THE BATTALION Wednesday, November 4, 1970 College Station, Texas

NOW

OMEN

4, 1970

ıber-Gant

oad-nkle-

00

TIT

SUD

00

-

9

C

FOR

BEST

RESULTS

BATTALION CLASSIFIED

Cole-Haan

Jua Starnes

university men's wear

329 University Drive 713/846-2706 College Station, Texas 77840

SHOES

COURT'S

SADDLERY ...

FOR WESTERN WEAR

R FOR YOUR MARE.

FOR SHOE REPAIR

BRING IN A PAIR.

403 N. Main

822-0161

1970

TOYOTA

\$1830.00

BRAZOS

VALLEY

тоуота

INC.

We Service All Foreign

Make Cars

Cavitt at Coulter

Phone 822-2828

TRY

Page 3 Mam'selles pick models

The new Mam'selles for the English; Cindy Weisinger, fresh-1970-'71 school year have been man, pre-veterinarian; Carol announced and a date for the first meeting has been set. New regular members are: Sissy George, freshman, pre-veterinarian; Sandy Sheats, junior, secondary education; Susan Williams, sophomore, electrical engi-

Hoffman, freshman, general; Lois Wink, sophomore, elementary education; Debbi Drashpil, sophomore, pre - veterinarian; Mariean Henderson, sophomore, accounting; Becky Ferenz, freshman, pre-veterinarian; Terry L. neering; Jan Bowen, sophomore, Hendrickson, freshman, element-

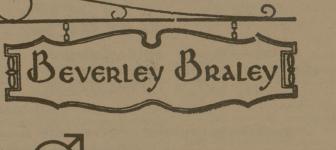
ary education, and Mary Neveu, freshman, management.

Also, Debbie Alston, freshman, pre-veterinarian; Frances Crenshaw, sophomore zoology; and Sharon Harrison, sophomore, secondary education.

New alternate members are: Linda Goss, psychology; Judy Brown, freshman, zoology; Pam Roubison, freshman, zoology; Carol McDonald, sophomore, marketing; Helen Harrop, freshman, education, and Becky Allison, freshman, petroleum engineering.

Also, Judi Sandefer, sophomore, education; Vanda Stevenson, freshman political science; Karen Sorenson, freshman, environmental design, and Ann Funderburd, freshman, pre-veterinarian.

The first meeting of the Mam'selles will be 1 p.m. Saturday at Mrs. Reid's home, 1202 Pershing in College Station.



MANUFACTURING INC

Another First For All The West!



WOVEN STRIPE DENIM KEEP-A-PRESS 50% Dacron Polyester, 50% Cotton (49) NAVY/WHITE STRIPE

MANUFACTURING INC

Meet Nature's artwork: from carbon to diamond

The diamond is simply carbon,

like graphite or sugar, but tre-

mendous heat and pressure deep

in the earth trapped carbon atoms

rings.

C's, determine the price.

a breath to tip the blance.

divided into 100 "points."

so precious that they are weighed

on scales delicate enough for even

In early times the seeds of the

CLARITY refers to the dia-

COLOR of a diamond may be

any color of the spectrum, and

all colors are beautiful. Pure

white diamonds are extremely

rare, and are priced accordingly.

You can judge the color of a

diamond by looking at it side-

BROWN - ALLEN

MOTOR CO.

OLDSMOBILE

SALES - SERVICE

The diamond and the rainbow ways, through the thickest part are both unique products of of the stones, as you hold it up nature-you can't buy a rainbow, to north light on a clear day.

but you can buy a diamond. CUT refers to he shape of For millions of years, the the diamond and to the arrangediamond remained deep in the ment of the facets-the 58 tiny earth until it was mined, cut, planes that trap the light and polished and set in a ring.

make the stone sparkle.

Each diamond, even the smallest of stones, is a miniature work of art, and each diamond has a personality of its own. Nothing can begin to rival the diamond-Nature's "limited edition."

Buyer intelligence counts

together in crysttallized forms. Only the nescient confess om-The first recorded diamond enniscience. For the most part, the gagement ring was given to Mary rest of us are content to suspect of Burgundy on her engagement it. Perhaps nowhere is a person's to Maximilian of Austria, on knowledge so continuously put to August 14, 1477. When the marthe challenge than in his daily riage was being arranged, Maxichoosing of products and services milion received a note from his in an unlimited choice marketadviser: "At the betrothal Your place

Grace must have a ring set with a diamond and also a gold ring." tion and it would be physically Today, four out of five bridesto-be receive diamond betrothal Carat weight, clarity, color and cut, factors known as the Four A CARAT is the unit of weight for diamonds. The stones are

men. If you don't know the merchandise, know the merchant. He carab tree were used to balance the gem scales; "carat" comes from the Greek word for these seeds. A carat is equal to 200 milligrams. The carat is further mond's carbon spots, inclusions or other natural imperfections. Very few diamonds are absothem lutely flawless, and no two stones, like snowflakes, are exactly alike.

to you since the range in the quality of available merchandise varies greatly. A lot will depend on why you want an item, how long you intende to keep it, how much your budget dictates you can spend for it and what you

"Where satisfaction is standard equipment" 2400 Texas Ave.

rently offering. Be careful, how-Today is the era of specializa-

impossible and mentally debilitating to attempt to become an expert on all consumer goods or services. There are, however, eight general guidelines which Better Business Bureaus have found are basic common denominators to intelligent choosing. 1. Buy from reliable business-

knows the business that he has probably been in for quite a while. He will back up his product or servicefl. If you have reason to be dissatisfied, he will make an adjustment. His business depends on his record of dependability. He is not in the business of losing customers, and has gained his reputation from dealing fairly and squarely with

2. Don't shop for price alone.

formance. When buying, service and convenience should not be ignored as price elements. Where you buy is your choice. What you pay should be determined after careful planning and an examination of your needs and budget.

3. Read advertisements care-

ever, of "Fantastic Price Reductions," "Wholesale" prices and other too-good-to-be-true claims. Often, Better Business Bureau shoppings and investigations disclose, these are nothing more than come-ons. Occasionally, BBB shoppings indicates some offers of "Fantastic Price Reductions" are actually that. This, however, is not the rule of thumb.

4. Learn to recognize an honest salesman. The competent, honest salesman will not try to evade such questions as: How soon will the product be delivered?; How is its performance?; Is the delivery date included in the sales terms?: If unsatisfactory, can the product be returned for cash, credit or exchange?; If it doesn't work will it be repaired?; Does the product have a guarantee or warranty?; Is it in writing?; What is the product's full price, including down payment, trade-in credit or other charges? The less than honest salesman will either hedge or tell you about his bowling game.

5. Be wary of bargains. This is not easy. Everyone hungers for a bargain. It is difficult not This rule can mean a great deal to fall for the something-fornothing pitch.

6. Take contract seriously. Your signature is valuable. On a good contract it protects you and other signing party. On a contract that is bad, your signature can let you in for all kinds of trouble. Remember a signed contract is a legally binding document. Never sign a contract with provisions you don't understand. Never be induced into signing a contract precipitiously. Once your signature is down, you have legally agreed to all of its provisions and can probably be held accountable to them. Never, never fully. Ads generally reflect the sign a contract with blank spaces. seconds, comparable value and best buys that retailers are cur- No reputable salesman is out to suggested retail pre-ticketed.

pull the wool over your eyes. If you don't understand something, ask. If it is not what the contract states, get it in writing. If you need more time, take it. No honest salesman will be overcome by your deliberate caution. 7. Get all guarantees in writing and read them carefully. Whether it is called a guarantee or warranty, it should specifically cover the following: • Who is going to make good

on it . . . the retailer or the manufacturer?

• Does the product have to be returned to the seller, manufacturer or a designated repair service, or will it be repaired in your home?

• Who pays for the labor charges?

• Is the guarantee prorated? If so, this means that in making an adjustment, the guarantor will take into account the time in which the guaranteed product has been used. Caution: If the guarantee is prorated, is the adjustment based on the price you paid for the product or some "list" price that may be fictitious?

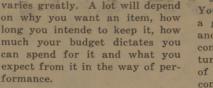
8. Learn the consumer vocabulary.

• FREE . . . should be that what is being offered costs nothing. Often a "free" item is offered with the purchase of something else at what would presumably be the normal retail price. In some cases, the price of the item purchased is jacked up to include the cost of the "free" item.

• Wholesale . . . Unless you're in the retail business, you shouldn't expect to be able to buy anything wholesale.

• Other phrases which you should be familiar with are: discount, earn money at home, referral selling, bait and switch,







Third Prize \$10 Second Prize \$20 hoto contest Enter now deadline November 16 **ENTRY FORM**

Telephone No...

Home Address:

Campus Address:



Name:

No. of Entries 1 2 Type of Photo: Slide B&W Color Return form and entry to MSC Student Programs Office Sponsored by MSC Travel Committee



"AMERICANA" PRINTED CANVAS 100% Cotton (40) RED-WHITE-BLUE

Open Monday, Thursday and Friday til 8:00 P.M.

