

DEARMON CAST

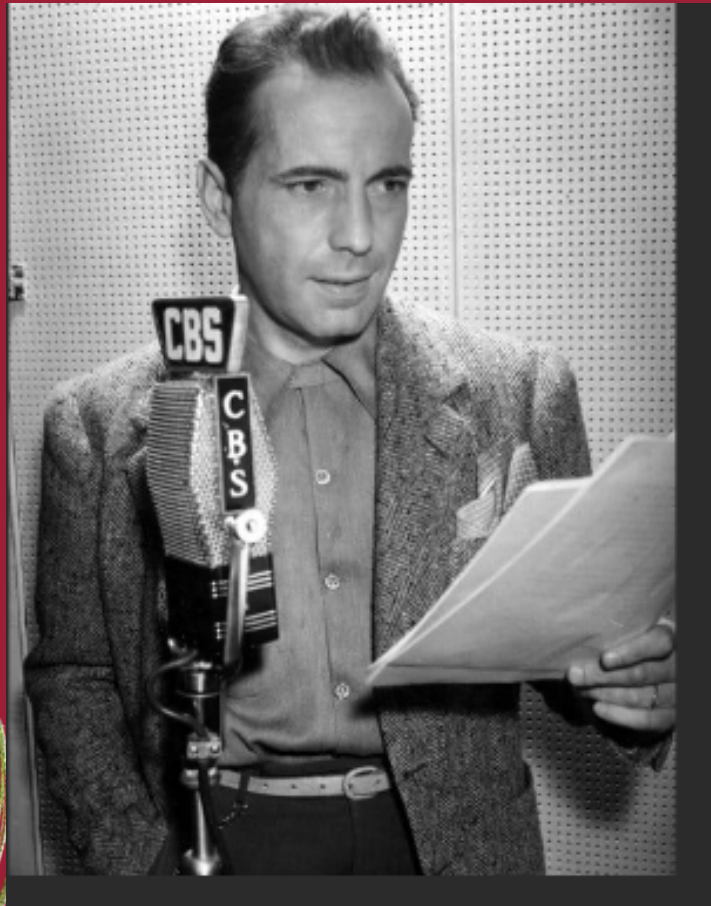
It's A Wonderful Life!

Hair and Makeup

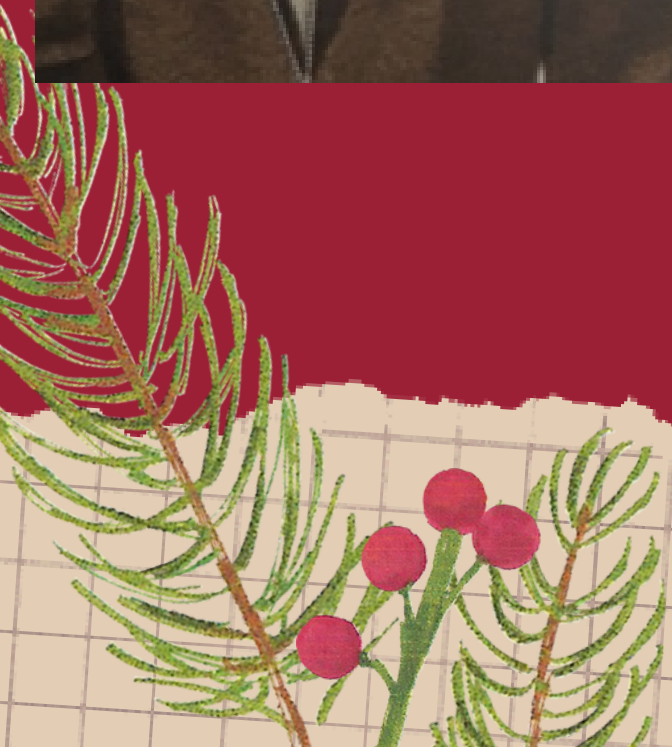
- Men's 1940's Hair
- Men's 1940's Face
- Women's 1940's Hair
- Women's 1940's Hair Accessories
- Women's 1940's Makeup



Men's 1940s Hair



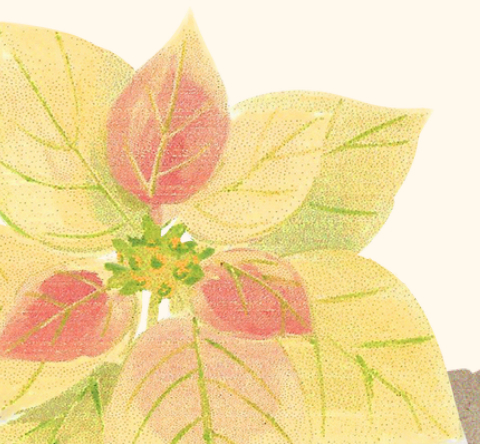
Men's 1940s Hair





Men were clean shaven and didn't typically have facial hair. If so, only a small pencil mustache. Hair was kept short and usually slicked back. Typically, men had a side part but hair was still combed and slicked back. For theatre, no need for male makeup unless a combing and filling in eye brows.

1940s Men's Hair and Face



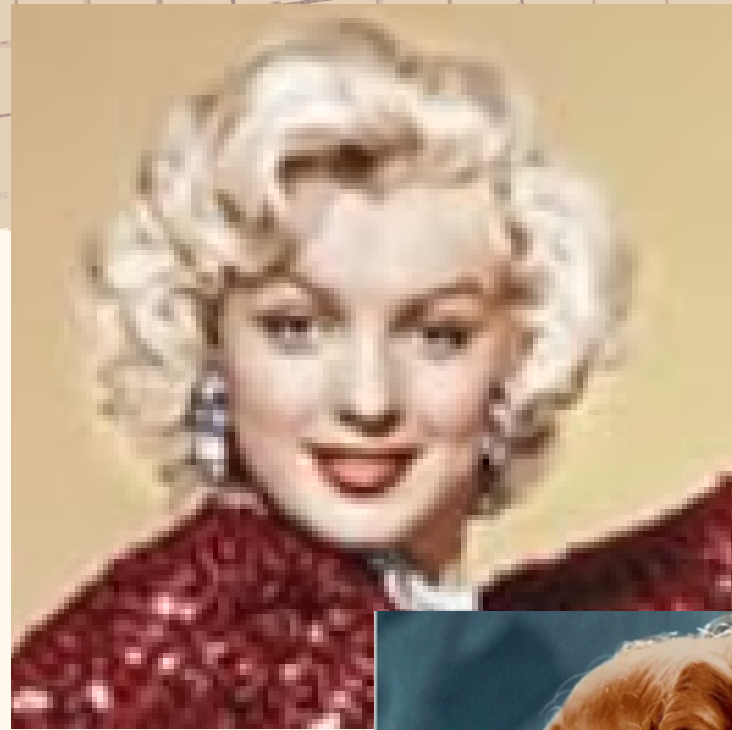
Women's 1940s Hair



Women's 1940s Hair



Women's 1940s Hair



To Walter
with fond
memories &
admiration
Barbara
Perry



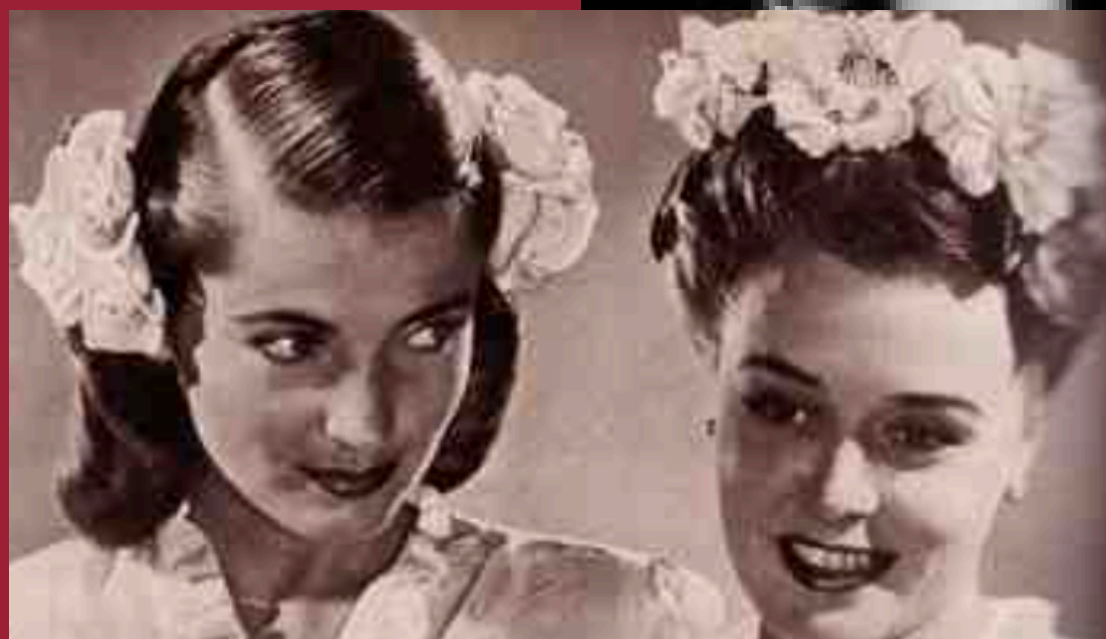
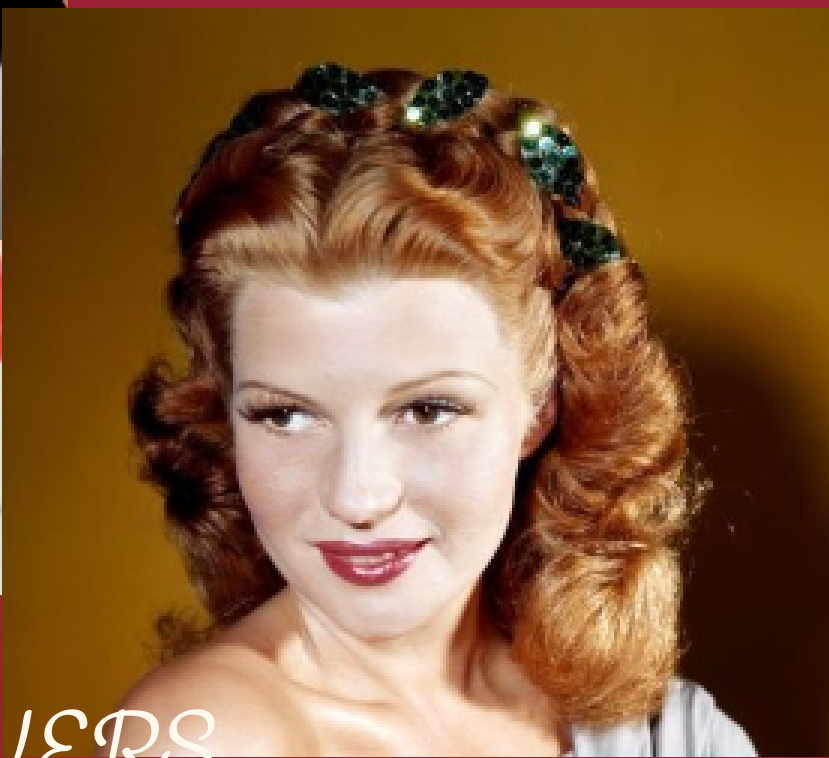
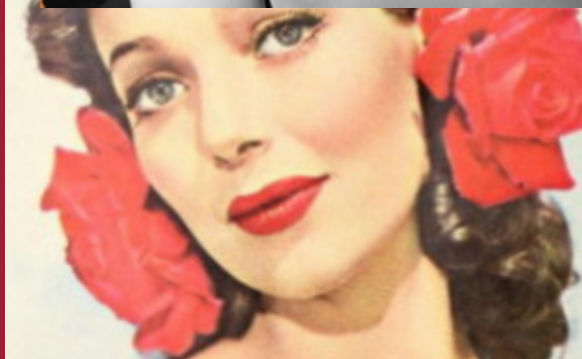
Women's 1940s Hair Video Tutorials



This link will direct you to a playlist with various video tutorials for different hair types and lengths. Click on the youtube icon or link below.

<https://youtube.com/playlist?list=PLwup8hNflwXxQy1CXUifl-Wu6e8NwWhia&si=cYu06Y0ttHvmCzvb>

1940s Women's Hair Accessories



LOTS OF FLOWERS

Remember to stick with Winter colors and types of flowers. Ex: Rose, Holly, Gardenia etc.

1940s Women's Hair Accessories



Turbans Do Things for You

One of these ten is right for you!
And all ten are right for 1940!

New Zelan Turban
Resists Stains, Spots
Water Rolls Off!

\$159 Luxurious, extravagant-looking turbans of superior rayon crepe. Remains made superiorly protected by the new Zelan finish. They are looking! Keeps its freshness all through a summer's wearing, because it's permanently stain resistant and water-repellent. Hair penetration, even ink will wipe off easily, and won't leave a mark!

Hand-dropped turban, designed by a clever milliner to be flattering to all types of faces. Side or full, heart-shaped or long. Ordinarily, hats like this with the amazing Zelan finish sell at \$2.00—and more! You can match the colors in other Sears accessories.

Colors: Blue Violet 833, Navy Blue, Patent Red 525, Rose Coral 456, Tea Green 274, White. Measure headlike (see Page 78); also color. Shpg. wt. 12 oz. 78 E 9702—Fits 21 1/2 to 22 1/2 in. headlike. 78 E 9701—Fits 21 1/2 to 22 1/2 in. headlike.

\$189 The bow turban, hand made, in new Viscose cloth that looks like silk.

Color: Navy Blue with Turquoise flowers. Navy Blue with White, or All White. Measure, side color. Shpg. wt. 12 oz. 78 E 9704—Fits 21 1/2 to 22 1/2 in. headlike.

88c Dress to your "South American" style turban—shape the head, close in a wide, dramatic sweep. Good fall cloth. 75% wool, balance cotton.

Color: Black, Navy Blue, Patent Red 509 or White. Measure (see Page 78); also color. Shpg. wt. 12 oz. 78 E 9705—Fits 21 1/2 to 22 1/2 in. headlike.

\$179 Flower topknot, 1940 mod. **\$110** Toppie...and against 5 top.

\$119 Flamingo sweep! New long and narrow shape with ruffled look. Hand-dropped face screen jersey. New "irresistible" colors.

Color: Luscious! Charismatic! Green 368, Navy Blue, Rose Coral 456, Teal 381, Blue 498, or White. Measure (see Page 78); also color. Shpg. wt. 12 oz. 78 E 9723—Fits 21 1/2 to 22-inch headlike.

\$119 Beauty reveal! Hand-dropped screen jersey turban. Flirty at width and height; becoming to fall faces! Looks so expensive!

Color: Navy Blue, Turquoise Blue 566, Black or White. Measure (see Page 78); also color. Shipping weight, 12 oz. 78 E 9706—Fits 21 1/2 to 22 1/2 in. headlike. 78 E 9706—Fits 21 1/2 to 22 in. headlike.



Drawn Suit It's 69c

\$1.00 mesh, and long length the Not to be confused textures at low price suit yourself; character and personality even

Colors: Emerald 510, Patriot Red 510, Rust 408, Turquoise Blue, White or mesh. Shipping weight, 4 78 E 9740—Fits all

SEARS PAGE 80



Turbans and small side hats with nets were also popular and elegant

25



1940s Women's Hair Accessories



GIRL'S HAIR-DO REVEALS LOVE LIFE



Bow worn on the right side indicates that Becky Brown is deeply in love.



Bow worn at left is a signal and challenge. It means Betty Chaney is "going steady."



Bows, nets and scarfs were also very popular

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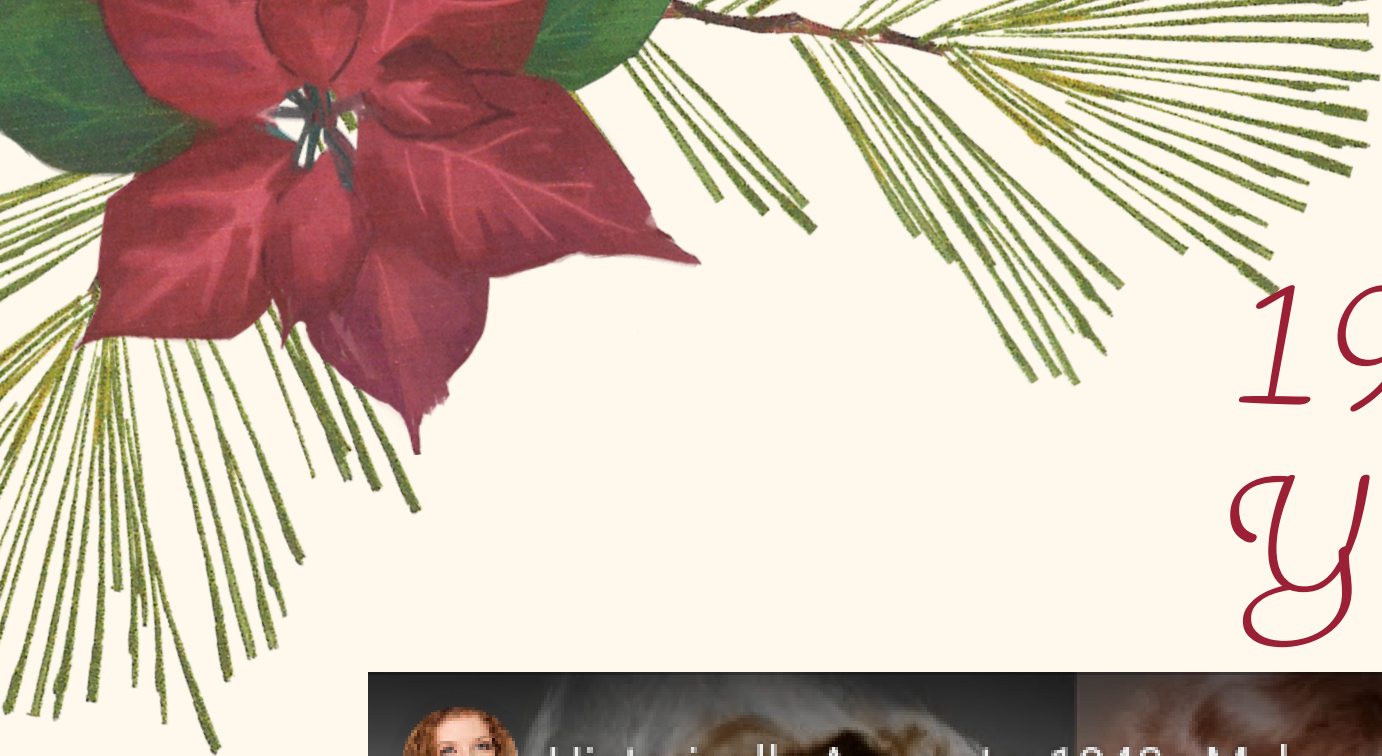


1940's Women's Makeup



- Long luscious fake lashes
- Eyeliner on top lid only
- No or VERY minimal eyeliner wings
- natural eye shadow
- blush matched lip color but blended until barely visible
- blush contoured low on the cheek bone
- bold pointed arched eyebrows
- Rich red lipstick
- lip outline was VERY full and would extend beyond the actual lip shape





1940's Women's Makeup Youtube Tutorials



The links will lead to a YouTube playlist for authentic 1940's makeup. Click on the link below or the embedded link on the right to get to the playlist.

https://youtube.com/playlist?list=PLwup8hNflwXxdBvJjT-znyC_ucTaeDKPc&si=Pi8_JS4WjxKfv10u

