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Big Clip



SELF-STYLED BRAIDS scoff at high beauty prices; Barbara Britton shows new trend.

Beauty shop prices will come down, if women put on pressure, Congressman says; long hair is style trend

Beauty shops and barbers are clipping customers in more ways than one.

Rep. Fred L. Crawford, Michigan, who fought for a sartorial price-shave before the House Banking and Currency committee last June, still thinks something should be done. "Prices have zoomed 25% above 1941 levels in rural districts, 100% in war centers," he said. "Yet our investigation showed alibis of higher labor and supply costs were greatly exaggerated."

Since hair upkeep rates as a necessary cost of living, Chester Bowles, OPA chief, asked Congress for authority to fix beauty and barber prices. Congressman Crawford's proposal for such authority was tabled in committee, he said, "by trade lobbyists and lawyer Congressmen who fear extension of OPA regulation to professional fees."

Courts define hair-cutting as a trade, not a profession, says the Congressman, who sees no reason for charging 75¢ for a child's haircut, 50¢ for a man's shave. He pities the Washington WAC who spends \$13 of her monthly \$64 to meet military requirements of good grooming.

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"Women who pay \$2.50 for a shampoo and set, more than \$10 for a permanent should broadcast complaints," he said. "After all, more consumers are affected than practitioners. It's up to them to noise Congress into action."

High prices may be one reason long hair promises to come back. Washington hair stylists, who admit the growing popularity of this trend from Paris, say it is because women think long hair will make them appear more feminine to their returning sweethearts.

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