

War Savings Fashions

FOR SPRING 1943

Wartime regulations have, of necessity, drawn blueprints from which the patterns of spring fashions have been cut. Every informed civilian now knows well that our first—and biggest—job is to save in every way whatever can contribute toward equipping our fighting forces with what they need to win.

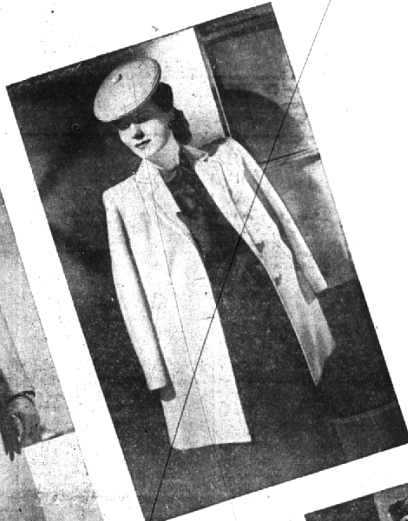
It is in this spirit that the fashions shown within these pages were conceived, created—and are now offered to the men, women, children and homes of this community, by their retailers.

These are fashions that give evidence of materials and labor saved in the making. In the wear and use of each will be effected further savings, each according to its function.

There is yet a further way to practice the fine art of war savings: and that is by giving everything we buy the kind of care which will result in longer wear, and thereby delay the need for replacement.

Together, then, within these pages—are the fashions themselves with the story of how and what they save, AND down-to-earth counsel as to how to make them last.

Proud to do her share, the American woman squares her shoulders, holds her head high, quickens her pace. Those she loves are fighting this war. She herself has a job to do: and she'll do it graciously—War Savings Fashions her worthy allies, in line with her knowing practice of every essential wartime economy.



SAVING THE POMPADOUR—Lilly Dache's picture hat perches above it. In white satin, it is trimmed with a black grosgrain band and there are matching gloves to dramatize a print dress.

SAVING EXPENDITURE—one all-purpose coat: a classic, velvet-collared Chesterfield, given a new face in postwar-bright color, pure wool. Double-tier pockets and a vent-back are jaunty Junior features.

SAVING FABRIC, ADDING SMARTNESS—a bright, pure wool shorty from Swansdown. Welt stitching emphasizes its abbreviated good looks and all-occasion character.

SAVING THE DAY! A short, soft suit that can be worn anywhere, anytime around the clock! A Swansdown model in fine gabardine type fabric—at its best in muted tones.

SAVING BEAUX—tiny white boxes of plastic (which will stay spotless white) are mounted on black plastic B.G.E. Originale buttons. Adding eye appeal to a dress with boxes at its waistline.

SAVING ESSENTIALS—a slim New York Creation for dress-up. The simple bodice melts into a gently swathed hipline; with a free-swinging panel its only trimming.

SAVE WAR STAMPS! Wear the War Stamp Corsage shown to the right in Spring-Easter design, by Lilly Dache.

The theme WAR SAVINGS FASHIONS was first introduced by the Fashion Group, Inc., in New York City.

