

PREPARE FOR: Our 39th Year
MCAT • DAT • LSAT • GRE
GMAT • OCAT • VAT • SAT
NMB I, II, III,
ECFME • FLEX • VQE
NATL. DENTAL BOARDS
NURSING BOARDS
Flexible Programs & Hours
There is a difference!!!

Stanley H. Kaplan
EDUCATIONAL CENTER

Test Preparation Specialists Since 1938
For Information Please Call:
11300 N. Central Expwy.
Suite 407
Dallas, TX 75243
(214) 750-0317
in College Station:
846-1322

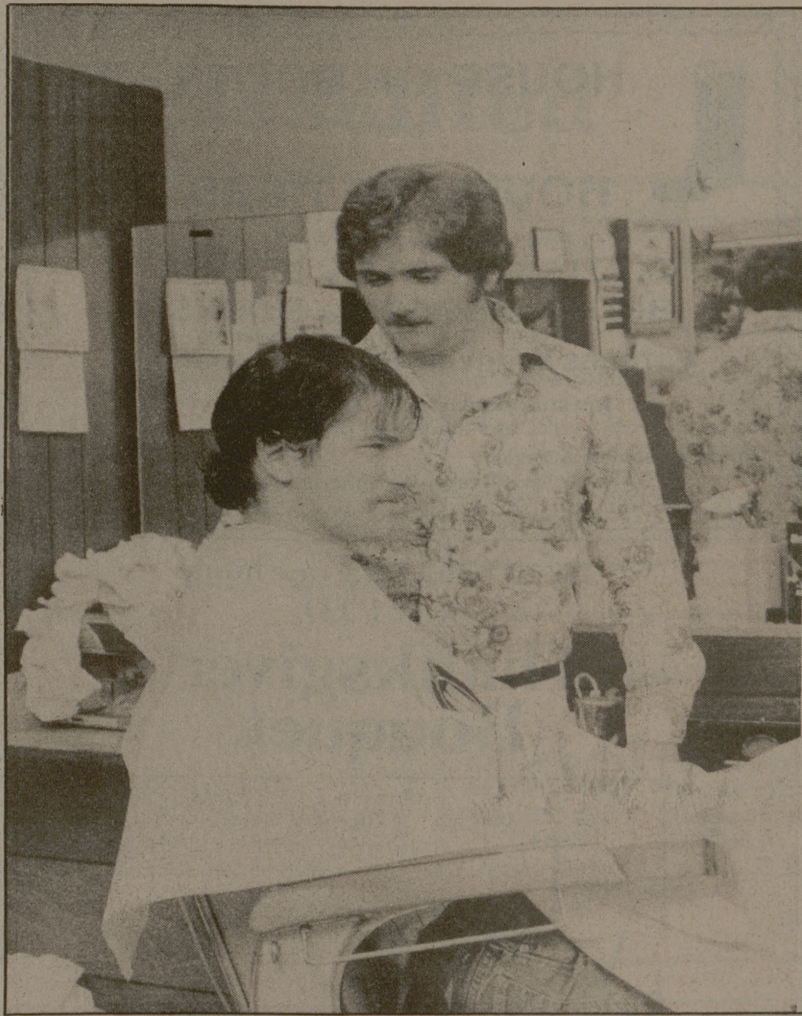
MSC CAMERA
COMMITTEE PRESENTS

8X10
COLOR PRINTS
OF

BONFIRE '77

\$2.50 BEFORE NOV. 25
\$3.50 AFTER NOV. 25
PRE-BONFIRE SALES

NOV. 17-23
11X14 \$6.00
16X20 \$12.00



Battalion photo by Dick Wells

City Barber shop in College Station caters to men who not only want a haircut, but come in to find out the day's news. Out of 11 shops in College Station that provide hair care service for men, only three of these call themselves barber shops, and these three resemble the older shops in downtown Bryan.

Old-style barber shops contrast with salons

By DEBBIE KRENEK
The door to the shop stands open, inviting passersby. The quiet, airy room into which it leads gives a person the feeling of stepping back into the 30s, with its 16-foot ceiling and walls of pea stone. A faint odor of shoe polish hangs in the air.

Inside, five aging gentlemen sit leisurely discussing news of friends and neighbors. An elderly black man crouches in front of the shop's dusty glass window, diligently polishing a pair of men's black dress shoes. The faded sign on the wall reads "haircuts \$2.75."

Across town, the whir of a blow dryer fills the smaller, more modern shop. The walls are paneled in walnut brown and the floor covered with a rich gold carpet. A poster of Farrah Fawcett adorns the wall. The magazine rack is filled with Playboy and Fortune magazines.

Here there are no passersby. Any discussion centers mainly around the Aggies or the Dallas Cowboys. Most of the clients sit quietly and read a magazine while waiting. The sign on the wall reads "\$3 charge on all returned checks."

The old-time barber shops where men came each week for a haircut and shave are gradually being replaced by salons where men come each month to have their hair layered and styled.

Eleven shops in College Station provide hair care service for men. Only three of these call themselves barber shops. These three only faintly resemble the older shops in downtown Bryan.

"There are not many of us old-timers left," Olen Cole said. Cole owns the City Barber Shop in Bryan that he opened in 1924.

"With the changing of the style in the 60s to longer hair, the younger men began wanting more than your basic shave, shampoo, tonic or massage," Cole said.

However, the type of service offered to clients is not the only characteristic differentiating the older shops from the new.

"Most young men who walk into my shop are surprised to learn that there's no wait," Cole said. "We operate strictly on a walk-in basis. It usually only takes me about 12 minutes per haircut."

Cole, who wears a white dress shirt and black bow tie to work

"People are prone to follow their barbers," said one customer. "I used to drive 80 miles to get my hair cut here when I was away."

every day, says his clients are mainly older men, retired profes-

sors from Texas A&M University, small children, and a few college members.

Cole estimated that 85 percent of his customers are regulars. He said

You find out more news from your barber shop than you do from the local paper," one patron said.

that about 40 percent of his business comes from surrounding towns such as Hearne and Madisonville.

"People are prone to follow their barbers," said one customer. "I used to drive 80 miles to get my hair cut here when I was away."

The newer salons for men have begun springing up in College Station about five years ago and set on an appointment basis every hour.

"We cater mostly to college students in the 18-22 age bracket," said Rick Groce, owner of the Map Shop in College Station. "We have very few Corps members come in, but a few of the seniors do because I do a butcher them."

The tonic and hot combs on the shelves in the older shops have been replaced in the salons by hair spray, conditioner and hand-held hair dryers. The rows of black barber's chairs have given way to foam-filled vinyl chairs of bright colors. The white porcelain sinks have

(See Atmosphere, page 7)



City Barbershop of College Station is characterized by a barber who wears a white dress shirt and black bow tie to work every day. The

customers saunter in and out of the shop and there is no rush to leave.

Battalion photo by Dick Wells

Slogan Contest!

Write the winning slogan for Your Optical Shoppe in 5 words or less and win \$100 and a free pair of glasses.

Bring your entry to Your Optical Shoppe
Manor East Mall 779-1509
by Thursday Dec. 8.

9:00-6:00 Monday-Saturday
ENTER AS MANY TIMES AS YOU LIKE
Winner to be announced Dec. 10 at Grand Opening.

Name

Phone #

Slogan

calling all artists!
THE ARTS AND CRAFTS FAIR

Nov. 30 - Dec. 1
Come by the Craft Shop and register for your booth.
Registration: Nov. 7-29
\$5 for 2 days

SPONSORED BY THE CRAFTS & ARTS COMMITTEE

MSC CAMERA
COMMITTEE PRESENTS

8X10
COLOR PRINTS
OF

BONFIRE '77

\$2.50 BEFORE NOV. 25
\$3.50 AFTER NOV. 25
PRE-BONFIRE SALES

NOV. 17-23
11X14 \$6.00
16X20 \$12.00

men's and women's hair design

clips

FALL MAKE-OVER SPECIAL

HAIR STYLING SESSION with One of our professionals
MAKE UP SESSION with Debi Bavousett

FACIAL with Lucia Adams

ALL FOR **\$40.00**

LOBBY OF THE AGGIELAND INN
Open til 8 p.m. Monday Nights
693-1893

Day students get their news from the Batt.

CUSTOM RECORDINGS

TIP TOP

RECORDS AND TAPES

1000 S. COULTER — BRYAN — 823-5745
Member Student Purchase Program
TDK Blank Tape Quantity Prices
STEREO: SALES & SERVICE • MUSIC BOOKS • NEEDLES & ACCESSORIES

COMPLETE SERVICE DEPARTMENT
INSTALLATIONS

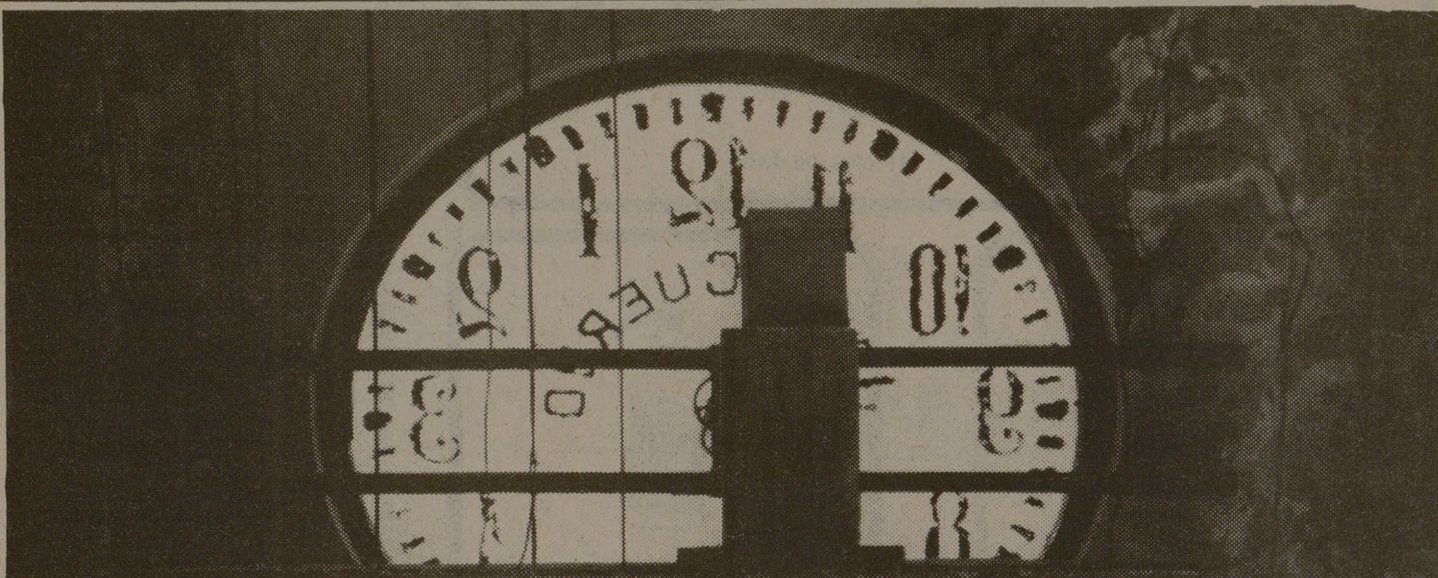
Store Hours: 9:00-6:30 Mon.-Sat.

TAMU TEXAS AVE.
UNIV. DR. COULTER TIP TOP

CROCKETT'S VICTORY GARDEN

Hanging plants \$1.95 to \$9.95
Tropicals-Shrubby Hwy. 6 2 mi. S. of K-Mart

BATTALION CLASSIFIED PULLS!



Time stands still at our distillery where we still make Cuervo Gold by hand.

For centuries we've wound our clock by hand.
And for centuries we've made Cuervo Gold by hand.

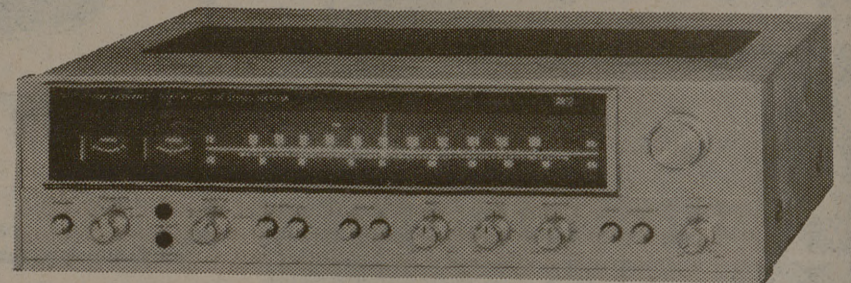
At the Cuervo distillery it's almost as if time has stood still. Our Blue Magueys are nurtured by hand, picked by hand, and carried to the ovens by hand, as they have been since 1795. It is this continuing dedication to tradition that makes Cuervo Gold special. Any way you drink it Cuervo Gold will bring you back to a time when quality ruled the world.



Cuervo. The Gold standard since 1795.

CUERVO ESPECIAL® TEQUILA. 80 PROOF. IMPORTED AND BOTTLED BY © 1977 HEUBLEIN, INC., HARTFORD, CONN.

SALE AM/FM Stereo Receiver



Reg. 379.95 **299.95** 45 watts per channel, minimum RMS at 8 ohms from 20-20,000 Hz, with no more than 0.5% total harmonic distortion

Realistic STA-90. A superb receiver highly praised by a major audio magazine! Advanced circuitry gives you outstanding FM and AM reception. Dual-gate MOSFET FM assures high sensitivity, low noise and resistance to overload distortion. Triple-ganged tuning for superior AM, too. Direct-coupled amplifiers deliver full power and clean sound over the entire audio band. It has main remote main-plus-remote speaker switching and tape dubbing jack on front panel. Other features include a loudness and two tape monitor buttons, hi and lo filters, switched and unswitched AC outlets, both 75 and 300-ohm FM antenna inputs. Black-out dial, pointer that changes color to indicate FM stereo, dual tuning meters, indicator lights for FM, FM Mute, AM, Phono and Aux. Plus Quatravox™ for 4-speaker listening. Custom walnut veneer case U.L. listed. Makes a wonderful gift! 31-2063. Sale 299.95

Radio Shack

1125 VILLA MARIA OPEN ON THANKS-GIVING DAY 10-6
846-7384 10-6 MON.-SAT.