



the fashion
plate

**Rustle
Shand**

Even the jeans scene can change

The jeans of America peaked about 10 years ago, expanded to Europe and continues strongly, worldwide. Jeans are certainly the longest running fashion in my experience.

Having taken over the schools at all levels from K-12 and on to college, jeans even became the symbol of travel for the jet-set, adorning designers such as Bill Blass for airplane travel.

The wonderful part about a man in jeans is that a single accessory can change his whole geographical look. A pair of Western boots and he's a cowboy. A 10 gallon hat and he's from Texas. A little wool beret and he's a Parisian in America.

The fantasy dressing in the life of a weekend jeans wearer are endless. Add a pair of L.L. Bean boots, hang a hammer from his belt loop and he's a carpenter. Change to white sneakers, tuck a paint brush in his hip pocket and viola, he paints houses. Hang a steel tape measure from his pocket and he's a weekend architect and planner.

JUST WHEN we think designers can't possibly come up with any more jeans innovations — when we think everything possible has been done with the tough denim fabric — now, we find there's a great deal of new excitement in jeanswear styling for men.

Fashion is seldom static and although denim re-

mains the number one fabric choice, jeans are now being styled out of fabrics like sheeting, chintz, chambray and seersucker. There has been an explosion of color and a host of new styling influences.

The active sportswear look has been transmitted to men's jeans. The combination of sportswear styling and bold, hi-voltage colors are sensational. Bold red, bright yellow, clean green and electric blue all stand out in the jeans-clad spectator crowd.

PATTERNED JEANS are on the fashion horizon for spring. Small checks, shadow stripes and muted plaids have entered the leisure wear departments in stores. Railroad stripes, once sold exclusively in railroad workmen's uniforms, is now beckoning the sophisticated suburbanite. Iridescent color and patterning is a spring trend that will be felt even more strongly in the fall season.

It's a fact. Jeans have become an attitude, a way of life. They've captured the very spirit of an easy-going, more relaxed American lifestyle.

Each year, over 650 million square yards of denim alone go into the making of jeans. Over a half billion pairs of jeans are sold. That's 16 pairs a second, nearly 60,000 pairs an hour, 365 days a year. Clearly, America will be jeansd for at least another decade.



One of summer's favorite jeans styles is the work dungaree, made in painter's drill and authentic in every detail.

7 honored for service

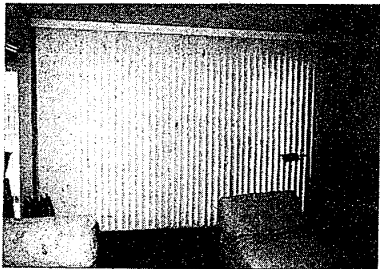
Seven women who have given long service to their communities were honored by the Woman's Division of the Detroit Round Table during a recent luncheon of the ecumenical organization.

Honorees named during the event at the Cathedral Church of St. Paul in Detroit included Golda Kruklik of Birmingham, who served under five Detroit mayors on rehabilitation committees, Goldie Adler of Southfield, active

in Hadassah and the sisterhood of Shaarey Zedek, and social workers Ruth Redstone of Detroit and Pauline Jackson of Southfield.

Others are Dr. Marjorie Peebles Meyers, Wayne State college of medicine faculty member, Buelah Whitby of the WSU social work faculty and Erma Henderson, Detroit Common Council member.

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Immunization clinics coming

The Oakland County health department will provide free immunizations clinics for Oakland County children 10 a.m. to 3 p.m. in the offices at 27725 Greenfield in Southfield and 1200 N. Telegraph, Pontiac.

Parents are asked to bring records of previous immunizations and letters from schools indicating inadequate immunization. Shots will be given only if

parents are present to sign consent forms.

Beginning Monday, March 3, students will be excluded from classes in Oakland County schools if they do not not have adequate immunizations.

Exclusions will be made in 10th grade classes in Birmingham, Bloomfield Hills, Farmington, Rochester and Troy.

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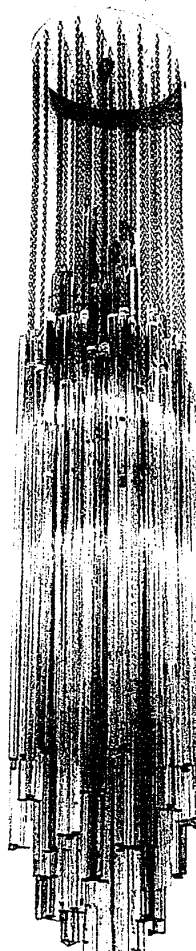
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