

ASTRA Seminar Series 2012-2013



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Look Younger, Live Longer: Health and Beauty Advice in the 1950s

January 29, 2013 • 12 - 1:15pm • MacKinnon 132
All are welcome – bring your lunch!

Gayelord Hauser has been all but forgotten today, but in the middle decades of the twentieth century, he was one of the best-known writers on food, beauty and health in the United States and Europe. His book, *Look Younger, Live Longer*, first published in 1950, remained on best-seller lists for almost two years and would eventually be translated into more than a dozen languages.

Hauser's popularity demonstrates that women were eager for advice on aging healthfully and happily at a time when American women could look forward to longer lifespans and greater affluence in their older years. It also shows that despite the homophobia of the middle decades of the twentieth century, there was a market for beauty advice dispensed by a man who, even at the time, many recognized as gay.

Catherine Carstairs is an Associate Professor in the History Department at the University of Guelph. She is the author of *Jailed for Possession: Illegal Drug Use, Regulation and Power in Canada, 1920-1961* as well as numerous articles on health food, water fluoridation and disability. She completed this work while holding a Fulbright Fellowship at UC Davis.



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