

June 2024  
Vol. 40/ No. 3

# McFADDIN-WARD HOUSE VIEWPOINTS

## The McFaddin Women and Their Hair



Ida Caldwell McFaddin in her wedding dress in 1894, wearing her hair in a fashionable "Psyche Knot."



Mamie McFaddin, front row, center, is pictured at a 1910 luncheon at her home. All the girls, including Mamie, wore their long hair puffed and caught up in a bow.

### By Judy Linsley

In "The 1900 House," a 1999 PBS TV series that immersed a modern family in the lifestyles of the early 20th century, one of the biggest frustrations for the mother, Joyce, was her hair. She was allowed to use only products that would have been available in 1900, which ruled out modern shampoo, conditioner, set lotion, or spray. Before the advent of beauty products and salons, Victorian women were usually forced to treat their hair at home, using methods and ingredients that today seem bizarre at best and dangerous at worst.

The McFaddin-Ward House library possesses a copy of *Health and Beauty Hints*, published in 1910 by the New York Evening Telegram. Chapter Two is devoted to hair

care, though some treatments sound more like kitchen recipes. Oily scalp could be cured by rubbing lime water and raw eggs into the scalp. Hair was to be washed only every three weeks; if it became too oily, fine corn meal could be applied to soak up oil, then brushed out. A dandruff cure involved soaking the scalp in olive oil, then shampooing with eggs mixed with lime water. Other remedies called for various ingredients, including rose water, ammonia, sulphur, glycerine, or "best French brandy." Split ends could be treated by "singeing," that is, running over them with a lighted candle. That sounds really dangerous!

The book heavily stressed that healthy hair required frequent and vigorous brushing; Victorian dresser sets came with a "hair

receiver," a small ceramic bowl with a hole in the lid, for storing hair that was caught during the brushing. That hair could later be used to make hairpieces that thickened or enhanced the still-growing hair.

According to a note in a scrapbook in the museum archives that belonged to Ida Caldwell McFaddin's sister Ouida Watts, gray hair could be prevented by rubbing the scalp with a mixture of rainwater, soap, alcohol, spirits of lavender, and the whites of 6 eggs. If prevention failed, the *Health and Beauty Hints* author recommended dying hair dark with a solution made from green tea and dried sage, and coloring hair blonde with a henna paste.

Change was on the way, however. "The Harper Hair Parlor," the country's first

# Director's Desk



Retired FBI agent Bob Wittman speaks to a full house during his lecture about art crime on May 16th.



BISD 7th grade students begin their field trip to the historic house and carriage house on April 30th.

Dear Friends -

The museum's popular Lecture Series wrapped up in May with Bob Wittman's extremely informative and entertaining presentation on the FBI's role in recovering some of the nation's most valuable cultural treasures. Capacity crowds enjoyed an exceptional array of topics offered over the seven lectures in the 2023-24 series, expertly curated by Bel Morian, Programming Director for the

McFaddin-Ward House. It's good to know that Bel is already hard at work ensuring that the 2024-25 Lecture Series will again offer an exceptional line-up of intriguing topics, so kudos to Bel for her remarkable work!

Likewise, Jennifer Lowrance, the museum's Director of Educational Programming, is breathing a sigh of relief after coordinating field trip visits by all BISD 7th grade students through the historic house

and carriage house. As many as 200 students every Tuesday in May enjoyed their time at the McFaddin-Ward House with tours led by many of our incredibly dedicated Docents and staff. Additionally, at the end of May, campers ages 8 - 12 returned to the McFaddin-Ward campus for the Ranching Round-Up Summer Camp to experience another period in Texas history while performing hands-on activities related to the theme of ranching. Again, it was all-hands-on-deck over three fun-filled days for Docents and museum staff alike for which we are most grateful.

With summer comes two highly anticipated construction projects at the historic house - construction of an ADA ramp designed to blend nicely with the architecture of the west façade of the house and, on the east side of the house, needed repairs to the Sun Porch will be made. These projects will not affect our ability to warmly welcome all visitors to the house and gardens, so as friends and relatives come to visit this summer, we hope you will share with them the beauty of the McFaddin-Ward House.



Plans for the new ADA ramp, which will be installed on the east side of the McFaddin-Ward House this summer.

Tony L. Chauveaux

# Curator's Corner

## Routinely Beautiful

By Victoria Tamez

*Curator of Collections*

The curatorial team is proud to present our newest Visitor Center exhibit!

The exhibit, "Apparatus and Elixirs: Beauty from the Reserve Collection," focuses on the various cosmetics and beauty tools used in the beauty routines for the women of the McFaddin-Ward House.

Currently on display, we have moisturizers, lotions, powders, eye creams, hair dryers, perfumes, press-on nails, make-up, and a variety of other cosmetics and beauty products once used in the McFaddin-Ward House. The objects in this exhibit are newer than a lot of our other collection pieces, so you might see a few products you recognize.



Assistant Curator/Registrar Katherine McAtee and Curator Victoria Tamez set up the new Visitor Center exhibit, "Apparatus and Elixirs: Beauty from the Reserve Collection".



Display case in the exhibition.



Compact included in exhibition.

In other curatorial news, the team has loved being a part of our recent slate of field trips with our own Assistant Curator/Registrar, Katherine, leading a line dancing activity! We've loved having the students tour the house and the grounds while being able to learn a little more about Beaumont history.

The team has even had the opportunity to help in some homeschool workshop fun and even took a couple trips out for a Museum in a Box activity!

Education and community engagement is so important to us here and we are glad to be a part of it.

We are periodically checking on the status of our pieces that are currently out for conservation and hope to have updates for you soon!

Look out for our latest Summer House Installation coming soon! The house will be set as if the family is going out traveling so look out for luggage, fans, and some tickets to far off destinations!



Curator Victoria Tamez, Director of Educational Programming Jennifer Lowrance, and Assistant Curator/Registrar Katherine McAtee bring a Museum in a Box activity to Hamshire-Fannett Elementary School.

# HAIR

Continued from page 1

beauty salon, had opened in 1888 in Rochester, New York. The idea soon caught on, and the early 1900s saw a huge and rapid growth of beauty salons and products, including hair treatments.

In the first two decades of the twentieth century, Ida McFaddin and her daughter, Mamie McFaddin Ward, cared for their hair at home, although a woman named Hattie usually came by to wash it for them. She also gave them manicures and an occasional massage. In 1915, she even gave Ida a permanent at the McFaddin home. "Took all day," Mamie recorded in her diary.

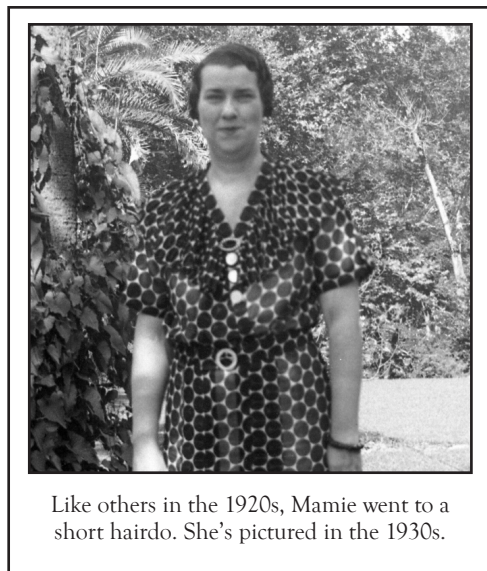
Ida and Mamie's beauty routine moved from home to salon in 1921. On July 19, Mamie's diary entry read, "Mama & I went to Miss Hanlen's, I had my hair treated." Miss Hanlen's beauty salon offered customers "hairdressing and manicuring" and featured Marinello products. From then on Ida and Mamie made weekly visits to the Hanlen salon to get their hair done, a schedule that became the norm for many women all over the country.

Marinello also operated beauty schools in various cities, and therein lay a game-changer for the McFaddin women. Irene Sparks (later Hagan) graduated from the Marinello School in Dallas in 1928, when she was just 16; she quickly went to work for Miss Hanlen, who hired her because of her skill at making finger waves, which were popular at the time. Irene once said, "I believe that is my best wave." Not long after, Ida and Mamie scheduled their first appointment with her.

No one could have known it at the time, but Ida and Mamie's hair regimen was set for the rest of their lives. They followed Irene, even after she left Miss Hanlen for other salons, eventually opening her own. Both women had standing appointments with Irene, Mamie on Tuesday and Ida on Thursday, for shampoos, sets, perms, manicures, eyebrow dyeing, and whatever Ida or Mamie needed. Mamie, especially, wouldn't let anyone else do her hair, even if she were out of town. Irene came to the house if one of them was ill, and Mamie actually bought a commercial hair dryer from Irene to keep at



Sometime in the 1920s, Ida had her long hair bobbed, as shown in this photograph ca. 1925.



Like others in the 1920s, Mamie went to a short hairdo. She's pictured in the 1930s.



Ida, ca. 1940. By then her hair had turned white, and her hairdresser, Irene Hagan, recalled that she left the top its natural color and used a dark brown shade for the rest.



This photo of Mamie ca. 1955 shows the hairstyle she would wear until her death in 1982.

home. Irene also gave Mamie spiral (heated) permanent waves long after most salons had switched to cold waves, because that worked best for Mamie's soft, fine hair. Mamie frequently recorded in her diary the number of curls (spirals) she got, once noting a total of 92 (and that they didn't finish until 6 that evening).

Hair styles changed greatly from the 1920s through the 1940s—from bobs to marcel waves to Victory rolls and softer curls—but Ida and Mamie seemed not to vary their styles much after their hair was cut short. Ida's granddaughter, Rosine McFaddin Wilson, recalled that their hairdos were "frozen in the marcelled, set waves of the 1930s." Irene recalled trying to talk Mamie into changing her hairstyle, but it was "just to no avail," with Mamie insisting, "that wouldn't be me."

Over the years that followed, Ida and Ma-

mie developed a close relationship with Irene Hagan, even though everyone preserved a certain social distance, Irene referencing "Mrs. McFaddin" and "Mrs. Ward," and Mamie's diary mentioning "Miss Sparks." At one time Mamie even invited Irene and her husband, Chester, to move to the third floor of her home. (They declined.) Irene recalled being invited to parties held at the McFaddin home.

This long-standing friendship didn't just benefit the participants; it produced a wealth of information, captured in a series of oral interviews with Irene Hagan that today are in the McFaddin-Ward House Archives. There is currently a wonderful exhibit in the McFaddin-Ward House Visitor Center that displays some of the hair products and tools that are in the museum collection. It's worth a visit, and when you go, think of Irene, Ida, and Mamie, and their years together.

# Education

## Spring Homeschool Workshops & Field Trips

The Educational Programming Department was in full bloom this spring.

We welcomed more than 1,200 students from area school districts for their field trips. BISD 7th grade students toured the house, learned to country and western line dance and tried their hand at calf roping. Seeing students smile in wonder at the entry of the home never gets old. Their giggles learning to line dance were priceless!

We also welcomed 3rd grade students from Silsbee ISD for on-site field trips and brought Museum in a Box educa-

tional outreach lessons and activities to Sam Houston Elementary School in Port Arthur and Hamshire-Fannett Elementary School.

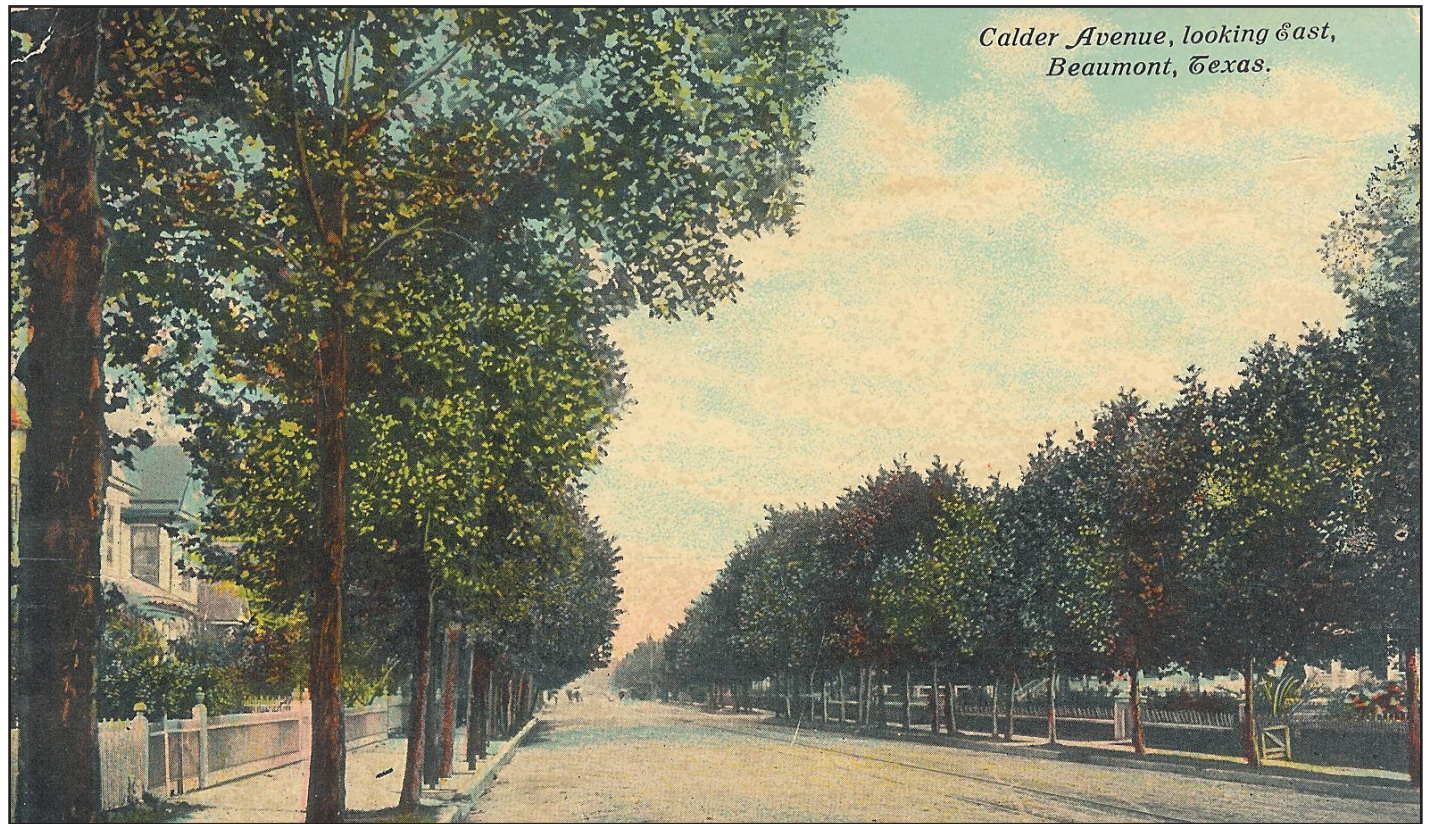
Also springing up were our Homeschool Workshops. We kicked off spring with our “Tea & Talk” where students learned about etiquette and manners, while enjoying sweets and lemonade. We then celebrated Earth Day on the lawn of the house. Students rotated through stations of making bird feeders, flower seed bombs, and nature journaling. We capped off the day with lemonade and cookies while enjoying the

breeze from the front porch of the house. May was a busy month. We hosted our largest Homeschool workshop yet, the “Mom & Me” event, which brought in over 50 moms and kiddos. They enjoyed having their picture taken, and students made decoupage crafts while their moms made their own personalized bracelet. We topped it off with strawberry shortcake!

We are finishing the spring with our Ranching Round-Up Summer Camp. We have booked a full camp, and I cannot wait to update you all on it in our next issue.



# 'Other Views' This Part of Town



An early postcard of the Calder Avenue neighborhood, ca. 1910.

By **Arlene  
Christiansen**

Around the turn of the 20th century, Calder Avenue, near downtown Beaumont, and parallel streets – Broadway, Liberty, Hebert (which would become McFaddin) – became a popular and fashionable residential area. With the deaths of William and Rachel McFaddin in the 1890s, the pastureland around their home became the McFaddin Addition and later, the McFaddin-Averill Addition.

When the McFaddin-Ward House was built in 1906, the neighborhood around it was

developing and expanding to the west. At that time, Calder Avenue from Pearl Street to Tenth Street became a tree-lined residential thoroughfare. By 1914, it was paved from Downtown to Seventh Street, with the streetcar running to Eighth Street. Photographs of Calder show block after block of gracious two-story wood-frame houses with white picket fences. On many, hitching posts still stood by the street.

Beyond about Tenth Street, however, civilization rapidly thinned out. Little but prairie, swamp, and woods bordered the road all the way to Ben He-

bert's OU Ranch (now the corner of Calder and Thomas). Hunters frequented the large marshy wooded area around Laurel and Eleventh streets where even ducks could be found.

Life in this part of town was stable and traditional. Husbands went off to work at various jobs as lawyers, bankers, ranchers, grocers or "capitalists," the term given then to independent businessmen with a variety of activities. Children went off to school, leaving the wives to run the home or participate in volunteer or social activities. Most families in this neighborhood were able to

hire at least one household employee, many of whom lived in an apartment behind the employer's house.

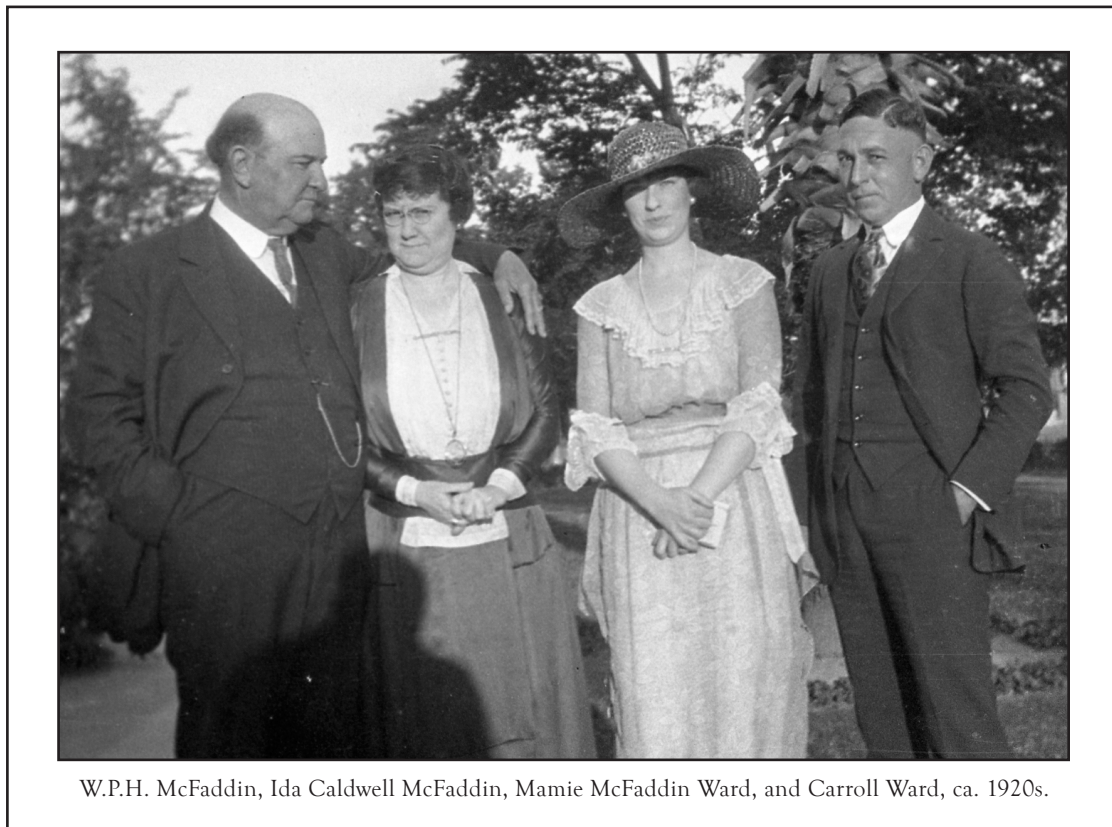
The McFaddins lived in this world, and though their home was larger, with more household employees, their lifestyles didn't greatly differ from those of their neighbors. Early each morning, Ida's husband, W.P.H. McFaddin, and Mamie's husband, Carroll Ward, headed out to their respective business interests. W.P.H. went to the ranch that he called "Needmore," because he said every time he went there, they always needed more of something. He spent

the day with his ranch hands tending his cattle—riding, roping, branding. Carroll owned the Texas Ice Company and in 1939 built the Texas Ice Palace adjacent to the company. The Ice Palace was an ice-skating rink where Beaumonters could skate or see ice shows or even watch the professional hockey team that Carroll sponsored, the Texas Rangers. Carroll closed the rink in 1947, but continued to run the ice company until he sold it in 1951 to turn his attention to raising cattle and farming rice.

Oroutine, usually beginning with breakfast in their rooms. After eating, they bathed and performed their morning facial ritual, dressed and fixed their hair. Then they instructed the household staff in their duties for the day. There was a menu for the cook, schedules for the housekeepers, butler, and yardmen, and travel plans for the chauffeur.

Some days, the ladies oversaw deliveries; for example, Buck Sam, who oversaw the McFaddin farm, brought fresh produce, eggs, milk, meat, and sausage to the McFaddin home nearly every day. There was also the ice man, who placed a block of ice into the icebox through an opening on the back porch, until the family got an electric refrigerator. Ida or Mamie might supervise household cleaning tasks, head to town to do some shopping, or perhaps attend a volunteer organization meeting or a social gathering.

In the early days, Ida could take the Calder Avenue streetcar or have the chauffeur drive her. After their marriage in 1919, Mamie and Carroll often took rides in the evening or attended movies. Mamie's



W.P.H. McFaddin, Ida Caldwell McFaddin, Mamie McFaddin Ward, and Carroll Ward, ca. 1920s.

diaries are filled with entries about the many movies they attended. On Sundays, the family would go to church and return home to have what in those days was called dinner, often with extended family members. After dinner everyone retired to the library, where the women sat and talked while the men stretched out on the rug for a short nap.

Although the McFaddins were wealthy, they spent their days much like other families in this middle-class neighborhood, adhering to work and household routines and the traditions of the day. And after all, it had originally been their land. They probably felt right at home in their Calder Avenue neighborhood.



The A.D. Kent home, located at 2310 Calder Ave. pictured after a recent snow, ca. 1929.

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(409) 832-1906: Office  
(409) 832-2134: Visitor Center  
www.mcfaddin-ward.org

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## Public Programming Perspectives

By Bel Morian

### SPRING PROGRAMMING HIGHLIGHTS:

- March** The second annual McFaddin-Ward SOAR Family Day event welcomed over 600 guests who enjoyed Butterflies soaring over the museum grounds, an Artist Butterfly Garden, visits with the Houston Museum of Natural Science Bug Carts, rides on Bike Zoo Butterfly Bikes, activities with the Master Naturalists and Tyrrell Park Nature Center and many other hands-on activities. Festive live music provided by Rustic Bird and The Southeast Texas Community Band put a bit of pep in everyone's step.
- Texas Trivia Night held under the stars in the McFaddin-Ward House gardens was a delightful evening filled with engaging questions about our Lone Star State.
- April** Group Tours were popular in April along with the beginning of School Touring Season.
- The museum was honored to present Dr. Michael Bell from the National WWII Museum in New Orleans as the April Lecture speaker. A full house of guests were intrigued by the history and insights shared by Dr. Bell. *Movies at the McFaddins* was held under the stars featuring *Homeward Bound*, a first for the museum with furry friends invited to join.
- May** May kept our wonderful Docents very busy with many school and group tours. The BISD school tours alone consisted of 820 student visits to the museum. What a delight it is to have so many students enjoy the museum.
- The May 16th Lecture featured Robert Wittman, famed FBI Agent specialist in Art Crime and author of the book *Priceless*. The museum is delighted to share such a fascinating speaker with our community.
- September 12, 2024 will begin our Fall Programming Schedule with the Lecture Series. Music events, Holiday Open Houses, and other events are planned for Fall and will be announced in Summer.

### JOIN IN:

The McFaddin-Ward House is actively recruiting Docents and volunteers in several different museum areas. Please call 409-832-2134 or email [visitorcenter@mcfaddin-ward.org](mailto:visitorcenter@mcfaddin-ward.org).

Follow the McFaddin-Ward House on social media for behind-the-scenes glimpses of museum life & historical happenings.



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Scan the QR code with your phone to preview upcoming MWH events.

