

Slim Wartime Silhouette

Government-approved, it's designed to give you more fashion with less fabric

If the War Production Board continues to have its way, Mrs. O'Grady and her next-door neighbor will not be wearing identical Sunday bests this winter. L-85, an apparel order recently issued, is your best guarantee of this. For although the WPB is intent on keeping yardage used by the ready-to-wear industry down to a minimum, it will not freeze fashion ingenuity.

Your wartime wardrobe will be smart and sensible—not just an *ersatz* for your peacetime clothes. Styles, in every price range on the market, will continue to be individual and varied. However, the basic design and trimming allotment for your wartime dress has been cut down to a sliver. Silhouettes have been styled on the slim side to eliminate waste, conserve fabric, machinery and manpower. More than an arbitrary designer's trend, this simplified fashion figure is the government's own solution for 1943's expected million-yard deficit.

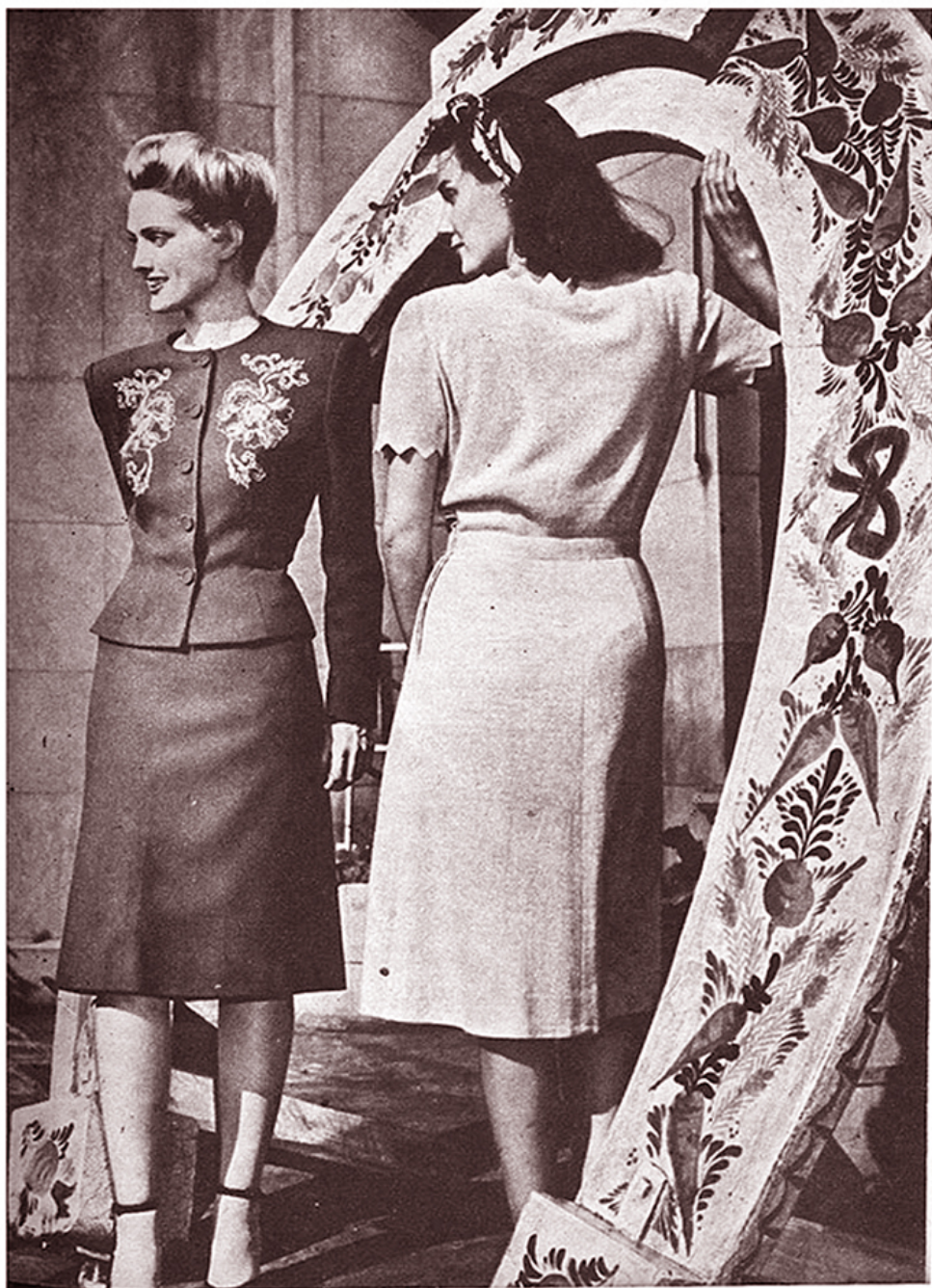
That this new clothes silhouette has super style has already been proven. Preceding government regulations by a year, stylist Muriel Johnstone originated Marlboro's cigarette-slim fashions in February of 1942. Although they were a natural reaction to the full-bodied dirndl dress popular prior to the war, Mrs. Johnstone was clever enough to give them a timely slogan: "Conserving material for victory." But what was exclusive fashion last year is a must today, and Muriel Johnstone, along with other American creators and manufacturers, is making the most of L-85. For a preview of the slim wartime clothes you will wear this fall and throughout the winter examine the Marlboro designs on these pages. They illustrate the War Production Board's key phrase: "Control without regimentation."



AT LEAST ONE YARD OF JERSEY was saved in cutting this rayon classic. Slight gathers, front and back, achieve a dirndl effect without using excess yardage. Under the new L-85 apparel ruling a dress can utilize only cloth needed for basic silhouette (specified for size) and cloth to cover trimmings (limit—700 square inches of non-transparent fabric).



A SHORT FORMAL, THIS TOBACCO MOIRE is a definite product of the times. Cigarette-slim in contour, it boasts a low neck, short skirt, bows in place of sleeves and only a suggestion of hip drapery. It is a design that requires only three yards of fabric while comparable pre-war styles called for six yards or more. Satin dinner gloves are bought separately.



THE SKILLFUL SKIRT DRAPERY on the dress at right allows ample hip room even though its backline has a narrow sweep. Double-breasted suits and jackets are banned but dresses and coats may be cut in the manner shown here. The three-quarter length sleeves and fabric ornamentation used in these styles helped save a half to one yard of critical wool and rayon.



THIS CIGARETTE-SLIM SUIT DRESS conforms to the L-85 regulation permitting no more than two pockets and one collar or single revers. Collarless and with a flap detail that simulates a four-pocket arrangement, this design saves one yard of wool. By using a scarf in place of the blouse, plastic instead of metal buttons, and a sheath-like skirt, it helped conserve manpower and materials.



THIS SIMPLIFIED DARK WOOL SUIT is a typical wartime fashion. Single-breasted, collarless and devoid of wasteful detail, it measures up to the WPB order. Similarly the fabric buttons, embroidery and narrow gored skirt help make it a perfect 1943 design. The dress in the foreground gives the usual back view of the straight silhouette. Note band instead of belt.