

Suntanning in 20th Century America



KERRY SEGRAVE

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Suntanning in 20th Century America Kerry Segrave, 2005-09-14 The suntan experienced a profound change in the last century. Considered a mark of the lower class for hundreds of years, tanning became a fad in the early 1920s and remains popular today. The tan, though, was much more than a matter of fashion; enjoying at first a boost from the medical establishment, opinions ranging from hard science to quackery lauded the suntan as something of a panacea. Near the end of World War II, however, researchers increasingly warned against the hazards of overexposure to the sun, and a large new industry developed: sunscreen. Americans' current paradoxical obsession with the tan developed almost entirely from the conflicting rays of twentieth-century thought. This history examines the twentieth-century suntan as a social and scientific phenomenon. Beginning with the years 1900-1920, it debunks the myth that changing attitudes toward the tan sprang largely from the world of fashion. Initial pro-tanning medical hype, emerging negative opinions of sunbathing near the middle of the century, the development of sunscreens, the debate over sunscreen efficacy, and the sunless tan are all covered here. Numerous pictures demonstrate changing perceptions of the suntan, displaying advertisements for products that promoted prevented or healed tans.

Technology, health, and the patient consumer in the twentieth century Rachel Elder, Thomas Schlich, 2025-02-18 Technology and consumerism are two characteristic phenomena in the history of medicine and healthcare, yet the connections between them are rarely explored by scholars. In this edited volume, the authors address this disconnect, noting the ways in which a variety of technologies have shaped patients' roles as consumers since the early twentieth century. Chapters examine key issues such as the changing nature of patient information and choice, patients' assessment of risk and reward, and matters of patient role and of patient demand as they relate to new and changing technologies. They simultaneously investigate how differences in access to care and in outcomes across various patient groups have been influenced by the advent of new technologies and consumer-based approaches to health. The volume spans the twentieth and twenty-first centuries, spotlights an array of medical technologies and health products, and draws on examples from across the United States and United Kingdom.

The American Beauty Industry Encyclopedia Julie Willett, 2010-05-11 This is the first encyclopedia to focus exclusively on the many aspects of the American beauty industry, covering both its diverse origins and its global reach. The American Beauty Industry Encyclopedia is the first compilation to focus exclusively on this pervasive business, covering both its diverse origins and global reach. More than 100 entries were chosen specifically to illuminate the most iconic aspects of the industry's past and present, exploring the meaning of beauty practices and products often while making analytical use of categories such as gender, race, sexuality, and stages of the lifecycle. Focusing primarily on the late 19th and 20th-century American beauty industry, an era of unprecedented expansion, the encyclopedia covers ancient practices and the latest trends and provides a historical examination of institutions, entrepreneurs, styles, and technological innovations. It covers, for example, the 1911 Triangle Shirtwaist Factory fire as well as

how Asian women today are having muscle fiber removed from their calves to create a more Western look Entries also explore how the industry reflects social movements and concerns that are inextricably bound to religion feminism the health and safety of consumers and workers the treatment of animals and environmental sustainability *Consuming Modernity* Cheryl Krasnick Warsh, Dan Malleck, 2013-08-23 Positioning consumer culture in Canada within a wider international context *Consuming Modernity* explores the roots of modern Western mass culture between 1919 and 1945 when the female worker student and homemaker relied on new products to raise their standards of living and separate themselves from oppressive traditional attitudes Mass produced consumer products promised to free up women to pursue other interests shaped by marketing campaigns advertisements films and radio shows Concerns over fashion personal hygiene body image and health reflected these new expectations This volume is a fascinating look at how the forces of consumerism defined and redefined a generation *Free and Natural* Sarah Schrank, 2019-06-14 From Naked Juice to nude yoga contemporary society is steeped in language that draws a connection from nudity to nature wellness and liberation This branding promotes a free and natural lifestyle to mostly white and middle class Americans intent on protecting their own bodies and those of society at large from overwork environmental toxins illness conformity to body standards and the hyper sexualization of the consumer economy How did the naked body come to be associated with naturalness and how has this notion influenced American culture *Free and Natural* explores the cultural history of nudity and its impact on ideas about the body and the environment from the early twentieth century to the present Sarah Schrank traces the history of nudity especially public nudity across the unusual eras and locations where it thrived including the California desert Depression era collectives and 1950s suburban nudist communities as well as the more predictable beaches and resorts She also highlights the many tensions it produced For example the blurry line between wholesome nudity and sexuality became impossible to sustain when confronted by the cultural challenges of the sexual revolution Many longtime free and natural lifestyle enthusiasts fatigued by decades of legal battles retreated to private homes and resorts while the politics of gay rights sexual liberation environmentalism and racial equality of the 1970s inspired a new generation of radical advocates of public nudity By the dawn of the twenty first century Schrank demonstrates a free and natural lifestyle that started with antimaterialist back to the land rural retreats had evolved into a billion dollar wellness marketplace where Naked sells endless products promising natural health sexual fulfillment organic food and hip authenticity *Free and Natural* provides an in depth account of how our bodies have become tethered so closely to modern ideas about nature and identity and yet have been consistently subjected to the excesses of capitalism

Beneath the Surface Lynn M. Thomas, 2020-01-10 For more than a century skin lighteners have been a ubiquitous feature of global popular culture embraced by consumers even as they were fiercely opposed by medical professionals consumer health advocates and antiracist thinkers and activists In *Beneath the Surface* Lynn M Thomas constructs a transnational history of skin lighteners in South Africa and beyond Analyzing a wide range of archival popular culture and

oral history sources Thomas traces the changing meanings of skin color from precolonial times to the postcolonial present From indigenous skin brightening practices and the rapid spread of lighteners in South African consumer culture during the 1940s and 1950s to the growth of a billion dollar global lightener industry Thomas shows how the use of skin lighteners and experiences of skin color have been shaped by slavery colonialism and segregation as well as by consumer capitalism visual media notions of beauty and protest politics In teasing out lighteners layered history Thomas theorizes skin as a site for antiracist struggle and lighteners as a technology of visibility that both challenges and entrenches racial and gender hierarchies

American Television Abroad Kerry Segrave, 2013-04-26 Once the major Hollywood studios got over their loathing of television as an entertainment medium they moved quickly to try to dominate both domestic and international programming In the United States the eight major studios controlled an overwhelming majority of all television programming by the early 1950s Their efforts in foreign markets were not quite so successful but by the 1990s U S distributors controlled about 75 percent of the international television trade Hollywood s efforts in television were often thwarted by governments that recognized the airwaves as a public resource and intervened in varying degrees to keep the studios programing off the air in their countries Still the U S industry found various ways to provide American fare to foreign viewers Even into the 1980s for example some Hollywood shows could be bought by foreign broadcasters for fees as low as 25 per segment Despite these efforts the American studios have never been able to completely dominate foreign airwaves Viewers usually prefer their own domestic fare to that offered by Hollywood This history fully documents the U S television industry s efforts in foreign markets and how it continues to look for new markets

Parking Cars in America, 1910-1945 Kerry Segrave, 2014-01-10 With its decentralized urban areas pollution and mostly inadequate public transit systems America pays a heavy price for its dependency on cars This volume explores one of the more pressing aspects of the problem storage from 1910 to the end of World War II contrasting the reality and perception of car parking as found in the pages of the popular newspapers and magazines From early bans on street parking to street widening efforts to the introduction of parking lots garages and parking meters the book chronicles attempts to accommodate the ever increasing number of cars By failing to effect any meaningful regulations along the way this work shows Americans slowly ceded authority and dominance to the automobile to the detriment of present day society

Vision Aids in America Kerry Segrave, 2014-01-10 This text examines the eyewear industry in America from 1900 to 2008 a period which mirrors an increased demand for eyewear Eyeglasses sunglasses and contacts are discussed Topics covered include the marketing and selling of eyewear with particular attention paid to advertising strategies and the internal structures of the industry and its regulations which have sometimes helped and sometimes hurt consumers This critical examination reveals how a relatively simple and functional item such as corrective eyewear could be transformed through marketing into a fashion accessory and a personal statement

Begging in America, 1850-1940 Kerry Segrave, 2011-10-14 The poverty that drives people to begging has been a pressing social issue

in the United States since the beginning This historical work explores begging¹ and beggars in the period 1850 to 1940 with emphasis on how the police the courts the media and private charity organizations dealt with them Efforts to suppress mendicancy are explored including legislation police crackdowns and public vouchers for meals and shelter Of particular interest is the way in which media portrayals have guided public perception of mendicants Despite the massive social upheavals the last two centuries have brought all efforts to suppress begging have failed Many of the complaints and arguments made against beggars and begging in 1850 and 1900 and 1940 were also made into the 21st century because in the end the public continued to give alms

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