



the fashion
plate

Rustle
Shand

Braids not for the schoolgirl

Braids anyone? Area hair stylists report a new interest in the fashion, spurred by Bo Derek's cornrow braids in the movie "10." So they are learning the age-old art of braiding at special seminars.

Cornrowing is not the only braid wave of the future. According to braid specialist Carl Wiles of Grace Scalpa's Headline salon in Birmingham, "just plain braids are winning over the high fashion crowd."

Wearing braids, however, is not a matter of a quick visit to your favorite hairdresser, who for a regular "do" can get you in and out in about an hour.

Braiding can take as long as eight

hours, particularly if you wish to emulate the Bo Derek Cornrows. Eight hours to get a head of hair braided is all in a day's work for Wiles.

"I've been doing three or four braid jobs a week since the movie '10' skyrocketed the braid to popularity," said the award-winning stylist.

INCLUDED in his braiding skills are the less time-consuming, popular braid styles called French braiding, fish-tailing and the combining of braids with weaving, curls and rolls or twists. These less complicated braidings only take about two

hours from start to finish.

The time it takes, and the cost, depend on the type of braids — from the simple, long, straight braid like Grandma wore, to set waves in her hair while she slept, to the cornrow style of up to 75 tiny braids all over the head.

The hair need not be long to be braided, said Wiles. Even very short hairo's are boasting a few locks of hair braided together and pulled back at the temple or over one ear.

"Nor does the braid effect have to be created entirely of one's own hair," said Wiles. "Pin-on braids can be used to dress-up a chignon or disguise a short cut."

Today's busy woman will find the braided look a practical one, Wiles said, because there is almost no up-keep between visits to the hairdresser. Neat and businesslike for daytime, it becomes an evening glamour style with the addition of a hair accessory.

THE NEW braided styles, according to Wiles, can last a long time between appointments.

"After all," he said, "if you've spent the best part of a day and up-

ward to \$75 to get the job done, you hardly wish to keep an appointment the following Tuesday."

"Wash the hair through a nylon stocking pulled on like a cap," he said. "The braiding will last a month or longer. Try it, you can even do the squeak test for cleanliness."

Since the braids will hold their orderly loveliness for two weeks or longer and considering what they eliminate, they seem not so expensive, after all. You need no permanents. No haircuts, either, just a trimming of the ends now and then.

And if you color your hair, you can go longer between touch-ups, because braiding is tight to the scalp and the braid pattern so intricate growth is slower in showing at the roots.

Frosted or highlighted hair can be very interesting braided because of the blending of light and dark in the strands.

"But," cautions Wiles, "it is most important that the hair be braided by someone who knows what he or she is going. Great damage can be done to the hair at the hands of an amateur who may twist and break off delicate hairs."



It took eight hours to braid Donna Ducetti's long hair into this Carl Wiles design with 75 tight little cornrow braids.



Pat Flanagan wears a long rope of braided hair twisted around a knot of her own blond hair pulled softly over the ears. The style is by Grace Scalpa.

The French braid is back in this day of renewed interest in styling by plaiting the hair.

Gas for travel

The old advice to travelers about making reservations in advance holds true doubly in this summer of gasoline uncertainties.

Calling ahead to hotels and motels

saves the gas you might otherwise waste driving around and looking for accommodations. It also saves gas by permitting you to head for your destination by the most direct route.

save energy

Combine trips whenever possible to avoid unnecessary use of your car. If each car owner could eliminate one short trip a week—the nation's gasoline bill could be cut by 7%.

GET TO KNOW
THE
CONVENIENCE
OF
BLOOMFIELD
MIRACLE
MILE
SHOPPING
42 STORES
CLOSE TO
HOME

Telegraph Road
at Square Lake Rd.

Newcomer?

It is our pleasure to welcome you to the Birmingham-Bloomfield, Troy, West Bloomfield communities! We have drive information and gifts for you from selected merchants.

And, all newcomers are sent a complimentary introduction to the hometown newspaper, the Economic.

626-8753

Is the number to phone to request a welcoming call... this is a community activity and there is no obligation. REMEMBER... there isn't any "wagon" in our name.

SERVING SINCE 1930

Your Welcome Service

Here's a new guide to good nutrition

Thank you, thank you for the cookbook, "This Can't Be Healthy, I Like It." It has been a great help in getting my two junk food addicts on the right track. In fact it has us all interested in good nutrition and we could use a little more guidance. Where can we get an easy-to-understand introduction to vitamins and the right foods to eat to get them?

S.J.S.

The perfect refrigerator pin-up for the nutrition-conscious family has been provided by Fredelle Fealk, nutritionist. If the name sounds familiar to you its because Ms. Fealk wrote the introduction to "This Can't Be Healthy, I Like It." "Know Your Sources" a food guide, provides a simple and clear picture of foods and the valuable vitamins and nutrients they provide. To receive a free copy of "Know Your Sources," send a stamped, self-addressed envelope to Conern, Inc., Detroit, 1 Northfield Plaza, Troy 46068.

My daughter came home from school with a project that looked a lot like a commercial for a cereal company. Do schools have the right to push name brand products?

Mrs. K.L. Detroit

Most public schools do not intentionally endorse commercial products. However schools do accept material from business that is supposed to be of

consumer mailbag

an "educational nature." Much of this free information does double as advertising, according to Sheila Harty of Ralph Nader's Center for Study of Responsive Law. Ms. Harty said that studies show schools spend only 1 percent of their budgets on instructional materials and cannot afford to keep pace with ever-changing curriculum.

"Consequently, teachers rely on supplemental print and audiovisual material for current information," she stated in a report released last month by the Nader group.

Eco-Tip: "Water Wheel: Your Guide to Home Water Conservation" offers you helpful hints on how to conserve water and save money. The "wheel" printed on both sides lists such areas as kitchen and bathroom sinks, garbage grinder, dishwasher, lawn and garden, toilet, driveway and street, pipes, backyard pool and more. It is available free from the Office of Public Information U.S. EPA Region V, 230 S. Dearborn, Chicago 60604.

GRACE R. GLUSKIN
Executive Director

January Fur Sale

Manufacturing Makes the Big Difference



DUTY & SALES TAX REFUNDABLE,
MUCH LOWER PRICES FOR QUALITY
FURS, PLUS EXCHANGE ON U.S.
FUNDS. PRESENTLY AT 16%.

Feathered Raccoon	1995
(fully let out)	2995
Norwegian Blue Fox Coats (full length)	2750
Canadian Red Fox (full length)	2995
Canadian Lynx (full length)	from 6000
Canadian Lynx (jackets)	from 3500
Canadian Mink Coats (huge selection in various mutation shades full-length, fully let out)	from 2995
Fitch Coats (huge selection)	from 1950
Natural Canadian Raccoon Jackets	from 995
Canadian Mink Jackets	1950
Canadian Silver Fox Jackets	2995
Canadian Silver Fox (full length)	5000
Full Length Sable	8000
Canadian Coyote (full length)	1895
Canadian Badger (full length)	2500
Muskrat	1195
Muskrat Pant Coats	895
Nutria Coats (full length)	1295
Coyote Jackets	1495

One of Canada's largest collection in Mink Coats.
Sizes 8 - 22

Dealers of Canada Majestic Mink

establ. 1935
Algervais FURS
Open Daily
Friday Evenings til 9
Saturdays til 6
(519) 253-2111

20% OFF

OUR REGULAR
DRAPERY CLEANING PRICE
For a limited time
CALL FOR FREE ESTIMATE

543-0340



Janet Davis
DRAPERY CLEANING PROCESS
2165 Woodward (4 E. H. N. of 11 MI.), Berkeley
2445 Maple (at Labare), Birmingham
543-0340



Wool. It's got life

PICTURED
Left: Kashmir
Right: Ultramar

Choose from the largest collection of
100% worsted wool oriental design rugs

SEMI-ANNUAL SALE
featuring the most trusted name of

COURISTAN
CREATED EXCLUSIVELY IN ORIENTAL DESIGN RUGS AND RUGS

For a limited time only...choose at
sale prices from many patterns and
styles including shapes of today,
100% pure worsted wool means
extraordinary durability and luxury
and jewel-like color. All are on sale
for this twice-a-year event. Sale
ends March 1.

Best
carpets & area rugs

Woodward at 11th Mile 543-5300
In Toledo: (419) 886-1117