

# SCHOOL OPENS WAY TO FINANCIAL GAINS

## Beauty College Grads Earning \$82,000 a Week

A blunt declaration that a single Raleigh person is responsible for a total weekly income of approximately \$82,500 among nearly 1,500 women might well be skeptically received by persons hearing it for the first time.

That, however, is quite true in the case of Miss Helen O. Starks, founder and president of the Starks Beauty College in Raleigh, North Carolina.

Miss Starks, originally a native of Red Bank, N. J., decided to come to the Tarheel Capital from Richmond, Va., a number of years ago in response to numerous requests from persons whom she had served as beautician.

Prior to that time Miss Starks, a graduate of the Apex and La-France Schools of Beauty Culture, had served as an instructor in the Apex school in Atlantic City, N. J. Upon leaving Atlantic City she went to Richmond, where she felt that there might be a greater opportunity in her chosen field.

While in the Virginia capital she served many persons from Raleigh and other parts of North Carolina who constantly stressed the need for competent beauty operators in this state.

Finally in the middle thirties she decided to see for herself just what the picture was in Raleigh.

She soon discovered that although the situation offered a real opportunity for remunerative service, it also offered a challenge and a need for plenty of hard work.

While the demand for beauty services was great, and "kitchen sink operators" flourished, the number of skilled and well-trained operators was small and the schools for training them were at a minimum.

Although Miss Starks had had no intention of opening or of operating a beauty school, it soon became quite apparent that if someone did not soon do so, that this quite necessary and lucrative field might soon become lost to the race.

As a result, in 1936, she founded the Starks Beauty College at 204 West South Street. The original enrollment was twelve students, and Miss Starks was the only instructor.

By three years later, however, the student body had grown to 50 and Miss Starks found it necessary to employ an assistant and to be-

gin the operation of day and night classes.

Since the opening of the school thirteen years ago more than 1,500 young women have completed its courses and are following careers as beauticians in their own shops or in those of others.

Although the majority of the Starks students are from North Carolina, hundreds of them have come from other parts of the country, including South Carolina, Mississippi, Kentucky, Florida as well as the British West Indies.

At the last count, Miss Starks said, forty-one of her graduates were operating their own shops in New York City alone.

### EMBRYO BARBERS ARE CHRISTMAS PARTY GUESTS

The faculty and student body of Harris Barber College were guests of the faculty and student body of Starks Beauty College at a special Christmas program held at the latter school a few days before Christmas.

An exchange of gifts and a brief social hour followed the formal program which was presented by the future beauticians.

Those who appeared on the program included Miss Henrietta Malone, who recited the old Christmas stanza, "A Visit From St. Nick"; Miss Ruth Jones, who sang "White Christmas"; Miss Lucenia Beanton, who sang "Star of the East"; Miss Marie Griffin and Mrs. Henrietta Malone, whose French rendition of "Silent Night" was accompanied by Miss Annetta Hall.

Christmas recitations were also offered by Miss Hannah Price and Geneva Darden.



## BEAUTICIANS FIGHT FOR NEGRO MEMBER OF EXAMINING BOARD

The problems of operating a beauty college would seem difficult enough in themselves but according to Miss Helen O. Starks, president and founder of Starks Beauty College, the problems associated with the safeguarding of the interests of her students and other beauticians offer an even greater challenge.

Extremely active in the National Beauty Culturists League, Miss Starks was the first secretary of the Atlantic City branch and has travelled extensively from coast to coast, to Canada and to the British West Indies in the interests of the League and its membership.

One of her most difficult jobs, however, was in the founding and organization of the North Carolina Beauticians Association, which was aimed at the safe guarding of the business and professional interests of colored beauticians in the state.

The founding of this organization necessitated traveling from one end of the state to the other in a personal effort to locate and to contact these beauticians.

Although the State Board of Beauty Examiners had a complete roster of licensed operators in the state, Miss Starks was unable to obtain its cooperation in providing her with a list which would have made her job far less difficult.

Despite this major obstacle, she was able to organize the associa-

tion with an initial membership of 500 beauticians which has been growing steadily ever since.

One of the greatest fights which has confronted the association and its founder has been the securing of Negro representation on the state board of examiners.

Although there is an estimated total of more than 3,000 colored beauticians in the state who are licensed and operate under supervision of the board, all efforts thus far to obtain a colored member have been futile.

But Miss Starks and the other members of her association are determined to continue their fight until they get one.

The effort to secure Negro representation on the North Carolina Cosmetic Art Board of Examiners, according to Miss Starks, was one of the major reasons behind the intensive effort which has been and is being waged to organize the colored beauticians of the state.

Such representation, she continued, is essential not only to the welfare of the beauticians themselves who have invested large sums in their training and in establishing and equipping shops, but for the protection of the general public.

Under present policies of the board the examiners are simply instructed to prepare a head and let in a certain type of coiffure. Not too

### CHRISTMAS PARTY — Student activities at Starks' Beauty College are quite similar to those carried on in any other school.

The group shown above, are members of the school chorus who appeared on a Christmas program recently held at the school.

Seasonal, commencement and other programs vary little from those staged at any other type school or college for members of similar age groups.

much attention is paid to the details of the operation, since the license applicant is judged primarily upon the appearance of the head when it is completed.

This, according to Miss Starks, fails to take into consideration the texture of the hair which is a major factor due to the extremely wide range of textures encountered among members of our group.

As a result, a head which looks very well immediately upon completion may last only a day or so after the client has left the beauty parlor. On the other hand, another head might have been set and given too hard a press with the result that the client combs her hair the next morning and finds that her hair is breaking off by the handful.

"Our interest in the securing of a Negro member of the board," she concluded, "is based not upon prestige nor any desire to establish a monopoly in the field, but upon the real need for setting up standards for the protection of the conscientious and trained operator and her clients."



### TOMORROW'S BEAUTICIANS — The above group of future beauticians, under the instructions of Mrs. Aretha Starks King, center background, are shown during a typical period of instruction. Competent teachers and the most up-to-date beauty equipment are utilized in the teaching of the students.

It's extremely rare that a Starks' graduate fails to pass the state board of examiners. Most graduates who are not planning to open their own shops or who are not already assured of jobs in other shops are placed by the school.

More than forty of the school's graduates own their own shops in New York City alone. The 1,500 students who have com-

pleted their training at the school since its founding have a combined total weekly income estimated at well above \$82,500.

## BEAUTICIANS SLATE HOMECOMING FETE AS ANNUAL AFFAIR

One of the major activities on the spring calendar for the students and former graduates of Starks' Beauty College will be a two-day homecoming fete which has been set tentatively for May or early June.

At that time the school has extended a welcome to all of its former students who are invited to participate in a two day round of discussion sessions, demonstrations, (Continued on back page)

## SCHOOL FOUNDER URGES CAREERS IN COSMETOLOGY

Commenting upon the opportunities offered by beauty culture as a career, Miss Helen O. Starks, president and founder of Starks' Beauty College, pointed out that beauty culture and its allied occupations comprise the third largest industry in the world.

"In view of this and in the light of the tremendous demand for well-trained operators, I feel that any person could do far worse than to train for and adopt beauty culture as a career," she said.

Miss Starks also pointed out that as a result of the high ratings that Starks-trained operators are making on cosmetology board examinations in all parts of the country, other schools are using them as instructors and that shops all over the country are seeking them as operators.

## BEAUTY COLLEGE TO BEGIN REGISTRATION ON THIRD OF JANUARY

The Starks' Beauty College, located at South and Person Streets in Raleigh, N. C., will begin its fourteenth year of operation with the enrollment of students for all phases of beauty culture on January 3.

The faculty consists of Miss Helen O. Starks, founder and president; Mrs. Aretha Starks King, secretary-treasurer; Mrs. Maurine East, Miss Fleetwood Arnette and Mrs. Annie Newkirk Isler.

Courses which will be offered during the coming semester in-

clude trichology (study of the hair), dermatology (study of the skin), anatomy (the theory of beauty culture and its branches), shop ethics, business administration and other subjects which are essential to the practice of beauty culture and successful shop operation.

The school, rated as one of the finest and most efficient in the state, has not had a single student fail to pass the State Board of Beauty Culture examiners during the past year.

The school places all of its students in jobs upon graduation.



FOUNDER — Miss Helen O. Starks, founder and president of the Starks' Beauty College is shown at her desk at the school which she founded thirteen years ago with "no capital but the know how" and a determination to do a job.



PRESENT SITE — The above building, located on the Corner of South and Person Streets, in Raleigh, N. C. houses the Starks' Beauty College which was organized thirteen years ago as a one-room one teacher venture.

The school, its buildings and its equipment are now valued at more than \$25,000 and has started more than 1,500 young women of North Carolina, other states and the British West Indies well on the road to financial and economic independence.

# Starks Beauty College

Approved and Registered N. C. School of Beauty Culture

610 South Person St.  
RALEIGH, NORTH CAROLINA

## OFFERING COMPLETE COURSES IN THE Art Of Beauty Culture

### Course Outline

Sterilization	Shadow Waving	Hair Bleaching
Hygiene	Water Waving	Clipping and Singeing
Sanitation	Pin and Sculpture Curls	Electricity
Scalp Treatments	Marcel Waving	Hair Styling
Shampoo and Tints	Croquignole Marcel	Permanent Waving
Comb Pressing	Croquignole Finger Wave	Shop Ethics
Hard Pressing	Facials All Types	Anatomy
Plain Curls Up and Down	Eye-brow Arching and Tweezing	Theory
Croquignole Curls	Manicuring, All Types	Hair Weaving
Polka Curls	Hair Coloring	Glamour Making
Finger Waving		

New Classes form on the first of the following months: January, April, July, September.

FOR FURTHER INFORMATION CALL OR WRITE:

MISS HELEN STARKS  
President  
Starks Beauty College  
RALEIGH, N. C.

## Make A Wish On New Year's Eve . . .

HAPPY NEW YEAR

When the year of 1948 is departing into the ages . . . as the bells ring out make a wish for that which your heart most desires. And that during one of the fifty-two weeks ahead, perhaps it will come true! And please know that our sincere wishes are added that the year of 1949 will bring you only the best and happiest of everything.

# Starks Beauty College

Raleigh, North Carolina