



## Levis fade as status look

By RUSTLE SHAND

Kids are getting dressed up for school this fall. Watch for rag-tag blue jeans and sloppy sweat shirts to be replaced with designer label clothes... just like mom and dad.

School administrators have learned what parents have always known—clothes affect behavior. Maybe it used to be all right for the kids to wear their grubbies to school, but when mom and dad took them out to dinner, they were much more neatly dressed. This, say wise moms and dads, guaranteed that the kids would be well behaved.

The same premise is going to be employed at school this year. If you haven't already received a letter from your school principal suggesting that proper school attire for your child should be a little more dignified than

"play clothes"—you probably will. School teachers have noted that a neatly dressed child spends more time learning to read and write than he does shooting spitballs.

Among top name designers who have a headstart on the phenomenon of children dressing up for school again are Ralph Lauren and Jean Cacharel. Ralph Lauren does up his little boys "just like dad." Jean Cacharel claims her designs are not intended to make her little girls "look just like mommy." Rather, she calls them "designs for little adults."

Although the Cacharel skirt lengths dip to midcalf, Jean claims that this is the look of the proper French school girl. Mommy may be flattered by being told she looks very Parisian—but her daughter may prefer the American school girl look. For that look, a simple turning up of the longish

hemlines is all that is required. And, with the ease of the Cacharel body designs, the little girl's clothes can grow with her.

Have you noticed that kids are label conscious? Usually content to wear what mom and dad tell them to in their pre-school years, they change drastically—often after just day in kindergarten. Parents report children coming home in tears because their jeans were not "Levis" and their sneakers were not "Adidas."

And, as any self-respecting elementary school boy learned very quickly, one never goes to school with a new haircut. To do so is to be razed unmercifully.

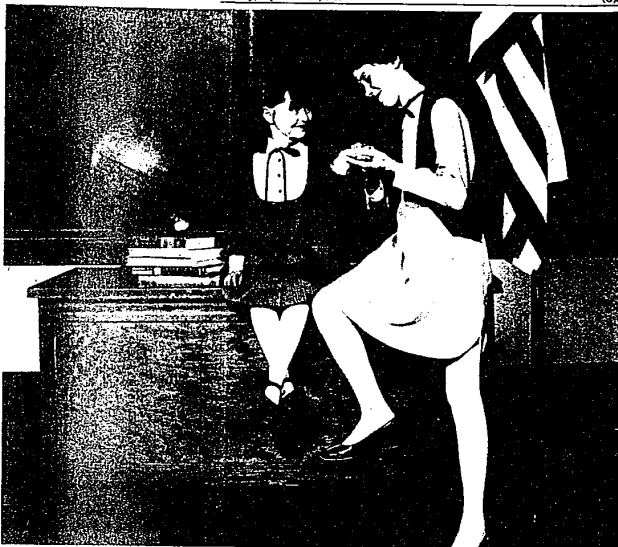
But, if the children's wear fashion pundits are right, all of this will change. Haircuts should no longer be a problem because short hair is back for boys. And, as "Levis" fade as de rigueur school attire, labels on the fanny should no longer be important.

As for "Adidas," interest in jogging seems to be flagging. The two-wheeled vehicle, often motorized, is today's big rage, and it calls for leather shoes.

Of course, when the kids wear Ralph Lauren, everyone will recognize the "Polo" signature, which promises to rank with the alligator of 1902.

Ralph Lauren's all-new collection, called "A Boys Club," is designed to take the youngest man of the family (sizes eight through 20) everywhere that Dad goes (or almost).

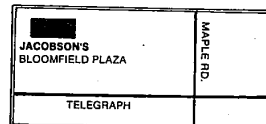
The youngest man of the house will also find designs bearing the labels of Geoffrey Beene and GivENCHY.



All-American tuxedo dressing in red, white and blue are examples of favorite classroom looks for fall. Burgundy striped dress, left, has ecru tucked tuxedo yoke and polka dot tie. Light blue dress with white tuxedo front has a navy vest.

## JACOBSON'S BLOOMFIELD STORE FOR THE HOME REMOVAL SALE LAST WEEK

Because, to serve you better, we are closing our Bloomfield Store for the Home and concentrating our selections and services in our newly expanded Birmingham Store for the Home at Woodward Ave. and Ring Rd.



Jacobson's

Introductory savings on the new Flower Bali® seamless underwire bandeau.



Now thru October 1, save on this lovely fuller-figure bra which gives a pared down look with natural uplift and comfort. Sheer Schiffli embroidery on the firm, seamless polyester cups creates smooth and semi-sheer beauty, with soft cushion-tipped undershapers and adjustable straps. Shaded in beige. 32-38 B and C sizes, \$5.50; D sizes, \$9.

Jacobson's

FREE PARKING JUST A STEP AWAY — WE WILL VALIDATE YOUR TICKET



Cacharel's little smock dress allows little girls to look like little girls. Vinyella pin-checked smock dress is grey with yoke embroidered with tiny flowers and comes in sizes 7-14, or 4-6x.



Tiered dress of red, white and blue plaid, left, Geoffrey Beene's navy wool blazer and grey pants, and young aristocrat's dress in green and navy plaid with white lace collar and cuffs, will instill children with thoughts of good manners.

## Where It's At

By JUDY SOLOMON

### Stocking up

Providing they have a sense of humor, here's a sensational gift for grandparents-to-be. These lovable Grandma and Grandpa dolls are made out of pantyhose that have been stuffed with padding. Although each doll is one of a kind, they all feature marvelous details such as puffy cheeks, nobby knees, wirerimmed glasses, rhinestone rings, and either white or gray wigs in old-fashioned hair styles. The doll's clothes are made from such things as satin, lace, fake fur, ribbon, eyelet and cotton. Prices range from \$49 to \$59. Some are in stock. Orders take four to six weeks.

The Burl, 280 N. Woodward, Birmingham, 642-0380.

### Manhattan transfer

If you're a New York devotee like me, you undoubtedly know about the marvelous Frank McIntosh linen boutique on the first floor of Henri Bendel. Happily for all of us, Mr. McIntosh has just opened a similar boutique at Claire Pearone. Called "Lifestyles", it features, among other things, a terrific collection of oversized dinner napkins. You'll find sophisticated and colorful floral and geometric prints that you can mix or match as well as handwoven, natural color, corded cotton napkins with a nubby finish. Both the handwoven Italian linen napkins and the sheer permanent press napkins are in stock in your choice of 15 yummy colors. Frank McIntosh Lifestyles at Claire Pearone, Somerset Mall, Troy, 643-0770.

### Undercurrent

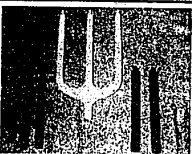
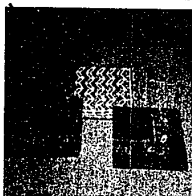
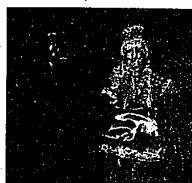
Despite the fact that it's called Brody's Boys and Young Men's Wear, you can always count on the store to have tons of goodies for men, women, and girls as well. This season's big seller is union suits, those one piece long underwear contraptions they used to wear in the old days. Featuring a drop seat, the white shrink resistant union suits (\$10) are great to sleep in, to lounge around the house in or to wear under your clothes on a cold blustery day.

Brody's Boys and Men's Wear, 3745 W. Nine Mile, Oak Park, 543-4115.

### Light up your life

Those wonderful beeswax candles, many in these parts have come to know and love, are available now at Barbara's Paper Bag in Birmingham. You can purchase or order just about any length, diameter or color beeswax candle that your heart desires. The shop also stocks Faroy tapered and scented candles. While you're there, be sure to check out the Liljeholms candles from Sweden. Dripless and smokeless, they come in many unusual shapes and sizes.

Barbara's Paper Bag, 135 Pierce, Birmingham, 642-3860.



Jean Cacharel trots into fall with a prairie look for little girls. Pin-checked ruffle-yoked woolen skirt is camel and spice. Straight-leg pant, pleated, pegged and cuffed in wool flannel complements the look.

Fashions from the Girls, Children's and Folio Collections at Saks Fifth Avenue, Troy.