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COW'S TAIL HAIR RAISER

Not so long ago this was the swatting end of a cow buffaloes tail, swishing away at the flies. Now it's on the way to becoming woman's crowning glory as a brand new plait of hair hand-dyed to match the colour of your eyes, dress or what have you. Passing on the fashion hint, Pathe cameras look in on a West End hair-artist in his London salon. It'd take a smart buffalo to recognise the tail now as the hair experts fix madame up with the very newest in top dressing - a victory hair-do, high on the crown and tinted red, white and blue.

Fixed to your own hair it does wonders - a case of heads you win and tails the buffalo loses.

Priced at $4\frac{1}{2}$ guineas, they brought a steady queue of customers. The same thing in human hair costs 20 guineas, so maybe it's not surprising that 50 plaits were sold in the 3 hours our cameraman was there. And when you come out, the waiting escort is sure to raise his hat to a magnificent head of hair - if he had any hair.