### Editor's note

This special issue on health and beauty features photographs throughout these pages of various hairstyles and models. While they do not specifically go with every story they accompany, they are designed to add more "visual pleasure" for the reader. Except for page 3, all photos are supplied by Irvin Dett of Dett-Set Hair, 4805 Garrison Blvd., i

The cover story on page 3 centers on the first Baltimore Style Salon and Stylist Awards gala held this past Sunday at the Forum in Baltimore. Also special thanks to Marcia Robinson for her many contributions.

#### EVERY WEDNESDAY

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guide contains impressive

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# Men invited: The coming of age of beauty salons

by Marcia Robinson

Most people, when they think of they used to be called), associate to do with this trend-men are it with women. Yes, a busy, but receiving a better job status as a structure "reaking" of perm fumes, nail polishes neatly lined up on the shelves, and all types of world. enticing advertisements selling

you on being a prettier you.

But this traditional environment is changing. More importantly, people's thinking towards a unisex salon is more accepting. For the last couple of years, there has been an upswing of males going to salons, previously

This recent trend of men going to salons to be serviced might be

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## Beauty Box

EVERY WEDNESDAY for EVERY WEDNESDAY is distributed in the following Metropolitan areas. This Washington and Baltimore weekly tabloid consumer area zip codes: 20706, 20743. 20746, 20748, 20785, 21043, 21044, 21045, 21207, 21215, 21216, 21229, tures, challenging opinions 21212, and 21239.

and well - written short stories by and about black Ameriabove - mentioned zip codes. EVERY WEDNESDAY is and you do not receive your distributed FREE to the doorfree EVERY WEDNESDAY steps of progressive, upscale, please call (202) 332 - 0080 or black consumers whose demo-(301) 728-8200. We welcome graphic profiles appeal to Washington and Baltimore about our newly combined Metropolitan area retailers. publication — another unique Our research shows that product of the AFRO-AMERIblack families, over the past 10 -CAN Newspapers. THE VOICE OF BLACK AMERICA years, have moved to non -

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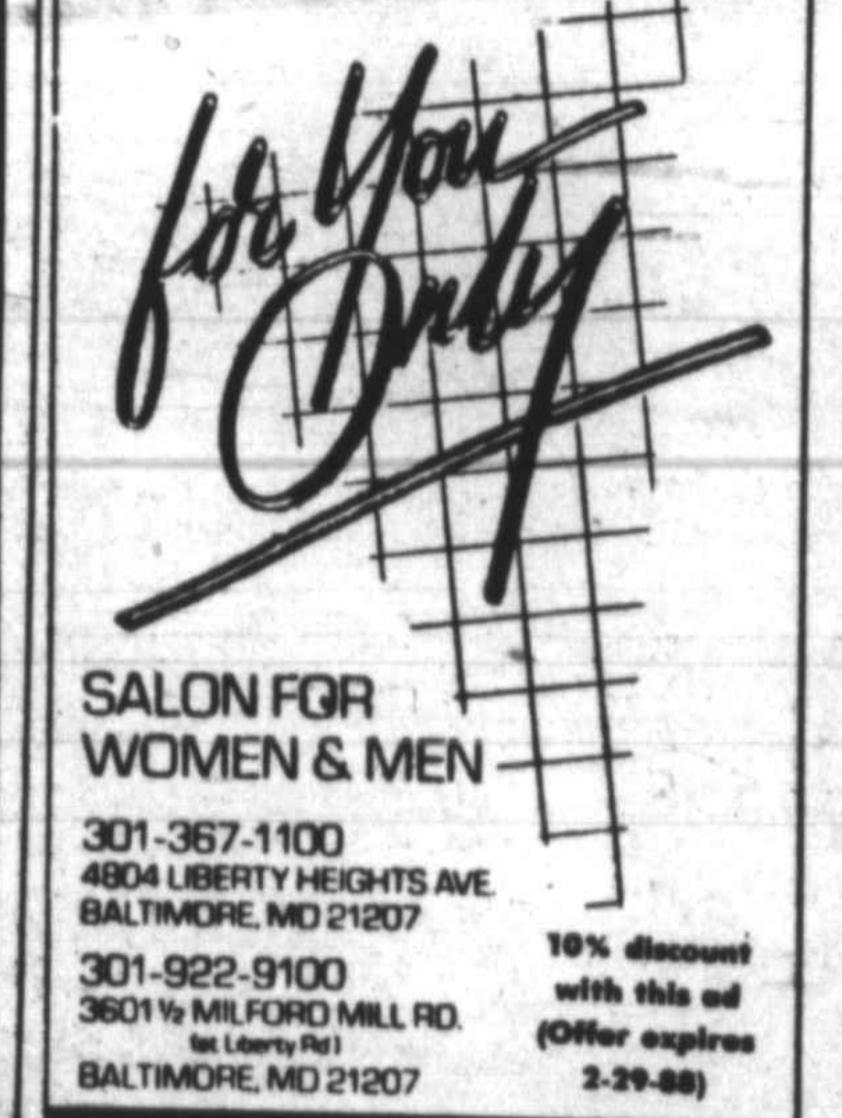


consultation and products retailed. Of course, like women, men are taking advantage of these convenient services.

Salon owners and stylists certainly wouldn't turn away this as progressive as the "new business. How about the other customers, though? Are they the beginnings of the barbershop comfortable in rollers or perms routine, most males might not sitting next to a man. I talked to a few salon personnel and they generally all said the same thing Most of their clients feel quite comfortable with this invasion of males in the salon. You still have a few salons that believe in the traditional and separate-the service salon. The trend of males barbershop from the beauty going to a salon is a welcomed

Sat. 10-4 As for the male clients coming to these salons, most of them range in age from the late teens to mid 40s. He's usually interested in a precision haircut rather than a chemical service. He would feel most comfortable if you didn't make him a spectacle-being overly courteous to him. It helps to have the atmosphere and decor of your salon attractive to both sexes. Other men might be invited in if they see other male customers or male stylists. It gives them the ol' barbershop feeling.

Some salon owners feel offering booths in your salon might be more conducive as opposed to the wide open area in most salons. Like women, men enjoy privacy and consider this to be a private matter. The one big factor that might keep men from going to a



Men do not like to wait. They are not patient creatures. I was told by more than a few owners that men are conditioned to the barbershop routine. You walk in to Joe's ol'barbershop on the corner, sit down in the same seat you'd been sitting in for the last 25 years and say, "Same thing, Joe." And of course, why wouldn't he? He's been doing this 15 minute haircut in his sleep! And you walk out the next

Most women are used to waiting, and waiting and waiting They are more apt to read a book. sew, polish their nails-anything but go home and do their own hair! It can be a standing room only situation in the salon, and women will wait. Same situation but men involved. Once men see a line of females ahead of themwell, you might as well kiss him

Let it be said that there are many barbershops still alive and wave" beauty salon. Without have had the self confidence to be in a unisex salon environmen Hats off to the barbershop! Thus I say to salon owners, let's encourage our male clients to feel



#### Free lessons playing games are offered

The Department of Recreation & Parks "Office of Adventures In Fun" has announced that free mon instructions are being fered to all levels of players at Recreation Pier, located at 1715

Games expert Stephen Scannell is on hand weekdays, Monday through Friday from 10:00 a.m. to 2:00 p.m. to challenge or teach anyone interested in lear-

please call the OFFICE OF ADVENTURES IN FUN at

Style salon, stylist competition takes place

The judges included Nathan

"The Bush Doctor" Mathis of

cocktail hour social followed by a

full course dinner. Entertainment

was provided by Hattie Smith-

guest appearance singing her hit

Catherine Pugh and Atartus

Jenkins, the hosts, opened the

many people who participated in

tonight's gala ceremony

program by applauding all the

As they say in show business -

their talent for all to see. The

models, women and men both.

By Marcia Robinson

final selection was made. The Forum on 4210 Primrose Sunday as the grand finale of the Washington, D.C.; Charlene 1987 Baltimore Style Salon and Hyman, the award-winning Stylist Competition took place. Baltimore-based designer: Ina

It was a proud moment for all Campbell, a pace-setting stylist concerned. It was especially an and teacher from Baltimore; Irexciting moment for the 25 vin Dett of "Dett-Set" fame, also finalists who displayed their of Baltimore; Bobby Bennett, a creativity that evening. The nationally-recognized beauty protalent seemed to shimmer in the ducts consultant; Betti Aughenroom as guests turned to see baugh of Columbia and Bertha other heads, all artistically done. Robinson Mack of Cambridge.

This awards ceremony was the Md. night many had been waiting for The evening began with a since December when the competition began.

Rogers Beauty Supply. together with WEBB, the AFRO- Shannon, accompanied by AMERICAN Newspapers and Charles Arnette on piano. Hollywood International Produc- Tracy Hamlin made a special promote the black salon. The "Baby Love," and the Willi beauty salons and stylists have Barber Jazz Trio kept the crowd been a stable and continuing feeling good in between the business for blacks, and the sponsors felt it was time to promote, support and thank these people of

The grand prize winner in the individual stylist category was located at 1906 N. Charles St. "strut your stuff," and that's Celebrity Hair Salon, 2107 Gar- what they did. Each salon was rison Blvd., won the grand prize given the opportunity to model

Both grand prize winners received a four-day cruise to the captured the audience's atten-Bahamas plus an assortment of tion. beauty products valued at \$1,000.

The runners-up among the Sherief of the Alhambra Palace of Styles, 124 W. Franklin St., and third runner-up, Brenda Fletcher from Mane Attraction, 119 W. Mulberry St.

Runners-up among the salons included Hair Vysions, 2890 Hillen Rd., and third place runner-up, For You Only, 4804 Liberty Heights Ave.

The top ten style salons, based on a public opinion poll printed in the AFRO included A Touch of Paris, Celebrity Hair Salon, Diddy's International Beauty Salon, 3602 W. Rogers Ave.; For You Only, Hair Connections I, 2229 Blvd.; Hattie's Headhunters, 2319 Reisterstown Rd.; La Grace Salon, 3418 Belair Rd.; BJ's Beauty Box, 4607 Garrison Blvd. Ms. Bessie's Salone De Beaute, 3118 W. North Ave. and Sista's, 121 W. Saratoga St.

The top ten salons and the runners-up all received certificates of merit.

A team of judges composed of some of the area's top hair care and beauty experts had a hard time making a final decision because of the excellence of the productions.

Each of the contestants' models strolled along a runway under the watchful eyes of the judges, then had to submit even closer scrutiny before a



Bernette Jones, Les Lewis, Lois Lewis.



Marian Webb, Robert Webb, of Celebrity Hair Salon.



TOP stylists were, from left to right, Francine Simon, Denise Simon, Cherome Hines, and Dr. Elaine Simon looks on.