



CAREER GIRL SWIRLWAVE features a lift at the temple line with waves moving upwards and then swirling around the head. A coiffure of studied neatness, it is ideally suited for town wear and career girl requirements. The smooth crown of the Swirlwave is designed to compliment fall and winter millinery. It is easy to care for in between salon appointments, following a professional permanent wave which holds the lines of the coiffure and gives it a soft natural appearance. Courtesy National Hairdressers and Cosmetologists Association, Inc.

Fall and Winter Coiffure Styles

The Swirlwave coiffure is the big news in the hair fashion picture for fall and winter, announces the Official Hair Committee of the National Hairdressers and Cosmetologists Association.

The new hair fashions were unveiled in New York at the National Beauty Trades Show, before hairdressers from throughout the United States, Alaska and Hawaii. After presentation in New York, the hair fashion authorities leave for Europe where the new American fashions will be shown in seven countries, culminating with final presentation in Paris at the First Festival Internationale de la Coiffure Française.

What is a Swirlwave? It's a new trend in American hair styling — a captivating movement of face waves that literally swirl around the head creating an oval silhouette to the coiffure.

"With the whirl of the fall season on the horizon," say the hair fashion authorities, "the whirl of the curl will determine the flair in the hair." Flair, then, is one of the dominating characteristics of the Swirlwave trend in coiffures, which are more elaborate and dramatic than in previous years to accent the slim lines and simpler clothes of the fall figure.

The new note of elaborate detail in coiffures is called casual

sophistication. These two terms, casual and sophisticated, have long been used by hair stylists to denote two completely different style treatments. Now they are combined in a fortunate mingling of high fashion elegance with the natural charm required of hair fashions for American women.

"The uncluttered look of your fall silhouette," advise the hair authorities, "will blend beautifully with the casual flair of your sophisticated Swirlwave coiffure."

Hair length is to remain generally short, especially at the nape, continuing the popular "kissable neckline" of last year, which is especially adaptable for the luxury furs trimming collars of afternoon tunics and evening coats and dresses. Millinery also gains attention since each Swirlwave has a gleaming crown for perfect harmony of hats and hair.

Coming in for special consideration in the new hair fashion picture are women past 30. No longer obliged to struggle through a slough of gamin and small boy cuts which have been completely inappropriate for their personalities, the Swirlwave coiffures are designed to enhance individual characteristics, rather than subjugate individual personality to the dominance of a fad.

All Swirlwave coiffures have a

lift at the temple line, very important to women past 30, with waves moving upwards and then with a backward movement from the face. The coiffure is molded to the head and in silhouette must frame the face with feminine flair. None of the sleekness or severity which is already dominating the clothing silhouette can be tolerated in the coiffure.

Back interest is also highly important. Waves swirling from the temples extend around the back of the head in a symmetrical pattern, usually oval, but dependent upon individual translation for each woman.

Because of the waves and fine definition required in the Swirlwave, a professional permanent wave is required. It gives substance and body to the hair and retains the swirling flair of its lines. In particular, it adds that soft natural look to the hair and controls the short hair at the neckline.

If you've taken heed of the warnings of hair fashion authorities to protect your hair this past summer from sun burn and wind and water damage, yours should be a healthy and vibrant head of hair that is now a must for the fashion picture. All coiffures this fall and winter must be polished and gleaming is the edict.



CASUAL SOPHISTICATION with a decidedly carefree and feminine flair inspires this campus coiffure in the new Swirlwave trend designed by the Official Hair Fashion Committee of the National Hairdressers and Cosmetologists Association. Note upward movement at the temple line and the swirling sweep of the waves circling the head. The waves at the back of the head form an asymmetrical pattern in keeping with the new trend.

SPECIALS of the WEEK

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1 only Gas Water Tank	\$ 45.00	\$ 25.00	\$ 20
1 only Easy Spindry Washer	\$ 55.00	\$ 35.00	\$ 20
1 only Apex Dryer	\$295.00	\$125.00	\$170
2 only Used Washers	SET YOUR OWN PRICE		
1 only Used TV Set	\$125.00	\$ 75.00	\$ 50
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Borden's, from Wisconsin

lb. 59c

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Medo-Land

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Waldorf Tissue

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29c

Tomatoes

Garden Brand No. 303 can

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Medford Bartlett's No. 2 1/2 cans

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Sunshine

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Hydrox Cookies

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Mint Wafers

Sunshine, Chocolate

12-oz. pkg. 39c

Orange Juice

Flav-R-Pac

6-oz. 4 for 59c

Karo Syrup

Reg. or blue Label

1 1/2-lb. 24c

Corn Starch

Argo or Kingsford

Pkg. 15c

Laundry Starch

Lint

Pkg. 19c

Frosting Mix

Light, Fluffy—"Minute Man"

pkg. 29c

Mayonnaise

Durkee's—24-oz. Freezer Jar

45c

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4 for 29c

Del Rogue Dills

24-oz. Jar

27c

Clorox Bleach

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Sperry

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Scone Mix

Fisher's

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Sponge Cake Mix

Duncan Hines

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Kleenex

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E-Z-POP Pop Corn

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Plain or Iodized

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