



# College Fashions To Take Neater Look This Fall

By JAN WILLIAMS

Levis are still as much a part of Eastern Michigan University's campus as the old water tower, despite new fashion trends. And on the University of Michigan's Ann Arbor campus, "some of everything," style-wise, is still the trademark.

These are the opinions of EMU senior Jeanne Girard and U-M sophomore Nancy Moffatt regarding campus fashions for girls.

Miss Girard, 22, of Garden City, says the "super grub" look is going out on EMU's campus, but it's leaving the jeans behind.

"Students are wearing neater looking jeans—not faded ones with holes and the pockets ripped off. But they're jeans nevertheless."

A couple of years ago, she says, army shirts and faded, patched-up jeans were a common campus sight.

"The only difference now is there are fewer Army shirts and fewer holes in the jeans to patch up."

And EMU girls have replaced their Army shirts with school shirts, sweaters and knit tops.

Miss Girard predicts there won't be a significant change in this mode of dress for the coming school year.

"My first year in college, girls wore skirts and dresses a lot. You don't see this much anymore. Skirts are a thing of the past."

She says most guys are astounded to see a girl walk in class with a dress on.

"I guess they've forgotten what girls' legs look like. My boyfriend is really happy when I put on a skirt."

As for formal wear, she contends, there's no need for it on campus because "you can go just about anywhere

without having to get dressed up."

"For a special occasion, I would usually wear a dressy pant suit rather than a long dress."

Miss Girard says she doesn't prepare a wardrobe especially for return to school.

"I buy clothes off and on throughout the summer. And I take what I've got back to school with me."

She usually wears jeans or slacks to classes and goes for the easy care type of clothing.

When shopping for clothes she looks for style, quality and price in that order.

"There is a big emphasis on money because clothes cost so much. No fashion is cheap."

Her biggest investment for the year will probably be a winter coat and the new pair of walking shoes for which she paid a considerable amount.

"I wear mostly jeans, so I wear mostly flat shoes like loafers and hiking boots. I don't like platform shoes. I think they're going out of style."

For the most part, Miss Girard says she dresses for comfort and self-satisfaction, just as she believes the majority of EMU's female population does.

On the University of Michigan's Ann Arbor campus, a variety of clothing styles can always be found.

Nancy Moffatt, 19, of Farmington, says that last year she wore pants half the time and skirts the other half.

"I wore jeans some. Dressing for morning classes was no big deal."

According to Miss Moffatt, the faded jeans and Army shirts are still "in" on the

Ann Arbor campus, as is everything else.

But she thinks the trend on campus this fall will definitely be toward more feminine clothing.

"I don't think you'll see a lot of lace and ruffles for everyday wear. But pastel colors will be in, as well as long skirts."

Miss Moffatt chooses clothes for mood and self-expression. This ranges from jeans and T-shirts to study in, to slacks and skirts for classes and social events.

She contends she doesn't spend much time or money in preparing a wardrobe for school.

"For the year I would probably buy two good outfits, a couple pairs of slacks, a couple blouses and sweaters and one long dress."

The rest of her wardrobe, she says, will consist of clothes she already has.

"A winter coat is a big investment, but I bought one last year and expect to use it for quite a while."

"My one big investment this year will probably be a long dress for Christmas."

She keeps her clothing budget at a minimum and says she only spends a moderate amount.

"When tuition is so high, you can't afford to spend a lot on clothes."

Easy care, washable clothing attracts her eye, and she looks first for style, then price and quality.

She says at U-M most girls wear slacks, but adds that guys still like to see girls in dresses.

"Everyone pretty much dresses the way they want at U-M, and I don't think that's going to change. Nobody really dictates the fashion on campus and I think that's universal."



NANCY MOFFATT says skirts will be one of the fall fashions on the U-M Ann Arbor campus.

JEANNE GIRARD says the "neat jeans" look will be in on the EMU campus this fall.

## Conference Explores Aging Woman's Role

The no-longer-young American woman and her responses to a changing society will be explored at the 26th Annual Conference on Aging Sept. 10 to 12 at the University of Michigan.

"Women: Life Span Challenges" will feature several national authorities on issues related to women and aging.

Among them are award-winning author and critic Susan Sontag; Wilma Scott Heide, president of the National Organization for Women (NOW); Dr. Mary S. Calderone, executive director and co-founder of the Sex Information and Education Council of the U.S.A.; and Wilbur J. Cohen, dean of the U-M school of education and former U.S. Secretary of Health, Education and Welfare.

The conference will open Sept. 10 with plenary sessions on "The Emotional and Social Status of Older Women: 1973," and "Financial

and Legal Status of Older Women: 1973."

Leaders for the two sessions will be Dr. Pauline B. Hart of the University of Illinois school of psychiatry and Carmen Maymi, head of the women's bureau of the U.S. Department of Labor.

A research seminar reviewing past and current research on women in later life will be held that evening.

Conference highlights on Sept. 11 will include addresses by Dean Cohen on "Next Steps in Programs for Aging," by Inabel Burns Lindsay, dean-emerita of the Howard University school of social work, on "Coping Capacities of Black Aged," and by Susan Sontag on "The Double Standard of Aging."

Tickets for the Sontag lecture, to be held in the Power Center for the Performing Arts, will also be available to the public.

The meetings will conclude at noon Sept. 12 after a panel presentation on "The Status

of Women: 1933-1968." Dr. Calderone will be among the discussants of sexual and emotional, social and community, financial and legal aspects of women's status.

Participants will also be able to choose among 16 small work groups focusing on such topics as "The woman alone," "sexuality and alternative life styles," "biological realities and myths," "political importance of the older woman," "volunteerism," and "family relationships."

Prominent sociologists, psychiatrists, media experts, politicians and industrialists will be among the workshop leaders and resource persons.

In all, 128 persons with expertise in a wide range of areas will be on the conference program. More than 800 delegates are expected.

Registration and program information may be obtained by contacting the U-M Extension Service, 412 Maynard St., Ann Arbor, Mich. 48104.

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## Happy 50th

Mr. and Mrs. Ed Greene of Bassett Street, Livonia, recently held a 50th anniversary party for Mrs. Greene's parents, Mr. and Mrs. Everett Dorton of Taylor.

## It's A Girl

Mr. and Mrs. David L. Jones of Grand Rapids announce the birth of a daughter, Jennifer Elizabeth, on Aug. 3.

Grandparents are Mr. and Mrs. Robert L. Jones of Prichard, La., Plymouth, and the great-grandmother is Mrs. Raymond Harrison of Sheldon Road, Plymouth.

## Last 10 Days of our Ethan Allen HOME FASHION SALE!

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## Seminar To Aid PR Chiefs

"As usual the Observer Newspapers are offering another great service to their readers. I am sure the Publicity-Press Relations Seminar is just another example of convenience the Observer offers the public."

"It can easily be seen why your publications have the large circulation they do."

That's just one of the comments received with a registration for the first annual seminar slated for Wednesday, Sept. 12 and Wednesday, Sept. 19 in the Observer plant at 36251 Schoolcraft in Livonia.

Registrations have been pouring into the offices since the initial announcement of the dates a week ago.

The seminar is open to all publicity chairmen of clubs and organizations in Southfield, Redford Township, Farmington and Farmington Hills, Livonia, Garden City, Westland and Plymouth.

Plans are to limit registrations to no more than 80 for each of the sessions. The Sept. 12 program will be geared for Livonia, Plymouth, Garden City and Westland and that of Sept. 19 will stress Redford Twp., Southfield and Farmington.

The purpose of the two-night seminar is to give publicity chairmen tips on how to get material to the proper members of the Observer editorial staff, the deadlines, and what to do about pictorial coverage.

Each program will be split into three segments with the registrants divided into three groups to attend each session.

One will be devoted to pictures at which Chief Photographer Robert Woodring will explain in detail how all photographs are handled and what publicity chairmen do to have pictures accepted and how assignments are made.

The second segment will be directed by Mrs. Margaret Miller, women's and church editor, and Mrs. Lorraine McClish, women's editor of the Southfield Observer.

## FIRST ANNUAL observer newspapers PUBLICITY-PRESS RELATIONS SEMINAR

WEDNESDAY, SEPTEMBER 12 and 19 - 8 P.M.  
In Observer Newspaper Plant, 36251 Schoolcraft, Livonia, 48150  
Phone 261-8600

Register for one of the sessions:

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REPRESENTING: \_\_\_\_\_

CIRCLE PREFERRED DATE: SEPT. 12, SEPT. 19

\*Stress will be on

LIVONIA, PLYMOUTH, GARDEN CITY, WESTLAND for September 12 meeting and on REDFORD, SOUTHFIELD, FARMINGTON on September 19



(However, You May Register For Either Date)

PLEASE RETURN REGISTRATION BY SEPTEMBER 7