

Beauty and Health, the Model A Way

Are you sure you want to do this?

By Mary Carlson

Any time you open a magazine, you'll be bombarded by ads for beauty products. In addition, an 'expert' will tell you how to take care of your health. Nothing changes, as this was also the case in the Model A era. However, some of the suggestions that we see in the era magazines would be suspect now. It's always fascinating to examine what was taking place during those earlier years. Following are some examples, taken from a single issue of a 1930 magazine.

General beauty and health tips:

There were numerous articles and advertisements focusing on the internal workings of the body. It was stated that lasting loveliness could not be achieved unless you kept internally clean. Products such as Sal Hepatica, Olive Tablets, fresh yeast and Postum would work towards that goal.



Some Women Always Attract

The women you most admire, and perhaps envy, prize their beauty and guard it. Their lustrous eyes and clear skin are the result of daily care. Above all else, these women keep their blood free of the poisons of constipation. Thousands of such women find Dr. Edwards Olive Tablets a matchless corrective. Made of pure vegetable ingredients. Know them by their olive color. They are a safe substitute for dangerous calomel. Not habit-forming. All druggists, 15c, 30c and 60c.

Dr. Edwards OLIVE TABLETS

Sal Hepatica uses the saline method to make horrible conditions such as constipation, colds, acidosis, rheumatism, headaches and auto-intoxication disappear. The ad goes on to say that sluggish livers respond, complexions bloom and the bloodstream is purified. 'Glory on the cheek ... sparkle in the eye... Health'

Now, for something different, try eating **Fleishmann's Yeast** three times every day. It will keep your stomach in good condition, as well as stimulating the intestines and correcting constipation. See the testimonials in the ads to the right.

If that doesn't fix you up, try **Dr Edwards Olive Tablets**. The ad states that they will keep your blood free of the poisons of constipation and the results will be lustrous eyes and clear skin.

Her experience bore out what great doctors say

(Below) "I was always bothered with indigestion," writes Miss Jeanne Johnson of Los Angeles. "Then I noticed a lot of the peppiest girls at school ate Fleischmann's Yeast. I tried it—and my indigestion was forgotten. My complexion improved, too."



(Below) "When I returned from the War I couldn't eat without indigestion," writes Willard Davis of Atlanta, Ga. "I heard about Fleischmann's Yeast, tried it, and soon lost my sluggishness and indigestion."





If all else fails, try drinking **Postum**. This product made from roasted whole wheat and bran should be drunk instead of caffeinated beverages. Try it hot or cold and you can even add a dollop of whipped cream to the top, or beaten into the drink. Thousands of people are said to have claimed that 'they feel like a different person' after consuming Postum for thirty days.

A tip – smoke **Old Gold Cigarettes** and you won't be left with any irritation to your throat. They are made of better tobacco and are endowed by nature with a new taste-thrill. The first carload reached the west coast on October 24, 1926.



ON OCTOBER 24, 1926, the first carload of OLD GOLD reached the Pacific coast . . . endless trainloads have been going westward ho ever since . . . with not a cough in a carload.



At the end of a tiring day, rest your weary muscles in a warm bath. Simply fill your bathtub with warm water and stir in a half pound of **Arm & Hammer** or **Cow Brand baking soda**. Lie there for 5 or 10 minutes and you will feel the soda working to loosen up your muscles, soothing and resting you. When you get out of the tub, you will be wonderfully reinvigorated.

Skin care:

As is the case today, during the Model A era there were a multitude of skin care products to choose from. It seems that every one of these products was the one you should use. What is your choice?

Ingram's Milkweed Cream promised to make your skin clearer and healthier. It was meant to be applied as a cleanser for a few moments, then patted off. Add a fresh film of the cream and pat it gently and carefully into your skin. Doing this will allow the special cleansing and toning ingredients to penetrate the pores. Your skin texture will be finer and smoother.





A percentage of extraordinary charm and distinction, Mrs. Adrian Iselin II is the brilliant leader of one of the most exclusive societies in New York. Here she is dressed for the summer season, in black and white chignon, a Paquin model, with Reboux hat of satin-trimmed black Milan, both by Hattie Carnegie.

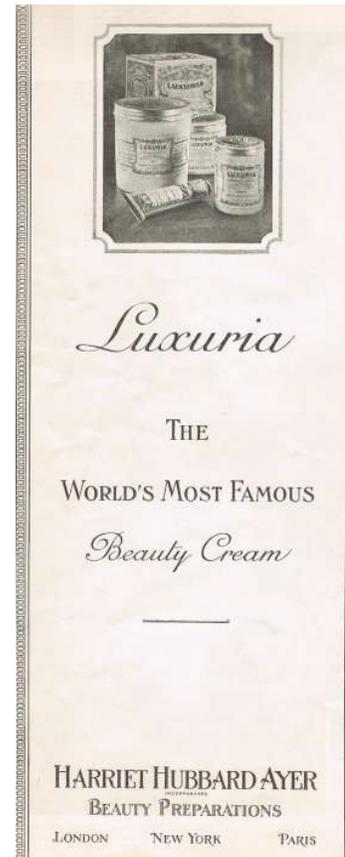
Ponds Extract Company sold 4 skin preparations to ensure that your skin would be dazzling fine and fair. They say that Pond's Cold Cream is the lightest and most exquisite obtainable, for immaculate cleansing several times a day. Then, to give you the alabaster look of utter daintiness, use Pond's Cleansing Tissues which are soft, safe and super-absorbent. After all the cream and dirt is removed, refresh your skin with Pond's Skin Freshener. This will banish oiliness and shine. The final step to achieving a peach-bloom finish is Pond's Vanishing Cream.

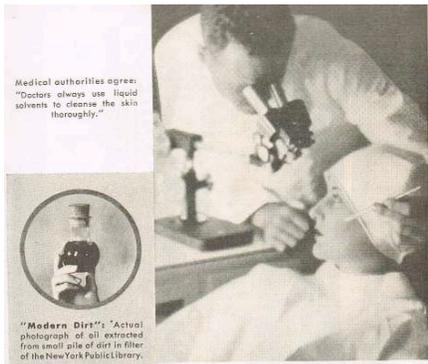
The model in the ad is Mrs Adrian Iselin II, of New York. She is wearing a black and white chignon dress [a Paquin model] along with a Reboux hat of satin-trimmed black [Milan]. Both the hat and dress are by Hattie Carnegie.

Harriet Hubbard Ayer Incorporated sold beauty products. They had locations in London, New York and Paris. Their ad simply stated that **Luxuria** is the World's Most Famous Beauty Cream.



A somewhat more modest ad was from the company called **Dorothy Gray**, with locations in New York, Paris, Chicago, Los Angeles, San Francisco, Washington and Atlantic City. The areas to be focused on, according to Dorothy Gray, were the wrinkles at the eyes or mouth, a crepe-y texture of the throat and a drooping of the underchin. They have a simple and successful treatment for each of these areas.





What is this "modern" dirt?

Modern dirt can be banished, if you use **Ambrosia**. This pore-deep liquid cleanser ends the modern dirt problem. What is modern dirt? It is a grimy, greasy deposit that comes from motor exhausts, soft coal soot and oil from machines. Modern dirt finds its way into the pores of the skin and is kept there by its oily content, impervious to ordinary cleaning. As a result, you will have a coarsened, roughened condition, impaired circulation and large pores. Ambrosia penetrates instantly, dissolving pore deep dirt and rousing circulation.

Are you plagued with freckles? **Stillman's Freckle Cream** can bleach out those nasty freckles, while you sleep. It's been endorsed by thousands, for 37 years! It will whiten your skin, too.

Do you have hair you don't want? Well, help is on the way. Del-A-Tone, Neet and ZIP are available. Each product has its own promise of how it will take care of your problem.



SUMMER LEGS are lovely *only* when *free of fuzzy hair*

That's why dainty, modern women turn to Del-a-tone Cream. Faintly fragrant... snow-white... it is as easy to use as cold cream. Removes hair *safely* in 3 minutes or less. You can meet curious eyes with poise and self-confidence if you keep your skin smooth and hair-free with Del-a-tone Cream... the most pleasant, modern way to remove superfluous hair from legs, back of neck, face, fore-arm and under-arm. (Removal of under-arm hair lessens perspiration odor). Perfected through our exclusive formula, Del-a-tone has the distinction of being the first and only *white* cream hair-remover. Send coupon below for generous

Del-A-Tone is faintly fragrant, snow white and removes hair safely in 3 minutes or less. They say that you can meet curious eyes with poise and self confidence. Forget the fuzzy hair.

Neet Cream Hair Remover promises that the hair will be removed instantly and that when it does reappear, there won't be any sharp stubble or coarsened growth. This exquisite toilet crème resembles superior beauty clay in texture.





disfiguring hair growths
permanently destroyed—
(not merely removed)

*The undergrowth must also be removed
in order to prevent a bristly regrowth*

ZIP claims that disfiguring hair growths are permanently destroyed. ZIP gets to the undergrowth and the roots, and is pleasant to use. It's harmless and painless. It leaves no trace of hair above the skin; no prickly stubble later on, and no dark shadow under the skin.

Lips and teeth:

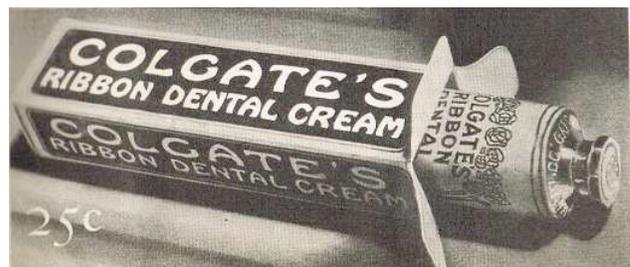
Dental care was important during the Model A era. Numerous ads for tooth brushes, toothpaste, toothpowder, mouth rinses and gargles were seen. Even chewing gum was promoted for its beauty benefits. Colgate and Pepsodent were vying for your business. They each had a different 'spin' on why you should brush your teeth with their product.

'Everybody knows that the real fascination of any charming woman centers in her possession of a pair of pretty lips.'



So states an ad for **Wrigley's** chewing gum. They tell us that one of the oldest and most inexpensive beauty secrets is that chewing gum from the Sapota tree keeps your lips young and pretty. Therefore, chew Wrigley's at least 10 minutes a day. 'Note the added loveliness in texture and contour that gradually finds its alluring way to your lips.'

Colgate would give you a double cleansing, when the penetrating foam sweeps into the tiny crevices and washes out decaying particles, as well as polishing the surface of the teeth.





The competition, **Pepsodent**, claims that their product is gentle and contains no pumice, harmful grit or crude abrasive. Pepsodent is the most effective way of removing the film from teeth. This film is a major cause of decay and other serious troubles.

If that isn't enough, you should use a mouthwash. **Listerine** promises that it kills virulent Staphylococcus Aureus and Bacillus Typhosus germs. The ad features the story of a girl

from Michigan who was pretty and was predicted to go on to great things such as popularity, a career and a happy marriage. But, because she had halitosis, her social life was a disaster. Keep yourself free from such a fate, by using Listerine, the safe antiseptic.

Deodorants:

It wasn't just your breath that could be unpleasant. To combat underarm odor, there were at least two brands of deodorant available.



MUM is a snowy cream that you can dab on in a moment. There is no need to wait for it to dry and it doesn't leave the skin greasy. It will not irritate sensitive skin or injure delicate fabrics.



Crystal – Pure Deodorant is how **DEW** is advertised. It is a deodorant and instant non-perspirant that will not irritate tender skin or injure delicate fabrics. 'DEW' is the original colorless deodorant.'



Confused yet? Are there too many choices? This was a snapshot of the advertising that was being used in the Model A era. Remember, all these ads came from one magazine. Imagine how many more there are out there, competing for your attention.

Reference: August 1930 Delineator

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