

# War won't freeze American Beauty



**I**f you're following a routine of "beauty as usual" with qualms of conscience, believing that cosmetics and toiletries utilize materials essential to the war machine, know for certain that if Uncle Sam needed your lipstick or shaving mug for bombs and bullets, he'd have gotten it first. Materials currently used for the manufacture or packaging of cosmetic items are deemed non-essential to the war effort and conform to Government Limitation Order L-171. The War Production Board issued this ruling July 17.

Limiting cosmetic and toiletries manufacturers to a quota of their 1941 production and sales schedules, the order has actually saved 17,000,000 pounds of chemicals and other critical materials, in addition to 2,300,000 gross of containers and closures and 90,000,000 ton miles of freightage. And since future restrictions will depend on scarcity of critical materials plus labor and transportation shortages, Washington encourages you to buy large, money-saving units (instead of the same quantity in numerous smaller packages) because they help eliminate problems like these.

You can't look forward to seeing *new* products on cosmetic counters for the duration (WPB forbids it), but you can expect an adequate supply of the beauty aids you're accustomed to using. In general, toilet goods manufacturers have well-stocked inventories. But wherever a shortage is imminent, resourcefulness is busy creating ingenious substitutes. Actually many of the units on the market today, manufactured in the early days of priorities, have been placed on the WPB ban list. Plastics and silver are good examples of this. However, you should continue to buy them as long as the supply lasts, because otherwise, they would only linger and go to waste on shop shelves. Priority rulings don't apply to products already in manufacture or inventory.

By meeting the changing needs of the times, the cosmetic industry has carved a practical niche for itself. Toiletry lines have been simplified from content to cover. Packages are gayer but more utilitarian, and are made of non-priority paper, wood, pottery, glass, fabric and leather. And the difficulty of obtaining dyes for tints and metal for molds is challenging the ingenuity of America's package designers.



## WARTIME MAKEUP



**BULLET-MAKING WON'T BE STYMIED** by cosmetic production! Manufacturers of toilet goods are hard at work creating units according to WPB "Hoyle." The industry is solving the problem of package and ingredient shortage while conforming to the country's total war effort. Toiletries were redesigned from content to cover, releasing vital materials for the fighting front. And while the American consumer is assured an adequate supply of cosmetics, the Government urges conservation of existing supplies. The war-born toiletries pictured here prove that American imagination is giving glamour a practical, new dress-up and a timely, worthwhile reason for being. To see how substitute materials are being used see the color photo on pages 26 and 27, and look from the key numbers above to caption numbers.



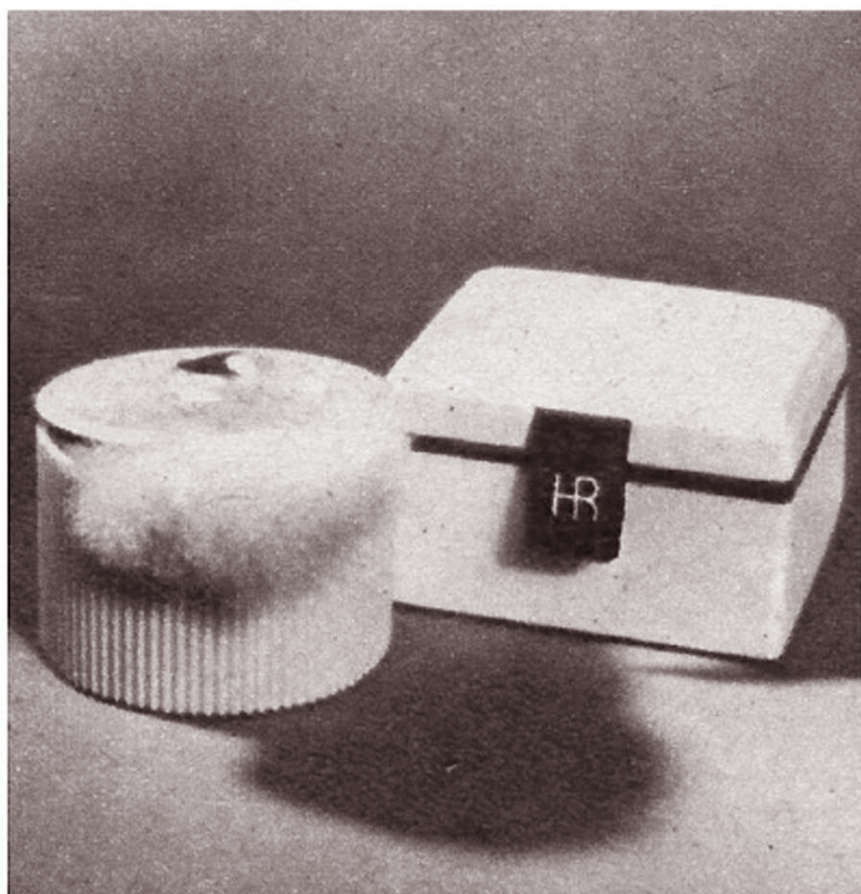
**1 SHAVING SOAPS**, without coconut oil or added glycerine, have an unlimited production rating. Note new non-priority containers.



**2 LIPSTICKS** are plentiful but color and size range simplified. Pre-war units are now redesigned in plastic, silver, paper and wood.



## WARTIME MAKEUP



**3** **FACE POWDER** formulas will utilize California talc when Italian inventory is exhausted. But the change won't alter the texture.



**4** **LEG MAKE-UP**, a war-born necessity, gets a special WPB quota. Wood hair remover with friction pad refills is non-priority.



**5** **NO SOAP SHORTAGE** for the duration! Soap-making produces glycerine as a by-product—used in explosives for our bombs.

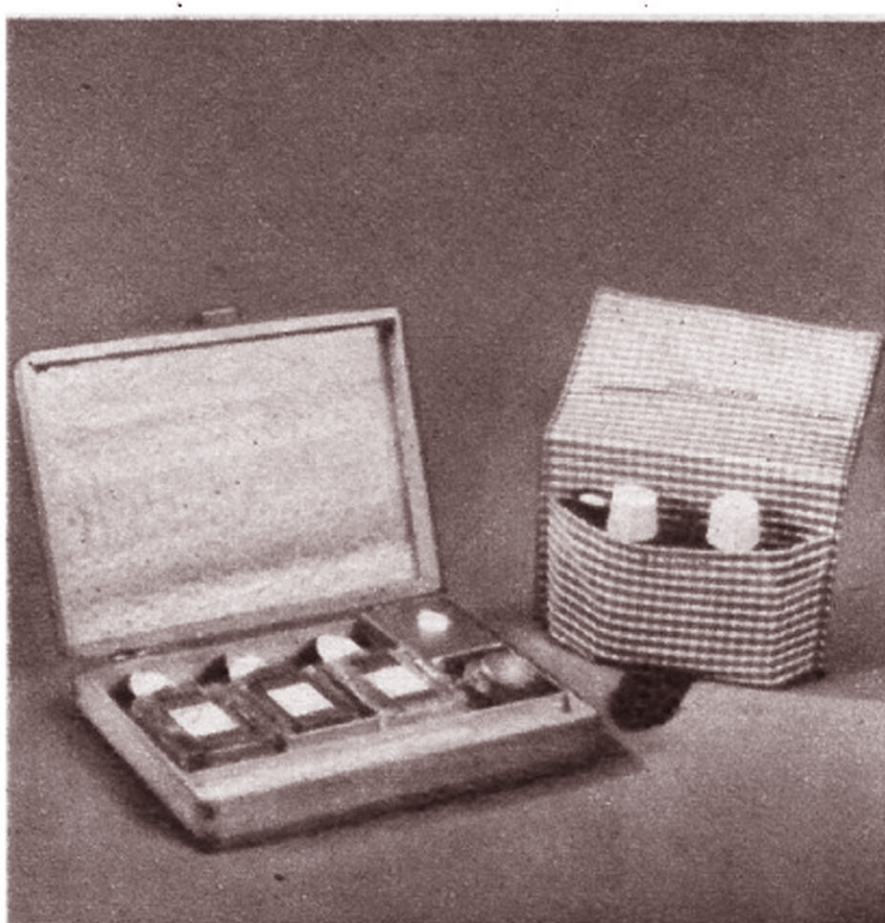
*(continued)*



## WARTIME MAKEUP



**6 TALCUM POWDERS**, packaged in non-essential wrappings, have 100% of 1941 production. Taboo: zinc, titanium oxide content.



**7 NAIL POLISH** contains some critical material but Uncle Sam okays eighty per cent of a manufacturer's 1941 production.



**8 ALCOHOL-FREE COLOGNES**, in solid, cream and sachet forms prove Yankee ingenuity. Inventories promise adequate perfume.

*(continued)*



## WARTIME MAKEUP



**10** **EYE MAKE-UP** manufacturers save metal, use light-weight plastics, pressed paper. Substitutes work for vanities, pencil and brush.



**11** **PATRIOTIC BUYING** includes these large, money - saving sizes. Buy this way, release men and machines for war production.



**12** **WAR COMPACTS**, some of metal-like plastics, indicate a new concept of material handling. They portend the industry's future.