

Hairstyles Dos and Don'ts

By Patti Jones

(Taken from Ladies' Home Journal, October 1930)



This article stresses that your coiffure “can do wonders to accent the best points of your face and actually conceal or modify your not so best points.” The hair parted in the center will increase the width of your face and also “emphasize irregularity”. This style would be becoming if your face is long and slender. A rounded or broad face can be made to look thinner by parting the hair on one side. Which side to part it would depend on which way your hair grows.

A long slim face can wear a very low bang, or hair that is combed very low over the forehead. The shorter the length of the hair on the face, the longer the face appears. Hair curving or waving over the cheeks cuts the face in half and appears to decrease its width. A small tight wave makes features seem very large, “simply because of the contrast between the tight waves and the size of the faces’ features. A wide loose wave is almost always more becoming.”

Late in 1930, the short “bob” is already passé. Long hair is not in either, but “the smallest and most compact of chignons or softer adaptations of the “bob” are the style.” The current hairstyle outlines the head, but the lines are softer and the waves are looser. Those who have long hair should still have a low roll or knot that looks well with a long slim neck. If your neck is fairly short and thick, it is recommended that you grow the sides first and encourage the hair to grow forward on the cheeks.”

“Two things to remember when attending the coiffure clinic, carefully study your hairstyle from all angles in a long mirror, so as not to only see your facial features, but also your whole body.” It also went on to state, “The smartest coiffure in the world will not make up for the lifeless uncared-for-hair. Don’t neglect the daily brushing and the massage with tonic, nor the thorough shampoo *once a month*.” Can you believe that?

The hairstyle on the left above was worn by a gray-haired woman in Paris. The back is flat and shingled, the sides are long and brushed away from the face. The ends are tucked under the curls at the top of the head. The 3 middle styles show the old and new bob. The hair is parted from the neck to the forehead and brushed toward the cheeks on each side, while a bang falls over the forehead. The style on the right shows someone who has long hair, with an all around roll. The hair is parted on the left and loosely waved.