

War Styles for War Leaders

Stalin's Tunic and Churchill's
Zipper Suit Challenge Men

By Elizabeth Hawes

We vote for Churchill and Stalin as the ten best-dressed men in the world. What they wear is 100% in the spirit of the times - saves labor and material, is practical, comfortable. If American men are not nice, they'll follow these fashion leaders.



Little men, what clothes now? You are raised to believe you can reach the top, that you are as good as any other man, that you may have anything any other man has.

Aspirants to leadership and success normally copy the clothes of existent leaders. Isn't it about time most of you changed your suits?

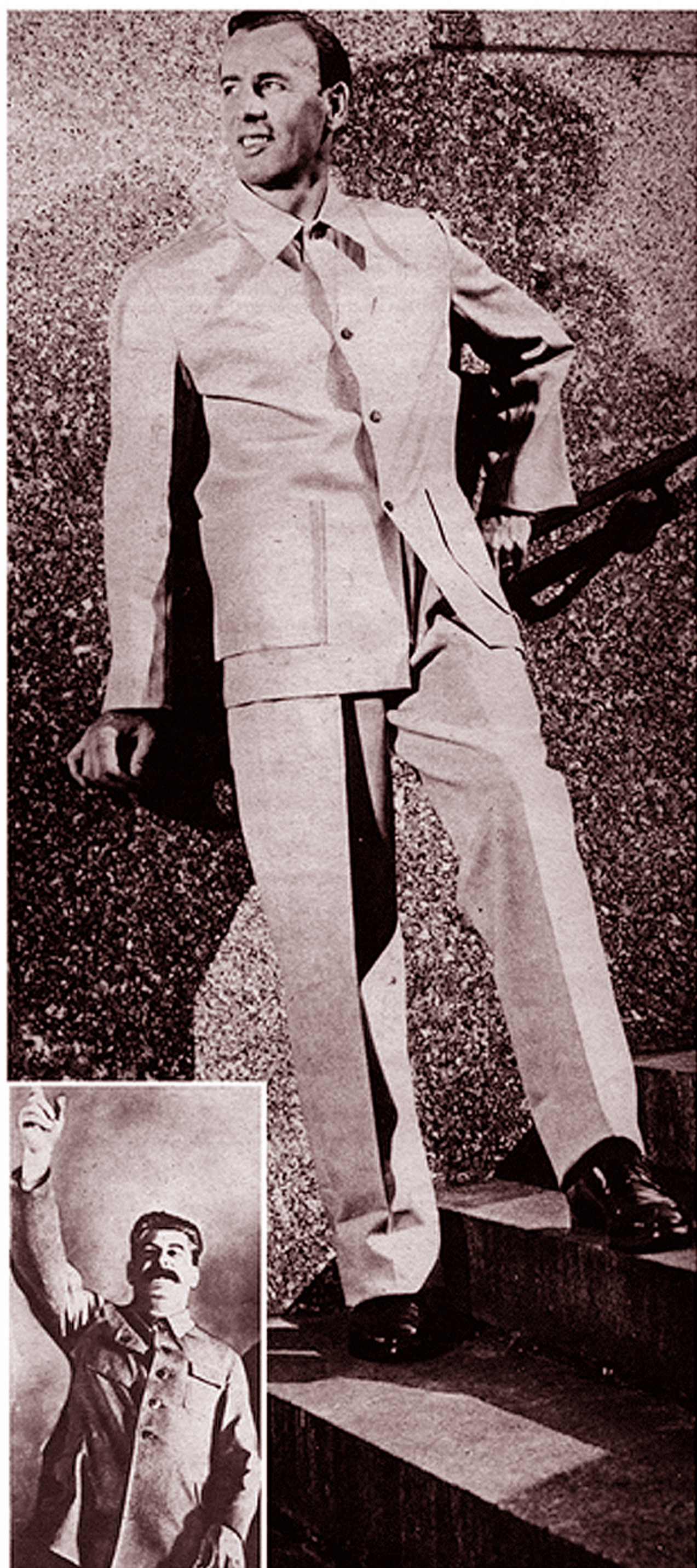
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WAR STYLES

Today's business clothes were worked out by the winners of the Industrial Revolution, whose descendants are the big tycoons of our day. Typical "white collar" men's clothes indicate the wearer is not a manual laborer. They bind the neck, arms, and waist of the wearer in the same fashion and for the same reason that the feet of upper class Chinese ladies were once bound. Such clothes, like the men who invented them, are dead.

Times have changed. At the left you see an exact duplicate of Winston Churchill's famous Zipper suit. It's made of fine wool twill, cotton lined. Mr. Churchill always wears it with a shirt, sometimes a tie. He has it in all cotton as well as in the wool version.

This suit is a complete wardrobe. Churchill even wears it to formal dinners, merely changing his street shoes for bedroom slippers! As the suit hangs from the shoulder, it's completely comfortable, with nothing to bind around the waist. Even in wool, the man who posed for **CLICK's** Zipper suit picture found it cooler than an ordinary business suit.



The suit at the right is as near as we could find in the U.S.A. to Joe Stalin's all purpose costume. If the trousers are worn with suspenders, thus hanging from the shoulders, it is as loose and comfortable as Churchill's suit.

Some men will prefer Stalin's "semi military tunic" to Churchill's "Siren Suit" because the loose coat allows ventilation around the waist. Also, the Stalin suit is designed to be worn without collar and tie.

These clothes are yours for the asking, and asking has become a duty. You can think more clearly in such clothes. You can work more efficiently in such clothes. You can win the war in such clothes.

WAR STYLES

The Government has already removed the cuffs from your trousers, saving a few inches of material. But clothes like the ones shown here will save yards of cloth; and they are sturdier than the traditionally styled suits you have been wearing.

"Leaders' clothes" are not available in every store because some of the tailors have not, as yet, caught up with the times. But it won't be long before men all over the country will give up their struggle with tight collars and binding waist-bands and insist on the comfort necessary for efficiency. The current popularity of loose slacks is an indication of what is going to happen.

Besides helping economize on cloth, "leaders' clothes" can teach you how to be really comfortable. You think your present clothes are all right? Try stretching. Try sitting down without hitching your trousers. Try to talk to someone without wiggling your neck in your collar. Comfortable? Then, why are pajamas more relaxing; why do you get into a slack suit whenever you can? Maybe this war, and clothing like Churchill's and Stalin's, will mean bodily freedom for men, too.



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