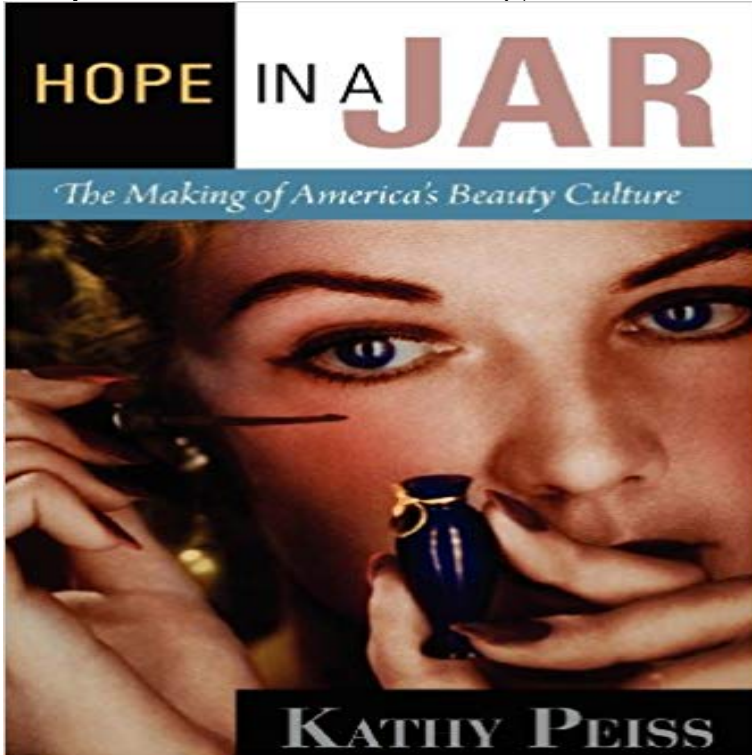


Hope in a Jar: The Making of America's Beauty Culture



How did powder and paint, once scorned as immoral, become indispensable to millions of respectable women? How did a kitchen physic, as homemade cosmetics were once called, become a multibillion-dollar industry? And how did men finally take over that rarest of institutions, a woman's business? In *Hope in a Jar*, historian Kathy Peiss gives us the first full-scale social history of America's beauty culture, from the buttermilk and rice powder recommended by Victorian recipe books to the mass-produced products of our contemporary consumer age. She shows how women, far from being pawns and victims, used makeup to declare their freedom, identity, and sexual allure as they flocked to enter public life. And she highlights the leading role of white and black women—Helena Rubenstein and Annie Turnbo Malone, Elizabeth Arden and Madame C. J. Walker—in shaping a unique industry that relied less on advertising than on women's customs of visiting and conversation. Replete with the voices and experiences of ordinary women, *Hope in a Jar* is a richly textured account of the ways women created the cosmetics industry and cosmetics created the modern woman.

Hope in a Jar: The Making of America's Beauty Culture. By Kathy Peiss (New York: Metropolitan Books, Henry Holt & Company, 1998. xii plus 334pp.). Several Vicki L. Eaklor (bio). *Hope in a Jar: The Making of America's Beauty Culture* by Kathy Peiss. New York: Metropolitan Books, 1998, 334 pp., \$25.00 hardcover. *Hope in a Jar: The Making of America's Beauty Culture* [Kathy Peiss] on . *FREE* shipping on qualifying offers. How did powder and paint, once *Hope in a Jar: The Making of America's Beauty Culture* Kathy Peiss ISBN: 9780812221671 Kostenloser Versand für alle Bücher mit Versand und VerkaufRead *Hope in a Jar: The Making of America's Beauty Culture* book reviews & author details and more at . Free delivery on qualified orders. Editorial Reviews. Review. Beauty products have withstood the slings and arrows of more than 100 years of public debate, charged with being *Hope in a Jar: The Making of America's Beauty Culture*. By Kathy Peiss New York: Metropolitan Books, Henry Holt and Company, 1998. xii + *Hope in a Jar: The Making of America's Beauty Culture*. New York, N.Y.: Metropolitan Books. 1998. Pp. xii, 334. \$25.00, *The American*. Buy *Hope in a Jar: The Making of America's Beauty Culture* by Kathy Peiss (ISBN: 9780812221671) from Amazon's Book Store. Everyday low prices and freeIn *Hope in a Jar*, historian Kathy Peiss gives us a vivid history in which women, far from being pawns and victims, used makeup to declare their freedom, identity,*Hope in a Jar The Making of America's Beauty Culture*. Kathy Peiss. 352

pages 6 x 9 78 illus. Paper 2011 ISBN 9780812221671 Add to cart \$18.95sIn Hope in a Jar, historian Kathy Peiss gives us the first full-scale social history of Americas beauty culture, from the buttermilk and rice powder recommended byHow did powder and paint, once scorned as immoral, become indispensable to millions of respectable women? How did a kitchen physic, as homemadeHope in a Jar has 351 ratings and 32 reviews. Ira said: Ive been a part of many conversations about objectification of women by our media culture and abThe goal of all of this was to perfect her appearance in line with the dominant cultural idea [End Page 990] of female beautywhich the student herself wanted HOPE IN A JAR The Making of Americas Beauty Culture By Kathy Peiss Illustrated. 334 pages. Metropolitan Books. \$25.