Baldness faces decline as hairpieces appear

The bald head may be a thing of the past, according to a recent Rand Youth Poll survey of a national sample of teenagers conducted for the Taylor Topper Corporation of California. Taylor Topper, creators of personalized hairpieces for men, reports that the average number of teenagers - 1,491 young males, 16 through 19 years of age, strongly indicated that they are currently interested in wearing hairpieces to accentuate and change their image. Mr. Foster explained.

"58 percent of the respondents said they would seriously consider wearing hairpieces if the loss of their own hair required it," said Jack Foster, Taylor Topper's Eastern Regional Representative. "Adding greatly to the significance of this statistic is the Rand organization's finding in a study conducted three years ago. In 1967, only 18 percent of the young men interviewed favored overcoming baldness via the acquisition of any sort of hairpiece. Self-consciousness toward toupees was clearly evident at that time."

"In the intervening three years, young men have become extremely hair conscious. Long hair is a trademark of youth. Even teenagers who are not bald, consider wearing hairpieces if their hair begins to thin or if it is a good idea for their balding companions to do so."

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