

America Works Harder; Plays Harder

(NEW YORK) America's 76 million baby boomers — individuals from 18 to 37 born after World War II — are more success-oriented than their elders and far more committed to leisure, according to a new PEOPLE Magazine Lifestyle Study. The USA's largest — three out of five adults under 65 — best-educated segment could be tagged the "work hard-play

hard" generation, the study reveals.

— Twenty-five percent of the "work hard" generation aged 25-29, and 27 percent of those 30-37 have already assumed professional-managerial status. Their incomes reflect this advancement.

— The "play hard" generation participates in active sports, attends movies and concerts with

twice the frequency and impact of the older generation.

With 69 percent of its 21.8 million readers members of the boom generation, PEOPLE set out to identify their values, attitudes and lifestyle behavior. Monroe Mendelsohn Research Organization conducted the study for PEOPLE, the most comprehensive research on boomers' lifestyles undertaken in the

magazine industry. Researchers held hour-and-a-half, in-depth interviews with 2,074 individuals, a national probability sample, from January to March of 1983.

Top line results:

— Fifty-four percent of all married boomers live in dual income households.

— A mere 11 percent of boomers think it's wrong for both parents to work.

— Less than 4 out of 10 boomers believe children are essential for a happy marriage.

— Nearly twice as many as the previous generation — 44 percent — believe in living together before marriage.

— Only about a third of all boomers believe the initiative in courtship should come from the man, versus well over half of the older population.

— Only 56 percent of boomers believe there's "too much emphasis on sex today."

— A full 64 percent of boomers consider physical fitness "important for my self-esteem."

— Twice as many boomers pursue active sports, including tennis, jogging, aerobic dancing, and skiing, as the older generation.

— Boomers travel more. With women now accounting for nearly half of all airline travel, 62 percent of those are boom women.

— Two thirds of boomers attend parties and social gatherings for leisure activities, compared to less than half of the older generation.

— Boomers drink with greater frequency than the older generation.

— Boomers practice politics less than the older generation; only 56 percent of boomers "tend to vote in presidential, state and local elections."

— Politically, 45 percent of boomers identify themselves as "independents."

— Although 77 percent of boomers profess a "strong belief in God," they attend religious services with considerably less frequency than their elders.

According to the PEOPLE Magazine Lifestyle Study, only about 35 percent of baby boomers believe "things are changing too fast." They are translating change into their courtships, marriages, voting, church-going and spending patterns.

THE
MC PHERSON COLLEGE

spectator

Volume 68

September 30, 1983

Issue 3

Austria is full of natural beauty

by Greg Zugmier
Staff Reporter

Hiking through a great summer vacation, Dr. Gilford Ikenberry and his wife, Nelda, spent six weeks touring the Austrian Alps. They planned and made all the arrangements themselves. They also did a little pre-conditioning before hand.

Leaving on May 27, the Ikenberrys arrived in Vienna, Austria where they stayed for six days. Their tour guide in Vienna is a friend and the head master at an advanced high school in Germany. While there, they attended performances of the opera and the symphony. On their departure, they left most of their clothes in a train station locker which made for a lighter back pack.

The Ikenberry's first of five stops was outside of Salzburg, Austria. From there they went to the Niedere Tauern Alps, the Gailtaler Alps, the Stubai Alps

and finally the Lechtaler Alps. Throughout their adventure they were "hut hopping," which means staying at different lodges in the mountains.

At each lodge they ate an evening meal and breakfast. The meals consisted of hardy, simple Austrian dishes such as breaded cutlet, soups, salads, goulash, all kinds of potatoes, cold cuts and many kinds of bread.

Due to snow, they were not allowed to climb above 2,000 meters which was a disappointment to them. The Ikenberrys met many people, mostly Europeans and only two groups of Americans. The European hikers were middle class from all walks of life enjoying their summer break by participating in this great tradition. They also met a newspaper publisher and his wife from South Africa.

Besides hut hopping, they also hiked out of villages which is called centering. The Ikenberrys

had the opportunity to stay in guest houses that were people's homes. This was very interesting as they were able to view the people naturally and their lifestyle. They also had the fortunate experience of staying in the home of an Olympic skiing medalist.

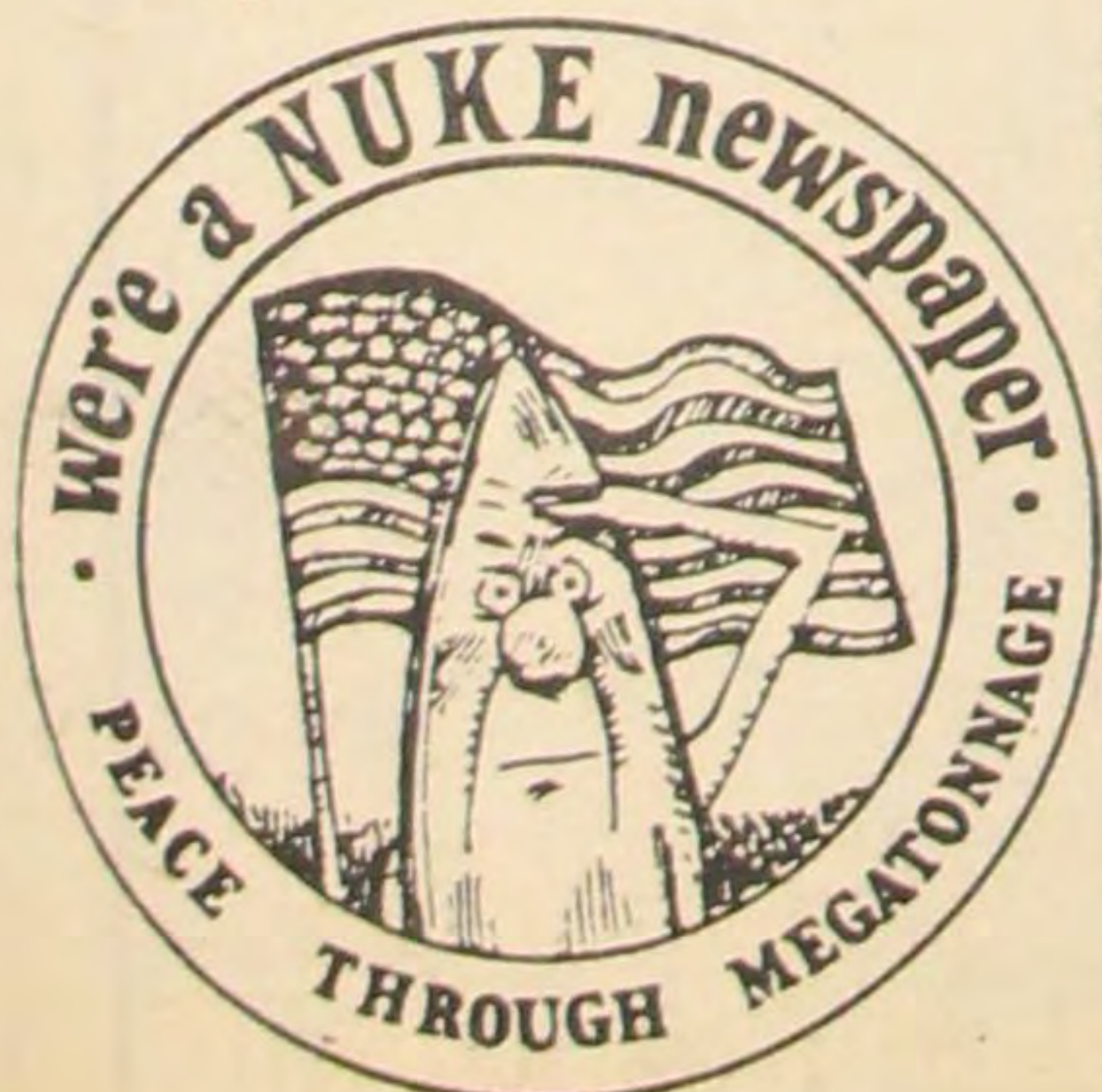
The Ikenberrys chose to visit Austria instead of Switzerland since there were fewer people. Dr. Ikenberry was looking especially for Alpine flowers and his wife, an avid bird watcher, found several species. They also studied the vegetation and the natural history of Austria.

Getting away from civilization was hard but the beauty of the Alps was overwhelming. They took over 700 pictures which will be used for programs. During the spring, he will show some of them in convocation. The couple is presently looking ahead to a possible trip to the Pacific northwest and then on to Alaska.

Introducing . . .

In these dangerous times, every responsible newspaper is carrying its own NUKE. In an otherwise nuclear-free paper, we are carrying one NUKE purely for self-defense. This cartoon, by Bert Dodson, makes a glowing contribution to peace.

Dodson has been a widely published free-lance illustrator-painter for the past 15 years. NUKE evolved while working on the Nuclear Weapons Freeze Resolution for Vermont Town Meetings.



Dr. Ikenberry shares his trip experiences with his students.

M-club sells M & M's

by Jana Huffman
Staff Reporter

The average spectator at a sports event enjoys an occasional coke and candy bar from the concession stand at half-time. But who takes the time to appreciate the people who are missing the exciting game to serve you? Faithful and true, the M Club members are those people.

There are, of course, other purposes for M Club. It is an organization for McPherson College Lettermen, male and female, who have earned their varsity letters here at Mac. Transfer students with letters from another school must also letter here to be in M Club.

Members of M Club keep busy. In the spring, they run high school and college track meets. They hold a year-end banquet for varsity athletes to recognize their accomplishments. Seniors who have lettered 2 or 3 years are given watches in appreciation.

Officers of M Club are Jon Flint, President; Nancy Birt, Vice President; Deanna Koehler, Secretary-Treasurer; Dave Cripe, Sponsor. M Club is one of the few self-supporting organizations on our campus, and receives no funding from Stuco. They have offered to donate money to the cheerleaders to pay for gas to away games, and hope to make a donation to the new gymnasium.

"Our main goal is to recognize our varsity athletes and show them we appreciate them" says Jon Flint, M Club President. "We all have something in common, and it brings us closer together. Also, we provide the service of a concession stand where no-one else would want to. There's a lot of time sacrificed."

So, hats off to M Club! Contact any one of the officers if you are interested and want to know about the requirements to join. New members are always welcome.

Escape to Mexico . . .

by Lori Walker
Guest Reporter

Grab the chance to spend dreary January on white sugar beaches.

This January two classes travel to Mexico for interterm. GFL 268 emphasizes learning and improving Spanish while GED 333 features exposure to Mexican culture.

The classes will spend one week on campus before departing from Wichita. While on campus, the group will study "Spanish for Travelers" and listen to films and guest speakers on Yucatan history. Then in Mexico, they will see the two

greatest examples of Mayan architecture — Uxmal and Chichen Itza.

Activities also include snorkeling in crystal salt water lagoons (complete with exotic fish), shopping, folk dancing and tours through Mexican schools.

Dr. Corinne Hughbanks, professor of languages, confirmed the fixed price of \$750. Cost includes two weeks in Mexico, air fare, side trips, transportation and lodging, plus visits to Merida and Cancun and ten meals.

If you are interested more information will be posted on campus. A \$50 deposit must be paid by Oct. 28.



Purely Paula-tics

It's sweeping across the campus in epidemic proportions, grasping even the most subdued students. Not a disease, but still quite infectious, it appears as if this campus has a terminal case of Mac Mania.

With the recent victories in our athletic departments, "Bulldog Pride" is emerging with undaunted enthusiasm. Call it spirit, call it support, call it what you will; whatever name is given to it, victory has provoked a feeling that goes beyond simple explanation.

Following a frustrating season last year, the football team is fighting with a ferocity that is not only admirable but is successful as well.

The Lady Reds are also establishing themselves as a capable athletic force, as evidenced in Saturday's victory over Central College.

Aided by an enthusiastic cheerleading squad, the fans of McPherson College are experiencing the ecstatic, if not somewhat frenzied, thrill of victory. Sharing such a feeling has a way of drawing the students on this campus closer together, bringing about a communal feeling of pride. Such a feeling is one that is not just to be cherished, but relished as well.

I once read that an athletic department is to a college what a porch is to a house . . . not the most important part, but often the first thing noticed. To many, it becomes the element by which the school is measured. If such a statement is true, this college is making itself known as a solid, unshakable structure.

Recognition cannot be attained without effort or persistence, and after hard work, determination, and sheer confidence, the athletic department is attaining the respect which it deserves.

The athletic prowess of this year's teams is a source of pride and inspiration to the entire community. Although it is early in the season, the outlook is bright and the spirit runs high.

I suggest we utilize that support as an example to future opponents — let them envy it, let them despise it; just don't let them take it away!

— Paula S. Burklund

Writer's Block Dead-end Romance

Everything was complete in our world
You were so neat even though you were a girl
We were children at play and we never lost a game
But then came that day and we've never been the same.

No I'll never forget the day I heard the decree
It's a question of race, can't you see
It's a dead end romance for you and me.

We were just turning twelve when the new rules were made
I had no choice, and you never strayed
Adolescents at play in a grown-up game
The adults had their way and it sure was a shame.

No I'll never forget the day I heard the decree
It's a question of race, can't you see
It's a dead end romance for you and me.

Now it's been years and the feeling's still there
Looking through fears, I can see it in the air
We're grown-ups at play in the same old game
So I ask you today, who'll get the blame?

If we can't rise up and make our own decree
It's a question of love, can't you see
No more dead end romance for you and me.

— Kevin Burton

BACKTALK by Paula Burklund

In a world that is constantly changing, I find it somewhat reassuring to realize that there is one element which remains the same — the idiocy of television commercials.

My first experiences with commercials came at an early age, and were a source of great confusion. They raised questions in my mind which were capable of leaving my parents dumbfounded.

Yes, even they were unable to explain how the Tidy-Bowl man kept from drowning each time the toilet was flushed, or where he got the gasoline to propel his magnificent craft around the toilet tank.

As I became older and wiser, however these questions were of little importance to me and I began to ponder another aspect of commercials . . . the element of timing.

I'm sure you've experienced the same problem. It's been three days since you've given in to a craving for a candy bar, and as you settle down to indulge yourself, the inevitable occurs. Upon your flickering screen there appears an advertisement for the World Hunger Foundation, complete with photo footage of starving children. From the looks in their eyes,

you're certain that they are scoping in on your Three Musketeers bar, which by now is stashed under a nearby magazine. So much for the ecstasy of indulgence.

Or how about the fast-food advertisements that magically appear twenty minutes after everything (excluding Happy Chef) is closed? Usually this happens on nights when you missed dinner and would sell your soul for a single Chicken McNugget. As you sit there salivating, they proceed to inform you exactly how hot 'n juicy a Wendy's hamburger really is.

Then there are the commercials which give us false illusions about life. How many of you ladies have REALLY been chased down by a man carrying flowers just because you used Impulse? And do you honestly believe that gentlemen prefer Hanes? Give me a break, I've seen the wolves on those commercials . . . they wouldn't care if she were wearing Big Mama pantyhose!

I also find it hard to believe that all those women are naive enough to let Madge plunge their hands into Palmolive dishwashing detergent. Madge has been pulling that little stunt since I was five years old, and it's

starting to make me mad. One of the most annoying commercials of all time involves Mr. Whipple and his toilet paper. For years I have watched him whine about people squeezing his Charmin, and I honestly can't believe that there are that many people in America that get off on squeezing toilet paper. I've visited a lot of grocery stores in my day, and have not yet seen even one person sneak a squeeze.

Of course, there is the educational aspect of commercials that we must consider. If it weren't for Lorne Greene and his Alpo, how many of us would know the number of human years equaling one year of a dog's life? (Not that we really care, but at least it gives us the upper hand over non-viewers.)

I guess there isn't much that can be done to remove Tony the Tiger and Oscar Mayer from our subconscious. They're as much a part of our lives as eating and sleeping. However, after a hard day at work, the last thing I want to hear about is Keebler's elfin magic. It's in moments like that when I will swear to you, "Take away my typewriter, repossess my car, and unplug my phone . . . but please leave me my commercial-free HBO!"



Personals

Congratulations to the cast and crew of "Lunch Hour" for a job well done!

Doane-nuts:
Thanks for getting me SIDETRACKED!! Let's do it again in three weeks!

Denise Royer — To the best looking freshman on campus!
— Your Secret Admirer

Go Bulldogs!! We love you!

I don't care if you feed me dog food, but can't you clean it up off the floor?!

THE McPHERSON COLLEGE
spectator

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"I Love Life . . ."



It's mornings I hate!"

Wright appointed to review board

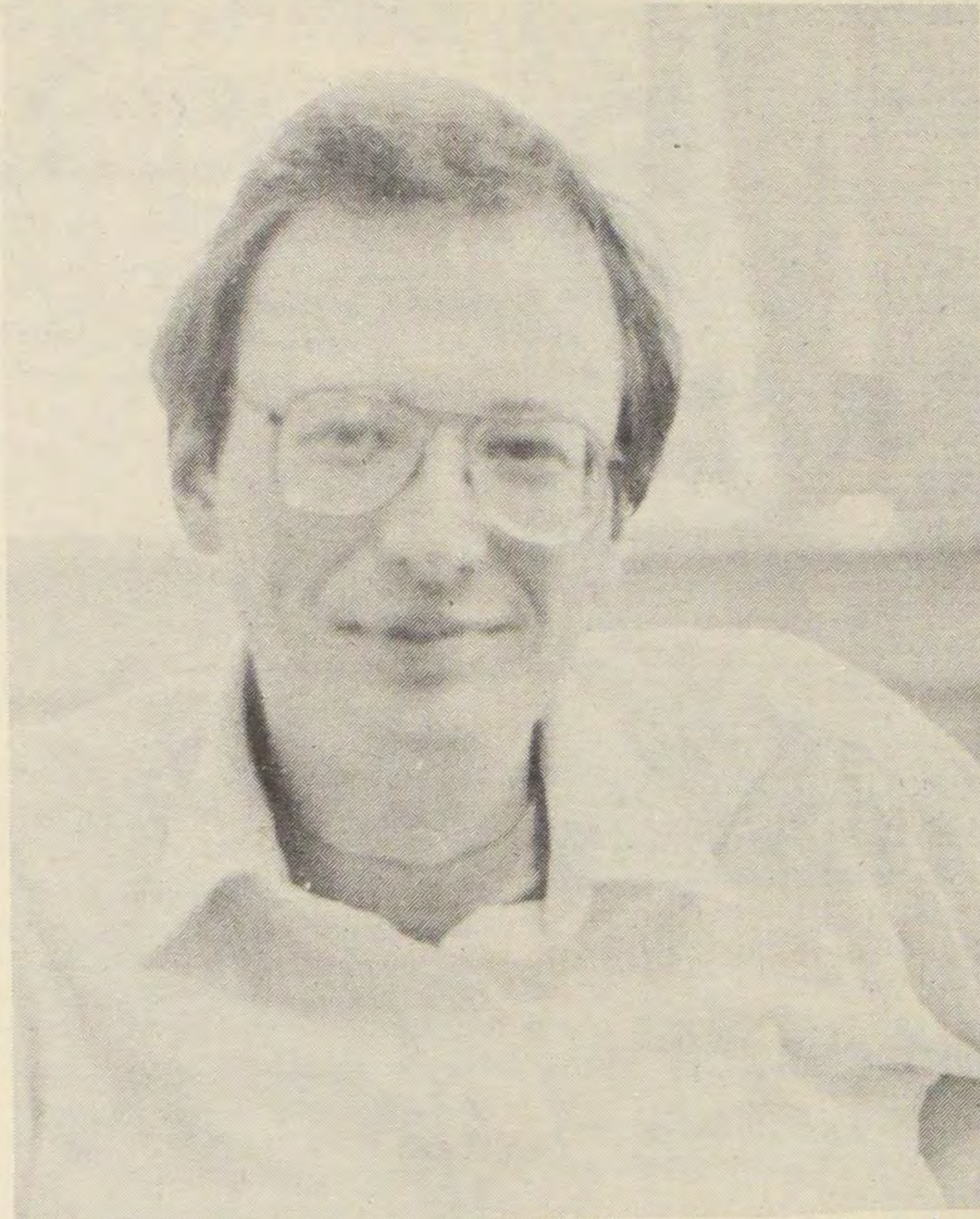
by Laura Gannon
Staff Reporter

Because of his many important and significant contributions to the Quarterly Journal of Ideology, the review board has made the decision to appoint Richard Wright, professor of Sociology here at McPherson College, to the editorial review board at the journal.

Wright's duties will include reading, reviewing, and evaluating submitted articles to the journal, as well as contributing some of his own material. This is Wright's second appointment to a board of publications, after having served on the Mid American Review of Sociology, which is published at Kansas University in Lawrence.

Professor Wright is a native of Elizabethtown, Pennsylvania. He obtained his Bachelor of Science degree at Madison University in 1973, and then gained his Master's Degree at Ohio University in 1975. Wright also did graduate work at Pennsylvania State University and Indiana University, the latter of which he taught at.

Wright, his wife Sharon, and his 7 month old son William live in McPherson.



Whether he likes it or not, Richard Wright has reached the ranks of academia.



THEATRE

Lunch Hour made for pleasant dinner theatre

by Kathryn Whitacre
Guest Reporter

It was a joy to attend the McPherson College Theatre Department's performance of "Lunch Hour."

It is rare when a show is so well-rounded in excellence of design, direction, and production. The set design was greatly enhanced by solid blocking that retained interest and allowed a smooth flow of action.

Principal actors, Mary Coffman, soph., So. English, Iowa, in the role of Mary, and Galen Switzer, jr., Hutchinson, as Oliver, utilized one another's talent and sense of timing for the benefit of the show.

Galen was incredibly consistent, with an applaudable depth and growth of character. Mary is an excellent comic character actress. Her only fault is the tiny smirk that crosses her

expressive face when the laughs roll in.

Supporting actress Allison Shepard, jr., Portland, Ore., in her role as Nora gave a strong, seasoned performance, but it seemed a bit contrived in the small-theatre atmosphere where subtleties of expression and character often communicate more effectively.

Freshmen John Lauver, Kasnas City, Ks. as Leo and McKinley Dedmon, Pueblo, Co., as Peter had a good hold on their characters but played them stiffly, lacking the naturalness that comes from maturity, experience, and the ability to become a character rather than merely portray it.

All in all, the evening was delightful and a fine example of the tradition of excellence theatre-goers have come to expect from McPherson College.

CROP walk successful

by Patty Helmer
Staff Reporter

The issue of world hunger is such a complex, wide-spread problem that it becomes easy to sit back and take an apathetic attitude. "What can one person do to help such an immense problem?" is a frequent conjecture.

The CROP program, the Community Hunger Appeal of the Church World Service, takes the opposite stand. CROP is an agency of the Church World Service that works locally in communities to raise money for relief abroad and in the United States. The Church World Service consists of more than thirty denominations in the United States.

CROP sponsors events such as the annual CROP walk held September 25 here in McPherson. Participants in the CROP walk

pledged sponsors to pay a certain amount for every mile walked. This year the effort consisted of a ten mile walk and a twenty mile bicycle ride.

Over 90 cents of every dollar raised through CROP goes to world relief, and is distributed through colleague Christian agencies in areas such as Education, Seeds, Family Life and Population, and Appropriate Technology.

The response to the CROP walk in McPherson was tremendous. 175 persons participated, compared to only 40 persons last year. Jeanne Smith helped coordinate this year's event. She reported that at this time the walk has raised \$4,800. She expects the total to break \$5,000.

The participants of this year's CROP walk prove that individuals working together can do something to alleviate world hunger.

Resto program receives recognition

One of the unique aspects of McPherson College is its Auto Restoration program, a program which involves restoring antique automobiles.

Recently, this program was recognized in two national trade publications. The first appeared in the July-August issue of "Antique Automobile," the official publication of the Antique Automobile Club of America. In a story entitled, "McPherson College in Kansas Offers Antique Automobile Restoration Program," the article includes 14 photographs of students and faculty working on department-related projects.

Photos were contributed by former Head of the Department,

Mr. Moyné Metzger and the McPherson College Publicity Department. One of the 1924 Rolls Royce Twenty completed by last year's restoration students was taken in Smokey's Auto Museum.

The specialized program, which began in 1975 when G. H. Billue donated a legacy of antique automobiles to the college, was also featured in the July 15, 1983 issue of "Auto Trim News." This publication is a monthly trade magazine devoted to the motor trimming trade.

Entitled "Little College on the Prairie: Auto Restoration at McPherson," the article gives a basic overview of all aspects of the program.

Both articles were written by Jeanne Smith of the College Publicity Department.

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something in the paper (don't worry, we're tough; we can take criticism!), jot it down and send it our way.

Also, we are still in need of reporters and photographers for our staff, so let us know if you're interested in doing some work for the paper. Look at it this way . . . where else can you submit your talent for guaranteed publication?

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Looking for third

Bulldogs get second win



Gerald rushes for a few more yards.

by Kevin Burton

Could this be the year of the Bulldog?

The question is probably a little premature, but McPherson has looked impressive in posting back-to-back victories to open the season. The latest victims, the Ottawa Braves, fell to the Bulldogs last Saturday at the stadium 16-14.

The Braves probably had nightmares about yellow flags floating through the air. Eighteen times the Braves were assessed penalties, totaling 133 yards. The victorious Bulldogs will have no nightmares, but the twelve penalties issued them (92 yards), is a source of concern for Coach Cripe.

"We stopped ourselves with penalties more than they stopped us," commented Cripe. "From that standpoint it wasn't a very good game."

McPherson's run-oriented offense was in high gear. Gerald Henderson gained 120 yards, which left him just 421 yards short of the all-time Bulldog rushing record. Robert Taylor rushed for eighty yards, including a brilliant 54-yard run, and scored both touchdowns.

On defense McPherson gave up a lot of yards — enough to knock them out of the national rankings — but time after time, they came up with the big plays to put a damper on Ottawa drives.

"That's what tickles me about our defense," says Cripe. "When their backs are against the wall and they're facing a little adversity, instead of giving up they seem to play that much tougher."

Billy O'Neil, who intercepted two passes against Friends in the opener, duplicated the feat against the Braves. His total of four interceptions should put him at the top of the national rankings.

Derek Pierce had an outstanding game, making over twenty stops. Joe Dreiling also had an excellent game, contributing three sacks. Coach Cripe also points to other defensive standouts Ed Crum-packer, Steve Hudson and Doug Fitzmorris.

The Bulldogs were fortunate that the first half score was 7-7. Penalties on offense kept the 'Dogs from sustaining a long drive.

In the second half, penalties continued to tell the story, and

the Bulldog defense came into its own, holding the Braves to negative rushing yardage.

Ottawa nevertheless took the lead on a half-back pass, their second of the game. The Bulldogs answered the Braves when Robert Taylor scored from nine yards out.

Ottawa kept the lead when after a poor snap, Ron Rome was kept out of the end zone on the extra point attempt. The margin of victory came with about ten minutes remaining on a 28-yard field goal by senior place kicker Jim Yockey.

Tomorrow the 'Dogs take their show on the road for the first time this season as they square off against Kansas Wesleyan in Salina.

The off-and-on Coyotes have been mostly off this year, losing in their first three tries. They should be up for the game against McPherson though.

"They have a very good defense, and have some weapons on offense," says Cripe of tomorrow's opponent.

This will be McPherson's third straight game under the lights. Kickoff time in Salina is 7:30.

Tennis team at mid-season

by Janet Powell
Staff Reporter

To the winners, there's 100 percent jubilation and to the losers, 100 percent dedication. The McPherson College Women's Tennis Team experienced jubilation in their 6-3 win over Cloud County Juco. Now, the team is remaining dedicated.

They opened KCAC play at Bethel in Newton and lost 5-4 in singles. The doubles team of Nancy Birt and Jean Rowland won over the opponents they'd previously played and lost to in singles.

Other KCAC matches have been at Tabor and Southwestern. McPherson lost to Tabor 6-3; and to Southwestern 1-8. Again Jean and Nancy came through with a victory in doubles action.

Mary Beth Sands, jr., Kansas

City, KS, says, "I feel we look pretty good considering our inexperience."

The team is becoming more experienced and with their dedication is sure to experience jubilation.

Volleyball players determined to turn season around

by Carolyn Brossman
Staff Reporter

So far our Lady Reds are doing a great job. On September 9 and 10, the ladies traveled to Nebraska Wesleyan to take fourth place in the tournament.

On September 12, the ladies played Kansas Wesleyan University and unfortunately lost. But, on September 17, the ladies came back strong and won

fourth place at the Hutchinson Invitational.

The Junior Varsity team also got a chance to try their skills at an invitational in Lindsborg. Although they had good foot work, it was just not enough to win the invitational.

The Lady Red team is a young team this year with three freshmen starting on varsity. With the

team being so young, they still have time to grow and develop their skills.

As the year goes on and the ladies learn the new system better they will win more matches.

Coach Graber feels very good about this team — the team attitude is better than it's been in past years.

The Lady Reds competed against Central College on September 24 and Ottawa University on September 28, and on September 29 they faced St. Johns College and Central College on Central's home turf.

With all the support from the Lady Reds' fans, the team expects to start winning many games in the future.

The 165-gram disc flies tomorrow!

by Matt Howell
- EEB

This September, Ultimate Frisbee has regained its position as the organized game of choice for the disorganized.

True to its nature, Frisbee has resisted all efforts to impose a tournament structure on its spontaneity. Tomorrow's "Fabulous Frisbee Frolic," which also includes Frisbee Golf

in the late afternoon or evening, seems to be losing the battle against other weekend plans. Undaunted, the competition shall begin tomorrow at 1 p.m.

Though teams and schedules

were posted this morning, new teams and brackets could be created if enough walk-ons show up early Saturday afternoon. This campus has too many walk-by-ers. Come on and join the fun!

'Tis Autumn!
Inhale the fresh air.

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