

WOMEN NOW

Close inspection key to appliance purchases

(This is the third in a 12-part series based on the recent best seller, "BB Consumer's Buying Guide, How to Get Your Money's Worth.")

By latest count, Americans buy 75 million small and large appliances annually—from refrigerators and freezers to heating pads and warming trays.

Television sets: Some TV sets are fair-traded. This means the manufacturer has set a minimum price for the set and determined that fair trading will apply in certain locations. There are many instances in which reductions from fair-traded terms are permitted. If you question the price of a set, contact the manufacturer to determine if his set is fair-traded in your area, and what the recommended price is.

Manufacturers' warranties vary, but should be specific on the obligations of both dealer and purchaser. On black-and-white sets you may find that the performance of the picture tube is guaranteed for a year or two years. In the case of color, the warranty period is usually extended an additional year for no additional payment. Parts are generally covered for longer than labor (the former for one or more

years, the latter for several months, and sometimes not at all). One thing that you should know before you buy a TV is that a dealer is not obliged to exchange a set. If it does not work properly, he is required, however, to put it in proper working condition under the terms of the contract.

Air conditioners: A good air conditioner will keep you comfortable through all hot weather. It should cool, circulate, dehumidify and filter the air.

Manufacturers of room air conditioners have agreed to use, as the standard, the only recognized method of delineating cooling capacity. The measurement is stated in terms of BTUs (British Thermal Units) per hour. A BTU is the established unit for measuring the amount of heat required to raise the temperature of one pound of water one degree Fahrenheit. The terms "ton" and "horsepower" are not accepted words for describing cooling capacity.

You will also have to consider the wiring in your home. It must be equipped to handle your air conditioner. If you rent, ask the landlord.

Freezers and food-freezer

plans: BBB files contain many complaints from consumers who have signed contracts for freezers and thereafter are kept supplied with food on a regular basis. If you are in the market for one of these food-freezer plans, proceed cautiously. "Huge savings" on the cost of food may mean that you will be paying an inflated price for your freezer. In fact, the principal cause for complaint in these plans has been about the exorbitant price of the freezer.

Before you sign a contract, shop for freezers without food plans to determine how much you can expect to pay for the freezer itself.

Other complaints about food-freezer plans involve companies that failed to deliver food, or others that went out of business after installing the freezer.

Refrigerators: Should you have problems with your refrigerator, you can expect a warranty for the first year, and usually an additional four years' protection for the refrigerating system itself.

Once you have purchased a refrigerator, you can save money on repair bills if you follow these rules: don't allow a heavy accumulation of frost or dust on the coil mechanism; position it in a spot with adequate ventilation; avoid frequent opening and closing of doors; don't store foods while hot; and avoid fiddling with controls.

Gas and electric ranges: Before purchasing a range, investigate the cost and availability of gas and electricity in your area. Also bear in mind that a 220-volt line may be necessary for an electric stove.

When choosing your range ask yourself if it is easy to clean. If you can't afford a self-cleaning oven, find out whether the oven door is removable for easier access to the inside. If it is not, you may find removable interior

panels that are Teflon-coated.

Washing machines The size of a washing machine is measured in terms of the dry weight of clothing to be washed. Washing machines are referred to as "completely automatic," "automatic" and "automatic action" washers. A completely automatic washer takes clothes through an entire

wash cycle without any manual control. An automatic washer does not have an automatic thermostat to vary water temperatures. In an automatic action washer (also known as semi-automatic), each operation is manually started.

In the purchase of almost all appliances the shopper should be

aware of "bait and switch" tactics engaged in by the unscrupulous. Bait is an attractively priced offer which the salesman will derogate and use as a means of switching the shopper to much higher priced merchandise. Best way to protect against this sales tactic is to deal with an honest, reliable merchant.

"The purpose is to give students and faculty and staff mem-

bers a chance to preview inexpensive gifts at their leisure," said Laura Sorensen, publicity chairman.

"The items will not be on sale and there is no obligation to buy anything," she stressed.

Stores participating in the program are: Sokowiki, MSC Gift Shop, Exchange Store, Country Squire, Beverley Braley's Townshire, Conway & Co., Aggrieland Florist and Gift Shoppe, Britts Department Store, Bi City Ink, Betty's Fashions, Pack's Plaster Shop, Mickle Gift Shop, and Little Dickens.

Gifts will be shown suitable for people of all ages, and many will be items that a buyer does not usually consider.

Subtle switch in make-up routine can create portrait - pretty face

The change of face that goes with the changes in fashion is turning today's reigning beauties into two-faced women. A Venetian charmer by day and a queenly figure from the age of elegance by night—they're easy-to-change beauties when your beauty secrets are lifted from the glamorous pages of the past.

Painting a portrait-pretty face involves a subtle switch in everyday makeup techniques. In fact, it's a return to the 16th Century, when the women used a great many beauty aids. During the Italian Renaissance, hair was dyed and bleached—blonds being as popular then as now—and wigs were used to embellish hair and create exotic curls and braids. The Renaissance woman used makeup on her face, neck and breasts—not to mention her eyes and lips. Beauty patches were favorites and were liberally applied. While makeup formulas have changed and the popularity of beauty patches somewhat diminished, the techniques and colors used in the 16th Century have been revived.

The 16th Century beauty has become a 20th Century romantic. A new kind of naturalness is being stressed by day—all smooth rounds and soft young allure. And by night, the word is glam-

our and pearlized mystery for today's fashion conscious woman.

This year's inspiration is the Venetian beauty as seen in so many portraits of the Renaissance—Botticelli and Ghirlandajo captured her over and over. Key to their pampered look is an even, all-one-color glow—natural, yet softly pale. To smooth the sheen of today's sun-exposed skin, sleek on Dorothy Gray's Secret of the Sea Foundation in one of the neutral shades. The moisturizing formula is all-important for the slight, all-over shine—so much newer now than sharp face shapings. Switch to a foundation that's one shade lighter than your natural skin tones to emulate the pale beauties of the Renaissance.

Biggest change from the all-American girl of the Sixties is the use of highlighters and the emphasis on the eyes. Highlighters are the subtlest of pearlized shapers—applied around the jawline and down the bridge of the

nose, instead of under the cheekbones. Everything is unshadowed shape, softly rounded and pale with no sharp hollows or lines.

The new Renaissance eye is emphatic, without being insistent. Shape is slightly rounded—the natural look of youth. Shadow your lids in taupe and smoke, applied in a wide-eyed curve. Follow the natural line of the lid, from just above the inner corner of the eye. Starting now, the idea is to emphasize the curve instead of the angle of the outer eye. False eyelashes are still a must—but, they're newly light and wispy, not heavy and domineering. The allure of the look is wide-eyed innocence, so keep your own daytime eye makeup muted without eyeliner or hard edges.

By night, the beauty of the moment sheds her girlish, Venetian charms for mysteriously heightened allure. The theme is worldly elegance, as inspired by such portraits as John Singer Sargent's "Madame X." The day-

time roundness of Venetian innocence takes on planes and angles. Cheekbones are shaped with Secret of the Sea Pearl Highlighter, with pearly evening shadows on the eyes to add sparkle to the outspoken romanticism of the moment. The tricks to learn for night-time glamour are shadowing and shaping.

Day or night, lips have new importance. No more no-mouth pales! Today's face features a definite little mouth, painted brown-pink by day and with a pearlized gloss by night. For the arrogant look of the 19th Century, adopt a model's trick and in a one-tone-darker line.

The beauty look of the Seventies may have dipped back into history—but it's still an individual look. What's perfect for one woman, may have to be modified for another. Do-it-yourself? The tricks really aren't hard to copy at home—but, they must be learned and they do take practice and patience.

Hanak resigns UW post; Nancy Evans fills vacancy

Mary Hanak, president of University Women, resigned her position at the end of the Nov. 10 meeting due to medical reasons. Nancy Evans, present co-chairman for projects, will fill the vacant presidency.

"Because of medical reasons, I hereby regretfully submit my resignation as president of University Women," she said. In her letter of resignation, she challenged "each female who considers herself a part of A&M

to prove that she is definitely a part by offering her support and time to jobs being done to benefit female students and Texas A&M as a whole."

Becca Kirby, the other co-chairman, will take over as chairman for projects.

Plans to serve refreshments at the stacking are under way, and all members of University Women can sign up for any four hour work-shift they wish.

Girls can sign up for two shifts

or be placed on standby status.

Charlotte Gay, head of the refreshment committee of the Student Y Association said that six girls would be needed for each shift as well as a captain who had previously served on a shift.

A meeting for the captains of the work shifts will be today at 6 p.m. in the Memorial Student Center Programs office.

Girls to work on shifts should report to the stacking area behind Duncan Dining Hall.

YMCA to wrap Christmas gifts for profs, students

The Student Y Association will be wrapping Christmas gifts free from Nov. 30 through Dec. 18 for all students and faculty.

Marilyn Dominick, head of the project, said that it will be located on the first floor of the YMCA. She requested that students bring their own boxes if possible.

Aggie license plate frames are also being offered at \$3.50 apiece in Room 102 of the YMCA. The frames, consisting of a chrome frame, maroon background with white letters, can also be purchased by contacting any YMCA officer.

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Register For Free Turkey WTAW Annual "Turkey Trot"

Charge over to CSC's big, old fashion traveling road show of truly outstanding merchandise bargains. It's the second greatest show on earth (with the world's greatest bargains). You've read about the days when traveling merchants brought merchandise right to the settlers... well that's what CSC is doing for collegians.

Big Drawing... Door prize Panasonic Radio (This is just to try to get you there for a look-see).

It's CSC's collegian Buying Service. Manufacturers, distributors and wholesalers are using this traveling road show to introduce you to their products... knowing that if you buy and use them now, you'll buy and use them again in the future. And what great merchandise... and what fabulous bargains... there's no big overhead... no magic mark-up percentages... just great merchandise... all at fantastic savings (or we wouldn't be here).

Free film showings at 9 and 10 p.m. Vail, Colo. skiing film... Surfing in Hawaii (the greatest ever) and Acapulco.

CHARGE

New Fashioned Merchandise... at Old Fashioned Prices...

★ Top Ten Selling Albums... \$4.98 only \$2.50 and \$5.98 only \$3.00 (everyone'll like this)

★ Dynel Wigs... Shaq and Dutch Boys... \$35 to \$40. valves \$15.50 to \$19.00

★ Panasonic and other makes of sound equipment (great sounds for great prices).

★ New styles of watches... Look a lot more expensive than they are (watch it)

★ Black light and B/w posters... all the favorites \$1.40 and .80\$ (can't be beat)

★ Men and women "Like" fragrances... after shaves and colognes... \$1.00 & \$2.00 (a good deal that smells).

★ College rings from \$29.50 for those who want one... an outstanding buy.

★ Sporting goods... Tennis Balls and Rackets

★ Cameras - Kodak... Polaroid... (good deal for camera buffs).

★ **Special - getting engaged?** See CSC's beautiful collection of engagement rings... wedding bands... elegant styles... wholesale prices... a written guarantee and money back satisfaction... (bring your honey and take a look).

★ **Special.** Zig Zag... Portable sewing machines... \$95.00 suggested retail value \$349.50

★ **Special.** Custom-tailored suits... \$55.00 to \$85.00 - Custom made Colored shirts. 3 for \$12.00

All this and much, much more... jewelry, clock radios, patches, lights... all merchandise is sold with satisfaction guaranteed... you'll love the stuff... you'll love the prices... you'll love CSC for bringing it right to your campus.

Roadshow will be at: 505 Church St. at Northgate

Hours: 10 A.M. to 9 P.M. Thursday, Nov. 19th and Friday, Nov. 20th

BRING A FRIEND OR A DATE OR BOTH AND VISIT CSC'S TRAVELING ROAD SHOW.