

# SEE

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## HOLD THAT HEMLINE!

### WOMEN REBEL AGAINST LONG-SKIRT EDICT

**A** GITATEDLY charging that "browbeating Paris courturiers are leading us around by the nose," embattled U. S. and Canadian women rebelling against the sloping-shoulder long-skirt and padded-hip ukases, fought it out on the existing, 16½-inch-off-the-ground, two-inch-below-the-knee hem line, all last summer.

Roundly berated, also, was the National Retail Dry Goods Association for thrusting the unwanted, leg-concealing new modes on price-harassed consumers as a means of stimulating trade for the recession-fearing dress industry.

Sparked by plumpish, (ex-model) housewife Mrs. Warren Woodward (*see cut, below*) who organized 1,300 Dallas co-protestants as the first Little Below the Knee Club, the crusade rapidly gathered momentum.

Verbosely-titled similar clubs immediately became affiliated with the movement: the Women's Organization to War on Styles (WOWS), in California; the League for the Prevention of Longer Skirts for Women, in Toronto; the Lizzie Stone League for the Abolition of Long Dresses in Daytime

University of Kentucky's Veterans Club plunged into the campaign with a hopeful resolution calling on married vets to discourage their wives from buying new-style dresses, asking ex-GI bachelors not to date girls who did.

Opined U. S. Commerce Department's Economist Virginia Collier, when interviewed by Scripps-Howard's Daniel Kidney: "Women's style-changes occur in cycles. The present one seems revolutionary because it was long overdue. . . Few women ignore style changes. . . The new styles will be no exception!"



**Militant members** Jackie Houser (*left*), Wanda Ames, Dorothy Inman and Terry Ligon of Berkeley, California's Chapter of the Women's Organization To War On Styles (WOWS) picket local dress shop in protest against longer-skirt and padded-hip modes decreed by fashion arbiters. Mrs. Carrol Reynolds is chapter head.

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## HEM WARS



**STYLE  
TREND**

**Twenty-one-year-old wife** of U. of California student-vet, Carrol Reynolds shows point at which she'll crop new-style dress. She men should be able to see what they're getting.



**Little Below the Knee Club:** stops Dallas traffic with demonstration contrasting long dresses of '90s and early 1920s with "prettier and more practical" short skirts

## HEM WARS



**Little Below the Knee Club-Founder** Mrs. Warren Woodward, indicates just about where on leg she thinks hem of skirt should be



**Opposed to longer skirt** is League of Women Shoppers. Declared League's National Legislative Chairman Sylvia Wubnig: "They're too long for our pocketbooks"

## HEM WARS

**WOWS' Founder** Carrol Reynolds pantomimes candid opinion of lengthy skirt worn by Becky Adams (*left*), enviously eyeing former's calf-revealing, old-style model.



## HEM WARS



CLEVELAND'S FENN COLLEGE CO-EDS MARGARET KIRK (LEFT), MARY MAZARIK AND LA VERNE DAVIES EXPRESS THEIR OPPOSITION TO LONG-SKIRT STYLE WITH COSTUMES AND SIGNS

