

Fads Psychologically Startling But Soon Woven into Acceptance

By Dick Stuckey

Fashion fads during the past decade have at least been plentiful, if not permanent.

A good many of these contemporaneous crazes have startled the consumer both psychologically and financially, but like the quirks of any society, have soon woven themselves into an accepted part of appearance.

The stitching has often come out over a short period of time, but the marks of the fashion needle have usually left some permanent thread holes in the customs of America.

Ten years seems seldom sufficient for the cleaners of time to remove the scars left by exploding fads.

Ivy Evolution

The evolution of the ivy league look has been the largest and most sweeping influence on fashion and custom since women suffrage. More than a passing fancy, these buckles on beaus revolutionized men's apparel from origin in eastern ivy league universities to the Pacific coast.

It proved no small task for this narrow, trim, brown and black hopsacking look to cut across the conventional, "conservative" lines of eastern and midwestern wide lapels and pleated trousers, nor to replace Rocky Mountain far west jeans with khakis, and snapping multi-colored cowboy shirts with the soft, dark colors of button downs.

The boots and ten-gallon covers stayed put as the ingredients of the ivy league western dress clash evolved a fashion compromise unprecedented in fashion history.

Even now the buckles and buttons of ivy league dress begin to give way to the plain conservative continental look, proving that no fad is invincible in the turbulent changes of the fashion-conscious world.

Contemporaries

But the ivy look was certainly not without contemporaries.

Foreign influence on American women's styles drove men mad with laughter until the bill came. The sack look, the flat look and chemises, all Paris originals, rolled men in the aisles, but with the strong support of the girls, right up to the cash register.

Gradually accepted, the sacks and chemises soon hung unworn in the ladies' chambers, and all that really remained of the splurge of French influence was the flat look.

Not always a particular "look," but often color schemes raged as the current fashion craze.

Color Parade

Do we remember: the first pink and charcoal suit in high school, the mint greens, the thousand shade greys, the short splurge of brights in 1958 and then out of the melting pot of the past decade emerged the khakis.

People appeared in armies of these light browns; khaki

trousers, shoes, hats, topcoats, belts, dresses, shorts, jackets, suits and watchbands. A campus appeared as an Army post.

The khaki men and women of Fort Education marched between buildings carrying their gear in khaki briefcases; bib overalls attracted less attention than the bright American flag.

Underneath the feathered caps and (especially for this area) carpenter fashioned hats, the hair of the human race withstood a circle of evolution at a speed unimaginable to Darwin.

Cowlicks

The men: junior high's cowlicks were cut to a butch, and then let out to pasture to the dismay of high school principals in the popular "Hollywood" spectaculars.

Graduation soon led the young lads to an introduction of another ivy league influence, the "league" haircut.

And when expanding inflation caused barbers to continually raise the price on a man's head, young men drew lots in their college living quarters and came up with their own cut-rate barber, who specialized only in the original crewcut. Only the cowlicks became non-existent in the men's head fashion circle.

But the women were not to be outdone.

Soon after 1950 a varied assortment of unique hair styles kept women under the dryers consistently and again, took men to the cleaners.

Replacement

Poodle cuts, duck tails, pony tails, pixie cuts and various combinations replaced the American image of good old Jeannie with the

light brown "sensible" hair.

Culminating these past few months in the Jackie Kennedy look, the latest for spring in women's heads is the bias cut, a short, conservative, diagonal look which completes the circle. So 1960's New Frontier may see at least one conservative move in the White House.

A last interesting note in this exhausting study of the rise and fall of liberalism in fads and fashions since 1950 is the 1955-1960 introduction of compromise between men's and women's fashions.

For example: Christian Dior's gift of the flat look took much from the American scene, but, with due credit to nature, the bulky look adapted by men eventually evolved in a compatible norm for both sexes.

Knees, Knees, Knees

Women's increased rage for trousers undoubtedly promoted the revealing of men's knees under Bermuda shorts, and the results were not particularly always an improvement.

The final compromise seemed to be tightened trousers for the women, colored underwear for the men, and Bermudas for everybody.

The beatnik influence has provided the final and greatest compromise in the evolution of fashion.

The "musses look" has given rise to heavy social criticism, but not to deny the flexibility of the American way, American youth have adapted sweatshirts, mungy tennis shoes, filthy painted levis, and sweat clothes as fashions for fooling around.

And in the true American spirit, "they will not be moved."

-Brubeck to Montovani- Jazz to Classics Found At Record Discount

Billy Holiday or Dave Brubeck or Mantovani or Spike Jones or the Brothers 4—You can find them all at the Record Discount Store.

The store, a small shop next to the Varsity Theater, has been operating for two years, and has become the place to buy records.

Much of its popularity can be attributed to its manager, Vera Vietniks.

Mrs. Vietniks specializes in classical music, but also considers herself an authority on cold and hot jazz, mood music, and party records.

"Why do I think I am the best authority on opera in Lincoln?" she asked. "Because I have heard the world's famous symphonies and opera companies and because I listen to the music of my records."

Latvian Native

Mrs. Vietniks, a native of Latvia, studied pharmacy at the University of Riga, in the capital of Latvia, but as she puts it: "My parent's love was for pharmacy, my love is for music."

In Riga and Germany the blonde record clerk saw and heard the world's renowned opera companies and symphonies perform.

She came to the United States from a displaced persons camp in Germany where she fled when the Russians invaded her native land in 1944.

Since 1951 Mrs. Vietniks has overcome the language barrier of the Americans and has conformed to the likes and dislikes of Lincoln's record buyers.

10,000 Records

The Record Discount Store boasts over 10,000 records in the shop and the policy of

ordering any record for a customer.

The store is also the headquarters for Columbia Records Advance Release program in Lincoln.

Mrs. Vietniks points out that although they will order any record it isn't often that easy.

For example, during the last two weeks the demand for Brothers 4 records has grown, but due to the snow which tied up New York City, The Record Discount Store was unable to get a sufficient supply of records.

'Whoop' Up Poem For New Crane

Fred Gaines, editor of the new literary magazine "Whooping Crane," has announced that contributions of printed articles will be accepted until March 15.

Anyone interested may leave contributions in the envelope marked "Whooping Crane" outside the office of Karl Shapiro, professor of English, 105 Andrews Hall.

The "Whooping Crane" is privately financed and is not a University publication. Gaines made it clear that no censorship would be involved and that outside students, non-students and graduates are also encouraged to contribute material.

Board of Pardons Speaker at YR

Mrs. Loretta Walker, administrative assistant to the Board of Pardons will speak Thursday night at the Nebraska Young Republican meeting.

Mrs. Walker will speak on the set up of the Board of Pardons and the highlights of her experiences with the board, according to Pam Holloway, YR publicity chairman.

The meeting is slated for 7 p.m. in the Student Union.

Main Feature Clock

Varsity: "The Misfits," 1:35, 4:15, 6:51, 9:24.

State: "Out of the Night," 1:41, 3:45, 5:49, 7:45, 9:41.

Lincoln: "Circle of Deception," 1:15, 3:15, 5:15, 7:15, 9:15.

Stuart: "Can Can," 1:10, 3:45, 6:25, 9:00.

Nebraskan Want Ads

APARTMENTS

2-room basement apartment; private entrance; private bath and shower. \$30 a month, utilities paid. GR 7-2459.

Apartment—sleeping room with cooking. 2400 H St. HE 2-6911.

TAILORING

Dressmaking or alterations done at reasonable prices in neat, up-to-date style. Call Nava, GR 7-9771.

FOR SALE

For sale—1950 Cushman Motor Scooter; two seats, automatic transmission. Contact David Gustafson, 527 No. 15, HE 2-5552.

Business Kittens, Male, Seal Point. TV 4-5041 or 318 Withler.

Royal Portable Typewriter—excellent condition. Reasonable. TV 8-7041 or 318 Withler.

PERSONAL

The Bell at their best. COED POL-LIES, Feb. 24, 8:30 p.m. Pezabing.

Varsity

It shouts and sings with life...explodes with love!

ADULTS ONLY—

Now Playing

Gable Monroe **Cliff**

the Misfits

John Huston production of

Helma Ritter Eli Wallach Arthur Miller

LITTLE MAN ON CAMPUS



Ben Simon Specializes In University Fashions

Ben Simon's department store has been doing business for "the promotion of students" for its 58 years of operation, according to President Harry Simon.

"We specialize in styles for University men and women and sell a lot of University styles to older men and women, who pattern their fashions to University fashions," Simon said.

He estimated that 20 percent of Simon's total volume came from the heavy college business in men's and women's wear.

Nineteen University students hold part-time jobs at Simons representing their organizations.

Girls and the organization they represent at Simons include: Susie Hunt, Kappa

Kappa Gamma; Gail Milligan, Pi Beta Phi; Marty Hansen, Chi Omega; Marty Elliott, Kappa Alpha Theta.

Jan Fletcher, Alpha Phi; Dee Dee Fulton, Gamma Phi Beta; Corrine Newton, Alpha Xi Delta; Judy Grazier, Alpha Chi Omega and Maggie McCracken, Delta Gamma.

University men employed at Simons are: Steve Seglin, Sigma Alpha Mu; Loren Thompson, Kappa Sigma; Gary McClanahan, Phi Kappa Psi; Jim Frank, Phi Delta Theta; Larry Schuster, Theta Xi.

Bob Hinrichs, Beta Theta Pi; Larry Enstrom, Phi Gamma Delta; Terry Masten, Beta Sigma Psi; Ron Jensen, Sigma Phi Epsilon and Ben Prieb, Sigma Chi.

FUN! FUN! FUN!

If you're having a party this is a must! Entertain your friends with the most clever, most humorous comedy idea ever offered to the public.

Never before has a record of this type been presented. Complete with hilarious tie-in illustrations. Send for your copy of "LEW BEDELL AND FRIEND." Recorded by the author of the best sellers "SEE, YOU DON'T HAVE TO LAUGH TO HAVE FUN" and "WILL MY REAL FATHER PLEASE STAND UP." Send \$2.00 in cash, check, or money order to Fun—1481 Vine—Hollywood 28, Calif. Postage will be paid by us.

Gold's Terms Campus Vital Part of Economy

"We recognize the University of Nebraska as a vital part of the economy of the community and of Gold's and make a point to bend over backwards to do anything we can to better relations with the campus."

This is how Lee Isreal of Gold's department store described his store's attitude toward the college student.

Gold's, the home of hour sales and choice of goods from carpets to groceries, has long been known for its participation in the programs of the University.

Isreal commended his store for providing part-time jobs for numerous college students.

Gold's also has a college board, made up of University of Nebraska coeds, who help the store adapt to the current college fashions and give the students of the Uni-

versity an idea of the current fashion trends.

Members of Gold's college board are: Margaret Sims, Barbara Bell, Jeanie Thorough, Janet Hoepner, Jeanie Morrison, Sherrill Greisting-er, and Kit Thompson.

Extension Club Elects Krohn

Glen Krohn has been elected to succeed Dorothy Lavicky as president of Epsilon Chi Tau, agricultural extension fraternity.

Other officers elected were Karen Edeal, vice president; Phyllis Skinner, recording secretary; Sara Rhodes, corresponding secretary; Jerry Rolenc, treasurer and Ellen Batie, publicity chairman.

Membership in the club is limited to those students who are majoring in Ag or home extension.

Cooper Foundation Theatres

STUDENT SPECIAL!

THURSDAY, FEBRUARY 16, 6-9 P.M.

Just 50c and coupon entitles student to attend Lincoln or Stuart Theatres

Stuart DOORS OPEN 12:45
140 N 13th HE 2-1465

Lincoln DOORS OPEN 12:45
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Can Can

Circle of Deception

He couldn't trust even his own country!

Good only at Lincoln or Stuart Theatres

LINCOLN & STUART THEATRES

"STUDENT SPECIAL"

This Coupon admits One Student for **50c**

Coupon Good Only February 16 from 6 p.m. to 9 p.m.

outstanding entertainment!

The original recordings!

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LUCKY STRIKE

Custom-pressed for Lucky Strike Cigarettes by COLUMBIA RECORD PRODUCTIONS, a custom service of Columbia Records

LOUIS ARMSTRONG

COUNT BASIE

LES BROWN

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XAVIER CUGAT

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Get these twelve great original recordings—in one 12" LP album—for \$1.00 and ten empty Lucky Strike packs!

Custom-pressed by Columbia for Lucky Strike—an album of unforgettable hits!

Look at this album. Imagine these 12 great artists, great hits together on one record! Here are the original recordings—magnificently reproduced by Columbia Record Productions (\$3.98 value). Never before have all these great artists been brought together in one album! Never before have you been able to buy these great hits at such a bargain price! To get your album, fill in and mail the shipping label at right with \$1.00 and ten empty Lucky Strike packs to "Remember How Great," P. O. Box 3600, Spring Park, Minnesota.

REMEMBER HOW GREAT CIGARETTES USED TO TASTE? LUCKIES STILL DO

Remove gelophane—open pack top and bottom—remove inner foil wrap—tear pack down side, flat—and mail with \$1.00 and shipping label.

To get "Remember How Great" album, enclose and mail \$1.00 and 10 empty Lucky Strike packs, together with filled-in shipping label. Please print clearly. Orders received after May 31, 1961, will not be honored. If sending check or money order, make payable to "Remember How Great."

SHIPPING LABEL

"Remember How Great"
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Spring Park, Minnesota

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Offer good only in U.S.A. and Puerto Rico.