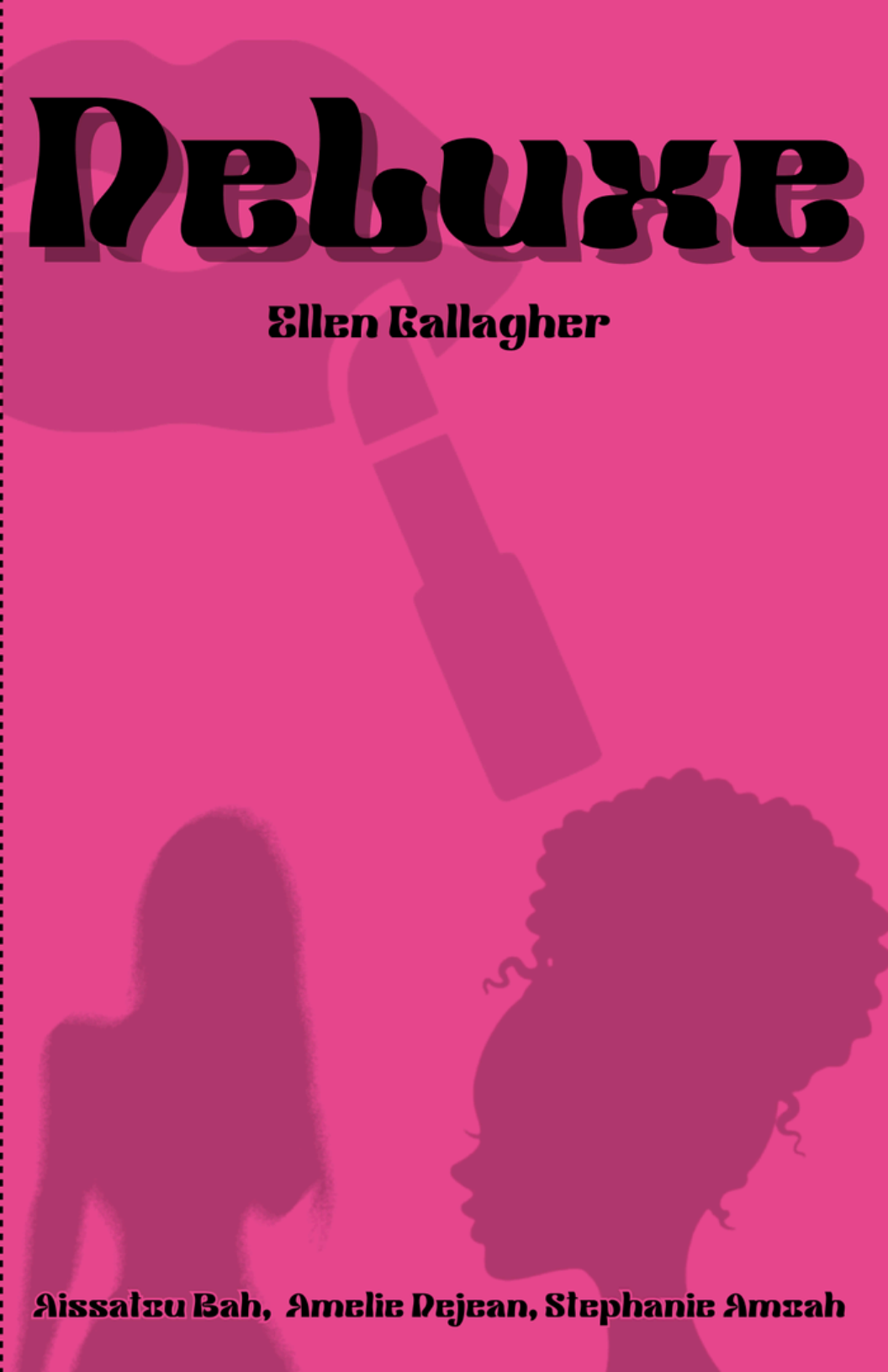
Deluxe

Ellen Gallagher



Aissatou Bah, Amelie Dejean, Stephanie Amzah

Ellen Gallagher (b. 1965, Providence, Rhode Island) is a Black contemporary artist. Her work spans painting, collages, film and video, mediums she uses to confront issues of race, racial stereotypes, and societal norms

Made in 2005, DeLuxe is a 60-frame piece made of glitter, googly eyes, clay, and advertisements. The mid-century advertisements Gallagher selected feature beauty products such as skin bleaching creams, hair relaxers, and straight-haired wigs, underscoring the features Black women were pressured to alter in order to conform to the unrealistic ideals imposed by society during the late 20th century. In many of the frames, the eyes are cut out, representing the lack of agency and individuality Black women had during this era; with no eyes, the viewer isn't able to identify the woman in the collage, ultimately making all the women the same. Furthermore, by utilizing childrens crafting materials Gallagher challenges and deconstructs the societal pressure to adhere to the harmful beauty standards of Black women. By using these items, she is poking fun at standards and essentially calling them "silly.




THE MAN
WHO KEPT
HARLEM COOL


Duke










DAY AND MORE!


AFROS



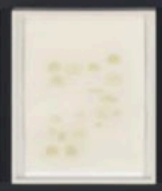




Super



ENJOY
STEADY PAY
EVERY DAY
AS A
NURSE


thrifty



ADVICE FOR
BAD SKIN

This panel in particular stands out because it features around 18 small advertisements for different products, all conveying a similar message of how to improve your body, looks, and lifestyle. The majority of the advertisements provide "solutions" on how to lose weight and gain more feminine and desirable bodies by using products such as estrogen hormones, body creams, diet pills, and massage belts. All these advertisements show photos of Black women who are mostly undressed to display the thinness they gained through these products and to give the intended audience a clear vision of what their bodies should aspire to be. Gallagher's inclusion of this panel is a powerful reminder of how advertising has historically manipulated Black women's perceptions of their bodies and how advertisements like these have helped to create and sustain unhealthy beauty standards.

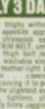
TRIM YOUR THIGHS IN ONLY 3 DAYS!

Shrink thighs without fad diets, appetite suppressing pills or strenuous exercise. SAUNA TRIM BELT, unique inflatable thigh belt made of durable, washable vinyl plastic, feather-light and adjustable ..... covers thigh area, causing it to perspire with the slightest exertion. Tones, tightens, slims — actually forms jogging thigh muscles. Send only $6.95 for 1 set. SPECIAL! 2 sets only $12.95.
No CODs. MONEY BACK GUARANTEE

ONLY $6.95 PER SET

AMERICAN IMAGE INDUSTRIES, INC., Dept. PP-293-P
276 Park Avenue South, New York, N.Y. 10010

EMBARRASSED BY STRETCH MARKS?



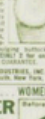
Don't let this pain have ashamed to wear a bikini. Use revolutionary SOOTH-AWAY. Rich emollient lotion loaded with an amazing vitamin E compound. This complete application does the job of flexibility — and yet soothes, relieves discomfort, itching and irritation. Smooth thighs, waist, hips, stomach, buttocks, breasts with 100% AWAY.
ONLY $4.98 EA. 3FOR ONLY 2 for $7.98. Dropped in Plain Wrapper. Sorry, No COD's.
MONEY BACK GUARANTEE!
AMERICAN IMAGE INDUSTRIES, INC., Dept. L-293-P
276 Park Ave. So., New York, N.Y. 10010

For BOSOM BEAUTY

Try the new tested, trusted body creme that contains a full 40,000* units of ESTROGENIC HORMONES

If you believe that your body is the best way to feminine allure, then you owe it to yourself to see what have done as LA ROSE Natural LA ROSE Body Creme has helped thousands for more than 35 years! This superior formula features 40,000 units of natural estrogen and estrogenic hormones per an plus adrenal cortical extract and lanolin designed to encourage and lubricate ... yet will not alter structure. No wonder so many grateful women have expressed their thanks in letters of praise! Stop envying others! Instead try the 10-day miracle of LA ROSE Natural Body Creme. If not delighted you must be absolutely thrilled with results, or return for money back. 10-Day Supply (enough in plain wrapper) only $5.98. *(SPECIAL Double supply only $7.98 plus $1.00 P&H). No COD.
AMERICAN IMAGE INDUSTRIES, INC., Dept. L-293-P
276 Park Avenue South, New York, N.Y. 10010

FIRM YOUR BACKSIDE IN ONLY 3 DAYS



Watch yourself shrink when you wear the SAUNA TRIM BELT. Unique, washable and TRIMS drastic and saggy derrieres without strenuous exercise, or pills suppressing pills or fad diets to give you a firmer more youthful looking "behind." Light weight, made of durable vinyl, covers entire "rear-end" causing it to perspire with the slightest exertion. Tones, tightens, slims — actually forms jogging buttock muscles. Send only $5.95 today. SPECIAL! 2 for only $10.95. Sorry, No COD's. MONEY BACK GUARANTEE.
AMERICAN IMAGE INDUSTRIES, INC., Dept. AM-293-P
276 Park Ave. South, New York, N.Y. 10010

MEN WOMEN

THICKER LOOKING HAIR INSTANTLY!

Now, you too, can have easy to manage thick, natural hair flowing and luxuriously thicker and fuller looking hair. Amazing HAIR BEAUTY formula, developed through scientific research, may actually make hair look thicker and fuller, so that you may look years younger. And, of course, no split or broken ends. It's simple — just a matter of worth. Contains no pitress or alcohol. Safe for natural, tinted, dyed or bleached hair. Only $4.95 for 3 oz. bottle. Send (Sent under hair's worth) Dropped in plain wrapper. Sorry, No C.O.D.'s. MONEY BACK GUARANTEE.
AMERICAN IMAGE INDUSTRIES, INC., Dept. F-293-P
276 Park Ave. South, New York, N.Y. 10010

If you can count to 3 you can Lose Weight!

Step into your new

SLENDER BODY

in 30 days or pay nothing!

Incredible 3-WAY PLAN combines...

1. STRONGEST DIET PILLS available without Rx!
2. FAST WATER LOSS PILLS to flush out bloat!
3. DIET SHAPE-UP PLAN to help keep you slim!

Now! Diet fat fast with the amazing new 3-way plan. Lose up to 30 lbs. Get slim and trim. Though all else has failed or money back. No questions asked.

3-WAY DIET PLAN shipped in plain wrapper. 30-day supply only $6.95; 60-day supply only $10.95. SPECIAL! 90-day supply only $13.95. No CODs. MONEY BACK GUARANTEE

AMERICAN IMAGE INDUSTRIES, INC., Dept. RR-293-P
276 Park Avenue South, New York, N.Y. 10010

Some say: "IT'S A MIRACLE!"

THE UNCANNY FORCE OF THE

MAGII RING

CAN ACTUALLY BE SEEN!

Can the amazing Magii Ring really attract good luck? Can it actually attract heavy metal things and forms, that are strange indeed?

No one can say for certain. But it has happened of poor people who suddenly became rich. We've seen other people attract love. Best people, become well again.

YOU BE THE JUDGE. Although we make no claims, we strongly urge you to wear the Magii Ring for a full 30 days at our risk. It must work or return it in 30 days for a 100% refund. That's how certain we are.

What is it You Desire? • LOVE? • HEALTH? • LUCK? • MONEY?

Kite Kit all. Gleaming goldenrime. MAGII RING only $6.95

SAVE: Order 2 for only $11.95. No C.O.D.'s

AMERICAN IMAGE INDUSTRIES, INC., Dept. MR-293-P
276 Park Ave. South, New York, N.Y. 10010

MEN WOMEN

SAUNA SUIT MELTS AWAY POUNDS & INCHES

Watch yourself shrink when you wear the marvelous new SAUNA SUIT. Unique vinyl suit with appetite-suppressing pills, but diets or strenuous exercise. Lightweight, made of durable vinyl, covers body, causing it to perspire with the slightest exertion. Wear it while you relax ... or while doing chores around the house. What a fast way for you to look marvelous and feel better. One size fits all. Sorry, no C.O.D.'s. MONEY BACK GUARANTEE.

ONLY $6.95

AMERICAN IMAGE INDUSTRIES, INC., Dept. H-293-P
276 Park Ave. South, New York, N.Y. 10010

CRASH DIET

Only $1.00

LOSE UP TO 5 POUNDS OVERNIGHT!

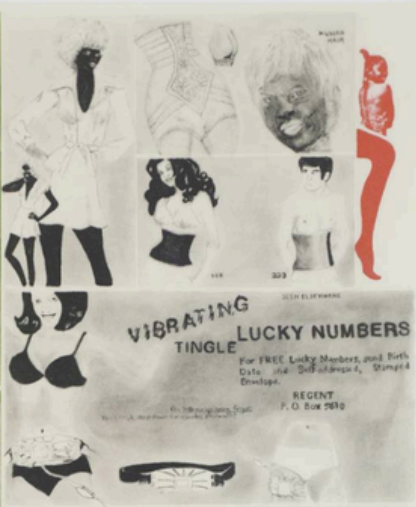
Learn the secret of R.X. Vitamin No-Pills, No-Exercise, No-Diet reducing formula! Eat your fill, do what you want ... and see how you can lose 5 Pounds Overnight. Sure! But guaranteed to work or YOUR MONEY BACK. Send only $1.00. Sorry, No C.O.D.'s.

AMERICAN IMAGE INDUSTRIES, INC., Dept. D-293-P
276 Park Avenue South, New York, N.Y. 10010

OVER 1001 FREE ITEMS... YOURS FOR THE ASKING!

No cards to fill ... you can get them 24hrs a day. Free items include: Free Jewelry, Free Watches, Free Gifts, Free Cosmetics, Free Vitamins, Free Sporting Goods, Free Clothing, Free Appliances, Free Toys, Free Tools, Free Furniture, Free Stereos, Free Cameras, Free Tickets, Free Travel, Free Money and many more. Send only $1.00 today for free catalog.

AMERICAN IMAGE INDUSTRIES, INC., Dept. AF-293-P
276 Park Ave. South, New York, N.Y. 10010



DIVORCE

IN 24 HOURS

Report consists of completed papers, law and advice on how to make an Uncontested Divorce valid in all 50 States. Guaranteed valid. Only $10.00 complete. Sorry, no C.O.D.'s. Specify Husband's Name, Wife's Name, Date of Marriage, Residence, Wife's Maiden Name.

How to make your PRAYERS work wonders

Use this amazing transcendental way of prayer to attract anything you deeply desire. Send $10 (refunded if not proud of results) for book of "Prayers-Guide-Key" information, plus proud products to prayer-guide-by.

E.N.S. Box 449-02 Scarsdale, N.Y. 10583

POEMS & LYRICS

WANTED FOR MUSICAL SETTING AND PERSONAL CONSIDERATION

PROMOTION AVAILABLE ON SELECTED SONGS

MONTHLY AWARDS! FABULOUS $1,000.00 OFFER!

TALENT 47 W. Longwood Rd. Boston, Mass. 02127

KARATE

JUDO-SAMURAI JUJUTSU

FREE!

GOOD LUCK AFRO-BRACELET

Made like the elephant hair bracelets by African tribesmen. For men or women. Comes with "Elephant Hair" bracelet story card!

12 Bracelets per Kit

Send for FREE KING-SIZE Catalog

The Skin Natural Stretch Wig Sale advertises different wigs that Black women of the 50s era frequently wore. Black women of the time resorted to the straight-haired wigs like the ones featured in this ad because it was something that allowed them to fit into the Eurocentric beauty standards. By wearing straight hair, Black women were more likely to blend into their white counterparts.

SKINATURAL™ S-T-R-E-T-C-H WIG SALE

MANY STYLES IN ONE – KOOL-N-LITE CAPLESS

Cut Prices Mean BIG SAVINGS *For* YOU

Your Choice only $9.99 ORDER ANY STYLE

CHOICE OF COLORS

WORTH MUCH MORE

Perma-Styled WASH and WEAR *Never Need Setting*

NO HANDLING CHARGE

TAPERED BACK

Style No SKW- 99

$9.99

FLICK–A–STYLE

Skin wonder

WITH BUILT–IN SKIN TOP

So natural – LOOKS LIKE HAIR GROWING OUT OF HEAD

Style No SK- 99

$9.99

FLIRTATIOUS

Skin–Top *FLIP*

It Can't Be A Wig I Can See Her Scalp

6 WIGS in ONE Just Brush the STYLE You Want

$9.99

STYLE No SKT–99

Skin~Top DARLING

Change Your HAIR STYLE with a FLICK of the BRUSH

PART LEFT, RIGHT or CENTER or NO PART AT ALL – OFF the FACE or ON the FACE – BRUSH ANY STYLE YOU WANT

CAPLESS KOOL-N-LIGHT STRETCH WIGS

6 WIGS IN ONE

$9.99

PAGE BOY

S-T-R-E-T-C-H WIG

NATURAL Built in SCALP

STYLE No SKPB- 99

Looks Like REAL SKIN

PART Left, Right or Center FLIP Under or FLIP Out

you brush the style YOU desire

Gypsy STRETCH WIG

So natural – LOOKS LIKE HAIR GROWING OUT OF HEAD

$9.99

STYLE No SKGY–99

PERMA – STYLED WASH and WEAR NEVER NEEDS SETTING

BUY A VALMOR WIG GET BEST VALUE FOR YOUR MONEY

VALMOR HAIR STYLES Dept 5338
2411 Prairie Ave., Chicago, Ill. 60616

Mail this ORDER COUPON *Today*

VALMOR HAIR STYLES DEPT 5338
2411 PRAIRIE AVE. CHICAGO ILL. 60616
PLEASE SEND ME THE FOLLOWING STYLES

Style Number Description Price

Check Color: ☐ Black ☐ Off Black ☐ Dark Brown
☐ Medium Brown ☐ Light Brown ☐ Dark Auburn
☐ Light Auburn ☐ Honey Blond ☐ Golden Blond
☐ Platinum ☐ Light Frosted ☐ Dark Frosted
☐ Mixed Black & Gray ☐ Mixed Brown & Gray
☐ Send C.O.D. I'll pay postman amount plus postage.
☐ I enclose full amount—Company pays postage

NAME ________ Box ________
Address ________ Apt ________
City ________ State ________ Zip ________

Made for Kisses—

THE LIGHTER, SMOOTHER SKIN MEN ADORE

So Let This Wonderful Bleaching Cream Give You Amazing Beauty Help!

In just 3 days see the amazing difference in your complexion after you begin using Snow White* Bleaching Cream. It's so quick and easy to apply, according to the directions, at bedtime. Snow White works while you sleep.

Each morning see your skin appear lovelier. And on the third day, see if your skin doesn't look fairer, smoother, more alluring.

So let this wonderful bleaching cream help you have the lighter-looking skin women envy and men adore. Today, get Snow White Bleaching Cream . . . only 35¢, plus tax.

Amazing new all-purpose cream! Here's the new, satin-soft cream to use every day, every night. Snow White Lemon Creme is extra rich, extra gentle! Thus it cleanses exquisitely . . . smooths and softens . . . helps nature refine the pores. So have the fairer, fresher, smoother skin that invites cheek-to-cheek moments. Today get Snow White Lemon Creme. Generous sizes—25¢ and 50¢, plus tax.

*Registered Trade-Mark

★ Famous Isabelle Cooley says: "Theatrical stars with sensitive skin must be careful of their choice of creams; so I use Snow White Lemon Creme and Bleaching Cream since they are kind to my complexion."

USE
Snow White
Custom-Styled
COSMETICS

For Exciting Hair Beauty
Discover Snow White's *"Magic Three"*

1. Snow White Hair Beautifier gives you 3 marvelous advantages! Compare to any other hair dressing you ever tried. See how Snow White gives your hair richer gloss . . . smoother "coiffed" look—makes hair easier to manage without giving that artificial, oily look . . . avoids ugly staining. Get this exquisite, snowy white hair dressing today. 25¢ and $1.00 sizes, plus tax.

2. Snow White Creme Shampoo. It's an exciting new beauty discovery! Not an old-fashioned cake or liquid shampoo. Snow White is a rich, fast-acting formula that's extra-potent so it dissolves grease, oil, and hair dressing. Instantly, your dismal hair looks smoother, softer, more lustrous. And it's easier to dress in a sleek new hairdo! Large jar, only 50¢.

3. Snow White Pressing Oil. This fine, luxurious pressing-oil is truly wonderful to help you have straighter, brighter hair and a smoother, neater hairline. It does bright—actually protects the hair from becoming dry and brittle. 25¢ and $1.50 sizes, plus tax.

Sandra Powell, celebrated beauty consultant, says: "Famous stars of stage, screen, and radio use Snow White's 'Magic Three' for their beautiful hair. I advise you to use the same care they do."

NEW LOVELINESS FOR YOUR COMPLEXION!

Youth are it's a beauty secret! For you can feel more gay in your skin when you discover these two amazing beauty aids—Snow White Make-Up Cream and Snow White Face Powder. Tired, gray-ish complexion vanishes quickly and evenly over your skin. Helps to cover blemishes and fine pore areas. Then, with Snow White Face Powder, the effect is completely enchanting. Both come in beautiful, smart, flattering shades, carefully styled for ladies with rich blond skin. Your skin looks smoother, more inviting all evening. So, today, get Snow White Make-Up Cream—only 50¢, plus tax . . . and Snow White Face Powder—only 25¢, plus tax.

FREE! Sandra Powell's "Guide to Correct Make-Up" at your cosmetic counter, or write Snow White Products Co., Box 3032, Riverside Station, Va.

The Made for Kisses advertisement is part of DeLuxe, a larger artwork by Ellen Gallagher that critiques the historical marketing of black beauty. For decades, American beauty standards have privileged lighter skin, reinforcing colorism. These ideals shape social and romantic perceptions, making fairness an indicator of desirability and success.

The ad reflects how race and gender intersect in beauty standards, particularly for Black women. The name "Snow White" bleaching cream suggests that lighter skin is more attractive, especially for men, linking fairness to ideal beauty. The phrase "Made for Kisses" reinforces the notion that desirability depends on European beauty norms, promoting the harmful idea that lighter skin leads to success in love and social life.

One of sixty 50s-era magazine prints in DeLuxe, this ad shows how the beauty industry has profited from insecurities while imposing Eurocentric ideals. Despite originating in the 1950s, such messaging persists today, distorting romantic ideals and reinforcing biased beauty standards. Gallagher's work challenges these narratives by urging a reevaluation of the beauty industry's role in shaping perceptions of black beauty.