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SEE

15¢ JAN. 1948 P. 11

HOLD THAT HEMLINE! WOMEN REBEL AGAINST LONG-SKIRT EDICT

A GITATEDLY charging that "browbeating Paris courtiers are leading us around by the nose," embattled U. S. and Canadian women rebelling against the sloping-shoulder long-skirt and padded-hip akases, 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 cat, 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 Win 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!"



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



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 feels men should be able to see what they're getting.

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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



LITTLE BELOW THE KNEE CLUB PARADES THROUGH DOWNTOWN DALLAS, PLAYFULLY DOUSES FELLOW-MEMBERS REPRESENTING THOSE RESPONSIBLE FOR THE ABHORRED FASHION CHANGES



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



Little Below the Knee LIUD steps Dallas traffic with demonstration contrasting long dresses of '90s and early 1920s with "prettier and more practical" short skirts.



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



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