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."