

Everybody's Being Bobbed

The bobbed-haired Brinhide in the center of the group below is Ethelda Bleibtrey, swimming champion, who long ago committed herself to short hair and snap. She is being taught how to make up by Mary Anderson, the movie beauty shown at right.

What Was Once a Mere Fad Has Become an Established American Institution. Along With Ice Cream Soda, Baseball and Flivvers — Why Barber Shops for Women Are Busiest



Women barbers are almost as frequent as men because the number of women who need tonsorial attention now runs into the millions. The photograph shows two girls getting their weekly trimming.

BOBBED HAIR is no longer the exclusive hallmark of the flapper; bobbed hair is no longer a craze. It is now established as a national institution along with baseball, ice cream soda and the flivver.

Propagandists still call for the return of the flowing locks of yesterday's languorous era. Scalp specialists with an ax to grind predict that bobbed-haired women will verge into bald-headed women. But despite these alarms a good 50 per cent of American girls are definitely committed to the ear-length ringlet.

Perhaps no better illustration of the new condition could be offered than that furnished by the action of the union barbers of the Bronx, New York city, who went on strike because girls who wanted their hair bobbed—and also those who wanted their short locks trimmed—insist on going to the barber shop after their own business hours and after the barbers' closing time. The master barbers naturally wished to accommodate their new patrons and the journeymen simply wouldn't stand for it, so they went on a strike. The matter has not been permanently settled yet.

Bobbed hair ceased to be a mere craze when the first girl who had hers cut because the others were doing it, decided in her second summer to continue it. There were several reasons why these pioneers decided to stick to bobbed hair.

In the first place they thought of the immense bother that the restored long hair would be. Then again they thought of that intermediate period when their hair would have lost its crisp and curling shortness, but would still not be long enough to put up properly. It also occurred to them that the bob had given them a certain piquancy they had never had before and might never have again. So they decided to stick to it a while longer. And the longer they stuck the less reason there appeared to be for ever going back. All the forces of inertia have been on the side of bobbed hair. For, as untold millions soon found out, it was much simpler to cut hair than grow it back again.

The surest indication of the permanency of the bobbed-hair vogue is furnished by the barbers. A while back the air was filled with lamentations of desperate razor wielders. What, with the prevalence of the accursed safety razor and the high cost of lather, etc., their business, they said, was going to the dogs. The only way to prevent the barber shop from being wiped off the face of the earth was to raise the price of a

haircut to a dollar. Meetings were held and statements issued.

Then of a sudden the lamentations ceased and there was no more talk about the dollar haircut. The reason was not far to seek, though many male persons haven't found it yet. The increased number of women who had decided to bob their hair and keep it bobbed so swelled the receipts of hotel and department-store barber shops that additional chairs had to be installed to take care of the girls. This finally led to the establishment of regular shops for women and no department store in any of the large American cities is now complete without a "ladies' tonorial hall."

Scene in a Barber Shop.
A typical New York shop occupies a whole floor and in each of the chairs, extending in double rows down the length of the room, sits a feminine customer. And as fast as one is discharged another replaces her.

Girls who have their hair trimmed every week usually go to their favorite shops immediately upon reaching the shopping district and draw checks from the head barber. The number of each check indicates how soon its possessor may have a chair. She can then use the intervening time in shopping.

Further evidence that bobbed hair has come to stay is furnished by any business office. A count of any establishment employing women workers will reveal that a good half of them have permanently adopted bobbed hair. In fact, the business girl, along with the athletic girl, has found that the short cut is an asset.

She doesn't have to take up as much of her time in preparation for the day's work, she doesn't have to make as many excursions to the dressing rooms in order to keep ship-shape during the day, and she can attack her job with abandon and still know that her hair is not going to betray her into dowdiness.

The athletic girl decided a long time ago that she couldn't afford to have her hair coming loose while she was in the midst of a championship swim or a tennis match. The short hair was as necessary to her feeling of fitness for her job as overalls to an engine driver.

Bobbed hair—as might be expected—carries its penalties. Women have to have shapely necks in order to wear eve-

ning clothes and bobbed hair, too, and there are limitations to the amount of ornamentation that can be carried in the coiffure.

A number of the younger women, both American and English, who were presented recently at the court of King George and Queen Mary found their bobbed hair somewhat of an embarrassment at first because they could think of no way to fasten the three feathers, required on that occasion, into their hair. The difficulty was finally met by Bondstreet hair dressers, who contrived bandeaux to hold the decorations.

And now that bobbed hair is a recognized part of the American scheme, considerable interest has been aroused by the discussion as to what American woman first bobbed her hair. Several have been mentioned, but the majority of opinions favor Mrs. Irene Castle Tremaine as the prototype of the modern bobbed beauty.

When Mrs. Tremaine first appeared as the dancing partner of her late husband, Vernon Castle, bobbed hair appeared with her. Mrs. Castle was not influenced by any ambition to set a style—she was concerned solely with enhancing her slim beauty. That she achieved the effect she wanted goes without saying, for she has kept her bobbed hair till this day.

Advocated Bobbing in 1910.

Alma Webster Powell of Brooklyn, former opera singer and champion of the working girls' cause, was the first society woman to take the radical step of having her hair bobbed. She cut it off in 1910 and created a sensation in New York city, for the long black hair she had shorn marked her as a noted beauty. She then predicted that some day—she then estimated, and quite accurately, a decade—women generally would wear short hair.

Another pioneer with bobbed hair was Mae Bush, the actress, who has returned to motion pictures after several years' absence. Mae Bush's bobbed hair was known to picture fans as long as ten years ago, when she had leading roles in the Mack Sennet comedies. In those days the film actors and actresses were anonymous. There were no programmes then. But everybody knew Mae Bush as "the bobbed-hair girl."

Miss Bush doesn't claim to be the first

The beach sprites are all bobbed-haired this year, and the Manhattan Beach quintet at the right are typical. They are Gertrude Moran, Bessie Lyman, Lanretta O'Reilly, Agnes Lyman, and Marjorie Brennan.

bobbed-hair girl. She yields that honor to Mrs. Castle Tremaine. She does, however, claim to be the second.

Office workers advance the claims of bobbed hair as a time saver. When lunch time arrived in the days of long hair, they say, at least ten minutes had to be cut off the eating period while hair net was rearranged and hair combed.

Also, the convenience of bobbed hair on the beaches has really increased the number of women swimmers. Now, with

These three girls on the right illustrate three popular varieties of bobbed hair. At the top is Dolly Douglass with a straight cut. Below is Lucille Douglass, shown with hair newly bobbed in curled fashion Mrs. M. Epstein, at the bottom, shows the wave style.

bobbed hair, wet tresses mean little. Another sport of women, cross-country hiking, has helped make bobbed hair popular. There are no facilities at roadside lodgings for elaborate coiffures.

BIG WHALES FOUND IN PACIFIC OCEAN

THE biggest animals in the world are found in the Pacific ocean, writes Barton Warren Evermann in the Pan-Pacific Union Bulletin. These are the massive whales of so many different varieties that scientists do not even know just what and where they are.

The commercial fisheries of the North Pacific can be properly understood and regulated only in the light of pretty full knowledge of the Cetaceans and seals of the various kinds. It is important to know just what relation the whales, sea lions, harbor seals and porpoises sustain to the salmon, the sardine, the herring and the cod. The relation of the California sea lion and Steller's sea lion to the salmon fisheries has long been a moot question.

Conclusive study of the question has never been made, and no one is in a position to say from his own knowledge just what laws should be enacted regarding those species. The same is true of the whales. What we know or believe regarding their feeding habits is of the most general character. Only a few days ago I was told that an examination of the stomach contents of a humpback whale recently brought in to the Moss Landing whaling station of the California Sea Products company yielded 1500 to 3000 pounds of sardines, besides a miscellaneous lot of smelt, anchovies, shrimps and squids. In the stomach of a sperm whale were found a ten-foot shark, a piece of fur-seal skin and a bunch of fishhooks.

These are surprising statements, espe-

cially that about the ten-foot shark. They call attention to the necessity for comprehensive study of the feeding habits of whales and their relation to the fisheries. The sardine fishermen of Monterey bay, as well as those in Norway, claim that the whales herd the sardines inshore and are, therefore, beneficial to the sardine fishery; they, therefore, object to the killing of whales. The whaling station at Moss Landing on Monterey bay offers exceptional facilities for investigation of this question. As a matter of fact we know too little about the relation of most of the 40 odd species of marine mammals to the commercial fisheries to enable us to advise intelligently as to the laws for their protection, regulation or destruction.

We do know that, because of the great commercial value of their pelts, the three species of fur seal and the two of sea otter should be fully protected. We know that no more of any of those species should be killed without in the least militating against the maintenance of those valuable species at the maximum number and efficiency. Whether this statement can be made regarding any others is doubtful. Some of them, as the whales, have considerable commercial value. Still others, as the dolphins and harbor seals, possess as yet only slight commercial value. What the effect on the fisheries would be if their numbers should greatly increase, or greatly decrease, can not safely be predicted; the known facts are not adequate for a decided answer; only long-continued, painstaking investigation can tell us what the answer will be.

