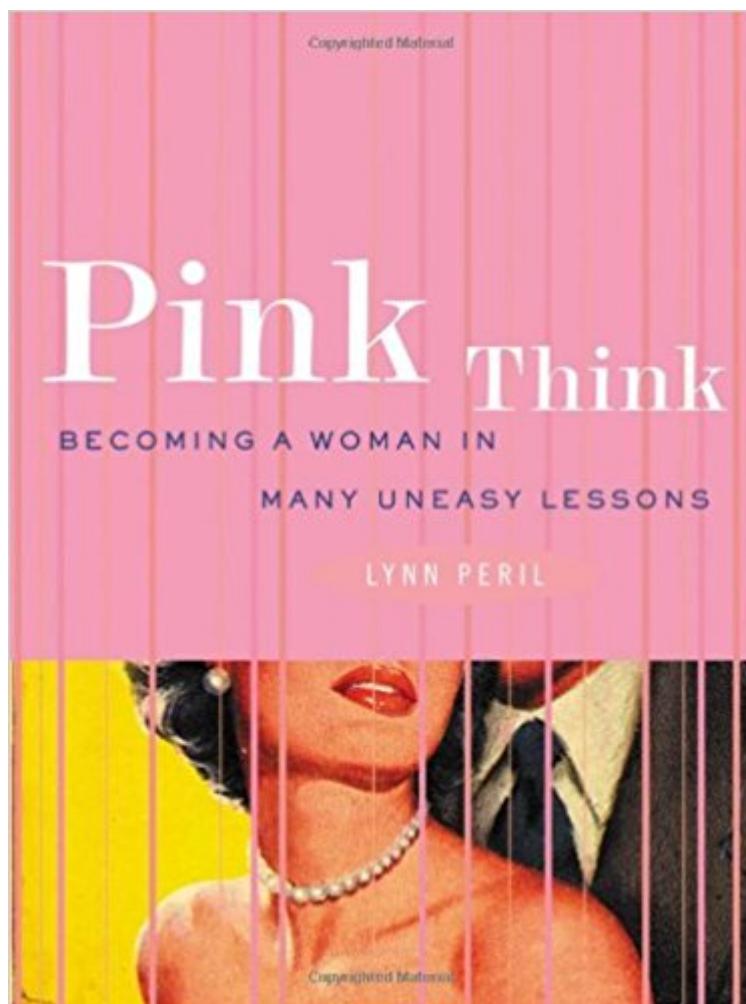


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# Pink Think: Becoming A Woman In Many Uneasy Lessons



## **Synopsis**

From board games to beauty pageants, a smart, witty, pop-culture history of the perilous path to achieving the feminine ideal. Deluged by persuasive advertisements and meticulous (though often misguided) advice experts, women from the 1940s to the 1970s were coaxed to "think pink" when they thought of what it meant to be a woman. Attaining feminine perfection meant conforming to a mythical standard, one that would come wrapped in an adorable pink package, if those cunning marketers were to be believed. With wise humor and a savvy eye for curious, absurd, and at times wildly funny period artifacts, Lynn Peril gathers here the memorabilia of the era — from kitschy board games and lunch boxes to outdated advice books and health pamphlets — and reminds us how media messages have long endeavored to shape women's behavior and self-image, with varying degrees of success. Vividly illustrated with photographs of vintage paraphernalia, this entertaining social history revisits the nostalgic past, but only to offer a refreshing message to women who lived through those years as well as those who are coming of age now. 8 pages of color, 45 black-and-white illustrations.

## **Book Information**

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## **Customer Reviews**

Books titled How to Fascinate Men and How to Help Your Husband Get Ahead. Hope chests. Home economics courses at the college level. Ah, womanhood. Peril, founder of the zine Mystery Date, devoted to her obsession with old etiquette and self-help books, analyzes these and other marvels in her first book. "Pink think" is "a set of ideas and attitudes about what constitutes proper female

behavior," she says, and it "assumes there is a standard of behavior to which all women... must aspire." In casual, friendly language, Peril who shares tales of her own childhood pink think rebellion charts the amusing yet sad history of how women have been conditioned with a set of rules that often begins with someone telling them little girls are made of "sugar and spice and everything nice." A pop culture history of achieving the feminine ideal, the book explores everything from childhood and adolescence to marriage and the workplace. Spurred on by the "Patron Saint of Pink Think," Jayne Mansfield, pink think infiltrated frighteningly numerous aspects of women's lives from the 1940s through the '70s and was often driven by advertisements pitching girls' versions of house-cleaning supplies and feminine hygiene products that counseled women to douche regularly in order to ensure a happy marriage. In an afterword, Peril expresses her dismay at the apparent preservation of pink think today (witness the success of 1995's *The Rules* and 2001's *The Surrendered Wife*). Although her book may leave some women thinking, "OK, we've ditched the maternity girdles so now what?" it's hilariously entertaining. B&w and color illus. Copyright 2002 Cahners Business Information, Inc.

Lynn Peril is the author of *Pink Think*, *College Girls*, and *Swimming in the Steno Pool*. Her column, *The Museum of Femorabilia*, appears in *BUST* magazine. She lives in Oakland, California.

Everything you wanted to know about being a woman, if you want to be June Cleaver that is. Great photos of out of date board games and ads that portray women as the must look and not think about anything but your man type. If you ever wanted a reason for losing your cool when someone said "that's not very ladylike" then get this book!

Every woman should read this book. Pink Think is still happening today in the social media scene and finding a potential mate.

Wonderful Book!

The product was in good condition and came in about a week after I ordered the product. Interesting read for my history class.

great,fast

I LOVE this book. I have been waiting 2 years and it is not LONG enough. I almost had apoplexy last night from laughing so hard while reading it! This book is very good in the genre of Nature Abhors a Vacuum: A Handbook for the Domestically Impaired, Kiss My Tiara and Southern Ladies and Gentlemen. Thanks for getting it into print (FINALLY) W.W. NORTON. When is the next book? P.S. I am SOOOOOOO happy it was delivered on September 30th! You will have to read the book to realize the significance!

This book is genius! It walks a fine line between rationally exploring the history of social expectations for girls and reporting the horror contained within, without ever giving into the temptation to go on one long, humorless feminist rant. In fact, it approaches the topic with remarkable good humor. Well written, informative AND funny!

Think Pink analyzes the socially constructed feminine gender through the lens of pop culture. Advice books, education, fashion, television, household product marketing, magazines and movies all do their part to make sure growing girls are trained to accept their lot in life as the bearer of children. Dating and marriage just happened to be incidental steps. By comparison, books and magazines produced for boys encouraged them to become more fully rounded human beings. Lynn Peril walks us through the evolution of femininity using various points of popular culture from the 1920s through the mid 1980s. Her wit and sense of humor will have you cracking up and feeling sad and pathetic by turns. Makes you wonder if we really are past the bad ole pre-feminism days. You'll hunger for more of the mind blowing ads and images. I like how Peril grounds the information by including personal anecdotes so the book doesn't read like a dry text book. This book will hold interest for folks into a lot of topics including sociology, gender and American pop culture.

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