

## The fashion plate

# Motor city women have above-shoulder image

By RUSTLE SHAND

Motor City stylist Paul Azar has an interesting observation:

"It occurred to me that in Detroit a woman is most visible to the world from the shoulder up as the competently steers her automobile around town," he said. "When I look at a woman I see a portrait of her head and shoulders and invariably I don't notice whether her feet are sexy or not."

Paul Azar's job title is styling director of the Jacobson's Beauty Salons. But he is more than that. He is one of those creative people with an inborn sense of style. He delights in helping people and specializes in creating a new image for them through hair styles and makeup.

Azar is a free fashion spirit who wouldn't dream of asking you to bring a photo of a model from a magazine to show him how you should look. He has a special formula of his own for turning out beautiful women. He begins by asking the client "life-style questions."

He asks what you do during the day and how you spend your leisure time and how much time per day you can allow for beauty care.

AZAR'S NEXT step is to determine the proper length for your hair, and he bases this decision on the length of the client's neck.

"Women with short necks should wear short hair. Those who have long necks may successfully wear long hair. Further, he added, "long hair is pretty on a 17- or 18-year-old, but beyond those years it begins not to look pretty any more."

Hair should always be worn to frame the face, according to Azar. He advises a sensor perm and believes hair should be cared for professionally every two or three months. In between you can wash and blow dry your own hair two or three times a week.

"Permed hair is down to a science now," he said. "The curl imparted to the hair looks very natural and the only setting you need to do is to

spritz it with water and push the curls into place with your fingers."

Azar had gained a following in his native New York City before he decided to come to Detroit. When he was new in the beauty field in New York he designed the hairstyles and makeup for a group of fashion models who were also new in the field. As they gained in popularity, so did Azar. He also dressed the hair for the cast of the New York theatre production of "Stop the World, I Want to Get Off."

From there, he went on to package the Supremes and Diana Ross when she became a single. He created Lainie Kazan's New York image, and continued to work with the city's top flight fashion models.

THE SELIGMAN and Lanz Corp., which owns the beauty salons within the Jacobson's stores, lured Azar away from the show biz glamour. Now he is very happy and busy creating lovely images for local women and working with designers who come to town.

Azar also appears monthly on channel 4 where he does makeovers for the This Morning show and answers write-in questions on beauty and grooming. His philosophy on beauty is that not everyone is 18 or 19 years old.

When women say "make me look younger," he tells them he will make them look beautiful.

"Styles change from year to year and from season to season," said Azar. "When you make your seasonal change in clothing, you should definitely change your makeup and hair for a totally new look."

For a preview of what spring has in store for the Jacobson's salons, Azar offered these photographs direct from the National Hairdressers and Cosmetologists Association Jan. 14 show in Las Vegas. They're calling it "Retro Glamour" and emphasizing the forward movement of hair.



Two cuts feature the military bang (top) and a short version.

## You could save by eating out

Eating out is more or less expensive than eating at home, depending on how you look at it.

If you compare only raw food costs to menu prices, the home prepared meal is less expensive, a Purdue University researcher told participants at a recent conference on Food Service Research held at Michigan State University.

But if you consider the homemaker's labor, at \$1 per hour and the cost of energy required to prepare the meal, the restaurant meal is often less expensive, said Dr. Lee Kruei, assistant professor in the Department of Hotel, Restaurant and Institutional Management.

Many at-home costs are impossible to quantify, he pointed out. Nevertheless, he compared the cost of two fast food type meals—fried chicken and roast beef sandwich—and the cost of fixing the same meals at home.

Home prepared costs for the fried chicken were broken down in terms of low-priced (baked chicken using a coating mix) and high priced (using a deep fryer).

Totaling the cost of potatoes, gravy, margarine, milk (for potatoes and coating), rolls, cabbage slaw dressing, frying oil and dishwashing soap, the low-priced home prepared chicken dinner came to \$3.72 for a family of four.

The high-priced fried chicken came to \$6.02. This compared to \$6.70 including tax for the fast food chicken.

However, when Kruei added labor and energy costs to the totals, the low-priced home prepared meal came to \$4.76 and the high-priced meal was \$7.25, eight per cent more than the restaurant meal.

Kruei also compared similar costs for the same dinner for three, two and one adult. For the single adult, the raw food cost was 31 per cent less for the low-priced meal and two per cent less for the high-priced dinner. But when energy and labor costs were added in, the home prepared meals were 12 per cent and 42 per cent higher than the restaurant meal.

All indicators are pointing to a continued trend in dining out, Kruei said, noting that food service industry sales are expected to grow at a rate of three-four per cent annually, at least through 1985.

He added that there is a "tag-of-war" over the consumer dollar going on between restaurants and supermarkets. A number of ad campaigns are directed at luring patrons away from restaurants, Kruei said, recalling an ad which states: "The ins cat in and the outs eat out."

## Joggers need extra vigilance

Jogging, America's newest exercise, is shaping up an estimated 25 million people, but it's also killing them. The National Safety Council reports one in five motor vehicle accidents between pedestrians and vehicles in 1976 included a high percentage of joggers.

Joggers taking either a scenic route through a park or on the road should follow these safe tips for running:

- Always wear a light colored sweat-suit so vehicles can spot you.
- Keep to a sidewalk if one's avail-

able. Otherwise jog around a nearby park, boulevard or dead-end street.

- Run in single file when jogging with others, never two or more abreast.

- Always run against traffic when using streets and highways advises the National Safety Council. This makes it easier for joggers to spot oncoming cars and get off the road when necessary.

- Avoid streets and highways with heavy traffic.

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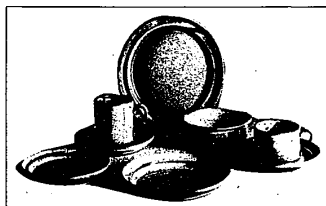
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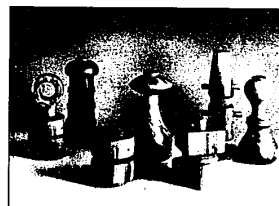
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