

# Long-Hairs Cut into Barbershop Profits

**By REYNOLDS KNIGHT**  
There is a crisis brewing in the hair cutting business and barbers are placing the blame squarely on the shoulders of young men who like to wear their hair long. The mop-top group's reluctance to have their locks shorn has many barbers across the country pulling their hair out in frustration. The collective cry of barbers is "how can you run a business when fellows get their hair cut only once in six months?"

## VFW Sets Plans for Contest

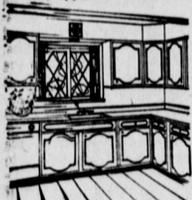
Plans for the Veterans of Foreign Wars 20th annual "Voice of Democracy" program have been announced by Commander Thomas Zahnle of the Lomita VFW Post. Theme of the 1966-67 contest is "Democracy: What It Means to Me."  
Open to 11th and 12th grade students, the contest involves the writing of a broadcast script. The program is cosponsored by the National Broadcasters Association and the VFW.

CONTESTANTS may not identify themselves in the script, Zahnle said. Length must be at least three minutes, but no more than five minutes.  
Students will tape their own scripts and local winners will receive awards from the VFW posts. Each state winner will get a five-day, expense paid trip to Washington, D. C., to compete in the national contest.

TOP PRIZES include a \$5,000 scholarship, with second and third place winners receiving scholarship grants of \$3,500 and \$2,500. Awards of \$1,500 and \$1,000 will be made to the fourth and fifth place national winners.  
Entries must be received prior to Dec. 10, Zahnle said. Any junior or senior at Bishop Montgomery, Narbonne, North, South, Torrance, and West high schools is eligible to enter the local contest, Zahnle explained.

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Actually, the hair clipper claim, long hair poses more of a business problem than baldness. The ever-expanding roster of mop-tops has forced many shop owners to lay off barbers, and in some cases, the whole shop has had to close.

The barbers that suffer most are the ones situated near campuses. A student at one of the big colleges readily admitted that he has his hair cut only three times a year. Before he started wearing his hair long he had his hair cut once a month. Another student said he had had only two haircuts since last winter.

AS A RESULT of the "longhair fad" barbers have been forced to raise their haircut prices. In San Francisco barbers now charge \$2.50; in Beverly Hills it costs \$3 and in Cleveland a razor cut (a razor is used to cut hair) goes for \$3.25.

New York has held the price line. Generally, a haircut costs \$1.25. There are some shops that charge \$1 and you can even find some that charge only 75 cents.

Perhaps the unkindest cut of all for the harried barber was this comment from a student: "I don't go to a barber shop because the barber

usually hacks my hair. Whenever I need a trim I ask my girl friend to do it."

EVEN THOUGH water is regarded by millions of Americans as a natural asset that simply falls from the sky, the business of supplying it actually is the nation's largest industry, according to a report just released by Worthington Corporation, a major manufacturer of equipment for handling and treatment of water.

Measured by the weight of output, the water supply industry is seven times as large as all other industries combined, the report says. It adds that soon there will be more money invested in the collection, storage, treatment and distribution of water than in all manufacturing industry.

The report notes that the United States' water needs are growing rapidly and are expected to reach a trillion gallons daily by the year 2000, almost triple present requirements. Because no significant increase is expected in the amount of streamflow available to be tapped, it will be necessary to re-use water on a far greater scale than is done today, the report says.

Vast sums of money and greater public understanding

of complex water problems will be required to make our water fit for multiple re-use and to avert a water shortage in the years ahead, the Worthington report concluded.

ONE OF NEW York's famous hotels, the Sheraton East, is soon to be torn down. While it is always sad to see an old hotel pass away, shoppers participating in a public sale have already expended over \$1 million for lamps, carpets, furniture and other items from the hotel's inventory. The Ambassador... To keep Maryland's parks clean mechanical goats have been stalled; they readily gulp down waste paper and other trash that children feed them.

Record companies are bidding high to obtain original-cast rights to Broadway musicals. One prominent record company reports that it is spending as much to get rights to the music of top shows this year as it spent on five last year.

Can a lack of conversation impede progress? Yes, thinks the Tile Council of America, trade association of the nation's ceramic tile manufacturers.

Polite conversation has never included much talk

(excuse the expression) "the bathroom." But now the subject may be wide open for description, analysis, debate and prediction, the Tile Council says. The hope that the bathroom will be explored in the interests of greater safety, sanitation and comfort was sparked by a Cornell University study that characterized the modern bath as little changed from a half-century ago.

THE TILE Council notes

## Conference On Gifted Scheduled

Dr. J. H. Hull, superintendent of Torrance schools, and W. J. Hanson, president of the Board of Education, will head a delegation from Torrance to a conference in San Francisco Nov. 15 and 16.

Members of the group will include Dr. Donald K. Duncan, a curriculum consultant, and Bert M. Lynn, a member of the board and alternate delegates.

They will attend the California Project Talent Western Regional Conference to discuss the needs of the gifted child.

that while attention has been paid to safety in the design of bathroom flooring materials, such as slip-proof ceramic mosaics, there are other elements that have been ignored. For example, the Cornell University study cited the protrusion of faucets and the slick condition of many tubs as areas needing change. The Tile Council says that the trend in bathrooms is

toward the spacious and the comfortable, and that affluent conditions in the U. S. are gradually transforming this room into a lounge. The point of openly discussing the subject, however, is to effect desirable changes before another half-century goes by. The trade association adds, "Technology isn't preventing change, but conversation ta-

Are you a ski enthusiast? Well, if you are you can practice skiing at home. A \$300 machine about the size of a coffee table has two inclined rubber-wheeled skis that can be maneuvered like real skis, on aluminum rollers. Baltimore's Memorial Stadium met the refreshment needs of World Series fans by installing draft beer vending machines.

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