

Article featured in the Bedford News magazine, April 1953

Catalogue reference: BC/AS/203/1/25

Transcript:

VANITY FAIR

During a recent survey instigated by the BEDFORD NEWS, a selection of students were interviewed on three consecutive days, and inquiries were made about their use of lipstick and powder. The results of this survey are published here for the first time, and the information is, to the best of the Editor's belief, veracious.

Ninety-four per cent. of those interviewed wore lipstick, not necessarily in College, but usually when "dressed up". Twelve per cent. never wore it under any circumstances. The following table shows the relative popularity of the brands:-

Of those interviewed lipsticks were worn by: 30% Yardley; 12% Pond's; 8% Max Factor; 8% Gala; 6% Elizabeth Arden; 6% Outdoor Girl; 4% Atkinson's.

Other brands of lipstick worn were Tangee, Dorothy Gray, Innoxa, Poem, Lancome and Revelon [*sic*]. Most people used pink shades, though there were a few blue-reds, and most used more than one shade of lipstick. The names varied – they ranged from "Daredevil" (Botany Dept.) to "Impatience" (French Dept); from "Dynamite" (Classics Dept.) to "Flame" (English Dept.); from "Vibrant" in the English Dept. to "Wild Rose" in the German; and from "Touch of Genius" in the Classics Dept. to "Anticlimax" in the Chemistry.

When asked why lipstick was worn, one student (German Dept.) admitted that she did so from force of habit. Other reasons were – "Moral support" (Geography Dept.); "Thrift, because it was given me for Christmas" (English Dept.); "Bloodlust" and "Making the best of a bad job" (Sociology Dept.); and a dirty laugh (History Dept.). An archaeologist is reported to have said that it made her look alive.

Face powder did not produce such inspiring results. Of those interviewed: 28% used Yardley powder; 20% used Coty; 20% used Pond's; 8% used Max Factor; 8% used Goya; 4% used Atkinson's; 4% don't know; 8% no powder used at all.

Of shades of powder used, peach and rachelle were favourites, and the names varied from Champagne and Nectarine to Honeyglow and Tawny, and even – oh, modesty! – First Blush.