



Artful Cuts and Cutting-Edge Art

A local barber offers up a mixed media of '50s haircuts and modern art

By Maureen Malloy Allen

Wedged between a pizza joint and a doughnut shop is a slice of true East Sac originality. Eddy's Deluxe Haircuts, located at 3716 J Street, is owned by Rea Reeder, a barber with a fondness for rockabilly music, local art and classic cars. Named after her young son, Eddy's offers far more than a \$13 trim around the edges.

When you enter, the first thing you notice are three vintage barber chairs and a rack of pomades and hair grease, products used to steady the pompadour, a popular haircut of the 1950s. Although skilled in all types of cuts, Reeder has the corner on the pompadour market in Sacramento

Rea Reeder is a barber with a fondness for rockabilly music, local art and classic cars.

"Higher priced shops refer people looking for a pompadour," says Reeder. "And that truly flatters me."

There is a huge rack of CDs and walls full of art for sale. Reeder loves rockabilly music, a genre best described as a combination of blues, swing and country with a dash of punk.

The youthful Reeder looks a bit like a throwback from the past. Her



Rea Reeder gives Doug Coleman a haircut

straight-leg jeans are rolled, forming a wide cuff at the ankles. A black gingham blouse peeks out from under her barber smock. She speaks softly as she trims up a regular customer who lives two blocks away. Although the surroundings and the music are radical, Reeder claims a man of the cloth as a regular walk-in customer.

It's not just the music. It's about the cars. Like a typical barbershop, Eddy's caters to a mostly male clientele. But instead of girlie magazines, here you'll find

publications with names such as Rod & Custom, Hot Rod and RUST.

Reeder drives a flat-black 1954 four-door Ford Mainliner. This barber doesn't just walk the talk. She drives it, too.

When she rented the space three years ago, she knew how she wanted it to feel. But the details evolved over time. "I didn't want it to feel like a salon," Reeder says. The plate-glass storefront has been a barbershop since the 1920s, but the empty walls presented both a design and financial

challenge to Reeder. She recalls thinking, "I have big, huge walls and I can't afford to put anything on them." The solution was to fill the space with art to showcase local artists.

Stacy Cooper is among the six artists whose works are currently for sale in a variety of media, including oil on canvas, wood and metal, metal sculpture and photography. There's even a paper collage created by a middle-school child. Reeder is happy to sell it all. "Who am I to say what's good art?" she asks.

Last year, she hosted an exhibition of young artists from Sutter Middle School that benefited Shriners Hospitals.

Through her Web site, eddys-deluxe.com, and word of mouth, customers come from all over Northern California. Says Pony Anderson, a regular customer from San Francisco, "I come here for music, good art and a good haircut."

Reeder may be open to a wide variety of art, but when it comes to music her focus narrows. Ironically, music led her to barbering, a career where she could combine her interests. "Music's what I do to make it all go down easy," she says. On any given day, a customer may hear The Ventures, Spade Cooley, Screaming Jay Hawkins, Decca or the Slackers with a little Patsy Cline or Ramones mixed in for interest.

Eddy's Deluxe Haircuts is a haven for a subculture interested in the music, cars and classic haircuts of an earlier time. But "Happy Days" it's not. Reeder points out, "There are no poodle skirts and no Fonzie." ●