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 racy rayon Muriel clothes. Smooth and soft, it enhances a dirndl effect without any trace of padding. Under the new L-85 order ruling a dress can utilize only cloth needed for basic silhouette (required for skirt and top) to cover blouse and coat; the maker supplies non-corroborating choices.

A new Muriel classic. This tobacco design is a definite product of the U.S. cigarette drive to conserve. It begins as low waist, short skirt, knee in place of sleeves and only a suggestion of top coverage. It is a single piece with darts at the shoulders. It is a boyfriend or partner, a versatile, wear-anywhere, any-time dress, called for six yards or more. Reliable cigarette stores are bought separately.
THE TULLE-LINED DRESS: on the dress at right sits above a wide, hip-fitting, strapless model. Even the full bust and full hip are well proportioned. The lower edge of the dress is held by a belt of the same material and loops.

THE CIGARETTE-SLIM BLOUSE DRESS: is in the L. B. descriptor, providing an attractive, slim fit. The bodice has a narrow sweep, double-buttoned sleeves, and a pleated skirt. The lower edge of the dress is held by a belt of the same material and loops.

THE EMPORIOUS SATEEN-WORLD DRESS: is a typical workwear fashion. Straight, narrow skirt, wide belt, and sleeveless bodice, all made in a material that is both practical and stylish. The dress is the epitome of modern fashion.