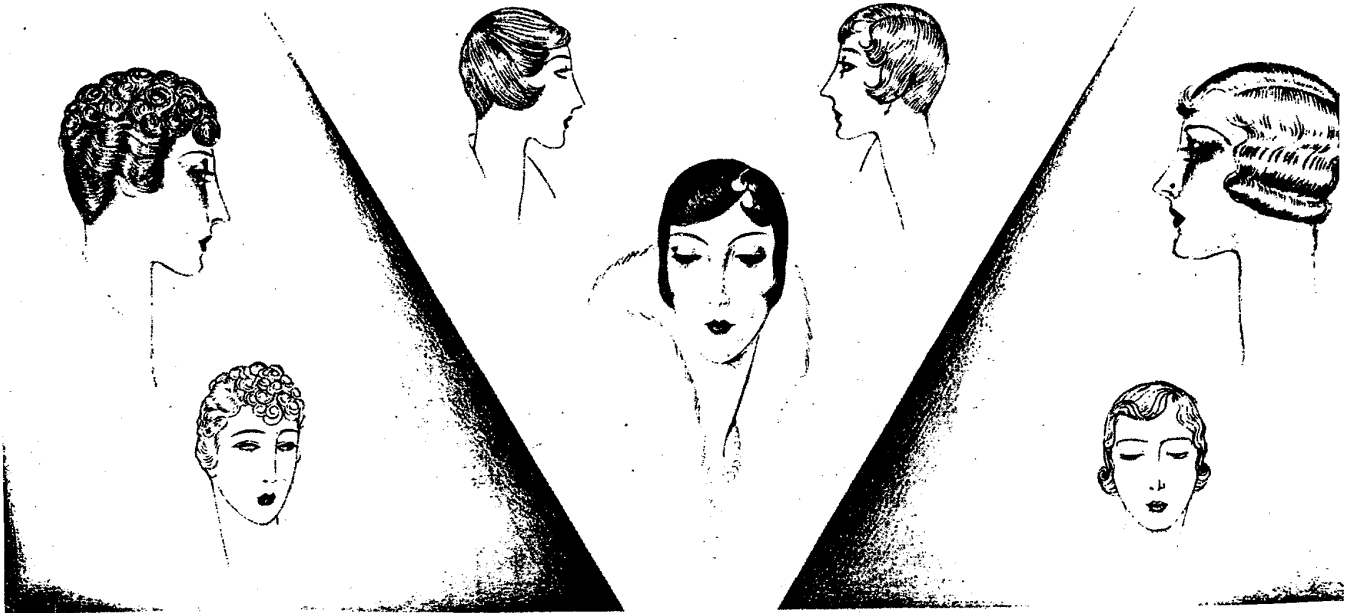


Hairstyles Do's and Don'ts

By Patti Jones

(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. If your face is broad and rounded, this style is not for you. If your face is rounded or broad, it can be decreased in effect by parting it to 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 will give you the same effect. The shorter length of the hair on the face, the longer the face appears. Hair, which curves or waves over the cheeks, cuts the face in half and decreases the width. A small tight wave makes features seem very large, "*simple because of the contrast between the tight waves and the size of the faces' features. A wide loose wave is almost always more becoming.*"

Already late in 1930, the short "bob" is 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 was recommended to "*grow the sides first and encourage the hair to grow forward on the cheeks*".

"Two things to remember when attending the "coiffure clinic" (not sure if they mean beauty salon), *carefully study your hairstyle from all angles in a long mirror as to not only 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, and 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 and the hair parted on the left and loosely waved.