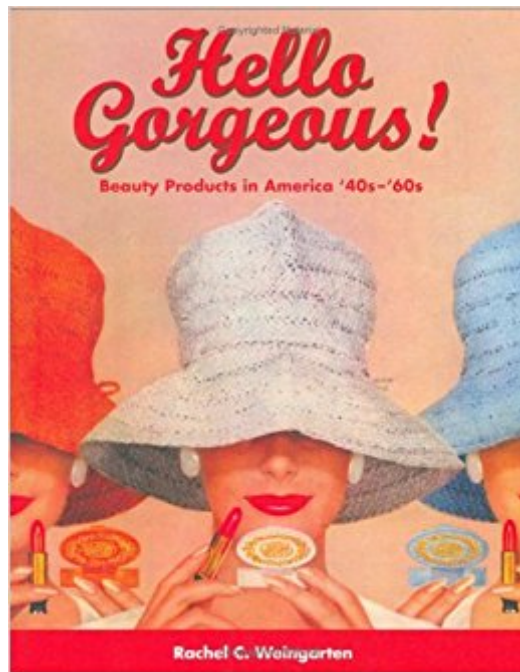


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# Hello Gorgeous!: Beauty Products In America '40s-'60s



## Synopsis

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## Book Information

Paperback: 175 pages

Publisher: Collectors Press (May 1, 2006)

Language: English

ISBN-10: 1933112182

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Product Dimensions: 6.6 x 5.2 x 0.5 inches

Shipping Weight: 8.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 22 customer reviews

Best Sellers Rank: #1,890,140 in Books (See Top 100 in Books) #87 in [Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Cosmetics](#) #20179 in [Books > History > Historical Study & Educational Resources](#) #122318 in [Books > Politics & Social Sciences > Social Sciences](#)

## Customer Reviews

"...reclaims the beauty boom as a girls' club, paying homage to beauty moguls Estee Lauder, Helena Rubenstein, Elizabeth Arden." -- Bust Magazine  
"I just loved Hello Gorgeous! The information was so interesting and the retro photos of ads were glorious" -- Susan Silver, writer of Maude, Mary Tyler Moore, and The Search For Mr. Adequate on newyorksocialdiary.com  
"Rachel C. Weingarten looks at the products that set the standards for innovations in the industry." -- Publishers Weekly (A Spring 2006 Featured Pick)  
"Rachel Weingarten tears the fancy frock off the beauty industry in a gorgeously illustrated and hilarious book." -- Buck Wolf, Entertainment Producer, ABC News  
"Scrapbook of pretty pictures and hilarious anecdotes about both men and women's takes on new (and sometimes crazy) beauty trends." -- The Daily (NYC Fashion Week Magazine)

Women have been painting, powdering and primping for thousands of years. Those kohl lined Egyptian eyes and pale-to-perfection complexions have been signatures of beauty across cultures and throughout the ages. Embracing the mid-twentieth century beauty boom the American way, women across the country responded to advertiser's claims of increased happiness and attractiveness via lotions, curlers and lipstick. The dizzyng array of cosmetics, toiletries and other feminine sundries flew off the shelves as women emulated starlets and models.

If you were reaching young adulthood in the 50s and 60s THIS is the book for you. What a trip down memory lane! All the ads are there-- the vintage cosmetic and soap ads that were so full of hype and promises of flawless, instant beauty (all of which we fell for and believed). If you ever read "Don't Go to the Cosmetic Counter Without Me", you'd see that we were all completely fooled! But this book is a lot of fun for those of us who remember the days back then.

I agree with the other comment that this could have been such a wonderful book but falls short. The problem is the book is so small, you can not read the print in the ads. Also there are too many of the same items over and over in various ads.

fun read

I love they way women were in these times and how confidence, beauty and femininity went hand in hand in everyday life.

If you like advertising, especially women's ads, from the 40s-60s you will get a kick out of perusing through this book. Anyone actually interested in advertising will find this a treat.

I enjoyed looking thru this book and taking a fun trip into the past. Many of the ads were for products my mom used and with which I grew up. I also felt nostalgia for some great products from the 60s that are no more. It's a neat little colorful package which makes a nice gift for makeup junkies. Now, following are the reasons I gave it only 2 stars. 1. Because the book is so small, all the ads have been extremely shrunken down from their original size (magazines were huge back in the 40s, 50s, & 60s). Ofcourse, I did not expect full size ads, but if the book were a bit larger one would not need to use a magnafying glass to read much of the text in the ads. 2. Too many of the ads were overly repeated within the same chapter and throughout the book. How many ads for Palmolive Soap do we need to see? Please! There were so many other beauty products I remember from the 60s which were not even represented (but Palmolive and Cashmere Bouquet were repeated on every few pages, over and over. 3. The major part of the ads mostly covered the 1940s and 1950s. The 1960s were barely represented. The 60s brought us many beauty innovations. The baby boomer generation was more demanding than the previous. I can say alot more, but I will stop here. Over all the book was fun to look at, however, it could have been so much more.

I thoroughly enjoyed "Hello Gorgeous!" not only for the memories it brought back of products around our house during my teenage years--soaps, toothpastes, my mother's compacts, powders, lipsticks, etc--and the many more I had seen advertised in the magazines she subscribed to (which I had leafed through for the seductiveness of their intimate-apparel ads), but also for the quality of writing in the book that kept me wanting to read on and the reader-friendly layout--mostly short paragraphs set against photos of women using the various products (including ecstatic-looking women in deodorant ads) and reflecting changing advertising styles over the years--as well as the tips that the author sprinkles in: e.g., that "good perfume counters contain a bowl of coffee beans to help neutralize the effects of the heady scents that you've just inhaled, allowing you to process new ones," and a description of which scents most effectively aroused men. In short, I can't imagine a better book on the subject.

I'm an atomic baby, not that I was raised in that era, but am most comfortable with it. I collect Taschen books, and will admit that I initially thought that this was also a Taschen and intended to return it. Then I started flipping through it. There's clever trivia on most pages, sort of like pop up videos. I then looked through the images, which were hilarious, though some were too small to read the print. Finally, I got to the commentary (which in my opinion was the best part of this book). I don't care about cosmetics, other than as to how they relate to popular culture and advertising, but I am in awe of how this author wove so much information from so many generations into this tiny tome. She seems to really know her subject, and more than that- she loves it unapologetically. I am very pleased to have picked up this book by mistake and highly recommend it to anyone interested in pop culture, beauty or advertising.

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Men are Gorgeous (Beauty Queens)  
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