

# In 48 STATES

(Maryland, Washington DC & Michigan Exempted)

## Braiding, Twisting & Locking Hair

is

# AGAINST THE LAW!

ASK:

- Dana "Isis" Brantley; Dallas, TX - Arrested by 7 police & fined \$600.00 for braiding hair. Oct. 1997
- Linda Ajiboye; Atlanta, GA - Fined \$1400.00 for braiding hair
- Sabrina Reece; Los Angeles, CA - Fined \$1100.00 for braiding hair
- Ali Rasheed; San Diego, CA - Fined \$250.00 for braiding hair
- Stephanie Moon; Indianapolis, IN - Threatened with arrest for braiding hair
- Debra Nutall; Memphis, TN - Threatened with Prosecution for braiding hair
- JoAnne Cornwell; San Diego, CA - threatened with prosecution for locking hair
- Tina Woods; Dallas, TX - Braiding Salon Closed
- Karen Norman / Robin Price; Elizabeth City, NC - threatened with prosecution for braiding hair
- Faith Carey; Canton, OH • Cherly Hosey; Youngstown, OH • Khadijah Fambro; Dayton, OH  
all threatened with prosecution for braiding hair

### SALONS HAVE BEEN CLOSED IN :

- FLORIDA • MINNESOTA • VIRGINIA • ALABAMA • MISSISSIPPI • KANSAS •  
NEW JERSEY • KENTUCKY • SOUTH CAROLINA • NEBRASKA • COLORADO

\$100



\$25

WE NEED YOUR DONATIONS AND SUPPORT IN FIGHTING BOARDS AND STATE LICENSING AGENCIES ACROSS THE COUNTRY. FOR MORE INFO CALL

## 1 800 743-5495 / ext. 11

\$5

\$10

SEND ANY DONATIONS TO: The American Hairbraiders & Natural Haircare Association (AHNHA) P.O. Box 9726; Washington, DC 20016

\$50

*(Donations will be used for lobbying efforts and attorneys fees to litigate in each State.)*

\$\$\$

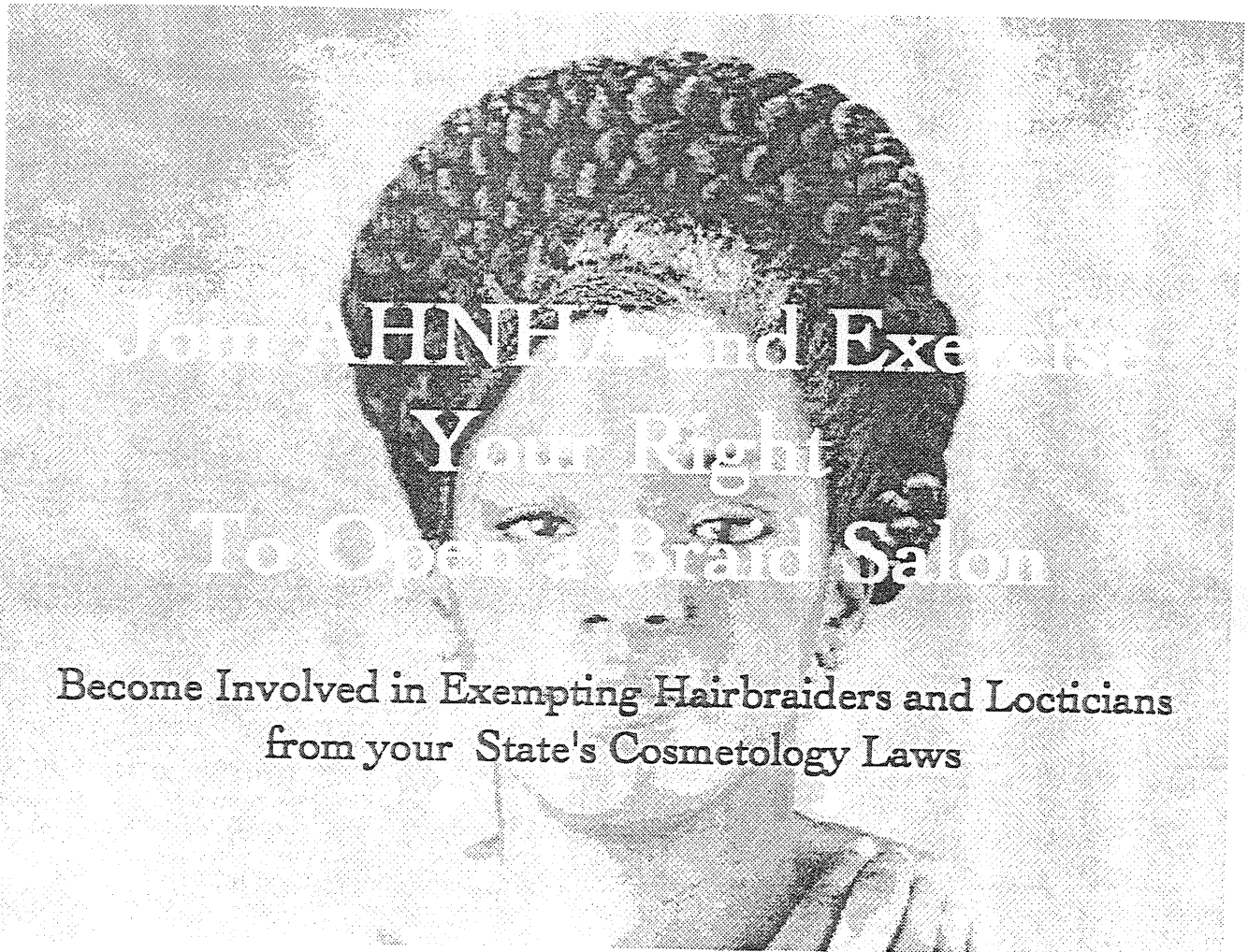
'Preserving our History and Economic Liberty'

\$\$\$

THANK YOU FOR YOUR SUPPORT AND SPREAD THE WORD

»»» BRAIDERS UNITE! »»»

You Don't Need a License  
to Braid Hair.



Join AHNHA and Exercise  
Your Right  
To Open a Braid Salon

Become Involved in Exempting Hairbraiders and Locticians  
from your State's Cosmetology Laws

- Open Your Salons • Open Your Schools
- Defy Cosmetology Laws
- Learn The Legislative Process & Politics to Make It Happen
- Preserve & Protect the Cultural Integrity of Our Haircare
- Stay Current on Issues About Braiders Across the Country

\*\*\*

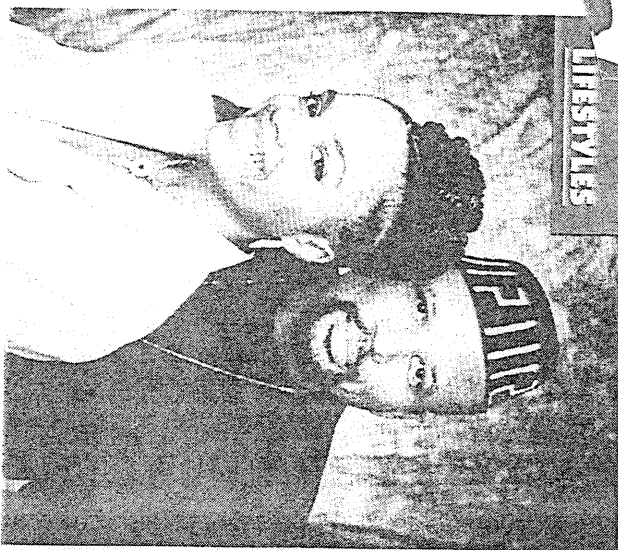
American Hairbraiders & Natural Haircare Association (AHNHA)

To Join call or write to:

AHNHA National Office P.O. Box 9726; Washington, D.C. 20016-9726  
202-723-5495 • 1-800-743-5495 Ext.11 • e-mail: ahnha@aol.com

OCTOBER 27, 1997

# VEE LIFESTYLES



► Taalb-Din Ugdah, founder and executive director of AHNHA, shown with his wife, noted hair-care expert Pamela Perrell, says hairbraiders should not be licensed as cosmetologists because the school training is "irrational and unreasonable." Ugdah and Perrell are the proprietors of Cornrows & Co. in Washington, D.C.

▼ From Perrell's book, *Where Beauty Touches Me*, published by Cornrows & Co., a model is displayed wearing the popular style of individual braids.

## Should Hairbraiders Be Licensed?

Women of color have been getting their hair braided since the beginning of time.

The hairbraiding business has grown into such a lucrative enterprise that many hairbraiders have stopped braiding hair in their homes and have opened salons.

However, state cosmetology boards are requiring that hairbraiders go to cosmetology school and then be tested by the state before a license is issued to them.

In effect, many hairbraiders believe they're forced to undertake an elaborate, oftentimes unrelated, train-

ing process to get a license for a procedure they've already been performing expertly for years.

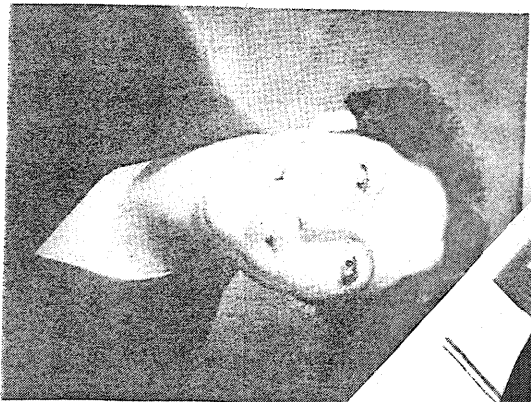
These regulations have woven a web of hairbraiders nationwide into a furor over the requirement, causing many to wonder: Should hairbraiders be licensed?

Essentially, state cosmetology boards are saying any work performed on a person's hair for money falls under the statutes of cosmetology. Therefore, hairbraiders must acquire a cosmetology license.

Taalb-Din Ugdah, founder and executive director of the American Hairbraiders & Natural Haircare Association (AHNHA) in Washington, D.C., says hairbraiders should not be licensed as cosmetologists because the schooling necessary to obtain the license bears no rational relationship to what they do.

"The cosmetology schools don't teach how to braid hair," asserts Ugdah, who made headlines four years ago when his challenging of D.C. regulations helped transform cosmetology laws there to include five separate licenses for the discipline of braiding, twisting and locking hair, the first law of its type in the country. "For hairbraiders to attend cosmetology school in order to learn how to do manicures, pedicures, facials, thermal curling, etc., makes no sense. There is no relationship between requirements and what they have to do."

Adds Ugdah, who, along with his wife, noted hair-care specialist Pamela



▲ "Cosmetology schools teach hairbraiders things that they don't do," says Pamela Perrell, an attorney representing four hairbraiders who have filed a lawsuit in Ohio.

Ferrell, owns Cornrows & Co. in D.C., "The state is attempting to make a boy's suit fit a man. What they have done is taken the existing cosmetology law and tried to stretch it to include those who braid, twist and lock hair. No state has the right to regulate a hairstyle. But the state has a right to guarantee clients that any business establishment is clean and sanitary."

Two years ago, Ugdah founded AHNHA to support others in their quest to change regulation laws. Currently the organization, as a means of fighting to challenge state cosmetology board regulations, is supporting several hairbraiders who have filed lawsuits in Ohio, California and New York.

Dave Williamson, Ohio State Board of Cosmetology executive director,







▲ Faith Carey, an unlicensed hairbraider, believes that hairbraiders' requirements to obtain a cosmetology license is "ludicrous."

is adamant that hairbraiders should get cosmetology licenses because what they do falls under the same statute.

"Hairbraiding is an extension of cosmetology, and it is still working with hair," states Williamson. "It is a regulated practice in the state of Ohio, and it involves the requirement to attend cosmetology training and receive an examination and a license to perform in licensed facilities."

Dana Berliner, a staff attorney with the Institute for Justice in Washington, D.C., begs to differ.

"The irony here is that cosmetol-

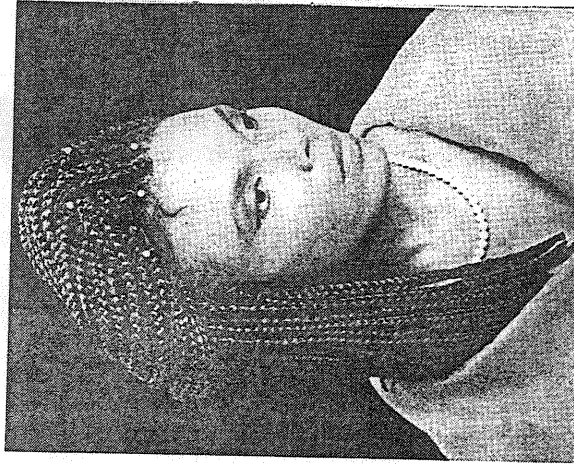
► Ferrell's book *Let's Talk Hair: Every Black Woman's Personal Consultation for Healthy Growing Hair*, published by *Cornrows & Co.*, exhibits a fancier style of braids.

ogy schools do not teach African-style hairbraiding, and the licensing examination does not test it," reveals Berliner, who currently is representing four hairbraiders who have filed a lawsuit in Ohio in an attempt to change regulations in that state.

Continues Berliner, "You don't need to spend a year in school and \$5,000 to learn how to wash your combs. Hairbraiders learn all kinds of things in cosmetology school that they don't do. The reason states are doing this is to protect licensed cosmetologists from competition. There's no reason for states to prevent people from making an honest living. It's an art form, and people have a right to practice it."

Williamson says the issue of competition between licensed cosmetologists and unlicensed hairbraiders is a valid concern.

"There are a lot of minority-owned



and operated salons that are licensed. They are operating in the same community as hairbraiders who are providing unregulated services. It is unfair to those who have followed the rules."

Faith Carey, owner of Faithfully Yours in Canton, OH, braids hair without a license. For her actions, she received a notice from the Canton City Prosecutor's Office that the inspector wanted to press criminal charges against her for operating a salon without a license. After the staunch measure, Carey filed a lawsuit to challenge state regulations. She is one of the three being represented by Berliner.

"[The state] made me feel like a drug dealer. I had to go undercover to braid hair," laments Carey. "I had to do things illegally. I'm trying to earn an honest living. The state doesn't know how to get its hand on our money, and one way of doing that is by requiring cosmetology licenses."

Dr. JoAnne Cornwell, owner of the San Diego, CA-based company Sisterlocks, feels the cosmetology license isn't "appropriate" for what hairbraiders do.

Cornwell, who patented the sisterlock technique in 1993, is the firebrand behind the lawsuit filed against the state of California in an effort to change the cosmetology regulations there.

"The government has no business regulating hairstyles in the first place," insists Cornwell. "The cosmetology license isn't appropriate. They don't teach what we do. They don't



▲ Dr. JoAnne Cornwell says hairbraiders and those involved in natural hair care should set the standards, not the state.

know about what we do. The hairbraiding and natural hair-care professionals are outside of the cosmetology structure."

Within the last three years, all states, excluding D.C., which requires a special hairbraiders' license, require that hairbraiders receive a cosmetology license. Maryland and Michigan hairbraiders, however, after lobbying the state legislature this year, won the right to be exempt from such regulations.

This, says Cornwell, doesn't mean that hairbraiders are seeking to bypass standards. For the most part, she maintains, hairbraiders have developed their own training and safety standards.

"The hairbraiding and natural haircare business itself sets the standards. It is appropriate for those who do it to set the standards. We have a separate industry."



MICHELLE MALKIN / *Times* editorial columnist

# Braiders' protest breathes life into textbook economics



What do African-style hairbraiders and stodgy economists have in common? More than you ever might have imagined.

According to a coterie of professors who teach something called "public choice theory," government regulation is often used to restrict competition and protect industries with political clout. While many of these laws — including health and safety standards, environmental rules, and stringent licensing requirements — are passed under the guise of protecting the "public interest," they can also benefit special interests by erecting barriers to entry into the marketplace.

Public-choice theorists make their case with painstaking analytical rigor in obscure academic journals. But some of the most convincing teachers of this basic lesson in law and economics don't wear tweed and don't need textbook formulas to prove the point. In urban neighborhoods and inner-city storefronts from Washington state to Washington, D.C., African-style hairbraiders are battling the effects of restrictive business regulations.

And they're winning.

Take Taalib-Din Uqdah, owner of Cornrows, Co. in the District of Columbia. Uqdah's tough course in the politics of regulation began four years ago when city inspectors demanded that he obtain an occupational license in cosmetology to run his hair-braiding business. The license required a year of training in everything from manicures to eyebrow arching at a cost of thousands of dollars — but none of the classes covered hairbraiding techniques and other African styles.

"I don't have any problem with government wanting to protect public health and

safety," Uqdah explained to me last week. "But the city's code required me to go to an expensive cosmetology school for a year and learn chemical techniques and practices that have nothing to do with what we do. Complying would have killed my company — and pushed many other law-abiding minority business owners underground."

Uqdah is blunt when asked why the city would crack down on hairbraiders: "We're new, we're popular, we're a threat. Licensing is a way for old-line cosmetologists to squash a growing cottage industry of people who are skilled in a cultural art form that's foreign to them."

Uqdah and his wife successfully challenged the city's outdated cosmetology code with legal help from the nonprofit Institute for Justice based in D.C. As a result, the D.C. government deregulated the cosmetology industry and allowed hairbraiders to obtain a separate operating license with sensible training requirements.

To spread the word, Uqdah founded the American Hairbraiders and Natural Hair Care Association. One member in Memphis, Tenn., pushed successfully for creation of a "natural hair styling" license that requires one-third the hours of instruction required of cosmetologists. And in San Diego this month, the association and the Institute for Justice moved forward with a federal civil-rights suit against the state cosmetology board on behalf of African-American studies professor and hairbraider JoAnne Cornwell.

Cornwell, who has been braiding hair since she was a young girl, sees this as a fight not only for the "economic liberty rights of hairbraiders," but for many other working poor immigrants and minorities struggling to enter the workforce. A victory looks promising. Two weeks ago, federal court judge Rudi Brewster rejected a motion to dismiss the lawsuit. Observing that only 4

percent of the required curriculum actually relates to health and safety — the state's supposed "compelling interest" in regulating hairbraiding — Brewster concluded that the rules place "an almost insurmountable barrier in front of anyone who seeks to practice African hair styling," the effect of which "is to force African hair stylists out of business in favor of mainstream hair stylists and barbers."

The case could have significant impact here in Washington state, which has almost identical state regulations covering hairbraiders, including 1,600 hours of traditional cosmetology classes. "I definitely think a lot of my training was not relevant," says Renee Stewart, owner of Braids 4 Dayz in the Rainier Valley. "We spent a lot of time learning to straighten hair and work with chemicals. But I don't use them. What's worse is that none of the classes I took ever addressed African hairstyles."

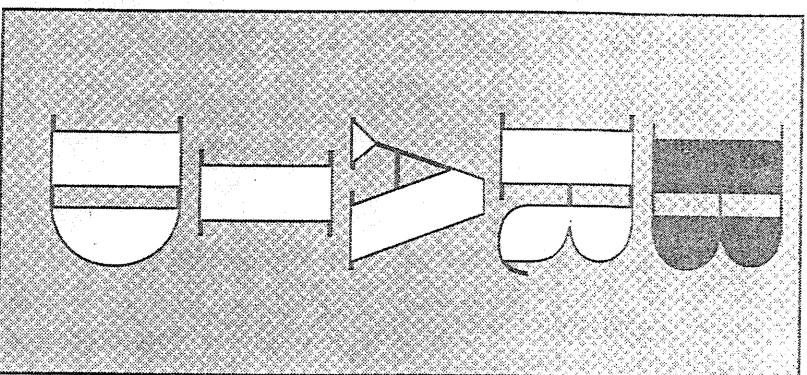
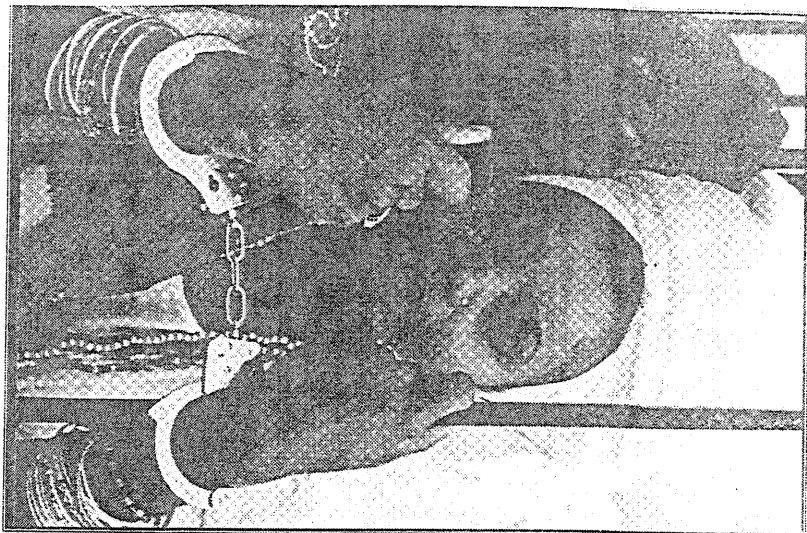
Economist Milton Friedman wrote in *Capitalism and Freedom*, "In practice, the considerations taken into account in determining who shall get a license often involve matters that, so far as a layman can see, have no relation whatsoever to professional competence."

Shari Hamilton, owner of Sista's United of Styles in Seattle, says it better. "They don't teach you nothing about nothing. I think it's more of a money and power thing." Hamilton wishes she could have used some of the money she "spent on useless training to hire a few more employees instead." Straight up.

Critics of welfare reform complain there aren't enough jobs to absorb new entrants into the marketplace. But Uqdah of the American Hairbraiders and Natural Hair Care Association has a message for politicians from President Clinton on down: "Open your eyes! I alone could put 3,000 people to work if we got rid of all the insane barriers and rules that keep people from earning an honest living."

The message is easy to discount when delivered by ivory-tower intellectuals — but impossible to ignore when sounded by small-business owners fighting for their livelihoods, off the chalkboards, out of the theoretical realm, in living color.

*Michelle Malkin's column appears Tuesday on editorial pages of The Times. Her e-mail address is: malkin1@ix.netcom.com.*



## OAK CLIFF BRAIDER TANGLES WITH STATE'S COSMETOLOGY BOARD OVER REQUIREMENTS

STORY BY  
*Yolanda Y. Adams*  
PHOTOGRAPHS BY  
*Sherilyn K. Smith*

*Pop sensation Erykah Badu voices support for hairbraider arrested for braiding without a license*

There is a special grief felt by those who are forbidden to explore, forbidden to teach and forbidden to question or to know. Dana 'Isis' Brantley knows this pain.

Ms. Brantley says Monday, Oct. 13, is a day she will never forget. She went to 2642 S. Beckley, as she had so many other mornings, and opened her "art gallery" where she performs the ancient craft of hairbraiding.

Ms. Brantley, 39, who operates the Institute of Ancestral Braiding, said two women entered her shop around 5 p.m., wanting to have their hair braided.

After a brief consultation, Ms. Brantley said one woman leaned over to her and whispered in her ear, "I'm really an undercover officer with the Sheriff's Department, you're under arrest."

According to Ms. Brantley, immediately after the undercover detective's confession as many as seven officers stormed her business and took her into custody.

With tears in her eyes, Brantley recalled being handcuffed and driven to jail with several of her clients watching.

"I was placed in the back of the police car while my clients watched," she said. "I have never been so embarrassed and humiliated in all my life."

The mother of five, who has been braiding hair for more than 15 years said officers didn't recite her Miranda Rights before placing her in a police car and taking her to Lew Sterret Justice Center. Once there, Ms. Brantley says her day got worse.

"I was strip searched, fingerprinted, photographed and then placed in a holding cell with some really bad people," said Ms. Brantley. "I just couldn't believe I was being handcuffed and taken to jail like a common criminal for hairbraiding."

This is not the first time the Oak Cliff braider has tangled with the State Cosmetology Commission because of her staunch refusal to comply with its requirements.

Two years ago she was convicted of operating a salon and braiding hair without a license. For the offenses Brantley said she was fined \$600 and told to comply with the commission's requirements if she planned to continue braiding.

Ms. Brantley said she paid one \$100 fine, and was told by her lawyer that the other charge and subsequent fine had been dropped.

She said she had no indication that she was wanted for failure to pay the fines when arrested last month.

Brantley's lawyer, Thehna Clardy says there was miscommunication between the cosmetology commission and her client. Ms. Clardy said, "Those fines are still outstanding, but there is a difference of opinion as to whether those fines are valid."

voice to aid braiders. The Dallas native, who has been a client of Brantley's since the age of nine, believes that braiders don't need licenses. The singer contends that braiding is a cultural artform and can't be taught.

"You can't teach what you feel," she said. "I don't think they should have to go to beauty school to learn to apply chemicals and weaves, when braiding is an ancestral artform." Holding a copy of her arrest warrant, Ms. Brantley said she is being unjustly targeted by state inspector, Julia Harris, a former Velma B's employee.

Ms. Harris said there is no merit to Brantley's claim. She maintains that she is interested in protecting clients.

"I am concerned about anybody who is servicing the public in the field of cosmetology without a license," Harris said.

Ms. Harris said although the licensing debate is gaining national momentum, she has personal as well as professional concerns.

"I have experienced people braiding my hair too tight, to where I couldn't sleep at night, and have lost hair."

She said if braiders don't know how much tension to put on the hair or instruct clients on proper care, people can run into problems. She maintains the complaints are not as simple as one may think.

"Not only am I running into people who have experienced hair breakage and baldness, but people are getting burned when braiders use lighters to fuse the ends of braids. They are being scalded when their hair is dipped in hot water to secure the loose ends," Ms. Harris said.

Taalib-Din Abdul Uqdah, executive director of the Washington D.C. based American Hairbraiders & Natural Haircare Association (AHNHA) says Brantley's case is not an isolated incident. In recent months, Mr. Uqdah says more cases involving hairbraiders have peppered the news simply because there are more women braiding hair.

Uqdah says the legal assault against hairbraiders has little to do with health and safety concerns, but is a matter of economics. He believes the government's attempt to regulate hairbraiders has arrested the development of those seeking to move from welfare to the workforce.

"Occupational licensing laws are entry level barriers to entrepreneurship. Licensing agencies and state boards have made, what would be, a welfare to work issue, an impediment to welfare reform," said Uqdah.

Brantley said when she was arrested in 1995 she had to rely on support from her family and the state to feed her children.

Uqdah says overzealous policing of braiders touches a much deeper issue.

"[Isis] could have run down the street naked and have not gotten seven officers to respond," he said. "This is a matter of money, race, control, power and politics."

Uqdah says beauty schools enrollment is declining and those who attend have a higher than 50 percent failure rate.

"Empty schools equal empty salons and that equals empty pockets."

Maureen Jones, owner of Tootsie's Braiding Gallery, says braiders need licenses. Jones, who has taught braiding classes by the National Cosmetology Associations International Beauty Show, believes both customers and braiders benefit from the education.

"In order to braid, you have to know hair," she said. "Before I got my license I thought I knew everything about braiding. But once I started beauty school...I realized just how much I didn't know."

A hearing was scheduled for Nov. 3 where Brantley was to enter a plea. Citing confusion and miscommunication, Clardy asked for a postponement. A jury trial has been set for Nov. 24. Brantley is confident the charges against her will be dropped.

"I've got another trial coming up and that's o.k. with me," Brantley said.

Specifically Ms. Clardy questions whether the Cosmetology commission acted in good faith. She said she and Ms. Brantley were led to believe that the commission would "back down."

Ms. Clardy, who represented Brantley in 1995, believes the commission is trying to make an example of Brantley.

"Isis happens to be very good at what she does. Unfortunately when somebody is very good, other people tend to be jealous," she said.

"Supposedly there have been people complaining that Isis shouldn't be allowed to braid without a license since they had to get a license."

In Texas, cosmetologists are required to complete 1,500 hours of training. Most courses cost between \$4000 to \$7000 and last 9 months to one year. But the commission at the request of braiders formed a committee to design a curriculum for braiders. Ms. Clardy said Brantley is not against getting a license, but rather against the curriculum.

"Braiding is a cultural issue for us. Assuming that braiding should be licensed, and I have mixed opinions about that, if you are going to spend your time, energy, and money to go to school to learn the art of braiding, shouldn't that curriculum be specific to braiding," Clardy asks.

She asserts that the curriculum for hairbraiders is the same as for hair weaving.

"All they have done since we have been fighting this since 95 was add the word 'hair-braiding' to the hair weaving curriculum. And that is not sufficient."

Ms. Clardy predicts that the case will eventually make its way to federal court.

\*\*\*

Terry Brooks, who helped formulate the course for braiders, believes the amount of training required of braiders is minimal. The state mandates that braiders complete a 300 hour course to become licensed. The costs of the course range from \$1500 to \$2500.

"Ten months to a year of study is not a lot to ask in exchange for a livelihood," said Mr. Brooks, who is also the director of Velma B's Beauty school. Brooks added even though braiders are required to have a fifth of the training of cosmetologist many "boot-leg braiders" refuse to become legally certified.

"I have had many phones calls from braiders who want to become certified, but few actually follow through with the training needed to become legal," said Mr. Brooks. However, Ms. Brantley contends that braiding can not be regulated by legal statutes, because it is artform.

"I am a Yoruba priestess. I am practicing my religious art—the art of braiding." She says her arrest and harassment are initiated by salon owners who fear losing customers. "They are afraid that if people get their hair braided they won't need to get perms. Braiders who want to do hair, only want to do natural hair care," Brantley explains. "They don't want to do chemicals because chemicals are destroying the hair and destroying our health."



# Hair-braid license battle new twist on race, economics

By Paul Shepard  
ASSOCIATED PRESS

WASHINGTON — Debra Nutall thought she was an American success story when she turned her hair-braiding skills into a business and got off welfare two years ago.

Now the state cosmetology board in Tennessee is trying to close down her Memphis shop in a licensing dispute that some braiders see as part of a broader battle over civil rights and economic justice.

"They call us bootleg braiders in the papers and it hurts," Nutall said. "We pay our taxes and make this as professional as we can. Would they rather have me back on welfare?"

Nutall, who began braiding with friends and neighbors 17 years ago, is not alone. Around the country, creators of African-styled hair designs are trying to keep their craft beyond the grasp of state licensing boards.

"This is about money, race, politics, control, and power, all in that order," said Taalib-Din Abdul Uqdah, who runs a Washington salon and heads the American Hair-braiders & Natural Hair Care Association. "This is a fight for economic liberty and freedom."

The marriage of braids and black hair is nothing new: Generations of black women in kitchens and on front porches have twirled tangles into orderly braids. But as the style's popularity booms, more braiders are leaving home to set up shop.

And as braiders bring their business out into the open, states are pushing them to get cosmetology licenses that can require up to 2,100 hours of study, often on subjects having little to do with braiding.

"Licensing is important to keep our industry professional," said Julie Becker of the National Cosmetology Association. "You're touching people. They could have lice. With no proper shampooing, you could spread something."

In this fight, the stylists have found allies ranging from members of the Congressional Black Caucus to the Washington-based Institute for Justice, a conservative legal group better known for its opposition to affirmative action programs.

"Our interest is to recognize the right to earn a living," said Dana Berliner, an institute lawyer. "It's a basic civil right."

"Why should people be required to go to school for a year to learn skills they won't use, like manicuring, cutting, and giving permanents?"

Statistics on the growing popularity of braids are scant, but Uqdah

said he had just three customers seeking the style when he opened his Washington salon in 1980 and now he has more than 2,000. Stylists offer a variety of braids, twists, and locks, with some jobs taking six hours or longer. The styles require no chemical treatment beyond routine shampooing and conditioning.

Uqdah said at least 14 members of his 500-member organization have been prosecuted for operating without a cosmetology license. And while none of the shops has been closed for any length of time, he says it is time for a showdown.

"We don't want people to acquiesce to a threat. This is a step in a civil rights movement like refusing to sit in the back of a bus."

His troops include Faith Carey of Canton, Ohio, who six months ago opened Faithfully Yours braiding salon with her sister. On Aug. 12, her dream of owning a own business collided with regulatory reality.

"A state cosmetology board inspector came in and while he was looking at my vendor's license, he said I needed a different license," Carey said. "He was basically obnoxious and talking loud. I had to call the police to escort him out."

Inspectors returned two weeks later, and Carey closed the shop. She has since reopened while the city prosecutor weighs whether to file charges.

Rules on braiding vary widely from state to state.

Braiders do not need any kind of cosmetology license in Maryland. In California, where braiders filed suit in federal court in January, they need a cosmetology license requiring 1,600 hours of study. Tennessee last year began offering a compromise "natural hair stylist" license requiring 300 hours of study.

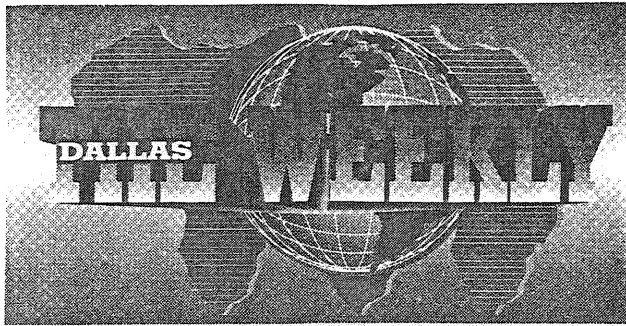
"Our concern is the health and safety of the public," said Diane Watson, a spokeswoman for the Tennessee Board of Cosmetology. "We want people to follow sanitary measures."

Nutall, for one, is resisting.

"I've been doing this long before they even knew what a braid was," she said. "What can they show me? Now that I'm making money at this, they just want their cut."

Licensed beautician Wanda Otto and four licensed helpers can teach braiding at the Plaza Beauty School in Memphis. But they do not. No one has taken the course in the 18 months since Memphis passed the 300-hour regulation.

"People figure why get a license if I can braid in my kitchen without a license," she said. "It isn't fair to us who pay for licensing."



## WORLD VIEW

### Brief

#### Black hair braiders sue the state

COLUMBUS, Ohio (AP) - The state is ignoring African-American culture by requiring Black-owned hair braiding businesses to be licensed, owners said.

Two hair braiding businesses have filed a lawsuit against the state in federal court, asking that state regulations requiring licenses for hair braiders be declared unconstitutional.

One of the plaintiffs, Cheryll Hosey, owner of IMB Hair Braiding Gallery in Youngstown, said opening her salon last year was an ideal business venture.

"I've been braiding hair for 18 years," Hosey said. "I've had so many family members and friends who said 'braid my hair, braid my hair' that I said, 'I can make this my business.'"

Ms. Hosey uses word-of-mouth to advertise because she is afraid she will draw attention from state regulators.

She said she has 226 customers who keep coming back because traditional salons have neither the time nor the skills to braid Black hair.

Ohio is among 48 states that regulate African-style hair braiding. Michigan and Maryland allow hair braiders to operate without a license.

"These people are providing these services in facilities that look and operate like salons that are licensed," said David Williamson, executive director of the cosmetology board. "They provide their services to the public and should also be licensed."

The state can turn to cities and counties or to the attorney general's office to prosecute unlicensed businesses. Board officials found out about braiding shops only recently and were not aware of any in Ohio that have been shut down for operating without a license, assistant director Tom Ross said.

Cosmetologists are required to have about nine months of training at one of the 167 private or public schools in Ohio and pass a state test. The training can cost anywhere from \$3,000 to \$5,000, Williamson said.

But cosmetology schools do not teach African-style braiding, nor do they test for it, making the need for hair braiders to have a state license unnecessary, according to the Institute for Justice. The nonprofit law firm based in Washington, D.C., filed the Ohio lawsuit.

The cost of going to school could keep people from starting a profitable business, the group said.

"These are largely poor African-American women who are the producers and consumers here," said Donna Matias, the group's staff attorney. "It's an alternative to welfare for many of these women and a way to empower them."

The institute also was part of a 1992 lawsuit that led the Washington Board of Cosmetology to create a separate license for hair braiders. The group sued on behalf of hair braider Taalib-Din Uqdah, who now heads the American Hairbraiders and Natural Haircare Association.

Uqdah, also part of the Ohio lawsuit, said hair braiders do not need to go to school to learn their craft because they learn it at a young age from the Black community.

"We don't want to have to turn to any state in order to learn the method of doing a cultural art form," Uqdah said.

There are thousands of unlicensed African-style hair braiding shops around the nation, Uqdah said.

**TESTIMONY**

**i n**

**FAVOR OF**

**SENATE BILL #421**

**b y**

**Taalib-Din Abdul Uqdah, Executive Director  
American Hairbraiders & Natural Haircare Association  
(AHNHA)**

**AN ACT EXEMPTING PERSONS WHO BRAID HAIR FROM LICENSING  
REQUIREMENTS ADMINISTERED BY THE BARBERING AND  
COSMETOLOGY BOARD**

**SPONSORED BY**

**THE HONORABLE GWEN MOORE  
WISCONSIN STATE SENATOR**

**before the  
Assembly Committee On  
Consumer Affairs**

**The Honorable Cliff Otte, Committee Chair**

**Monday, March 23, 1998  
Madison, Wisconsin**



**TESTIMONY IN FAVOR OF SENATE BILL #421**  
AN ACT EXEMPTING PERSONS WHO BRAID HAIR FROM LICENSING REQUIREMENTS  
ADMINISTERED BY THE BARBERING AND COSMETOLOGY BOARD

by

**Taalib-Din Uqdah, Executive Director**  
American Hairbraiders & Natural Haircare Association (AHNHA)

**The Honorable Representative Cliff Otte, Committee Chair**  
ASSEMBLY COMMITTEE ON CONSUMER AFFAIRS

March 23, 1998

Good morning Mr. Chairman, members of the Assembly Committee on Consumer Affairs, their staffs, members of the Barbering and Cosmetology Examining Board and those members of the general public, bearing witness to these proceedings. I am Taalib-Din Uqdah, founder, president, and executive director of the American Hairbraiders & Natural Haircare Association (AHNHA). We are a three (3) year old non-profit 3,000 member trade association, specifically formed to protect the business interest of those persons engaged in the cultural practice and time honored ancient tradition of African style braiding, twisting, locking and natural haircare, as we define it. We set standards of practice, codes of conduct and ethical principals of practice for our industry. We develop test and testing procedures, accredit and certify the best in our industry and support efforts of technological advancement through various projects of research and development.

We unequivocally and without hesitation support Senator Gwen Moore's bill to exempt hairbraiders from Wisconsin's present Cosmetology Act.

Passage of this bill would allow the great state of Wisconsin to join the great states of Maryland and Michigan in leading the charge in exempting its citizens from their respective state's cosmetology laws. It saves this great state the embarrassment, expense and publicity of law suits as we have filed in California, Ohio, New York and Texas or the continual failures being experienced by states like Tennessee, Florida, again Texas, and New York, or the District of Columbia, where braiding licenses have been established, but schools, test and/or testing procedures, rules or other related requirements are sorely lacking, non-existent, or, after 5 years, yet to be established.

Wisconsin should no more be involved in micro-managing hairstyles for the state than it is in determining the best ingredients to be used in preparing food in a restaurant.

By example, the state offers its citizenry reasonable assurances that any and all restaurants and carry-outs in the state have been inspected for public health, safety, sanitation and hygiene. That all food is stored and cooked at a proper temperature, that the employees have washed their hands after coming from offices of nature. What the state does not guarantee them is that the food is going to be good; that the tomatoes in their salad will be sliced and not diced. It is not the state's business to micro-manage the food industry; why do it in the hair industry?

AHNHA opposes any attempts to license and/or regulate the cultural art form of African style hairbraiding in the United States. We will vigorously defend any attempt on the part of the cosmetology cartel to regulate our cultural and traditional art form.

Unlike traditional cosmetology, hair braiding, twisting, locking, and chemical-free haircare; is part of the cultural fabric and integrity of a 5,000 year old art form and tradition amongst the African-American community. It was brought to this country from Africa under adverse conditions, (slavery); and to this day, remains the only link to our cultural identity that survived the middle passage.

African style hair braiding is a tradition within the African-American community; exempt from any licensure. States can no more license cornrowing, twisting, braiding or locking, than it can license religion; it is a part of the very fabric of who we are in America and our historical place in the world.

By example, within the Hasidic Jewish community, the women shave their heads bald and then wear wigs; the men have, what is more commonly termed, "ear locks" protruding from their hats or other religious head coverings. The shaving of the heads or the formation of the ear locks is not a service offered in the traditional

barbershop or hairstyling salon, but a service provided by various persons within the confines of their own homes, in their own communities within the confines of their own cultural and spiritual experience. They don't go outside of their neighborhoods to advertise to others that they offer this service, nor do others come to them to have this service performed. It is something that is uniquely a part of their traditional experience.

Within the entire Jewish community, there exist a male person, known as a "moile," whose function it is, to circumcise the penis of young Jewish boys by a certain age. This is a function that is performed in the confines of their own homes, in their own communities, amongst their own kind. They do not go outside of their communities or their religious orders to offer these services to anyone else. To our knowledge, these individuals are not licensed in any state.

Juxtaposed these two Jewish experiences to African style braiding within the African and African-American community and the same exact scenarios exist. Braiding, twisting and locking are services usually and traditionally provided within the confines of the practitioners home, within their own communities amongst their own kind. They don't go out and advertise to any other group or race of people to have this service performed, nor do other people seek them out for that service, yet we want to license African style hairbraiders, but not others who are providing other hairstyling services or medical procedures.

Further, any attempt to regulate African style braiding does not come from any complaints by citizens, but from a cosmetology cartel made up of salon and school owners who are predisposed to control, manipulate and determine the economic power and destiny, or lack thereof, of African-American people, in general, women in particular; by controlling their means of earning a living.

This issue is simply about money, race, control, power and politics.



I would not be testifying before you today if the traditional barber and cosmetology industry were able to meet consumer demand for what is fast becoming the hairstyle of choice amongst African and African-American people; that's the money.

Traditional barber and cosmetology salons are losing hundreds of thousands of dollars daily, to an industry that is not a part of traditional cosmetology. African style braiding techniques are not taught in your traditional schools anywhere in the United States. In an attempt to thwart the growth of this cottage industry, cosmetologist and barbers have joined forces, in a feeble attempt to control the braiding industry by pushing for licensing in their schools, under their tutelage and to their benefit, even though they don't teach it; nor are they aware of any books on the subject, supported by their traditional publishing houses.

Cornrows, braids, twist, locks and chemical-free hairstyling is uniquely African. Any association test identifying objects like sushi, spaghetti, rice, etc. would solicit responses of Japan, Italy, China, perhaps Mexico respectively; but if I showed you a picture of a cornrowed, braided, twisted or locked hairstyle and put no face to it, you'd automatically think African or African-American.

This association, (cornrows, braids, twist and locks), is uniquely a part of one particular race of people; a non-white race of people, and is now considered to be a threat to traditional cosmetology in this country in general and the global cosmetic manufacturers industry in particular. They create, promote, and sell a eurocentric version of haircare for the world; while sucking-up the African-American community right along with them, who also provide Euro inspired hairstyles and services for African-American women.

The barber and cosmetology commissions in this country, including the state of Wisconsin are controlled and manipulated by the local chapters of the National Cosmetology Association (NCA), their partners, the National Interstate Council of State Boards of Cosmetology (NIC), and the National Cosmetology School Association, whose formations were all facilitated by the NCA during the early history of cosmetology in America.

These control dramas play themselves out at hearings like this one and the preliminary jockeying that takes place during the formulating stages of any legislation where these boards will lie, deceive, create smoke screens, make false claims and accusations; all in an attempt to convince legislative committees, like this one, that we need to control the outbreak of lice and the spread of other unsanitary diseases and bacteriology throughout the state; that practitioners in the field need to be able to assure their customers of high quality and efficient services and some other malarkey about protecting public health and safety.

In desperation, they will claim that braiders are performing services that they can't prove they are doing, (i.e. relaxing, coloring or gluing hair) or in the most extreme of cases they (the Michigan Cosmetology Association and the Michigan School Cosmetology Association) have accused braiding salons of being havens of drug activity or tax scoundrels, earning thousands of dollars, but not paying taxes.

But with relationship to this issue in particular, what they don't tell you is that the outbreak of diseases like lice, is primarily, if not exclusively relegated to the white community in general, children and their caretakers in particular; and that it is lacking or non-existent in the African American community. That the application of a chemical relaxer, (sodium hydroxide), which is the hairstyle of choice within the African-American community would instantly rid any African-American child of a lice infestation; but they won't tell you that. They won't tell you that they are not, by law, allowed to treat any of these diseases, but make referrals to professional medical providers only.

They won't tell you that they have never received any complaints from Wisconsin citizens about unsanitary braiding practices, because there are none, or that most, if not all of the complaints that they've ever gotten have been against licensed practitioners only.

They won't tell you that the cosmetology instruction and their schools are racist to the core. That white students learn how to do white hair and black students learn how to do black hair. That cosmetology students throughout the state learn that black hair is coarse, unmanageable and hard to comb; some books even call it "terminal" and describe it as "over curly;" as in "over done" or "over cooked;" all negative connotations to describe African and African-American textures of hair.

They won't tell you that the state board practical examination which includes the state board haircut requires you to bring in a model whose hair is naturally straight or chemically straightened; for to bring in a model with a kinky texture of hair, the cut can be performed, but the curl pattern they look for on the 45 degree angle in order to receive a passing score is different on straight hair than it is on kinky hair.

They won't tell you that licensing is unnecessary; that any non-license holder, including every member of this committee, can purchase the same products, equipment, tools and supplies from any beauty supply store or the health and beauty aids section of any drug, department, or grocery store in the state and perform the same services that others spend thousands of dollars and countless number of hours trying to learn, just to receive a license.

They won't tell you that the failure rate amongst students taking the cosmetology examinations are well above 50% nationwide; over 60% in the state of Wisconsin. That the test are purposely designed to keep the failure rates high in order to keep the number of licensed practitioners low. This ploy keeps prices for services artificially inflated.

All they want to testify too is that if you want to do anything in this state relative to hair, skin or nails, you must have a cosmetology or barber's license. They will deceive this committee, as others have done in other states, by claiming to teach braids in the schools or that they appear in their textbooks, when in fact, those instructions are not the African style cornrows or braids we are referring to in our testimony today or the pictures we have provided for you. They'll tell you that the law is the law.



The law is the law. The law in this country dictated that Negroes ride in the backs of buses, that they live in certain neighborhoods and attend certain schools; that they enter public and private facilities by the rear; that was the law.

In 1816 Thomas Jefferson once wrote to a friend in Paris, saying, (that he was) " . . . not an advocate for frequent changes in laws . . . but laws and institutions must go hand in hand with the progress of the human mind. As that becomes more developed, more enlightened, as new discoveries are made, new truths discovered and manners and opinions change, with the change of circumstances, institutions must advance also to keep pace with the times. (For if not), we might as well require a man to wear the coat which fit(ted) him when he was a boy . . . "

Historically, seventy-five years ago, in this country, it was against the law for anyone to touch the hair of another person without first having obtained a barber's license.

After the passage of the 19th Amendment, the woman's suffrage act (1921); white women in this country were given the right to vote. Simultaneous to this right, they also wanted other male dominated institutions to include them, including the right to be able to cut and style hair; without first having to obtain a barber's license.

Barber's, including those in Wisconsin opposed such boldness and fought with these women to oppose any legislation creating a separate license or exemption. Hairdressers (as they were known then) were arrested, fined, and had their shops closed. Laws were passed in nearly every state requiring hairdressers to study and train for barber's licenses before doing hair in their respective state, but only men were allowed in barber schools.

By 1923 the newly formed National Hairdressers Association (now the NCA) held a convention in New York, where a resolution was unanimously passed for their members to openly defy any law which required them to first obtain a barber's license before touching the hair of another person. By 1927, 18 states offered separate licenses for cosmetology.

By the 1930's the National Hairdressers and Cosmetology Association (NCA) had convinced then President Franklin D. Roosevelt if he would make them a part of his "new deal" program, that they would guarantee him to put women back to work in the field of hairdressing and cosmetology. On June 7, 1938, the Congress of the United States passed a cosmetology Act for the District of Columbia which was adopted in one form or another by the remaining 36 of 48 states in this country at that time.

No where in the history of this development were the African-American hairstylist included. In fact, this country's first self-made millionaire, Madame CJ Walker, a black woman, made her millions between 1911 and 1919; never had a cosmetology or hairdressers license of any kind, and she made millions of dollars, up to her death in hair and haircare products.

She purchased schools, salons, and movie theaters. She published books, built and owned factories, warehouses and single handedly funded the NAACP's anti-lynching program. Madam CJ Walker never had a license.

The politics of braids and natural hair will pit black and white legislators and their constituencies against each other. Barbers and cosmetologist against braiders and locticians. It divides blacks who wear braids and natural hairstyles associated with Africa against blacks who wear chemically treated hairstyles and geometric cuts associated with Europe against each other. Manufacturers, environmentalist, corporate America, even the armed services and local police departments, weigh-in on this debate somewhere. The power, goes to the victor.

Our position is simply this, no state, including the great state of Wisconsin, has any jurisdiction over cornrowing, braiding, twisting, locking or natural haircare, nor their establishments, beyond the general business license requirement for any state. And other than being persuaded to stifle any competition to the traditional cosmetology industry, has gone far beyond its public health and safety edict.

Bottom line ---- Senate Bill #421, as proposed, will create jobs, increase revenue, business and commerce for this country in general, and this state in particular. It is environmentally safe; we use no harsh chemicals or caustic substances, and it continues to protect the cultural integrity of an art form; while restoring a foot hold to entry level entrepreneurship with a direct tie-in to welfare reform. This proposal will put people to work, or back to work, and not set up entry level barriers to economic freedom.

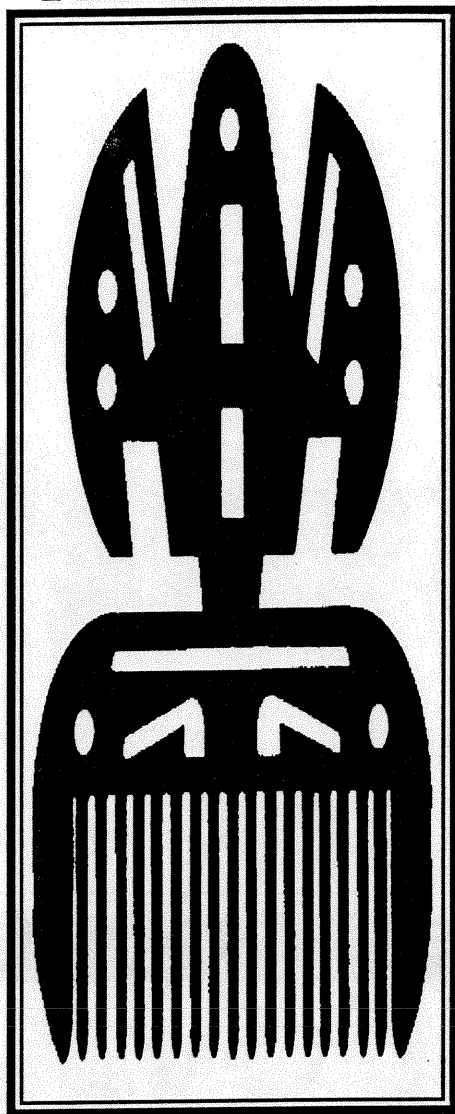
This is all new information that we will share with the world, on our terms and with those who care to learn it, when and if we care to teach it to those outside of our cultural circle. It is not to be postulated by state boards and commissions nor bastardized, homogenized or raped by a cosmetology cartel that wants to claim and conquer everything as its own, as though just discovered. It will not be tolerated.

We will continue to urge our membership to openly defy any law which bares no rational or reasonable relationship to what we do as natural haircare providers and protect them with any and all means available to us.

In closing I ask you two simple questions; how does the Wisconsin General Assembly create a license for something that cosmetology schools in the state don't teach?; and to those schools, school owners, and educators, I ask, how do you teach, what you don't know?

Thank you for this opportunity to have our voices heard on this issue. I can make myself available to answer any questions that this honorable committee may have of me. Thank you

**AHNHA**



**AHNHA MEMBER BRIEFING BOOK**

**THE POLITICS of  
NATURAL HAIR**

.....  
*From Welfare to Work*

*The Other Civil Rights Struggle*

A Blueprint for Success in the  
Chemical-Free Hair Styling Industry

Presented to Members of:

American Hairbraiders & Natural Haircare Association

**Taalib-Din Abdul Uqdah, Executive Director**

National Offices

**AHNHA**

**5401 - 14th Street, N.W.**

**Washington, D.C. 20011**

**202-723-5495 Fax: 202-882-3802**

**Toll Free: 1-800-743-5495 x 11 e-mail: [ahnha@aol.com](mailto:ahnha@aol.com)**



# Table of Contents

1	American Hairbraiders & Natural Haircare Association Issues & Concerns Recommendations
2	AHNHA Most Frequently Asked Questions
3	Cosmetology History - Highlighted <i>NCA's Diamond Jubilee Years</i>
4	BRIEFING SUMMARY
5	AHNHA's POSITION The Other Civil Rights Struggle from <i>Welfare to Work</i>
6	<i>SOURCE 2000</i> State Board Licensing Requirements
7	AHNHA State-by-State Update August 1997
8	AHNHA's Economic Civil Rights Act Proposal
9	<i>The Washington Post</i> "What Price Beauty?" <i>Newsweek</i> "Targeting Black Dollars"
10	NEWS CLIPPINGS

# AMERICAN HAIRBRAIDERS & NATURAL HAIRCARE ASSOCIATION

The American Hairbraiders and Natural Haircare Association (AHNHA) is mandated to protect the constitutional and economic interest of African style hairbraiders, locticians and natural hair stylists around the country from the imposition of Jim Crow era state laws which prevent those practitioners from exercising their rights as American citizens; to pursue a livelihood, free from over burdensome government regulation.

We are chartered to work towards the abandonment or exclusion of our membership from the present cosmetology licensing schemes, misapplied state laws, and arbitrary and capricious rules and regulations, established by state governments to protect the interest of the current license holders only; to the exclusion of the African style hairbraiders.

AHNHA finds that the present cosmetology schemes are woefully inadequate and fail to protect the interest of the general public it purports to serve. However, AHNHA will support, to a limited degree, passage of legislation favorable to the inclusion of hairbraiding and natural haircare within the overall cosmetology scheme as a specialty, limited, or separate license program and all of its institutional disciplines; including the inclusion of a professional hairbraider on each state's board of cosmetology, if such a proposal is limited to issues of public health and safety only.

AHNHA prefers the dismantling of the present cosmetology system in favor of implementing its own programs, certification and accreditation processes, course curriculums, test and testing procedures and standards of public health and safety. It views the legislative process supportive of hairbraiding as a reasonable alternative to dismantling the present system. The mere inclusion of the word hairbraiding within the definition of cosmetology is unacceptable.

## **The primary functions of AHNHA are to:**

- (1) Protect the constitutional and economic interest of hairbraiders, locticians and natural hairstylists.
- (2) Strengthen and enforce health and sanitation rules.
- (3) Develop programs to foster better teaching techniques.
- (4) Accredite and certify professionals and their establishments.
- (5) Develop curriculums for hairbraiding and natural hair care.
- (6) Develop test and testing procedures, data, experiments and results.
- (7) Promote braiding and natural haircare as a technical profession.

**\*\*\* NOTICE \*\*\***

**PLEASE BE ADVISED:**

**THE AMERICAN HAIRBRAIDERS & NATURAL HAIRCARE ASSOCIATION IS A NATIONAL ORGANIZATION WITH MEMBERS OR AFFILIATES IN ALL FIFTY (50) STATES.**

**AS SUCH, WE HAVE ADDRESSED ISSUES AND CONCERNS AS WELL AS RECOMMENDATIONS WHICH MAY OR MAY NOT APPLY TO YOUR PARTICULAR STATE OR MUNICIPALITY.**

**PLEASE MAKE NOTE, THAT SOME OF THE ISSUES AND CONCERNS OR RECOMMENDATIONS APPEARING IN THESE NEXT PAGES MAY NOT APPLY TO YOUR JURISDICTION.**

# AMERICAN HAIRBRAIDERS & NATURAL HAIRCARE ASSOCIATION

## AHNHA Issues and Concerns

1. Cosmetology disciplines are not properly regulated, consumers are not properly protected. Subject to heavy examination and training requirements which are unrelated to consumer health and safety.

2. Heavy licensing and regulations impose an improper entry level barrier to the general practice of cosmetology, hair braiding in particular; without offering significant consumer protections. No correlation between health and safety or assurances of proficiency in minimum standards of practice within the related field.

3. No recognized curriculum, course instruction, examination, test, testing procedures or textbook for hairbraiders. Successful performance of exam for other disciplines does not qualify student/applicant to be successful practitioner within the practice of hairbraiding or other disciplines. Present curriculums only prepares the student/applicant for an examination.

4. Cosmetology procedures likely to entail hazards are not covered in the practical examination and are not emphasized on the written exam.

5. State boards administer exams and monitor unlicensed activity only.

6. Burdensome, over-regulated, entry level barriers are counter-productive. Unlicensed activity is encouraged by more rules and regulations.

7. No mechanism, in the face of fiscal concerns, for routine inspections of facilities. State boards are unaware of unlicensed activity or sanitation problems unless there is a complaint.



8. Regulating the most minute operations of facilities is not the function of government. No vested interest in requiring, (by example), the number of shampoo bowls or the physical layout of a facility.

9. Laws, rules, regulations or boards have no relevancy to protection nor do they regulate matters of public health and safety. Neither offers assurances of minimum standards of proficiency nor ensures competence in acceptable cosmetology practices.

10. Cosmetology industry is suffering due to the availability of products used in salons which are the same products sold over the counter.

11. Governments have no interest in determining the proficiency of a practitioner. Proficiency is subjective and should not be a matter of law.

12. Consumers not protected against practitioners who have already been associated with unlicensed activity or injury.

13. No evidence that unlicensed operations have resulted in more complaints or safety concerns than those with licenses.

14. State budgets lack the adequate resources to process, investigate and prosecute unlicensed activity based on consumer complaints. Further, most state boards lack the authority to impose appropriate sanctions or to order sufficient relief to the consumer.

15. Continual decline in test scores for students of cosmetology and barbering. Higher than average failure rate amongst instructors taking licensing examination.

16. Unlicensed instructors within the schools.

# AMERICAN HAIRBRAIDERS & NATURAL HAIRCARE ASSOCIATION

## AHNHA Recommendations

1. Replace compulsory formal training, license and examination disciplines of cosmetology with accreditation and/or certification program.
2. Elimination of mandatory school requirements for all disciplines.  
**\*\*Note\*\*** (This would not facilitate the elimination of schools. Students may still want to attend recognized schools of training and salon owners may want to hire school graduates only.)
3. Certification process for the manager or owner. Administration of exam on sanitation practices, chemical hazards or dangerous or potentially harmful procedures, hair and scalp disorders.
4. All facilities be required to have licensed owners or managers responsible for the sanitation and safety of their business establishment.
5. Security bond to ensure ample compensation for injured customers.
6. Complaints and enforcement shifted away from the boards.
7. All facilities subject to unannounced sanitation inspections.
8. Advisory guidelines on educational facilities. Latitude to experiment with different curriculums and methods of operation. Students, faculty and trade organizations would establish and set criteria.
9. More apprenticeship training programs, private learning from text and short courses in disciplined related techniques.
10. Establishment of certification and re-certification process for students and practicing professionals who complete approved courses.
11. Students, apprentices and practitioners who wish to perform more difficult or potentially harmful procedures required to pass a more intense course curriculum directly related to that study as a condition of employment.
12. Conspicuous notice prominently displayed directing consumers where and to whom to complain about sanitation problems or injury.

# **AHNHA MEMBERS MOST FREQUENTLY ASKED QUESTIONS?**

## **1. What is AHNHA and what does it do?**

AHNHA is the American Hairbraiders & Natural Haircare Association. It is a non-profit trade association formed to enhance and protect the business, educational, training and future interest of hairbraiders, locticians, twisters and natural hair stylist in the United States and their territories.

## **2. Who makes up the AHNHA membership?**

AHNHA's membership is primarily made up of persons who braid, twist, lock or otherwise care for hair without the use of harmful chemical agents. AHNHA members are instructors, masters or novices of these techniques at different stages of their own personal development. They perform their services out of their homes, studios, licensed and unlicensed salons, booth rentals, colleges and universities or provide on-sight home visits to their clientele. Their secondary memberships are that of industry related professionals and general supporters, often the customers of our members or other business related entities, who support the goals and objectives of AHNHA.

## **3. I live outside the United States and their territories; can AHNHA help me?**

Yes. AHNHA can help you form chapters in foreign countries with affiliation to our national organization in the United States. Write to:

AHNHA  
c/o Taalib-Din Uqdah  
5401 - 14th Street, N.W.  
Washington, D.C. 20011

## **4. I braid hair at home, am I eligible to be a member of AHNHA?**

Yes, AHNHA makes no real distinctions between a home-based braider, one who works out of someone else's salon or their own. Our mandate is to protect the interest of braiders, twisters, locticians and natural hair stylist wherever we find them.

## **5. I'm having problems now, but I'm not a member of AHNHA; can you help me?**

Yes. Our mandate is to protect those persons involved in our industry, not just our membership. After we have counseled you on your problem, if you require our further input you will need to become a member, but not for our initial contact and assistance.

## **6. Can I form a chapter of AHNHA in the United States; how?**

Yes. AHNHA presently requires a dues paying membership of at least eight (8) active members, three (3) to serve as officers of the organization; a president, secretary and treasurer, duly elected according to AHNHA by-laws or by-laws approved by AHNHA.

Affiliates collect their own dues; raise, keep and spend their own money; hold no fewer than four meetings per year (with reports to the national) and sponsor or co-sponsor, on a continual basis, educational seminars, lectures, conventions or awareness campaign's.

There is a national affiliation membership fee presently set between three hundred (\$300.00) dollars and one thousand (\$1,000.00), bi-annually (once every two years).

**7. Can there be more than one AHNHA affiliate per city or state?**

Yes. While AHNHA would encourage the formation of one affiliate per state, it may not be possible. We encourage any group of eight or more practitioners and supporters to come together and form your own association and apply for membership as an AHNHA affiliate.

You collect, spend and control your own dues; hold your own meetings and make your own decisions. Affiliation can provide you with guidance, protection and strength in numbers.

**8. Everything is braids, braids, braids; I am a loctician, I don't braid hair, why should I join AHNHA?**

AHNHA considers all forms of chemical-free hairstyling, including locking, to be a part of its mandated formation and protections. The association was named, not to the exclusion of locticians, but to cover those areas in the entire chemical-free hairstyling community.

Locking has, at its base, a traditional braid, twist or roll technique. It is also, no doubt, considered by many to be the ultimate in natural haircare. Our generic use of the words braiding, braider, hair braiding, hair braider, cornrowing, their schools, salons, etc. also includes, locks, locticians and their schools, salons, customers and colleagues. So when we speak of one, we are including any and all forms of chemical-free hairstyling and natural hair care. Whenever time and/or space permit we include all the disciplines of our industry.

**9. How can I open a salon in my city that offers nothing but chemical-free hairstyling services?**

In most states, touching hair without a cosmetology license is considered to be illegal, with fines and penalties for punishment meted out by boards of cosmetology or state attorney generals'.

However, AHNHA has reviewed most, if not all, state cosmetology requirements and find no applicability to those laws with relationship to African style braiding, twisting, locking, wrapping or any form of hairstyling where chemicals are not used.

Further, we have determined that most, if not all, state's cosmetology laws give board's and state agencies jurisdiction over license holders only. If you don't have a salon license or cosmetology license, they have no jurisdiction over you; so don't get one.

We have changed laws in three states, favorable to all in our profession, sued or are suing three others with five others on the horizon. AHNHA has kept at least 14 other salons functioning at full capacity in open defiance of each state's cosmetology law and encourages you to adopt its formula, for effecting change in your state, while continuing to make money.

**DO NOT** attempt any of these following procedures without full consultation with AHNHA, in order to ascertain the most minute details. The following information is enough to get you started, but more is required to sustain you and your operation. You will need our support and expertise.

The alphabetical information below has been tried, tested and succeeded in 14 states. To open a salon in your state without a cosmetology license you must:

(A) If you don't already know, contact your state's general assembly office or your local library and **request your state's senator and representative for where you live, or if you own your own business, where its located**. If you don't know the number to your state's general assembly, call AHNHA's national office and we'll provide it for you. You want their name, title, term of office, party affiliation, telephone numbers at their local office and state capitol office, fax numbers for both, toll free number and/or e-mail addresses, if available. In addition, **inquire about the dates of your state's legislative session**, when bills are introduced and deadline dates.

(B) From the general assembly office or your state's representative office's **find out the name and chairperson of the committee**, their phone and fax numbers, addresses for correspondence and mailing list info in which all cosmetology bills would be heard. Remember, there is a committee in the senate and one in the house.



(C) **Determine what licensing department has jurisdiction over cosmetology in your state.** Write or call them and request to receive a copy of your state's cosmetology law and the rules. Ask if there are separate rules for schools or are they all in the same document. If it is not made available to you in what you think is a timely manner, visit your local library or a university law library and request the same information; make copies and keep for your records. Write or call AHNHA, if you fail to obtain this information as described above, and we'll obtain it for you. (There is a small fee required for AHNHA copying or obtaining the information for you).

(D) **Find out your state's licensing requirements for opening any business in the state.** Most state's require a general business, vending, or occupancy permit/license. **DO NOT** mention that you will be doing any kind of hair; this is a red flag and will send you straight to your state's board of cosmetology.

When you have found a location, apply for your general business license or occupancy permit. If the application question request type of business, write "art gallery".

(E) **Register with your state's finance and revenue office**, by obtaining a state tax number. Call AHNHA for your state's local tax office number if you don't know it. As a separate matter and for a different number, **contact the Internal Revenue Service (IRS) and request a form SS-4.** This is an application for an Employers Identification Number. You may contact your local IRS office, if available or call 1-800-829-1040 and request the form be mailed to you. AHNHA may have these forms available in their national office to send to per your request. They are free to members.

(F) **Follow your state's laws with relationship to sanitation and hygiene as they may relate to your salon.** Do not concern yourself with those portions of cosmetology sanitation rules which have no applicability to braiding, twisting, or locking salons. Make sure the floors are clean, the walls are painted, that there is ample lighting and ventilation. Barbicide jars with the proper sanitation solutions should be present at all stations. A utility sink, other than a mop sink, shampoo bowl, or hand sink should be installed to clean combs and other tools which may require sanitizing. Bathrooms should be clean, trash cans lined and a commercial trash hauler hired to remove trash on a regular basis. Written general sanitation rules are available from AHNHA as per your request.

(G) **Braid, twist, lock and do hair until you get tired.** Remember, state board's of cosmetology have jurisdiction over license holders only. So don't waste your time or money getting a license that is not applicable to what you do. You are not in violation of any law that does not apply to what you do.

#### 10. **There is a state inspector standing at my door, what do I do?**

Request to see their identification; not a business card, but official state identification stating his office, affiliation and name. Inquire as to their reason for the visit. Do not allow them to walk around your salon, ask questions of your customers or employees, use the restroom or touch anything on your desk, walls or tables.

Ask them to leave and not come back until they have a search warrant. That is your legal right. This is not to say that they can't get one, but it will specify what they are looking for, and where. If they are persistent, call the police and have them removed. If you have no license to produce, they have no jurisdiction in your establishment. If you have an intercom system on your entrance door, refuse to let them in; that is your right, exercise it.

Do not sign anything; and, in as much as possible do not allow them to copy down or take any names, business cards, information or anything from your business, not authorized by you; call the police and tell them you want someone removed from your establishment who refuses to leave; that they are harassing you and/or your customers and that you've asked them to leave and they have refused. Do not leave the inspector alone at any time.

Apologize to your customers for the inconvenience and request that they do their best to ignore the inspector, but witness their actions.

AHNHA members can call us immediately for on the spot advice and contact with an attorney; an emergency number can be provided as per members request.

**11. The board of cosmetology has written me about complaints from licensed cosmetologist who are concerned about my not having a salon or cosmetology license, or have invited me down to discuss "the situation", what do I do?**

For the most part ignore them. Forward AHNHA a copy of the letter immediately. Do not respond to any complaints verbal or written. For you to respond in any manner gives the appearance of you recognizing that they have jurisdiction over what you do, and you don't even want the hint of recognizing any authority by the board over braiding, even if they say they do. The burden of proof is on them, not you. Don't give them ammunition that they can later use against you.

**12. I have a cosmetology license and my salon is licensed, can I hire unlicensed braiders?**

The general answer to that question is no. Your submission to your state's cosmetology laws, rules and regulations precludes you from employing unlicensed persons in any capacity.

However, review your state's requirements for apprenticeship licenses. You may, under law, be able to bring in qualified braiders as apprentices to circumvent this requirement. Review the documents with AHNHA officials to determine a strategy.

**13. I've opened a braiding, twisting and locking salon and want to offer more traditional cosmetology services, but no chemicals, what do I do?**

AHNHA's position is extended to all forms of chemical-free hairstyling. However, some services, i.e. press and curl, blow dry and curl, wet sets, etc. may require a licensed stylist, if you have not been properly trained. AHNHA recommends you stick to offering services which you or your staff are qualified to do, while you seek additional training from qualified instructors offering certified courses. Many licensed individuals offer courses awarding certificates upon completion, that will provide you with basic competency.

Services such as manicures and pedicures can only be done by practitioners, licensed in those fields. To date, we have seen no prohibition against any licensed person working in an (unlicensed) braiding salon. That practitioners license is not in jeopardy, because your braiding salon may or may not have a license. Repeated instances of your salons unlicensed activity with a licensed person on the premises may be a test to the board and the state, but to date no such challenge has taken place.

However, it is our continued recommendation, at this time, that you do not get a salon license of any kind. Once you do, you have submitted to the jurisdiction of the board. Further, AHNHA can only protect you for violations of unlicensed activity only. If your are violated for unsanitary conditions, we have no jurisdiction or controlling authority over such matters.

**14. I work at home, how can I protect myself?**

(A) Many states offer separate requirements for home based businesses; find out your state's requirements for an art gallery in your home. Find out if your home and its location meet the requirements for any home based business.

(B) Find a separate area in your home, a basement, den or preferably a separate room where you will perform your services. Follow the same sanitation rules required in a salon. Make sure you have the proper sanitation equipment, barbicide jars and solution, clean utensils, clean floors, painted walls, ample lighting and ventilation, etc. (See Answer 9F).

(C) Working out of your home part-time or in violation of home based business ordinances may preclude you from advertising, as you would do, if you had a store front. Make sure your customers are mindful of your neighbors parking needs and to respect other property. No littering, loud music, boisterous talk or loitering are good starters.

**15. How do I go about getting a braiders / natural haircare license exemption in my state?**

Contact AHNHA's national office for more information on identifying bill sponsors, (someone to introduce your proposal), model bills and legislation, the process and procedure. You should already have the name and corresponding information of your state senator and representative, committee information, and legislative open and close dates, (see answer #9A-C). AHNHA will help you organize your local and state community, identify a bill co-sponsor, contact the governor's office, write local, state and national editorials, request air time for dialogue and debates on the issue, attend all public hearings, offer expert testimony, and in general, assure passage of favorable legislation to our position.

**16. Why does AHNHA push for cosmetology license exemption for those of us involved in this industry?**

(A) The same rules and regulations don't apply. Present members of state boards of cosmetology, licensing and governmental agencies are ill equipped and ill advised to deal with all of the nuances associated with braiding, twisting, locking and chemical-free hairstyling; their schools, and/or salons. Their knowledge base is limited to what they know of traditional cosmetology. Bringing in a chemical free hairstylist will not offer a solution, if that person has no knowledge as to the inner workings of boards and commissions, their function, process and procedures, and they're outnumbered.

(B) No state has the right to license a cultural art form. Hairbraiding, twisting and locking is a part of African culture and tradition. You can no more license braiding, twisting and locking, than you can license religion.

(C) The purpose of any law and/or state regulatory agency is to protect the interest of its citizens as it relates to public health and safety. Training, testing and licensing an individual on proper hairstyling methods, even braiding, twisting or locking is irrelevant; it has nothing to do with protecting public health and safety. As a result, AHNHA recommends the licensing of salons and the salon owners, and not the practitioners. (However, as a matter of strategy, when demanding exemption, do not concede to salon and salon owner licensure until you have exhausted all your efforts in seeking a total exemption.) Salons could be inspected for sanitation and hygiene. License the salon only, but leave the braider alone. Braiders will train under the best. They will go for additional classes and instruction; anyplace they know they can improve their skills. Customers will select the best operator for their service; they don't need the state dictating who's good and who's not.

**17. Why has AHNHA taken a position that cosmetology licenses are not necessary for braiders, locticians and natural haircare providers?**

(A) You can never be in violation of a law that doesn't cover what it is you do. Because the state does not have a law that governs hairbraiding, twisting and locking, it does not make you wrong because you practice those techniques.

(B) No *licensed* school of cosmetology teaches an African style braiding curriculum nor is it inclusive of the traditional cosmetology curriculums. Further, what if you are a loctician, that is all you choose to do is service, care and repair locks, why should you even be forced to comply with a curriculum for braids, when that is not your desired area of expertise?

(C) The state board would never approve your braid curriculum. Obtaining the highest license most states offer in the field of cosmetology, (instructors), would not allow you to teach an exclusive braid curriculum. It may not allow you to offer a cosmetology curriculum inclusive of natural haircare techniques approved by a state board of cosmetology.

(D) Braiding, twisting and locking are uniquely African inspired works of art and part of the cultural integrity of a particular group of people. AHNHA does not support any attempt on the part of state controlled licensure to include this art form and cultural tradition as a part of traditional cosmetology. We wish to maintain and control our own form of haircare.

(E) Traditional schools of cosmetology, regardless of the racial make-up, do not teach the proper care, maintenance and styling options for kinky, nappy hair textures, without the use of foreign chemical agents, pressing or relaxing.

(F) The inequities which exist from state-to state with relationship to all license categories as compared to braiding is unbalanced and senseless. For example, New York requires less than 150 hours training for an emergency medical technician (paramedics) or 16 hours for a demolition license, (a person who blows up buildings); but presently, the state requires a braider, loctician or natural haircare provider to go to school for 900 hours. Other states have licenses for time keepers at sporting events, fence post diggers and event ticket takers.

**18. My state board of cosmetology says licensing is necessary to protect public health and safety, how do I refute those concerns?**

The protections of public health and safety may be accomplished, simply by licensing the salon and the salon owner only. It is not necessary to regulate the stylist as a means of regulating the hairstyle.

AHNHA can support the inspection of salons for cleanliness and hygiene. Require consumer protections against salon owners for their negligence. Require reasonable surety bonds for salons and schools to protect the consumer and/or the student against harm by the stylist or failure on the part of the school to meet its obligations to the student.

If public health and safety are a concern, inquire as to why non-license holders of all ages, (including children) can walk into any drug store or beauty supply outlet and purchase products marked "for professional use only?" What is the purpose of the license if anyone can buy the products and tools necessary to perform the service.

Most important, AHNHA has determined that, to date, no state has registered an official complaint from a consumer with relationship to sanitary conditions, public health and safety issues; instead all of the complaints have come from licensed cosmetologist in reference to unlicensed activity only.

There is no danger to public health and safety.

**19. My state board uses the too tight braiding as an example of why we need to be licensed; what do I say?**

First, assuming their presumption were true, your going to a cosmetology school to learn manicuring, pedicuring, thermal waving, fingerwaves, press and curl, wet sets and other traditional cosmetology school techniques would not teach you anything about the proper techniques of extension application or anything you would need for proper braiding techniques, that would prevent too tight braiding.

Second, and most important, it is not the state's business to regulate a technique regardless to the perceived danger, if any. For example, we all know that in addition to discomfort, bunions, calluses and corns can be caused by too tight shoes and improper fitting. If your foot size is a 9 and you buy a pair of size 8 shoes, you don't need the state to advise you of the inherent dangers of buying shoes to small for your feet, nor do you need them to tell you to take shoes off that are too tight. Likewise, if a customer has her hair braided too tightly, does the state need to have a presence in telling that person to remove the offending hairstyle? We think not.

**20. Why not just go to school, pass the test, get the license, then follow my state's rules and regulations like everybody else?**

With that type of thinking, African-Americans would still be riding in the back of the bus, restricted to certain neighborhoods, schools, restaurants, shopping centers and movie theaters; because at one time, that was the law; so why not continue to follow it? Because it is spiritually, morally, humanly, civilly and legally wrong.

Remember, it doesn't make you wrong if the state has no law that governs what it is you do. Thomas Jefferson once wrote (1816) that:

*"(he was) not an advocate for frequent changes in laws . . . but laws and institutions must go hand in hand with the progress of the human mind. As that becomes more developed . . . new truths discovered and manners and opinions change, with the change . . . institutions must advance also to keep pace with the times. (If not) we might as well require a man to wear the coat which fitted him when he was once a boy . . . "*

**21. What is this fight all about? What is the history of cosmetology in America? (See NCA / Diamond Jubilee Years)**

In simplistic terms, this fight, for African-American is about money, control, power, politics and race; and not necessarily in that order.

As a race, we never had a problem with licensing in America until white America was made aware of the great potential for financial wealth and independence by a great black American woman.

Madam CJ Walker (1867-1919) is clearly recognized by all historians in this country and throughout the world, as being America's first female self-made millionaire, black or white. In 1905, she took .52 cents and started her own cosmetic company. She published books, bought factories, movie theaters, warehouses, stores and homes. She opened schools and salons and never had a license. Her wealth and philanthropy were legendary. She financed the NAACP's anti-lynching program, gave huge sums of money to schools and orphanages and fought for the rights of black war veterans. She passed form (may God be pleased with her) in 1919, fully ten years before the issuance of the first cosmetology license in America.

Up until the passage of the 19th Amendment (the Women's Suffrage Act)) to the Constitution of the United States (1921), it was against the law in this country for women to cut hair. The only persons allowed to cut hair in this country were men; barbers. But with their new found voting privileges, women wanted the right to do other traditional "man things," including cutting and styling hair.

But barbers resisted. They convinced legislators to force this new stylist to go to school and get a barbers license if they wanted to touch hair, (sound familiar); never mind, that they weren't going to learn anything about the new European styling techniques or how to cut and style women's hair; they were forced to get the license.

The early American (white, female) hairdresser was fined, arrested, sentenced and jailed. Their salons were vandalized, closed and their businesses disrupted. They met with others, formed groups, protested, lobbied and, like AHNHA, called for their membership to openly defy any law which required them to get a barber's license to cut hair; (New York Convention 1923).

Today, white cosmetology establishments in service, manufacturing, equipment and supplies are firmly in control of this industry. But they are now doing to the African style hairbraider what was once done to them by the barbers. It is a classic case of those who were once themselves oppressed, are now turning around and acting as the oppressor; and for that they should feel ashamed, humiliated and embarrassed.

**22. My local newspaper, TV and radio station have contacted me about doing a story on my business and/or the licensing issue; what do I do and say?**

Advertising on any of these mediums is expensive. Free publicity is hard to come by. If they request a quote from you or choose to do a story, find out the reporter's or host angle. You don't want to find yourself being a part of a story that is contrary to your position or risk being misquoted. If it is a news article ask the reporter to call you back when they're through, to read your quotes to you for accuracy. Many of the national publications have a whole department and that's all they do, check the facts; but it never hurts to ask.



Make sure your business or name is listed in the local phone directories or with directory assistance, if not give the radio station, news reporter, or TV anchor permission to give out your phone number. Free publicity will get you more customers than you are able to handle.

If you braid out of your home and don't mind the additional business give the reporter permission to use your address or some identifying landmark so that people will know your general location.

Remember, state inspectors and board of cosmetology members will pick up on your articles or your appearances, and jealous cosmetologist will certainly bring it to their attention. Perhaps even some of your own colleagues, envious of your free publicity will want to participate, in what they perceive as contributing to your downfall.

But, this is your call. Remember, if you've followed AHNHA's prescription for establishing your business and your business practices, we will be there to protect you. Licensing issues we can handle, sanitation and hygiene issues, we can not.

In your responses be sure you mention your affiliation with AHNHA, more than once; and even suggest that they call the national office for more clarification, because you may not know. This will let the reader and your detractors know, you're not alone, that you've got back-up; that you're a part of a larger whole.

Refer to other sections of your membership booklet with relationship to AHNHA's position and familiarize yourself with cosmetology history, the past articles, AHNHA's issues and concerns and the tenets of economic liberty; your right as an American to be able to earn a living without government interference. Know these issues and make them your own. Talk about them as if you know what you're talking about, and use your own words or ours; and if you get stuck, refer back to the national office; suggest they talk with us.

Weigh the pros and cons of free air time and publicity and make a decision comfortable for you. We'll support you either way.



# *NCA's Diamond Jubilee Years*

...from the historical records, minutes and reports of the  
National Cosmetology Association and the reminiscences of

*President d'Honneur Edna L. Emme*

Published under the supervision of Levinger & Patton  
for the Board of Directors and the  
75th Anniversary Committee  
(Chairman Carroll Roberts, David E. Bagwell,  
William J. Ware and Diane Sherrill White).

*Editors:* Janet Ruegg Wynne and Ivan D. Levinger

*Art Director:* Connie H. Bachmann

*Acknowledgments:* Dorothy Gassman;  
Janet G. Johnson, President, NCA;  
James Sterling Viar.

Printed in Korea.

Copyright 1995 by the National Cosmetology Association.

## *Formation of the Association*

In 1920, the United States presidency passed from the idealistic, intellectual Woodrow Wilson to Warren Gamaliel Harding of Ohio, a man known for his good humor and high spirits. Harding campaigned on a pledge to return the country to normalcy after the upheaval of World War I. But instead, America embarked on an unparalleled rapid course of social change in the 1920s.

The Jazz Age — characterized by flappers and gangsters, bathtub gin and speakeasies — was ushered in by the 1920 publication of F. Scott Fitzgerald's romantic novel, *This Side of Paradise*. Fitzgerald became the chronicler of "The Lost Generation," those disillusioned with their society following the devastation of World War I; Edna St. Vincent Millay was acknowledged as its poet. Technology initiated much of the social mobility of the 20s, with the introduction of automobiles, movies and radio (as well as tabloid journalism). Political changes also had an impact on the country's social fabric when women won the right to vote in 1919 by constitutional amendment, and in 1920, another amendment established Prohibition.

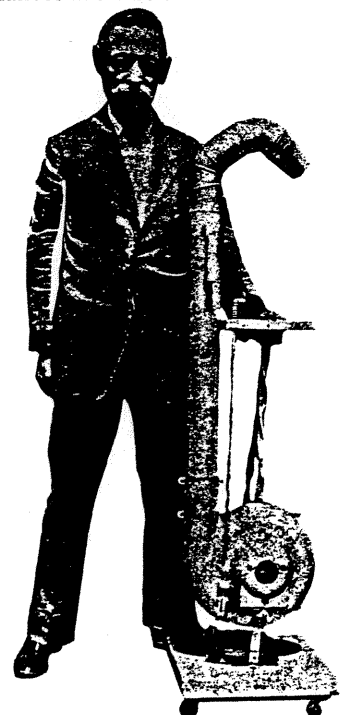
Excitement abounded in the sports world in 1920 as well. Babe Ruth was the hero of the New York Yankees; Man O'War set five American horse racing records; and Grantland Rice chronicled Coach Knute Rockne and his winning Notre Dame football team.

Women, in particular, enjoyed new freedom, and demonstrated their independence by wearing shorter skirts, and cutting their long hair into "bobs," often worn with the Flapper trademark cloche hat. In the urban areas, a spectacular economic boom brought about a dramatic increase in the spending power of wages, and installment buying gave working class men and women the ability to buy furnishings, appliances and cars on time.

### **1920**

This new style of woman, with her shorter hair, voting rights, and greater economic opportunity, made self-improvement her goal. Beauty salons increased in number, and responded to this demand by offering new services and products made possible by the manufacturing pioneers of the beauty industry.

Alexandre Godefroy is credited with the invention of the first hot blast hairdryer, which freed ladies from the sometimes all-day task of drying their long hair. While he did not produce his product com-



A. F. Godefroy



1921 Fashion



Irene Castle Look



Marcel Grateau and  
A.F. Godefroy

mercially, others soon did. Marcel Grateau's innovative waves, produced with a curling iron, were perfect for shorter hair. Stylish women all over the country sported the "Marcel wave" as their hairstyle. Women with straight hair could modify their look with a permanent wave, as patented by Charles Nesler, who founded the Nestle company in 1915 to manufacture permanent waving equipment and supplies. These three innovations, coming at a time when American women were seeking outward expression of their independence, created a boom in the beauty business that brought innumerable women into the salon as regular patrons.

This increase in business, while helping the industry expand, had the unfortunate effect of attracting many unskilled practitioners to the profession. It also created conflicts that took many years to resolve between hairdressers, barbers and cosmeticians (who were trained primarily in skin care and cosmetics as well as hairdressing). In many regions, barbers, who had been allied in trade organizations since 1904, attempted to include ladies' hairdressing within their purview. In 1921, the Barber Supply Dealers Association reflected this increased influence by renaming the organization the Beauty and Barber Supply Institute, the oldest association in the beauty industry. In 1912, alumnae of the Marinello Schools, owned and operated by Mrs. Ruth Maurer, banded together to form the American Cosmeticians Society (later the American Cosmeticians Association).

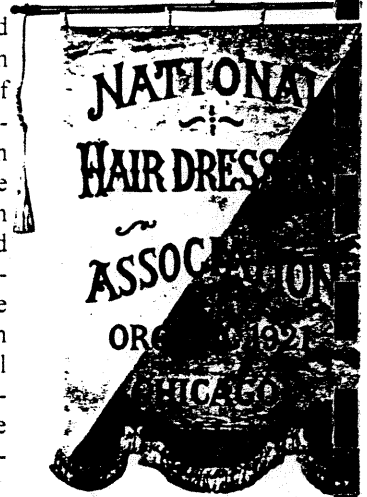
Local hairdressing groups attempted organization in different cities, but there was no cohesive national guidance. With the increase in legislation aimed at protecting the public's interest also affecting hairdressers, the need for national, industry-wide organization was called for in the pages of the only trade journal at the time, *American Hairdresser*. The magazine had been in publication since 1878, and when new publisher Charles Meeker Kozlay purchased it in 1919, he began a campaign for formation of a trade association.

Mr. Kozlay also publicized pending legislation that would have an effect on the industry. One of the first such cases was in Wisconsin in 1919. Following enactment of the state's first cosmetology legislation, sev-

eral amendments regarding beauty schools were proposed. Through the pages of *American Hairdresser*, Mr. Kozlay encouraged Wisconsin hairdressers to oppose the legislation, deemed by him to be unfair because "a certain school system would have advantages over other schools in the state" and it "worked a hardship on the small shop owner and prevented development of the profession along democratic lines." (*The Golden Years*)

### **The First Convention- 1921**

The amendments were quashed by the efforts of the Wisconsin hairdressers, after they learned of the situation in *American Hairdresser*. Realizing that legislation in every state could affect the profession, Mr. Kozlay, again through his publication, invited those associations which had already been formed to meet at the Sherman Hotel in Chicago on August 1, 1921. Twelve regional groups, representing 500 members, signed the Charter of the National Hairdressers Association (NHA) at that meeting.



An early precedent was set when members of the American Cosmeticians Society and the Associated Manufacturers of Toilet Requisites were not allowed to join as groups. Rather than allowing group membership on a national basis, members of these associations were asked to join the local Affiliates of NHA to ensure fair representation. This decision proved to be crucial in creating what would be a rocky relationship between the Association and the Cosmeticians for many years to come. Conventions would be disrupted and Affiliates would pull out of the Association until an effective compromise was achieved between the two organizations.

Recognizing that banding together to encourage responsible state legislation regarding hairdressing was of primary importance, the delegates to the first Convention took action to prepare a "Model Bill" to be used as a guideline. Other items discussed and acted upon included preparing a textbook, designing an insignia, and establishing a code of ethical behavior. *American Hairdresser* was designated unanimously as the new organization's official journal.

The delegates elected the first officers of the Association, as following: President, Charles Meeker Kozlay; 1st Vice President, Mr. Edward Coulson, Chicago; 2nd Vice President, C.W. Godefroy, St. Louis; Secretary,



Mrs. A.F. Cosgrove, San Francisco; Financial Secretary, Miss Esther Johnson, Chicago; and Treasurer, Mr. E. Eimert, Philadelphia.

As would be the case in all Conventions to come, industry leaders provided educational programs. Emil Rohde, a well-known Chicago hairdresser. C.W. Godefroy, St. Louis manufacturer, Charles Nessler, developer of the Nestle permanent wave, and Madame Louise, hairdresser and columnist for *American Hairdresser*, each presented a lecture to Convention attendees.

Madame Louise also helped to establish another Convention tradition — that of an entertaining and dramatic style show. At the final banquet at the Hotel Sherman, Madame Louise presented twenty models, who depicted through “terpsichorean art” the unification of Affiliates into NHA.

Following the Convention, the real work of the officers and committees for the fledgling Association began. Paramount among these projects was qualifying current and future Affiliates for membership. Associations that qualified within three months of the Convention would be considered charter members, and a number of new applications were evaluated at this time.

The membership of two charter members, Colorado (#11) and the American Ladies Hairdressers Association (#8), failed to support the actions of their delegates, and withdrew from National.

Beyond the Associations that were chartered at the convention, Kansas City, which managed to include the local Cosmetician group, received Charter #13. In New York, differences in goals within the American Ladies Hairdressers Association caused the formation of a second unit, the New York Ladies' Hairdressing Association, which received Charter #14. Pittsburgh and San Antonio were awarded Charters #15 and #16.

### **1922**

The popularity of beauty services was evidenced by a government report that noted 7,000 beauty salons in operation in 1922, compared with 5,000 only two years previously. A new trade journal, *Beauty Culture*, began publication during this boom. Secondary evidence of the beauty boom is reflected in the increasing conflict with barbers' organizations, as the barbers attempted to include hairdressing under the control of their state boards.

St. Louis was the host city for the second Convention, held July 31-August 2 at the Statler Hotel. Among the

first business transacted was President Kozlay's announcement that seven new Affiliates had been accepted into the NHA after the 16 Charter Units. These were: Duluth, Wichita, Oklahoma City, Los Angeles, Seattle, Albany, Utah and Atlantic City. It was decided at this convention that although State Associations would be advisable in the future, the fledgling National Association would retain its “unit system” of regional Affiliates for the present time.

Other organizational business in front of the delegates included the adoption of a slogan — “Look Your Best” — and the formation of a committee to design an insignia appropriate for display in members' salons. A report was made to delegates on the progress toward securing liability and malpractice insurance for members, a crucial benefit of membership in NHA.

Legislative matters — which often focused on the conflicts between NHA, barbers' organizations and The American Cosmeticians Association — remained central to expanding the scope of the National organization. Members from Illinois, Minnesota, Missouri, Nebraska and Ohio reported on legislative conflict with barbers in their states. An article in the *Barber Journal* advocated that barbers install a screen around chairs for ladies' hairdressing activities and other encouragement for assuming the role of hairdressers, prompting the Convention to pass a resolution of “condemnation of statements made in a certain publication advocating the extension of the barber shop to include hairdressing and cosmetological work on ladies.” (*The Golden Years*) These incidents, combined with legislation sponsored by Affiliates for licensing cosmetologists, increased the interest in formulating and adopting a “Model Bill” for state laws.

In Illinois, in particular, NHA assumed a leadership role in attempting to find a compromise between hairdressers, barbers and cosmeticians. Financial Secretary Esther Johnson helped the Chicago Affiliate effect an agreement that cosmeticians would not cut hair and master barbers would not insist that barber law cover hairdressers. Unfortunately, it was during the Convention that a telegram was received from the Cosmeticians in Chicago notifying NHA that the Journeymen Barbers had reversed their position and planned to force hairdressers to hold barber licenses. National delegates voted to support a test case on this in Illinois.

Several programs inaugurated at the second Convention remain in place today. The St. Louis Affiliate, which organized the Convention's educational events, established an “American Style Creation Competition.” which emphasized American influence on coiffure fash-

ion. This competition, now run as the National Coiffure Championships, remains an integral part of every Convention.

While hairdressers in the NHA sought to create "American" style, they acknowledged their gratitude to their European predecessors by awarding Monsieur Marcel Grateau their first honorary membership. The American organization was recognized abroad when it was invited to send representatives to the Marcel Fete in Paris to be held in 1923.

Also organized by the host St. Louis Affiliate was a trades exhibit to introduce delegates to new products and services. The trades exhibit remained a part of the National Convention until 1949 when the two activities separated, and the National Hair Fashion Shows (first called the National Beauty Fashion Shows) were established in New York City.

### **1923**

The third Convention was held in New York City September 10-13 at the Pennsylvania Hotel, during which 18 new Associations were brought into NHA. Dues were raised from \$1 to \$2 for active members, and brought to \$1 for other members. Part of the increase was needed to support the office of the presidency, which Mr. Kozlay had personally paid during his tenure.

The legal conflicts between hairdressers and barbers continued to escalate. This situation was recognized by the Association and the following resolution was passed at the Convention:

"RESOLVED, while expressing our good will to those engaged in business as barbers and repudiating any thought of encroaching on the domain of their work or of soliciting the patronage of men for work ordinarily done in the barber shop, we condemn the antagonistic legislation which would attempt to classify as barbers and subject to barbers' laws those who are engaged in the practice of our profession, and we assert the right of engaging in all work pertaining to artificial hair, and all other work ordinarily done in the hairdressing and beauty parlor on women and children, free from the domination of barbers' laws."

*(The Golden Years)*

Because of health reasons, Mr. Kozlay declined the nomination for another term as president. Among the new officers elected were: President, W.C. Snyder,

Kansas City, and Secretary and Business Manager, Miss Theo Bender, St. Louis. Paul Titus was named counsel, a position which included drafting the "Model Bill," assisting in negotiating settlements between NHA and the Cosmeticians, and working with the Association's Legislative Committee.

During 1923, President Snyder dealt with the consequences of the ongoing conflicts between NHA and barbers in a number of states. Hairdressers were arrested for violating barber laws in Kansas, Michigan, Nebraska, Oregon and Washington. The Attorney General of Georgia ruled that the Georgia Code for barbers was applicable to hairdressers, and in Kansas, Mary Kieth, a hairdresser, was arrested for cutting hair. The Kansas hairdresser lost her case in the lower courts, but the rights of hairdressers to cut ladies' hair was upheld in the Kansas Supreme Court, setting a precedent for defending other suits.

### **1924**

Conflict between NHA and the Cosmeticians continued, especially after the American Cosmeticians Society changed its membership structure from alumnae of its cosmeticians schools to competing with NHA for members among practicing hairdressers. In Illinois and Missouri, Affiliates of NHA met with representatives of the Cosmeticians in 1924 in hopes of reaching an understanding that would allow both groups to cooperate in legislative matters. Financial Secretary Esther Johnson and Counselor Titus met in Chicago with Frances Martell, Secretary of the Cosmeticians, and agreed to advise each other before legislation was introduced. Shortly, however, the Cosmeticians introduced a bill in Louisiana that breached that agreement; the Cosmeticians claimed they thought the legislative cooperation only extended to Illinois. National officers, concerned about the effects of an ongoing conflict, kept negotiations open by inviting representatives from the Cosmeticians to the 1924 Convention. Subsequent meetings brought about an agreement on the text of a Model Bill, which Counselor Titus used as a guide for Affiliates in 17 states concerned with legislation. Nine measures were enacted into law. The Model Bill exempted traditional barber services and was presented to the Master Barbers Association representative, who questioned its constitutionality, thereby initiating further conflict in the legislative priorities of hairdressers and barbers. A Washington, D.C., organization, The Proprietary Association, was engaged to provide information to be introduced in Congress, as well as in the various states, which might affect the hairdressing industry. This made it possible for the Association to defeat 18 of 20 upcoming "barber bills."





The fourth Convention, held in Atlantic City, was dedicated to the memory of Charles Meeker Kozlay, who died near the close of the Association's third year. Mr. Kozlay's daughter, Hazel Kozlay, took over as editor of *American Hairdresser*.

At the Convention, a budget of \$10,000 (derived from dues and trades exhibits fees) was allocated to fund administrative costs of the Association. Because legislative activities were still a primary cost for NHA, officers assumed their positions with the expectations of underwriting administrative expenses.

To underscore the importance of the new Association, the American Medical Association sought NHA's approval for a resolution by the AMA calling for "the enactment of legislation to safeguard the public health against dangerous cosmetics, hair dyes and dyed furs." Delegates responded to the request for approval by submitting a resolution that hairdressers give credence to the AMA's "expert advice" in matters affecting public welfare and to avoid use of toxic ingredients in cosmetic and hair preparations.

These cooperative resolutions were used as the basis of a Federal Trade Commission proceeding some years later, when the minutes of the 1924 meetings on the resolutions were subpoenaed into court. The FTC hoped the notes would show NHA disregarded toxicity problems in products, but no such evidence could be found. Charles Barban, B.S. Ch.E., a consulting chemical engineer, became known to National officers during this conflict, and Dr. Barban subsequently became NHA's Technical Consultant.

Products had become much more important to NHA members as demand for manufactured, not individually compounded, formulations were made available. Manufacturers like Breslauer, Godefroy and Burnham greatly expanded the scope of their business in the years following World War I, when new capital was interested in the booming beauty business. NHA leadership began to understand, following their contact with the AMA and the FTC, that their organization would be expected to defend the conduct of the entire beauty industry. Therefore, legislative matters gained even more importance in the Association's goals.

This understanding was highlighted at an educational program presented by Dr. Ralph Evans of Inecto, a hair coloring manufacturer, (later to be named Sales Affiliates and then Zotos International) where he called for statewide regulatory boards for the industry.

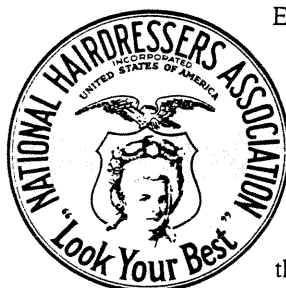
Mr. C.W. Godefroy was elected the new President; Miss Theo Bender continued as Secretary and Business Man-

ager. Mr. Godefroy was to serve six years as President, and two more as Chairman of the Board, leaving a definitive mark on the Association. He, like Mr. Kozlay before him, underwrote tremendous expenses for the Association.

### 1925

Befitting the increased size of the 1925 Convention in San Francisco, California, a "special train" of ten private coaches transported NHA delegates to the City by the Bay. Transportation Chairman Emil Rohde organized the dramatic travel arrangements for the meeting August 29 - September 4. The Convention, held after a year of enormous growth in National membership, included delegates from 18 new Affiliate groups.

As the delegates gathered, they considered a number of business, legislative, and public relations questions during their meetings. Reflecting the growth in membership, delegates considered and approved a bylaw change on representation. Rather than allocating two delegates per Affiliate, regardless of membership numbers, each delegate would represent 50 active members, giving the larger Affiliates greater representation.



Ever-concerned with the public image of the hairdressing profession, delegates also voted to include their slogan of "Look Your Best" and the designation "United States of America" in the previously adopted insignia design that featured Martha Washington backed by a shield, on which

an eagle rested. Blue and Gold were selected as the Association's official colors.

Although some interest was expressed in creating a publication solely produced by the Association, Delegate Emil Rohde led the campaign to again recognize *American Hairdresser* as the official journal of NHA. It was in the pages of *American Hairdresser* that members learned of the progress of the legislative agenda, and where concern over those issues had prompted Mr. Kozlay's call to a form National Hairdressers' Association. The magazine continued to report on NHA activities and the status of legislation in different states.

A great deal of Convention delegates' attention was paid to the issue of supporting a national association of beauty schools. Recognizing that quality education was essential for the advancement of the hairdressing industry, NHA offered to work with the fledgling All American Beauty Culture Schools association on creating appropriate textbooks. Counselor Titus, propri-

tor of a beauty school, assumed the legal duties for this new group in addition to his efforts for the Association, and George Wenzel, a New York NHA member and part of NHA Education Committee, became the first president of the schools group.

Delegates to the 1925 Convention reelected Charles Godefroy as President and elected Louis Ernst, of New York City, Secretary. Philadelphia was set as the sixth Convention site and, following the success of the San Francisco delegates' train, another rail tour was scheduled to bring delegates from around the country to Philadelphia.

### **1926**

A trades exhibit, directed by Secretary Ernst, was a new addition to the Philadelphia Convention in 1926. Exhibit Floor Manager Columbus Behan, hired in 1924 by the Chicago Affiliate to manage the first Midwest Beauty Trade Show, presided over a well-attended exhibit that generated significant publicity.

Benjamin Kutcher, a public relations professional, handled the Convention publicity, bringing modern communications techniques to the national meeting. A motion picture company filmed the style show, while on the exhibit floor, permanent wave machine inventor Charles Nessler waved the knee-length tresses of the current Miss America. Some hairdressers hoped for an end to the short hair trend, but even film legend Mary Pickford announced she would soon join the "great army of the bobbed."

To continue to expand National's activities, dues were raised from \$2 to \$4 for active members, and from \$1 to \$2 for other members. The team of President Godefroy and Secretary Ernst was reelected to another term.

### **1927**

The seventh Convention was held in Cleveland, August 27 - September 2, and delegates considered many issues significant to the direction of the Association and the industry. Although deep divisions were exposed within Affiliates and between Affiliates and NHA, and a great legislative defeat was noted, the Convention acted on measures to include cosmeticians in the membership rolls and increase professionalism in the industry.

In a dramatic move, the host Affiliate, Cleveland, split with NHA over the issue of District Deputies, and Cleveland resigned, effective at the close of the Convention. The Deputies were appointed to advance the legislative programs of National on a local and state level.

When differing legislative agendas emerged, factions were created within the Cleveland Affiliate, and the majority of the group voted to resign from NHA. In spite of this, the host officers managed to perform their duties effectively, although the controversy permeated the atmosphere of the Convention.

More "bad news" came with the announcement of Missouri's repeal of its Cosmetology Law. Although passed by the Legislature in 1925, in a surprise move, the Governor of Missouri vetoed the continuation of a Cosmetology Board, citing that it "gave him more trouble than all the rest of the 80-odd boards combined." The veto was the first such action against a Cosmetology Board, and was rushed through the Legislature so quickly National was unable to even call for a hearing on the measure.

Undaunted by this news, Grace Shinn of the Iowa State Board proposed a resolution to organize a national association of Cosmetology Examining Boards, which was ultimately passed in 1929. This action reflected the need for uniformity in the administration of cosmetology laws, and further advanced the professional stature of the hairdressers.

In the same vein, progress was reported on securing malpractice liability insurance for NHA members, and a committee to develop a Bureau of Standards and Specifications was created. An Insurance Bureau was also established.

However, probably the most significant vote of the Convention was to amend National's name to the "National Hairdressers and Cosmetologists Association (NHCA)." Mr. Godefroy made the suggestion after he considered the position of the cosmeticians, led by Ruth Maurer of Chicago. While proposed partially to avoid further confusion between the "National" status of both organizations, the name change reflected the desire to include both professions under one umbrella association.

To continue the efforts of the current administration, delegates voted to reelect Mr. Godefroy and Mr. Ernst to their respective offices of President and Secretary.

The Association also made plans to sponsor its first European Tour, in which 138 members attended the 75th Birthday celebration of Marcel Grateau in Paris. As part of the festivities, Mr. Godefroy and Financial Secretary Emil Rohde were designated delegates to a meeting of an international organization to promote fashionable hairstyles worldwide, an inclusion that further enhanced NHCA's role as the American representative of the beauty industry.



## 1928

The Boston Affiliates, sponsors of the 1928 Convention, were gracious hosts, foregoing their spring trades exhibit to avoid conflict with the show connected with the late summer meeting. Once again, delegates boarded a special train, organized by Emil Rohde, which left Chicago August 22nd and stopped in Niagara Falls, Toronto and Montreal enroute to Boston. Affiliates from 31 states, as well as the District of Columbia and Hawaii, attended this very active Convention.

Prior to the meeting, several Association projects were presented to NHCA members. A 16-page NHCA *Bulletin* was first published in January 1928; and the Insurance Bureau, in conjunction with the Safety Prevention Committee, issued its first poster, "A Blue Print Cut of Permanent Waving Accidents."

Preventing cosmetics-related accidents was part of the theme of Dr. Kurt Wimmer's speech to the delegates, "Establishing a Board of Standards." Although unverified, NHCA members had heard reports of accidents and deaths involving permanent wave machines, lipstick poisoning and reactions to hair dyes. A Board of Standards, concluded the Columbia University professor, could help instill public confidence in cosmetics and beauty treatments.

Delegates voted on a number of business and procedural items, including authorizing President Godefroy to proceed toward creating a centralized office for National, adopting an official song, "NHCA Rally Song," and naming Mary E. Kieth of Kansas (who brought her case opposing barber laws to the Kansas Supreme Court) the Third Honorary Member of the Association. The first educational film produced for members was screened and, given its positive acceptance, delegates voted to commission a series of films. Accenting the importance of publicity to the profession, three proposals for national public relations programs were received for evaluation by the Board.

Regarding the ongoing legislative agenda, Counselor Titus announced that 18 states currently had laws governing cosmetology and that barber encroachment of these activities had been successfully resisted. In Louisiana, NHA was supporting the Cosmeticians' effort to keep hairdressers beyond the purview of barber laws.

In his capacity as member and counselor to the new All American Beauty Culture Schools Association, Mr. Titus reported on the results of a questionnaire sent to all AABCSA member institutions. The returns indicated that the majority of the several hundred schools responding had no systematized teaching methods, and Counselor Titus forwarded this information to the Edu-

cation Committee. The Committee developed a curriculum standard, setting forth topics and required hours of study, which would promote reciprocity among legitimate schools and raise the educational standards of the profession.

Apart from the business and exhibits of the Convention, delegates were entertained by a historical style show, produced by film industry hairdresser and pioneer makeup artist George Westmore. Westmore also announced a competition, with a \$1,000 prize for a new hairstyle design for film star Mary Pickford.

Another professional recognition, the "Charles Award," with more long-term significance, was created. It was proposed to use funds from the Charles Meeker Kozlay memorial established in 1928 to recognize individuals "for outstanding services rendered to the hairdressing and cosmetological profession." Later, the Kozlay fund was combined with funds set aside by Charles Godefroy to create "The Charles Award" in honor of the two Charleses -- Charles Meeker Kozlay and Charles Godefroy.

Following the Convention, the Board met to consider the public relations proposals. They selected the Geyer Company of Dayton, Ohio, to develop and manage a four-year, \$1 million publicity and public relations campaign. Funds would be solicited from industry manufacturers, dealers and professionals, and National formed a Publicity Committee to work with the Geyer Company. The first news story placed in 102 metropolitan newspapers reflected the NHCA legislative agenda: a campaign to "get the girls out of the barber shops."

In December of 1928, President Godefroy and Counselor Titus attended the first trade practice conference affecting the beauty industry. By participating in the meeting, sponsored by the Federal Trade Commission and held in Chicago, NHCA once again positioned itself as the official voice of the beauty industry.

## 1929

Although the Stock Market would crash by the end of 1929, initiating a world-wide depression, NHCA continued its flurry of legislative and publicity activities during the early part of the year. Numerous bills affecting hairdressers were under consideration by state legislatures, including: 56 barber bills; 41 hairdresser bills; one joint barber/hairdresser bill; and 84 miscellaneous bills.

In Minnesota and Tennessee, barbers were successful in having hairdressers come under their regulation; although a similar bill passed in Colorado, it was vetoed

by the Governor after receiving information from NHCA. The National legislative force also prevailed in North Carolina and Nevada, even though there were no local Affiliates to oppose encroachment by the barbers. Connecticut hairdressers regained their separate legal status after a previous loss.

In Missouri, where a cosmetology board had been repealed shortly after its adoption, the National Affiliate joined with Cosmeticians to promote a new bill. The Barbers retaliated by introducing an "exclusivity" bill which would restrict all haircutting to barbers. In a compromise crafted by Legislative Committee members Jennie Walsh and Edna Emme, both barbers and hairdressers agreed to suspend the conflict and exclude each others' services from their respective bills.

In keeping with the expansion of NHCA, F.O. Matthiessen, of Philadelphia, was named Managing Director, thus beginning the centralization of the offices.

An ambitious Convention program was planned for the Detroit meeting September 9-14, but a lack of cooperation among trade show promoters and the initial effects of the upcoming depression prevented a successful outcome. Instead, the cash reserves of the Association were wiped out because the actual income fell far short of expectations.

The trades exhibit suffered, because dealers persisted in holding a similar exhibit in Chicago on the same dates. A "Queen of American Beauty" contest, in which Affiliates sent a candidate to participate in a "National Hair and Beauty Review", was sparsely attended although it was held in a 5,000 seat Masonic Temple.

Mr. Godefroy was reelected as President and Miss Edna Emme succeeded Mr. Ernst as Secretary.

Conflict and financial difficulties continued to follow the Association into the post-Convention Board meetings. At the first meeting, National's revenue decline forced members to choose between funding the Managing Director's office or continuing the legislative work headed by Counselor Titus. The necessity of the legislative agenda dictated the answer, and Titus' office was retained.

To avoid a repeat of the trades exhibit conflict in dates and location, the site of the 1930 Convention was moved to Washington, D.C. from Milwaukee. The Wisconsin site was deemed too close to Chicago, where another

trade show was scheduled for the summer months. The Milwaukee Affiliate was promised consideration as a convention site in the future.

At the Detroit Convention, the Chicago Affiliate, which had been the source of much dissension, withdrew from National in a dramatic fashion. On the exhibit floor, a newspaper was circulated by "newsboys" proclaiming Chicago's withdrawal, gaining attention by their cries of "Extra! Extra! Read All About It!"

At the fall New York Board Meeting, it was noted that ramifications of the depression and the Chicago withdrawal made collection of dues difficult. In an unprecedented move, a moratorium was placed on the further collection of dues. This enabled local Affiliates to regroup and continue to accept members in hopes of boosting delegate representation at the upcoming Convention. In New York, the Board also amended the Constitution and bylaws to allow affiliation by a State Association with NHCA.

The heightened activity of 1929 continued as several Affiliates sought to establish regional trade shows. Under the guidance of H.L. Franklin, promotional director, and Edna Emme, Secretary, Affiliates were assisted in developing shows as joint efforts with National. The success of the first shows in Kansas City and Atlanta convinced the Board to approve a Regional Show Plan during the New York meeting. Mr. Franklin attracted publicity by staging a "Plain Girl Contest" at each show to showcase a dramatic makeover.

When the southeast was targeted as a potential exhibit site, Atlanta appeared to have the best location. However, the Atlanta hairdressers organization had never joined NHCA, but a visit by Secretary Emme and Promotional Director Franklin, with assistance from a local dealer, Mr. Scott, convinced them of the benefits of association and joint sponsorship of the exhibits. The Atlanta Show continued to be a successful venue for many years.

The Depression continued on its downward economic spiral, making it difficult for the new publicity program executives to solicit funds. Coupled with the sale of the Geyer Company to Brook, Smith and French (who retained the NHCA contract), this lack of funding brought public relations efforts to a standstill. The Colgate-Palmolive-Peet Company offered to finance a \$4 million campaign bearing the slogan, "For expert beauty advice, go to the expert beauty operator." Tempting as this proposal was, it also was to include the



But war clouds loomed in Europe by the end of the decade, as Hitler began his ascent to power by invading Eastern Europe and amassing his war machine. To the south, Benito Mussolini was marshalling his dictatorship's military power, and in the far east, Japan was expanding its sphere of influence into China, and adding to its war chest.

Cosmetologists and hairdressers, while feeling the economic pinch, were able to expand the scope of their profession as more women entered the work force, and new products became available. The National Association was an active participant in the President's Recovery programs, and the decade was one of increased influence for the new organization.

### **1930**

This year was notable not only for the plunge into the depths of the Depression, but a significant change in NHCA leadership occurred as well. President Godefroy turned over his office to Emile Beauvais, a successful Washington, D.C. salon owner; eight-term Treasurer Harry Spiro was replaced by Charles Merlet for one year until Mr. Spiro returned to the office. Edna Emme continued as Secretary of the Association. Mr. Godefroy's influence on NHCA was far from over, however, as he was named Chairman of the Board when the bylaws were amended by the Board to consider a Past President for that honor.

The Washington, D.C. Convention, though scaled down, was considered a success in trade, educational, Association and social activities. A moratorium on dues remained in effect as befitted the national economic emergency. The on-again, off-again relationship with the Chicago Affiliate continued, as during this year's Convention the Association requested to be re-Affiliated with NHCA. President Beauvais also led a move to drop the "official journal" designation from the magazine *American Hairdresser*, simply because so many new publications were giving NHCA excellent coverage.

After the Convention, in an effort to shore up support for National and to learn where assistance was needed, President Beauvais and Chairman of the Board Godefroy left on an extended road tour of the country. They visited countless salons in 22 states, and attracted immeasurable publicity in each city. In Los Angeles, the assistance of film stars in presenting new styles to fashion editors dramatically increased the level of publicity generated by the tour.

In a Board Meeting in New York City, the attention to style was recognized by granting a charter to the New York Coiffure Guild (formed with the consent of Af-

filiate #14 New York Ladies' Hairdressers Association), designating the Guild the official fashion and style body of NHCA. Before long, the Coiffure Guild was to become responsible for creating styles reflecting the changes in fashion, as well as sponsoring competitions and exhibitions.

Continuing the Association's desire to resolve the ongoing conflicts with the Cosmeticians, the Board solicited the assistance of BIMA's board and officers to help negotiate a suitable compromise. A merger was proposed that would name Mrs. Ruth Maurer, founder of the Cosmeticians Association, co-chair of National's Education Programs, and make Cosmeticians Executive Secretary Frances Martell manager of a joint trade show. However, the Cosmeticians declined the offer, although negotiations remained open for quite some time.

### **1931**

As promised, Milwaukee -- at the Hotel Schroeder -- was named the Convention site after the move to Washington, D.C. in 1930. The Convention, again a scaled-back version given the Depression, was considered a success. The current administration of President Beauvais and Secretary Emme was reelected, and Mr. Godefroy continued as Chairman of the Board and Executive Director.

The most talked-about part of the Convention was the "Radioesque," a combination of educational and trade exhibit activities presented as a radio show. Coordinated by Columbus Behan, manufacturers presented radio shows, and stylists created fashion presentations for the three days of the show in August. A popular segment of the production was the "Age Moratorium," where five Milwaukee women were chosen for makeovers. The ladies were then presented to the Conventioneers, and the results elicited national publicity.

After the Convention, President Beauvais travelled to Europe, where he represented NHCA at the International Exposition of the Arts of Coiffure and Perfumery, which opened September 25 in Paris.

### **1932**

This year for NHCA, like the rest of the country, was one in which hoped-for change did not occur. The Convention plans were kept on hold, with the expectation that the Cosmeticians would be merging with National as BIMA continued to extend its proposal.

When that did not occur, Promotion Director H.L. Franklin developed an ambitious plan for a "Floating Convention" in the Great Lakes aboard the steamer *Noronic*. The ship would embark from Chicago on

September 10 and make stops in Detroit, Toledo, Cleveland, Buffalo, and Toronto. At each stop, members would be invited to board the ship for educational programs and to tour a trades exhibit; A net revenue was projected at \$25,000 for the unique convention.

A fatal lake squall caused mass cancellation of reservations, and once again, financial disaster fell upon the Association. The generous assistance of several Affiliates and officers kept NHCA in operation for the next year. Officers were elected on board the *Noronic* in spite of the difficulties: Emile Beauvais was unanimously re-elected President; Emil Rohde was elected 1st Vice President; S.A. Sperber was named 3rd Vice President; and Miss Emme and Mr. Godefroy continued as Secretary and Chairman of the Board, respectively.

### 1933

The provisions of the National Recovery Act, one of President Roosevelt's emergency economic measures, dominated NHCA activities in 1933. All industries were called upon to present a code of practices to this Federal entity, which would then evaluate the industry for compliance with the National Recovery Act guidelines, designed to bolster the flagging economy. The Board of NHCA, and in particular, Miss Emme, took on the task of creating a code that included the concerns of the Cosmeticians Association, the other dealer and manufacturing associations, the schools, and other nonaffiliated beauty industry organizations.

After suggestions from NRA Deputy Administrator Powers, a code draft was presented to representatives of all known industry associations at a meeting in New York on August 14. In order to perfect the draft, Mr. Godefroy read the proposed code to the group section by section. Representatives of the various organizations concluded that NHCA should present the finalized code to the NRA administration, and pledged their cooperation and support. This was approved by the NRA Deputy Administrator, who also requested NHCA compile statistical data about the industry to present along with the code in 1934.

Prior to the Convention, a February "Beauty Enclave" was held in New York City, sponsored jointly by the New York State Hairdressers Association, the Coiffure Guild, and NHCA. The event was created "by hairdressers for hairdressers," and presented fashion and style trends to attendees.

At the Convention at the Edgewater Beach Hotel in Chicago in September, Emil Rohde was elected President, and S.A. Sperber moved to first Vice President. Miss Emme continued as Secretary, and Past President Beauvais was given the ongoing responsibility of working with NRA officials on presenting the finalized code.

### 1934

Miss Edna Emme walked into national prominence on February 18, 1934, when she appeared before government representatives in the Department of Commerce auditorium to present the NRA Code from the beauty industry. She called upon NHCA members to testify and followed other recommendations given her by the Industrial Advisory Corporation, New York consultants who helped her prepare for the hearing.



*Edna L. Emme Presenting Code to U.S. Gov't Officials*

The Association was honored when Miss Emme was named Chairman of the Hairdressers Code Authority, which also established NHCA as the "voice of Cosmetology in the Nation." This recognition brought about the re-Affiliation of many Associations that had disbanded or withdrawn from National

following the onset of the Depression. An unintended side effect of this national attention to NHCA was an increase in union activity by the Journeyman Barbers Union. Although stalled by their legislative defeats to require hairdresser membership in barber associations, encroachment on hairdressing reemerged as the barbers' union attempted to organize hairdressers under their charter. President Rohde contacted the American Federation of Labor and protested this activity, although unionization, in some form, would continue as an issue for some years to come.

The Convention was held September 9-12 at the Edgewater Beach Hotel in Chicago once more, where Emil Rohde and Edna Emme were reelected President and Secretary.

Continuing the close relationship between the All American Beauty Culture Schools and NHCA, a National committee was formed to evaluate a request for endorsement of the Code of Ethics and Honor Emblem to be awarded to compliant schools.

### 1935

Legislative matters played a primary role in the Convention and other Association activities in 1935. The Convention, October 14-17 at the Hotel Pennsylvania





in New York City, was held in conjunction with the New York State Association's "Official Show and Convention," and NHCA retained one-third of the overall proceeds.

Delegates received a detailed report on National's activity regarding the "Copeland Bill" in the U.S. Senate, which was an amendment to the 1906 Food and Drug Law designed to bring cosmetics under the control of the FDA. While this action was not per se against the stated goals of NHCA, the imprecise wording of certain sections of the bill caused the Association to oppose the bill as written because of the potential liability issues for manufacturers and hairdressers.

The manufacturers of the day were not organized to provide information collectively. Schools and other industry associations, likewise, were not prepared to galvanize opposition, so the leadership roll fell to NHCA. However, Inecto came to National's aid by assigning its attorney Stanley Udy and its research chemist Dr. Everett McDonough to assist NHCA and Technical Consultant Dr. Charles Barban in presenting suggested wording for an amendment to the bill that would protect the industry.

This situation again brought national prominence to NHCA, as the Association's proposed amendment was adopted almost word-for-word in 1938 by the legislators, after extensive hearings. NHCA was seen as the representative of both the industry and its practitioners following this national legislative victory.

Another national legislative matter, the 1932 Manufacturers Cosmetic Tax and the IRS interpretation of the statute, received attention at the Convention. Delegates voted to protest the IRS interpretation, which called for collecting taxes from hairdressers for manufacturing cosmetics on-site (usually adding water to a compound or purchased product). A reconsideration of the IRS position was requested.

During elections for officers, President Rohde, 1st Vice-President Sperber, Secretary Emme and Treasurer Spiro were all reelected.

Several meetings were held during the Convention by allied groups. Connecticut Commissioner Landry called for a meeting of state board members, and they formed the Interstate Council of State Boards of Examiners of Hairdressing and Cosmetology. Also, the International Master Ladies Hairdressers Association, American Section of Internationale Coiffeurs de Dames (ICD), established the previous year, voted to require all of their members to also be members of NHCA.

### **1936**

The position of Executive Director, suspended at the onset of the Depression, but reinstated several years later, was now filled by Willard Howe, publisher of *Beauty Trades Review*. Mr. Howe initiated an ambitious four-point agenda that included: establishing regional shows in areas not preempted by Affiliates and creating a plan with Affiliates for managing existing shows; placing malpractice insurance with Lloyds of London upon termination of the current contract; establishing a Bureau of Standards to be operated through the Mellon Institute; and creating a publicity bureau. To manage the shows, Campbell-Fairbanks was granted the contract to finance and produce regional shows for a fee of 25% of the net profit.

At the 16th Annual Convention in Pittsburgh, held September 14-16 at the William Penn Hotel, delegates voted S.A. Sperber in as President, Marc Gartman as 2nd Vice President, and Miss Emme was given her 8th term as Secretary. Treasurer Spiro accepted his 13th term and a tribute for his long service by the delegates.

After the Convention, the Board met to consider a number of matters. Executive Director Howe recommended soliciting manufacturers and dealers as nonvoting members of NHCA in order to financially support National's legislative activities. For some time, the Association had worked successfully on measures that affected those segments of the industry, as well as hairdressers and cosmeticians. Dues were set at \$100 for manufacturers and \$25 for dealers.

A committee was formed to study President Sperber's idea to establish an Artists' Bureau for National. Similar in purpose to Actors' Equity, the Bureau would book appearances for members. The Board also designated William E. Ringel, currently attorney for the New York State Association, as Counsel for the Association. Mr. Ringel remained in this position until 1940, when he was appointed as a Judge of the Magistrate Court in New York City.

### **1937**

The Regional Show Plan, under the management of Campbell-Fairbanks, was put into operation in 1937. After relatively successful shows in Boston, Washington, D.C., The Mississippi Valley, and Texas, Campbell-Fairbanks cancelled the remaining shows and withdrew from the management contract. This set back the Association's plan to expand operations and derive income from trades exhibits and shows.

In July, the NHCA *Bulletin* began publishing again, after a hiatus caused by the financial pressures of the organization early in the Depression. Although no advertis-

ing was accepted for the newsletter, there were lists of sponsors printed to acknowledge assistance in meeting publication costs.

A change in National bylaws was perfected that provided for an advisory council to be established, which would be comprised of one person selected from each member state. This council is the forerunner of the current State Presidents Council often held at National Beauty Shows.

The Convention was held October 11-14 in New York City at the Pennsylvania Hotel; President Sperber, 2nd Vice President Gartman, Secretary Emme and Treasurer Spiro were all reelected. Reflecting the ongoing legislative activity of the Association, it was noted that 44 states now had enacted cosmetology laws.

During 1937, a controversy began within the American Section of the Internationale Coiffeurs de Dames (ICD) that would have an effect on NHCA, especially in New York, for many years to come. ICD was functioning in 1927 in Paris, when National members were on their first European Tour, and several Americans joined the organization. Given the political climate in Europe in the late 1930s, many European hairdressers emigrated to the United States. Rather than continue as individual ICD members, a group of these emigres formed an American Section of ICD known as the International Master Ladies Hairdressers Association (IMLHA).

In 1937, IMLHA's New York organization invited several well-known European hairdressers to attend the New York show. At that event, the American Section came under discussion, and ICD Secretary-General Max Neumeister of Germany signed a provision requiring all American members of ICD to also be members of NHCA in order to maintain their charter. Although many members of the New York Coiffure Guild were also IMLHA members, a rivalry for preeminent style position developed between the two groups, and IMLHA eventually requested a separate charter from National. Following the New York State Affiliate's recommendation, National refused to grant a third charter to a New York City group, and to retain the Coiffure Guild as the style group. The provision of NHCA membership stood for IMLHA members. By the 1970s, IMLHA became known as Intercoiffure.

### **1938**

NHCA continued its rise to national prominence as the representative of the beauty industry, illustrated by NHCA's participation in many of the economic recovery programs enacted during the Roosevelt years. In

May, Secretary of Labor Frances Perkins called a White House Conference of industries employing large numbers of women, and NHCA Secretary Edna Emme represented the beauty profession. The goal of the conference was to find new avenues of employment for women, and cosmetology was designated as a field that would continue to expand opportunities for women. It was recommended at the conference that NHCA further an apprenticeship program in hopes of providing greater opportunities, with a secondary objective of establishing a model for other industries to follow.

The delegates at the 1938 Convention, held at the Hotel Statler September 5-7 in Detroit, recognizing their position as the national organization for the cosmetology industry, endorsed the minimum wage and hour law on the federal and state levels. The Washington, D.C. Affiliate celebrated this close association with the federal government when President Franklin Delano Roosevelt personally signed the recently enacted cosmetology law. This event was duly announced at the Convention.

NHCA President Sperber reported his administration had been one of successful "economy through retrenchment," and that most of the President and Secretary's work had been accomplished through the offices of The Godefroy Manufacturing Company. In other words, long after his term as President, Mr. Godefroy continued to underwrite the operational expenses of the Association. President Sperber stepped down, and was succeeded by Marc Gartman of Chicago. Miss Emme, nine-term Secretary, also retired, and Mrs. Margaret Condos, also of Chicago, assumed the Secretary position. With both principal officers now located in Chicago, Columbus Behan, Business Manager of the Chicago Affiliate, provided additional assistance to National. Miss Emme, like Mr. Godefroy, was awarded honorary privileges in recognition of her service.

### **1939**

During his year at the helm of NHCA, President Gartman suffered a serious illness and could not accept nomination for another term. Because of this unforeseen event, 1939 saw the election of the first woman President of NHCA. Emile Beauvais, head of the Nominating Committee for the Convention, persuaded Miss Emme to permit her name to be placed in nomination.

Delegates at the San Francisco Convention elected Miss Emme President, Mr. Sperber as Secretary, and Mrs. Condos moved to Financial Secretary, while Mr. Spiro served his 16th term as Treasurer.