

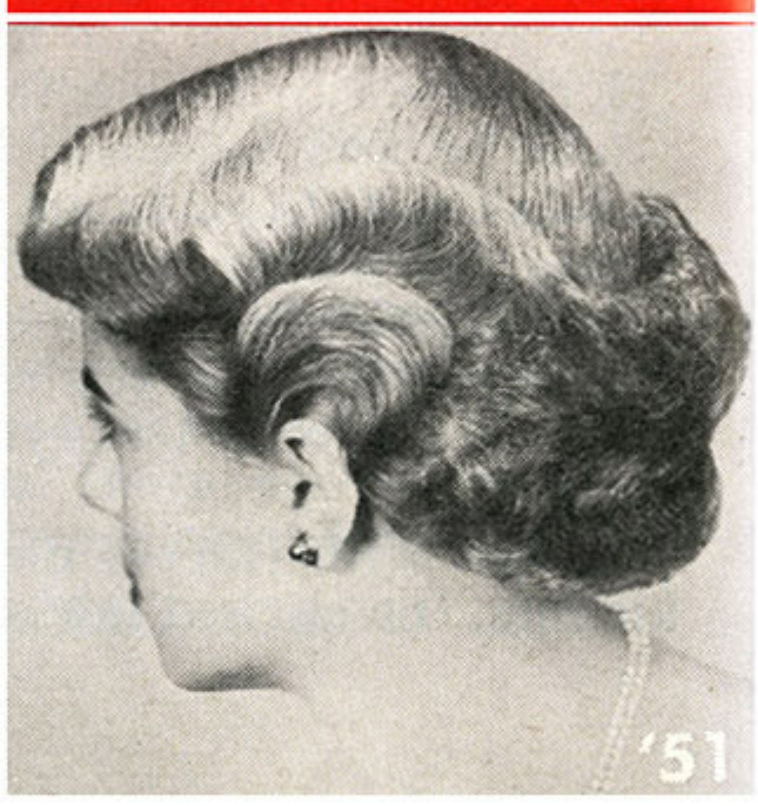




PEOPLE'S FASHIONS

HAIR FASHIONS ROUND-UP





Hair Style Consciousness Sparked by Home Permanents, Tints and New Cuts

There are no men in these pictures, but there ought to be. Men are the real powers in the women's hair fashion business, although they like to strum the old refrain: "What'll they (women) think of next?" Facts: A man, Richard N. W. Harris, began peddling Toni, a home hair permanent, in '45; now about 65% of women's permanents are home made. Tintair, a home hair-colorer merchandized by Martin L. Straus II and Carl Byoir, acquired 5,000,000 users in a year. **Seven per cent of American women colored their hair in '50, 21% in '51.** Trend-making male beauticians initiated the 2- and 3-color hairdos, the pony tail, the poodle cut. Beauty parlors claim this hair consciousness has boosted the number of women who visit salons from 9% to 13%.

James Caesar, Manhattan hair stylist and director of the N.Y.C. Hairdressers' Assn., traces the trend of hair styles (*opp. p.*) and advocates a simple, practical hairdo for '52 (*inside back cover*). It's partless,

PONY TAILS & POODLE CUTS SET SCREWBALL PACE

JOSEPH FLEISCHER HAIR PIECE; LA EMERSON'S CURLY LOCKS





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The Hair-do of '52



'52 Forecast: Upswept & Partless

brushed back in front, up in back. It's "good for either an oval or a rounded face. With a side wave or bang and fluffed up more behind the ears, it will soften a longer face and create width. For a rounder or square face, the hair should be raised slightly at the forehead. A recessed temple line can be covered up with waves or curls. **It can be casual; by brushing back more severely, it can be elegant.** It is a coiffure designed to go with smart, simple clothes."

A puppy, given a Toni by its little girl owner, probably sported the first genuine poodle-do. When Mary Martin "washed that man right out of my hair" in *South Pacific*, she also introduced the all-over ringlet poodle cut to the human race. But Faye "Wonderful Town" Emerson is generally credited with leading thousands of TViewers into poodle-doing. Says Caesar: **"The poodle can be worn by anyone who is young or fairly young. Through variations in the part and the way the hair is placed around the face, it can be made becoming to any type face."** But of the pony tail, second only to the poodle in feminine favor, he says: "I don't think anyone can wear it. There just isn't anything there."

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