

MACHINE SHOPS AND LABORATORIES MAKE CHANGE IN STYLES FOR WOMEN OF WORLD

Cheap Automobiles, Not Parisian Coiffeurs, to Blame for Bobbed Hair; Safety Razors Eliminated the Whisker; Chemical Advance Brought Hair Coloring.

Women's fashions—and men's too, for that matter—are created in machine shops and chemical laboratories. This is the contention of Jeanne Ruere, beauty specialist, who during the last few years has transferred her activities from Paris to New York.

Being Parisian, Mlle. Ruere apparently should know what she is talking about, for all that it heretofore has been the general opinion that the modes of women, in particular, are the result of the whim of some creator of gowns or coiffures in the French capital.

"Bobbed hair, for example," said Mlle Ruere recently to a representative of the press, "is to my mind not the result of a new trend of thought. Philosophy has never played any great part in the day-to-day life of women. New ideas may have changed the fortunes of nations, but have had little effect upon the way women wore their clothes.

"So it cannot but appear that convenience and necessity have far more to do with it. That is the general reason given for the cropping up of cropped hair. But back of the reason—which most certainly is sound—is the fact that certain new inventions in the world have made convenience a more vital matter. Bobbed hair, for instance, has come in at about the same rate as has the low-priced, gen-



erally available automobile. Riding in automobiles, as everyone knows, is destructive of any coiffure at all elaborately or artificially arranged. The wind simply wastes all the time that has been spent. So this happened: people found that they would rather ride in automobiles than not ride; and so they must find a means of fixing the hair attractively, yet in a style which would withstand the breezes.

"That's what I mean by saying that fashions come from the machine shops and chemical laboratories, rather than from the salons of the courtiers and coiffeurs of Paris."

The same thing, according to Mlle. Ruere, has taken place in men's styles. A notable instance is the now nearly obsolete whisker. Our grandfathers, said the French authority, and hers' too for that matter, wore the hirsute herbage chiefly because shaving it off, with an open razor and soap that now is considered too harsh for laundering, was too much of an ordeal. A man let nature and the fa-

cial flora take their course, rather than risk his throat to the unguarded razor. The invention of the safety razor and special soaps for softening the beard naturally removed the hazards to masculine pulchritude—and with the removal of the hazard came the removal of the beard.

A recent development of fashion, due directly to scientific research, is the rapidly growing number of women with gray hair who are coloring it. It is only recently, within the last three or four years, Mlle. Ruere points out, that serious scientific attention has been brought to bear upon the rather neglected subject of coloring human hair.

"Woman a few years ago—indeed a very few years ago," she said, "had to choose between looking gray or ghastly. And the colorings then were so very crude, so very unconvincing, that they perforce chose grayness.

"It is now of course, quite different. The hair tint, a new process of coloring hair, especially designed for human hair, has been evolved; it al-

lows any woman to change the hue of her hair back to that of her youth within the short space of fifteen or twenty minutes; and so cunningly is the preparation compounded that its effects are quite indiscernible as artificial.

"But not only has science achieved a natural coloring but a safe one. Back in the bustle era, hair dyes—containing a substance called paraphenylene diamine—were about as safe to bring in proximity to the scalp as the open razor was to the throat. Chemists have eliminated this ingredient and with it the chief grounds for many women's prejudice against the coloring of their hair."

"The coming of bobbed hair, the going of the untamed whisker and the almost universal custom of coloring the hair—all these are the work of the engineer or the chemist. The dressmaker, the hairdresser and other such folk as commonly are supposed to be the originators of styles are carrying out the orders of necessities—new necessities brought about new mechanical and chemical inventions."

Has Tonsils Removed—Ray Nickum had his tonsils removed Wednesday.

Little Boy Improved—Robert Drury, who has been gravely ill at the Mercy hospital for the last week, is improved, according to his physician.

Visit From Washington—Mr. and Mrs. Walter Parks from Humptulip, Washington are visiting relatives here. They arrived here Wednesday.

Will Go On Trip—Mr. and Mrs. Jack Larson intend to spend the week-end near the McKenzie Pass.

Swimming Party Planned—A swimming party on the coast fork of the Willamette river is planned for this evening by the following people: Mr. and Mrs. Jack Larson, Mr. and Mrs. Walter Gossler, Mr. and Mr. Floyd Waterfield, Mr. and Mrs. Trubert Henderson, Mr. and Mrs. H. B. Freeland, and Mr. Freeland's mother, Mrs. H. P. Freeland of Salem.

Dr. S. Ralph Dippel, Dentist, Vitus Little Boy III—Earl Roberts is seriously ill.



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