



Beauty Test News

TODAY'S NEWS AND VIEWS FOR THE PROFESSIONAL BEAUTICIAN

OCTOBER, 1961

LETTERS PRAISING REVLON'S "SOFTINT" POURING IN FROM THE COUNTRY

Revlon proudly announces that the mail box in the Haircoloring Division at Revlon has been truly bulging with letters from salon owners and hair-colorists throughout the country which explain that they have tried Softint and why they love it! The compliments take many different shapes and forms ... but in tabulating the reactions ... the colorists seem to be most thrilled with the ultra-ashing qualities which they have been able to achieve with Softint ... which, they report, they have never been able to attain with any other one-process tint on the market up to now. They tell us that they love the extra-dabbing, extra-ashing results ... and are very grateful for the Softint "Ultra-Ash Series."

Softint offers four new shades which are lighter and drabber than any other competitive product in existence today. The Revlon Haircoloring Division recommends (with the assurance born of knowledge and thorough research) that if anybody encounters any sceptics at all ... that they simply try the half-head test ... which will prove Revlon's claim quickly and easily.

NASSAU BOUND!

The North Carolina Hairdressers and Cosmetologists Association will leave on their Nassau Air Cruise Saturday, October 28th, at noon, by chartered plane from Winston-Salem, N. C. airport, arriving at Nassau Airport about 4:00 p.m. Headquarters will be Fort Montague Hotel.

A full program has been planned for this five day and four night tour—including a day on beautiful Paradise Island Beach, several sight-seeing trips, night club entertainment on Saturday night at Fort Montague Hotel—well—entertainment GALORE! Otto of Vienna will conduct an Educational Clinic on Monday, for all hairdressers.

This Nassau Air Cruise is on all hairdressers and their families should not miss. The price is very reasonable—only \$163.35 per person. This includes round-trip fare, Hotel accommodations (two to a room) two meals a day at the Hotel—and above mentioned planned program.



Portrait painted by Mrs. Polly Johnson, owner of La Maison Beaute, Mount Airy, N. C.

MOUNT AIRY SALON HAS ARTISTIC ADVERTISING

La Maison Beaute, one of Mount Airy's leading beauty salons, recently featured a unique window display with a portrait of Mrs. John F. Kennedy, the President's wife. The display is an eye catcher for all who appreciate originality in advertising.

La Maison Beaute is located at 814 North Main Street in Mount Airy, N. C. The salon is decorated at all times with different things pertaining to the season of the year or current events. The operators in the salon are: JOY NEWSOME, LIBBY JARRELL, SHELLEY SITISON and POLLY JOHNSON. Each of the operators in the salon feel the paintings create an interest and gives patrons something to look forward to when coming to their salon.

This would be a better world if everyone were as good as he wishes his neighbor was.



HAVING GOOD PRODUCT PAYS OFF FOR DURASET

Sales of Duraset have increased by leaps and bounds over the past couple of years as a direct result of the Duraset Company's promotion whereby all prospective users were invited to try out the product before they bought. Generous samples of this top quality setting lotion were mailed out to thousands of beauty salons throughout the country free of charge. Once the salons used Duraset they discovered they had one of the fastest drying, non-flaky wave sets on the market, and dealers reported many orders from the new users as well as repeats. Evidence of the fact that it is a good product is that Duraset is one of the fastest growing wave sets in America and just recently featured a full page ad in Modern Beauty Shop magazine.

Man, teaching wife to drive: "Go on green, stop on red, take it easy when I turn white."

LETTERS TO THE EDITOR

Dear Editor:

One of the biggest complaints of beauty shop patrons is that they can't get a manicure in a beauty shop, and the operator's answer to this complaint is that she doesn't have time to give manicures. Both the patron's complaint and the operator's answer are legitimate so why not do something about it. Manicurists who work in barber shops do not have to go to school and become a barber before they can manicure in a barber shop. Why should a manicurist have to go to school and become a beautician and an expert on hair if all she is going to do is manicuring. I would like to see our associations and members of our State Boards get together and discuss this problem. I believe they would find it easy to solve and also they would find the vast majority of beauticians in favor of a program to license manicurists who would do manicuring only, in the beauty salons. It would certainly add thousands of dollars of income to mine and other beauty shops.

F. J. T.

Asheville, North Carolina

Dear F. J. T.:

We think your suggestion is fine and we would like to hear from some more readers as to whether or not they agree or disagree with you. There

is certainly no question but what it would add thousands of dollars to the hairdressers income and at the same time, satisfy the shop patrons. Beauti-Test News would welcome letters from other hairdressers in the area as to what they think of this proposal.

Editor

Dear Editor:

One of my friends who is also a beauty shop owner, showed me a copy of her September issue of Beauti-Test News last week and she stated she receives this every month from you free of charge. I would like for my shop to get this paper every month too and am wondering if you could add me to your mailing list.

E. B.

Monroe, North Carolina

Dear E. B.:

We are mailing you a copy of the September issue today and are only too happy to add your name to our mailing list. We will be glad to do this for any shop who is not now receiving the paper if they will write and let us know.

Editor

Dear Editor:

I enjoy receiving my Beauti-Test News every month and want to congratulate you on this new service to the beauty shops. Aside from enjoying the interesting news articles, I find this

paper saves me time because when my Beauti-Test dealer salesman comes into my shop, I have already looked through your paper to see the deals and specials being featured and already know what I want to order from him. Keep up the good work.

Mrs. T. O. R.

Greenville, South Carolina

Dear Mrs. T. O. R.:

We certainly appreciate your comments. Many thanks.

Editor

(Letters to the Editor will be an established monthly feature of our paper. We will be glad to hear from any of our readers on any subject of interest to the beauty profession.)

Confusing

A mountain man found a small mirror, the first one he'd ever seen. He looked into it and said with surprise:

"By cracky, it's a pitcher of my old pappy."

Sentimentally, he hid the mirror under the bed. His wife saw him hiding it, and when he left the house, she took the mirror, looked into it, and snorted:

"So that's the old hag he's been chasing."

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DEAL R-12

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