

10522201  
48/78

SAVILLE ROW GOES ON TOUR

A line of drab exteriors spells the name of a street world famous among well dressed men from London to Hong Kong. Here is found the aristocracy of style and fashion. Despite restrictions and economic difficulties the international demand for the cut of Saville Row is as great as it has ever been.

With pattern and scissors its craftsmen pursue the rupee and the dollar. In the export drive the trades requirements have a high priority.

In the past, the satisfied customer has been the Row's first salesman, now, for the first time the Merchant Tailors put their products out on tour. All walking, all talking models appear in a three act play, designed to stress sartorial elegance. Prior to a New York showing, a London tryout hypnotises an enthusiastic audience. Only the prompter has his worried moments.

Broadway will welcome this big hit.