

RESOLUTION NUMBER R- 292406

ADOPTED ON NOV 0 8 1999

WHEREAS, Mr. Willie L. Morrow, the son of a sharecropper, was born on October 9, 1939 in Green County, Alabama, and his sharecropping experience and vivid imagination led the beauty industry to a profound level, never before matched; and

WHEREAS, Mr. Morrow began his career at the age of 12 practicing on his relatives' hair and when he was 16 years old he obtained his first job at the Oak City Barbershop in Tuscaloosa, Alabama; and

WHEREAS, he moved to San Diego on January 2, 1959, enrolled in the Independent Barber College, three days later, on January 5, 1959, graduated six months later with perfect attendance, and passed the State Board Examination in July 1959; and

WHEREAS, in mid July 1959, he returned to Alabama where he lived for 30 days before returning to San Diego to increase his professional opportunities, and once back in San Diego he worked as an apprentice and then journeyman barber at Smitty's Barber Shop on Market Street and in September 1960 the owner sold the shop to him; and

WHEREAS, in 1961, he started making the first wooden African combs in America, which were the prototype of all Afro pic products made in America today, and from 1962 to 1966 he made over 200,000 wooden combs with his hands; and

WHEREAS, in 1963 Mr. Morrow published, The Principles of Cutting and Styling Negro Hair, the first of 30 books and pamphlets and would publish his first magazine, Black Beauty, in 1966; and

WHEREAS, the first cold wave for curly hair was developed in 1966 for softening the Afro and hit the market in 1977 where it was known as the "Willie Morrow Tomorrow Curl" and in 1979 he changed the name to California Curl; and

WHEREAS, he served as a hair specialist for the Armed Forces to assist with hair care for black military personnel and trained barbers and beauticians sent to him by the Armed Forces to work with naturally curly hair; and

WHEREAS, in 1979, he started the first live on-air radio station for San Diego, 92.5 FM, and in 1985 began a program to train San Diego Schools students, teachers, and parents in an educational radio training program; and

WHEREAS, he won the United States Small Business Man of the Year in 1985 and was voted "Manufacturer of the Year" by Sally Beauty Company in 1986; and

WHEREAS, Mr. Morrow started the San Diego Monitor Newspaper in 1987 and continued his use of the radio station and newspaper as a method of advancing minority business; and

WHEREAS, Mr. Morrow has been active in his community, making contributions to organizations, including the United Negro College Fund, private schools, and churches; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby commend Mr. Willie L. Morrow for his years of service and dedication to The City of San Diego.

BE IT FURTHER RESOLVED, that November 8, 1999 be and is hereby proclaimed "**MR. WILLIE L. MORROW DAY**" in The City of San Diego.

APPROVED: CASEY GWINN, City Attorney

By Stuart H. Swett  
Stuart H. Swett  
Deputy City Attorney

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