

Eugeneans: Never fear, GQ is here



Brawny! Hot Looks For Fighting The Cold War. Exclusive! Three Major Writers View Today's World—Rod McKuen, Erma Bombeck, Timothy Leary. Your Winter Wardrobe "Must-Haves."

Headlines such as these might be splashed across the cover of the latest *Gentlemen's Quarterly* magazine.

Although I generally look in my closet for something to wear, thousands of men nationwide look in GQ—the Madison Avenue fashion guide that not only tells you *what* to wear but also tells you *where* to buy it.

Sprinkled among the more than 200 pages of advertising from fashion and grooming magnates are the likes of Calvin Klein, Evan-Picone, Geoffrey Beene and L.L. Bean, GQ's watchwords for the fashion season.

Feeling a twinge of social responsibility, the GQ editors even have provided their readers with room for biting fashion commentary.

For example, an insightful GQ personality feature stirred one reader to voice this opinion: "As an avid fan of John Travolta, it was enjoyable coming home from work and finding him on the cover of the September GQ. After reading the interview with Travolta, 'Settling in for the

Long Run', it seemed quite evident that he's 'living the GQ way.' In addition, the magazine's informative articles and select choice of fashions have helped me coordinate my wardrobe without having to overspend. I'm so thankful for subscribing to GQ. Sheldon Lebowitz, Randallstown, Md."

However, GQ's letters editor is careful to present, when possible, a broad selection of opinion. Another reader responds: "I've been reading GQ for about two years and always look forward to the excellent articles and superb photos, often even envying the models on its cover. But September's cover really has me puzzled. Certainly a fashion magazine for the '80s could do better than showing John Travolta wearing a T-shirt. I suppose a publication with GQ's record of quality is entitled to make an error once in a while, but let's hope that it doesn't happen again. Andrew J.P. Stevens III, Oshkosh, Wisc."

GQ readers can step out of the fashion scene temporarily with *Pulse/Who and what's happening*. The price-conscious section explores food, exercise, travel—the essentials.

Imagine, if you will, what a GQ editor might advise the fashion conscious in Eugene to do:

With winter fast approaching

it's time to agonize over the fashionable winter wardrobe. As 'wet' and 'cold' are expected to be all the rage this winter, the fashion watchwords are 'warm' and 'dry.' Yes, gone are the body-hugging labels of the warmer months, soon to be replaced with the usefulness of weatherization.

As Old Man Winter exhales his first chilly breath, the pant lines will plunge to seasonal lows, the shoes will reach new heights and the Nike running shorts will go into hibernation.

The rule-of-mitt for winter wear is to dress longer as the days grow shorter, except, of course, for evening wear for which the opposite is true. When mixing and matching winter separates one should ask: are the textures similar, are the colors congruent and will I contract exposure while wearing it?

Yet outfitting for the cold and wet can never be complete without the proper accessories. Caps and earmuffs will be considered nothing less than dapper. For those precipitous days, there is nothing so smart as an open umbrella to greet the cold in a fashionable shade.

By **GABRIEL BOEHMER AND ROBERT MINTY**



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