

must see the modern tendencies and adapt his profession to the needs of the times. It seems to me that every careful observer of modern conditions as they affect the barber, has noticed a remarkable change. As I have already suggested, this has come about through the bobbed hair movement. Women have taken the barber shop by storm. They have driven the gangsters and scandal-mongers out. They have changed, not only the atmosphere of the present-day barber shop, but they have changed its entire structure.

Every good barber shop today caters to the ladies trade. They are the chief source of income of thousands of shops. They are bringing dollars into the barber shops where formerly the quarters straggled in. Barbers who have not taken advantage of the tremendous possibilities in the ladies trade must wake up or fall by the wayside. The most prosperous shops in America are those that cater to the ladies and the back numbers are those that consider the barber shop a place for men only—as if a dollar is any less a dollar because you receive it from a woman!

Two Professions Merging

As publishers of "The Square Deal," we receive hundreds of letters every day from barbers all over the country. We are in a position to feel the pulse of the barbers of America. The one clear fact that stands out

in all the correspondence we receive is that *the barber shops and the beauty parlors of the United States are slowly but surely merging into one profession.* Let me drive that point home: the barbers and the beauty parlors of the United States are slowly but surely merging into one profession.

There is evidence of this on every hand. Every barber supply dealer in America will testify to the fact that barbers everywhere are inquiring about beauty parlor equipment and are installing special departments for women and children. We know from the changes in our mailing list, that dozens of shops are moving every day to larger quarters so that the ladies trade can be accommodated. Thousands of barbers are attending the beauty culture schools to learn marcelling, permanent waving and the various beauty parlor operations.

The question naturally arises, what do the beauty parlors think of this merging with barber shops? I do not believe that they have given the matter any thought. But I am confident that they will seriously consider the question because they are just as anxious as barbers to become doctors of their profession.

Whether the barbers like it or not, whether the beauty operators like it or not, the barber shops and the beauty parlors are merging into one profession and nothing in the world can stop it. Those of you who have the

vision and the foresight to see this development and align yourselves with it, will be the pioneers of the new profession and will reap the greatest harvest.

You master barbers of America can make no greater mistake than to consider the beauty parlors your enemy. You have admitted the women into your shops; you have installed special chairs for the children; you are installing new equipment and special departments for the women just as fast as you are financially able. Don't you see that your place of business is becoming a beauty parlor, as well as a barber shop? Why not get ready for this change and embrace the opportunity, instead of building a wall around yourselves and becoming shavers and hair cutters?

You must make a choice now, before you are forced to take what is left!

It is altogether reasonable that the barbers and the beauty operators should merge into one profession. The operations you perform are basically the same. You both treat the skin. Whether you shave a man, cut his hair or massage his face, you are treating his skin. Whether you give a lady a bob, a marcel, a shampoo, a facial or dress her hair, you are treating her skin. The scalp is part of the skin and so is the hair.

When the barbers and the beauty operators become one profession, then they can become doctors of their profession in actuality. Then

they can become what they ought to be—skin specialists. Then and then only, will you fulfill your destiny and live up to your high traditions.

You are confronted with the choice of becoming skin specialists and professional men or remaining barbers and ordinary laborers. If you cling to the razor and the shears, you will become public servants and one of the lower classes. If you rise to the opportunity now ahead of you, you will become professional men and one of the higher classes.

New Name Needed

It seems to me that one of the principal obstacles in the way of the merging of the barbers and beauty operators into one profession and becoming skin specialists, is the lack of a suitable name to describe the new profession and to apply equally well to barbers and beauty operators. What is needed is a name that will weld together those who now practice under the conflicting titles of barber, hairdresser, chirotonsor, beauty culturist, tonsorial artist, etc. These names are all inadequate. They build up a wall between the various divisions instead of welding them together. They confuse the public. The name barber is in disrepute. It suggests the Police Gazette and the unsanitary shop. The name chirotonsor is awkward and meaningless and so is the name tonsorial artist. The name beauty operator and

the name hairdresser are too limited in their meaning.

A new profession is being born and it needs a new name—a name that will apply equally to all who now call themselves barbers, beauty operators, chirotonors, hairdressers and tonsorial artists; a name that will be acceptable to all concerned.

I have tried to show you that the barbers and beauty operators are irresistibly merging into one profession. I have tried to show you the necessity for a new name for the new profession. Now, I wish to offer my suggestion for such a name.

I have coined a new name and I humbly offer it to your organization for your respectful consideration. It is a name that means what it says, a name that stands analysis and a name that, I believe, will be acceptable to all concerned. However, I leave this for you to judge. I have arrived at this name by the simple process of asking myself what there is in common between the barbers and beauty operators. The answer is that they both treat the skin. This gives us the name. The Latin root of the word for skin is "derma." Therefore, those who treat the skin are DERMA-ticians.

DERMATICIANS is the word I offer the barbers and beauty operators of America to unite them in a single profession. This word points the way to greater things. It

Scientific Education

I would like to see the day when the education of every barber would include a course in the diagnosis and treatment of skin and scalp conditions. This knowledge is absolutely necessary if you are to intelligently treat skin and scalp troubles. How can you be expected to stop falling hair, prevent baldness, remove dandruff, and cure the various forms of eczema unless you understand the physiologic basis for all these conditions? How can you conscientiously administer tonics and lotions unless you understand their chemical effect on the human body?

Remember, you are not shining a man's shoes: you are treating his anatomy. You can make him healthy or unhealthy by your treatment. You can cause him to lose his hair or to have beautiful hair. You can mar his face or you can give him an unblemished complexion. The responsibility placed in you is akin to that placed in any doctor or surgeon. You must have the education and skill and knowledge to meet this responsibility or else you cannot ever become professional men.

Thus I have taken a lesson from the history of the barber profession and applied it to the barbers of today. The lesson is that you must specialize in the diagnosis and treatment of skin and scalp troubles if you are to become professional men. This is your par-

tempted to be surgeons and dentists as well as barbers, became lowly laborers. Now, an opportunity is at hand for the barbers of America to become professional men by joining with the beauty operators and becoming skin and scalp specialists.

The lesson of specialization applies with even greater force at the present time to the barber supply dealers. The unadvertised and questionable preparations being foisted on the profession by manufacturing barber supply dealers, constitute the biggest menace and obstacle in the path of progress.

However, the final responsibility rests with you. You master barbers of America have your future in your own hands. Take heed of the past in building for the future.



This completes the message I have brought to this Convention. Whatever wisdom I have gathered in thirty-five years of association with the barber profession has entered into the preparation of this message. If what I have said will in some small way help to steer the course of the barber profession into higher channels, I will feel amply repaid.

My best wishes to every one of you.

Fraternally yours,

A handwritten signature in dark ink, appearing to read "A. D. Smith". The signature is highly stylized and cursive, with a long horizontal line extending to the left.