Wartime Advertisements

The West Australian (Perth, WA), 19 June 1942, p.6

The Advertiser (Adelaide, SA), 19 September 1942, p.3
It's the fashion...

TO BE A SUBSCRIBER TO THE £100,000,000 AUSTERITY WAR LOAN

to carry your own shopping basket or string bag to save petrol.
to wear sensible shoes to help you take each day in your stride.
to keep good clothes for special events, like ‘his’ leave.
to dress in simple clothes that bring out your natural charm.
to make uniforms from your discarded frocks and eveningwear.
to wear colour contrast frocks for brightness.
to buff your nails or wear pale varnish.
to wear your clothes a little shorter.
to replace luxury with simplicity.
to keep your hair short and neat.
to make up your face on nature.
to wear neatly mended stockings.
to use lipstick sparingly.

When in spite of all your thrift and industry, new clothes must be bought, be sure to invest in a truck with a future, serviceable, practical and long wearing... a “Spectator” for instance! You'll understand, of course, there can't be the usual wide selection, however the Lucas quality remains unchanged.

First choice of the coupon wise:

- Short sleeves:  - - - 12 coupons
- Long sleeves:  - - - 13 coupons

floraloc
Cleaner “on unpopular” triple that walk without a worry. From: 59/11

EVERLOC
In colourful checks and stripes as spirit-lifting as a victory buttonhole. 49/11

SHARKTEX
Colorfast moisture absorbing. 37/11

CREATED BY LUCAS
COOL AS AN OCEAN BREEZE IN FROCKS OF THESE

SUMMER FABRICS

at Joy's

Soft Blouses

To wear all Summer!

A FINE, NATURAL STRAW

21/- (3 coupons)

$1

A pretty but practical hat to top your summer linen and parts! In a natural palm straw, finely woven, and individually trimmed. Available in bandeau fittings.

$2

Our popular

HI STEPPERS

17/11 Pair (2 coupons)

The smart budget shoe in black suede or gleaming patent. Fancy cut-out design on vamp, medium heel. Sizes: 5, 6, 7, 8.

OUT-OF-TOWN SHOPPERS! Cut out the coupons from your book and attach to your order. Post early to Sydney Snow Pty. Ltd., Pitt and Liverpool St., Sydney.

ENGLISH ART SILK

12 BUTTON SUEDE WOVEN

ENGLISH DOESKIN
"FOUR OF A KIND"

... and A

ee-high in Popularity!

NEVASHRINK

ALL-WOOL SOCKS

Guaranteed Unshrinkable

by Eagley

The men in the fighting services already know the long-wearing, unshrinkable qualities of Nevashrink Socks. Over 4,500,000 pairs have been supplied to the Navies, Armies and Air Forces of the Allied Nations. Now they are available in winter weight and a variety of gay colours for civilian use. Buy these all-wool ribbed socks for your menfolk today. They'll appreciate their cozy warmth and smart appearance. Remember, Nevashrink Socks are guaranteed unshrinkable.

ONLY 2 COUPONS PER PAIR!

AND PRICED AT...

AT ALL LEADING STORES THROUGHOUT AUSTRALIA 4!

Made by Eagley Mills, Oxford St., Collingwood, Vic.
START THE NEW YEAR RIGHT!
Make this Resolution—Obtain the Best Value for Your Money
Always by Shopping at

HARRIS’

4/11

MEN’S KHAKI MILITARY GOLF HOSE, with comfortable elastic loops. All sizes. WHILE STOCKS LAST—

10/6

MEN’S STOUT WEARING ENGLISH KHAKI SHIRTS. Collars and two pockets. Guaranteed fast dye. All sizes.

COOL SPORTS SHIRTS.

BE IN THE SWIM—with these Superior Quality
ALL WOOL
SWIM TRUNKS
MEN’S ELASTIC KNIT ALL WOOL SWIM TRUNKS, in Grey, Royal, or Bottle shades. Heavy fancy knit. All sizes.

HARRIS’ SPECIAL
BOYS’ SWIM TRUNKS in all sizes. Good stretchable quality, 6/11 pair.

NEW SHIPMENT AKUBRA
Fur Felt HATS

MEN’S Cool Cellular SPORTS SHIRTS. Half sleeve, in plain colours or White. All sizes.

Special ... 4/11
Boys’ sizes as above, 3/11.

LOOK!—
Men’s White Mercerised Collar and Pocket

MEN’S HAT Stocks are becoming scarce. Come and choose from a fortunate delivery of smart AKUBRAS in new shapes and shades. All sizes.

While Stocks Last

PREPARE FOR WORK!
Strong Work Boots

ALL SIZES IN MEN’S STRONG WORK COSSACKS, in Black only. Watertight tongues, stout sprunged soles.

10/6

MEN’S STRONG BLACK TWILL WORK SHIRTS, collar and pocket. All sizes ................. 7/11.

19/6

http://nla.gov.au/nla.news-article56106262