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## **Battalion** Classifieds



## Hat maker predict O comeback for derbich ne - there are two styles. #

United Press International LONDON — There'll always be an England, and every proper chap will always wear the "bowler" hat Americans call a "derby." That's what you think.

You can still buy bowlers in many stores, but the only place still manufacturing the genuine original article, according to Frank Yardley, is his quaintly Olde Worlde hat firm James Lock & Co. of St. James's Street.

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Once upon a time, so the popular image goes, every Englishman wore a bowler. Like Charlie Chaplin.

Between the two world wars when, as Yardley put it, "You never saw anyone out in the street without some kind of hat on" - the bowler achieved its greatest popularity. It became an essential part of the uniform of the dapper British civil ser-vant. Lock's then sold several thousand bowlers a year.

Now the bowler is still part of the British stereotype, but actually seeing one in London is almost a rarity. Lock sells about 600 a year. The trouble with the bowlingball hat, Yardley says, is that it isn't exact-

ly informal.

You can't wear jeans with a bowler," he said in an interview. "You have to dress up to it.

Lock now sells its bowlers mostly to stockbrokers, lawyers and properly attired hunters, Yardley said. It makes them just as it has for 130

ears, beginning when Lock & Co. had been in its present location, a stone's throw from St. James's Palace, for nearly 100 years.

Yardley said the bowler was born in 1850 when Sir William Coke, an avid foxhunter, asked if the firm could make him a round-top hat that would stay on if he brushed a low branch and was strong enough to protect his head if his horse threw him

So Locke's designed a hat with a rabbit-fur felt exterior covering a rock-hard shellac-and-gossamer shell.

"In the beginning it was laughed at quite a lot," Yardley said. "But after two or three years, people realized it was a practical hat.

to clerks in the financial district, then to the civil service, and soon re-placed the top hat, which Yardley said is harder to care for.

hat, including Thomas Bowler's company, whose name was eventually attached to the product - even though Lock's still calls them Coke hats.

two," Yardley maintained. "The bowler is smooth, but the Coke hat always has a rough finish.

'There's only one place where you can still buy a Coke hat.

British army officers began wear-Admiral Horatio Lord M the first Duke of Welling ing it with civilian clothes. It spread With his head shape client can call from anywh world and get a hat madein " Yardley said.

Other firms started making the

from the English scene. thinks it has a future. 'There's a difference between the 'For the past few ye youngsters went around

scruffy as they could," her they're getting dressy now. mal hats like the bowleron Yardley said every bowler it makes a bit.

## 'Electronic churche worry church officia di Mason, who has plays.

The sudden rise and influence over the past 10 years of what friend and foe alike call the "electronic church" - the use of television for mass evangelism — has a number of mainline Protestant and some Catholic church officials worried.

At the same time, however, these church officials aren't quite sure they know what they want or should do about it.

Recently, the National Council of Churches' Communications Commission, together with the U.S. Catholic Conference's Department of Communication, sponsored a twoday consultation on the issue, but the 21 conference participants came

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away with no clear consensus either on the alleged dangers or proposed

solutions to the problems. The threat the established churches feel from the suddenly influential and increasingly prosperous television preachers is two-fold - members and money are leaving local congregations and getting their religion in the comfort of their living rooms, and the religious content of the televised message is simplistic and generally a distortion of the full Christian message Sociologist Jeffrey K. Hadden of

the University of Virginia, noted that there is very deep concern today that highly successful nationwide television programming is cutting into the pews and treasuries of mainline churches.

Those associated with the electronic church, of course, deny the alleged effect," he said.

Hadden said the debate so far was an empty one because no one had done the research to resolve the

He told the conference of a film. that at the moment the cose evangelists were "mostly wife were novices" and that, in anyon line liberal apprehensional "I put line liberal apprehensional "film to the right" represent the television preadors widowe The evidence is not very clear or detailed regarding who is attracted to the evangelical message of the electronic church," he said. Recent research on the growth of the television preacher Matt's a conservative churches would sug- placed. The n Sun Theatres **333 University** 846 The only movie in town Double-Feature Every Week 10 a.m.-2 a.m. Sun.-Thurs. 10 a.m.-3 p.m. Fri.-Sat. in t No one under 18 Ladies Discount With This Coupon BOOK STORE & 25¢ PEEP SHOWS ne th ace in "But t y up A ch Your place in the sun, **Spacious Apartments** with New Carpeting Security guard, well lighted parking areas, close to a pus and shopping areas, on the shuttle bus route 700 Dominik, College Station 693-0261 A&M Golf Course Texas Ave. Whataburger BARCELONA

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Conference. ay-gotime. Th Southan Another fear of the main sion preachers are political student that the vast majority of the vative and are using television vative and are using televisor he could of what Hadden called the effort to reshape American "I think it is time wereor to be absolutely true," Had and four

He told the conference, he at him.

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