

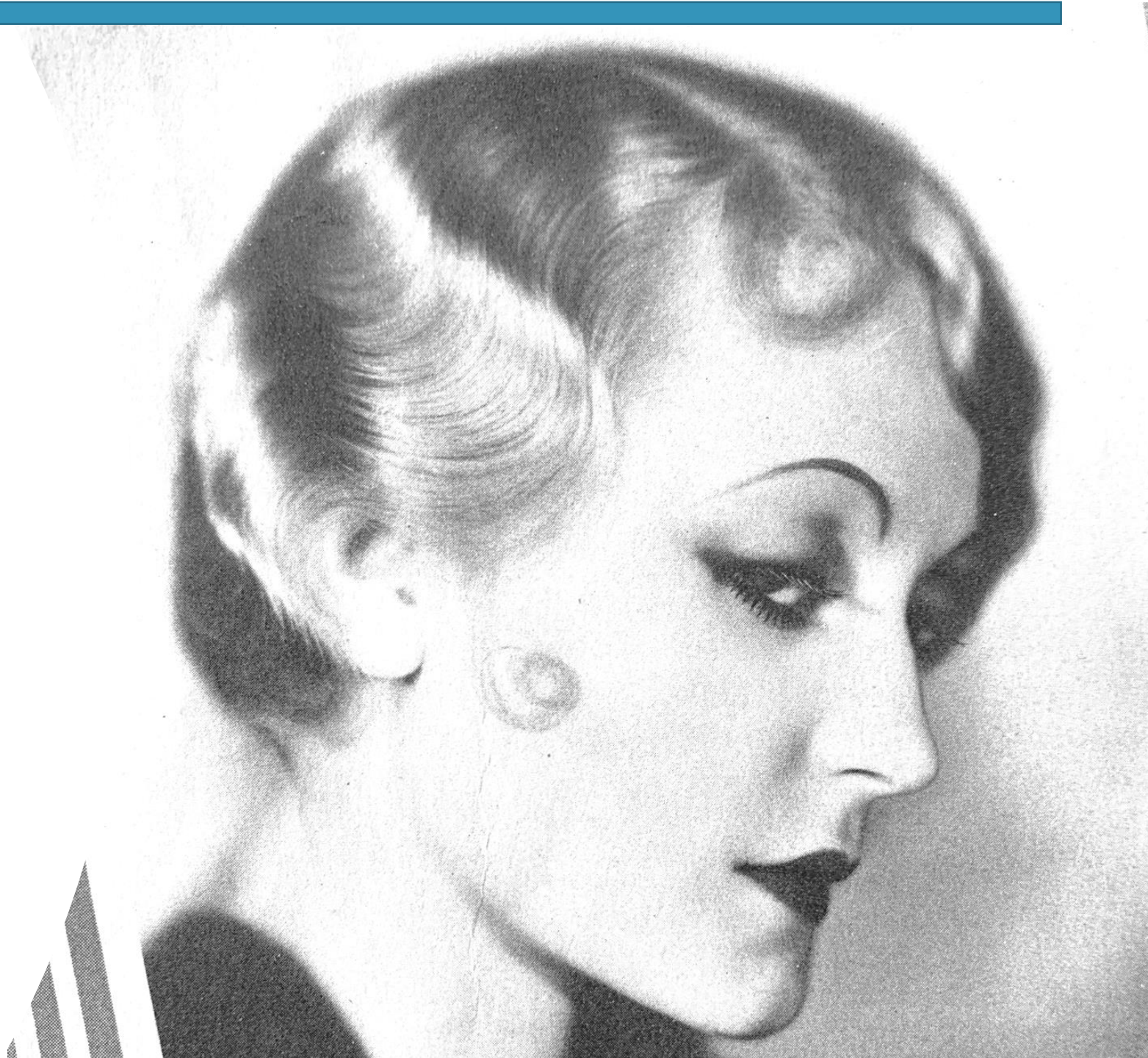
BEAUTY & BRAINS

The Empowerment Influence of
Women-Owned Beauty Shops
in Rural Utah

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Utah State History Conference

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Why study women-owned beauty shops?

- The women owners are entrepreneurial heroes
- Beauty shops were social heart of rural communities
- This profession was an economic engine for women
- It was an early career which was family-friendly
- The work involved creative and service aspects





Martha Matilda Harper
(1857–1950)



Madam C.J. Walker
(1867–1919)

Women who
began the
modern
hair salon
industry





The Gibson Girl
– an idealized woman popular during 1890-1910



Louise Brooks (1906-1985)
Flapper and Jazz Age icon

Can a
hair style
be a
political
statement?

Why leave home to get your hair styled?

New Styles

New Products



Social benefits

Pampering

THE EMPOWERMENT INFLUENCE

-- a career where you can be your own boss

From 1880 to 1920 only about 12% of women were employed and most were clerks, salespeople, teachers, or typists.

THEY WERE WORKING FOR OTHERS.

After World War One women had different options due in part to:

- 1) new time-saving home appliances
- 2) fewer children/children in public school full-time
- 3) Increased urban living/apartments

WOMEN HAD MORE TIME TO WORK & SPEND TIME OUTSIDE THE HOME.

However society wasn't ready for them to enter certain professions in large numbers, so they invented their own new industry!



ONE OF UTAH'S EARLIEST FEMALE ENTREPRENEURS

- One example is Edith Harris from St. George, who started working as a "marcellist" in the 1926 when she was 20 years old. She earned \$12 per week in 1929 and her sister, Evelyn, earned \$8 per week. Edith and Evelyn opened their own shops –Dixie Beauty Shoppe and Moderne Beauty Salon.
- Edith exemplifies the experience of young women in rural Utah in the 1920s – a third generation of pioneers who needed greater economic security in the remote towns with marginal agricultural industry. Edith's mom told her "Don't depend on a man for your financial security!"



Edith Harris fixed her whole family's hair styles!

WHY CHOOSE TO OPEN A BEAUTY SALON IN THE 1920s–1930s?



Edith and Evelyn with their beautiful waves!



Beauty Magazine Model

- 5,000 shops in 1920 grew to 40,000 shops in 1930 in US
- Hair styling produced steady income with repeat customers
- Low barriers to entry - small up-front investment for shop rental, tools, sinks, supplies
- New equipment sometimes provided free as promotions

ON TREND: 1920s flapper styles; 1930s movies established hair color trends – especially platinum blonde; 20th century movie magazines and women's magazines helped popularize the beauty culture industry


How did women learn 'beauty culture' skills?

ENROLL NOW
at the
QUISH
SCHOOL OF BEAUTY
CULTURE
"The Best in the West"
THIRD FLOOR
EZRA THOMPSON BLDG.
Write or Phone for Information
Catalogue on Request
Wasatch 7560
FREE MARCELS

Alice Quish (1868–1954) was Utah's pioneer in beauty culture education, operating a school in downtown Salt Lake for at least 20 years, training hundreds of women beauty operators.

"The school is equipped with every type of electrical devices and all the improved accessories that have been approved by the beautifications trade throughout the world...The Quish school is known as the leading efficient beauty school of this region...Through this training young women are provided with an excellent and economical opportunity to enter into a life work that is every day becoming more popular and highly remunerative." November 11, 1948 Davis County Clipper

Safe!
Quick!
Simple!



The Zotos
PERMANENT
WAVE

No ELECTRICITY
No MACHINE

Even white, bleached or extremely fine hair takes a deep, beautiful wave with Zotos!

Phone Wasatch 9385
or Wasatch 190

Quish
BEAUTY SHOP

HOTEL UTAH
23 East South Temple

Make your appointment early for
THE ZOTOS



BEAUTICIANS BECAME THE SOCIAL HEART OF THEIR COMMUNITY



ST. GEORGE AS AN EXAMPLE:

- 1926 Edith and Evelyn Harris started Dixie Beauty Shoppe
- 1929 Lida Prince and Jetta Snow operated Vogue Beauty Parlor until 1940s
- 1930s Deloris Sullivan took over Moderne Beauty Salon from Edith Harris
- 1940s Della Maggard operated Della's Beauty Salon with Ruby Seegmiller
- *They were all active in BPW and Chamber of Commerce Auxiliary*

Girls Wishing to be
BEAUTIFUL

Make your appointments now for

**Thanksgiving
Holidays**

We are prepared to give you
the very latest in care of
your skin.

Licensed Cosmeticians
Edith and EvaLyn Harris

BEAUTY SHOPS NOTICE

The three beauty shops in St. George will close for a Thanksgiving holiday, Thursday, Friday and Saturday, Nov. 25, 26 and 27.

Beginning immediately, all shops will open at 10 a. m., daily.

Della's Beauty Shop,
Moderne Beauty Salon,
Vogue Beauty Parlor.

Dixie Beauty Salon

will open in

St. George, Thursday, August 22

With the best and most modern equipment. The Dixie Beauty Salon is at your service.

We have installed the Nestle Permanent Wave Machine, recognized as the outstanding accomplishment in its field.

Courteous, competent operators are prepared to serve you. Let them help solve your beauty problems.

Our prices are right and we guarantee satisfaction.

Located in Snow Building

Phone 191

OUR BEAUTY SHOPPE MESSAGE IS:
Get Your Appointment Early
for the

FOURTH OF JULY

We are anxious to serve you with the best in

Duart Imperial
Permanent Waving
\$5.00 and \$7.00

MARCELLS SHAMPOOS FINGER WAVES

Edith and EvaLyn Harris

Phone 116



Cleo Sullivan Wardle

- She and her 4 sisters all became beauticians
- Apprenticed to her sister at 16 years old doing sculpted pin curls for 25 cents per customer
- Opened & operated Cleo's Uptown Beauty Salon, 1965-1977
- - Louise's Beauty Box 1978-1982
- - About Face 1982-1995
- Raised a family and traveled with her husband throughout West
- Retired at 76 years old after 60 years in the business, then became a horseshoe-throwing champion and competed in Huntsman Senior Games!
- Mentor
- Award-winning hair designer
- Community Leader

“The women left my shop with a lift in their step”

ROSE LEAVITT MCALLISTER

1919–2016

- “Hard work but good income to help to educate our kids.”

“She had a knack for hair as a teenager and people noticed it. She would do hair for people on the weekends and after school. She charged 5 cents for a set and 10 cents for a haircut. She perfected a type of hair goo using cornstarch and water that would make the curls stay in your hair. “

- Got a \$125 bank loan to pay for beauty school
- Worked from 1939 until 1970s and loved it!
- Married and raised 4 kids
- Operated Rose’s Beauty Shop in town, then later ran a shop out of her home



“She gave her customers undivided attention!”

BANQUET HELD FOR B. P. W. C. HONORING THEIR NATIONAL WEEK

A banquet was given by the Business and Professional Women's club of St. George on Wednesday night in the Science building in honor of the week beginning March 17 to 23, which has been set aside as Business Women's week. Many prominent civic and business leaders were present. The special speaker for the occasion was Lethé Coleman, State Magazine chairman, of Salt Lake City.

Anne Price, president, was toastmaster for the evening and introduced the various speakers and entertainers.

Tillie Winsor was the first speaker. Miss Winsor gave a five talk on the club's accomplishments and objects and closed by reading a beautiful poem entitled "A Collect for Club Women."

Mrs. P. D. Spillsbury sang, "Japanese Love Song." She was accompanied by Mae Pace. This was followed by a pianologue entitled "Something New in Hats," which was presented by Edith Harris, accompanied by Mae Pace. A reading "O No" by Beth Schmutz, and a piano duet by Clara Woodhouse and Mae Pace.

Short talks were given by Dr. Reichmann as representative of the Chamber of Commerce; C. W. Love, Jr., Vice-President and Washington County director for the Associated Civics clubs; Walter Smith, as representative of the American Legion, and Mrs. Vivien Woodbury, president of the Chamber of Commerce auxiliary. Other guests were: Joseph Milne, Rotary President, and

(Continued on page eight)

Women
beauticians
gained
leadership
and travel
opportunities
which were
empowering
and
influential

TRADE ASSOCIATIONS & TRADE SHOWS



Beauty operator re-appointed NBSW chairman

Cora Lee Johnson, manager of Artistic Beauty Salon, was re-appointed chairman of National Beauty Salon Week for Region A which comprises all of the 8 western states, Hawaii and Alaska.

Miss Johnson directed activities of this area last year and for her outstanding achievements, received a special citation at the national convention held in Miami recently. She reported that Utah took first in the nation for the third time in a row in the National Beauty Salon Week projects. Uintah Bullock of Salt Lake City was chairman this year. Miss Johnson was chairman previously when they were cited with this honor.

Leaders from the central Utah area will head the Utah Hairdressers and Cosmetologists Association for the coming year. Front: Shirl Young of Pleasant Grove, vice-president; Cora Lee Johnson, Springville, re-appointed National Beauty Salon Week chairman for Region A which comprises 8 western states, Hawaii and also Alaska. Back row: Ann Lusk, Spanish Fork, historian; Genevieve Howes, Spanish Fork, retiring president and now director.

21ST ANNUAL **National Beauty Salon Week**
February 14-20



HAIR IS IN. MAKE IT BEAUTIFUL!

Today's new look in a delightful array of styles and cuts has never been more flattering. Hair colors, too, are in—and in unbelievably beautiful new shades. So, whatever you wear begin with your hair and everything else will follow in the same beautiful fashion. Phone for your appointment today.

AFFILIATE NO. 7 FASHION LUNCHEON
Monday, February 15 -- Oak Crest Inn
\$2.50 DONATION — 12:00 NOON
"Fancy Free on Parade"

PROCEEDS FOR CHARITY — PUBLIC INVITED
Tickets on Sale at These Beauty Salons:

SPRINGVILLE BEAUTY SALONS

ARTISTIC BEAUTY SALON 115 South 200 East — 489-4011	MARGARET KING 140 East 300 South — 489-6241
IDA MAE HOLT 114 East 800 South — 489-5206	JUDY'S BEAUTY SALON 664 East 1000 South — 489-4252
VONNIE'S BEAUTY SALON 235 E. Sage Creek Circle — 489-6386	VAN'S BEAUTY BAR 607 South 100 East — 489-4160
BETH'S BEAUTY SALON 78 West 200 North — 489-6702	LA FEM SHOPPE 59 East 500 South — 489-7649

SPRINGVILLE

OREM



NATIONAL Beauty Salon Week

WEAR THE PROMISE OF SPRING IN YOUR HAIR



**NAOMI'S
Beauty Shoppe**
79 West 400 No. Orem
Ph. 225-3241



**MARY'S
Beauty Fashions**
240 East 800 So. Orem
Ph. 225-5211



**LOUISE'S
Beauty Shop**
829 No. State Orem
Ph. 225-3168



**JENNY FORD'S
Beauty Salon**
644 No. 1000 East Orem
Ph. 225-3742



HOUSE of BEAUTY
384 So. State Orem
Ph. 225-5882



**RUTH'S
Beauty Shop**
490 No. University Ave. Provo
Ph. 373-7780



**LEONA'S
Beauty Shop**
893 No. 235 East Orem
Ph. 225-2279



**ROSA LEE'S
Beauty Salon**
Rt. 1 Box 383 Orem
Ph. 225-2890



**KAY'S
Beauty Shop**
165 West 400 No. Orem
Ph. 225-4290



**FAYE ROSE
Beauty Fair Salon**
149 West 100 No. Provo
Ph. 373-5108



**JAN'S
Beauty Shop**
864 So. 210 West Orem
Ph. 225-4323

DIAMOND STYLE



Wear The Promise Of Spring in Your Hair
17th ANNUAL NATIONAL BEAUTY SALON WEEK FEB. 12-18
IS YOUR SHOP LISTED ABOVE?



READY FOR OPENING—Lorraine Hardy, Carol Loader and Marsha Timothy are ready for grand opening of Classic Beauty Salon Saturday at 60 East State in Pleasant Grove.

Classic Beauty Salon To Hold Grand Opening On Saturday

A new beauty salon. The Saturday opening will fast make this grand opening a success.

From Vogue Beauty Salon, Here's a

VALENTINE GIFTS

To The Ladies Of Moab, To Thank You For Your Patronage



VOGUE BEAUTY SALON
Is Offering This Special During The Month Of February

ONCE-A-YEAR BEAUTY SPECIAL

Our Best Individual Body Wave reg. 15.00
Hair Cut reg. 2.50
To Suit You reg. 2.50
16-Oz. Professional Hair Spray (This spray is not sold in drug or grocery stores reg. 2.00

TOTAL VALUE 19.50

SPECIAL PRICE . . 12.00
(Saving of 7.50 Off Regular Price)

Offer Limited to Mon. thru Thurs. During the Month of February

CALL JOE, CHARLOTTE OR SUE FOR YOUR APPOINTMENT WITH BEAUTY

HAPPY VALENTINE FROM —

VOGUE BEAUTY SALON Phone 253-4041

Beauty Salon Week

February 20 to 26

Dedicated to More Beautiful Women

Time for your mid-winter hair-conditioning. Permanent growing out? Bad weather dulling your tresses. Need a thinning, a re-styling? Don't wait, call for an appointment today.

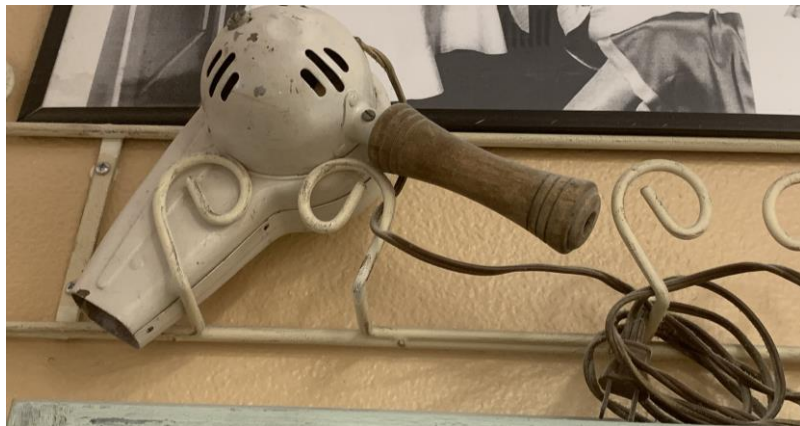




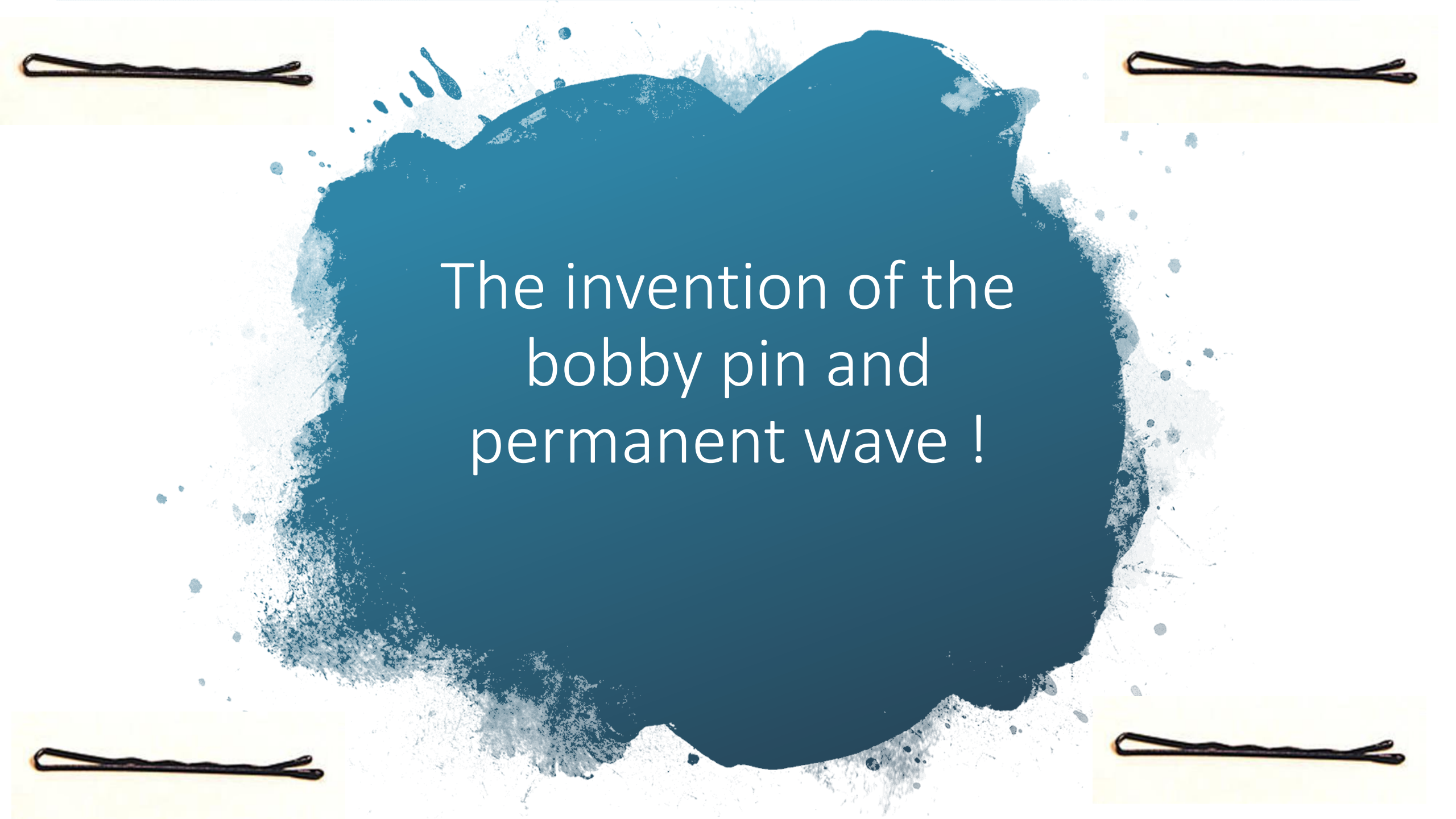
Alice's Beauty Shop

28 South 3rd West Phone 280

ALICE KIDD BEULAH STEWART
Operators



BEAUTY SHOP EQUIPMENT



The invention of the
bobby pin and
permanent wave !

MANTI - Ruby Shand



LEVAN – Gwen Stephenson



Gwen was born in Loa in 1927, married with 4 kids. She did ladies' hair for 40 years, owning her own beauty shop in Levan for **32 years**.

Ruby was born in Gunnison Valley, was married in 1945 & raised 4 kids. "Set up her own business...became well-known for her pin curls and finger waves...Her love and talent for cutting, styling, coloring and perming hair was evident at a very early age and her desire to become independent and successful led to her to master the skills needed..."



HONEYVILLE - Ruth Tolman



Ruth operated her own beauty shop for **50 years** in Honeyville; she was widowed as a young mom and raised 4 kids, then served three church missions.

BOUNTIFUL - Mada Hall Bodily



Mada was a licensed beautician for **44 years** - "Always available to do someone's hair" - raised 3 kids while moving 84 times during her married life.

HELPER – Katherine Zaccaria



Kay was born in Castle Gate, operated Kay's Beauty Shop for many years and "enjoyed the companionship of her many wonderful customers (friends)." She raised two children and supported her husband's work with United Mine Workers in Price.

VERNAL – Beulah Stewart



Beulah Hardy Stewart
(1920-1975)

She was married 65 years and worked as a beautician for most of her life in Vernal.

TOOELE – Gertrude Long

Gertrude L. Long (1913-1993)

Gertrude graduated from Tooele High School and Quish School of Beauty. Gertrude worked as a beauty operator at the New Ute Hotel in Salt Lake City until 1940. Then she returned to Tooele and opened her own shop, located in the Ritz Theater Building on Main Street. She worked there for **46 years** until poor health forced her to retire. Gertrude's hobby was her beautiful flower garden she planted each year.

LOGAN – Zelda Plowman

Zelda Ella Skanchy Plowman (1913-2003)

Zelda graduated from Logan High and attended Utah State University. After graduating from Quish School of Beauty Culture, she then opened her own salon – Zelda's Beauty Shop – in Logan for **60 years**, from 1933-1993. She also helped her husband run Keith's Market for many years while raising two daughters. "She had a talent for making friends, loved her family, and will be remembered for her many acts of kindness."



THE EMPOWERMENT INFLUENCE

Remember the powerhouses of the pincurl!

Work/Life Balance – they could teach us a thing or two!

Leaders and Style-Setters

Mentors for other Women

Businesswomen

Social Heart of their Communities

Creative and Service-Minded

Dedicated to
Edith Harris Milne
(1906–1973)



THANKS TO:

Cleo Sullivan Wardle
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Utah State Historical Society
Valerie Jacobsen – USHS Library
Rhonda of Thairapy Salon in St. George
"Permanent Waves" – Julie Willett
Edna Mae Sampson
Shirlee Harris Graff
Lori Hunt Jamison

Contact us at RelentlessHistory@gmail.com with your story!

