

ART DECO GLAMOUR TIPS

BY SUSAN BOYD

Do you love vintage clothes but don't know what to do with your hair and makeup? Read on for a brief history of 20th-century makeup and some basic tips on re-creating the look.

Up until the 20th century, "nice women" did not wear makeup. While both homemade and commercial skin-care products were available, makeup was worn only by stage actresses and prostitutes. For that matter, stage actresses were often viewed not very differently than prostitutes.

1920S

The attitude about women and makeup began to change with social upheaval during and after World War I. Women took on new roles during the war, and after the war, women outnumbered men, which intensified the need for women to present an attractive public face. Motion pictures became hugely popular and movie makeup was essential to define the features and make actors more expressive and attractive. As a result, makeup began to become acceptable for everyday wear.

The look of the 1920s included clearly arched brows; defined, delicate (if dark) lips; perfectly outlined eyes; feathery lashes; bobbed hair. Clara Bow, Theda Bara, and Josephine Baker were all versions of this look. Men usually wore their hair slicked-down with a defined part, often in the center, and were usually clean-shaven. Maybelline

Cake Mascara, introduced in 1917, and Burma-Shave (1925) were widely used products of the era.



*Your whole Appearance
depends upon Your Hair*

Two ads from the March
1928 Dellneator:

Left: Multisified Coconut Oil
Shampoo

Right: Ace Combs tells how
to create the "Ragged
Bob"



*Here's a Comb
for the "Ragged Bob"*

This "windblown" or ragged bob is charming when it is becomingly worn, but a studied effect must be retained by skillful combing or else chaos! A carefully selected set of Ace Hard Rubber Combs with smoothly polished, rounded teeth is the prescription. A large (9 inch) Ace dressing Comb, for a thorough job in the morning, is stimulating and "peppy." The little Ace Pocket Comb does the trick many times a day when the "rags" must be nicely adjusted. Then the Ace Dry Shampoo Comb at night to take out the day's dust and restore the sheen. Such a set of Ace Combs will just fit your needs.

ACE COMBS

A genuine Ace Bobbed Hair Comb for example, may be purchased at toilet goods and notions counters everywhere or if you are not able to obtain it send us twenty five cents and we will supply you together with our book "Lovely Hair, Its Care and Combing."

(Use Of Hair)



AMERICAN HARD RUBBER COMPANY

1930s

The Depression and the escape offered by films led women to copy Hollywood stars. Perfect, sophisticated, classic beauty and the transformation from plain to glamorous become part of film lore. New types of film, especially color film, led to the development of lighter makeup textures in more natural colors. The Food, Drug, and Cosmetic Act of 1938 was passed to regulate a growing cosmetic industry which sold sometimes dangerous products.

The look of the 1930s involved matte skin; thinly plucked brows; dark eye-liner; defined lips but with a more lush, creamy texture than the 20s; and wavy Marcelled hair, either permed or achieved with curlers. Greta Garbo and Marlene Dietrich are very identifiable as 1930s stars. For men, hair-dressing was still used but hair was slightly less slicked-down than the 20s. Zizanie Mens' Cologne, introduced in 1932, was reputed to have been worn by Frank Sinatra. Max Factor Pan-Cake Makeup was first developed in 1938 to provide a more natural finish for the new panchromatic color film; it was soon available in stores nationwide.

Merle Oberon promotes Richard Hudnut cosmetics in this 1937 ad.

Beautiful Eyes for You
easily with
Maybelline

Maybelline

For the beauty men admire

CHOOSE YOUR MAKEUP
BY THE
COLOR OF YOUR EYES

Merle Oberon
The Queen of Hollywood

MARVELOUS Eye-Matched MAKEUP BY RICHARD HUDNUT

Lovely Rochelle Hudson appears in this 1937 ad for Maybelline eye make-up.

1940s

The realities of war put fashion and beauty developments on hold, although the war drove improvements in production and distribution that would later be adapted by the beauty industry. Beauty aids were limited as ingredients such as petroleum were rationed due to the war, but makeup was viewed as a morale builder. Home-made skin concoctions were popular, and leg makeup was invented to substitute for unavailable nylon stockings.

The look of the 1940s was one of "wholesome sexiness;" strong, natural brows; bright, usually red lipstick; little other obvious makeup; curled or wavy hair worn off the face with pins, clips, or rolls. Katharine Hepburn, Joan Crawford, Bette Davis, and Barbara Stanwyck were instantly recognizable stars. For men, traditional haircuts or military haircuts demanded less use of hairdressing; any facial hair was neat and groomed, such as a small clipped moustache. Helena Rubenstein Heaven Sent was an American fragrance introduced in 1940; Cyclax Leg Makeup made an appearance in 1941 to replace nylon stockings; nail enamel base and top-coat first became available in the 1940s; lip pencils were invented; and pressed powder became available in 1949.

Make up in a few seconds...
LOOK LOVELY FOR HOURS

Make up in a few seconds...
LOOK LOVELY FOR HOURS

Pan-Cake Make-Up
MAX FACTOR - HOLLYWOOD

Max Factor, 1943

Copyright, 1942

Copyright for Max, 1942

Lana Turner

Pan-Cake Make-Up

Max Factor - Hollywood

It does everything you've always wanted makeup to do! What more could you ask of your makeup than... to last and to look so perfect you can look back and say, 'I look like a movie star'... to give you the most radiant complexion... to give you the most beautiful skin... to give you the most beautiful skin... to give you the most beautiful skin...

It is easier to apply than ever before.

It is longer wearing than ever before.

It is the only one you need to wear.

Above: Lana Turner promotes Max Factor in this 1942 Advertisement for Pan-Cake Make-Up

Left: Rita Hayworth promotes Max Factor Pan-Cake Make-up in this 1943 as promoting her new movie "Cover Girl."

RECREATING ART DECO LOOKS TODAY

Some of the products mentioned are still available, and the makeup and hair looks of the Art Deco era are easily recreated with modern cosmetic products and hair appliances. Old movies, or books about old movies, are a great source of looks to copy for a vintage night out. Experiment, and have fun. Legend has it that Greta Garbo was just a "plump Swedish dumpling" before her hair and makeup!

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