



# Beauty, Glamour & Personality -- A Complete 1940s Guide to Vintage Makeup, Hairstyling and Elegance

*Ern Westmore*

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## **Beauty, Glamour & Personality -- A Complete 1940s Guide to Vintage Makeup, Hairstyling and Elegance** Ern Westmore

Originally published in 1947, this rare makeup and beauty book contains all of the information needed to create the confident, beautiful and glamorous movie star looks of the 1940s. The book starts out with mentioning that at the onset of talking pictures, motion picture producers were forced to look at theater and radio performers (who were now moving into the motion picture industry) in a different light. The performers were no longer hidden behind a radio microphone, but were visible on the big screen. Many were not photogenic, so the technique of corrective makeup procedures developed to turn plain-looking actors into glamorous stars. Much of this book focuses on emphasizing your own natural beauty and using makeup/beauty correction techniques to fix what you do not naturally have -- all with a 1940s look. Photos of movie stars in their full glamour and more than 150 illustrations guide you through each chapter. Main topics include: Complexion and maintaining beautiful skin; Do's and don'ts for different face types; Applying rouge to different face types; Corrective hairstyles for different face types; Correct makeup for the eyes; Creating lovely, natural lips; Corrective makeup for nose shortcomings; Correct way of applying makeup; Hand care, including giving yourself a manicure; Making the correct eyeglass choices; Maintaining beautiful hair; Weight control with exercise tips; Posture instructions. The authors of this book were two of the famous Westmore brothers -- Ern and Bud -- who worked as makeup artists in Hollywood's motion picture industry. They explain with simple, easy-to-follow text and illustrations how to be glamorous -- all from a genuine 1940s viewpoint. Their knowledge of beauty/makeup made them industry leaders and pioneers in the field. They created the makeup and beauty trends that defined the decade and created 100s of the most beautiful movie stars. Sample book contents and pages are shown at the top of this page.

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