it is important to financial clothing. The Thrift Shop is supported by 17 churches in the Carbondale area and the United Woman's Church of Carbondale. It depends entirely on donations, and profits are donated to area agencies. The most recent being the Carbondale Community Chest. Shirley Harvey, manager of the Thrift Shop, said, "The shop is donated to the Golden Goose Program, a senior citizen lunch program."

"When you're not working for a profit," Bass said, "You can make your own money. We don't give you money. You give us money."

"Students caught in the financial crunch can find cheap clothes at the Christian Men's Religion Thrift Store, 5 N 11th St., Murphysboro. Supported by 12 local churches, the Murphysboro Thrift Shop carries the same line of donations that the Thrift Shop does."

Lawna Harvey, manager of the Thrift Shop, said, "The shop is open from 9 a.m. to 4 p.m., except Saturday."
Clothes make the man, say campus brass

Jolie Walker, dean of Student Life, feels that casual comfort is a priority in choosing clothing. Businessmen in the college of Agriculture say this is one of the main reasons they prefer informal attire.

Dean Stanley Smith, College of Veterinary Medicine, says he usually avoids dress clothes in New York.

"I feel most comfortable in a suit, but limit this attire to weekends," says Smith. "It is important to be well dressed, but also to be comfortable in your job." He says this sentiment is shared by many other department heads.

A wordy shopper is Harvey Hiram, dean of Student Life. He was for tailoring and good bargains.

"Health is important," Hiram says. "I feel that by looking like you care about yourself, others will feel that you care about them, too."

He enjoys a variety of looks including suits, ties, vests, and slacks.

President Warren Brandt is a little more conservative than Dean Hiram. "I try to dress presentably, but not classic like the traditional jeans," Brandt says.

Brandt enjoys at least a quality shirt, which he carries the clothing from.

"I believe that suits and sports jackets are appropriate for work, but at home he relaxes in sweaters, slacks, and his favorite pair of blue jeans.

College of Science Dean Norman Dearborn says, "Work affects my choice of clothing rather than style affecting work. I feel most comfortable in the appropriate clothing for the occasion."

"Dress Code purchases clothing which is clean and not worn out," Dearborn says. He says that suits and sports jackets are appropriate for work, but at home he prefers comfort over style. He says this sentiment is shared by many other department heads.

Dean Tom Jefferson, Engineering and Technology dean, says, "Personally, I prefer comfort over style. One's choice of clothing should reflect their personality."

Robert Kroeke, director of campus services, says, "In the department of campus services, we feel most comfortable when we do not dress as if we are working in a laboratory."

Dean Arden Pratt of the School of Agriculture, says, "Casual comfort is important when one is working on the farm."

Professor John Guyon, of the Graduate School, says "I believe that dressing comfortably is important when one is working on the farm.

"One should dress comfortably when one is working on the farm." Professor Guyon says. "I believe that dressing comfortably is important when one is working on the farm."
Nefertiti inspires exotic new style of face makeup

By Vivian Brown
AP Newsdesk

Egyptian fashions will be the inspiration for a new kind of face makeup that will be darker, perhaps to emulate the lips, eyes and cheeks. "It is not a street makeup or one you would wear to business, however," emphasized makeup expert Taylor Reynolds, a former portrait artist. "It is strictly for evening." To achieve a dazzling look, Reynolds uses a makeup foundation "that is darker than most women would want to wear unless they have a deep tan." But lighter makeup may also provide a pretty effect. "If emphasis is put on the lips, eyes and cheeks," he says, "the eyes come out splendidly." As an artist he is always interested in the use of makeup to enhance natural bone structure.

Even small eyes can look larger by evening the space between the base of the eyebrows and the brow line. Eyebrows need to be too thin and should be thinned underneath, never above where they would disturb the natural arch. But don't remove the brows to a gnat - it isn't worth it. Any makeup circles under eye can be helped in a quick way: a tone lighter than the foundation, but avion brown or earth tone. And even if there are dark circles or brown eye, eyeshadow, even should be surround by the color. A liner can be extended and is very light. A cream shadow applied under the

Egyptian look emphasizes cheekbones, eyes, lips

lashes with a brush, blending it into the lashes with your fingers. If lashes are needed, they should be short, "no amount of mascara can alter the no-lash look." One of his typical eye makeup is like that: apply a dark wood smoke-gray color on the lid, extending it at the corner, use white, plum shadow at the contour of the lid, where the eyeball fits into the socket and makes a crease when the eye is opened. He blends both, extending them in the inner corner of the eye, about one-eighth of an inch. On the inner corner of the lid he uses a mushroom green and in the brow he uses a shimmery "no color" bronzer highlighter. He is "inclined to smoke," with shadow with cloth. He uses a dark plum color to outline the lips. Then he adds in with a blackberry color, a dramatic effect that belies the image of Nefertiti admirers. "Makeup should be set with loose powder. Encapsulated moisturizers in some powders give a soft glow to the skin. I apply it with its sponge puff using one side for application, the other for buffing," he said. Reynolds, national director of beauty and fashion for "Charles of the Ritz-Lansin," studied "a lot of cosmetics" in his art work before he became a theatrical makeup expert 15 years ago. "For sculptural effects on the face, use two tones of blacker. I put a rose glow blush just below the bridge, bringing it downward to the cheek bones which are in a half frame with from the nose. Most of the color it's under nose with color is concentrated in the natural hollow, and a real highlighter is used on the cheekbone to further enhance the sculpted appearance. Used on top of the center of the nose, the same high lights give a classic illusion look. Choose foundation that is close to the skin tone so there will be no color line at the neck. Makeup should not be used on the neck unless there is scarving or pigmentation, he assures. But there is less need for that advice in these times, he commented. In his tours about the United States he has observed that "women are becoming favor in the use of makeup. At seminars he conducts, the number one question from his audience is: How can I get rid of blemish under my eyes?" In his opinion seven out of 10 women have no blemish in that area, and a frequent suggestion is to see a doctor.

Hungarians have dictatorship in style - it comes from Paris

BUDAPEST 1AP - In Communist Hungary there is a dictatorship in style - it comes from Paris.

"We follow the Paris style ab-solutely," says Lajos Schleifer, one of the three women who have run Budapest's Salon Clara since the death of the legendary Clara Kellner several months ago. "We're the big woman of Hungarian fashion today. Clara was in the French in 1960, shortly after I'mmigrating country. She gave her business away to the state," the woman added. "But when she retiresada retuns to Brooklyn. "The Salon Clara is still state-owned, but Mrs. Schleifer made clear that the running of it would have little if any interference from the state. "I'm the owner of this company," she says. "The other two women are Susan Harrison and Malvina S. They said the Budapest women business have been to the Montreal, but the Salon Clara had an opportunity to tone down the lower price line, if they wish it perhaps was too extravagant or expensive. If there is no compromise in haute couture," said Mrs. Schleifer, who said she was very much a fan of Carl "West Germany, Switzerland, Italy, Holland and Austria, among others.

Why should anyone come from the West travel to Budapest to buy a haute couture dress there instead of Paris or the top Italian firms, we desire? Because of the salon's lower prices and first-class workmanship, Mrs. Schleifer explained. Though the refusal to disclose any prices, she said. "For the money a woman spends in Paris for one dress, she can get two and a half here. The salon employs "far more than a hundred first-class dressmakers. Our embroidery department is one of the finest in the world." Mrs. Schleifer declares.

Vary Lica, where the salon is located, is Budapest's main business street. It is in the center of the city. But far from the big stores.

What the Salon Clara is to fashion-conscious Hungarians, the Hungarian May Evening Factory in a Budapest department store for middle and lower-income groups. "We produce what the market demands," said Violet Neumann, director of the factory which, along with branches in the province, employs 3,000-5,500 workers, of which 80-90 per cent are women. The factory exports about half of its production with 30-35 per cent going to the West. The factory produces traditional clothes, but also what Mrs. New- tams calls "leisure wear," including blue jeans. "There is a big demand for blue jeans among young people and we try to meet it," she said. But the factory lacks the equipment to make the desired dye. Last year, two million pairs of blue jeans were sold in Hungarian shops, but it is believed that future is not far from reflecting the market potential. An unknown number of foreign-made jeans change hands on the black market, most of them sold by foreigners. The Hungarian Communist party newspaper "Pozharyshem" said young people were spending East Hungarian Francs or the for the product. Hungarian-made jeans cost about 1,000 or $1. But the Hungarian jeans don't have the high quality denim of the Western jeans.

DOGHOUSE CONVERTED
OSGAR, Neb. (AP) - It was built as a doghouse. Now it is serving as a playhouse for humans.

The house, large enough to hold a few small children, was once the residence of Mr. Red, the Irish setter pet of Mr. and Mrs. David Price

Nada's

Page 16a, Daily Egyptian, October 27, 1977
Sweaters...

Bulky knits, cowls, crew necks with blouses are the winter line

St. Julie Moler
Student Writer

A return to cold is the theme for fall and winter casual wear. Bags are going out and styles are becoming "casual but trim," according to Audrey Kay, owner of Kay's Campus Classics.

Following styles of the 1960's, women can expect to see a more tailored look in pants and skirts worn with big, bulky layers of sweaters and coats.

"There will be many soft pastels, along with earth tone colors," Belle Bryce, manager of Main Street Boutique. "This year we will be seeing fewer of the traditional dark fall-white colors."

Sweaters shown in all colors, weights, and styles will be complimented by layers over and under blouses. Soft angels sweaters and traditional crew necks are important this season. Bulky sweaters, worn in place of jackets and coats, will also be popular. Coat necks are one of the newest looks shown on both dresses and sweaters.

Big, bulky blouses layered over sweaters, along with button down collar shirts are two highlights this fall. Ruffled peasant styled blouses complimenting peasant skirts, will produce a dramatic Soviet look. "Mittens" will be soft and thick, emphasizing the feminine look.

"Pants are much slimmer cut this year," said Ferri Cole. "Rocks Mountain surplus." Showing more details. Straight legs can be complimented by thick worn over the tops. Pleated-front pants with side pockets, giving a comfortable look, will also highlight fall and winter wardrobes. The slimmer cut will highlight big, bulky layers of tops.

Neat, tailored three-piece suits are extremely important this fall. Details, such as pleats in jacket backs, make them as interesting as men's suits. But women with heavy hips or full necks, these details add a feminine touch.

Dresses will emphasize the peasant look with an abundance of ruffles made of soft clamy material. Jumpers will again be shown, focusing on a layered look. All dresses should be worn slightly below the knee.

Skirts with ruffles complimented by peasant blouses will present a stunning effect. Tailored skirts worn with vests and blazers will give a professional appearance.

Suede and leather coats will remain in style this fall along with baseball jackets and sweater jackets. Little detail will be characteristic of coats and jackets with shorter lengths most popular for casual wear.

Accessories for fall include fedoras, hair clips, stick pins, scarves, flowers, and brief cases, according to Deirdre Norman, manager of Blues Chain. Chains of all lengths will also be featured. Vibrant colors to accent the outfit, will create a finished look.

According to David Moore, manager of Twills, shoes are functional, but more interesting "were detail, including stitching, ornaments, and laces, of tastefully used. Boots are again popular and will probably be around for another two years," said Moore.

A higher quality of material, including wool and angora, will be used to highlight fall and winter fashions, which seem to be moving away from rags to a more tailored style.

BURIAL GROUND

PRAGUE, Czechoslovakia (AP) - A burial ground some 3,600 years old was discovered recently near Znojmo on the Czechoslovakia-Austria border, according to the news agency CTK.

Men's coats, sweaters providing more warmth

By Dave Gohman
Student Writer

The cold and harsh winter is at hand for the Midwest, predicts the National Weather Bureau.

If so, the fashion-minded male needn't worry about a shades, men's sweaters and coats are heavier and more rugged this fall, according to Carboniaw merchants. All men's stores in the area have a large stock of leather coats and split clothing. Animal skins from lamb, sheep and cow can also be found but leather predominates.

"Leather coats never seem to go out of style," said Richard Williams, owner of Goldie's Store for Men. They can be found this year in full-length, three-quarter length, and waistline styles.

When jackets and all-weather jackets, last season's best sellers, can be found in great supply again this year. These articles are generally longer in length. Some are more durable because of a cross-stitching weave adapted from the U.S. Army.

Cushy coats, jackets, and mitts, a standby for dealers in winterwear, have sold well so far this year, according to Steve Goldsmith, owner of Goldsmith's.

"Cushy coats always do well and this year will sell even better," Goldsmith said. "We've already sold out one stock."

Sweaters are also making a comeback this year. The new look for this year is the heavy, but down sweaters such as Fishnets, according to Goldsmith. He attributes their popularity to having a "sturdy, yet layered look."

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The clothing of 19th century Russia has influenced this year's evening wear. The double skirt and the high, ruffled collar on the dress on the left was typical of Russian dresses in that time period, as was the fur and embroidery on the dress on the right.

**Russian look**

Paris spring fashions 'nice,' but there are no 'new rages'

By Paul Chastain
Associated Press Writer
PARIS AP In a dizzying kaleidoscope of names, power, glamour, pensip and sex, the international fashion world is gathered in Paris for its fall ritual— the unveiling of ready-to-wear wardrobes for next spring and summer.

Paris hotels are jammed with buyers from the big-name fashion houses in America, Europe and Japan. The elegant boutiques of Rue du Faubourg St. Honoré are buzzing with broken French spoken in the accent of New York's Seventh Avenue sweat district.

The two-yearly fashion fair has also drawn thousands of small-caliber designers here to spy on what the trend-setting houses like Christian Dior, Yves St. Laurent and Jap are going to convince moneyed women in buy for the spring wardrobes.

"You can say I'm here to take today's fashion pulse, to charge my creative batteries," said one San Francisco designer. "You can also say I'm here to spy on the big houses and steal an idea or two.

After each day's shows, nightclubs and cafes such as the famous '50s and La Toupie are jammed with those privileged enough to merit pretty in the fashion-world. "You just can't get into Fregy's unless you're really somebody," confides a fashion world regular.

This year's fashion talk is of the splashy, pretty little girl look of Christian Dior, the see-through bridal remains of Emmanuelle Khanh and the casual, easy, sporty look of Yves St. Laurent.

"None things, but no new rages this year," says one critic.

The big news at the St. Laurent show Tuesday was the return to normality for women, marked by the St. Laurent designers in recent seasons.

Inside the fashion halls, talk was of the movie box office smash Star Wars, the recent spate of international terrorism, the French Left and the sexual predicaments of the designer, that photographer or the California blonde with the three-story legs and the innocent smile.

The audience often seemed as much on stage as in the models who scored down the runways in the upper fames of an Elvis Presley retrospective and the machine-gun staples of electronic flash.

The songs at Christian Dior Tuesday were Judy Garland, Gigi and Mary Poppins, but the score was pretty much the same over at the Emmanuelle Khanh show, the minor was Rebeca Watters, and there was a little more flesh on chrysalis dresses.

One of the smaller shows selected family of couturiers and marquises, but what they all smell of is money, being smart and being made.

**Sterling stuff**

Plated silver tea and coffee sets by H.B. Rogers; crystal by Gorham, Bohemia and Aetna as well as diamonds are available at Zales.