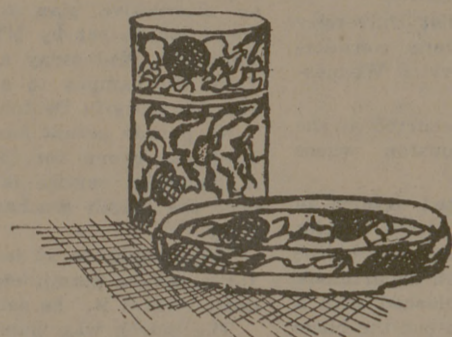


Beverly Braley

OUR GIFT SUGGESTIONS FOR Mother's Special Day



Oriental ashtray and cigarette jar of fine hand painted gold, Almaré porcelain \$6.00 per item

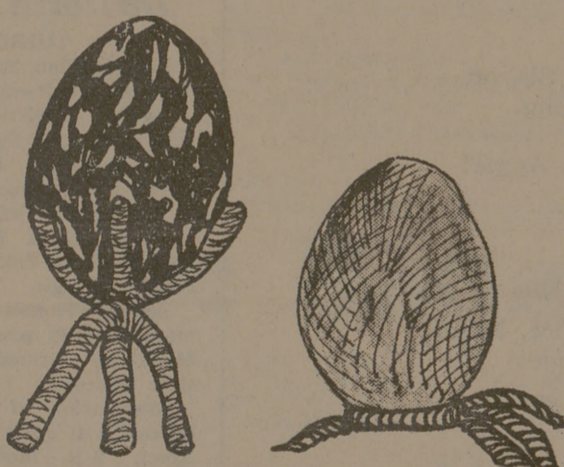
OR

AN INTIMATE GIFT FROM OUR LOVELY LINGERIE COLLECTION

An Inspiration



MANY STYLES AND SIZES \$21 - 25

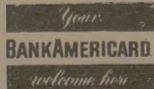


Eggs, Eggs, Eggs - Come see our fabulous eggs with a brass twisted rope egg holder or a chicken foot egg holder.

OR

MAY WE SUGGEST A BEVERLY BRALEY GIFT CERTIFICATE

SHOP THURS. AND FRI. TIL 8:00



FOR FREE TRAVEL SERVICE Call 846-3773

Perma Press Wigs—Fun, Practical

By Fran Haugen
Battalion Staff Writer

Once upon a time, long-haired Rapunzels needing to make a fast fortune could cut their hair, sell it and survive for a while on the money the hair brought them.

Not so any more. Human hair wigs are on the way out. Synthetic wig sales have boomed in the last two months and Reader's Digest predicts the \$5-million now spent on synthetic wigs in a year will double by the end of the decade.

The three best wig fibers, according to Jeanette Lawson, owner-manager of Wigs by Jeanette and Jeanette's (Wig) Discount, are dynel, kenakalon and mirelle.

Dynel is a product of Union Carbide.

Kenakalon and mirelle are produced by a Korean company with three factories in the Orient and two in Italy.

The new synthetic wigs are perma press and wash'n'wear. This means you can wash them in a mild detergent or Woolite as you would lingerie, let them dry overnight, brush them and wear them. Even the curly ones require no setting to restore their original form, and a wire brush for backcombing is all you need for styling.

Human hair wigs, on the other hand, require dry cleaning, setting as you would your own hair, slow cool drying and a "comb-out."

"Human hair wigs are the Cadillac of wigs because they look more natural," Mrs. Lawson said, "but for a nice quick hairdo, synthetics are ideal."

Perhaps the best thing about synthetic wigs is their price.

The machine-made synthetics generally run from \$25 to \$30. Fewer machine-tied wigs are made, and these cost about \$150. Hand-tied human hair wigs are even more expensive.

Most wigs, machine-made ones, consist of hair fibers sewed to a ribbon which is sewed on a net cap. Fibers in tied wigs are double or triple knotted and pulled through the net.

Falls are almost always made of human hair since a natural-looking synthetic fall has not been perfected.

Temple tabs in the cap of the wig help the wearer in putting her wig on. When the wig is on straight, these two-inch-wide tabs come right above the ears, and the wig extends from hairline to hairline. Some tabs are reinforced with wire which can be bent toward the face so the wearer's hair does not show out around the temples.

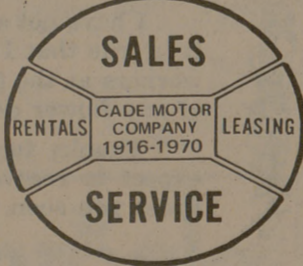
Long hair should be pinned up before the wearer puts her wig on. Because the wig cap stretches, the wig can be put on as a bathing cap is.

Even if the synthetics didn't exist, wig prices would be going down, Mrs. Lawson said. Four or five years ago, human hair for wigs came from Europe and cost from \$100 to \$150. Hair buyers discovered Indonesian hair was less expensive, yet had a texture complementary to that of Caucasians. The Oriental hair was boiled, bleached, dyed and made into wigs.

If you hate to bother with your hair after a swim or like to change your look with your mood, a synthetic wig may be the answer.

FOR BEST RESULTS TRY BATTALION CLASSIFIED

CADE MOTOR COMPANY



Make The BIG TRADE With CADE



WIGS—A&M coed Celia Williams models synthetic and human hair wigs and hairpieces. Top, Oleg Cassini human hair wiglet. Middle, synthetic shag wig with long neckline. Bottom, synthetic wig with human hair fall. Wigs and hairpieces photographed by Jeanette's Discount. (Photos by Laura Sorenson)

WOMEN NOW

Postponed Fashion Show Rescheduled for May 12

"Fashion '70," postponed from March 23, has been rescheduled for May 12. The style show is sponsored by the Host and Fashion Committee of the Memorial Student Council and will present the latest fashions from Neiman-Marcus.

The show will be held at 8 p.m. in the Memorial Student Center ballroom. Tickets sold for the previously cancelled show will be honored.

Tickets also will be on sale in the Student Finances Office of the Student Programs Office of MSC, as well as at the door. The cost is \$1 for students, \$2 for all others.

Punch will be served in the Birch room after the show. A Neiman-Marcus booklet, "See It," will be on sale for \$1.

There will be a required meeting for Mam'selles in the Student Programs Office at 8 p.m. Thursday.

WE ARE GIVING AWAY TWO-SETS OF FILTERS (With Every Spring Start-Up)

Let us start-up & check out your residential central air conditioning. For the reduced rate of \$8.00, we will:

- ... oil fan motor & bearings ... tighten fan belt, if needed
- ... check outdoor unit refrigerant charge & pressures
- ... And, as a bonus, provide two sets of filters.

—FREE OF CHARGE—

A spring check-out could save you a major repair bill or a hot, sleepless night this summer. This offer is limited. No additional repairs and charges will be made without your authorization.

CALL NOW FOR AN APPOINTMENT.

PROFESSIONAL AIR DESIGN INC. 846-7767 Authorized Trane Dealer

Sprite Savings for Springtime MEALS

SPECIALS FOR: THURS - FRI & SAT MAY 7-8-9, 1970

ALL QUANTITY RIGHTS RSVD.

<p>CONTADINA TOMATO SAUCE CAN 10¢</p> <p>ARROW PINTO BEANS 2 lb PKG 29¢</p> <p>IMPERIAL PURE CANE sugar 39¢</p> <p>5 lb BAG</p> <p>Limit One Exc. Cigs. With \$5.00 Purchase</p>	<p>GOLDEN AGE SOFT DRINKS 12oz CAN 10¢</p> <p>BROOKSHIRE BROS. GRADE 'A' MEDIUM EGGS 39¢ DOZEN</p> <p>DETERGENT WITH EN-SOLVE! DRIVE GIANT BOX 59¢</p> <p>Decker's SMOKED PICNICS 39¢</p> <p>Whole Lb.</p>
--	--

REDEEM AT BROOKSHIRE BROS. 50 FREE TOP VALUE STAMPS With Purchase of Two 14-Oz. Bottles Heinz Ketchup: 2 for 45¢ Coupon Expires May 9, 1970.

REDEEM AT BROOKSHIRE BROS. 50 FREE TOP VALUE STAMPS With Purchase of 7-Oz. Cans All Varieties Heinz Soups: 7 for \$1.00 Coupon Expires May 9, 1970.

REDEEM AT BROOKSHIRE BROS. 100 EXTRA TOP VALUE STAMPS With Purchase of \$10.00 or More (Excluding Cigarettes) • One Per Family Coupon Expires May 9, 1970.

Brookshire Bros. THE BEST FOR LESS