

New careers in cosmetology

A hairdresser job is not just simply dressing hair. The cosmetologist has many roles. They are part of a multi-billion dollar industry.

Besides being highly trained in a variety of beauty services, these would include hair coloring, hair conditioning, permanent waving, haircutting, hair styling, manicuring, facial massage, and make-up; you also know how to deal effectively with the public. Since you are a beauty professional, you are not so much selling services as you are advising your clients on what is best for them to improve their appearance. You are, so to speak a "beauty doctor."

If you become a salon owner or manager, you must also become well versed in business practices. How to buy most economically, how to maintain accurate records and how to get and keep loyal employees—these will be part of your required abilities. Hairdressers with outstanding talent are often asked to become platform artists. Here again, you must widen your skills and take the necessary training to become a public speaker or at least a very good demonstrator. Talented persons are also called upon by magazines to do hair style and what are known as technicals, detailed procedures or professional techniques such as cutting, coloring, conditioning, and permanent waving. This means you must know how to work in front of a camera or for a camera. You should also be able to articulate the how's and why's of what you are doing. The entertainment industry, theatre, films, and television, the world of couturiers and fashion, the big hair color and cosmetics manufacturers, the beauty publications for the profession and for the public—all these huge commercial activities require the artistry of the professional hairdresser and cosmetologist. It is obvious that the opportunities are highly rewarding. But how far you go and how much money you make depends on you. Some hairdressers never make more than a modest income, and not infrequently they



Crystal Martin of Tondalayer Designer Salon, 5401 N.E. Cully Blvd., puts the final touches on a customer's curls.

(Photo: Richard J. Brown)

prefer it that way. Some attitudes might be: "I don't want the responsibility of running a salon." "I like living in a small community and serving the women I know." "I enjoy my work but I like a comfortable, easygoing schedule." Or another hairdresser might say: "I have a small salon—just two other operators and myself. It's big enough: I make an attractive income, there's no strain, no pressure. I'm happy just as I am."

These are some of the viewpoints and certainly they are valid ones—that usually militate against one's ever attaining a large salary or high profits.

One of the attractions of a hair dressing career—and this is important—is that you can be as small as you like or as big as your talent and imagination will allow. Another plus for beauty culture as a career is that no discrimination exists as to age, sex, color, or creed. Any man or woman, regardless of age, can go

to a beauty school, put in the required number of hours and eventually after passing the State Board Examination, get a license to practice. This presupposes of course that the person has the academic background required by the state; in most states it is quite modest. Men and women are equally welcome in this field. Statistics no doubt will show that many more women are practicing hairdressers; at the same time another set of statistics will indicate that of the world's most outstanding stylists, the majority are men. The color of the skin is of minute significance in the world of hairdressing. Many black hairdressers, of course, open salons in predominantly black communities. Many beauty shops, however, are completely integrated, both as to personnel and the clients they serve.

Taste, talent and personality—perhaps more than in most vocations—are the determining factors in a hairdresser cosmetologist's desirability to employers and clients.

Reach up your hand, dark boy, and take
a star.
Out of the little breath of oblivion
That is night,
Take just
One star.

Langston Hughes

CAREERS AND OPPORTUNITY

By 1985, 22,836,000 blacks, 16 and over, will be expected to seek and expand careers; 14,408,000 will probably enter the civilian labor force.

Number of persons, 16 and over, available for labor force, 1985

Total	172,935,000
Black	22,836,000

Number of persons entering labor force, 1985

Total	103,489,000
Black	14,408,000

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For more information, contact the Personnel Operations Section, Oregon Department of Transportation, Rm. 302 Transportation Building, Salem, Or 97310

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