



# **Style and Status: Selling Beauty to African American Women, 1920-1975**

*Susannah Walker*

Download now

[Click here](#) if your download doesn't start automatically

# Style and Status: Selling Beauty to African American Women, 1920-1975

*Susannah Walker*

## **Style and Status: Selling Beauty to African American Women, 1920-1975** Susannah Walker

Between the 1920s and the 1970s, American economic culture began to emphasize the value of consumption over production. At the same time, the rise of new mass media such as radio and television facilitated the advertising and sales of consumer goods on an unprecedented scale. In *Style and Status: Selling Beauty to African American Women, 1920–1975*, Susannah Walker analyzes an often-overlooked facet of twentieth-century consumer society as she explores the political, social, and racial implications of the business devoted to producing and marketing beauty products for African American women. Walker examines African American beauty culture as a significant component of twentieth-century consumerism, and she links both subjects to the complex racial politics of the era. The efforts of black entrepreneurs to participate in the American economy and to achieve self-determination of black beauty standards often caused conflict within the African American community. Additionally, a prevalence of white-owned firms in the African American beauty industry sparked widespread resentment, even among advocates of full integration in other areas of the American economy and culture. Concerned African Americans argued that whites had too much influence over black beauty culture and were invading the market, complicating matters of physical appearance with questions of race and power. Based on a wide variety of documentary and archival evidence, Walker concludes that African American beauty standards were shaped within black society as much as they were formed in reaction to, let alone imposed by, the majority culture. *Style and Status* challenges the notion that the civil rights and black power movements of the 1950s through the 1970s represents the first period in which African Americans wielded considerable influence over standards of appearance and beauty. Walker explores how beauty culture affected black women's racial and feminine identities, the role of black-owned businesses in African American communities, differences between black-owned and white-owned manufacturers of beauty products, and the concept of racial progress in the post–World War II era. Through the story of the development of black beauty culture, Walker examines the interplay of race, class, and gender in twentieth-century America.

 [Download Style and Status: Selling Beauty to African Americ ...pdf](#)

 [Read Online Style and Status: Selling Beauty to African Amer ...pdf](#)

## **Download and Read Free Online Style and Status: Selling Beauty to African American Women, 1920-1975 Susannah Walker**

---

### **From reader reviews:**

#### **Jose Shepard:**

Hey guys, do you wish to find a new book to study? Maybe the book with the title *Style and Status: Selling Beauty to African American Women, 1920-1975* suitable to you? The particular book was written by a well-known writer in this era. The book titled *Style and Status: Selling Beauty to African American Women, 1920-1975* is the main one of several books that will everyone read now. This particular book was inspired a number of people in the world. When you read this reserve you will enter the new dimension that you ever know previous to. The author explained their plan in the simple way, so all of people can easily to comprehend the core of this book. This book will give you a large amount of information about this world now. To help you to see the represented of the world in this book.

#### **Na Urquhart:**

The reason? Because this *Style and Status: Selling Beauty to African American Women, 1920-1975* is an unordinary book that the inside of the reserve waiting for you to snap that but latter it will jolt you with the secret this inside. Reading this book alongside it was fantastic author who all write the book in such incredible way makes the content on the inside easier to understand, entertaining approach but still convey the meaning totally. So, it is good for you because of not hesitating having this nowadays or you going to regret it. This excellent book will give you a lot of rewards than the other book have got such as help improving your talent and your critical thinking technique. So, still want to delay having that book? If I had been you I will go to the book store hurriedly.

#### **Herbert Gist:**

*Style and Status: Selling Beauty to African American Women, 1920-1975* can be one of your starter books that are good idea. Most of us recommend that straight away because this book has good vocabulary that will increase your knowledge in terminology, easy to understand, bit entertaining but nevertheless delivering the information. The copy writer giving his/her effort to put every word into satisfaction arrangement in writing *Style and Status: Selling Beauty to African American Women, 1920-1975* however doesn't forget the main point, giving the reader the hottest along with based confirm resource info that maybe you can be certainly one of it. This great information can easily drawn you into brand new stage of crucial imagining.

#### **Judy Yelle:**

Book is one of source of information. We can add our knowledge from it. Not only for students but in addition native or citizen require book to know the upgrade information of year to help year. As we know those books have many advantages. Beside we add our knowledge, may also bring us to around the world. By book *Style and Status: Selling Beauty to African American Women, 1920-1975* we can consider more advantage. Don't one to be creative people? To be creative person must prefer to read a book. Just choose the best book that suited with your aim. Don't possibly be doubt to change your life with this book *Style and*

Status: Selling Beauty to African American Women, 1920-1975. You can more appealing than now.

**Download and Read Online Style and Status: Selling Beauty to African American Women, 1920-1975 Susannah Walker #G465QPHXOF1**

## **Read Style and Status: Selling Beauty to African American Women, 1920-1975 by Susannah Walker for online ebook**

Style and Status: Selling Beauty to African American Women, 1920-1975 by Susannah Walker Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Style and Status: Selling Beauty to African American Women, 1920-1975 by Susannah Walker books to read online.

### **Online Style and Status: Selling Beauty to African American Women, 1920-1975 by Susannah Walker ebook PDF download**

**Style and Status: Selling Beauty to African American Women, 1920-1975 by Susannah Walker Doc**

**Style and Status: Selling Beauty to African American Women, 1920-1975 by Susannah Walker Mobipocket**

**Style and Status: Selling Beauty to African American Women, 1920-1975 by Susannah Walker EPub**