



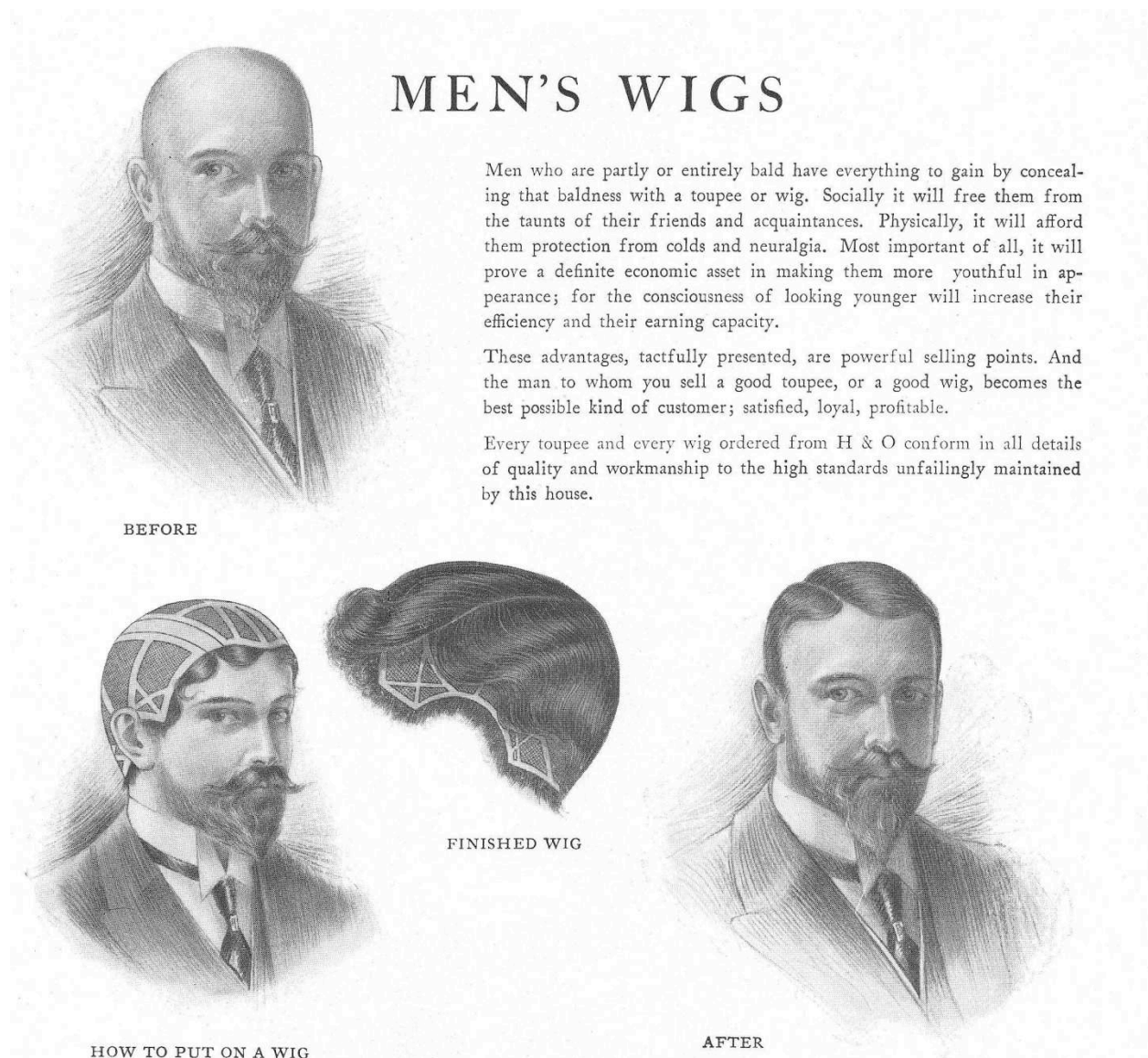
# Men and Wigs

by Jackie Brooks

Men wanting to appear youthful could discreetly purchase a full wig or toupee. There were several companies that manufactured hair pieces. The Hyman & Oppenheim Company of New York City was established in 1878. They were providing services to beauty salons, barber and specialty shops well into the Model A era. They also manufactured wigs of all kinds, holding several patents.

They put out a handbook, which they referred to as, "More than a catalog" in 1928, consisting of 150 pages of Beauty Shop essentials. Their  trademark was reputed to be, "Known the world over to be the dealer in hair goods,  for quality, style and value." They also distributed furniture, equipment, appliances, novelties, cosmetic supplies and hair goods.

Long hair was more common in Europe and highly valued to be used in wigs. Many women sold their



**MEN'S WIGS**

Men who are partly or entirely bald have everything to gain by concealing that baldness with a toupee or wig. Socially it will free them from the taunts of their friends and acquaintances. Physically, it will afford them protection from colds and neuralgia. Most important of all, it will prove a definite economic asset in making them more youthful in appearance; for the consciousness of looking younger will increase their efficiency and their earning capacity.

These advantages, tactfully presented, are powerful selling points. And the man to whom you sell a good toupee, or a good wig, becomes the best possible kind of customer; satisfied, loyal, profitable.

Every toupee and every wig ordered from H & O conform in all details of quality and workmanship to the high standards unflinchingly maintained by this house.

**BEFORE**

**HOW TO PUT ON A WIG**

**FINISHED WIG**

**AFTER**

# Men and Wigs

by Jackie Brooks

long hair which was processed, sometimes dyed and curled. It was then hand tied into a silk net base which was then used to form wigs and hairpieces (also known as "Transformations") of various sizes and styles for men, women and dolls.

The local barber could take the required measurements and pictures. He would then forward the information to the company.

## MEASURING CHART FOR A WIG

Use an accurate measure. Brush the hair back flat before measuring. Give all 5 measurements. Write us the size of your customer's hat and send a photograph if possible.

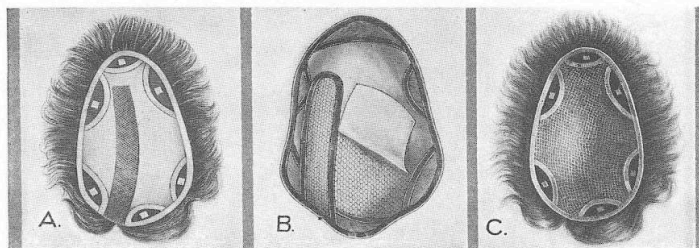


Measure from point to point, as shown by tape measure.

- No. 1—Measure from where hair grew on forehead around back of head to starting point.
- No. 2—Measure from where hair grew on forehead over top of head to the nape of neck.
- No. 3—Measure from ear to ear across the forehead.
- No. 4—Measure from ear to ear over the top of the head.
- No. 5—Measure from temple to temple around the back of the head.

Indicate clearly just what each measurement is.

A ventilated wig, in brown or black, cost \$30 wholesale. In grey and what was referred to as "Rare" shades it was \$35. The expected markup could be as much as 100%. This was a pretty penny for the day when a man on the Ford production line was paid \$20 a week. Toupees' wholesale cost ranged from \$30 to \$50.



## FOUNDATIONS of TOUPEES

**"A" No. 3200**—Toupee in the regular best quality with an insertion of real hair lace. The dark segments are reinforcements of non-shrinking, pure silk ribbon and the strips represent bindings of the same silk ribbon. The small squares illustrate pieces of Toupee Plaster for holding the Toupee in place.

**"B" No. 3203**—Same as "A" with the addition of a very thin, fine silk gauze lining, for additional smoothness and comfort.

**"C" No. 3206**—A foundation of the costly hair lace entirely in one piece. The most comfortable and lasting that can be made.