

Join Hair Coloring And Styling Lotions

If you want to add sparkling new highlights to your hair, blend in or beautify grey—without going through the muss-and-fuss of rinses or tints—Helene Curtis has a bright idea for you.

It's the first temporary hair coloring and styling lotion; all-in-one, that goes on straight from the bottle with a unique self applicator. It can't run in the eyes and eliminates tiresome steps of mixing, timing and rinsing.

THE NAME of this amazing fall pick-me-up for tired locks is Bright Idea. It has been formulated especially for the woman who wants to try hair color on a shampoo-to-shampoo basis, without making a permanent commitment to live her life looking altogether different.

No mixing of colors is necessary, and the only suggested preparation of the hair prior to applying the lotion is a regular shampoo.

THE NEW product comes in nine shades. Six enhance natural color highlights of black, brown, blonde, auburn and red hair.

If stray grey is a problem, it helps to blend and cover. Three shades are specially formulated to beautify and accent grey, creating silvery to slate effects.

The black both highlights natural tone and enhances grey.

THE STYLING lotion in it has been blended to give a "just right" set that will hold a style firmly, but without stiffness. There is also a secret ingredient in Bright Idea that helps to condition the hair as it colors. The conditioner makes hair softer to the touch, as well as more manageable, and adds a lustrous tone.

USING THE product is just as simple as using any styling lotion—with less fuss because of the unusual applicator bottle. A sponge top evenly foams on color as it is dabbed onto the head.

When hair is completely moistened with it, the lotion is combed through to assure even distribution. It colors instantly, without timing or waiting.

That's all there is to it. Hair is ready to be set in minutes after shampooing.

Expensive Rags

The full-dress suit which Actor Sid Caesar wears when playing the Governor in the play, "Little Me," cost \$100. But the shabby suit in which he plays a drunken bum in the following scene cost \$150.

Men Travel Light

Recently we noted the wide differences in the apparel worn by the two sexes in hot weather—and the great advantage enjoyed by "Les Girls" as far as dressing "lightly" is concerned. But the gentlemen enjoy a great big edge when it comes to travel wardrobes. A man can be a traveling fashion-plate armed with one suitcase containing a wise selection of apparel, furnishings and accessories. But the poor woman needs a sizable amount of luggage just to carry her "absolute essentials."

THE BIRMINGHAM ECCENTRIC

Dress Tips

The American Institute of Laundering advises against the starching of oxford, rayon acetate, silk, nylon or orlon shirts. When washable slacks are hung out to dry, the best way is to turn them inside out and hang them on the line by the pockets. Something to remember for fall: instead of wearing one very heavy sweater to keep warm, wear two lighter ones. It'll keep you warmer.

On the Rebound

The so-called "sport suit," combining a patterned sport jacket with a pair of plain-colored slacks of the same ground color, is due for increased popularity this season, says the American Institute of Men's and Boys' Wear. Available in a considerably expanded assortment of styles and patterns, it features in some cases both a matching slack and the plain-color one.



Garland

No-
our Meadow Mist
sweater
is not hand-knit.

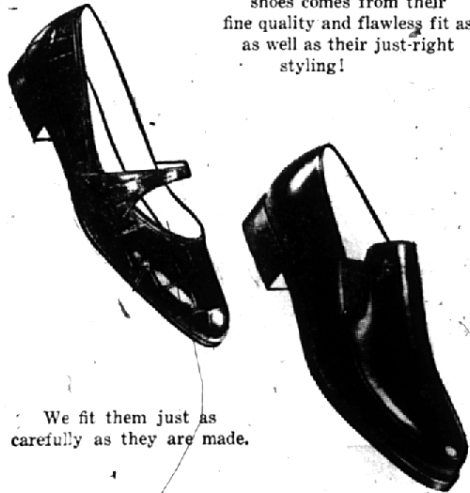
It just looks it. It's mostly mohair and completely marvelous. It looks luxurious, feels luxurious, is luxurious. Its color is dramatic, its bands of color bold. You'll want to pick up one of those colors in our matching Garland stretch pants for a perfectly proportioned "ski-lock".

Sweater \$18.99
Pants \$12.99



WHERE
FIT
MEETS
FASHION

The beauty of our Stride Rite shoes comes from their fine quality and flawless fit as well as their just-right styling!



We fit them just as carefully as they are made.

McSweeney's
Orthopedic Shoes for Children
Open Friday Evenings

277 Pierce Street

MI 6-4488

Charge Accounts
Invited

241 Pierce

MI 6-1930

Open Thursday and Friday Evenings 'til 9 P.M.