

THE ELEGANT MAN:

Harrying down the Duke of York's steps came Mr. Edward Watson, tailor to the Duke of Edinburgh. With another exquisite, he discussed the crisis in Men's fashions. Orthodoxy (represented here by the timeless bowler and impeccable Watsonian pin stripe worsted, single button front) orthodoxy was threatened. Germany, of all places, wants to break new ground. Imagine! Can matters ever come to such a pass that what the well dressed German wears today, we shall wear tomorrow. France too thinks that it's now man's turn to be beautiful. The crying need of the age is for some new Dior to rise up and emancipate the male from the eternal lounge suit. Judging by these efforts he hasn't arisen yet.

In the past man adorned himself and made no bones about it. Now on all sides there are indications that we're getting back to the age of Beau Brummel. West End hairdressers have re-discovered that man's crowning glory, is his hair and not, as so many girls think, his bank balance. Away with the drab age of short back and sides. The deftly cultivated waves become the virile male nowadays. Leave to the cruder crew, the crew cut. Have a cold perm and every girl's fingers will itch to demonstrate her approval.

And don't let civilians forget that there's still something about a soldier.

No need to wait till the years bring those fascinating silver glints. Spray it on and be irresistible. Of course, all this may seem a bit much to the ultra conservative, but it's the law of nature. The male must make himself beautiful, to attract the best mate. It's the peacock you look at. You wouldn't know a peahen if you fell over one. Hairdressing ever, cosmetics call. It costs the well groomed man a small fortune nowadays to make himself completely presentable. In fact the men's side of the cosmetics industry has an annual turnover of four million pounds. A revelation, isn't it?

What is woman's reaction to it all. Who better to tell us than the vivacious, dashing society leader, Mrs. Gerald Legge.

"I like exciting clothes for men".

"Do you agree with the idea of men using cosmetics?"

"I like the idea of them using cosmetics, so long as they don't paint their faces. Being a non-smoker, I dislike the smell of tobacco smoke on a man's clothing, or the idea that they smell like a compost heap"

At the Duchess Theatre, after a matinee, of the
BRIDE AND THE BACHELOR, Cicely Courtneidge.

"Cicely, do you agree with men using cosmetics?"

"Cosmetics, good heavens, no!"

"How should a man smell?"

"Oh I love a man to smell nice, tweeds - simply
marvellous, pipe etc".

"What about beer?"

"Yes, beer, too"

20 years ago a girl wouldn't have dreamed of making-
up in public. The way things are going - heaven forbid it will
ever come to this.....