

NEW CITY TAX BASE

Hal Boyle:

D'Auriol, U. S. representative of L'Oréal of Paris, the world's leading hair cosmetics firm, he said, "American women don't waste the money they spend on beauty aids, are stick-in-the-muds when it comes to coloring their hair. They don't wear too many dressers and must pick from a paltry 30 tints," he said, shaking his head.

The parent Paris firm uses two traveling circuses to advertise its color wares, a fact no American would have guessed. "We've even hair-tinted a tiger," said D'Auriol modestly. The stripes disappeared completely and the animal emerged a beautiful baby blonde with luminous spots.

Reader Opinions

Maybe this is what your own wife needs. Why not hold her up to the light, and give her a long thoughtful look?

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