

A Brief History of "the Bob"

~this is a small excerpt from an article about the legendary hairdresser Antoni Cierplikowski, more commonly known as "Antoine de Paris". The article first appeared in the January, 1955, issue of *Coronet* magazine. It was written by J.D. Ratcliff.

HAIR BOBBING began more or less by accident in 1910. The French actress Eve Lavalliere, who was 45 years old, had been cast as a girl of 18; and Antoine was pondering the problem of how to make her look younger when a girl came into the actress' boudoir to deliver a letter. The child had short hair and bangs. That was the answer.

Antoine cut off the actress' hair and soon other women were besieging him to cut theirs also, to make them look younger. It took several years for bobbing to become a world-wide vogue. When it did, the storm broke.

The new style was denounced by press and pulpit. In the U. S., department stores refused to hire women with shorn tresses; bobbed-haired women were barred from English courts; and Japan passed a law against bobbing.

As Antoine's fame increased, so did his prices. When he opened his New York salon in 1922, an Antoine bob was priced at \$25. He doubted anyone would pay it—but was booked solidly for months. Since then prices have fallen to more reasonable levels.



Eve Lavalliere

