

MEN SEEK BEAUTY

No ordinary country house, take it from us. It's a beauty farm, the first in Britain, where a female can be turned into a new woman. Today, Leida Costigan had news for the staff. The next batch in for treatment, at 35-to-50 guineas a week, with all kinds of experts on tap, weren't going to be women, but men. And why not? Isn't it time that human beings followed the animal world and recognised that the male of the species is really the beautiful one. Of course, making up for lost time isn't always easy or pleasant, though some of it's not at all bad, given an operator who knows her stuff.

Banish those wrinkles and your secretary will gladly dine with you.

Very nice in the foam bath. It gives your skin that youthful look, which shouldn't just be confined to your face.

Slap it up and down, said the painter; as the troops used to sing, though never aspiring to have the full wax treatment.

When it comes off, the flesh is toned up and the nerves soothed, then of course, there's the diet; fruit, carrot juice and all positively reeking of vitamins.

The finishing touches are most important. Manicure, and all that. And to arrest that disturbing loss of hair there's the steam scalp application. After all, nothing detracts from one's glamour so much as a scanty thatch.

This well built he-man used to be a bit fat. Indeed he had a paunch. Now look what he's got - a slipped chest!