



The outdoorsy loo, of 100 per cent denim in Jag of Australia jeans, worn with a plaid shirt and low heeled western boots is seen at left. At the right, a College Sport set with vest of stencil printed leather with calico.

*Lavender's blue*

*Denim — a lifestyle*

Jeans are not just a style but a lifestyle.

Thomas Edison invented the electric light and Henry Ford the automobile, but the most revolutionary discovery of all may be that of a young Bavarian immigrant, Levi Strauss, who first fashioned blue jeans.

They're worn by the young and the not so young and they've clothed princes and paupers alike.

Jeans are more welcome in some places than the Stars n' Stripes or the Yankee dollar. They're "funky" fashion and worn everywhere and anywhere.

They come in bright indigo blue, ready-faded and any colored. They come straight legged and bell bottomed, cuffed or uncuffed, hip hugging or bib topped.

And they can be tie dyed, embroidered, appliqued, studded or patterned. They're pants and skirts, they're vests and totally coordinated suits and they're berets and caps too. You can carry a denim bag or heft a denim suitcase or briefcase.

Jeans are a total uniform for work or for play, and what's more, they're unisex.

They're a cradle to grave enterprise and

Junior or Jancy can even get her favorite doll all suited out in denim too.

Fall denims will be very narrow cigarette jeans meant to be worn rolled up over Frye or cowboys boots, say the fashion pundits. And leg warmers can be layered over the jeans.

Tucking your jeans into those boots is an option you may choose, but just as acceptable is topping the boots with the jeans.

Jeans are perfect for the new outdoors look and the trend toward comfort that really isn't hard to take at all.

Since 1850, when Levi Strauss gave birth to a new industry, about 800 million pairs of Levis have been sold. Of course, lots of other companies now are into the act.

Denim, and the name comes from "De Nimes" meaning from the city of Nimes in France, is an all American fabric that's been adopted world wide.

From jump suits to dress suits, from Wabek to Warsaw, it looks as though denim will go on forever.

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