

In 1948, when Dag and Ben moved to Shakopee to operate the Modern Beauty Shop, styles continued to change. First it was the cold wave, and then rollers were the thing. “There was an era when women curled their hair close to the head, and another time when the curling was done on the end of the hair,” said Jerry Barney in the article, “*Dag Johanssen Retires After Half a Century of Fixing Hair.*” Now the crimp style are in, according to Dag. She described one style as leaving the hair looking as if it had been “combed with an eggbeater.” Dag particularly liked the finger waves and the natural curl look.

Dag’s husband, Ben Johanssen, fixed men’s hair. He was also an avid sportsman and loved baseball and golf. Ben died in 1976.



In April of 1967, Dag was hit by a car in downtown Shakopee, which left her with a broken hip. After two operations, she is slowly recovered, and so she decided it was time to retire.

Modern Beauty Shop was sold to Betty Markgraf, and after some remodeling will be re-opened at the “Klip and Kurl.” Dag believed that Betty would be a good operator for the shop. “She’s well trained and she loves people.”

Dagney Nöste Johanssen continued to live in Shakopee. “It’s a tremendous town with beautiful people!” noted Dag in the article in the ***Shakopee Valley News.***

On March 13, 1985, Dagney Nöste Johanssen died surrounded by the women who remembered the beauty shop in downtown Shakopee, and the beautician career that spanned 50 years, 30 years here in Shakopee.



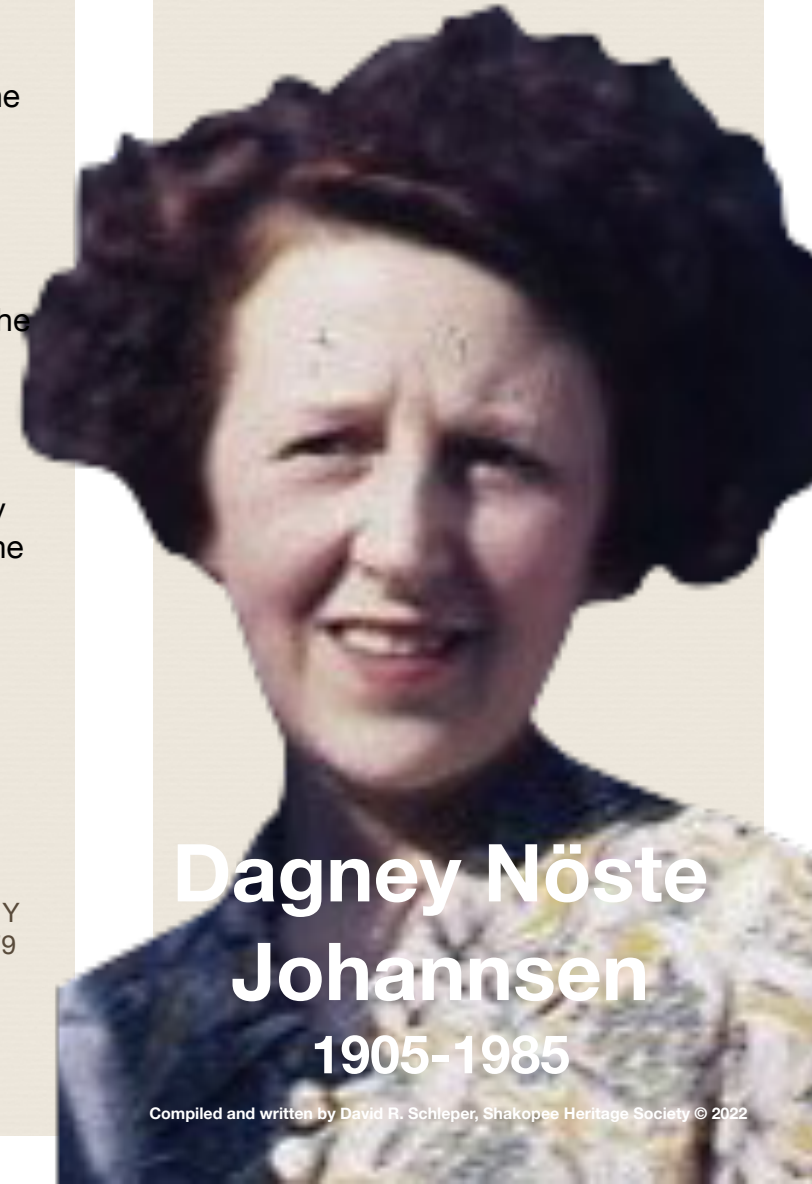
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Dagney Nöste
Johanssen
1905-1985



In 1968, Dagney Nöste Johanssen, known as Dag, retired after half a century of fixing hair. Thirty of those years were at the Modern Beauty Shop in downtown Shakopee.

In the late 1920s and 1930s Shakopee was were introduced to professional hairdressers. "One of the early hairdressers of Scott County was Rosella Dressen Ries...." said Lone Theis, in an article in "*As I Remember Scott County*" in 1980. Rosie was well-known in Shakopee as she was chosen "Miss Minnesota" in 1929. Rosella Dressen Ries opened the first professional hairdressing at the Modern Beauty Shop, which was located at 117 First Avenue East starting in 1928.

Lone Theis remember working there In the late 1930s. "As a recent graduate of the Brady and Rogers School of Beauty, I arrived at the Modern Beauty Shop in the late 1930s and trained in the methods of the time. Marcelling the hair was giving away to the



Benhart Peter Johanssen (left) married Dagney Nöste on May 31, 1936. Dagney Nöste Johanssen worked at the Modern Beauty Shop in downtown Shakopee for 30 years. She was a beautician for fifty years!



more popular spiral wave. The hair was wound on long slender rods, then with a lotion saturated pad was baked on an electrical machine that could be described as a torture device! Somewhat later, and even more popular, was the invention of the Frenchman, Monsieur Crogonle. It gave a tighter curl to the ends of the hair, but still used the heating machine that resulted in many casualties of the scalp. Later, Mr Willette invented the *cold wave*, the forerunner of the permanent wave we enjoy today."

Rosella Dressen Ries and Lone Theis sold the Modern Beauty Shop to Dagney Nöste



Lone Theis and Rosella Dressen Ries "Rosie" standing in front of the Modern Beauty Shop, 1944.

Johanssen and her husband, Ben Johanssen in 1948.

Dagney Nöste was born on December 14, 1905, on of six children of Iver Christian Pederson Nöste (1866-1947) and Anna Ellen Eikrem (1873-1958). Dag married Benhart Peter Johanssen, who was born on October 15, 1905 in Sweet Township, Pipestone, Minnesota. Ben's parents were Jacob Gustav Johanssen (1874-1960) and Margaretha Dorothea Tanck (1875-1955). Dag and Ben married on May 31, 1936.

Dagney Nöste Johanssen attended beautician school, according to an interview in the ***Shakopee Valley News*** in 1968. She remembers the marcel style was popular at that time. Dag started her beautician career in 1928 in Pipestone, and then worked in Renville and Mankato, following by 15 years in Alexandria.