

CLICK

THE NATIONAL PICTURE MONTHLY

April, 1943: p. 18

Try On a Hairdo Instead of a Hat!

Swank "pin-on" hair makes
a comeback—at a price
career girls can afford



Most exciting innovation in the hair salon business this past year was the revival of "pin-on" hair—wartime fashion that boosted the false hair industry into the \$10,000,000 bracket. Swank hairdos at from \$25 to \$125 were the crowning glories of debs, dowagers and Hollywood glamour gals but most American women couldn't afford to let the fad go to their heads.

Not so now! CLICK editors let you in on the tricks of the trade by persuading coiffeur creator Michel, of the Helena Rubinstein salons, to show how he styled these and our cover girl's hairdos out of five-and-ten tresses.

An artistic descendant of grandma's "rats", the false hair-pieces now on the market are styled elegantly, in as many variations as feminine headgear. Many WAACs, WAVES and civilian defense workers, ordered to crop their hair clear of their collars, carry false chignons, page boys, coronets, buns, pigtails and contrasting hair streaks, designed by Michel, in their travel kits.

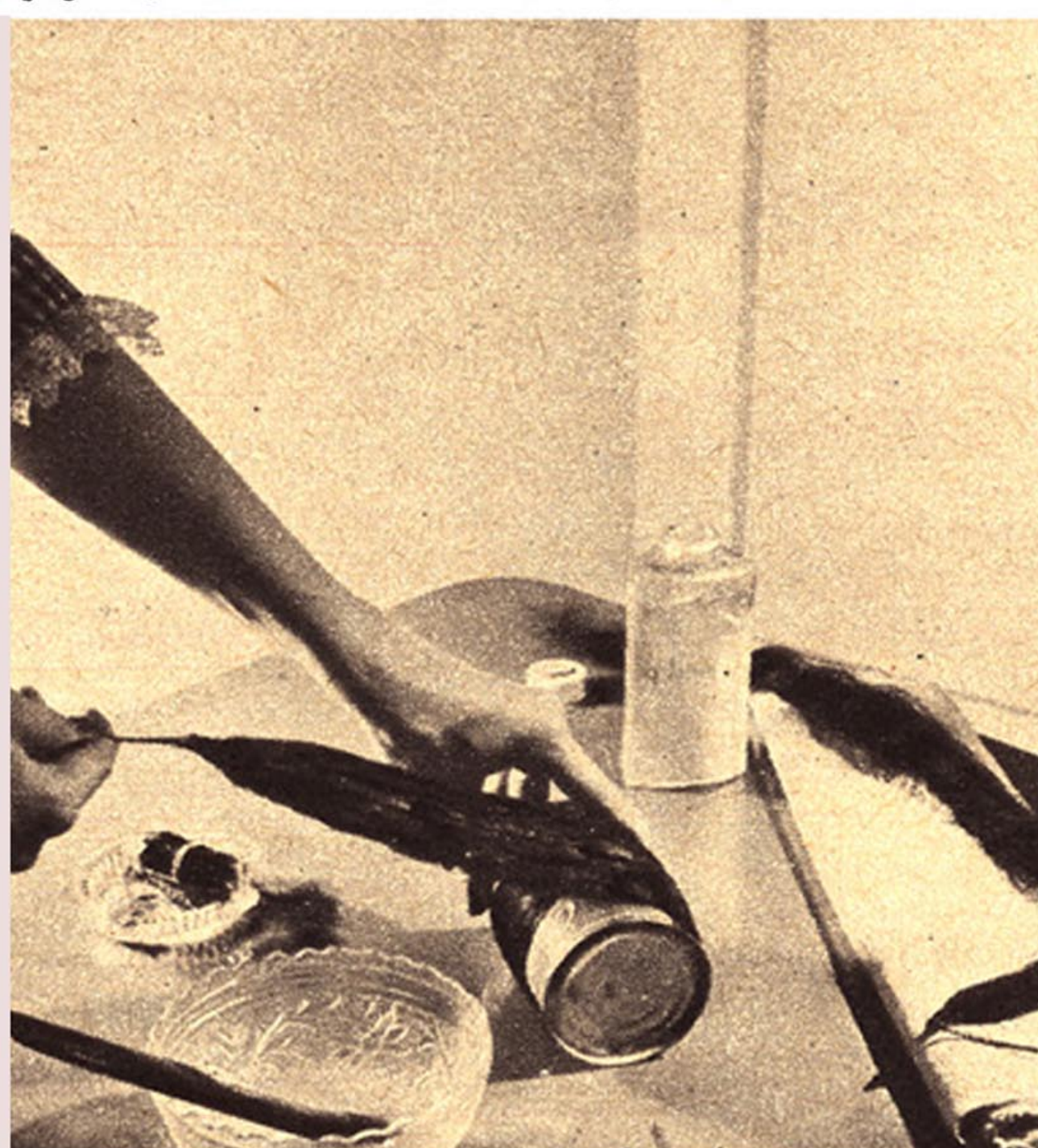
The current false hair mode follows close on the vogue for short hair. Women began clipping their hair with patriotic fervor when the flowing glamour bob was tagged "occupational hazard" by our defense factories and soon was tabooed by our women's fighting forces.

American hairdressers were delirious with joy. The brief bob they were promoting since the end of 1941 now had an official stamp of approval. But many of the young lassies who jumped on the fashion bandwagon for duty's sake found themselves yearning for the versatile long-bob when date night rolled around. Answer—"pin-on" hair. With the instructions given here any one of the swank hairdos photographed are now within the reach of war workers, Government employees and career girls. Try them on instead of a hat!

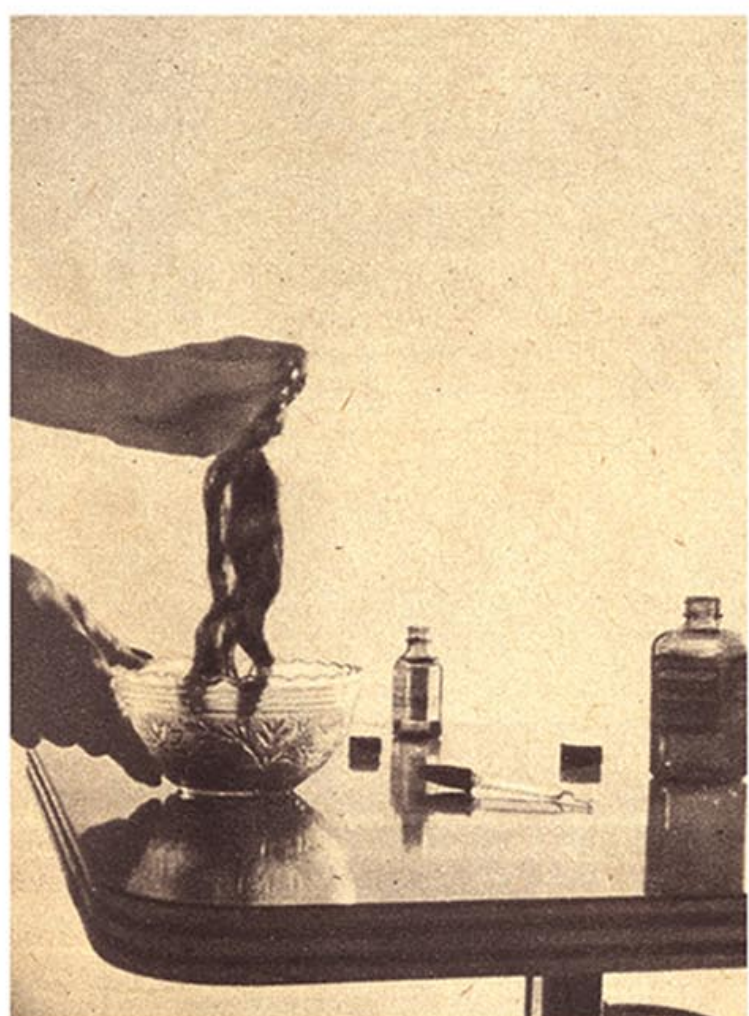
OldMagazineArticles.com



THIS PAGE BOY BOB IS A PHONEY. The model actually has a short "petal cut" hairdo but Michel shows you how he let her hair down merely by adding "pin-on" hair. Most popular of all false hair styles, this little red number costs all of \$1.70. Three thick fifty-cent tresses plus two yards of Christmas ribbon are all you need. But if you're a redhead like this lass you'll want to know how Michel lightened the titian tresses sold at the five-and-ten so that they match real hair. Ten drops of bleaching ammonia in a half glass of peroxide is the solution. Dip the hair pieces until you get the right color. Dry hair and sew the three tresses on a hair ribbon. Set into page boy style with non-priority cardboard, tie under your own hair.



ADDED HAIR MAKES FOR ADDED GLAMOUR as seen in this striking hairdo by Michel, coiffeur creator for the Helena Rubinstein salons. Styled out of five-and-ten false hair, this latest version of the "contrasting streak" fashion is yours for only fifty cents. It's made of two twenty-five-cent hair pieces and is an amazing copy of coiffeurs priced as high as \$75 in the country's better shops. Easy to create, you merely dip both sections of hair into a bowl of setting lotion and roll into big, soft curls on a soup can as pictured. When dry they're draped best into the pompadour haircomb as shown. One hair piece is blended into the pompadour while the other is shaped over the crown of your head and around a curl of your own hair.



CORONET AND CHIGNON ARE THE EASIEST false hair pieces to make according to Jacqueline, Michel's French technician. Career women with short, efficient bobs yearn for a more formal head dress for after office hours. Here again "pin-on" hair is the answer. By braiding six twenty-five cent hair pieces you can have the attractive coronet modeled here. The chignon is a practical companion piece. Three of the fifty-cent tresses sewn and then folded as in these pictures will do the trick. But to roll the hair into thick knots you'll need three old-fashioned "rats." They give the chignon body, help when you're attaching comb or beret fastener.

CLICK



OldMagazineArticles.com