

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