

L HAIR FASHION FORECAST — FALL HAIR FASHION FORECAST — FALL HAIR FASHION FORECAST — FALL HAIR FASHION FORECAST



**Louise White
Beauty Shop**

646 E. Market St. Marietta, PA

426-1736

- SPECIALS FOR OCTOBER AND NOVEMBER**
- BODY WAVE - reg. \$20.00 **\$18.00**
 - STYLED & BLOW DRY - reg. \$7.00 **\$6.00**
 - KIDDIE SPECIAL - HAIR CUT - reg. \$3.00 **\$2.50**



A treat for the whole family

The wash and wear perm



The Susquehanna Times has contacted local hair stylists again this fall to find out what local men and women will be wearing in hair fashion.

Last year, the solar look - long, curly voluminous hair with a lot of natural movement was overtaking the short, casual wedge cut popular with many women and blow-drying was on the way out we were told. It was a big change from previous hair fashions for women.

This year the curly trend

What is going to be popular this year? "Curls, curls, curls," says Donna Gray, hair stylist in Mount Joy. And most local beauticians agree.

Goldie Dorwart of Lou Ann Hess' beauty salon told us that wash and wear perms are becoming more and more popular. These perms are not followed by a set, so the finished product is a full, naturally curly look that requires very little upkeep. She showed us a brand new look she recently saw at a show. It is called the Metro look and it involves long bangs cut from the crown, a permanent of any degree (to give any effect from extra body to super curl) and brushed the hair back from the face to expose the ears.

Mr. Loman at Royal Dutchess Beauty Salon in Elizabethtown told us that the curly styles are continuing to grow in popularity from last year. He said that hair finished with perms and no use of blow-dry

came into style with both men and women as clothing fashion changed in the last couple of years. Three piece suits and longer skirts go arm-in-arm with the new hair fashions. He told us that new, improved perms and the use of computers to determine hair type have combined to guarantee the customers a more natural look and better conditioning for their hair.

All the stylists we talked to emphasized the fact that children and men should no longer avoid the beauty salons. Louise White of Marietta told us, "The beauty parlor is more of a family thing now."

Cleo Derr of Mount Joy believes most men prefer a tailored cut that is blown dry. Betty Tillman of Mount Joy has had many request for the new wash and wear perms from men, especially young men.

So now you know, permanents are in this fall, for both men and women. But don't worry, we aren't returning to an era of artificial styles that require a lot of care. The new wash and wear perms, extra conditioning in the better perms and the use of computers have combined to give everyone full, attractive hair with a healthy shine and lots of movement. And, best of all, this fall's styles require little upkeep at home.

**Lou Ann Hess's
Beauty Salon**

38 W. Market St., Marietta

*"We use quality products,
but keep our prices low."*



- Wash and Wear Perms for men & women **\$17⁵⁰**
- Cuts and Blow-dry **\$6⁷⁵**
- Precision Cut **\$6⁷⁵**
- Shampoo, Condition and Air Drying **\$6⁷⁵**
- Coloring, Conditioning and Styling **\$9⁵⁰**

**Manager & Operator -
Goldie Hooper Dorwart**

Stop in and see the new looks for fall and winter

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