



Edited by
Charles Meeker Kozlay

www.VintageHairstyling.com

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Bobbed Hair

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REGARDLESS of opinions for or against, the question of whether to bob the hair or not is being settled today by the women themselves. There is no doubt about the fact that it is holding a firm place.

This periodical has always been opposed to bobbed hair for women, principally in the interests of the profession and trade. On the face of it, the style means a decided cut in the profits of both.

But the die has been cast, and women demand that their hair be cut. It is, therefore, up to the hairdressers to cut it.

One of the most disgraceful phases of the situation is the fact that so large a proportion of those desiring their hair bobbed are going to the barber shops to have the work done. This is distinctly work for the ladies hairdresser. There is a great variety of styles in bobbed hair, just as there is in coiffures dressed with long hair. There is curling and waving to be done. There is, in effect, a coiffure to be executed on a lady's head. Is this a barber's work? Is the barber shop the place for women to frequent?

The plea of the majority of women who patronize the barber shop is that the barbers are more efficient, through their long practice in cutting hair, in getting the hair even. Another contention is that the hairdresser is careless in cutting when the hair is to be curled and waved, relying on the curl to disguise the uneven effect.

This condition can easily be remedied, by providing reliable operators to handle the work. Either the regular operators should be trained to bob hair well, or special operators should be hired to handle the work, and the waving and curling left to the marcel wavers. Hair bobbing done poorly in a shop will not only discourage any further bobbing there, but will keep the patron from patronizing the shop for other work. The very great majority of women prefer attending a beauty parlor, but must be given efficient service.

There is an insistent demand for styles in bobbed hair. Customers often come into a shop to have their hair bobbed, but are uncertain as to just what style they desire or what style would be most becoming to them.

It is to meet just this situation that we are showing this month various styles. The fashion plate of these styles may be shown to the undecided patron, and the operator should be able to immediately fashion the style desired. Make the most of the situation, and supply the demand.

If good salesmanship and great tact are employed, much revenue may be derived from this fad. Marcel waving and curling, wavy waving and permanent waving are very necessary adjuncts, and should be suggested whenever the opportunity offers.

There is also the sale of extra hair for evening wear and for those who are letting their hair grow. Combs and ornaments also provide a splendid revenue. Both these require good salesmanship, but pay well.

The ever handy barrett is still used to some extent on bobbed hair. But bandeaux and combs are now a necessity. Small fancy combs are placed on the sides of the head, and are used to hold a strand of hair in place. Longer combs extend along the side of the head, over the crown, or across the back.

While the bandeau is still worn principally across the forehead, the newest way of wearing this kind of ornamentation is across the back of the head, leaving the front of the coiffure without any ornament.

In regard to the sale of hair pieces, much depends upon the skill of the operator in applying them. Enough pieces should be kept in stock to be able to show the patron any effect desired, whether the entire head is to be covered, or small pieces applied to cover the short ends.

Familiar as the question of bobbed hair has become, and long as it has been argued pro and con, it is still a problem in America. Where did it come from?

There is a strong feeling in Europe that the craze was started in the munition factories there during the war, when the workers were required to bob their hair for safety. This may have had some influence, but could not be responsible fully for the widespread adoption of the style.

Some people have contended that the new fashion was started by hair dealers, to supply a need caused by a shortage of hair on the market. But this is obviously a false contention, as the hair derived from bobbing on the American woman's head is generally worthless. Our women, particularly those living in the congested districts, have not the heads of hair which the peasants in Europe, generally hatless, and living a healthier, more outdoor life, can offer.

The influenza epidemic a few years ago probably had some influence in spreading the style, and we have all heard the story of the famous actress who bobbed her hair after an attack of typhoid, and so influenced others to try the same effect with their tresses.

But we do know that bobbed hair was worn centuries ago, and that it has had little flurries at times in years past.

The only safe theory to apply is that it "Just Grewed," like Topsey, and, like a popular song hit, took the popular fancy. It was radical, but as such found stauncher followers than a more ordinary style, and was given greater publicity by the daily press, which is always eager to publish matter about something "new and startling."

It is this very radicalism which may be the death-knell

of the style. The extreme will often kill a fad. And bobbed hair is going to extremes at present, both in style and adoption. The shingle hair bob, anything but beautiful on a woman's head, and the straight hair bob, too severe for beauty, could not survive.

will then be dropped by the better classes as too "common," and this in turn will discourage its popularity among others.

Bobbed hair was adopted in all classes, but even now there is a marked tendency among society women to drop



1. Shingle, or Ina Claire Bob.
2. Permanently Waved Bob.
3. Boyish Bob.
4. Dutch Cut.

5. Horizontal Clubbed Bob.
6. Marcel or Water Waved Shingle.
7. Horizontal Tapered Bob.
8. French Center Part Bob.

9. French Side Part Bob.
10. Flapper Bob.
11. Center Part Bob.
12. Girlish Bob.

In considering the question of the duration of the craze, the judgment of the women moving in the higher circles of society will have much weight. It has been said that the most certain way of killing the fad is to advocate and advertise it until it is adopted almost universally. It

the style. Women who have the means, the time and the intelligence, do and should try for originality in all things including their personal appearance. And bobbed hair is no longer original. Will they continue to wear such an "ordinary" style?