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China: It's the Latest American Thing

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By FRANK CHING

American interest in China, held back for more than 20 years by mutual isolation, suspicion and animosity, has suddenly surged with the dramatic shift in United States-Chinese relations. The interest in China extends to all things Chinese and involves a whole spectrum of activities, from fashions to food, from travel to trade, and from science to education.

The Chinese authorities, both at the embassy in Ottawa and in the delegation to the United Nations here, have been flooded with visa applications. Inquiries have been pouring into travel agencies that have prepared plans for trips to China.

Enrollment in China courses has risen dramatically on many campuses, in many cases doubling. Many universities and colleges have arranged seminars and symposiums about China.

China Films Popular

The large number of symposiums and conferences created an unusual demand for films about China. Distributors, Hill and most

'Interest Is Fantastic'

The Chinese impact has been most noticeable in fashions and decorating. Veronika Yhap, who is in charge of sales and marketing for Dragon Lady, a company that imports apparel from China, said: "The interest is fantastic. The buyers will take anything. If we run out of large, they'll take medium, and if we run out of medium, they'll take small. It's incredible."

Even Mrs. Richard M. Nixon has been affected by the Chinese craze. The Ladies Home Journal has on the cover of its February issue a picture of the First Lady in a Chinese-style gown. The gown, described as "opulent chinoiserie for grand evenings" is like many products of Western designers in that it evokes China's imperial past. The ornate design, the rich fabric and the large sleeves all hark back to an era that has been repudiated by the leaders in Peking.

Worker Suits—\$130

Describing this situation, Mrs. Yhap said: "American designers try to revive imperial feelings. We try to introduce Americans to the real China of today—the people's suits, worn by the workers and peasants." She said the suits, which sell for approximately \$130 each, are popular in colleges.

The Chinese look extra cosmetics. Ingen magazine