

'They Will Fight at the Barricades, But They'll Have A Comb in the Container of their Gas-masks, a Lipstick in the Pocket with their Bombs'

(Continued from previous page)

"There's another corps d'elite of the A.T.S. which one of my colleagues has visited, trained by the Coldstream Guards. Well, these A.T.S. girls with the Guards may seem to spend a lot of time on spit and polish. For instance, they all keep their hair exactly the same length. The white gauntlets of their bugle band are always spotlessly clean. But I'm told that by every competitive test of sheer military efficiency they come out top of their sisters every time. They have done a wonderful job at recruiting as a result.

Short Hair in Factories

"To turn to another field of the war effort: we've had the pleasure of co-operating with the Ministry of Labour in devising an attractive cap for women in factories. If the girls don't wear caps their hair catches in the belting. But they wouldn't wear caps unless they thought they looked nice in them.

"Here's another example of the influence of fashion in war. As a matter of hygiene, not to mention saving of time and money, short hair is desirable among the girls living and working in the crowded conditions of the great munition centres. But appeals to the factory workers on grounds of hygiene had very little effect. So the fashion editors, the hairdressers, the movie and theatrical producers, were asked to start a campaign for short hair on the grounds of style. The result was the 'Liberty Cut,' which has been adopted with enthusiasm by American as well as British women.

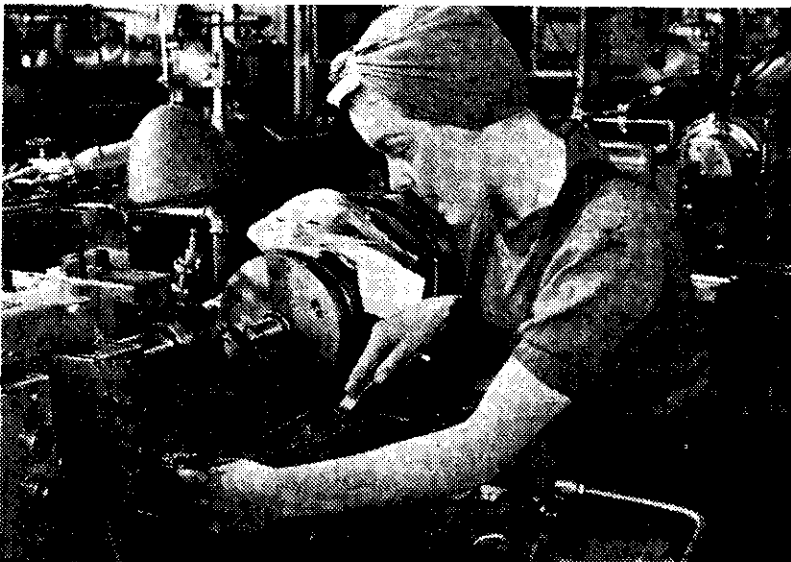
"Keep Your Powder Dry!"

"No, not for us in Britain, and still less (I'm sure) for you overseas, is a drab unshapely sexlessness the sign of fighting spirit in women. Our partisans will fight at the barricades, but they'll have a shingle comb in the container of their gas-masks, a lipstick in the pocket with their bombs. For them, Cromwell's stirring advice to his Ironsides 'Trust in God, and keep your powder dry,' has a double meaning. Double, and doubly effective! For cosmetics play their part as well as costume. At the beginning make-up was frowned on in the Forces. To-day — though highly-coloured nails and obvious eye make-up are, rightly, banned — intelligent and sympathetic officers of the women's forces, most of whom started in the ranks themselves, have realised that you can't deprive a woman of charm without depriving her of confidence. So beauty and fashion experts to-day receive dozens of letters from Wrens who want to know a good cream to help them resist the ravages of the winds at bleak naval stations, from Waafs who want a hairdo suitable for wearing beneath their peaked caps, from factory girls who have to sit at a bench all day and want limbering-up exercises prescribed for their few hours off. And it's a healthy sign. For there's a reverse side to the old proverb 'Handsome is as handsome does,' and our women in the factories and the forces are witnesses that no conflict need exist between the twin necessities of looking well and doing well."

RIGHT: South African WAAFS, recently drafted to the Middle East, try on slippers in a Cairo bazaar

MIDDLE: This "Liberty Cut" wearer is being trained by the Canadian Department of Labour in precision instrument work.

BOTTOM: A Bren gun plant employee cleans her machine. She works better, says Harry Yoxall, because her cap is becoming





Morale

IS A WOMAN'S BUSINESS + +

WHEN you listen to War News you think, "How can I help more?" You feel apologetic because you are only a woman, but have you forgotten that morale is a woman's business now more than ever. A woman's beauty stands for courage, serenity, a gallant heart, the things men need so desperately these days. It is a woman's way of saying "We won't be beaten."

Inserted by the makers of



For your personal Cosmetic-Blend chart, clip this advertisement and post to the manufacturers:
WILFRID OWEN LTD., Christchurch, NZLA.48

"My word, but I'm putting on weight"



BG23

ROBINSON'S

"Patent" BARLEY & GROATS

FREE! Not only is Robinson's 'Patent' Barley easy to prepare, but it is cheaper to buy and it goes further. Write to Reckitt & Colman (New Zealand) Ltd., Dept. U P.O. Box 149, Dunedin, for a free copy of "My Book."