

Horrockses Dresses Worn by Mamecuins:

Ann South.

Cotton suit. Woven cerise and black checked cotton. Slim skirt with a small pleat back and front. Short-sleeved jacket with narrow belt. Collar and cuffs piped in black.

2) Ann Beardsworth.

Sleeveless cotton dress; Printed poplin designed by Graham Sutherland in mauve and tan on white ground. The dress has a wide bertha neckline fastened on each shoulder, a slim skirt and jutting hip pockets.

3) Joy Weston.

Cotton surah dress. Black and white cotton surah with three-quarter sleeves, narrow shawl collar that ties in front. Skirt has front fullness, is straight and slim at the back. Patent leather belt.

4) Jill Howard.

Tailored cotton dress. Black penline design on vivid blue ground, 3/4 length sleeves, open shirt neckline, flared skirt, button-through.

5) Pamela Grampton.

Coat dress. Black poplin coat dress with long sleeves, half-belt at back. Inverted pleat at the back of skirt, button-through front.

6) Pat Baines.

Summer evening dress. Black and white checked poplin strapless dress with three-quarter sleeved jacket trimmed black collar and cuffs.

7) Nola Rose.

Strips-coloured poplin dress. Cap-sleeves and tulip-line bodice emphasized with breast pockets. Narrow V-neck, full skirt.

8) Cynthia Blackburn.

Dress & jacket. Steel blue & white print. Off-shoulder neckline, peg-top skirt. Short belted jacket, three-quarter sleeves.

9) Joanna Oriston.

Blue denim dress. Button through, trimmed with white braid, Peter Pan collar, very short sleeves.

10) Joanna Riley.

Graham Sutherland poplin print dress. Two shades of grey, buttons down the back. Cowl neckline, no sleeves, hip pockets, all fullness at the back.

Hostess D.E.A  
Sheila Darby.

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CB.314/53.

PERSONAL DETAILS OF MANNEQUINS TAKING PART IN THE  
PARADE OF BRITISH COTTONS, ORGANISED BY THE  
COTTON BOARD, AT THE GRAND HOTEL, STOCKHOLM,  
ON THURSDAY, AUGUST 27, 1953.

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PAT BAINES Has brunette hair and blue eyes. Quietly serious in private life.

ANN BEARDSWORTH, Ashted, Surrey. Single. Born August 2, 1934. Height 5'7½" without shoes. Bust 34"; Waist 23"; Hips 36". Not first trip abroad. No professional trips abroad. Has not been to any Scandinavian country. Ambition to model British clothes abroad and to travel.

CYNTHIA BLACKBURN "The girl with the deepest tan" from the fresh air of France. Brunette with grey eyes.

PAMELA CRAMPTON, Chelsea, London. Single. Born September 14, 1926. Height 5'9"; Bust 36" Waist 23" Hips 36". Not first trip abroad. Has been four times to Paris for the couture collections. Has not been to any Scandinavian countries. Hobbies: cooking, eating, dancing, dress designing and one large shaggy dog called Topsy. Ambitions: large house, lots of dogs and lots of children and money.

JILL HOWARD Blonde hair, blue eyes. Fond of tennis.

JOANNA ORMISTON Canadian born. The smallest mannequin - height 5'6" without shoes. The girl with the Peter Pan face. Blonde hair, blue eyes. Has a passion for horses.

JOANNA RILEY, Dartford, Kent. Married. Two children. Height 5'8½" without shoes. Bust 34"; Waist 20"; Hips 33". This is not her first visit abroad. Has been to Norway, Denmark, Sweden and Paris, for Vogue.

NOLA ROSE London, N.W.3. Married. No children. Born January 23, 1929. Height 5'8" without shoes; Bust 34"; Waist 22"; Hips 34". Not her first trip abroad. Has been to Sweden, Denmark, Switzerland and France for photographic work. Also been to Gothenburg, Stockholm, Malmo and Copenhagen, working twice.

ELIZABETH-ANN SOUTH, Hendon, London. Single. Born August 23, 1929. Height 5'7½" without shoes; Bust 34½"; Waist 24"; Hips 36". This is not her first trip abroad. Has been to Copenhagen. No professional trips abroad. Went to Denmark for holiday; also did photography.

JOY WESTON Shoulder-length blonde hair and blue eyes. Has passion for modern jazz records and the lively dancing which accompanies them.

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THE COTTON BOARD

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JH/MP.  
CB.290/53/CDS.356.

August 8, 1953.

PRESS STATEMENT:

BRITISH COTTONS IN SWEDEN

For the first time, a combined show of British Cottons is being taken to Scandinavia. Leading Lancashire houses are collaborating with the Cotton Board in an exhibit in the British Pavilion at St. Erik's, Stockholm, Sweden, this month.

St. Erik's Fair, from August 22 to September 6, is a major international trade fair. Britain and Sweden have a close trading friendship. This year, in Britain's Coronation Year, when thoughts are turned to the traditional European way of life, it is particularly appropriate that Lancashire should express its close links with Sweden in the 700th Anniversary Year of the foundation of the city of Stockholm.

Under the heading "British Cottons" the Cotton Board's Colour Design and Style Centre is arranging and displaying on two stands the products of fifteen cotton houses. More than 300 fabrics are being shown. A collection of 100 dress fabrics represents some of the finest of Lancashire's products in this field, as well as many of its newest ideas. More than 100 shirtings and pyjama cloths, Ventiles, velvets and corduroys, and other men's fabrics are being shown in a second display. A small group of furnishing fabrics which exemplify Britain's fine tradition in the production of these high quality goods as well as new designs in a contemporary manner are being shown.

The display at the St. Erik's Fair will be seen by many thousands of the Swedish public who make this annual event an important occasion. It will be seen by Swedish trade buyers as well as visiting buyers from the other European countries.

Cotton Fashion Modelled in Stockholm:

To further promote Lancashire's products in Sweden, a Fashion Reception is being arranged at the Grand Hotel in Stockholm on August 27, to which members of the Swedish press and leading trade personalities will be invited to appraise Lancashire's newest productions in the dress field. Clothes specially designed for the Cotton Board by members of the Incorporated Society of London Fashion Designers and leading wholesale makers-up will be shown. Cotton hats, gloves and other accessories will be featured. This display is representative of the best being produced by Lancashire

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in all aspects of the Cotton dress fabric field.

For this occasion ten of London's top model girls will be flown to Sweden. These mannequins will leave London by British European Airways on August 26, to arrive in Stockholm on the same evening.

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LIST OF EXHIBITORS

- Baxter Woodhouse & Taylor Ltd.,  
Woodside, Poynton, Cheshire. Horrockses, Crewdson & Co. Ltd.,  
Preston, Lancs.
- G. & R. Dewhurst Ltd.,  
Great Marlborough Street,  
Manchester, 1. Horrockses Fashions Ltd.,  
15 St. George Street,  
Hanover Square, London, W.1.
- Fothergill & Harvey (Sales) Ltd.,  
Harvester House, 37 Peter Street,  
Manchester, 2. Henry Marchington & Sons Ltd.,  
44 George Street,  
Manchester, 1.
- John H. Gillett & Sons Ltd.,  
Crosse Hall Works, Chorley, Lancs. Simpson & Godlee Ltd.,  
30 Princess Street, Manchester, 1.
- and  
Kirkpatrick Bros. Ltd.,  
11a Nicholas Street,  
Manchester, 1. William Thomson (Wiltom) Ltd.,  
Wiltom House, Whitworth Street West,  
Manchester, 1.
- and  
Sackville & Swallow Ltd.,  
105 Princess Street,  
Manchester, 1. George Tingey & Co. Ltd.,  
Fasula House, 127 Portland Street,  
Manchester, 1.
- Richard Haworth & Co. Ltd.,  
35 Dale Street,  
Manchester, 1. Tootal Broadhurst Lee Co. Ltd.,  
56 Oxford Street,  
Manchester, 1.
- D. R. Williamson & Co. Ltd.,  
1/5 Currer Street, Bradford,  
Yorkshire.
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