

DELTA SIERRAN EXPANDING INTO FASHION BUSINESS March 1981

The *Delta Sierran*, always *au courant* in matters of taste and modern living, is proud to announce that it will soon be marketing designer outdoor wear. Chosen to create the soon-to-be-coveted apparel is Cato Erroronymous, a noted artist in the Vieux Carré of New Orleans. Now that the market for swamp scenes on the sides of vans has dried up and because the tourists around Jackson Square are too cloddish to appreciate his true art, Cato has decided to join the *Delta Sierran* in an entry into the lucrative world of designer fashions. Of course, designer jeans, handbags, scarves, shirts, etc. are now passé, so Cato has boldly placed his logo on a new line of outdoor wear.

The first item on the retail shelves will be The Canoeing Sneaker. A used, faded pair of Keds will have holes cut over each big toenail to permit adequate drainage of river water. Tastefully scrawled across the instep in chic black Marks-a-Lot will be the distinctive “C. Error” logo. (Eat your heart out, Calvin Klein!) These shoes will soon appear in Salvation Army stores and better thrift shops for \$1.73 per pair.

Soon to be in great demand by backpackers are C. Error Trail Knickers. Those accustomed to thinking of knickers as dull, olive-hued nerdish, gray-brown wool will be pleasantly surprised at the new dramatic design. These knickers are made of day-glo orange material taken from discarded safety vests of Louisiana Department of Highways employees. The “C. Error” logo will appear in 3-inch letters across the seat of the pants, not just over the right pocket. Cato says these knickers will go well with New Orleans Saints football socks – which are now available at the lowest prices in history. Think how envious your fellow hikers will be when you step smartly down the trail in this ensemble.

Rain gear is also the subject of Cato’s creativity. Ponchos, rain suits, and the like have

always been dull and functional. Now, when the showers start and you're in the woods, reach into your pack and pull forth the "C. Error Rainbag." This fine, protective plastic garment is 3 mils thick, comes in either shiny black or deep, glistening green. (It's resemblance to a garbage is purely coincidental.) You can be creative with the C. Error Rainbag, cutting the appropriate places for your head and arms to go through.

Future fashion articles in the *Delta Sierran* will describe C. Error crawfish-net underwear; C. Error plastic, lead-shielded boots for hiking near the Waterford III nuclear power plant; and bright, yellow T-shirts imprinted with Mike Halle's editorials from the *Delta Sierran*.

– Earl Higgins