

people are cutting back on non-essential cosmetic items by diverting those funds into inflated prices of food, clothing and shelter. "I find this year to be one of my best years. My first year was my worst and as time went on business became better and better. I find that people still want to look good. It might be harder now on a regular beauty shop but women who are in high fashion are conscious of their appearance so they're always changing. This group represents my clientele."

Career-wise, would Mrs. Robinson recommend concentration in the business and retail side of Cosmology? "Yes, although it's not for everybody. After meeting someone at the door and assisting in the selection of a wig, I've always made a nominal profit. If you are going to choose a career and you enjoy having your own business then a boutique is for you."

Mrs. Robinson feels that in an age of convience, wigs will never go out of style. She does however propagate the caring of one's own hair and offers her clientele the option of mixing in your own hair with that of the one you buy. Mrs. Robinson is a professional whose business reflects a successful venture in the pursuit of beauty.

Guides for writing resumes

A well-developed visually attractive resume can be an invaluable asset in a job search. Often the resume is the first impression the employer obtains of the applicant and thus is a significant advertisement and marketing implement for talents and abilities. Considerable time and effort should be given to its completion.

THE OBJECTIVE OF THE RESUME

The objective of the resume is not to get a job but to obtain an interview. Keep in mind who will be reading it and what he or she will be looking for. Chances are that the person reading the resume will not have time to labor through several pages of detailed information. At this point the employer does not want a comprehensive life history and background - he does want a clear, concise, and brief summary of qualifications. The resume, therefore, should be limited to one page with a second page added for ten years or more of full-time experience. The applicant's goal through the resume is to attract sufficient attention to create an interview opportunity.

Each individual brings different and unique qualifications, abilities, and objectives to a potential employer. Thus, each resume should be different as each person is different. Design the content to emphasize strong points and accomplishments and de-emphasize weak points. Certain basic information, described below, should be included. However, the amount of space devoted to each category and the order in which it appears is a matter of choice.

(1) **Identification.** This section includes name, address, telephone number and area.

(2) **Job Objective.** For those with little or no full-time work experience, the development of a concisely described objective may be the most difficult task in compiling a resume. The job objective should be specific enough to show that considerable thought has been given to career planning. It must also be flexible enough so that it does not preclude consideration for related job opportunities of interest. Type of job, type of industry or employer, size of employer, short range career goal, and long range career goal exemplify general topics which would be mentioned.

HELP FOR VETERANS

Veterans -- need help on getting a job? Contact the National Alliance of Business and find out about their free Veterans Employment Seminar Program. Call 226-4063.

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look to your friendly neighbors at Safeway.*



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