# Campus fun from 'fleeting fads'

United Press International

A few things on the current American scene are really worthy of a chuckle. They include the campus toga, the Connecticut moodle and the Kansas fig leaf.

The toga's academic. But moodle and fig leaf are creations of homemakers who put their noodles together.

First, consider togas. These are not the regulation type donned by ancient Romans.

Togas worn by the campus set are improvised from sheets, blankets, bedspreads, draperies.

Wrapped, stapled or pinned about the body hairy or beautiful, togas are proper for special beer, vodka, bratwurst, jello, hamburger, grape, potato salad, cucumber, and anything-the-stomach-can-bear feasts. The Bacchanalia goes on to the beat of megaton stereo or live rock.

Keeping one shoulder bare, the mark of one properly togaed, calls for bravery in cold weather. Some toga freaks wear thermal underwear.

Toga parties first were promoted as publicity for a movie, "The National Lampoon's "Animal House." Campus reports show them moving on their own momentum now.

The movie re-creates toga antics taking place on campuses in the early sixties.

Toga party rules: anything that comes to mind. At the University of Connecticut in Storrs, a rule allowed just one pin per toga.

The brave way to toga oneself is over the body bare. Cowards wear bikinis underneath.

"But togas do not an orgy make," says Dr. George Homans, professor of sociology at Harvard.

The other two movements with smiles built in are not yet completely off the drawing board or reaching all parts of the nation. But the Connecticut moodle and the Kansas fig leaf have fad status potential.

The fig leaf is made of stretch fabric but has no means of making it stay on — clothes or no clothes. It's meant to be fun, people add the laughs and imagination, says Barb Friedman, of Shawnee Mission, Kan.

She is one of five in "eight & company" — formed to push the fig leaf.

"With only five of us in on it you may wonder why we call it the "eight & company," Friedman said. "We added the three for Uncle Sam — who will take at least as much as three of us from the endeavor.

The women range in age from 30 to 55 and have, among them, nine kids, four husbands, a half dozen college degrees, and business experience, including buying for big stores.

The Kansas fig leaf — "one size fits all" — comes in a can and includes a figology pamphlet telling how to form a figleaf lovers club and listing things fig leaf wearers never need to worry about.

Fig leaf wearers never have to worry about enough closet space, packing a suitcase, or getting trapped in airport metal detectors.

The moodle came into being over coffee in the kitchens of two Weston, Conn., mothers of six children aged 10 to 23.

Bunny Singer and Peg Holcomb said the moodle is 18 months old and already is going to be used by one of the largest makers of juvenile footwear.

"Doodle your mood" is the cry of the moodle movement.

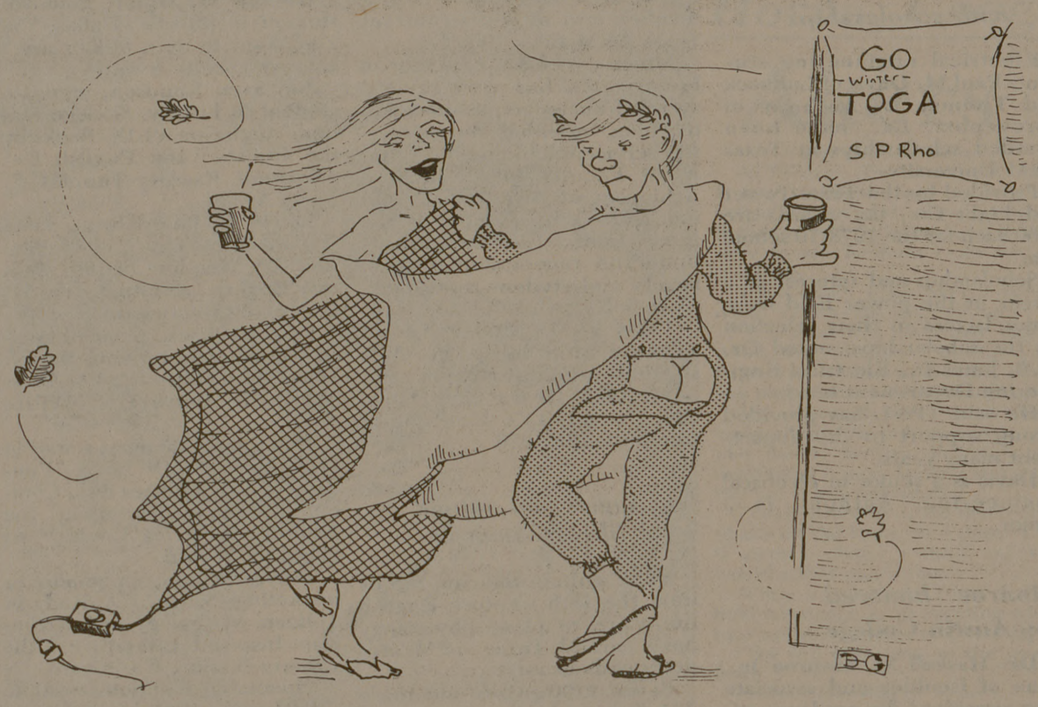
Singer said a moodle is a whimsical, pear-shaped character with three characteristics: moplike hair, high tennis shoes and a curly navel. Its face is blank and that's where one doodles one's mood.

The moodle character on shoes and boots will give kids a chance to doodle on them.

Singer, a graduate of Skidmore, and Holcomb, who went to Sarah Lawrence, said the moodle character is fun, but it also fosters creativity and self-expression.

"It's a little more serious than the pet rock," Holcomb said.

They have prototypes of moodle notepaper, T-shirts, memo boards, magic slates, bags and — a furry three-foot high moodle that makes everyone who sees or touches it marvel and smile.

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The biggest toga party so far was at the University of Wisconsin in Madison.

"We expected 10,000 or so," said Mort Aaronson, co-chairman of the event held from 5:30 p.m. to 1 a.m. outdoors.

"But 13,200 came."

A leafy wreath for the cranium, part of the toga costume, has led to ivy on college walls being ripped off.

But toppings also include rotating lights — police car and ambulance type — antlers trimmed with Christmas lights, and even "hard hats" — subbing for Roman warrior helmets.

Stuffing oneself with either grapes or jello or extremely odd combinations of food is the vital epicurean part of a good toga party, says Bodie Higgs of Higgs, McMarrian Smyth in Los Angeles — maker of a toga party kit scheduled for nationwide distribution.

"Using the hands instead of a spoon or anything of the sort is a part of the stuffing. Jello and mashed potato eating contests are favorites."

"Our kit includes plastic gloves — to keep hands from getting gooey." At the University of Colorado, Boulder, the eating contest was out of yesterdecades — goldfish swallowing.

Contents of 500 costume kits togated fun-seekers at a recent Friday night at the University of California in Los Angeles. The kit contains two-thirds of a twin sheet or some other fabric that size, gold rope, and a wreath of plastic leaves.

If Caesar's ghost could haunt a toga bash, he would be shocked to see plaid, polka dotted, abstract print, striped togas — and outrageous ones fashioned of beach towels with slogans. The most unusual — a chiffon toga, a wax paper toga — first made the toga scene at Yale.

Parties take place under the stars any place. At the University of West Virginia, Morgantown, several thousand in togas partied under a circus tent.

At Washington University in St. Louis, thousands did their Roman thing in a field house. Ohio State in Columbus pegged its toga happening to a parade.

At Penn State University in State College, Pa., a toga fest featured a lot of beer and dancing. There is pot but not much pot at toga parties, according to observers.

At some colleges toga fests are staged at sites used by students of a decade ago for anti-war demonstrations.

# Big names on jeans mean bigger prices

United Press International

NEW YORK — The world of designer clothing has turned its talents to jeans.

No matter that most of the designers who are stitching their names into our denimed rumps are Americans. The fashion influence is European and the prices in the import class — in some cases up to $150.

The lines at Bloomingdale's in Manhattan aren't for the newest three-piece suit or the latest one-piece swimsuit. They're queueing up for jeans from Ralph Lauren, Calvin Klein, and company.

"We've sold six shipments in three weeks," said a salesman at the Polo Boutique. "We can't get them on the shelves fast enough."

A regular pair of denim jeans made by one of the top companies — Levis, Lee, Sedgefield, Wrangler, etc., — goes for about $12 to $20.

Add the magic names of Geoffrey Beene or Anne Klein and the same item is magically increased to $36. Ralph Lauren's straight-legged Western jeans go for $46.

"I always wear them when I travel, even with a shirt and tie," says Oscar de la Renta, another entrant in the denim derby, with a $32 candidate. "They're comfortable to sit in on planes, especially on long trips."

But Calvin Klein is probably offering the most comfort. Wearing his $150 leather jeans you certainly won't be encumbered with a bulging wallet in your back pocket.

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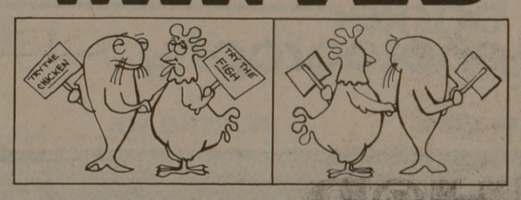


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*Farmers revered Volstead*

# But he fathered Prohibition

United Press International

MINNEAPOLIS — All right, American history trivia buffs:

Q. Who took away America's legal booze and gave us prohibition in the 20s?

A. Andrew Volstead. Right.

Q. Who made it possible for Aunt-Maid raisins, Ocean Spray cranberries, Land O' Lakes milk and butter, Sunkist oranges for juice to drink the morning after?

A. Unh? Andrew Volstead.

Belly up to a bar and chances are not will remember Prohibition, few will remember that Andrew Volstead, a congressman from Minnesota from 1902 until 1922, offered the Volstead Act of 1919 to shut off the legal liquor taps until 1933.

Chances are that virtually no one will remember the Capper-Volstead Act of 1922 which is known among agriculturalists as the "Magna Carta" of the American cooperative movement. Under the act, farmers were able to organize to sell their produce without being in violation of antitrust laws.

If Prohibition gave the nation Al Capone, the flapper, the speakeasy and bobbed hair, the Capper-Volstead Act gave farmers control of their products from seed to store.

"If it weren't for co-ops," said Carol James, managing editor of the Midland Cooperator, "you would have a middleman (between the farmer and grocer) and there would be more cost to the consumer."

In recognition of Volstead's work on behalf of the American cooperative movement, the Minnesota Association of Cooperatives has spent $40,000 to purchase his home in Granite Falls. A federal grant of $15,000 was given to restore the rambling, 14-room clapboard house which has been placed on the National Register of Historical Places. On June 29, 1979, the house will be dedicated as a Historic Site and a museum.

Volstead, son of a Norwegian immigrant, was elected to Congress in 1902. He died in Granite Falls in 1947 at age 87. He was brought up on a farm and before he went to Congress, he served as Granite Falls mayor, member of the board of education and county attorney. In 1894, he married Nellie Gilruth who died in 1918.

Volstead was a shy man. His one vice, according to Charlotte Whitney, 83, a retired social worker and school librarian, was chewing tobacco which stained his mustache.

Volstead, she said, "knew Prohibition didn't succeed and that it was a lost cause. He knew about bathtub gin and rum-running.

"I think," said Arbie Agre of the Tri-County Co-Op Oil Co., "he done more for farmers than (the late Sen. Hubert) Humphrey or anybody."

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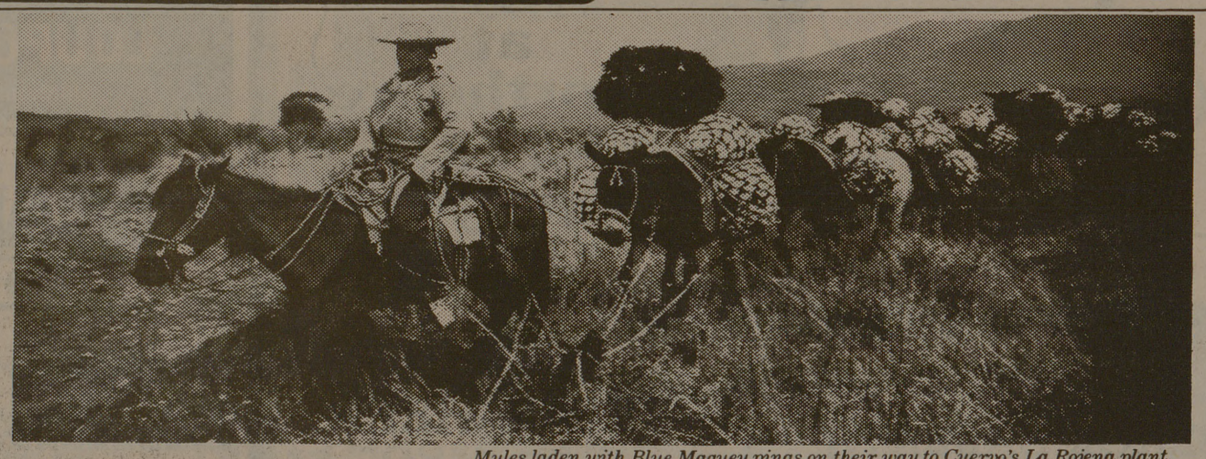

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