

# Imperial's Imperative, Continued from Page 17



**Kenneth Dodd**

expansion." Among the barbers and cosmetologists is one who has been with Imperial the longest, Kenneth Dodd. Guary praises Dodd's contributions to the business highly, specifically pointing out that Dodd - who joined Imperial in 1964 - "helps keep the tradition going."

Imperial moved to its current location at 1525 N. Liberty Street in March, 1990, and its loyal clientele followed. Guary attributes that loyalty to the tradition of service that is an integral part of the business and its employees. He speaks with understandable pride about that tradition being maintained despite the barbers and cosmetologists who have come and gone over the almost 35 years that Imperial has been in business. "The people who come, I've seen grow up, and they are still coming here.

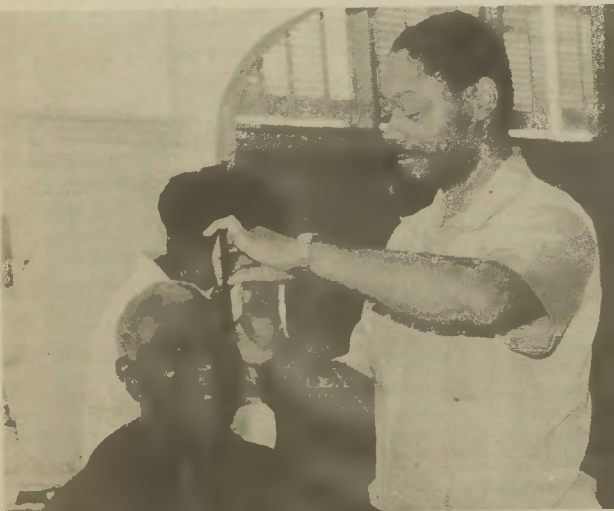
They have children and bring their children here," he says. "It's like a tradition. We've had barbers come and go, but this shop still maintains. People trust us. We're

The business succeeds, Guary believes, because of Imperial's quality of service, reliability, dependability, and punctuality. It's open Monday-Thursday from 8 a.m. - 6:30 p.m., Friday from 7 a.m. - 7 p.m., and Saturday from 7 a.m. - 3 p.m. "We open when we're supposed to and close when we're supposed to," he says. "People can depend on us to do what we say we're going to do."

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Planning for the future of the business always brings Guary back to his own family and the role he sees his children playing in it. That comes naturally because of the close relationship he had with his father. Even during the couple of brief periods of time when Guary left the family business to take care of personal matters, Guary the son and Guary the father were totally supportive of each other. "No matter where I went, he was there for me, and I was there for him," Guary, Jr. says.

And that supportive network is what he plans for his three-year-old son and his two daughters: Grashia, age 11 and Amanda, age 6. "They come every day (to the shop), just like I did," Guary explains. "We've got to keep the shop going. I can't let it die now." Guary, Jr. expresses a heartfelt commitment to the loving memory he has of what his father struggled to build. "I promise to keep his shop going to the best of my ability."



Imperial Barber and Beauty Shop has kept a loyal following of customers since it started as 11th Street Barber Shop in 1958.

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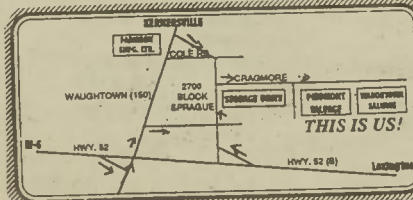
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