Sharnia "Tab" Buford, President Freedom National Bank and F Harrison Poole, Vice President and Treasurer Philip Morris Incorporated

Freedom National Bank is a million dollar success. And Philip Morris knows why.

When Freedom National Bank opened for business 15 years ago, Philip Morris was a charter depositor. Today, it's one of more than 40 minority-owned banks that has loaned us over $8.5 million and, last year, Freedom became the first Black-owned bank to post a $1 million profit.

Community businesses help, too.

We're proud of Freedom's growth and we like to think that our support has encouraged companies located in Harlem and Brooklyn to use the bank's facilities as well. And companies like Webb & Brooker, the successful, community-based management firm, are doing just that.

Why not you?

Philip Morris' Minority Banking Program is now 17 years old and means millions of dollars to nearly 60 banks owned by Blacks, Women and Hispanics. And we support the National Bankers Association in its effort to encourage more corporations to use minority banks.

Why not start a program of your own? We'll be glad to share the story of our experiences with you. Just write me:

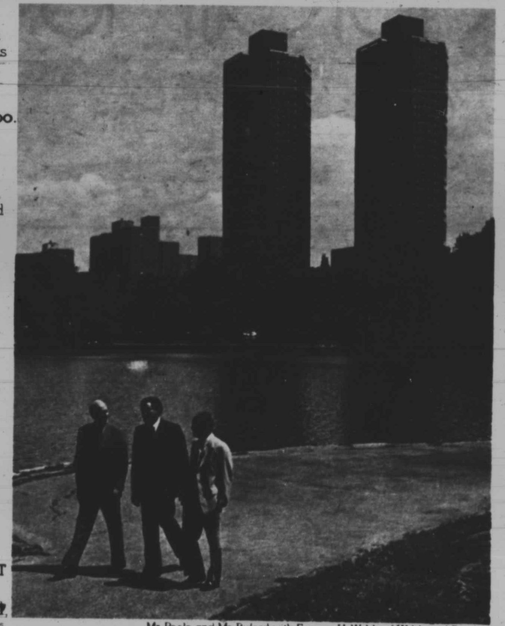
F. Harrison Poole
Vice President and Treasurer
Philip Morris Incorporated
100 Park Avenue
New York, New York 10017

"It is because of companies like Philip Morris that we feel very confident about the future"
SHARNIA "TAB" BUFORD, President,
Freedom National Bank, New York, New York

PHILIP MORRIS HAS A MAJOR INTEREST IN MINORITY BANKING.

Philip Morris Incorporated

Makers of Marlboro, Benson & Hedges 100's, Merit, Parliament Lights, Virginia Slims and Multifilter, Miller High Life Beer, Lite Beer and Lowenbrau Special and Dark Special Beer, 7UP and Diet 7UP



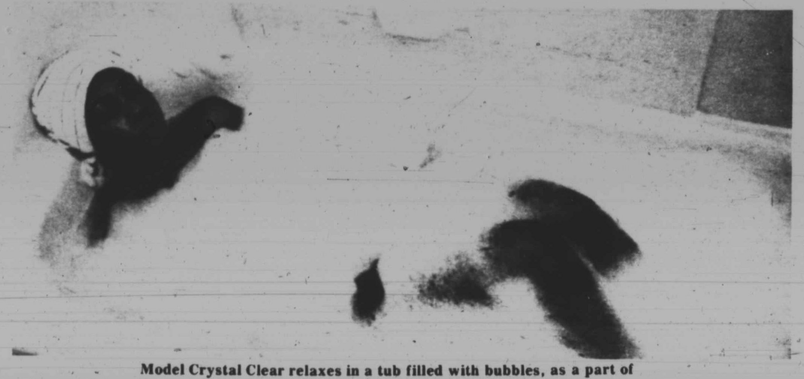
Mr Poole and Mr Buford with Eugene H. Webb, of Webb and Brooker, the successful management firm that manages Schomburg Plaza in the background

FOCUS ON FASHION:

The Art of Looking Good

True beauty is a result of positive thinking, good nutrition and proper exercise. This is the combination that produces that inner glow, avidly sought by practitioners of beauty care.

By Paula Brooks



Model Crystal Clear relaxes in a tub filled with bubbles, as a part of preparation for modelling chores with the Travis Winkey agency.

It's time we recognize the fact that "Looking Good" is an art. Like any other visual art, a synthesis of imagination, and a good sense of texture and color combinations are necessary to produce a walking masterpiece.

True beauty, which seems to radiate from within like a powerful beacon, is a direct result of positive thinking, good nutrition, and proper exercise.

Therefore, we would like to recommend a beauty regimen that is all-inclusive.

The first step should be an effort to reduce tension through a daily search for inner peace and tranquility.

This can be accomplished in many ways. Depending on your individual personality, a course in yoga, trancendental meditation, or EST might be helpful.

Another way is to simply set aside 10 minutes daily (preferably at the same time each day) for self-reflection and meditation. This should be your daily undisturbed quiet time.

The second step to a more beautiful you, is a weekly exercise schedule. Whether you choose a health spa or your local YWCA, you are sure to get your money's worth from the many activities available to you for the cost of one membership.

A spa will entitle you to use of the universal gym (an exercise system incorporating the use of weights), a bicycle (stationary), and according to the club a sauna, whirlpool, steamroom and swimming pool may also be available.

Your local "Y" will have courses as varied as jazz, modern, or aerobic dance or ballet, yoga, swimming, tennis, fencing or trampoline.

Applying lipstick as a final step in the day's grooming process, is Europa Smith. Note that a large, well-lighted space is a key ingredient in putting it all together.

You will quickly notice increased elasticity and muscle tone after only a few weeks involvement in any of these athletic activities.

The third step in your beauty regimen should be a body cleansing and moisturizing routine that not only sloughs away dead skin cells, and replenishes your skin with moisture, but leave you feeling relaxed, refreshed, and radiant as well.

A loofah, a rough Hawaiian sponge, or a Buf Puf, a non-medicated abrasive sponge are great for removing dead, dry skin from problem areas, such as feet, knees, and elbows.

They are also great to get blood circulating briskly through-out the body. A hot bath loaded with bubbles, a few drops of baby oil and your favorite cologne, taken in a bathroom lit by a single scented candle is also a joy and delight, and can be quite uplifting to a weary spirit as well as body.

Instead of cologne, you might try tying up some of your favorite herbs and spices into a cheesecloth bag and adding them to your bath water.

After cleansing, a rub down in your favorite lotion is a must. If you see that it contains ingredients such as jojoba, aloe vera, almond, peach, coconut or vitamen E oil, you can rest assured that it will be emollient and beneficial.

The fourth step is the cleansing, conditioning, and styling of that which has been called our crowning glory — our hair.

It's virtually impossible to wade through the hundreds of hair care products on the market to find those which are compatible with your hair type.

We, therefore, suggest the assistance of a professional hair stylist in helping you make the choice. If you are low on funds you might want to have your hairdresser cut, color, and perm or Jeri-Curl your hair, and let them decide the best products and number of times for you to wash and condition your hair, until you are able to make a return visit.

While in the beauty salon you

(Continued on Page 27)