HAIR... Does Make A Difference!

"I'd been noticing that I was washing more face and less hair of late. Like all males, I truthfully didn't want to lose my hair and become bald. One day I decided to consult one of the various hair and scalp treatment firms in this city, even though I'd heard from unreliable sources that the best way to keep your hair was to wash soap. After reading countless advertisements about miracle hair growers I chose an established firm in town whose advertising copy seems to make real sense and who guaranteed their services in writing. I went to the

Johnson Hair and Scalp Clinic, located in Suite 819 Richards Bldg., Gravier and Baronne Sts., here in New Orleans. I had heard they operated offices in principal cities here in the U.S. and figured for Johnson's to operate on such a large scale they must be one of the best. I found their office spacious, beautiful and boom- ing with activity. When I entered the reception room, I was ushered into a private office by a receptionist, and was introduced to Mr. Johnson, the trichologist. But more important, he put me at ease after examining my hair and fully explained in a plain and demonstrational manner why I was losing hair. He also told me exactly what Johnson's treatment could do for me, and told me to the exact penny what it would cost. I appreciated this because I wanted to know the total cost of his services. I was surprised at the very small amount I was quoted for, to Mr. Johnson explained to me a written guarantee that stated that I must be completely satisfied with response in ten visits, or my fee cheerfully refunded, thicker hair, I now have a mirror directly in front of me and will say I can look at the amazing change and the thickness and appearance in my hair and scalp. I've now had twelve of my treatments and found them pleasant and relaxing in every way. They treat me as nice as could be ex- pected. Once again in very hair fall has ceased. I can wear dark clothes again without noticing embarrassing dandruff. I hear highly recommend Johnson's. Don't wait, they cannot do the impossible even though their services are guaranteed in writing."

And a Certified Public Accountant’s Report Based Upon Personal Interviews with Clients From Johnson's Clinics Show 94% Testified THEY GREW THICKER HAIR!

A Certified Public Accountant’s Survey dated June 23, 1954, revealed that 94% of all clients interviewed who had taken treat- ment at Johnson's Clinics "GREW THICKER HAIR" and highly recommended this marvelous treatment to anyone who suffered thin, sparse hair or unsightly dandruff! These clients willingly testified this information that they themselves saw these amazing results.

THIS IS A RECORD OF RESULTS—NOT EMPTY CLAIMS! It is your assurance that you do not inherit baldness, that you do not have to appear older than you actually are because of premature baldness. Why not do yourself a great favor and find out about this exclusive method of hair care. It costs you absolutely nothing for your thorough, precise examination at Johnson's Clinics and the Trichologist in charge will tell you the truth about your scalp condition and exactly what results you may expect. See him tomorrow—
you'll always be glad you did!

Our files in every Johnson's Clinic contains the history of hundreds of satisfied clients who refuse to believe that baldness was inevitable...

...AND DID SOMETHING ABOUT IT!

These clients are testimonials with good heads of hair today. If you are suffering from a dandruff condition, irritated scalp, excessive hair-fall when you comb, wash or brush your hair, you can enjoy attractive, thicker hair, and a healthy scalp. You should take advantage of this free scalp examination. And see Johnson's tomorrow. No obligation, and the examination is private.

In this modern age any man who goes bald, just doesn't have the facts. Regardless of what you've heard from others, the truth it, Hair Loss in almost every case is caused by one of 14 scalp disorders. JOHNSON'S EXCLUSIVE FORMULAS were especially develop- ed to stop Falling Hair, scalp irritation, remove dandruff scales, and to Grow Thicker Hair. Remember you can buy the best for less. (Treatments as low as $3.50 weekly.) The examination is free and your treatments are guaranteed in writing, and you may pay as you grow.

HOME TREATMENT FOR OUT-OF-TOWN CLIENTS

JOHNSON'S HAIR & SCALP CLINIC

SUITE 819 RICHARDS BLDG.
U.S. GRAYVEY ST.
COR. GRAVIER AND BARRONNE
Private Dept. for Women
Phone Main 3071 for Free Examination
HOURS: 11 A. M. to 8 P. M., SAT; 10 A. M. to 2 P. M.
AIR-CONDITIONED... Member Chamber of Commerce.

Along the main streets, Blank talks up support of program with businessmen like Arnold Roberts (right), a contributor

in the town's youth program

tion for girls. About 50 girls
from 12 to 16 take part in this
program,
(4) Increased attendance at
the Sportsman park swimming
pool. "Before, only people from
Welsh used the pool," Blank
says, "but we've invited all per-
sons from the surrounding
areas."

(5) Added frills: Dances and
athletic banquets.

Still on Blank's "must" list:

(1) Development of activities
for boys in the younger age
groups.

(2) Development of a full
girl's program. The problem so
far: Getting a sufficient num-
ber of women volunteers to do
the job.

(3) Organizing a winter pro-
gram, probably featuring bas-
ketball.

(4) Full development of a pro-
gram for the Negro boys and
girls in the area. In September
the town of Welsh made a good
beginning in this direction. It
voted a $50,000 recreation bond
issue, the first "public" money
that has been pumped into the
program. A large portion of this
will go to building a public
swimming pool for Negroes.

BLANK PAUSES in his plus-
and-minus list to say, "I still
don't know how we accomplished
this much. It was a struggle at
first.

"Of course, now the town is
behind me and I get fine coop-
eration. But anybody who tries
to start something like this has
a lot of trouble getting people to
see what he's driving at and to
support him."

He remembers back to a day
about three or four years ago
when he was wondering wheth-
er or not it was worthwhile.

"I was walking along the
street by my house," he says,
"and I saw these two boys me-
andering along and I asked them
what they were doing out of
school. I could see they were
just 14 or so.

"They told me they had just
plain quit. They'd been flunking
so naturally they couldn't take
part in any sports—and playing
ball was all they really liked.

"Well, I took them in hand,
invited them out to the parks, got
them into the recreation pro-
gram, got them playing ball
again. Finally, they went back
to school. Today, those two boys
are playing varsity football."

John Blank can go to the
Welsh playgrounds and watch
hundreds of kids whom he set
in motion. But he says, "These
two boys alone would have been
enough to make it all worth-
while."

DIXIE, TIMES-PICAYUNE STATES ROTO MAGAZINE, NOVEMBER 18, 1956
Pure buffalo cow, one of the original offspring, roams among the cattle. Buffalo and their crosses tend to be hard to handle and to keep to themselves.

Herein is a cow being crossed with Brahmanes. Not this cow represents an exception. She is offspring of an Angus cow and a buffalo bull.

In foreground is offspring from a buffalo cow and a Brahman bull. This bull cross is still alive. He is about 9 years old, has grown several calves a year.

DIED, THIS PICTURES STATES RECORD MAGAZINE, NOVEMBER 15, 1950
Pure buffalo cow, one of the original offspring, roams among the cattle. Buffalo and their crosses tend to be hard to handle and to keep to themselves.

Marceaux did most of his buffalo crossing with Brahman. But this cow represents an exception. She is offspring of an Angus cow and a buffalo bull.

In foreground is offspring from a buffalo cow and a Brahman bull. This bull cross is still alive. He is about 9 years old now, still siring several calves a year.