

# Clubwomen in Business

Southwestern Clubwoman May 1957

## BETTY NOYES' "MANHATTAN BEAUTY SHOP" IS IN A CLASS BY ITSELF IN EL PASO

Most beauty shops are just places to go to get your "hair fixed," but not Betty Noyes' shop, The Manhattan. And the reason for this is simply that Betty Noyes is no ordinary person. Anyone who has ever been to her shop will tell you that Betty is one of the few persons in this world who really takes an interest in her work. In fact she loves it!

"The worse a woman looks when she comes in my shop, the better I like it," she says. Why? Because Betty loves to solve beauty problems, and the tougher they are the harder she works to help her customers overcome them. Now anybody in the beauty business can "set" hair or give a manicure, but not every shop can boast of four full-time operators, who are all top specialists in their line. Any beauty operator can give a shampoo, but it takes experts to give "color" shampoos properly, healthfully, and beautifully. And not every shop has expert hair-cutters and hair-shaping, and personality development know-how.

Betty Noyes believes every woman can be beautiful—indeed that she owes it to herself to do everything possible to be so. And Betty loves to show women how they can be beautiful. "A new hair-do will lift a woman's morale quicker than anything else," she said.

We are interested in finding how about Betty and why her shop enjoys such an enviable reputation, so we interviewed her personally and came away knowing that Betty herself is the key. She is maturely beautiful herself, with a lovely blooming complexion, and although she has suffered the loss of both her husband and her parents, she hasn't allowed herself to spend a moment's time in loneliness or frustration. She is much too outgoing a personality for that. She not only practices the Golden Rule but goes even further and tries to do for others what they cannot do for themselves. Not only that but she takes her own advice. She practices what she preaches. (And incidentally she would have made a whale of a good preacher, because she is just as interested in your mental and spiritual welfare as anything else.)

Betty has lived in El Paso for 27 years. For 17 of those years she operated the shop at Five Points, but there came a time when she was just worn down and needed an operation. She was so tired she concluded that she would get out of the beauty business, and in 1946 she sold her shop, had the operation and recuperated for a while. After less than two years on the "retired list" she became aware that she wasn't happy unless she was in her beauty shop helping women to be beautiful (after all it's her life's work) and so she opened the Manhattan at 2018 North Piedras. Now she keeps those four operators and herself busy six days a week from 8 a.m. to 6 p.m. (Asked why she

### Southwestern Clubwoman

Our Clubwoman of the Month is Mrs. Henry Lane has become a confirmed Westerner in the twelve years she has made her home in El Paso.

Though Mrs. Lane with her family returned to Brooklyn where she was



Mrs. Henry Lane

keeps open 6 days, she said, "If you are going to serve the public you ought to be open when the public wants to be served." I had to be out of the business for nearly two years to find out it was the thing I loved best," she says. "And I do love my work." These are words that could come only from a woman who is in business not merely to make money. "I don't want to get rich," she says, "I just want to live a happy, useful life.

Yes, Betty Noyes is a very special kind of person, and that's why her shop is special. She takes seriously the beauty problems of her customers. To her they're more than customers, they're friends who have come to her shop to get beauty, and if personal and individual attention, and expert and conscientious work, can give it to them they're going to be beautiful when they leave Manhattan. Incidentally Betty says that she believes hair styles, and hair colors, and facial make-up is always a matter of the individual personality and need—and that is why every woman is different and individual in her shop. Fact is, going to Betty's shop is the next best thing to having a full-time personal beauty consultant on your own payroll.

The harmonious atmosphere of Betty's beauty shop extends to her home-life, too. In Rosedale, where she lives in a big house with her son and daughter-in-law and four grandchildren, surrounded by an acre of trees and flowers she keeps happy, and if she has any regrets at all it is only that she can't spend a little more time on her 87 rose-bushes (The 49'er is her favorite). And, of course, she is a member of the Texas Association of Accredited Beauty Culturists, and a long-time member of the First Baptist Church, and the Rosedale Garden Club.

Yes, beauty is an important business, and we can hardly envision what our lives would be without beauty shops. And we can't imagine what El Paso would be without Betty Noyes and her Manhattan Beauty Shop. Call her up at LO 5-7041 and see for yourself.

born and educated to visit her father and other relatives, she is always glad when it is time to return to the west.

The Lanes reside at 2209 North Kansas. Mr. Lane is a salesman at Shain's Jewelry and is a member of the Elks. The daughter, Carole, is a High-Junior at El Paso High School. Steven, age nine, is a member of the Cub Scouts and attends Mesita School. The entire family is active in the B'nai Zion Congregation.

Mrs. Lane is a member of the Sisterhood of B'nai Zion and was chairman of the committee in charge of the 50th Anniversary celebration held at the Country Club.

She is a member of the Women's Department of the Chamber of Commerce as well as a member of both El Paso High School and Mesita School Parent Teacher Association.

Mrs. Lane is beginning her second year as President of the B'Nai Birth Women and has served as financial secretary for three years. She is very proud of the work of this organization who base their activities upon "Bevolence, Brotherly Love, Goodwill and Giving of Oneself — and only then can you find the glory of God."

The B'Nai Brith Women who are members of the world organization have many phases to their activities. The local organization once a month holds Ward parties at William Beaumont Army hospital as part of their Veterans program.

Though they can not give financial support to other organization, they give of their time and have helped in the Community Chest Drive, Polio Drive and many other civic and charity activities. Among the activities B'Nai Brith supports on a national level are the Asthmatic hospital, crippled children hospital, welfare home for children and Old Age, and vocational guidance.

Locally they sponsor the youth organizations and plans are being formulated for vocational guidance in El Paso.

Books which are explanatory of the Jewish religion and their holidays have been given to various ministers in El Paso as well as the local libraries and college.

## Officers Installed By Press Women

S.W. Clubwoman Dec.

Mrs. Florence Fenley, former president of Texas Woman's P. association and president of District installing officer for District I dinner meeting held November at the Hilton Hotel.

Dr. Pearl O. Ponsford, outgoing president, presided at the meeting and at the recent state convention in Lubbock which she and M. Moran attended.

In recognition of two years as president, members presented to Dr. Ponsford.

Officers installed were Miss Tralle, president; Mrs. Winnie vice-president; Mrs. Del Barto tray; Mrs. Moran, treasurer; M. Stevens, chaplain; Dr. Ponsford, mentarian; and Miss Nancy Millicent director.

Miss Tralle appointed as Miss Marjorie Graham, program Denton, membership; Miss Tul ton, telephone; Mrs. Clayton I. historian; and Miss Drury Bird; Carmelita Pomeroy, board member large.

Mrs. Elizabeth Borton de Tr Mexico City, was special guest meeting and spoke of her experience in the writing field.



MISS MILLICENT TRALLE

Miss Tralle has had extensive experience in many various fields of as well as acting and producing on radio and TV. Since coming to El Paso years ago, Miss Tralle has served as food editor of the El Paso Times. She has conducted classes in etiquette for the Miss, taught and conducted Sm. Performers and taught public speaking courses for adults.

For three years Miss Tralle co-edited "The Tralle Line" on a local radio station and wrote and produced television programs, "Danger—Work" and "What's New?"

Miss Tralle and her husband Kimbell, reside at 324 West 1st Apt. 37, and are members of Methodist Church. She is also a member of the Woman's Department of Chamber of Commerce and the County Humane Society.

The children's ward at El Paso General Hospital has been given robes which the members made themselves and slippers which were purchased.

The early training Mrs. Lane received in doing secretarial work has been invaluable in carrying on the presidency of an organization which has so many divisions of work. She says careful planning and a very wonderful family are the two main factors that make her work possible.

She says she has to be busy to be a well person and if her schedule indicates she is bubbling over with good health. She is a person who is easy to like for she is very out-going toward the people with whom she comes in contact. She believes that education and understanding will bring about the stamping out of intolerance toward any group of people or religion.