

# Women Speed Clothes Choice

By MARGIE ROBINSON

Coeds can no longer be "beautiful but dumb" where national war planning and conservation of resources are concerned. For as the OPM (Office of production management) pinches priority rationings more tightly carefree college cuties adopt a businesslike mien and rush to replenish their wardrobes, which haven't dwindled yet, but . . .

What are the facts behind hoarding of merchandise which may become rare in the future? What implications do priorities hold for today's college woman? Perhaps it would be wise, starry-eyed young romanticists, serious young bookworms, and laughing activity girls, to pause for just a moment and think about these things. The answers to these questions are bound to affect something near and dear to each of you, from the whitish streaks in your tawny hair to the dainty elastic garters some of you still wear; from the four spicy colognes you dash on yourself for "him" to the high rubber boots you put on to splash through mud puddles.

### Coeds Must Sacrifice

Here is the gist of this priorities business: when a mighty nation is in the throes of conflict, she has especial need of certain vital materials for her wartime industries. Guns, tanks, uniforms, planes, battleships — all these must be produced; therefore citizens (this includes you, coeds—you should be the fightingest, fiercest, and most courageous femmes in the country) must be prepared to sacrifice essentials which are used in the production of defense equipment. The huge industries which keep Uncle Sam's powerful war machine rolling smoothly have precedence or

"priority" over others inferior.

In addition crises on distant parts of the globe leave a deep gash in the heart of U. S. shipping activity; imports have fallen off and will plummet still further downward before hostilities cease. The nation must clench tightly the precious substances which may no longer be secured by ocean-ways, and if this means fewer rubber balloons for college jive sessions, what of that? The danger most likely to result from this scramble of busy factories, civilian curtailments, and war shortages is not that college girls and other American women will not be able to get hose, wear girdles, buy wool coats or bobby pins. It is fear buying. It is fleeing, thoughtless women's fleeing home from crowded sales counters with their precious little purchases so that they may gloat over their three pair of rubber-soled shoes while others . . .

### How About Other?

What will others do? It is certain that resourceful American geniuses cannot fail to provide satisfactory, yes, even better substitutes for materials now being requisitioned for war purposes so that women's apparel is affected. Future college girls will have attractive clothes, rosy cheeks, sturdy shoes, and some type cur-

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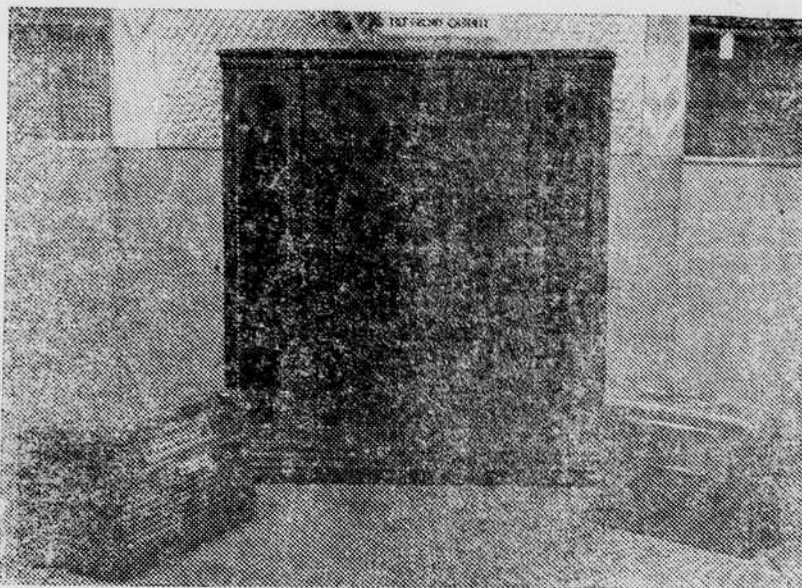


TABLE RECEPTION . . .

. . . can be received by the Philco combination of radios above from Johnson Furniture Co. The handy portable is just the thing for the romantic mood on spring term picnics. The table model will fit in your own room and the downstairs living room can use a new radio-phonograph set before priorities get them.

Photo by Marion White

## Angora Sox Will Fill Menu For Milady, '42

Anklets, in pink and blue, with angora tops of a combination of angora, are the rage this spring.

The best sellers in the regular shades are the garter-tops, good for sportswear and designed not to slip and slide. A perfect fit in hosiery is obtained by the new Air-Spun specialized fit method. Taking into consideration the height and weight of the buyer, the size of the stockings are based on the shoe size, stocking size, length desired, and any fit trouble that the buyer has previously had.

Men's styles are running to polka dots this year. Brown and orange ones decorate a linen handkerchief.

## First Choice for Spring



A UNANIMOUS CHOICE OF THE COLLEGE GIRLS ARE

# WARD'S SPORT SUITS

The busy American College Girls are unanimous in their approval of Ward's Sport Suits for trimness, comfort, and all-around wearability. The suit Miss Yvonne Torgler is wearing is the Narrow Herringbone Tweed in a gay, cheerful gold that's leading the Spring Parade. The Jacket is the new long tie front with a full puffed skirt. Accessory changes make it look dressy or tailored. See it at Ward's and SAVE too!

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## Spring Flattery



How about a perky bonnet to liven up this spring's darker-than-usual colors?

Inexpensive at \$1.95 to \$15.00.

You'll find just the one you need among the many lovely new hats at THE BONNET NOOK. . . . Pastel ferns, crisp straws, and flowers galore.

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