

REPRESENTATIVE OF THE PROFESSIONAL HAIRDRESSING CRAFT ORGANIZATIONS

The Hairdressers' Publicity Group

FENWICK HOUSE, 289/293 HIGH HOLBORN,
LONDON. W.C.1.

CHANCERY 7694/5/6 and 6013

Chairman: LT.-COL. R. G. CARTER.

Treasurer: TAYLOR BRIGGS,
20 CRANBOURNE GARDENS,
LONDON, N.W.11.

Press & Public Relations:
F. H. RADFORD LTD.

News Editor

*Yes cover
both men & women.*

April 25, 1962.

Dear Sir,

BRITISH WORLD HAIRDRESSERS' CHAMPIONSHIP TEAM

You are cordially invited to be represented at an event of great international significance for British hairdressers at the Penns Hall Hotel, Walmley, Sutton Coldfield on Monday next at 2.45 p.m., about which an advance story is attached with lists of competitors and officials.

For any facilities or information required in advance kindly telephone or write to the above address and ask for the public relations officer in charge and every effort will be made to provide them.

Yours faithfully,

F. H. Radford

Frederick H. Radford
Public Relations Officer
Hairdressers' Publicity Group.

Ask for Mr Gleason.

P. Light

NEWS about

Hair



News Editor

HAIRDRESSERS' PUBLICITY GROUP

Issued by the Professional Hairdressing Development Group

c/o F. H. Radford Ltd., Fenwick House, 292, High Holborn, W.C.1.

Phones: Chancery 7694/5/6 (Day) — Grimsdyke 135 (Night)

April 25, 1962.

BRITISH WORLD HAIRDRESSING CHAMPIONSHIP TEAM

13 TO COMPETE IN MIDLANDS

A British team of five to represent this country in the 1962 world hairdressing championships at Amsterdam will be selected by competition in the Midlands on Monday next (April 30).

There will be two British teams - one of ladies' and the other of men's hairdressers - competing for world honours with over 20 different countries from Europe, Africa, Asia and America from September 30 to October 2.

At the Penns Hall Hotel, Walmley, Sutton Coldfield, on Monday afternoon, 13 ladies' hairdressers (four of them women) from all parts of the country with their beautiful models will take part in five separate severe tests for which the nine judges (all men) will award points.

/more follows.....

The five with the highest total of points will represent Britain. But in addition the top competitor will be acclaimed the champion of Great Britain - the first time such an award has been made.

The tests:

This is what the tests will cover:

1. Creating a fashionable style for a woman to wear during the daytime (15 minutes).
2. A fashionable evening style (60 minutes).
3. A high fantasy dressing on the same models as were used for the evening style. "Supreme artistry is the objective", say the rules. In fact anything goes - including the use of lacquers, hair-dyes, small pieces of false hair, ornaments or jewels - except full wigs (in 60 minutes).
4. Creating a modern hairstyle which has been inspired by an historical drawing (supplied) on a model wearing an evening dress (60 minutes).
5. Waving with irons in 60 minutes.

THE BRITAIN MEN'S HAIRDRESSING TEAM

The team of men's hairdressers representing Britain will not be selected on this occasion.

/more follows.....

CHOICE OF VENUE

"The Midlands - and not London or Manchester - has been selected by the organizers for the venue because it is a growing important centre for British hairdressing" declared Mr Frank di Biase, chairman of the Fellowship of Hair Artists of Great Britain whose organization is staging the event.

At Amsterdam the team which wins the highest total of points in these five identical tests will carry back to their country the coveted world cup.

COMPETITORS

The competitors at Sutton Coldfield will be as follows:

- | | |
|--|--|
| 1. Mr A.F.Shepherd,
78, Stafford Street,
Willenhall. Staffs. | 8. Mr I.Hunt,
20 Station Road,
Solihull. Warwicks. |
| 2. Mr S.Hext,
131-133, High Street,
Beckenham. Kent. | 9. Mr J.M.Hayward,
5, The Burgess,
Coventry. Warwicks. |
| 3. Mr B.Kibble,
6, Thayer Street,
London W.1. | 10. Mrs R.Sanderson,
67, Friargate,
Preston. Lancs. |
| 4. Mrs P.Taylor,
49/50, Windmill Street,
Gravesend. Kent. | 11. Mr A.Pickering,
36, Stephenson Street,
Birmingham 2. |
| 5. Miss S.Ford,
24, Grimshaw Lane,
Newton Heath. Manchester. | 12. Mr P.G.Stewart,
175, Springfield Road,
Sutton Coldfield. Warwicks. |
| 6. Mr P.Webb,
20, Station Road,
Solihull. Warwicks. | 13. Mr M.Wheelley,
16, High Street,
Walsall Wood. Staffs. |

/more follows.....

7. Miss S. Breakwell,
57, High Street,
Kings Heath.
Birmingham 14.

Entries not confirmed:

Mr A. Johnson,
198, Alum Rock Road,
Birmingham 8.

Miss G. Heaven,
198, Alum Rock Road,
Birmingham 8.

OFFICIALS

The judges and other officials are as follows:-

Judges:

- | | |
|--|---|
| 1. Mr S. Camillo (vice-president)
Berkeley Square,
London W.1. | 2. Mr F. Di Biase, (chairman),
52, Malden Road,
New Malden. Surrey. |
| 3. Mr J. Evangelista,
69, Camden High Street,
London N.W.1. | 4. Mr R. Kreeger (vice-president).
146, High Street,
Barnet. Herts. |
| 5. Mr L. Povey, (past-president),
187, High Street,
Lewes, Sussex. | 6. Mr C. Try,
181, High Street,
Tonbridge. Kent. |
| 7. Mr M. Wenger,
3, William Street,
Knightsbridge. S.W.1. | 8. Mr P. Woolf,
37, North Audley Street,
London W.1. |
| 9. Mr Rene Smith,
7, Boston Parade.
Henwell. London W.7. | |

Officials in the counting room:

- | | |
|--|---|
| 1. Mr L. Stein (jury group leader)
95, Edgware Road,
London W.2. | 2. Mr A. Wilson,
11, Bloomsbury Street,
London W.C.1. |
| 3. Mr E. Thallon,
80A, Baker Street,
London W.1. | 4. Mr D. Joseph,
125, Baker Street,
London W.1. |
| 5. Mr E. V. Cole,
E. V. Cole Ltd.
Elmfield Road,
Bromley. Kent. | 6. Mrs D. Kibble,
29, New Cavendish Street,
London W.1. |

/more follows.....

Officials on the competition floor:

1. Mr T.E.Webb (president),
57, High Street,
Kings Heath,
Birmingham 14.
2. Mr J. Van Vloodorp (competitions
director).
John Lewis & Co.Ltd.
London W.1.
3. Mr C.Pearson,
42, Albermarle Street,
London W.1.
4. Mr M.Di Biase,
101A, High Street,
Esher. Surrey.
5. Mr R.Marsh,
G.H.Lee & Co.
Basnett Street,
Liverpool 1.

- end -