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**AGGIE DANCE**  
 Featuring the "Space Opera"  
 Saturday, November 7, 1970  
 Following SMU Football Game  
 Electric Building, Fair Park  
 (Adjacent to Cotton Bowl)  
 Dallas, Texas  
 8:00 p. m. til Midnight  
 \$2.50 per person  
 Advance tickets may be purchased from members of  
 The Dallas Hometown Club,  
 Pat Gilbert — 845-6259 (Corps)  
 Tom Turner — 845-6184 (Civilian)

# Mam'selles pick models

The new Mam'selles for the 1970-'71 school year have been 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 engineering; Jan Bowen, sophomore,

English; Cindy Weisinger, freshman, pre-veterinarian; Carol Hoffman, freshman, general; Lois Wink, sophomore, elementary education; Debbi Drashpil, sophomore, pre-veterinarian; Marlean Henderson, sophomore, accounting; Becky Perenz, freshman, pre-veterinarian; Terry L. 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.

## Meet Nature's artwork: from carbon to diamond

The diamond and the rainbow are both unique products of nature—you can't buy a rainbow, but you can buy a diamond. For millions of years, the diamond remained deep in the earth until it was mined, cut, polished and set in a ring.

The diamond is simply carbon, like graphite or sugar, but tremendous heat and pressure deep in the earth trapped carbon atoms together in crystallized forms.

The first recorded diamond engagement ring was given to Mary of Burgundy on her engagement to Maximilian of Austria, on August 14, 1477. When the marriage was being arranged, Maximilian received a note from his adviser: "At the betrothal Your Grace must have a ring set with a diamond and also a gold ring."

Today, four out of five brides-to-be receive diamond betrothal rings.

Carat weight, clarity, color and cut, factors known as the Four C's, determine the price.

A CARAT is the unit of weight for diamonds. The stones are so precious that they are weighed on scales delicate enough for even a breath to tip the balance.

In early times the seeds of the 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 divided into 100 "points."

CLARITY refers to the diamond's carbon spots, inclusions or other natural imperfections. Very few diamonds are absolutely flawless, and no two stones, like snowflakes, are exactly alike.

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-

ways, through the thickest part of the stones, as you hold it up to north light on a clear day.

CUT refers to the shape of the diamond and to the arrangement of the facets—the 58 tiny planes that trap the light and

make the stone sparkle.

Each diamond, even the smallest of stones, and each diamond 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

Only the nescent confess omniscience. For the most part, the rest of us are content to suspect it. Perhaps nowhere is a person's knowledge so continuously put to the challenge than in his daily choosing of products and services in an unlimited choice marketplace.

Today is the era of specialization and it would be physically 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 businessmen. If you don't know the merchant, know the merchant. He knows the business that he has probably been in for quite a while. He will back up his product or service. 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 for dealing fairly and squarely with them.

2. Don't shop for price alone. This rule can mean a great deal 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 intend to keep it, how much your budget dictates you can spend for it and what you expect from it in the way of performance.

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 carefully. Ads generally reflect the best buys that retailers are cur-

rently offering. Be careful, however, 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 to fall for the something-for-nothing 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 precipitously. Once your signature is down, you have legally agreed to all of its provisions and can probably be held accountable to them. Never, never sign a contract with blank spaces. No reputable salesman is out to

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, seconds, comparable value and suggested retail pre-ticketed.



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# photo contest

Enter now deadline November 16

**ENTRY FORM**

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Campus Address: .....

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