

# NEW LOOK SANS TEARS

BRITISHERS ARE PAINLESSLY EASED INTO THE NEW MODE



Sales resistance crumbles as five British women don New York clothes with 1) broader hips, 2) dropped hemlines, 3) cinched waists, 4) sloping shoulders, 5)

full, swirling skirts. Priced (in U. S. equivalent) at \$11.50 for typical dresses, \$21.95 for suits, fashions have conquered England, Land's End to John O' Groats.

**PAINLESSLY EASED INTO THE NEW MODE**

**WEARY** of restraints imposed by more than a decade of war followed by the austerity program, conservative England has belatedly capitulated to the New Look.

Feeble cries of protest from die-hard holdouts, and even the pleas of Sir Stafford Cripps, Britain's ascetic Chancellor of the Exchequer, were ignored by Dame Fashion's disciples.

Partly responsible for liberating British women from the traditional shapelessness of drab tweeds, and encasing them in the demurely feminine contours of broader hiplines, smaller waists, sloping shoulders and drooping hemlines, is the buyer for a chain of low-price English stores.

The shrewd prophet of feminine vagaries risked career and her employer's profits by stacking the racks with row upon row of inexpensive, New-Looking frocks on the premise that women, like amiable sheep, follow the leader—in this instance, revolutionary Paris Coutourier Christian Dior.

Reluctant at first to force their somewhat padded (by years of starchy war diet) figures into the cruel constraint

## PAINLESSLY EASED INTO THE NEW MODE

of wasp-waisted gowns, British women have now cast aside the old look, are stampeding West End shops for the built-in New Look.

No sacrifice (including precious clothing coupons, scarce pounds Sterling and even physical discomfort) appears too great to be considered.

Most British models slimmed so diligently to satisfy exacting employers that grandmother's corsets spun on their slender waists. They are now following Designer Dior's admonition to go on a diet of potatoes and sweets to acquire New-Looking hips.

But average customers were relieved to discover that they could escape the bruising experience of being too tightly laced into a French *guepiere* ("cinch" to Americans, "stays" to Britons) for that nipped-in look.

For conservative but regardful English designers, sympathetic to woman's age-old struggle to squeeze an over-sized package into an under-sized wrapping, have applied ingeniously cut figure-aids and padding to strategic places in order to achieve the new clothing styles without tears.