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## Barbershops are back in style for Father's Day

By Michael Grady  
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You've bought him books, baseball caps and every imaginable golf accessory. It's Saturday, you're still empty-handed for Father's Day, but you've already run through all the go-to gift ideas. Here's one: Why not send Dad on a sensory journey back to "Father Knows Best"?

V's Barbershops are kind of like that. Behind the red-and-white barber pole (remember those?) lies an upscale version of 1957.

Inside, white-smocked stylists clip, comb and lather the jowls of the customers who spin in and out of their old-fashioned barbershop chairs. The place smells of hair tonic and sounds like the rasp of scissors and ESPN. The walls are trimmed in dark wood and plastered with athlete photos and sports memorabilia. Yes, sports memorabilia. Want photos of sassy 20-somethings with spiky do's and frosted tips? You can go ... everywhere else.

This is the Golden Age of male hair care: between the bowl cut and the blow-dryer. This is where the characters of AMC's "Mad Men" would go to clean up their edges. The atmosphere is decidedly (though not obnoxiously) male, with sports on the wall-mounted flat screens (a concession to modern-day technology). When the barber (Barber! You can say that again!) pulls the

burgundy cloth around your neck, you almost want to gripe about Sputnik or brag about how your A-bomb shelter is coming along.

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(Note: They don't bleed you with leeches. Those are medieval barbers. And no one will pipe up with a chorus of "Sweet Adeline.")

Shampoo, haircut and shave packages (\$45-\$70) can bring Dad back to the days of his better-groomed youth. Or, if he isn't that old, a feel of what it's like to live on "The Andy Griffith Show." V's is a good way to pamper any man who is morbidly afraid of appearing effeminate. If he likes it, you've reinvented Father's Day. If he doesn't, you've at least cleaned him up so he doesn't look like a boxcar hobo.

Either way, somebody wins.