



BEFORE AND AFTER: Any woman can benefit from a trip to her professional hairdresser for "new beauty" more suited to current lifestyle. Helene Curtis suggests giving hair an updated look with a shape-up, a UniPerm wave, and personalized make-up services to yield a more flattering and younger look in a single visit to the salon.

Personal grooming proves how beauty is more than skin deep

With today's mobile lifestyle, women don't have time to spend hours at home primping their hair, pampering their face and participating in an involved beauty routine. They want their personal grooming to be easy, effortless and enjoyable.

Since not every woman has the talent to recognize her full beauty potential and gear a grooming routine to it, she looks to others for advice. One of the best sources for total beauty guidance is the professional hairdresser, according to the beauty experts at Helene Curtis.

A single visit to the local salon can result in a "beauty makeover" that gives a flattering, younger look.

For example, a young housewife desired a new hairstyle and updated appearance to suit her current lifestyle. She is representative of many a mother who spends so much time with car pools and PTA that she has little time left to fuss on herself. Always well-dressed, she just never takes the time to pull herself completely together.

"Before" the beauty session, she wore her hair in

a simple, straight style, but ends were straggly and unkempt. Drawn straight down from a center part, the style emphasized her high forehead, under-eye bags and gave her face a sad, tired look.

When her new hair-do was combed out and coaxed into its soft, gentle style, our young housewife looked revitalized, rescued from the "blah's" and ready for any activity. For a new outfit to suit her "new beauty," she chose a classic cardigan sweater dress in black and white stripes that's ideal for her fresh, pretty looks and contemporary lifestyle.



Party Time is Beauty Time

Let's go gala and get with it together now! You'll be delighted with the party cuts and sets, styled to make you look special.

INTRODUCING OUR JUNIOR HAIRSTYLISTS TO THE SENIOR STYLISTS *Styling, cut* **\$8.00 to \$10.00**



NAILS (Permanent)

are moulded and shaped to your own hands, or for that troubled nail. Also great for nail biters.

\$25.00

EYE LASHES

That do not wash off. Individually applied. You will wake up with pretty eyes.



\$15.00

EAR PIERCING

\$11.00

MAKE YOUR APPOINTMENT TO DAY

RICCIO'S

Beauty Salon

LOWER LEVEL

SHERIDAN MALL - PICKERING

839-3989

HOURS: MON. 9 A.M. - 6 P.M. TUES. THRU FRI. 9 A.M. - 9 P.M. SAT. 8:30 - 6 P.M.



YOUNG CANADA CHILDREN'S SHOP

"THE PERSONAL SERVICE STORE"

"OLD FASHIONED CELEBRATION"

SALE SPECIAL

OCTOBER 23, 24, 25, 26 ONLY



"HEALTH" BRAND

GIRL'S FINE COTTON UNDERWEAR BRIEFS

SIZES 2-4-6-6x

47¢ PR.

SIZES 8-10-12-14

57¢ PR.

IN PURE WHITE WHILE THEY LAST!

YOUNG CANADA

SHERIDAN MALL - PICKERING
PHONE 839-2055

BOYS' AND GIRLS' FASHIONS FROM INFANTS TO 12 YEARS

SHERIDAN MALL COOKOFF CONTEST

Are you a good cook? Do you know anyone who is? Do you like experimenting with foods? Do you know anyone who does? These are the questions being asked in the community this week. The Sheridan Mall "COOKOFF CONTEST" is open. New recipes are being created and entered in the contest. Great prizes are to be won. Prizes from Panasonic, Oneida, Royal Albert, Corning Ware Cookware, Sunworthy, Sunbeam and Rubbermaid.

From Panasonic who provide those glorious extras that make household tasks more interesting:

- 1. A Blender That Thinks** — Panasonic's MX-360C Recipe Blender provides recipe dialing as well as push-button control.
- 2. "Shutter Seal" Toaster** — is a toaster with a shutter which closes over the bins to seal in warmth and flavour.
- 3. "Booster Steam" Iron** — Panasonic's top-of-the-line iron, Model NI-ORSH, features "booster steam" to flatten wrinkles.

From Oneida — A covered Casserole from Oneida Northland stainless.

From Royal Albert — Lovely English Bone China, a tea-set to grace your table.

From Corning Ware — Spice O'Life Corning Ware Heritage Set.

From SUNBEAM — CS 12 CAN OPENER/KNIFE SHARPENER

A hard working kitchen aid that operates three ways to save time and effort. Opens any size can in seconds. Exclusive "Snap Off" cutting arm and wheel. Magnetic lid holder. Hardened Steel Cutting Wheel. Sharpens all non-serrated edge knives. High quality sharpening stone. Correctly angled knife holding slots ensure perfect sharpening results. Convenient bottle opener. 38" cord stores in base.

From SUNWORTHY, A Division of Canadian Wallpaper Manufacturers Limited

A Sunworthy Certificate to cover cost of wallpaper for a kitchen — plus Consultant advice. Change your kitchen with the newest look from Sunworthy wallpapers.

Sunworthy "YES YOU CAN" Wall coverings — Ready pasted, Stain Resistant, Scrubbable and Dry Strip-pable.

From RUBBERMAID

Rubbermaid's new canister set is both decorative and practical. It contains four colourful units that hold 5 lbs. of flour, 5 lbs. of sugar, 2 lbs. of coffee and 100 tea bags. Wide-mouth tops make contents easy to reach and the special press-seal lids keep staples fresh.

The "COOKOFF CONTEST" is open to all and is so easy to enter. Create a recipe or use your old favourite. The categories are all quality products.

Swift's Prem Luncheon Meat is an entree or a salad recipe, or both. Swift Canadian blend of good butcher shop quality meat accented with imported flavourings. Prem comes in three flavours — Regular, Barbecue Flavour or Real Bacon Flavour.

Sealtest Cottage Cheese is an entree or a dessert or both. Sealtest Cottage Cheese comes in Regular Flavour and in Pineapple, Peach Pineapple, Celery Pepper and Country Style Flavours.

Dainty Rice is an entree or a dessert recipe or both. Dainty Rice is versatile. Dainty Rice comes in Regular or Quick Cooking varieties. Dainty Instant Fried Rice Chinese Style, Rice Pilaff, Chicken and Beef Flavour.

These products have been chosen for their quality and versatility in the kitchen. They are high in nutrition and economically they help to stretch the family budget.

THE SCOPE IS WIDE

Watch the LOCAL PAPER for current details.