## 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 Cocoanut 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.

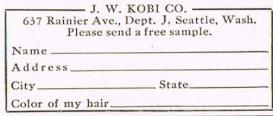


Charming Hair!

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.





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.





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.



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.

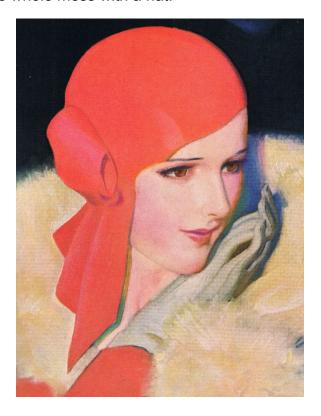








But, if you still were not satisfied with the way your hair looked and behaved – the easiest thing to do was to cover the whole mess with a hat!



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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.