



**ROLLIN' ALONG MAIN STREET**

The Lions Club's 50th Santa Claus parade exits from downtown Georgetown after another successful visit. Though sharing many common denominators with other established downtown cores in Ontario, Georgetown's features many unique architectural, as well as business-related characteristics.

**Joe Frost's specialty is hair design**

**Herald Special**  
The community's newest business, Joe's Hair Designs located at the corner of Main and Wesleyan in downtown Georgetown opens next Monday.

The new shop is owned and operated by well-known hairdresser Joseph Frost, a long-time resident of Georgetown who was educated at Holy Cross and Georgetown District High Schools before taking up his vocation. He trained at Bruno's School of Hair Design in Toronto for eight months, after which he worked for Peter Fryer at the Hair Shoppe in his hometown. Later, he went into business at The Loft,

which he subsequently sold when the building was converted to other business enterprise.

Joe considers his choice of location ideal as the walking shopping trade can easily drop in to his shop.

"Facing on the Main Street is an asset to draw people, and the shop is right in front of the bus route stop," he says. Opening strictly on his own, with no plans to extend staff until the New Year, Joe intends to specialize in hair cutting and initially will work without appointments. He looks forward to servicing customers who need hair cut, shampooed and blown dry, but

will not be doing permanents unless customer demand dictates. Starting modestly, Joe hopes to enhance his shop gradually as the business grows.

"My clientele is expected to be young people, since the older clientele has its own special hair style shop the individual frequents," he stated. Joe's Hair Designs will be known as a unisex hair style shop and the owner has set up hours to accommodate the business people. The hours will be 9 a.m. to 8 p.m. Monday to Friday until Christmas and 9 a.m. to 5 p.m. Saturday.

Creative hair design will be emphasized with the possibi-

ty of coupling this art form with unisex fashion shows, "which could prove an exciting challenge", according to Joe.

"Customers looking to spring and summer usually evaluate their hair style and whether they want something new for the new season," says Joe. This assessment goes hand in hand with fashion and particularly, "what are we going to do with hair styles that complement, yet are easy for the summer beach and pool enthusiasts". As far as fashion shows co-ordinated with hair styling techniques, "in this philosophy, the fashion-conscious co-ordinate a complete

look", Joe said. On the subject of growth for this business enterprise, Joe foresees bringing in another hair dresser in the New Year, who would add another dimension to his shop.

Joe invites all former customers to come in and visit his new location. The official opening of Joe's Hair Designs will be Dec. 8, just in time for ladies and gents to have that perfect look for Christmas parties and office social evenings.

Until the business telephone is installed, Joe asks customers to call 877-5993 after business hours, if necessary.

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