

# 1940s Personal Beauty Sources

## **Susan Be Smooth! –a handbook of Good Grooming for Girls, especially girls under twenty, who want to be seen and heard**

By Nell Giles

Copyright 1940, 1944 edition referenced.

### **Ch. IX, p. 82-86**

“Now we come to the most fun of all...the eyes and mouth. These are the two features to emphasize. In quick review, we have a Smooth Susan with a fresh, transparent skin...very little rough...just enough powder to take the ‘shine’ off...and now we are ready to apply the makeup which really matters.

It is no longer fashionable to wear the brows in a thin line. It is definitely fashionable to have eyebrows...but to keep them under control with tweezers, brow brush, and pencil. If you have the fortune to possess brows that grow in a definite quirk...up at the corners or in the middle...cultivate it, by all means. It may be the little twist which gives your face a smooth look. But if your brows have no arch at all, pluck and train them into one. Otherwise, you look as though the roof were falling down over your ears.

If your brows are too light, define them with a natural emphasis, by an eyebrow pencil.

Eyelashes, too, should be trained in a lifted curve. Do it with plain old Vaseline...or, if you like something fancier, which will darken as well as lengthen your lashes, try one of the eyelash growers.

One reason we like an eyelash grower is that it takes the place of mascara, which we personally dislike because only one person out of a hundred knows how to use little enough of it.

We think a touch of eyeshadow is fun. Ask the girl at the cosmetic counter what color to buy. And she will tell you too, to use just a little, and to use it only as a shadow on the eyelid, as close as possible to the eyelashes. Blend it up so that it cannot be seen beyond your eyelashes. The idea is to get the effect without letting your public know how you did it.

And now, at last we are ready for our important spot of color on the face...lipstick. While rouge should be worn sparingly, lipstick should be applied generously. Of course we don't mean that you should overdo it...but just let yourself go a little.

And because your lipstick is the most important color emphasis in your face, it should be carefully chosen to be in harmony with your skin tone and your costume color, and of course blend with perfectly or match exactly the color of your nail enamel. All lipstick colors are dominated by one of the three primary colors: clear red, blue, or yellow. Never attempt contrast, but always strive for harmony, in the color of lipstick you choose.

Now you are ready to apply whichever shade of lipstick you have selected.

Most important, take your time in putting it on. A very good thing to have is a lipstick pencil, which is made of lipstick in a harder form, and sharpened just as a pencil is, to a firm point. With this, it is much easier to draw the first firm lines of your mouth, and then you can easily fill in this outline with your regular lipstick. Make a mouth that is natural, not distorted. Don't draw a out, a cupid's bow or cannibal lips. Draw, in general, the mouth nature gave you...but it's no sin to improve it with a few well-chosen strokes. For example, if your mouth is too big, don't cover the whole territory with lipstick. If you have nothing but a fine, straight line to start with, exaggerate a little. And when you've drawn the finished product, take off the excess by biting a piece of cleansing tissue between your lips. To make your lipstick more indelible, dust a little powder over your mouth and then moisten your lips."

## **Beauty Plus—The Key to Beauty, Health, and Charm**

by Mary MacFadyen, M.D. 1938, 1946

### **Ch. 5 The Art of Makeup A Necessary Art p. 37-39**

Most of us have a positively naked feeling when caught without makeup. Our faces are lifeless and without color unless we are one of those rare creatures of natural brilliance. We who live and work in cities and who sometimes do not see the sun for days, have plenty of reason to look drab—and artful make-up improves our looks

#### **POWDER, OF COURSE**

Powder does no ruin the complexion; in fact, many authorities believe that powder does not even clog the pores when used without a foundation cream. Powdering the face covers up oily shine as well as little roughnesses associated with dry skin...A good face powder should be fine and soft; it should cover any shine, should stick, and should go on smoothly...It is important to select the right shade of powder for your skin. It should be of the same general tone as your skin, but a shade lighter. Dark skins should have dark powders, as the brunette shades, and fair skins should have peach or natural. In choosing rouge, try to get one that blends with your complexion. A good plan is to rub your cheeks briskly with the palm of your hand to bring out the color, then note this color and try to get rouge to match it. In general, blondes should use pinkish shades or slightly orange ones. But study your color and match it with the right shades.

## **ROUGE**

Both dry rouge and cream rouge are harmless. Cream rouge is applied before powdering and it stays on longer. Dry rouge is applied after powdering.

In powdering, be sure the face is clean, use a clean puff, and change it frequently; or use fluffs of cotton, to keep from rubbing germs and dirt from the puff into the pores. If your nose shines, it may be because you rub the powder in instead of fluffing it on, or you may need a tiny bit of cream as a powder base. Too much cream as a foundation may make the powder look caked, so if you use a cream, wipe off any excess with a tissue before powdering...

Apply powder lightly, fluffing it on. Then take a powder brush or piece of cotton and brush off the excess. Don't powder the eyelids. If you are using dry rouge, apply it now. Red gives the face a sunken appearance at the point of application, so remember this the next time you are tempted to put rouge on the hollows of your cheeks. Powder makes a spot stand out. If your face is broad, apply rouge on the cheeks nearer the nose; if your face is narrow, apply it farther back. Some recommend a triangle of rouge, the point directed toward the middle of the face on a line with the end of the nose. But round rouge spots may be better looking on some faces. Remember not to apply the rouge too low, however, as this tends to give the face an old, haggard look. Blend the edges of the rouged spot with the rest of the skin.

After powdering, be sure the powder is not caked into the folds beside the nose. Brush any powder out of the lashes and eyebrows. A tiny bit of vaseline applied with the finger to the lashes and brows gives them gloss, removes powder and is better for daytime use than mascara.

## **MASCARA**

A bit of eye-shadow or mascara, for evening use, will give seductiveness and glamor to your eyes.

## **LIPSTICK**

Apply lipstick last. If your lips are inclined to be dry, so that the lipstick does not smear on smoothly, the application of a bit of cold cream softens them and makes the lipstick go on easily and smoothly. After applying lipstick, take a piece of cleansing tissue, put it between the lips, and press the lips against it gently, to remove excess of lipstick and to take away any greasy look.

## **Ch. 8 Hair to Spare p. 63**

### **Eye Brow Beauty**

The eyebrows should follow the curved line of the bony margin of the eye socket. This will give your eyebrow a line which suits your face. Don't ever shape your eyebrows into a style that is unbecoming to you...

In general, the eyebrows should not be thinned much more than their natural thickness. Stray hairs above and below the line as well as between the eyes give an untidy, shaggy appearance and may be removed. Before tweezing the brows, clean the skin with soap and water. Don't pull out hairs too close together at one sitting. After tweezing, apply an antiseptic such as alcohol, being careful not to get any into the eyes...

Touching the eyebrows and lashes with a little Vaseline makes them appear glossy and somewhat darker, removes powder and other dust, and prevents breaking off of the lashes.

## **Ch. 10 Handsome Hands, p. 71**

### **Your Manicure**

The nails should be manicured at least once a week, either at home or at your favorite shop. In addition to helping the appearance of your hands, manicuring prevents infection by removing hangnails, roughness, and pieces of hanging dry skin. And if you carelessly let a rough nail edge remain, it may snag your new stockings—this has to happen only once to make you regret lack of care for the nails...

Every girl should know how to manicure her nails so that she can do it herself when necessary...

First, wash your hands thoroughly, scrubbing the nails with a brush. Remove polish with an oily polish remover. Incidentally, as soon as the old polish on your nails becomes chipped, remove it, even if you can't apply more at that time, as nails with polish half worn off howl of bad grooming...

Now file the nails into shape with a flexible steel file. Don't use scissors for this purpose. If the nails are very thin, use an emery board. Don't "saw" back and forth, but file toward the tip of the nail. Don't file too close at the sides, as this may injure the quick and lead to infection. The steel file leaves the edge of the nail rough, and dirt can stick here or splitting occur, so bevel the nail edge with the fine side of the emery board. The nails should not extend beyond the tips of the fingers, although some girls now make a fad of extremely long nails. The tips should be somewhat rounded to give the nails an almond shape. A nail bleach may next be used if desired...

Next, apply olive oil to the tips of the fingers and nails and soak for a few minutes in warm soapy water. [lotion may also be used]. Now dry gently, pushing back the cuticle with a soft towel.

Wrap a piece of cotton about the end of an orange stick, dip it into cuticle remover if you use this, (otherwise plain olive oil), and push back the cuticle, also cleaning under the nails.

After using cuticle remover, rinse the fingers with cool water and dry. Any hangnails or loose skin should be clipped off, not too closely, with clean scissors...

Now apply nail white—either pencil, cream, or chalk string. Apply it under the tips of the fingernails and you are ready to polish. The nails should first be smooth and dry. Have the brush

not too loaded with polish, then start in the center of a nail and brush from the moon toward the tip, leaving both the moon and the tip dry if possible. Some girls like the polish to cover the tips of the nails also. Then finish the edges of the nail in the same manner, trying not to get polish on the skin. Remove polish from the skin and from the moons and nail tips with a tissue or soft cloth wrapped over the index finger of the other hand. When the nails are dry, apply a hand lotion.

## **Beauty and health; a Course in Loveliness**

by J. Howard Crum, M.D. 1941

### **Color & make-up p. 288-291**

Rouge should be started high on your cheek bone, spread and blended slowly according to the shape of your face. If your face is oval, the rouge must fall lower down and avoid the hollows; if round; it must be spread into a triangle; if completely oval, center the rouge to cut the length of your face; if large and stout, work the rouge back almost to your hairline, and fade it out toward the corners of your mouth—this will give the illusion of lengthening your face by centering the attraction up near your eyes.

Generally speaking, rouge placed high tends to lengthen your face. Rouge placed low adds width. If your cheek bones are large and dominant, the rouge should be vivid under them and faded out on your cheek bone. By rouging the lobes of your ears, you add width to your face. On the other hand, by placing rouge on your chin you shorten your face. If your face is exceptionally broad, you will find that by placing the rouge closer to your nose you are shadowing the width of your face.

Eyeshadow should be used as the name implies—it should whisper, not shout!

In applying eyeshadow, use the forefinger of your right hand. Take some eyeshadow on the tip of your finger and then rub the cushion portions of the forefingers of both your right and left hand together. Close your eyes, start at the corners of your eyes closest to your nose and rub your forefingers (one on each eye) gently over the top eyelids, going from the corners of your eyes at your nose to the extreme far corners. For the evening, if an overlay of eyeshadow is used (two eyeshadows), allow the first eyeshadow to extend higher and paint the second eyeshadow close to the lashes.

For outdoor activities no eyeshadow should be used. In the daytime brown or gray should be used; for evening any number of colors are favorable but whatever one is chosen

If and when mascara is used, be sure not to bead the lashes. Don't use mascara on the underlash, and please don't use a pencil to outline the lashes.

Lips should be made up to look full and luscious, but if you are the type of person on whom full lips look vulgar, then be more conservative.

Here is a trick that Robare de Long, a well-known artist who has made up many famous Hollywood stars, gave me. He advised that you start to apply your lipstick at the center of your upper lip and shape it to follow the natural outline of your lips, working to the far corners. Press your lips together. Now continue filling in the lower lip. Then place a tissue between the lips to remove any excess rouge. When you are finished, apply a little oil to your lips.

Color gives vitality to an individual. Thus the popularity of painted nails. Be sure to have your lipstick and your nail enamel in the same color range, if not exactly matching...I suggest, if you do have lovely hands, that you go in for vivid nail polishes and medium-long, well rounded fingernails.

- I want to list below a few practical aids which I am sure you will find helpful:
- Remember to emphasize those delicate points of character and beauty that are often lost in heavy make-up.
- In applying eyeshadow you must be very careful to blend the color on the upper lid. It is correct to use as many as three different shades of eyeshadow. For example: you can take brown eyeshadow and apply it over the lid up to the eyebrow bone. Blend very carefully. Then take shadow, like blue-gray, and blend close to the eyelash. If same is used for the evening you can add a third shade by blending lavender or blue on the center of the eyelid. This creates a natural tint
- If the eyes are bulgy, you may reduce the brow bone by applying darker shades.
- Do not use a dark eyeshadow when your eyes are sunken. Also note that bronze and silver eyeshadows are metallic and should *never be used*. They will give a lead reaction...However, reddish brown could be substituted for bronze, and light gray for silver.
- In doing corrective make-up, you may shade down excess fat or bulge on the face by applying darker foundation and darker powder.
- In applying lip rouge, you should not emphasize a large mouth. Outline your mouth with orange stick or lip brush. This should be the last part of the make-up. If your mouth is very larger, cover the excess with foundation and then create the lines or size desired.
- Make-up should be changed according to the season of the year.
- Your lipstick should be much darker for the evening than for day. You may blend more than one lipstick to create the desired shade.

# How to Be Attractive

By Joan Bennett, A. A. Knopf, 1943

## Chapter III “AS OLD AS SHE LOOKS” p. 22- 35

If there is anyone in the house who thinks this is no time to be worrying over our looks, will he please remember that the first part of a soldier’s basic training teaches him to look his best. What a shave does for a man’s self-respect, make-up does for a woman’s.

Certainly this is not a time for incessant primping or theatrical makeup. Uniforms and beady lashes don’t mix. The assembly line doesn’t stop for nose-powdering. This is a time when a woman should study her face, decide on a simple, minimum make-up, learn to put it on quickly and lastingly--and the forget about the whole business for several hours.

### Your Cosmetic Equipment

...Most of the things you need for a good job of make-up will last a long time. You probably have several of them. But some may be wrong colors, and some downright strangers. Here is a list. A few of the things--eye-shadow, brow pencil--may be omitted or bought later, if you’re a brunette. The “applicers” are really necessary for a good job.

MAKE-UP COLOR CHART					
<i>Powder:</i>	This should be bought to match exactly your skin tone. Try it out on your face, under daylight.				
	BLONDE	MEDIUM	BRUNETTE	RED-HEAD	GRAY
<i>Lipstick</i>	Orange red	Medium red	Natural	Vivid red	Light
<i>Rouge</i>	Very light	Natural red	Dark red	Orange red	Pink
<i>Eye-shadow</i>	Gray	Brown	Brown	Brown	Gray
<i>Mascara</i>	Brown	Black	Black	Brown	Brown
<i>Eyebrow pencil</i>	Brown	Black	Black	Brown	Brown
<i>Applicers for all types: Flat-edged lipstick brush, large clean powder puff, cleansing tissues, powder brush</i>					

## How to Apply Lipstick

Women still use lipstick amazingly badly--using wrong shades, putting it on sloppily and, most unforgivably today, wasting it. For better color-choice use the chart above.

You need a brush to make a smooth, becoming mouth. You also need it because it makes the lipstick last much longer, both on your mouth and in the amount used. (With a brush that gob of lipstick below the edge of the container gets used.)...

Face your mirror, hold the brush like a pencil, get plenty of lipstick on it, and with a thin, flat edge start to outline the natural edge of your upper lip. There is a difference between the natural true edge of your lips and the mere color-line. First get your elbow braced to help give a steady hand. I also use my little finger, pressed against my chin, as a "steadier." Now with one stroke, begin at the left corner of your upper lip and outline to the center. Start your second stroke from the top center of your upper lip to the right corner. Your third stroke is a sweep from left to right corner of your lower lip. Now fill in the lips with your brush. The secret of the smooth definite line is practice--and a quick draw. Practice until it is a stroke rather than a wavery attempt to draw.

Fifteen or twenty minutes of practice and this lip-brush technique is yours. And it is worth having! No more of those half-done lips, no more smears of too thickly applied lipstick, and no more redoing every fifteen minutes. It is on smoothly and stays much longer than when it is applied any other way.

Can you cheat on your lips? You bet you can. Most women who use brushes have reshaped their mouths by the brush technique, adding a little, subtracting a little. After a few months it became second nature to paint on the lips of their choice. Changing your lip-line is a matter of common sense and practice. For thin lips, paint a little outside the true contour; but come in to the true corner. For thick lips, paint a little *inside* the true contour. When filling in, keep the heaviest, darkest color in the lips' center.

Learn to keep your lips rather relaxed--never tightly shut--when painting. After painting, press your lips against cleansing tissue.

## How to Apply Powder

The right application of powder starts in the store when you buy the powder. Remember this: you can never use powder as a *coloring* IN DAYLIGHT. Buy it to match your skin tone exactly, not to add or hide color.

The second step in powdering is its foundation. Every skin needs lightly-used powder foundation or "base." The third step is patting on plenty of powder. I said "pat"; never rub. The fourth step is brushing off excess powder with a soft powder brush or clean cotton. This is particular necessary around brows, eyes, corners of mouth, and nose. "Plenty of powder" may sound as though you were going to come out with a flour-barrel look. It gives just the opposite effect if your clean puff has plenty of powder on its surface and you lightly pat it all over the face.

The brush takes away all of the “too much of a muchness” and leaves an even surface that clings to the foundation.

## How to Use Rouge

...Spend time choosing your rouge. Buy either moist or cake type (I think cake types are easier to apply), but get the right color. If the saleswoman can't help (and if *she* looks very rouged, don't rely on her), pinch your cheeks until your own color flows into them, and buy the shade that is closest to that color. As a general rule, keep away from the extreme colors (those excessively orange or purple tones) and stick to the middle tones...

My method sounds unscientific, but it is easy and it works. *First*, I make sure I'm working under the same light I shall be seen in--daylight for day use, electric light if that's what I'm going to be seen in. *Second*, after I've put on my foundation and before I powder, I face my mirror and grin. Yes, *grin*. This brings out the little “bunches” on the face where the color belongs and in just the right degree...

If you use moist rouge, your fingers are your best applicator. Put a dot on the widest part of your rouge area and blend it out and up. If you use dry rouge, the puff is adequate, though I prefer a rabbit's foot. Go *lightly*. It is no great make-up fault to be under-rouged. Your own color still comes and goes in your face. And *never, never* rouge in a circle in the middle of your cheek.

## How to Use Eye Make-Up

...I agree that a heavy eye-makeup defeats its purpose. I agree that unless you're very blonde or your eyes need corrective make-up, a little make-up goes a long way. And I certainly agree that inexpert make-up is worse than none. But if you understand what the various eye cosmetics are meant to do, you won't be guilty of overdoing...Glasses or no, a little eye cosmetic is a good thing. So let's see what it's meant to do.

Mascara is coloring for lashes--nothing more. And when it is put on to look beady (usually a misguided effort to make lashes look thick), it is wrongly used. It must look natural. Wet your brush, rub it *lightly* over the coloring, brace your elbow, and lightly brush the upper lashes (up and out motion). Lightly touch just the tips of your lower lashes. If the result feels heavy or the lashes look goeey, you're using too much mascara. Always start with a clean brush. Never let it get loaded with the mascara.

Eye-shadow is a *corrective* cosmetic. Rightly used, it can help give the illusion of perfectly placed eyes. In itself it should be unnoticeable, so if you live in bright daylight, forget eye-shadow except for evening use. Once you think of eye-shadow as a corrective, you can work out for yourself how to apply it. Remember *shadow* (dark areas) seems to make things disappear. *Highlight* makes things seem to come into the foreground.

For close-set eyes, apply shadow to the upper lid near the nose and *no* shadow at the outer edges. This light area carries the spectator's eyes to the outer corners--and your eyes seem set

farther apart. For deep-set eyes, apply shadow from the brow to the lid edge, on almost two thirds of the lid surface. This coloring cuts the highlights and “closes up” the too great distance from brow to lid. You can work your own problem out, remembering always that one rule: use shadow to *subtract* attention, use highlights to *attract* attention. Eyeshadow used very delicately from lid to brow, all over, brings out the entire eye. One word of caution: Use eye-shadow very sparingly. And experiment with it in idle minutes. It can work miracles--and they can be either good or bad.

Eyebrow pencil is meant to add a little color to pale brows. Make-up artists can do great tricks with it around eyelids, but that is both too professional and too artificial for today’s busy woman.

Brow pencil is *solely* hair coloring. When it is used as a paint brush on the skin--to carry brows farther out, or “thicken” or “reshape them”--it is very obvious and theatrical. Use it lightly on the brow hair, careful not to mark the skin beneath. Your brow hair should follow the bony curve over your eyes. You can feel that with your fingers. Tweeze out only those mavericks over the bridge of your nose, those far down the lid, or those far up in the forehead. The ideal today is a *clean* look, not over-perfect shaping. *Please* remember in plucking to use clean, good tweezers and a cotton pad soaked in a mild antiseptic (your astringent will do) before and after the plucking.

### **Eight Steps for an Eight-Hour-Day Make-Up**

1. Cream-clean your face and wipe.
2. Use your astringent.
3. Apply your foundation--cream or liquid--and blend in all over your face. (N.B. I recommend that your foundation be the same brand as your powder and rouge.)
4. Apply eye-shadow (yes, powder goes over this later and helps soften and set the shadow).
5. Apply rouge.
6. Pat on your powder and use brush. (You haven’t forgotten that your powder base and powder are to be carried down over the chin and jaw to include your neck, have you?)
7. Use you mascara and brow pencil lightly.
8. Carefully and thoroughly use your lip brush and lip rouge--and the cleansing tissue to blot off the excess.

That’s all there is.

Yes, these are the eight quick steps, and they take about ten minutes after you’ve practiced on lip rouge, and eye make-up separately. Please *do* practice. Once you have learned to make up well, you face your job with assurance and at least a surface of serenity.