

THE FUTURE OUTLOOK

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THE FUTURE OUTLOOK

P. O. Box 20831 — GREENSBORO, N. C. 27420
PHONE 273-1758

Second Class Postage Paid at Greensboro, N. C.

10c Per Copy Published Weekly \$6.00 Per Year

PROPER CARE OF THE HAIR

By MRS. SARAH B. GRANT

In writing this article on the importance of proper care of your hair, I want first to give honor to the founders of our profession, Mme. C. J. Walker, who carried her preparations in a tiny black bag from door to door until her business grew into a world wide enterprise. Her great chain of Beauty Culture Schools have trained countless thousands to own and operate their own modern beauty shops and schools. In many countries of the world, her skin and hair preparations are found in every drug store, cosmetic counter, and beauty shops of the world. Mme. Annie M. Malone of the great Poro fame, blazed the trail that went around the world here. Thousands carry high, her banner that proudly displays her fame. Mme. Sarah Spencer Washington, a young woman, inspired by Mme. C. J. Walker and Mme. Annie M. Malone went to Atlantic City and established a mammoth business, manufacturing hair and skin preparations bearing the name of Apex. Mme. E. D. London of our own city, Greensboro, founder of Maco Beauty College established a business here and manufactured products known as Maco preparations. Thousands have graduated from this school. Some have businesses in this city. Others have gone further into other fields of the profession, all because of the start they made at The Maco Beauty College. Yes, these are four founders of our profession and we honor them today.

Cosmeticians have found in the past 25 years, the increasing need for hair conditioning and scalp treatments. A woman who would handle a delicate piece of fabric with the greatest of care expects a miraculous durability of her hair. She thinks it should withstand anything. Some strides have been made in the past 25 years, but there is still a great deal of missionary work to be done in hair dressing.

Your face is the "picture"; your hair is the "frame." What will people think of the picture they see? Since proportion has been named the law of relationships, some standard of measure must be established and applied to hairdressing. There are three aspects of proportion which hairdressers have been confronted with since the days of our founders which include: (1) How to do the most for the different figures, shapes and sizes presented by different patrons, and at the same time, observe the style trend. (2) How to design arrangements that attract the eye and (3) How to determine what sizes and shapes in designing may be pleasingly grouped together.

These problems are solved in definite ways by your beauticians. To do the most for the different figures, shapes and sizes, we must be versatile enough in our hair-styling to produce a change, or a semblance of change in your appearance. The style must be the right size for a patron's figure, if it is to be beautiful.

Now, healthy hair has gloss and elasticity. This is most important because hair that is void of these two factors, breaks easily and hashes off every time it is combed. Broken, harsh and uneven hair is hard to manage and arrange. What is largely the cause of this? The answer is, the do it yourself customer. One who has tried everything on her hair before she visits a beauty shop. She is so interested in looking like her "model" girl friend, or her favorite movie star, that she goes all out for everything advertised whether it is meant for her type or not. Then she decides to cut her hair or let it grow out—whatever the case may be. Now she comes to our shops and this is where our professional training comes in. Don't be

THIS WEEK'S SUNDAY SCHOOL LESSON

IS IT WORTH MY LIFE?

Beginning Where You Are

Joseph Fletcher has said, "The very first question in all ethics is, What do I want? Only after this is settled . . . can we ask about the why and the how and the who and the when and the where and the which!"

In the closing scene of *The Heart Is a Lonely Hunter*, the middle-aged Negro doctor stands with the teen-age girl, Mick, at the grave of their mutual friend, Singer, the deaf-mute, whose wordless life had touched theirs with a note of compassion and concern. As they walk away in opposite directions, the doctor says to her, "I hope you find it, whatever it is you are after." How often we say this is farewell — to one starting on a new adventure, to one standing on the edge of the unknown! Yet how often one does not know really what it is he wants!

In the parables Jesus was dealing with man's quest for meaning: what he wants, what he will give for it, and what is supremely worthy of his highest

aspirations.

Viktor Frankl, the Viennese psychiatrist whose experience of the living death of the Nazi concentration camps led him to a new faith, maintains that the key to man's actions is not to be found in the desire for pleasure or the will to power. Rather he holds that "this striving to find a meaning in one's life is the primary motivational force in man."

What are people really seeking today? Many young people find little meaning in the kind of work or material goals that their parents have built their lives upon. One survey recently showed that 90 per cent of the young men queried would not be willing to take up their father's occupation.

Yet Charles Webb, the author of *The Graduate*, when asked what Benjamin would be like in twenty years, replied unhesitatingly, "Like his father is now." Is a career in plastics enough to provide motivation for a lifetime?

Some time ago I fell into conversation with my seatmate on

a do it yourself customer, see us first. The properly trained beautician, one who has finished school and holds a registered state license will not use products that will damage hair and scalp. They know also that they must follow the manufacturer's directions. We do not buy and use everything that comes on the market on our customer's hair. Beauticians acquire a great deal of both knowledge and experience. We like to educate our customers to the extent that we have been trained to tell them what is best for their grade of hair.

We want to let them know what will work on their friend's hair will not necessarily work on their hair. So many people abuse their hair by pressing the edges every day and they expect their hair to look and act like the one who gives her hair perfect care.

We, your beauticians have learned the great field of beauty culture. According to our calendars, Spring begins March 21, then you will need vacation hair care. Vacation from what? Vacation for mistreatment. Let me explain what I mean. First, lack of sunshine, you go to work before sun up, get off after sun down; the sun is our source of vitamin "D" plus actinic or chemical rays. They increase the flow of Sebum from the Sebaceous glands and produce in our blood stream; lime, calcium and phosphorus. Therefore, you should include sun-bathing in your hair vacation. All well trained beauticians know we must have hair to work with, if we want to continue in business. We are scientifically trained to give scalp treatments and care for damaged hair. Sometimes we use temperately hair colors, vegetable rinses, while resting the hair from harsh treatments. Give your hair a vacation from hats and scarfs. The sun and air will work wonders.

Fresh fruits, vegetables, milk, eggs and whole wheat bread will do the work through the cells of your body by metabolism, as proper foods with proper hygiene along with scientific care will pay on a vacation from hair neglect.

Again, let me remind you of Maco Beauty College. Today, we have a student from Africa, studying in our school, so that she may be able to teach her country this great importance of care of the hair.

We professional beauticians have a Beauticians Creed: (1) to place foremost in our thinking the individual needs of each patron so as to develop to the fullest the beauty that can bloom beneath our professional touch. (2) To keep constantly informed and alert to style trends, to know style, know what is new and right, and to apply this knowledge with careful consideration of the styles most becoming to our patrons. (3) We always keep abreast of newest scientific developments in the field for bringing out the spark of loveliness that is every woman's heritage.

a plane leaving LaGuardia Field and was commenting appreciatively about the musical "The Man of La Mancha," which I had seen the night before.

"I don't know what it is about that play," remarked the woman beside me, "but my son in college has been to see it three times. Maybe it's something to do with that song 'The Impossible Dream,' but it seems to explain also why Jim was so shaken by the death of Robert Kennedy."

Is there anything you can seek that is really worthy of all your striving, that will not finally let you down? Jesus believed that only the kingdom of God was a goal lofty enough to require the best of a man and to give him real and lasting satisfactions.

Searching The Scriptures

The Scripture for this lesson is Matthew 13:44-50. Luke 14:15-24. Selected verses are printed below.

Matthew 13:44-46

44 "The kingdom of heaven is like treasure hidden in a field, which a man found and covered up; then in his joy he goes and sells all that he has and buys that field.

45 "Again the kingdom of heaven is like a merchant in search of fine pearls, 46 who, on finding one pearl of great value, went and sold all that he had and bought it." Luke 14:15-24

15 When one of those who sat at the table with him heard this, he said to him, "Blessed is he who shall eat bread in the kingdom of God!" 16 But he said to him, "A man once gave a great banquet, and invited many; 17 and at the time for the banquet he sent his servant to say to those who had been invited, 'Come; for all is now ready.' 18 But they all alike began to make excuses. The first said to him, 'I have bought a field, and I must go out and see it; I pray you, have me excused.' 19 And another said, 'I have bought five yoke of oxen, and I go to examine them; I pray you, have me excused.' 20 And another said, 'I have married a wife, and therefore I cannot come.' 21 So the servant came and reported this to his master. Then the householder in anger said to his servant, 'Go out quickly to the streets and lanes of the city, and bring in the poor and maimed and blind and lame.' 22 And the servant said, 'Sir, what you commanded has been done, and still there is room.' 23 And the master said to the servant, 'Go out to the highways and hedges, and compel people to come in, that my house may be filled. 24 For I tell you, none of those men who were invited shall taste my banquet.'"

(Continued on Page 7)