



CHECKING IN A mirror to be sure that her wig will look just right before her departure for Europe is Mrs. Leon de St. Nicolas. She and her husband left Tuesday to attend two international hairdressing shows—one in Amsterdam and one in Paris. "Wigs are particularly useful for traveling," she said. "You don't have to take time out from sight-seeing to have your hair done."

Program Offers Class In 'Buyer Psychology'

A clinical psychologist will join the staff of instructors in the Retail to Effective Management Communication Program offered by the University Center for Adult Education (MSU-U of MEMU) this fall.

Melvin M. Weinberg, a psychologist on Alcoholism, will lead a new course, "Psychology of Consumer Buying," geared to store management personnel.

The course will cover the origin and basis of consumer preference, the way in which a product "image" is created, and the role psychology plays in making a product more appealing, relating merchandise to the consumer's wishes, anxieties and needs.

Youth Sets Styles In Men's Fashions

ITEM . . . You can expect the "hard sell" and styling in men's fashions this fall to be centered at the youth market—males in their teens and early twenties.

Why? This group sets the styles for the American male and do the most spending. New and unusual directed toward retail employees and store managers, range from youngsters' taste.

Making and Care of Wigs New Era in Hairdressing

By EVELYN OEN Arts Editor

"Wigs are here to stay. It's a whole new phase of hairdressing," says Leon de St. Nicolas.

Once upon a time, before he came to this country from France and established himself as "Leon's Parisian Hair Dresser" in 1931 in Birmingham, he made wigs.

"The making and care of wigs has always been an important part of the hairdressing business in France," he explained.

"It's just now coming into it's

own in this country," he said. "Working with them then in France acted much as an apprenticeship for the hairdressing business."

"GOOD WIGS must be made to order," Leon said and defined three important considerations.

"For one thing, you need to take six different measurements of the head so that the wig will fit properly," he said. "Otherwise, it will be wobbly and insecure."

Once the measurements are made and a sample of hair from the person for whom the wig is in-

tended are sent off to Europe ("where nearly all good wigs are made"), the next problem begins—namely, to find naturally curly, "untouched" hair (i.e. not bleached, tinted or having a permanent wave).

"IT IS extremely difficult to find such hair," said Leon. "You have to hunt for areas which have not yet discovered the permanent wave."

It usually comes from certain parts of Europe, he said.

In making the wigs, each hair is attached individually to a mesh net.

The quality of the mesh is very important, he said. It needs to be lightweight, airy and flexible so that it is cool and will not mess the wearer's hairdo.

WHY ARE wigs so expensive? For two reasons, according to Leon—the difficulty of obtaining the right kind of hair and the labor costs in their construction.

Leon feels the cost of wigs will probably continue to rise as the demand for them increases because it will be more and more difficult to find the proper kind of hair, and as it becomes scarcer, it will become more expensive.

LEON ALSO gave a few pointers on caring for wigs.

"One good hairsetting on a good wig will last from one month to six weeks," he said. "It should be cleaned at least once every two months."

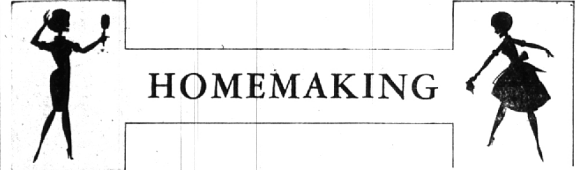
Wigs are cleaned in a special solution. They are never washed in water. When they are set, they are put on a special head form and treated in much the same way as one would treat naturally curly hair. It is set on rollers, etc.

"Never use hair spray on wigs," said Leon. "And if you want to keep a sheen, use a little brilliantine oil from time to time."

MR. AND MRS. de St. Nicolas left Tuesday for Europe to attend two international hairdressing shows—one in Amsterdam and one in Paris.

In Paris, the de St. Nicolases will undoubtedly visit Leon's brother, who happens to be the head of the largest beauty supply house in Paris through which Leon purchases many of the wigs which he sells.

Said Leon—as only a Frenchman could: "A store-bought wig is comparable to store-bought teeth. It does nothing to enhance the appearance. It is, in fact, not a wig; it's just part of a masquerade costume."



Profession—Character Actress

If, as the famous bard has said, "All the world's a stage and all the men and women merely players. . . Each one in his time plays many parts. . ." let us look to today's suburban homemaker as an actress who indeed plays many parts, all of them immensely important to her family setting.

Versatile actresses are valuable and not always easy to find. Good homemakers are in much the same proportion. One is applauded, the other taken for granted. One bows before flattering footlights, the other mops the floor under the glare of the ceiling light in the kitchen!

WE READ today of negative elements in suburban living, but what of the positive ones exemplified by thousands of suburban women in thousands of styles of dwellings who are doing their best to give their families love, inspiration, fun, joy and well-being and the stability of belonging to a harmonious way of life.

All these things take a good performer for their achievement, and for her, the homemaker, she comes in too many varieties for that.

What we can do is to recognize in this maker of the home her capacity for good management, adaptability, punctuality, loyalty, perseverance, good disposition, and general attractiveness. Does the modern employer ask for so much more of the woman employee?

WE NEED TO recognize in the homemaker the remarkable entity she is in company with the professional woman she often wishes she might be. We need to convince her that she need not be something else as well.

If she is good at her profession she is under all the demands that it means. She runs an attractive home, her children are clean, well-nourished, well fed, and they are being trained spiritually and mentally to take their places in the adult world.

Her husband appreciates her efforts and he is willing and happy to provide her with the tools she needs for her homemaker job. He relies on her financial judgment, her artistic taste, her deportment, and her thinking as a woman.

If time and energy permit, she is encouraged to participate in

the church and community affairs, to make of herself an entity apart from her family. She is indeed "playing many parts."

As the actress sweeps down the staircase in her costly costume so the modern homemaker sweeps into the kitchen neatly clad in a simple duster (which she might have had the skill to make herself) and just a spot of grooming by way of an unsmy nose and a dash of lipstick. Each has her audience, and it is the wise homemaker who recognizes the importance of her own role to the ones who love her and find her essential.

WE ARE APT to hear a little too much today about the apologetic shrug which accompanies a "Well, I'm just a homemaker."

In all honesty the lady might say, "In Stella Dallas, Mary Queen of Scots, Little Red Riding Hood, Babette in 'The Little Women' and even, occasionally, Florence Nightingale. In short, I'm enough of a professional to serve my family in so many ways. I'm not sure who I am."

Going back to the acting profession for reference, no one can "play out" the homemaker, she comes in too many varieties for that.

What we can do is to recognize in this maker of the home her capacity for good management, adaptability, punctuality, loyalty, perseverance, good disposition, and general attractiveness. Does the modern employer ask for so much more of the woman employee?

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LOOK AROUND you, think of the women you know, and command them for the roles they are playing. If you had your "death-ers," would you elect to see them where they are or across the impersonal footlights?

Foods Specialist Advises Caution In Home Canning

Maybe Grandma didn't tell you, but quite a lot of spoilage occurred in those beautiful jars of fruits and vegetables that she canned herself.

Even today, though we know a lot more about controlling food spoilage in our home-canned goods, spoilage does occur.

What are the signs? Bulging can ends, jar lids or rings, or a leak may be danger signals, according to Roberta Hershey, Michigan State University foods specialist. She adds that you may find other signs when you open a container—such as spurting liquid, off odors, or mold.

CANNED vegetables present a special problem because they may contain bacteria that cause botulism, a serious food poisoning—without showing signs of spoilage.

Miss Hershey says home-canned vegetables not processed in a pressure cooker are best boiled for at least 10 minutes, with liquid over the top of every piece, before fast-freezing. Beef, pork and corn 20 minutes.

"The foods specialist advises burning spoiled vegetables or disposing of them so that neither humans nor animals will eat them."

If you do your own canning, Miss Hershey recommends using the methods suggested by the U.S. Department of Agriculture.

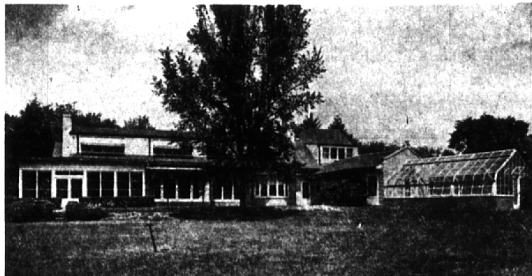
"The USDA researchers know their methods work," she says, "because they actually put germs into the food jars to test the killing of bacteria."



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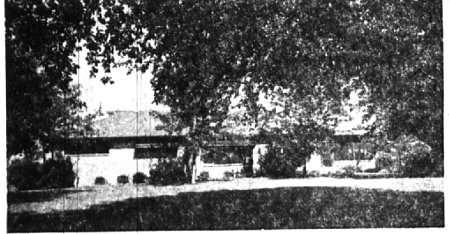
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