

Beauty business expanding

by Ron Barrows

Just a few short months ago the *Observer* ran a feature about Butch Coors, the Los Angeles hair and beauty expert who had just opened a new salon at NE 14th and Broadway.

Today, Butch reports that the story and his continuing *Observer* ad campaign have brought in hundreds of customers from all parts of the Portland metropolitan area.

Walk into the salon tomorrow, ask Butch what's new and he'll say (with that quick Coors grin) "Everything!"

A lot has changed in the past months. The personnel have expanded from just Butch himself to a staff of seven, including a manicurist. Mary, Michael, Mark, Sharon and Richard now share the responsibility for "Keeping Oregon Beautiful."

And, what Butch now proudly offers is a full service salon—a total program of beauty, health and fitness—everything from "the best curl in town at the best price" to eyelash tinting and herbal body wraps to revitalize your entire system.

Mary starts with the client's own basic skin color, and gives customers complete color coordination they can use in choosing everything from make-up and fashions to the color of their next automobile!

Hair services range from cutting, curling, coloring and perms to the

new transparent haircolor Cellophanes, the vibrant—and safe—new colors with no peroxide or ammonia to harm the hair.

Butch believes in softening Black hair (as opposed to "straightening"), and dows a great deal of that these days. He also loves working with children ("They're people, too!") and some days gets as many as five at a time.

Child or adult, Butch is firm in his convictions about styling to the individual's personality and face. He is constantly abreast of the latest trends, but sets many trends of his own and does not name his original styles because "there are so many of them."

In the Skin Care department, Mary recommends a once-a-month visit with customers doing their own home care in between salon sessions, using the 100 per cent pure products she uses. (They contain aloe, Vitamin E and collagen.) Some local plastic surgeons send their patients to Masry for pre-and-post surgery cosmetic consultations.

For sparse eyelashes, Mary weaves in real hair at the Coors salon to make lashes thicker and more luxuriant without make-up—great for skiers, swimmers, people who wear glasses. She tints eyelashes and brows as well.

Individual and group consultation is available at Coors' on make-up application, with make-up coordinated to skin tones and applied to minimize imperfections. The Herbal



Mary creates new hair style for Freddie.

Body Wrap restores collagen back into the entire system for a completely revitalizing effect (the wrap itself takes an hour and a half; the complete process a couple of days), stimulating circulation and aiding muscle tone. Body Waxing employs the European style of hair removal—and wax, rather than tweezing, is used for shaping eyebrows.

Butch, who has announced a 6 pm January 14th Make-Up Seminar and Color Coordination Class, does indeed seem to be rapidly providing Portlanders with "The Salon for the '80s."

The next world war?

(Continued from page 1 col. 3)
Yassir Arafat.

These anti-Israel factions are starting to get their viewpoint heard more frequently, says Anderson. "The greatest danger to Israel is that the Arab world has gotten its media trip together, and their propaganda war is not offensive to most people." This development is in contrast to a generally pro-Israel attitude that has prevailed in the U.S. since World War II. Now that U.S. politicians have become concerned about maintaining the massive flow of oil coming from Arab states, this attitude is changing, she adds. "It's sentimental in Congress now to think of Israel."

Much of the blame should be placed with the PLO, Anderson maintains. "The PLO wants war and doesn't care how they get it. 'Liquidate' is the PLO's word, and Saudi Arabia is bankrolling them." If a war of extermination occurs against the Israelis, Anderson asks, "Do we have the boats to pick up three million Jews?"

Into this cast of characters comes the North African country of Libya, its oil supply and its colorful and controversial leader, Col. Moammer Khadafy. Anderson minces no words. "Khadafy is the closest thing to a Hitler we have had. He's erratic and fanatic; he wants to create a revolutionary Islamic nation (in Libya). He supports Iran, but is more revolutionary. He also supports the PLO, but then, all Arab states do."

Anderson says the only democratic state in the Middle East is Israel, which was established after World War II. "The League of Nations was established and the old Ottoman Empire was dissolved," she explains. "Territory was set up to help people govern themselves as democratic nations. In 1947, Britain and France gave up [their hold on the area] and independence was granted on the condition of foreign presence."

Anderson thinks attempts are being made to set up another Ottoman Empire in the Middle East, with Islam as the cohesive force. "The Moslem religion holds them together. By the year 2,000, there will be one thousand million Moslems in the world—the largest religious group in the world—and we'll be back to the days of the Crusades."

This development bodes nothing but ill for the Jewish people, Anderson says. "Jews and Christians are beneath contempt to Moslems." This enmity stems from a centuries-old claim by Jews and Arabs that both are descendants of Abraham, she explains, and that these descendants would head great nations. Added to this is the fact that the Koran (Moslem equivalent to the Bible) is claimed to be the final and unchangeable word of God, and Christians claim the same (for the Bible), she adds.

In the midst of this religious and political mess, can't all parties learn to get along? Anderson is skeptical. "Not when you're dealing with 13th

century mentality. We're dealing with a different culture. In the Moslem world there is no reason to better the lot of people here, the glory is when you die."

Anderson was opposed to the sale of advanced warning aircraft (AWACs) to Saudi Arabia, because "Saudi Arabia has said, 'Israel is our enemy.'" She supported Sen. Bob Packwood's (R-Ore.) fight against the sale and says, "He is a man of conviction. He is pro-Israel and will fight to the last drop of blood on that issue."

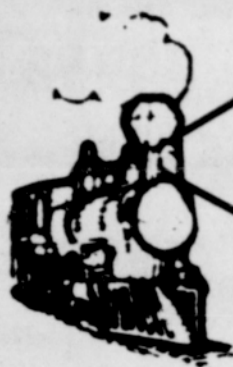
This stance is becoming less common, however, and Anderson sees more problems for Israel as concern over keeping oil flowing to U.S. industry turns American sentiment increasingly toward the Arab point of view. "As Leon Uris said, the Jews are in the eye of the cyclone."

NEXT WEEK: Another view.

Class aids job finding

Job hunting is often an irrational process filled with failure. Portland Community College winter term class entitled "Job Finding Techniques" addresses these frustrations and how to overcome them in a goal-directed manner.

The eight-week class begins January 4th at 7:00 p.m. at Markham School. PCC schedules are available at libraries and college campuses.



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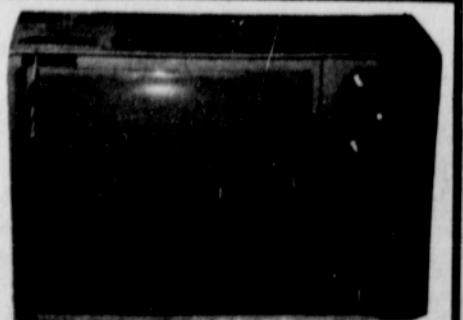
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