

HEATWAVE FASHIONS MAKE MODELS SWEETER

To a back-street factory in Bermondsey come Mayfair mannequins, to parade the coming autumn fashions in furs. They couldn't have chosen a worse time for displaying these warmest of garments - the temperature outside was up in the nineties. At the same time, there was no better place to hold the show - the factory where the skins are dressed and dyed. So the sheep-skins which by thousands arrive here yearly from Australia and South Africa, come back as ultra-smart beaver-lamb styles. And a hundred factory girls look twice to see if it's really true.

The big idea is to spread the gospel of "fur coats for all," even on limited incomes. Top price of all models is under £33. - £4. extra if you're Tessie O'Shea. After the show, the boys get a laugh when the girls take a hand at the mannequin business. Jean Synnott picks her fancy and tries it on. A bit close for this time of year - but another freeze-up can't be far away.