

Anniversary returns haircuts to '29 prices

Bobbing your hair back in 1929 was apt to cause a family fuss.

The price was \$1 back then, a tag which brings a faint smile.

Well, smile again. To mark its 50th anniversary, Artiste Hair Stylists at Northland Center in Southfield will offer \$1 haircuts.

The date is Tuesday, Sept. 11, and the Depression-price bobs will be available from 1-2 p.m. Anyone in line at 2 will receive the bargain bob.

Haircuts today range from \$6.50 to \$13 in this area.

Robert Klein, assistant general manager of Artiste, who once checked coats and swept floors in the three-generation family operation, said:

"We elected the price roll-back not only to celebrate our 50th year in business but as a token of thanks for the continued support of our customers."

"We don't know how many will show up, but we'll take care of anybody who's in line by 2 p.m."

There will be no appointments, and haircuts will be the only service rendered at this time.

WHEN KLEIN's parents, along with their brothers and sisters, conceived the idea of a chain of beauty salons, and opened the first one in the David Stott Building 50 years ago, they hardly

anticipated the "market crash."

When it happened, Klein's father Otto said, "We reduced our prices and kept working."

Edna Klein, Robert's mother, who still works part-time, said the company opened seven more salons in the 1930s and '40s plus three in St. Louis.

She recalled that in one day in 1933 one salon did 150 permanent waves. The price was \$3 including the haircut. Klein contends that the chain grew despite the Depression because "Hair-styling accomplishes an immediate change in appearance... a morale lift that men and women need in good times and bad."

When Northland Shopping Center opened in 1954, Artiste opened with it, following with salons in Eastland, Womeland, Arborland and other mall locations.

The company still has a Detroit salon, and its corporate offices are on Seven Mile Road.

Today, Artiste has 185 employees, including Klein's children, in its 12 southeastern Michigan locations.

"SOME OF our employees have been with us 25 and 30 years," Klein said. "As we go into our 51st year, we are considering additional locations and renovations of some existing salons."

Sharon Klein, Robert's sister is New

York editor of "Hair," the international hair stylist book. She commutes to Michigan to act as Artiste's creative director.

"The cut of hair is just as important as the cut of clothes," she said.

Just in from New York, she said the bob is back.

"Paris predicted it last spring while I was there, and New York stylists are adapting it for their fall and winter collections."

She said the 1979 bob is longer than the 1929 version, resembling the page boy of the 1940s.

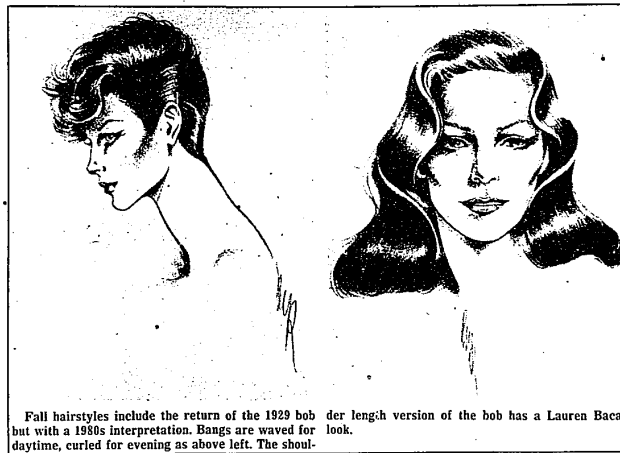
"It's cut to one length and gently curled under, with a few waves around the face for softness."

According to Ms. Klein, who worked four years with the Paris fashion house Hermes, the new hair styles for women fall into two categories.

Short, feminine styles featuring soft wisps, waves and curls... and longer hair that lends itself to sophisticated braiding, rolling, twisting and twilling.

Of men's styles, she said the top Parisian men's stylists are showing close-to-the-head styles, with shorter hair and shortened sideburns.

"The base for men's hair styles is well-conditioned hair, a gentle body permanent and precision cut," Ms. Klein said.



Fall hairstyles include the return of the 1929 bob, but with a 1980s interpretation. Bangs are waved for daytime, curled for evening as above left. The shoulder length version of the bob has a Lauren Bacall look.

Tips for buying Oriental rugs

If you suspect that there's more to selecting an Oriental rug intelligently than there is to buying broadloom by the yard, you are right.

I asked the Oriental Rug Importers Association, whose members are among the outstanding importers of Oriental rugs from all the carpet weaving areas of the East, to give advice on buying an Oriental rug for the first time. Here are some of the things suggested.

• Analyze what you want your new rug to do, and the effect you wish to create. Let's say you know pretty well

whether you are interested in an area rug to accent a furniture grouping, or whether you visualize something larger.

Do you visualize a design that is bold and geometric, or one with small repetitive motifs, a design which covers most of the carpet or one with lots of plain background? You should also give some thought to the main colors you are looking for.

• Know what a genuine Oriental rug is. By definition only rugs which are made by hand in the Orient or true Oriental rugs.

Machine woven rugs, no matter where they are made are not genuine Orientals and can't legally be so designated in the United States.

Such machine woven rugs are more properly described as "Oriental design rugs" or "imported Oriental type rugs."

Bear in mind, however, that there are some fine machine reproductions of actual Oriental designs made in this country and abroad on Wilton looms. You will find handmade rugs from Greece, Morocco, Spain, Yugoslavia, etc., in designs derived from authentic

Oriental carpet motifs. It's important to buy only from a reputable dealer or a department store with a good Oriental rug department.

Use caution in attempting to pick up a bargain at an auction or a house sale. In any case, never bid on a rug unless you have had an opportunity to examine closely the condition of the entire rug before the sale. Preferably, take along a friend who knows rugs.

• Don't rush into anything — if you aren't familiar with the many types of Oriental rugs, ask the dealer to show you a representative cross section.

Army officers

Mark A. Newlands, son of Mr. and Mrs. Robert Newlands, of Farmington, was recently promoted to Army chief warrant officer in grade W-2 while serving as a helicopter pilot with the 56th Field Artillery Brigade in Schwabisch Gmund, Germany.

His wife, Pamela, is with him in Germany. Chief Warrant Officer Jack W. Gibson, son of Mrs. Winifred Harris of Farmington, was recently assigned as a section chief with the 58th Maintenance Company in Kitzingen, Germany.

He entered the Army in March, 1957. Gibson received an associate degree in 1977 from Hartnell College, Salinas, Calif.

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