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Editor ........................................ Jennifer Taday
Assistant Editor ............................... Jeremy S. Weber
Contributing Writers ....................... Robert Davidson
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  Emily Vosburg
Photographer ................................. Stephanie Lewis
Production ................................. Lynn Stablein
Cover Design ............................... Brad Curren

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The times are still a-changing
Trends and attitudes may be coming full circle, though

by Greg Watson

The last four decades have remained unique in themselves, each with their own trends, events and people which have made it different.

The 1950s were conservative, but with an underlying youth culture, in which the youth movement enhanced the growth of rock and roll and the nature of the movies to change, Kile said.
The movie industry began to produce more movies so theaters could show more kinds of movies to compete with the large variety of programs on television, she said.

Popular slogans and fads of the era included the "I Like Ike" slogan used in the 1952 election, bulb hoops, coonskin caps, and ears with big fins. Some of the big celebrities of the time were James Dean and Elvis, and John F. Kennedy gained popularity near the end of the decade.

Kile said the 1960s can be divided into two sections, the early '60s [1960-1964] and the late '60s [1965-69].

The early '60s were more of an expansion of the late 1950s, with false hope produced by Kennedy's New Frontier political system, she said.

"[The early part of the decade] started out with cliche hope," Kile said.

The early 1960s did see a growth of social awareness with the popularity of Bob Dylan, Joan Baez and the Kingston Trio, she said.

The most significant events of the early 1960s were the assassination of Kennedy and the arrival of the Beatles shortly thereafter, she said.

Kile said the music of the era, with the popularity of Motown and the Beach Boys, reflected the carefree attitude of the era.

The innocence of the era went with a growing consciousness of civil rights and the Vietnam conflict.

"In the mid-1960s, all innocence was shattered by the Gulf of Tonkin," Kile said.

Some of the lost innocence could be seen on the Beatles "Rubber Soul" album cover, with "weird lettering and picture," Kile said.

In 1965, protest against U.S. intervention in Vietnam intensified with staged protests, "happenings," anti-war slogans such as "make love, not war," and the burning of draft cards.

The civil rights movement gained momentum with such songs as "We Shall Overcome," Kile said.

The women's liberation movement with such snows as "The Feminist" and "The Mod Squad.

Significant events of the late 1960s included the police raid on the Chicago Democratic convention in 1968, the assassinations of King and Robert Kennedy in '68, and the moon landing and Woodstock in 1969, Kile said.

Important people of the late 1960s included the Who, the Kennedy's, King, Andy Warhol, Janis Joplin, Jim Morrison, "bubble-gum" rockers such as The Archies, and Timothy Leary, Kile said.

"People are wondering what we are going to do."

-Crystal Kile, popular culture graduate assistant

1970 was a year of transition.

"The fact that the 'revolution' was not going to come was widely accepted," said Kile. "After Kent State, people realized the 'revolution' was not worth getting shot over."

Politically, people lost faith of the government because of the resignation of Spiro Agnew and the Watergate scandal, Kile said.

Starting in 1971, television producers tried to make more quality programs, getting rid of shows such as "Green Acres" and "Beverly Hillbillies" and replacing them with "All in the Family," "The Mary Tyler Moore Show" and "M.A.S.H.," she said.

The film industry also saw the growing popularity of Vietnam movies such as "The Deer Hunter" and "Apocalypse Now" and disaster movies such as "Airplane," "Earthquake," and "The Poseidon Adventure," Kile said.

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The movies have ways of making you watch

by Lori Miller

Moviegoers usually have a wide choice of movies to see at the nearest cinema, but according to one film analyst, the movies available are not always what the general public would like to see.

The movies running now are what the film industry thinks the public wants, but the "industry is [not always] the best judge," said English professor Ralph Wolfe.

Members of the film industry try to convince the public what movies they will like by giving certain films more advertising and more hype, Wolfe said. However, many times people think they will like the movie because of the advertisements they see, but after watching the movie, they realize they did not like it at all, he said.

Sometimes, the film industry is not interested in what the public wants or the public's attitudes. "The industry is interested in bankable people," he said.

For example, Arnold Schwarzenegger is a bankable person, Wolfe said. While some movies receive too much attention, others do not receive enough, he said.

For example, Kevin Costner had a lot of trouble convincing movie companies and other movie personnel to take a chance with his movie, "Dances with Wolves," because the film industry did not think it would be a success, he said.

Another surprise hit to the film industry was "Ghost." "Ghost" did not have much violence — it was more about human relationships, he said.

However, another University professor has different reasons about what makes movies popular.

"The publicity a movie receives and the actors in the movie do affect how successful a movie is but there are other factors," said Jack Nachbar, director of the University's film studies program.

Current trends and the material in movies also play a major role in how successful a movie will be, Nachbar said.

"For example, movies in the 1950s of juvenile delinquency and adolescence were topics in which kids were interested, he said.

Now, however, youths are not as interested in the growing up process as youths in the '50s were, Nachbar said.

Another major change in movies is more coverage of aspects which were not seen in earlier years — especially sex and violence.

The film industry originated the rating system in 1968 — which allowed more use of touchy items such as sex and violence, Nachbar said.

The rating system ended the voluntary censorship code and if movie makers wanted violence in their films, the movie would receive a more restrictive rating.

Our attitudes and beliefs do affect what movies are popular, Nachbar said, and the content of movies will change with our changing attitudes.

"Things can't stay exactly the same," he said.

Clothes not for real people

by Jackie Porter

As I look through the current fashion magazines, the pressing question that enters my mind is — who the heck is actually going to purchase these objects? Are you kidding me? I mean, has anyone really LOOKED at what these models are wearing lately? The clothes are designed anatomically impossible. A normal human being would have to sell their soul to liposuction in order to fit into them and have a labotomy to wear them.

Case in point:

I saw Sandra Bernhard, the epitome of skinniness, wearing an outfit that appeared to be paper snowflake cutout bikinis with a white peacock tail chiffon-like appendage. It was an outfit even Queen Elizabeth would blush in.

I don't want to sound like the Church Lady, but these are not exactly outfits I would wear to my ice cream social. Why does the fashion industry persist in creating clothes that nobody will wear even if they could afford them, which most cases they can't considering a plain white shirt has a price tag of $154.

For $154 it had better perform magic tricks and glow in the dark for that kind of money.

What the designers of today need to realize is that the majority of the shoppers in this world are not willing to pay through the nose to buy a shirt they can get at a K-Mart blue light special for five bucks.

Also, they need to take a gandering at the people that are actually going to purchase these objects.

d. They're not going to be the negative number sized models that make those duds look so pretty and ful. They will be people like you and me who have a chest that is practically nonexistent and hips and little bulges here and here... well, you get the picture.

Another major flaw in the so-called fashion industry is the types of apparel they are attempting to market as clothes. Now you tell me, are the the items you see in magazines and runways the kind of things you would want to buy your mother for Christmas? Or wear to an interview? Or even to class? I wouldn't want to wear a neon-sequined bra to my exam (or anywhere else for that matter). The glare of it might just blind everyone, not to mention the fact that it would probably fall to my ankles before the first question was asked.

But that's besides the point.

I'm telling you, the people of this world should rebel against the fashion world. We need a magazine that depicts what people really wear. Show the typical person wearing grubby clothes that tow on five minutes before class. Take a picture of someone wearing a pair of ripped jeans and a dirty sweatshirt — and the transformation when a college student chooses when they actually put on a shirt that has a collar and a tie to boot.

Get models that wear normal sizes — like a size or two above six. I mean, really, the last time most college students needed some new additions to their wardrobes was probably during puberty. And that size period only lasted about two weeks.

Actually, I don't mean to be so down on fashion — in reality I'm very fashion conscious. I know I sound fashicious, but just once I'd like to see an outfit I can actually wear, or at least be able to attempt to try it on. Also, when I look at the caption which includes the price, I usually think that it wouldn't require a major bank loan or a second mortgage to purchase it. I don't think that's too much to ask — is it? I enjoy to look at these outfits, but I shouldn't stop and think about the rest of the world and what we really want to wear to an exam.

It's hot! It's new! It's you!
France a world leader in swim season fashion

by Susy Patterson
AP Fashion Writer

PARIS (AP) — Ever since the skin-revealing bikini was invented 44 years ago by French engineer Louis Reard, this country has had a reputation for producing and sporting the world's sexiest swimwear.

Along with Rio de Janeiro, the French Riviera is still the place where it's practically de rigueur to discard your top and go "fem- onikin," or throw the whole thing away for the nudist beaches offshore or around Saint-Tropez.

But fortunately for those of us with less than perfect show-off figures, France is offering some superb and even modest new choices in swimwear and beach cover-ups for next summer.

Trends upcoming for the '90s are often dictated by the fashions. Those wonderful stretch lyra satins (with a bow to aerobics sens) help turn the old tank suit into a slick, chic and even sexy article.

Colors often blaze as neon-hot, according to manufacturers from both Miami, Florida and the Merivilla, a firm called Ritchie from Florida attracted eyes in Nice with their presentation of shocking blue designs or lavender suits with coquetish lacy ruffles around the hip-high cut-down.

"They're great fun to wear," said American model Janice Madonna, from Miami.

"I'm offering both hot colors and very white," said Anne-Marie Ceci, president of Riviera-based Bipp-Bipp, whose sportswear sells all over Europe. With a white flower at the bosom, one of her more modest navy numbers has an all of Chanel, without clinging any kind of copy.
Health food sales heat up

by Robert Davidson

As students become more health conscious, the demand for food low in fat and vegetables is increasing in on and off-campus eateries.

University Food Operations director Jane Schimpf said campus eating desires have turned away from traditional menu items, including pork and milk and are leaning toward alternatives like yogurt and bottled water. “Students are looking for lower fat content and flexibility,” she said.

Schimpf stressed Food Operations has also heard demands for an expanded vegetarian line lately. She attributed the changes in taste to “new choices coming on the scene,” including flavored bottled waters and fruit juices.

The hottest items in fast food are also low fat and include chicken dishes. Wendy’s restaurant corporate communications manager Susan Kosling said “lighter foods are here to stay.”

According to Kosling, Wendy’s is now frying foods only in low cholesterol corn oil and has added a grilled chicken sandwich to their menu.

While demands for “lighter” foods are at a record high, Kosling said the company’s light food menu, started in 1986, is now defunct. The menu included items like cottage cheese and vegetables.

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A second generation of TV diners and several brands of tortilla chips are making it in grocery sales, according to Ray Marvin, co-manager of Kroger, 1096 N. Main.

Marvin said improved TV dinner meals are gaining in popularity as the single population grows.

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LOS ANGELES (AP) — It's difficult to turn on television today without tripping over a lawyer, and a lot of them are in high heels.

Women attorneys on ABC's "Equal Justice" and CBS' "The Antagonists" vigorously prosecute suspects, while others may be defended with equal vigor on CBS' "The Trials of Rosie O'Neill" or ABC's "Gabriel's Fire."

On NBC's "L.A. Law," which started the courtroom trend, women lawyers prosecute and defend. "It's interesting to see strong women," says Debrah Farentino, who plays prosecutor Julie Janovich on "Equal Justice." "We're not just housewives any more. I think it's because more women are in production today. Women in power are putting women into roles. I think demographics has a lot to do with it too."

Since NBC's "L.A. Law" argued its first case in 1986, lawyers have taken root in prime time.

"Five years ago there were no law shows," says Steven Bochco, co-creator of "L.A. Law." "And now there are several, and those are absolutely legitimate, credible and appropriate roles for women.

Bochco adds: "The prevailing wisdom before 'L.A. Law' was that those shows don't succeed. Now that 'L.A. Law' has succeeded, the prevailing wisdom is that they can succeed."
Variety is the key in picking plays
by Morrella Raleigh

University theater department productions entertain students and the community, and choosing which plays to perform is an involved process with many considerations.

The main goal in choosing the plays is getting a variety. "We're looking for a diverse season so we have something for everybody," assistant theater professor Margaret McCubbin said.

A good variety includes a number of classics and contemporary plays, topical plays and plays with general appeal, McCubbin said. Musicals are performed every other year and experimental plays are also considered.

Choosing the plays is a lengthy process, according to theater chairperson Allen Kepke. The department's play selection committee begins reviewing 50-60 proposals for the following year late in the fall semester. The proposals are submitted by theater department faculty members and students.

The committee then reads, reviews and discusses the proposals. Plays are eliminated because of technical difficulties or if similar plays are being considered, McCubbin said. Other considerations include available budget, resources and the casting pool.

"It becomes a complicated balancing act," Kepke said.

The committee votes on the plays and submits their choices to the department for final approval.

Three faculty members, one graduate student and one undergraduate student serve on the committee. The department is careful to choose at least one person familiar with technical considerations, one stage manager and one actor, former committee member Lisa Hansen said.

Serving on the committee gives students a sense of being represented, McCubbin said.

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The theater department produces 12 plays per year. The plays for next year include a Woody Allen comedy, Play It Again Sam, Amadeus, and an Andrew Lloyd Weber musical, Joseph and the Amazing Technicolor Dream Coat.
Hair styles revert to ‘sleek’ sixties

(AP) — Softer, sleeker and neater hairstyles go with the 1960s retrospective fashion styles being offered this season.

“`The silhouette and balance harken back to the movement, volume and wave of the ’60s, but there is a much softer, more diffused feeling about the styles,” said Philip Voss Jr., head of Zotos International, which makes hair care products.

While hair may be short, neatly trimmed at the sides and nape of the neck, it can be cut longer at the crown, for a more fuller effect, he says. The styles can either hug the head or expand with texture.

These styles will have movement, or “swing,” according to Alberto-Culver, another hair products maker. Texture and movement will yield styling options, with hair either falling free with the cut or swept up for special effects.

Hair will be more controlled and finished, but “inviting,” according to the company. Other forecasts: There will be mixing of long and short, straight and curly hair in a single style; hair will be lifted for more volume; it will be shinier, with the use of hennas, cellophanes, glistening gels or highlights; there will be 1960s-style flicks, fringes, flips and pixies. The styles will be long-lasting and easy to care for.

Decades — Continued from page 3.

Major personalities of the 1970s included Nixon, Carter, Steven Spielberg and Alan Alda, while some popular music groups were the Eagles and Led Zeppelin, Kile said.

The early 1980s were dominated by greed, with groups such as yuppies and preppies showing much greed and want for possessions and the growth of power of Ronald Reagan, but Kile said people became less possessive later in the decade.

“People realized the pot of gold was no longer there to grab,” she said.

Significant events of the 1980s included the attempted assassination of Ronald Reagan and the Pope, the launch of the space shuttle, the Iran-Contra scandal and 1984 Olympics, Kile said.

Reagan was an appropriate President for a nation needing a “grandfather-like figure,” Kile said.

The music industry was fragmented, Kile said, with a diversity of groups such as the Police, U2, Bon Jovi, the Cars, Billy Joel, Whitney Houston, Madonna, and Quiet Riot.

Vietnam movies and television programs also became more numerous with “Rambo” movies, “Platoon,” and “China Beach,” Kile said.

The growing divorce rate also made the family less important in the 1980s, she said.

Kile said it is hard to tell what the trends of the 1990s will be, but there seems to be a tendency to go towards “untrendyness.”

Many people seem to be waiting for the “twentysomething” generation to take control, she said.

“We are wondering what we are going to do,” Kile said.

The Persian Gulf War caused “knee-jerk patriotism,” Kile said, because while many people supported the war, they did not know what was being fought over.

Conscion about the environment is becoming less of a trend and more of a way of life, Kile said.

“We are going back to the ‘take what you need, let the rest go by’ view from the ’60s,” she said.

Around the world, the growing divorce rate also made the family less important in the 1980s, she said.

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