

# Newsweek

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## Week in Business

**V FOR VICTORY:** Capitalizing on current popular interest, fashion centers blossomed out with every conceivable application of the V for Victory emblem. Pattern houses rushed into production dressmaking instructions for making garments with V necklines, V-shaped yokes, and embroidery. Novelty pocketbooks, belts, and hats appeared with the three-dots-and-a-dash Morse-code symbol as decoration, and hairdressers emphasized widow's peaks and V-shaped pompadours.



*... in dresses and handbags ...*



*'V' styles sweep market: in hats ...*



*... and even in headdresses*