

FASHIONS GO TO MARKET

The Smithfield Cattle Market at Welshpool goes all glamorous as mannequins parade the latest fashions to show farmers just how to keep the men-folk down on the farm. Nearby hen-coops are used as dressing-rooms. Some of the audience think it's just a lot of - or - nonsense.

Mannequin Meg Daniels, in a striped white organza evening gown, comes onto the platform. Her dress is of Grafton "anti-shrink," just the job for our climate, don't you think?

A printed cotton afternoon frock is next on the list and, making her way onto the platform, is Sheila Bradshaw. Object of the fashion parade is to show farmers' wives and daughters that top-class Lancashire cotton and rayon dresses are available at prices to suit everyone's pockets.

From evening frocks to beach-wear and Marge Watson displays a novelty four-piece play-suit that really pleases the customers.

Many Northern holiday resorts have been visited by this mannequin show during the summer — and you can't tell me that they haven't made some people fashion-conscious!