#### MACHINE SHOPS AND LABORATORIES MAKE CHANGE IN STYLES FOR WOMEN OF WORLD

Cheap Automobiles, Not Parisian Coiffeurs, to Blame for Bobbed Hair; Safety Raxors Eliminated the Whisker; Chemical Advance Brought Hair Coloring.

Women's fashions-and men't too, for that matter-are created in machine shops and chemical laboratories, This is the contention of Jeanne Ruere, beauty specialist, who during the last few years has transferred her

activities from Paris to New York. Being Parisian, Mle. Ruere apparently should know what she is talking about, for all that it heretofore has been the general opinion that the modes of women, in particular, are the result of the whim of some creator of gowns or coiffures in the French

"Bobbed hair, for example," said erally available automobile. Mlle Ruere recently to a representative of the press, "is to my mind not the result of a new trend of thought the fortunes of nations, but have had rather ride in automobiles than not the removal of the beard.

venience and necessity have far more to do with it. That is the general reason given for the cropping up of cropped hair. But back of the reason -which most certainly is sound-is the fact that certain new inventions in the world have made convenience a Ruere, has taken place in men's more vital matter. Bobbed hair, for instance, has come in at about the same rate as has the low-priced, gen-



of fixing the hair attractively, yet in due directly to scientific research, is proved, according to his physician.

from the salons of the courturiers and has been brought to bear upon the

nearly obsolete whisker. Our grand- to choose between looking gray or the hirsute herbage chiefly because that they perforce chose grayness. shaving it off, with an open razor and "It is now of course, quite different. soap that now is considered too harsh The hair tint, a new process of colorfor laundering, was too much of an ing hair, especially designed for ordes. A man let nature and the fa- human hair, has been evolved; it al-

Riding cial flora take their course, rather in automobiles, as everyone knows, is than risk his throat to the unguarde destructive of any coiffure at all razor. The invention of the safety elaborately or artificially arranged; razor and special soaps for softening The wind smply wastes all the time the beard naturally removed the hazgreat part in the day-to-day life of that has been spent. So this happen- ards to masculine pulchritude-and women. New ideas may have changed ed: people found that they would with the removal of the hazard came

> a style which would withstand the the rapidly growing number of women with gray hair who are coloring "That's what I mean by saying that it. It is only recently, within the last Mrs. Walter Parks from Humptulip, fashions come from the machne shops three or four years, Mile. Ruere points Washington are visiting relatives the chemical laboratories, rather than out, that serious scientific attention here. They arrived here Wednesday, rather neglected subject of coloring human hair.

"Woman a few years ago indeed a styles. A notable instance is the now very few years ago," she said, "had fathers, said the French authority, ghastly. And the colorings then were and hers' too for that matter, wore so very crude, so very unconvincing,

of her hair back to that of her youth building, Springfield, Oregon. within the short space of fifteen or twenty minutes; and so cunningly is the preparation compounded that its effects are quite indiscernible as arti-

"But not only has science achieved a natural coloring but a safe one. Back in the bustle era, hair dyes-containing a substance excitled paraphenylene diamine-were about as safe to bring in proximity to the scalp as the open raror was to the throat. Chemists have eliminated this ingredient and with it the chief grounds for many women's prejudice against the coloring of their hair."

"The coming of bobbed hair, the going of the untamed whisker and the almost universal custom of coloring the hair-all these are the work of the engineer or the chemist. The dressmaker, the hairdresser and other such folk as commonly are supposed to be the originators of styles are carrying out the orders of necessities -new necessities brought about new new mechanical and chemical inven-

Has Tonsils Removed-Ray Nickum had his tonsils removed Wednesday.

Little Boy Improved-Robert Drury, who has been gravely ill at the Mercy little effect upon the way women wore ride; and so they must find a means A recent development of fashion, hospital for the last week, is im-

Visit From Wasington-Mr. and

Will Go On Trip-Mr. and Mrs. Jack Larson intend to spend the week-end near the McKenzie Pass.

Swimming Party Planned-A swimming party on the coast fork of the W lamette river is planned for this evening by the following people: Mr. and Mrs. Jack Larson, Mr. and Mrs. Walter Gossler,, Mr. and Mr. Floyd Weterfield, Mr. and Mrs. Trubert Henderson, Mr. and Mrs. H. B. Freeand, and Mr. Freeland's mother, Mrs. H. P. Freeland of Salem

lows any woman to change the hue Dr. S. Ralph Dippel, Dentist, Vitus Little Soy III-Earl Roberts is



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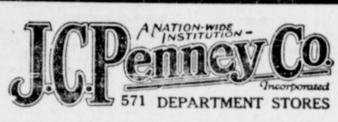
The first 30 couples to enter the American Legion Dance Pavillion Saturday night, July 18 will be admitted free. Dance starts at 9 sharp. Come early.

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