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# Community News

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Barack Obama  
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## JASON'S BARBER SHOP - (910) 487-0903

### Classic Cuts, Convenient Service, Consistent Quality

by Val Jones

Every man needs a reliable, skilled barber in his life. Having a regular barber will ensure that you get a consistent, sharp haircut with every visit. You can go in for a trim before a big interview without gambling on whether or not you'll come out looking like you were attacked by a weed whacker.

That's why when it comes to classic cuts, convenient service and a consistent quality you can always depend on, you need look no further than Jason's Barber Shop on Yadkin Road.

In business for over 10 years and at his current location for 7 years, owner Jason Williams continues to successfully build his business and clientele on the basic principles of customer service, kindness and consistency. If you listen to his story, it would appear that this husband and father of 2 was destined for the role of barber at an early age.

Reflecting on his early years, Jason started "experimenting" with cutting hair on his brothers and cousins as a young teen. "My mom bought my first clippers from Rhudy's Pawn Shop and jokingly (or not) encouraged me to open up my own barber shop one day," say Jason.

However, his biggest inspiration for his destined career choice came from his grandfather. "I would visit Granddaddy every summer. He asked me what was I going to do with my life. Well, I told him I didn't really know. So, he said if I would go to barber school, he would pay for it."

And that's not all. When Jason was around 17, his grandfather bought him the Oster Classic 76 Hair Clipper, popular for stylists and professional barbers and retailing around \$200. Jason remembers the clipper well. "I was like...\$200 for ONE clipper?! It came with 2 metal blades and had a fan in it. You would have to put oil in it...like a car. Honestly, they were so 'serious' I didn't know what to do with them. So I held on to them for a couple of years. Then my grandfather passed in 1995. I graduated from high school in '96 and went to Regency Barber College. And I finally got a chance to use the clipper when I started cutting hair full-time at Ft. Bragg. So, yes, I can honestly say my grandfather was my biggest inspiration for me becoming a barber."

Flash forward to 2013. Jason Williams is still cutting hair and paying a fitting tribute to his grandfather with a flourishing business. "I've got plenty of stories to tell how I got here, how I'm still here. I will just say that I give thanks to my family and to Christ for being my savior. I feel barbering is like my ministry and I'm in this profession for a reason."

Good barbers have a memory like an elephant. As you visit a first rate barber regularly, he'll become familiar with the many contours of your head and the complexities of your hair and will know how to cut and style your hair just the way you like it. You'll be able to walk in and simply ask for "the usual." Plus, your barber can become a good friend, someone you can be comfortable shooting the breeze with and look forward to seeing every few weeks.

"Perhaps that's what makes us different than other shops," says Jason. "We're like a fingerprint. We pride ourselves on being consistent and you'll always know what you're getting with us. We don't try to specialize in a lot of fad styles. We're a traditional barbershop. We provide good clean classic cuts...for all hair types. A lot of Black barbers don't do scissor cuts on straight hair. But I do. So we are able to service all hair types."

The staff of Jason's Barber Shop consist of Jason, Elando, Kendrick (Mo), Ms. T and Diallo. "We're a close-knit family," says Jason. You can always find lively discussions between us. We do have one more chair open and looking for someone to join our family. But they have to be ready for us," he laughs.

The staff works hard to get you in and out in a timely fashion because they know you've got more important things to do than hang around in the barbershop all day. And for women who are looking for a basic cut, Jason's Barber Shop is a great alternative than sitting around a salon all day. "A lot of women who need a simple cut instead



of a stylist also come to us," says Jason. "We also do eyebrows, neck tapers and side tapers. And if you happen to need a stylist, we have Ms. Barbara Mclean of Shades of Beauty right next to us who makes her own appointments."

The price of success is hard work and dedication. And Jason's Barber Shop is dedicated to keeping their clients satisfied. Regular customer Mr. Patterson says, "I've been coming to Jason's Barber Shop for 4 years. Whether I have an appointment or not the wait time is not long. He is one of my former students from 71st High School and I am very proud of his accomplishments."

Another regular customer, Ramone, states: "My reason for coming for over 5 years has been out of complimentary satisfaction. The clean sharp look of my haircut has always caught the attention of others."

"I love doing what I do," say Jason. "I feel that's a key to success...to love the work you do. Stay focused to your profession. Be true, honest and do the right thing. Be kind to your customers. And stay consistent with your business...and your business will stay successful."

Jason's Barber Shop is conveniently located near the intersection of Sante Fe and Yadkin Roads at 5553 Yadkin Road, Fayetteville, NC. The hours of operation are convenient as well: Open 7 days a week Monday-Friday from 9am til 7pm. ATM machines available. Credit cards accepted. Walk-ins welcomed. For more information or to make an appointment, call (910) 487-0903.

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