

During the years of war and austerity 'make do and mend' had become a patriotic and popular slogan, assiduously fostered by Authority, which amongst other devices, inserted a series of advertisements in the press featuring the activities of 'Mrs. Sew and Sew.' This somewhat inane know-all, offspring of Board of Trade, detailed ideas for repairing and caring for their clothes.

To encourage people to buy 'utility' top designers were asked to adapt their ideas for clothes to be made in thousands, not for the individual customer. The cutting and make up of clothes was aimed at utilizing the minimum of cloth; hems and seams were skimpy, all inessential refinements were omitted. all utility cloths carried a label bearing the mark of a double crescent and 41.

The effect of the utility scheme was at first to introduce a style which was almost a uniform for civilians although with experience and ingenuity manufacturers achieved individuality in their garments which relieved the unfamiliar and unwished for monotony. Children's clothes were altered by adding different material to the hems to make them longer, and clothes were passed from one family to another whenever possible. Many women wore trousers and sweaters or overalls for their war effort work. This was practically unheard of before the war.

Outdoor clothes

Coats with tie belts and full skirts. Some back pleats. Square shoulders, large collars and revers giving a masculine look to the upper half. Double or single breasted. Some pockets. Detachable hoods. Dolman sleeves. Swagger coats and three-quarter-length coats (1941). Wrap-round and tie-belted coats, skirts a little less full. About two inches below the knee. Cloth coats in the style of trench coats. Fitted waists, shoulder yokes and flared or straight skirts. New style in 1944; full, belted very large collar, knee length: Edge to edge coats with a dropped shoulder line. Most coat sleeves were plain, fairly close fitting.

Just over the hips (1943) high cut,
square fronts, wider lapels. some three-
quarter sleeves. Some bolero jackets.

Bodices

In 1941 with shoulder yokes in many cases, or with shirring or gathers at shoulders or neck line. V, round or square necklines, rather high, some small turn-down collars. Shirt dresses, the bodice cut as a shirt with collar and revers, waist belt or band, front button fastening.

Some fly-front fastening bodices. Jacket-dresses with matching jacket or bolero, skirt and blouse. Men's suitings used for tailored jacket-dresses.

In some dresses the shoulders were now slightly sloping, some collarless, or very small collars in 1941-43. Some shirring or gathering at bust, often horizontally. Dresses with different colour or pattern backs and fronts, or bodice different from skirt, giving blouse and skirt effect. Jumper-frocks with over blouse or tunic. Shirt dresses less evident. Bloused, swathed and gathered effect in 1944-45. Shoulder yokes with small gathers or tucks. Pinafore dresses. Cross-over bodices. Horizontal gathering or pleating at centre front. Cowl necklines.

Men's clothing

The war of 1939-45 brought with it austerity and scarcity. As with women's clothes, men's clothes were rationed from June 1941, and those men who were not in one of the services were restricted to the minimum of replacement garments. Those in the services had to be content with their uniforms and a microscopic issue of coupons for such non-issue essentials as handkerchiefs. 'Utility' garments appeared, made from utility cloths. The utility suit consumed 26 of the 60 precious annual coupons and a pullover five.

One feature of the war years was the spread of two piece suits instead of three piece.

False turnups on trousers appeared in 1941 in an endeavour to economise on material; by the next year no turnups at all on newly made trousers.

The utility scheme of 1942 produced the utility lounge suit with a maximum of five pockets, single breasted, no waistcoat or turnups and no metal fastenings of any kind.

Skirts

In 1941 a skimpy silhouette. Skirts eighteen inches from the ground, straight with kick pleats in the back. Pleats in front or all round; some moderate flares, shirring at the front waist. Tucks at waist. Pockets or sham pockets at hip level (1942-43). Waists more emphasized in 1944.

Some 'military' touches in belts and
breast pockets etc. (1942). Utility
models with three buttons, single breasted,
high necks, small collar and plain sleeves
and pockets.

Shoes

Generally from 1941 - 47, shoes were sensible and strong with round or square toes, often walled. Flat heels and wedges often of uncovered cork. Tie fasteners, crepe soles, very thick built up 'platform' soles; brogues and moccasin styles and suede shoes with elastic inserts at each side.

Leather, like other commodities, was controlled, and five clothing coupons were needed for a pair of shoes. Utility models were available. Leather substitutes such as rubber and strong fabrics were sometimes used.

Colours.

As in clothes generally, an important morale booster. Combination of two and sometimes three colours. e.g. nigger, tan and green. Coloured piping and other trimmings.

Black, browns, tan, navy, white, greens, yellows. Suede shoes were especially colourful and popular.

CLOTHES RATIONING

Rationing of clothing was introduced on 1st June 1941, and lasted effectually until 1st February 1949, when the controls over the majority of garments were removed. Average annual allotment of coupons was sixty-six.

On the 1st June 1941 the following numbers of coupons had to be surrendered:

MEN	Unlined macintosh	9
	Overcoat	16
	Coat, Blazer, etc.	13
	Waistcoat, pullover or Cardigan	5
	Trousers	8
	Trousers, Corduroy or fustian	5
	Collar	1
	Tie	1
	Socks	3
	Shoes or Boots	7
	Suit	26
WOMEN	Coat or unlined macintosh	14
	Jacket or short coat	11
	Dress, wool	11
	Dress, other material	7
	Blouse, jumper or cardigan	5
	Skirt	7
	Stockings	2
	Shoes or Boots	5
	Suit	18

Underclothing, knitting wool, material by the yard, etc. were all subject to rationing by coupons.

During the war real wool was scarce and also 'on coupons', so this design was suggested to use up small quantities of wool left over from other garments and also to save coupons when starting a new garment.

One coupon could be saved on a child's jumper and 2 or more coupons on an adult garment.

N.B. Clothing coupons were very precious.

Jumpers and Knitwear

Knitting at home was extremely popular and widespread. Old garments were often re-knitted. Patchwork using scraps of different coloured wools left over from easier days saved coupons.

Twin sets of short-sleeved plain jumpers and matching long sleeved cardigans. Striped jerseys, some in lisle; plain bodied jumpers with striped yokes, waistcoats. Lacy blouses and jumpers in open stitch. Lumber jacket styles with high necks buttoning down to a buttoned waistband, same with the buttoned closure down the left side from the shoulder. Very short boleroes or 'hug-me-tights', knitted woollen skirts, dresses and suits. Shoulders padded (1941 -43)

CLOTHING 1940 - 1945

Rationing for clothing was introduced in June 1941 and continued for the next ten years. The people who bought cheap material and clothing found out just how shoddy and short-lived these garments were. A utility clothing scheme was introduced by the Government in 1942. The Government laid down cloth standards and the measurement of different sizes. Besides sizing, the war brought good design into cheap clothes. To mass produce, the lines had to be well and simply cut in women's as well as men's clothes.

Jackets

In 1941. Generally long hip length, three to seven buttons, single breasted. Fronts cut square or very slightly rounded. Small collar and lapels. Patch and slanting pockets popular. Shoulders slightly sloped but still padded and square.

Make do

An old dress would have inserted in the centre-front two full length, narrow panels of a contrasting material and be made to button through.

Two coarse knitted dishcloths could be transformed into a jumper.

Old top coats were cut up and remade into a skirt and bolero.

Patchwork skirts and blouses made from odd scraps, or two or more left-over remnants made into a waistcoat.

Old cotton frocks were converted into overalls and aprons.

Odd jackets were popular, worn over dresses, as were sleeveless jerkins of various materials.

Horton-in-Ribblesdale

FARMER'S DAUGHTER MARRIED --The marriage took place at St. Oswald's Church, Horton-in-Ribblesdale, on Saturday, of Mr. James Albert Firth elder son of Mr. and the late Mrs. J. E. Firth, of Upstreet, near Canterbury, Kent, and Miss May Wilson, eldest daughter of Mr. and Mrs. W. Wilson, of Studfold, Horton-in-Ribblesdale. The service was conducted by the Vicar (Rev. N. M. Gordon Kerr, M.A.). Mrs. A. Greenwood, L.R.A.M., at the organ, played the "Bridal March" from "Lohengrin" as the bride entered the church, and Mendelssohn's "Wedding March" as they left the church. The hymns, "Lead us, Heavenly Father, save us" and "The voice that breathed o'er Eden," were sung. The bride, who was given away by her father, was attired in a dress of heavy white satin trimmed with true lovers' knots, with long embroidered veil held in place by a head-dress of camellias and leaves and carried a bouquet of red roses. The bride was attended by Mrs. Annie Hodgson (sister) as matron of honour and Miss F. Park (cousin) also two small attendants, Mary and Madeline Hodgson, twin cousins of the bride. Master John Huddleston presented the bride with silver horse shoe at the church door. The matron of honour and the bridesmaid were attired in dresses of pale pink satin trimmed with blue, and carried pink carnations, and the small attendants were attired in dresses of turquoise blue and carried posies of cornflowers and roses. The best man was Mr. David Firth, brother of the bridegroom, of Upstreet, and the groomsmen were Mr. William and John Wilson, brothers

of the bride. A reception was held in the Public Hall, Horton-in-Ribblesdale. The honeymoon is being spent at Blackpool. Both the bride and bridegroom take keen interest in the social activities in the parish, and especially at Helwith Bridge, where the bride is a teacher at the Helwith Bridge Sunday school. The bride and bridegroom were the recipients of a large number of presents, including a tray from the Sunday School scholars at Helwith Bridge. In honour of their daughter's marriage Mr. and Mrs. Wilson gave a dance in the Public Hall for the parishioners.

RETIRED FARMER'S DEATH

27.5.44. Mary Wilson of Studfold married Albert Firth of Lower Studfold who lodged with Mrs. Greenwood and worked at the quarry. The wedding reception and dance was held at the Institute. Neighbours did the catering.

5.6.43. Annie Wilson of Studfold married Clarence Hodgson of Hawes. Annie and May Wilson went on the milk wagon driven by cousin Norman Hodgson to the Dairy at Leeds to buy dresses for the wedding, where they stayed with an aunt at Rothwell.

Annie supplied all the coupons for her dress and one of the bridesmaids! Some coupons were given by friends. They bought all the dresses on one day.

Fruit for the wedding cake was sent from Australia by the bridegroom's relatives.

The wedding reception was held at Billy Garth for forty guests. The total cost for the reception was £11.10.0d.

This total included cold meat, salad and cakes, port and lemonade and a taxi.

Clothes for weddings

Many couples were married in uniform or ordinary day clothes. Wedding dresses were often borrowed, and passed around among members of the family

When worn, the white wedding dress was of traditional form, in 1941 some trains; long sleeves, sometimes of small gigot design or short and puffed. Wide or slim skirts, square or heart-shaped necklines. Veils; orange blossom or white head-dresses. Some short veils just below the shoulder.

All three daughters of Mr. and Mrs. W. Wilson wore the same veil. In 1944 veils were normally much shorter due to lack of material.

At the knitting meetings people knitted helmets, socks, mittens, scarves, sea-boot stockings etc., for the Army and the Navy. The wool was provided and the finished goods sent off for collection in Settle.

Local weddings at St. Oswald's Church

1939 Agnes Wilson of Studfold married
Thomas Rayner of Clitheroe. The
wedding reception was held at Billy
Garth in Horton and a dance was
held at Helwith Bridge School.

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