

Interviewer's tape no.: 6

WKU FL, FL & OPA Accession no.: Item 1571

Interviewer: Sandra Pomerantz

Address: 1334 State St., Apt. 2
Bowling Green, KY 42101

Interviewee: Janet Lee Barton-Stratton

Address: 3118 Huntmaster Dr.
Bowling Green, KY 42101

Date: November 7, 1985

Place of interview: 1334 State Street, Apt. 2, Bowling Green, KY 42101

Other people present: none

Equipment used: Sears LXI Dual Cassette Tape Recorder, Realistic Microphone

Reel-to-reel tape: Brand: Size reel: Tape Mil: Speed:

Cassette: Brand: Scotch AVX60 Studio Master Cassette C-30/C-60/C-90/C-120 (circle size)

Amount of tape used: (Side 1): 30 minutes (Side 2): 30 minutes

Brief description of interview context and tape contents:

Informant sells Mary Kay Cosmetics. In this half of our third interview she talks about Mary Kay Guide to Beauty, fragrances, favorite celebrities. Mary Kay's book of millionaires in the company, motivational tapes, an ESP experiment, favorite music, influences on and by husband, dealing with rejection, the Mary Kay VIP Song, family Christmases, childhood games and school fads, parental discipline, first date, first kiss, and cruising and parking.

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| Director's conference | 003 to 038 | <p>(Opening Announcement)</p> <p>I made a trip to Nashville in September. My former National Director came to Nashville. Select group from each unit had session with her. Four of us went. Pretty hotel. When we arrived we were sent to ninth floor. Told we were on executive level. We were surprised. We were greeted and checked in with complimentary cocktails and hors d'oeuvres. Plush room. I'd stayed in executive suite with Tom but never for myself. Royal treatment. Next day, special lunch three qualifications for recognition; lunch with director, eating at her table. Tom loves keeping Betsy for night. He found out what it was like to get up early and feed, bathe her. Lots of fun with Mary Kay friends.</p> |
| <u>Mary Kay Guide to Beauty</u> | 039 to 083 | <p>I'll tell you about the <u>Mary Kay Guide to Beauty</u>. Best seller last year. Fantastic. Sold in book stores and now consultants can get it. Begins with discussion of inner beauty, personality, inner strength, positive attitude, what looking good really means. Then goes to skin care, tips about sun, acne. Mary Kay's philosophy. Five steps of care and what each does, what kind of skin you have, what you do with it. Third section on glamor. It is lovely and could entice people to try Mary Kay products. Gorgeous pictures. Mary Kay never does anything shabby. Talks about wearing each glamor product with sections on blush, eyes, contouring.</p> |

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| <p>Christmas shows fragrances</p> | <p>086 to 164</p> | <p>eight or nine looks with eye shadow. Tool for consultants.</p> <p>Mary Kay has a huge staff who have created all her products, but she has to approve of everything. Experts work for the company.</p> <p>Book covers all the glamor, hair care, body care. Discusses nail care although does not carry nail products. Talks about diet and exercise. Fragrance, fashion.</p> <p>Got a lot of ideas for special talks from book. Christmas shows -- nice display, christmas music, interesting topics. Fragrances in five categories: florals, musks; Perfume, l'eau de toilette, cologne, scented bath products. Four strengths. Enhance by layering same fragrance in various forms. Change fragrance according to moods. Slogans for each: Gingi "makes the moment linger." Romantic fragrance. Calais "it touches your heart. Avenir "it fulfills some lovely promises." You'll think of the person these will fit to buy for. Angelfire "when you're ready for your next adventure." In-rigue "one of the most intriguing things about you." Mr. Kay "for the man who knows who he is and likes it." Lots of truth in these fragrance statements. Change fragrances like clothing or jewelry. Don't wear on clothing. Apply at pulse points -- wrist, elbow, neck, knee. Takes many hours to create a fragrance which is why they are so costly. Rose petals take a lot of processing to create fragrance. Delicate, not mass produced.</p> |
| <p>entertainers, favorite rite -actresses</p> | <p>169 to 196</p> | <p>My favorite female celebrities is Linda Evans. Hope to look that good at forty. Heard her book is excellent. I think Connie Sellaca on "Hotel." I notice their glamor on "Dynasty" and "Hotel." Also <u>Glamour magazine</u>.</p> |
| <p><u>Millionaires Book</u></p> | <p>197 to 276</p> | <p>This is Mary Kay's <u>Millionaires book</u>. Has their stories. Helen McVoy one of first nine. [Reads story] Dalene White is a top one [Reads story] Nancy Tietjen is interesting. She packed shotgun shells and supported two daughters. [Reads part of story] Arlene Lenarz is the lady I talked about who came to Nashville. She was a nurse. [Reads most of story] I forgot to bring some of her nice sayings like "True happiness cannot be found within one's self . . . true happiness only comes when helping others to find theirs." Shirley Hutton is <u>the</u> top national sales director. [Reads most of story] She's single with four kids; one daughter is a successful Mary Kay director. Home in Vale, Colorado and penthouse in New York. Travels between the two. I was brave and went to her after the show and offered to give her a facial. Great</p> |

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| <p>goal-setting</p> <p>motivation</p> <p>-audio tapes</p> | <p>279 to 361</p> | <p>personal experience. Sometimes we're intimidated by very successful people. Some great success stories of people who started out with nothing. "Mary Kay changes faces, but the career changes lives." They say you can take abused women. Mary Kay can cover the scars, but the career can help them get out of their situation.</p> <p>I have my goal weight on signs all over the house. Picture in Oldsmobile Forenza. Picture of me in National's Queen's Court my first year. Goal to be higher rank this year. Another six months to qualify. Picture of the car several places. Car mirror has goal weight, V.I.P. "You can do it" on bedroom mirror. On mirror in Betsy's room -- "Successful people make it a habit to do that which failures refuse to do." You do have to do a little more to be a success. I've made several trips to change Day Radiances for a customer till we find the right one. Haveto do that extra step. Mary Kay taught me about putting up messages. She makes good tapes available to us at reasonable cost. One set contains tapes like: "The Magic of Believing", "Think and Grow Rich," "The Greatest Salesman in the World". She does opening and closing on the tapes. Done by Earl Nightingale. Also big Zig Ziegler fan. Have all his tapes; listen the most. Successful if you have the right attitude. If you forget things you need you can figure out ways to get by. Paper cup for styrofoam trays. You can do it without profiles. When it happened to me I called Tom and got questions over the phone. Big believer in letting your mind complete the picture that you give it. Mind will think you've given it a fact. It's like a premonition. Don't want to give the mind a negative thought.</p> |
| <p>personal beliefs</p> <p>-mental power</p> <p>-attitude</p> | <p>362 to 432</p> | <p>Beauty consultant read article in golf magazine. Told you to make a circle divided into four quadrants; tie piece of thread to ring. Hold it over center of quadrant. Elbow firmly on table; don't move hand. Think coordinate like 1-3, 1-3, 1-3. Make ring start swinging. Stop. Remove 1-3 from mind and substitute 2-4, 2-4, 2-4 or 1-2-3-4 in a circle. I was skeptical; tried it and it worked. She read rest of article to us after we tried it. Tiny capillaries in fingers signaled by brain make thread move. I think this can apply elsewhere. What your mind wants, it does. Don't know if I believe in ESP. When I think I don't really want to do a show, hostess always calls and cancels. What you think about you bring about. Strange. Usually when I feel it won't be a good show or facial, it usually isn't. Not my mood. Presentation is so down pat, so conditioned, that I do an excellent presentation despite bad mood. Some has to do with attitude.</p> <p>(END SIDE ONE)</p> |

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