

# Shops Changing

By Roy Thompson, Jr.

Today the "old fashioned barber shop" and the "old beauty salon" are quickly closing down or converting to new images. Most of our barber shops have reached a point of "just making a living" as men and women change their haircutting and styling habits. Some of the barber shops will stay in business but it is hard to imagine many new barber shops starting out today in the single service concept.

The same fate will be true of the old fashioned beauty shop with an established clientele who still come back week after week for standing appointments. This is especially true when you consider that 74.2% of today's salon clients want stretched or minimum maintenance appointments. The older salons are now finding it increasingly difficult to attract competent help and new clients.

All of the new salons entering the business today are "unisex" salons offering a wider range of services and beauty supplies.

With few exceptions both men's styling salons and beauty salons are losing their identity. It is difficult, if not impossible, to find a successful men's stylist who does not cater to female clientele and who is not trying to attract more women customers. At the same time there isn't a modern beauty shop that is not trying hard to get more men customers.

The 1980 Modern Salon magazine market guide states that during the past year 13% of the salons surveyed changed their name to avoid a male or female connotation. In addition 35.9% who said they were planning to remodel in 1980 planned to use the unisex decor in their new look. The study also showed that the client mix of professional salons last year was 63.6% women and 36.4% men.

Today, the avant-garde independent salon and the franchises are setting the pace, watching the trends and acting on them. Franchise salons numbered 1,500 in 1979 and are expected to represent 5,000 salons by the end of 1981.

Two major factors have contributed to the rapid change taking place in the new market. The first is unisex and its changing client mix, the second is the market itself. For example, currently 19.8% of salon clients are women over 50, and only 4% of men clients are over 50. The big increases in population taking place is now represented by males and females between 20 and 49. Currently the age group 20 to 49 represents 49% of the customers of the modern professional salon.

In the past 5 years the "beauty business" has grown by 150% from \$4 billion annually to \$10 billion annually. The four major trends, unisex, minimum maintenance, the perm boom, and retailing have all contributed to this rapid growth.

You can order a copy of this excellent 1980 report on the beauty industry for \$50 by sending for: Modern Market Guide (1980), 300 West Adams St., Chicago, Illinois 60606.

For additional information write this column at the Economic Development Division, Center for Improving Mountain Living, Western Carolina University, Cullowhee, N.C. 28723 or call (704) 227-7492.

## Peace From page 4

a vital partner with Zambia and Mozambique in the anti-South Africa axis called the "Front Line" states, and an indispensable source of food for the estimated 70 million Africans close to starving.

With so much at stake, Mugabe has steered clear of retribution against whites that has come to be expected after a black revolution. He has tried to reassure the Afrikaners by holding over officials from the Smith regime for his cabinet, promising military officers their careers are safe, and giving government aid to corn and tobacco farmers who suffered economic hardships. During one gathering this past Fall, he told white farmers "No one doubts that the fortunes of seven and a half million people rest in your hands."

But the rise in lawlessness and behavior of government officials have overshadowed Mugabe's assurances with public dread. There are reports that white businessmen were subjected to harangues on Marxist principle by black military officers, and another black official reportedly spat in the meal of a white diner in a public restaurant. And there is widespread apprehension that the political rivalry between the Prime Minister and Joshua Nkomo, which was reflected in earlier clashes between guerrilla factions in the ZANU-PF, could grow into large-scale violence.

Soldiers in the Patriotic Front faction want their leader Nkomo, who polled second during the election and is all but powerless as Home Affairs Minister, to have more government influence. In an earlier clash between the Patriotic Front and Mugabe's ZANU, mortars, rocket launchers and machine guns were used.

Most distressing to date, however, is the acquittal of Edgar Takere, the militantly outspoken Minister of Manpower, on the charge of killing 68-year-old white farmer Gerald Adams. Adams was fatally wounded by a shot during an exchange of gunfire between warring guerrillas at his farm.

Takere was earlier found guilty by a white judge, but the decision was reversed after black court officials pressed application of the Indemnity and Compensation Act, which ironically is a law enacted by the Smith regime to protect government officials who commit offenses while combatting terrorism.

Takere is said to stir enmity between Mugabe and Nkomo in parliament, and is a hard line proponent of swift and radical change. His acquittal was viewed by western observers as a victory for radical opinion in the government, and should dim prospects of foreign investment and international aid needed for reforms.



## Efficient Club Holds Dinner

The Efficient Club held its annual Christmas Dinner on January 1, 1981, in the Reynolds Health Center

Cafeteria.

Al Martin of WAAA was MC and was assisted by Dan Andrews, Jr., and Mrs. Adele Scott. James Anderson was the leader of the band, Midnight Jazz and Mrs. Willie Miles was

song leader. During the program Mrs. Lillian Martin was presented and made timely remarks. Each member introduced his guests and gifts were exchanged.

Officers of the club are:

Cora Broome, President; Wilhemina Bridgett, Vice president; Estelle Belton, Recording Secretary; Rosa Jamison, Treasurer; Ada Patterson, Financial Secretary; Rev. Oscar White, Chaplain; Alex Patterson, Parliamentarian.

## Teachers Eligible

High school seniors in North Carolina need not rule out colleges in the fall if money is the only problem. Students with a good academic record who plan to teach in a specific course shortage area may apply for a scholarship loan from the State Department of Public Instruction's Prospective Teachers Scholarship Loan Fund.

The teaching shortage areas include math, physics, chemistry, agriculture, Latin, bilingual, exceptional children (mentally handicapped, speech and language impaired, special learning disabilities, seriously emotionally handicapped severely/profoundly handicapped, gifted and talented, visually handicapped, hearing impaired, special education), and vocational education (distributive education, industrial arts education, occupational exploration, health occupations, and trade and industrial education).

Awards for the programs are in the amount of \$900 per academic year and are limited to undergraduate study. A recipient may participate in the program a maximum of four years.

Last year, the department awarded 143 new scholarship loans for the current school year. Since 1957, about 11,325 high school seniors and other undergraduate students interested in entering the public schools as certified teachers have received financial assistance.

A recipient has seven years to repay the loan through teaching in the public schools or a federal school located in North Carolina. One year of the loan is repaid for each year taught. If a recipient does not repay the loan by teaching, he/she must repay the principal of the loan plus interest. Because of the shortage of teaching jobs and other factors, prospective teachers have been given an extension on the time allotted to repay a loan.

Application forms are available from the Division of Standards and Certification, State Department of Public Instruction, Education Building, Room 352, Raleigh 27611. Applications should be received before March 1 for priority consideration. Awards will be announced in early May.

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