

Twitter Thread by Pulp Librarian



Pulp Librarian

@PulpLibrarian



Today in pulp I look at the scandalous history of lady jeans!

Well there's a turn-up...

RIGHT... *for Leisure*



THE ORIGINAL WESTERN BLUE JEANS



The denim jean and its predecessor the dungaree have a long history, and were traditionally seen as work wear for men.

But WWII changed all that...

"I don't wear the pants, but I buy 'em, and...
Lee
 1947 models are here"

Like a lot of wives, I buy my husband's work clothes and I'm glad to get all the extra value features in the new 1947 models, that make Lee Work Clothes so outstanding.

Making them last is partly my job and it's up to me to wash them, so I know all about long wear... and getting the most for my money. That's why I insist on LEE work clothes. My husband has some good reasons for demanding Lee, too... better appearance, good fitting comfort, and features... plenty of pockets in the right places, form-fitting overall bib, and a dozen others.

It's no surprise to us that, for 8 straight years, Lee has won in a nation-wide preference poll*. . . or that Lee leads the next brand by 6-to-1. Lee gets our vote every time, for long wear, comfort, features and economy.

And here's a tip. To get every penny of value out of Lee Work Clothes, buy at least three outfits at a time... and rotate them. That way they're easier to wash, and they last longer.

*Nation-wide survey conducted by a prominent magazine publisher on the question: "Which brand of overalls do you prefer?" Lee Jolt Design Overalls have led right straight pants... the last two years by 6-to-1.

THERE'S A LEE FOR EVERY JOB!

 Lee Riders (Cowboy Pants)	 Lee Matched Shirts and Pants
 Lee Union-suits	 Lee Boys' Riders and Overalls
 Lee Jolt Design Overalls	<p>Buy LEE Work Clothes at Leading Stores Coast-to-Coast</p> 

THE H. D. LEE COMPANY, Inc.

THE WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES

© News Dog Media

As women headed for the factories and shipyards they found that a sturdy denim bib-n-brace, paired with a stout headscarf, was the way to go!

*Mother, is your
job at **ADEL**
important?*



Yes, dear — any job that in the least way assists our fighting men is important. Mother's working harder than she ever has before, puts more and more salary into war bonds because she knows how much there is at stake. She's proud to help make ADEL aircraft products that are famed among United Nations' pilots for *Design Simplicity* and *DEPENDABILITY*. After Victory, these same qualities will be incorporated in equipment for industry... cameras for everybody... electrical home appliances, smaller in size, lighter in weight, better in performance.

After VICTORY... *the* ADEL-AGE

*Make that bond between Soldier-Civilian
A WAR BOND!*

ADEL

ADEL PRECISION PRODUCTS CORP.
BURBANK, CALIFORNIA • HUNTINGTON 17, W. VA.
1141 Fourth Ave., Seattle 1, Wash. • 421 Mutual Home Bldg.,
Dayton 2, Ohio • 802 Fisher Bldg., Detroit 2, Mich. • 303 Ware-
ham Bldg., Hagerstown, Md. • 914 Lexington Bldg., Baltimore
1, Md. • 630 5th Ave., Rockefeller Center, New York 20, N. Y.

WASH. VELOCITATOR

Ford

Maxim



BOEING



LOCKHEED

These emblems represent only a few of the great names which ADEL is privileged to serve with hydraulic controls, line supports, anti-icing systems and other vital aircraft equipment. Others — (partial list): Beech, Bell, Budd,

Chance-Vought, Curtiss-Wright, Goodyear, Grumman, McDonnell, North American, Northrop, Pratt & Whitney, Republic, Ryan, Timm, Waco, Westinghouse. In Canada: Boeing, Canadian Car & Foundry, Canadian Vickers,

de Havilland, Fairchild, Federal, McDonald Bros., Victory Aircraft, Hoardwyn. To this list add all the air lines (we served them before the war) plus direct service to the U. S. Army Air Force, U. S. Navy and Allied Air Forces.

Coarse heavy 'jeans' were fine for riveting work, but 1940s women didn't take a shine to them as leisure wear. For one thing they were voluminous and shapeless.

WRONG

YOU MAY LOOK
WELL DRESSED
LIKE THIS

*But you will
BE
Safer*

RIGHT

DRESSED
LIKE
THIS



DRESS RIGHT FOR SAFETY IN THE SHIPYARD

Jeans were also seen as clothing for children. No adult wanted to be seen wearing kid's dungarees in public.

Or did they?

HONEYLANE

THE RIGHT WAY
TO SAY

GIRLS' WEAR

SANFORIZED DENIMS

SIZES 7 TO 14 and 10 TO 16

in navy . . new barn red
maximum fabric shrinkage 1%

LOW PRICED AT SEARS



DUNGAREES in short, medium, long lengths

upper closings . . cut for action . . made for hard wear

\$ | 98
EACH

Count on Sears denims for style, for long wear. Red stitching finish, loops for your pet
bits, side zippers, smooth back yokes, deep carry-all pockets . . all big-value features.
Stitching is sturdy double needle strength at all points of strain, copper rivets at
tops and pockets. Action cut throughout. Washable separately.

BOY SHORTS. Girls' sizes 7, 8, 10, 12, 14. Please state size. Shpg. wt. 6 oz.
L 5622—Navy blue . . . \$1.98
L 5623—Barn red . . . 1.98
Teen sizes 10, 12, 14, 16.
State size. Shpg. wt. 6 oz.
L 6622—Navy blue . . . \$1.98
L 6623—Barn red . . . 1.98

"DISC-JOCKEY" POLO SHIRT is colorfully printed. Famous brand arene mercerized combed cotton knit. Wash separately. Sizes small (7-8); medium (10-12); large (14-16); scale, page 66.
State size. Shpg. wt. 4 oz.
L 5818—White ground . \$1.59
L 5819—Yellow ground . 1.59

PEDAL JEANS. Girls' sizes 7, 8, 10, 12, 14. Please state size. Shipping weight 8 ounces.
98 L 5329—Navy blue . . . \$1.98
98 L 5330—Barn red . . . 1.98
Teen sizes 10, 12, 14, 16.
State size. Shpg. wt. 8 oz.
98 L 6329—Navy blue . . . \$1.98
98 L 6330—Barn red . . . 1.98

STRIPED POLO SHIRT, well cut in fine combed cotton. Crew neck; short action-cut sleeves. Wash separately. Sizes Small (7-8); medium (10-12); large (14-16); scale, page 66. Please state size. Shipping weight 4 ounces.
98 L 5823—Red and white . \$1.59
98 L 5824—Navy blue, white . 1.59

SUPER DUNGAREES. Girls' sizes 7, 8, 10, 12, 14. Please state size. Shpg. wt. 12 oz.
98 L 5326—Navy blue . . . \$1.98
98 L 5331—Barn red . . . 1.98
Teen sizes 10, 12, 14, 16.
State size. Shpg. wt. 12 oz.
98 L 6326—Navy blue . . . \$1.98
98 L 6331—Barn red . . . 1.98

CLASSIC SHIRT, in handsome woven cotton plaid with patch pocket, back yoke. Wash separately. Girls' sizes 7, 8, 10, 12, 14. State size. Shpg. wt. 8 oz.
98 L 5738—Red, green plaid . \$1.98
Teen sizes 10, 12, 14, 16.
State size. Shpg. wt. 8 oz.
98 L 6738—Red, green plaid . \$1.98

Size Scale for Girls' Sizes 7 to 14

Jer size	7	8	10	12	14
Bust is	26	27	29	30½	32 in.
Waist is	23	23½	24½	25½	26½ in.
Hips are	27½	28½	31	33	35 in.
Waist, sleeve length, including waistband	31	32½	35½	37	38½ in.

Size Scale for Teen Sizes 10 to 16

Order size	10	12	14	16
If bust is	30	31½	33	34 in.
If waist is	24	25	26	27 in.
If hips are (7 in. below waist)	33	34½	36	37 in.
Dungaree, sleeve length, including waistband	38½	39½	40½	41½ in.

Belts shown with dungarees on this page not included. See page 252.

After WWII ended women's fashion initially reverted to type: mid-length in the skirt, long in the arm and with something fetching around the neck.

But one group of gals wasn't having any of it...



Springtime Blues IN THE NEW FASHION, ENLIVENED WITH SNOWY WHITE

THE COAT—with very new melon sleeves, buttoned at wrist, new 12-gore, single-breasted cut, nipping waistline above a full skirt, new detachable white rayon faille collar over self collar. Of our better quality Juilliard All Wool Worsted, lined with our best quality cool, swishing, Celanese Rayon Taffeta. The beautifully fitted lines of the coat and the new collar are very becoming.

Colors: Navy Blue, Dark Cadet Blue 575, or Black.
Misses' Size Range: 12, 14, 16, 18, 20. **State size, color;** see Size Scale on Page 54. On Easy Terms, \$2 down, \$2 a month. Shpg. wt., 3 lbs. 7 oz.
 ♦ 17 H 2350.....Cash, **\$12.98**

THE SUIT—with new longer, single breasted jacket, high revers, pleated skirt, notched collar, detachable over-collar of washable eyelet embroidered white cotton pique. The 24-inch jacket, darted and gored to fit, has square shoulders, button trimmed side pockets, lining of our better quality Rayon Satin. Slimming skirt has box pleats front and back, buttoned waistband, matching Crown zip closing. Our better quality All Wool Suiting.

Colors: Navy, Cadet Blue 575, Black, Sunset Rose 429. **Misses' Size Range:** 12, 14, 16, 18, 20 only. **State size, color;** Scale, Page 55A.
 ♦ 17 H 2700—Shpg. wt., 2 lbs. 12 oz.,.....**\$8.98**

THE DRESS—has slender, lovely lines breaking into a pleated flounce—a very new fashion. Flattering froth of white in the lavish bib collar of elaborate eyelet embroidered cotton batiste, easy to detach. Dress is complete without it; can be worn with other accessories. Tiny ocean pearl buttons trim the fly-front fold on blouse below neckline and fasten through the collar. Self belt. Crown zip placket. Our best quality Celanese Rayon Crepe Romaine.

Colors: Navy Blue, Cadet Blue 575, or Black.
Misses' Size Range: 12, 14, 16, 18, 20. **State size, color;** see Size Scale on Page 26.
 ♦ 31 H 5695—Shpg. wt., 1 lb. 8 oz.,.....**\$6.98**

Jewelry described on Jewelry Pages. Hosiery, shoes to wear with Navy and Cadet Blue on Hosiery and Shoe Pages. Washable white gloves, Red handbag on Accessory Pages. Hats in Millinery Section. Color numbers refer to Color-Graph. Garments marked with diamond ♦ shipped from New York. Order, pay postage from nearest Mail Order House.

Bobby Soxers were teenage fans of pre-Rock 'n' Roll pop music - especially Frank Sinatra. They were also gang girls with a rigid look: ankle socks, sweaters, big shirts and rolled up blue jeans!



Soxers were the first proto-teens: cliquy, raucous and determined to stand out. Soon they would be joined by many others.



The moral panic over Rock 'n' Roll in the 1950s wasn't just about hot rods and rumbles - it also swept up the disquiet about independent teen girls that had been building since the Bobby Soxers.

Dungaree SIN

They carried acid bombs in their purses and knives under their clothing. They were the roughest, toughest girls on the waterfront.



Frederick
Lorenz

And nothing said 'trouble' louder than a young girl in blue jeans and a yellow sweater. Soon the look became a shorthand for teen delinquency!

D-270



SHE WAS STRICTLY FOR THE BOYS!

D for DELINQUENT

35¢



BUD CLIFTON
Complete & Unabridged

The 'dungaree set' were the girls you didn't let your daughter hang out with: they smoked, they drank, they ran with gangs, they made out with boys - a lot!

"Something must be done!" came the cry...

POPULAR
LIBRARY
G175

35c

Children of the Dark

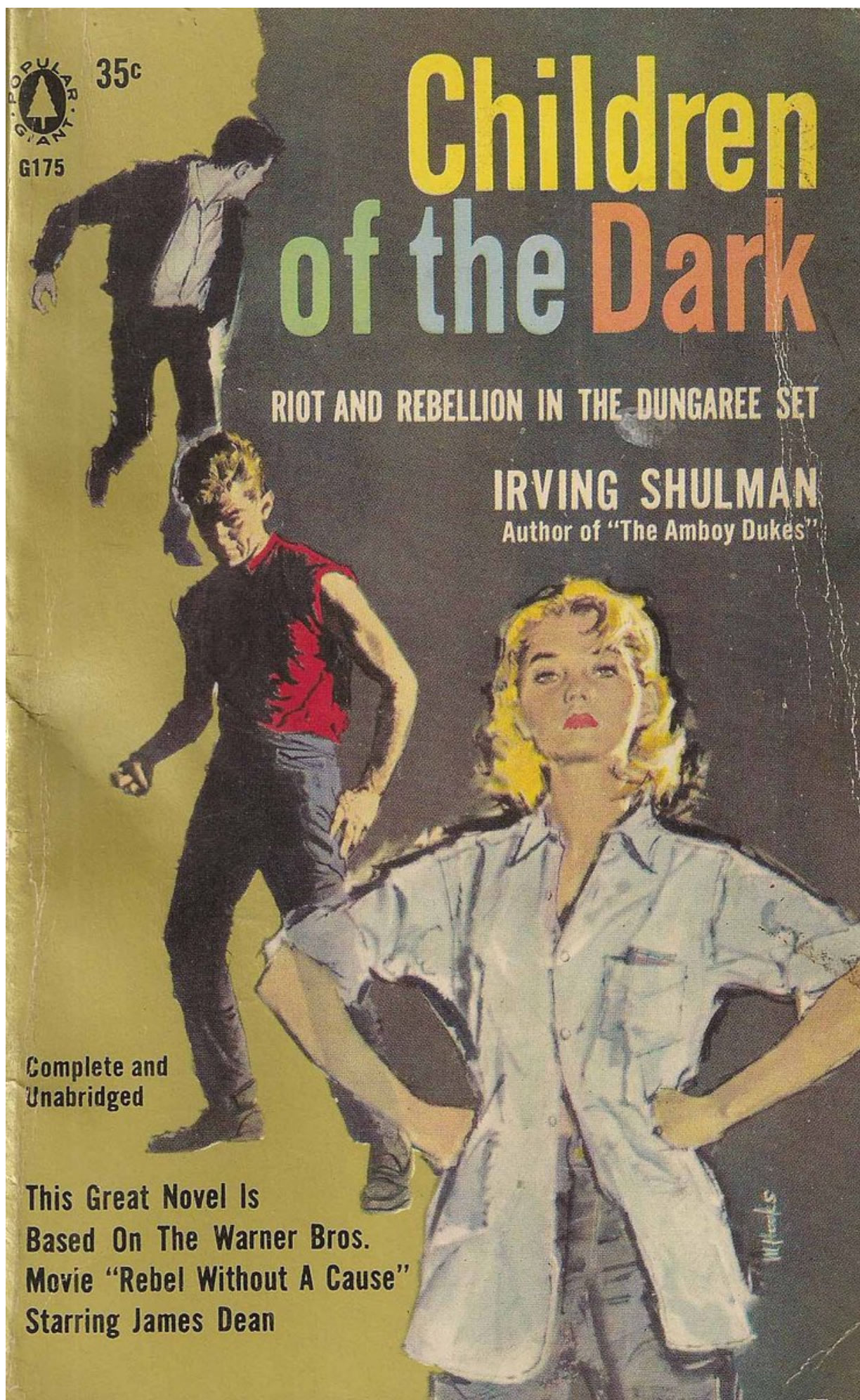
RIOT AND REBELLION IN THE DUNGAREE SET

IRVING SHULMAN

Author of "The Amboy Dukes"

Complete and
Unabridged

This Great Novel Is
Based On The Warner Bros.
Movie "Rebel Without A Cause"
Starring James Dean



And jeans manufacturers cried it the loudest! Denim production had risen during the war and now they were looking for new markets to exploit. Could they make 'lady jeans' into a mainstay of a traditional woman's wardrobe?

**LADY
LEVI'S**
SANFORIZED
LEVI STRAUSS & CO.

*so smart
so practical*

THE ORIGINAL WESTERN BLUE JEANS

©1945 RING LEROY IN REGISTRATION IN THE U. S. PAT. OFF. AND REGISTERED TRADEMARKS MADE ONLY BY LEVI STRAUSS & CO., 400 BATTERY ST., SAN FRANCISCO

Starting in the mid-1950s manufacturers such as Lee, Levi and Wrangler began aggressively marketing 'western' jeans to women: playing up their cowboy heritage and playing down their hoodlum reputation.



All the tricks of marketing were used: they were renamed Ranch Pants...

Inspired **BY THE COWBOY**

...the modish young miss is flattering her figure in the trim, tapered lines of LEVI'S California ranch pants - the beguiling styling from the wide open spaces. Tailored to perfection with the traditional LEVI'S skill, in all your favorite fabrics and colors!

wonderful, washable five-pocketed cottons... regular and sham gabardines, plain and striped twills, corduroys and standard denim, from about \$4.95 to \$6.95

patterned, flared, and wide-leg styles... five fabulous colors, about \$12.95

beautiful all-wool slacks... four lovely shades, about \$18.95

LEVI'S
CALIFORNIA
RANCH PANTS
COWBOY

at better stores everywhere, or write
Levi Strauss of California • San Francisco 9 • makers of world-famous LEVI'S

...they were tailored to have a flattering silhouette...

right in the swing with the younger set are these smart new separates from Levi's Denim family, in five luscious California colors — tulip pink, sunset gold, indian red, faded blue and indigo. Sanforized, vat-dyed, color-fast, they're the perfect mix-and-match combination for year-round casual wear!

Shorties and Shorts about \$2.95 • Pedal Pushers about \$3.95 • California Ranch Pants about \$4.95 • Sleeveless Shirts and Broadcloth Shirts with Matching Candy Stripes about \$3.95 • Casual Jackets about \$3.95

LEVI'S
DENIM FAMILY

AT BETTER STORES EVERYWHERE, OR WRITE LEVI STRAUSS OF CALIFORNIA • SAN FRANCISCO 6 • MAKERS OF WORLD-FAMOUS LEVI'S ®

...and they were heavily linked to wholesome living! The blue jean was changed from a symbol of rebellion to a statement of modern leisure and domesticity.



The popularity of jeans has waxed and waned over the years, but one thing is certain: they're no longer factory wear.

Ladies in Levi's - Twitter salutes you, however you choose to wear them!

"I'm having a fit."

"These Straight Leg jeans from Levi's® Womenswear have my kind of fit. Not tight. Never uncomfortable. Just soft, smooth, and very flattering—almost like they were custom tailored!"

"Maybe you can relax in skin tight jeans. I can't. Levi's Straight Leg jeans don't cut or bind anywhere—even when I sit like this."

"The length is right, too. Perfect for rolling up or leaving down. So you can have the look you want while you're enjoying an absolutely smashing fit!"

(Ask for Straight or Super Straight Leg Jeans, 26048-02 or 26068-02.)

Panzenbaum



QUALITY NEVER GOES OUT OF STYLE.