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RULING THE WAVES - - Hairdressing experts from many countries take part in Permanent Waving Competitors at Olympia. -London-

Picture.:- This story should be called "Gilding the Lily" !

But as the processes do not appear so attractive as the--
--final result, the Editor has decided against it. The picture may have--

--terrible effects. It may rend the veil of--

--romance and make a man buy a card of batchelor buttons instead of--

--a,houseful of furniture by instalments. When next observing the--

--rippling burnished gold of her hair,--

--forget this awful exposure you fellows ! Just let love be blind ! It's much more fun !

Order is beginning to come out of chaos ! The waves having been produced the--

--process of setting starts, and then drying ! Cheery soul, isn't she ?

A few more final touches from the experts, and the ladies are ready for the judges.

This hairdressing competition is held at Olympia. 100--

--experts from all over Europe enter to demonstrate their artistry. Numbers 39 and--

--to are dressed - - their hair I mean - - by Indian and South African competitors. The judging done, the examples--

--are paraded before the public for confirmation of the decisions. Carried--

--unanimously, apparently. Now for the winners !

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RULING THE WAVES - - (Cont).

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Here are the four best dressed heads ! But the--
--actual first is this beautiful blonde head of Miss
Annette Ost, of Dulwich ! Umph & Aha !