

Button Up Your Accessories

Clever, non-priority buttons give wartime fashions a lift

Keeping up with the Joneses' wardrobe is no longer a problem. Uncle Sam is standardizing the cut and fabric of wartime clothes. But already the American woman, with her zest for something different, has turned thumbs down on style regimentation. In a frantic bid for individuality, fad-loving women are rediscovering the decorative button. Buttons are no longer just a practical device for holding clothes together. They pep up simplified silhouettes and restyle dated fashions.

Because buttons can be stamped out of anything from mud to paper, you can continue to buy as many and as varied types as you need, in spite of critical material restrictions. At the beginning of World War II, button imports were cut drastically, but our domestic designers were quick to introduce colorful ceramic, celluloid, wood, plastic and leather varieties that sewed up the market.

Today button stores are springing up everywhere and notion departments throughout the nation report a boom business. One of the country's largest wholesalers, B. Blumenthal and Company, attributes this sales boost in great measure to the elimination of metal fasteners as well as to clothing conservation and home sewing.

The **CLICK** fashions pictured on these pages were inspired by the "Pearlies," Londoners who bedeck themselves with buttons on costermonger holidays. Designed by button buyers of R. H. Macy & Co., N. Y. C., they prove that costermongering is wartime fashion sense.



HEARTS ARE ALL SEWED UP when they're worn like this, atop suspenders and a snood. The buttons were stamped out of lightweight wood, shank and all, and are considered non-critical. Similarly, bone, plastic, horn, fabric, composition and leather buttons can be manufactured for civilian use.

2 Buttons



JEWELLED BUTTONS ARE BIG NEWS for the duration. They enliven restricted war styles. To make wristlet and choker, sew buttons on ribbon. Paste them to plastic ear clips with household cement for earrings; tie them to a comb when making hair ornament.



LITTLE BOY'S CALOT WITH GLOVES to match can be an attractive sports or dress combination depending on button trimmings. Cut down from a discarded felt hat, the cap is an adaptation of the kid fad of putting campaign buttons on pop's fedora. Cuff gauntlets should get pictured treatment.

Buttons



IF YOU'RE A YANK ON A COSTERMONGER SPREE, trim an outmoded pair of slacks and a bolero with bright pearl buttons as above. But don't expect to buy the pre-war ocean shell pearlies that hailed from Australia or the Dutch East Indies. You'll find that the new composition types or the fresh water varieties are surprisingly like the real thing.