

MEN HAVE A PERM.

So you've got straight hair? Never mind; you, too, can be the idol of the coffee bars. Have a perm and what girl will look the other way? So in Manchester Free Trade Hall for the Haute Coiffure International a Gold Cup competition was held. Top artists of the kinky cult showed what magical transformation they can effect in a short time.

If you're inclined to sneer, just remember that till the last generation or two men of fashion spent as much time making themselves look beautiful as women do now. But not even Beau Brummell could have a perm. The 18th century gallants had to be content with powdered wigs. Science marches on. Nowadays we 'dig' the waving business.

Don Nickerson, emerging from the drier, hoped to catch the judges' eye, even in this fierce competition.

From the wide open spaces, down to his judging card; and A.G.Gray of Lancaster, was the winning maestro ruling the waves. Take note, girls; these three come from London...Wolverhampton, and Halifax, Aren't modern girls lucky: