

YOUR CROWNING GLORY

By Mary Carlson

Are you tired of your hair? Is it feeling listless? Does it need a bit of a pick-me-up? Well, there is help! During the Model A era, women had a multitude of products to choose from which promised to make their hair better behaved and more beautiful. Some suggestions from 1927 through 1931 are:

First of all, you needed a good shampoo. Watkins Mulsified Coconut Oil Shampoo was featured in magazine ads as well as *Montgomery Ward* and *National Bellas Hess* catalogues. Another advertised shampoo was Golden Glint Shampoo. They promised luster, sparkle, glossiness and beauty.

This is from the *Montgomery Ward* Fall Winter 1927 – 1928 catalogue.

Lustrous Healthy Hair
Depends Upon Proper Care

Mulsified Coconut Oil Shampoo

Gives Hair Extreme Loveliness—Makes Modern Styles Most Attractive

Brings Out All the Natural Life, Wave and Luster. Gives That Wonderful Gloss and Silky Sheen Which Makes Your Hair So Much Admired.

The simplicity of the bob, and the modern styles of hair dress, make beautiful hair a necessity. It is the first thing in your toilette to be noticed. Happily, beautiful hair is now easily obtained.

It is in large measure a matter of shampooing. Ordinary, old time methods, however, will not do. To bring out the REAL BEAUTY, the real life and luster, natural wave and color, the hair must be shampooed properly.

While your hair needs frequent and regular washing to keep it beautiful, it cannot stand the harsh effect of ordinary soaps. The free alkali in ordinary soaps soon dries the scalp, makes the hair brittle and ruins it.

That is why millions of women now use Mulsified Coconut Oil Shampoo. This clear, pure and entirely greaseless product cannot possibly injure, and it does not dry the scalp, or make the hair brittle, no matter how often you use it.

It keeps the scalp soft and the hair fine and silky, bright, fresh-looking, glossy and easy to manage.

53 G 1778—
 \$1.00 size (9-ounce).
 Shipping weight,
 2 pound 10 ounces.

79¢

53 G 1779—
 50¢ size (4-ounce).
 Shipping weight,
 1 pound.

39¢




Charming Hair!

*Now you can have it
 and keep it!*

Your hair, soft, fragrant—*lustrous!* Alive with that youthful sparkle everyone admires. Having it and keeping it is largely a matter of proper shampooing. Not just soap-and-water "washings", but the regular use of a shampoo that really *beautifies*—one that was created especially to improve dull hair and add that little something extra so often lacking!

If you really wish to make your hair bewitchingly lovely—just one Golden Glint Shampoo will show you the way! No other shampoo, anywhere, like it. Does more than merely *cleanse*. It gives your hair a "tiny-tint"—*a wee little bit*—not much—hardly perceptible. But what a difference it makes in one's appearance; that exquisite softness of tone that everyone admires! Millions use regularly! You'll like it! There's a youth-imparting touch—a beauty specialist's secret in its formula. At your dealers', 25c, or send for free sample.

J. W. KOBI CO.

637 Rainier Ave., Dept. J, Seattle, Wash.
 Please send a free sample.

Name _____
 Address _____
 City _____ State _____
 Color of my hair _____

**Famous
Mulsified
Cocoanut
Oil Shampoo**



33¢ UP
Regular **50¢** Size

**Keeps the Hair Soft
and Gives it a
Silky Sheen**

34 D203—To bring out the real beauty of your hair use Mulsified Cocoanut Oil Shampoo. It renews the life of faded hair; feeds roots and keeps scalp clean and healthy. Clear, pure and entirely greaseless. Regular 50¢ size... **33¢**
Postage 5¢ extra.

34 D204—Regular \$1.00 size... **69¢**
Postage 7¢ extra.

The listing from *National Bellas Hess*, fall -winter 1928 – 1929 catalogue. Note that the sizes of the bottles were not given.

Once you had shampooed your hair, you might have wanted to give it a treatment of some sort. You could color it or apply a color restorer.



**“Bring back my
BLONDE HAIR
.... to me!”**

DRY your eyes, little used-to-be blonde. You'll be singing another song—when you've had a Blondex shampoo! For Blondex will gently coax back all your natural golden beauty—give your hair new sparkle, new bewitching lights. Prevents darkening, too. Contains no harsh dyes—no harmful chemicals. Stimulates scalp. It's safe. At all reliable drug and department stores.



GRAY HAIR

THROW away messy, old-time, “crude dyes.” They are dangerous and noticeable. Call back natural shade by clear, colorless liquid combed through hair. Does not wash off. Leaves hair live looking and lustrous. Keeps easy to curl. May apply only to gray parts.

Make amazing test. **1.** Test on single lock. **2.** Comb through gray parts. **3.** Color returns. Few cents' worth gives complete restoration. Get full-size bottle from druggist. He will return every penny if not delighted.

Or send coupon for free test package (give color of hair).

FREE—Dept. 360-F, Goldman Bldg., St. Paul, Minn.

Name _____ St. _____

MARY T. GOLDMAN'S

The Empress Hair Color Restorer promised to give the desired shade to faded or grey streaked hair. Easily applied to black, chestnut, light, dark or medium brown, and it's harmless. Glostora was said to give your hair a high luster and keep it in place.

Empress
HAIR COLOR RESTORER
IMPROVED

BLACK

Hair Color Restorer \$1.59

Easily Applied at Home : Harmless
34 D 775—Empress improved instantaneous Hair Color Restorer. Gives desired shade to faded or grey streaked hair. Easily applied at black, chestnut, light, medium or dark brown. State color desired. . . . **\$1.59**
Postage 7¢ extra.

Now, it was time to dry and style the hair. Hair curling liquids as well as hair dryers were available. Wardgrade curling fluid was delicately perfumed and was added to the hair before styling, whether by iron, fingertips or curlers. Wildroot Wave Set was the talk of the professional hairdressers, as it was greaseless, non-sticky and fast drying, while resetting the wave firmly. The lightweight hair-dryer threw a steady current of warm air, at a whopping 440 watts. If you had bobbed hair, there was a brush just for you.

\$4.35

Hair Dryer
Powerful, motor driven, blower type. Light weight; efficient. Easy to use. Throws a steady current of warm air. Dries hair quickly. Neat black enamel finish. Height over all, 7½ inches. With about 5½-foot cord and plug. For any 105 to 120-volt current. Draws 440 watts. Ship. wt., 3 lbs. **\$4.35**
63 G 1822 . . .

A remarkable new wave-setting fluid

Professional hair-dressers everywhere are talking about this amazing new finger-waving fluid. Greaseless, not sticky, very fast drying, daintily fragrant, it resets the wave firmly and leaves no trace of residue, nor does it stain blonde or gray hair. Try it yourself! Send ten cents for trial bottle with full directions for using. Guaranteed. Large size at hair-dressers, druggists or department stores. Wildroot Company, Inc., Dept. WH-9, Buffalo, New York.

WILDROOT WAVE SET

Send 10c today for trial bottle

Bobbed Hair Brush
Ebony back. Size, 1¾ by 7½ in. Shipping weight, 10 ounces.
53 G 3955—Black extra stiff hand drawn bristles . . . \$1.19
53 G 3956—White Bristles. 1.35

For a Beautiful Even Wave That Stays in Wardgrade Curling Fluid

Molsten your hair with the Fluid, before curling, whether you use an iron, your fingers or curlers. Serves as a dressing, giving the hair a soft, glossy appearance. Delicately perfumed. Equally satisfactory with bobbed or long hair.

53 G 1756—4-ounce bottle. Shipping weight, 14 ounces. **37¢**
53 G 1757—8-ounce bottle. Shipping weight, 2 pounds 6 ounces. **57¢**

But, if you still were not satisfied with the way your hair looked and behaved – the easiest thing to do was to cover the whole mess with a hat!



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References: *Montgomery Ward & Co* Fall Winter 1927-1928 catalogue, *National Bellas Hess* Fall Winter 1928 – 1929 catalogue, *Needlecraft* magazine May 1929, *Pictorial Review* magazine October 1929, *Woman's Home Companion* magazine September 1929, *McCall's* magazine March 1931.