Blue Jeans Prove A Fashionable Attire



Spring is sprung the grass is dead Go buy some more and blow your head!

EDITOR'S NOTE:

Every catastrophe has some lighter side and the current shortages of about everything once held to be in abundant supply has offered writers a lot of feature possibilities.

The Fountainhead, publication of East Carolina U. at Greenville, ran this story in its Dec. 6 edition.

by CAROL WOOD

What are you wearing? — why blue jeans of course!

Blue clad torsos seen everywhere, from the classroom to parties may not be such a common sight in the near future. The reason? . . . a shortage of cotton.

The Fall-73 cotton harvest was approximately 2 million bales less than the previous year. Heavy rains flooded the cotton producing Mississippi delta, and severely damaged the crop.

July cotton prices hit their highest level since the Civil War. Textile mills can't keep up with the ever growing demand for jeans, even if they could get as much cotton as they need.

Why are blue jeans so popular—certainly not because they are a new technological development!

One of the oldest companies in the business, Levi Strauss, introduced their first denim overalls to Gold Rush miners in 1850.

Levi Strauss Company recently announced they are making strides toward almost total automation. By 1978, the company hopes to increase production 50 per cent, and double its sales to one billion dollars.

American Fabrics and Fashions stated that over 400 million yards of denim are sold annually.

The Strauss Company alone produced over 100 million pairs of jeans in 1972, says Business Week, yet stores still can't seem to keep them in stock.

What is it about blue jeans that has such universal appeal? Perhaps blue jeans are a statement of the 70's. Only in the 70's do you find people actually wanting to look alike.

Only a few years ago, if someone walked into the room with "your outfit" on, icy daggers shot forth from your eyes, piercing to the very soul of the culprit!

Today, practically everyone wears demin jeans and it is considered the height of youthful fashion

To be really "in" your jeans have to look well-worn. New blue jeans are simply not Kosher!

To solve this problem, department stores are selling well worn blue jeans for approximately \$6 to \$7 more than the price of new jeans

jeans.

Often times these jeans are discarded blue jeans that have been recycled. That is they have been

washed, a finish added, and a high price tag attached.

The main problem with these is that once washed, the finish is removed, and the customer is stuck with a really worn out pair of limp jeans.

A solution that a few ingenious souls have tried, is to hire someone to wear-out the jeans for you.

Think about it, you'd be helping the unemployment rate tremendously!

Not only is denim used for

jeans, but also for pocket books, shoes, back-packs, shoulder totes, skirts, notebook covers and almost everything imaginable.

Perhaps this denim-western look is directly related to the bicentennial in 1976. The upcoming bicentennial is a period when people tend to reminisce on the simpler, freer style of life . . . hence blue jeans.

Fad or fashion, jeans seem to have become a part of the American way of life.

'Death and Dying' Reviewed Students Recommend Book

By Debbie Warner and Deborah Scott

In an effort to share with other students and faculty members some reading we have done in the area of "Death and Dying," Deborah Scott and I will be presenting several book reviews in this and other issues of the SA-LEMITE. We have read these books out of common interest in the subject and out of our respective January terms this year. It is our hope that both faculty and students will read some of the books which are to be reviewed. Hopefully by doing that we shall all be more prepared to fully participate in a significant way in the upcoming symposium with the Hastings Institute.

ON DEATH AND DYING by Dr. Elizabeth Kubler-Ross is certainly one of the widest read books in the area of THANATOL-OGY, or the study of Death. Dr. Ross wrote her book out of her experiences with some of the medical profession, clergy and patients at the University of Chicago Hospital. The subject with which Dr. Ross deals ranges from the problem of fear we (or at least I suppose most of us) feel towards acknowledging our own death, or the death of a close family member or friend; attitudes we have towards death and the dying; various stages we go through in coming to terms with death and the reality of its presence in our lives; and, finally a sharing with the reader interviews Dr. Ross had with terminally ill patients.

As she says in her Preface, Dr. Ross was not writing a textbook on how to deal with the terminally ill, although her book is widely read in Death seminars in medical schools and in seminaries across the country. Rather, Dr. Ross is trying to help her colleagues who serve in various capacities in the hospital, and the public at large to understand and know what it means for any of us to face Death. For she states the following in her Preface:

"I am simply telling the stories of my patients who shared their agonies, their expectations, and their frustrations with us. It is hoped that it will encourage others not to shy away from the "hopelessly" sick but will get closer to them, as they can help them much during the final hours. The few who can do this will also discover that it can be a mutually gratifying experience; they will learn much about the functioning of the human mind, the unique human aspects of our existence, and will emerge from the experience enriched and perhaps with fewer anxieties about their own finality."

We highly recommend this book for anyone who is seriously considering the question of what it means to die, and therefore by a negative implication, what it means to live. Dr. Ross' book speaks to both of the sides of the question of existence in an honest and open way with the hope that she can share with us all some of her experiences with the "hopelessly" ill.

Panels and Conferences Held At UNC-G Register Now to Attend Workshop

By Cindy Greever

Traditions in Transition — an examination of the concerns of women in many aspects of society in an effort to clarify, understand and take action on these concerns will occur in conference Saturday, March 23, 1974 on the campus of UNC-G.

The conference, sponsored by the Committee on Women's Studies of UNC-G with a grant from the North Carolina Committee for Continuing Education in the Humanities, has a full day's program including lectures, panels and workshops. Registration at 9:30 in Cone Ballroom commences the day.

First on the agenda is "Recurring Images of Women," a lecture by Dr. Helene Roberts, Assistant Professor of Art and History and curator of Visual Collections at the Fine Arts Library at Harvard's Fogg Art Museum. Following panel discussions include: "The Changing Roles of Women and Men in the Family," with a panel of distinguished North Carolina scholars; "Political Decision-Making," with Margaret Keese, Republican representative and youngest member of the General Assembly, as well as several other women active in N. C. politics; "Religion and Cultural Change," with students and educators in the field; "Career Patterns; New Direction,"

led by Jean O'Barr, Director Career Development and continuing Education, Duke University; "Contemporary Feminist Movement," with Jane DeHart Mathews, UNC-G faculty, chairperson of the American Historical Association Committee on Women Historians, and Nancy Dunn, State Coordinator of NOW; "Images of Women in Literature and the Arts," led by Elaine Showalter, editor of Women's Liberation and Literature.

After a luncheon honoring Ellen Black Winston, U. S. Commissioner of Welfare (1963-1967), who has donated her papers to the UNC-G library, workshops will occupy the afternoon. "The Status of Women: Wages, Housing, Welfare"; "Women Writers in the Marketplace"; "Child Care"; "Changing Concepts of Self"; "New Research on Women"; and "The Problems of Re-entry" are the workshop topics.

A general meeting will conclude what should be an informative and exciting day. In order to register send your name, address, and school or organization, plus \$2.50 for a luncheon ticket to:

Committee on Women's Studies University of North Carolina at Greensboro Greensboro, N. C. 27412

BUD SMITH'S FLOWERS

Flowers Are The Perfect Gift

THRUWAY SHOPPING CENTER 725-0489

Salem Student Charge Accounts Welcome

Reznick's for Records For Years

TAPES - SHEET MUSIC - RECORDS

DOWNTOWN 440 N. LIBERTY THRUWAY SHOPPING CENTER
OPEN NITES 'TIL 9:00

OUR THRUWAY STORE HAS A COMPLETE STOCK OF POSTERS, BLACK LITES, and PATCHES

RENE'S HALLMARK SHOP

4th and Liberty Sts.

422 4th St.

PARKWAY PLAZA

Featuring St. Patrick's Day cards, party goods, and decorations

Zinzendorf Laundry & Dry Cleaning

DRY CLEANING — STORAGE

1000 SOUTH MAIN ST.

DIAL 722-5178

