

"SHE'S WEARING SOMETHING YOU CAN'T SEE."

Contact Lenses Require Proper Fitting and Care So...
Bring this ad in for a **FREE** contact lens consultation and \$20 OFF the new fit price.

- ★ Competitive Prices
- ★ Personal Attention
- ★ Lenses for Sensitive Eyes
- ★ Colored Lenses Available

CALL
WOODY LINN F.C.L.S.A.
CERTIFIED CONTACT LENS SPECIALIST SINCE 1973

687-2522

THE OPTICAL SHOPPE 14th & Pearl



BETTER BODIES

Gym and Fitness

NEW FACILITY INCLUDES:

- Low impact aerobic floor
- 5,000 lbs. Free Weights
- Paramount & Flex Exercise Machines
- Aerobic Cycles
- Unlimited Aerobics
- Day Care
- Sauna
- Wolff Series II Tanning Bed
- Shower & Locker Room Facilities
- Personal Instruction
- Martial Arts Instruction

COME VISIT OUR NEW 5,000 SQ. FT. FACILITY, **JUST 10 MINUTES FROM CAMPUS.**

STUDENT SPECIALS

MEMBERSHIP SPECIAL

3 MONTHS FOR \$39.95
FITNESS CENTER OR AEROBICS

*BOTH: 3 MONTHS FOR \$49.95

(INCLUDES: UNLIMITED AEROBICS PLUS USE OF FITNESS CENTER AND SAUNA)

TANNING

***NEW SERIES II WOLFF BED**

10 SESSIONS — **\$19.95**
20 SESSIONS — **\$35.95**

APPAREL and SUPPLEMENTS

10% OFF

ALL SUPPLEMENTS & GYM APPAREL

MENTION THIS AD

CALL FOR MORE INFORMATION **746-3533**

3875 MAIN ST. SPRINGFIELD

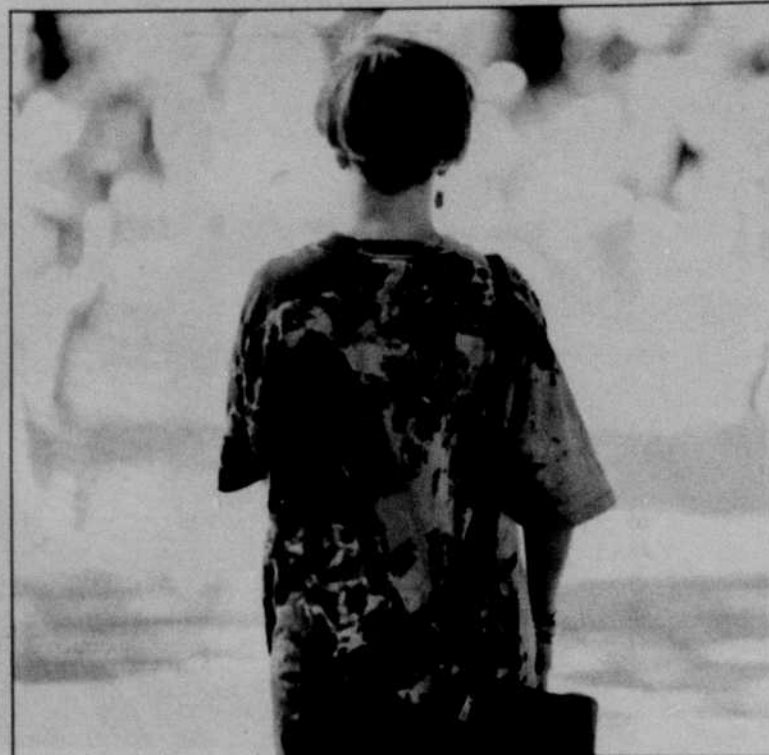


Photo by Shu-Shing Chen

A product of the '60s, the tie-dye shirt has won universal appeal today and is even found in department stores.

Some styles live on

By Constance San Juan
Emerald Contributor

With the arrival of every new season, department stores and boutiques reveal the styles that will set the fashion trends of the time. Do you ever wonder who decides these things? Various designers will unveil their creations and, uncannily, everyone seems to be offering the same kind of thing.

How do they do it? Do they all get together in a neutral country and decide what people will want to wear? Do they share a telepathic bond? Or does intense marketing research tip off the designers as to what the psychological mood of the fashion conscious will be?

These questions are difficult to answer, and probably not all that interesting. Most people would rather not think about them. They just follow suit and wear what's "in," or they deliberately break away from the mainstream.

But there is still another option. There are those people

who, by sticking to styles that rarely if only slightly change, transcend trendy fashions altogether. And this may just be the majority.

Take a look around. As you survey the crowds in Eugene you'll find that much of what good old ordinary people wear may at one time or another have been the fashionable thing to put on, but certain items seem to have acquired a timeless style of their own. What are these things that have survived years of intense scrutiny?

Denim, for one. Denim is an American staple. Taper the leg, offer a boot cut, give it the white-lightning look and what you're left with is denim and more denim. Jean jackets are subject to similar considerations.

Another item is the leather motorcycle jacket. These are at times worn by people who have never even seen a motorcycle. Leather aviator jackets are worn by those who don't have friends who own their own planes.

And then there is tie-dye.

Turn to Timeless, page 8B

UNITED FASHIONS OF BENETTON



benetton Valley River Center • 342-4007

October 15 through Nov. 8

VISIONS OF

Guatemala

We have expanded our collection of traditional and contemporary Indian textiles... colorful and richly patterned belts, bags, shawls and huipils. Selected masks, jewelry, photographs and more... for you at Folkways.

762 E. 13th Ave.
next to the Excelsior
343-8667

Fifth St. Public Market
downstairs
683-2204



FOLKWAYS IMPORTS