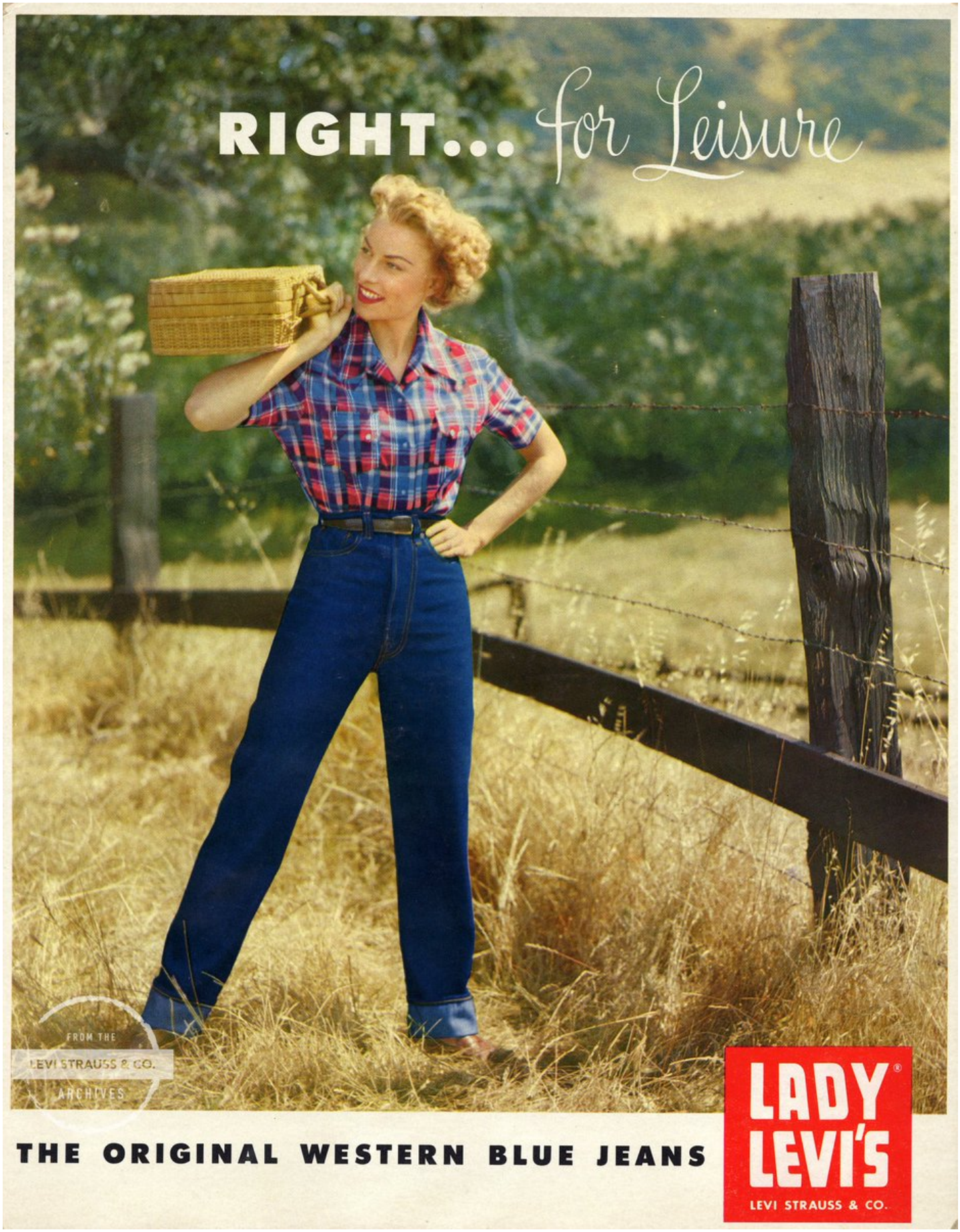
Twitter Thread by Pulp Librarian



Pulp Librarian
@PulpLibrarian

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

Well there's a turn-up...



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...



© 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!



Coarse heavy 'jeens' 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.



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

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

$1.98 EACH

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

Boy Shorts. *Girls' sizes* 7, 8, 10, 12, 14. *Please state size.* pg. wt. 6 oz.
L 5622—Navy blue. . . . $1.98
L 5623—Barn red. 1.98
en sizes 10, 12, 14, 16.
ge size. Shpg. wt. 6 oz.
L 6622—Navy blue. . . . $1.98
L 6623—Barn red. 1.98

Disc-Jockey" Polo Shirt is lorfully printed. Famous brand rene mercerized combed cot- knit. Wash separately. *Sizes* all (7-8); medium (10-12); ge (14-16); scale, page 66. *ate size.* Shpg. wt. 4 oz.
L 5818—White ground . $1.59
L 5819—Yellow ground. 1.59

B 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.
98L5823—Red and white. . . $1.59
98L5824—Navy blue, white. 1.59

C 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.
98L5738—Red, green plaid. $1.98
Teen sizes 10, 12, 14, 16.
State size. Shpg. wt. 8 oz.
98L6738—Red, green plaid. $1.98

Size Scale for Girls' Sizes 7 to 14

der size	7	8	10	12	14	
hest is	26	27	29	30½	32	in.
aist is	23	23½	24½	25½	26½	in.
ips are	27½	28½	31	33	35	in.
garee, slack lgth. luding 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, slack lgth. 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 reveres, 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: cliquey, 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.

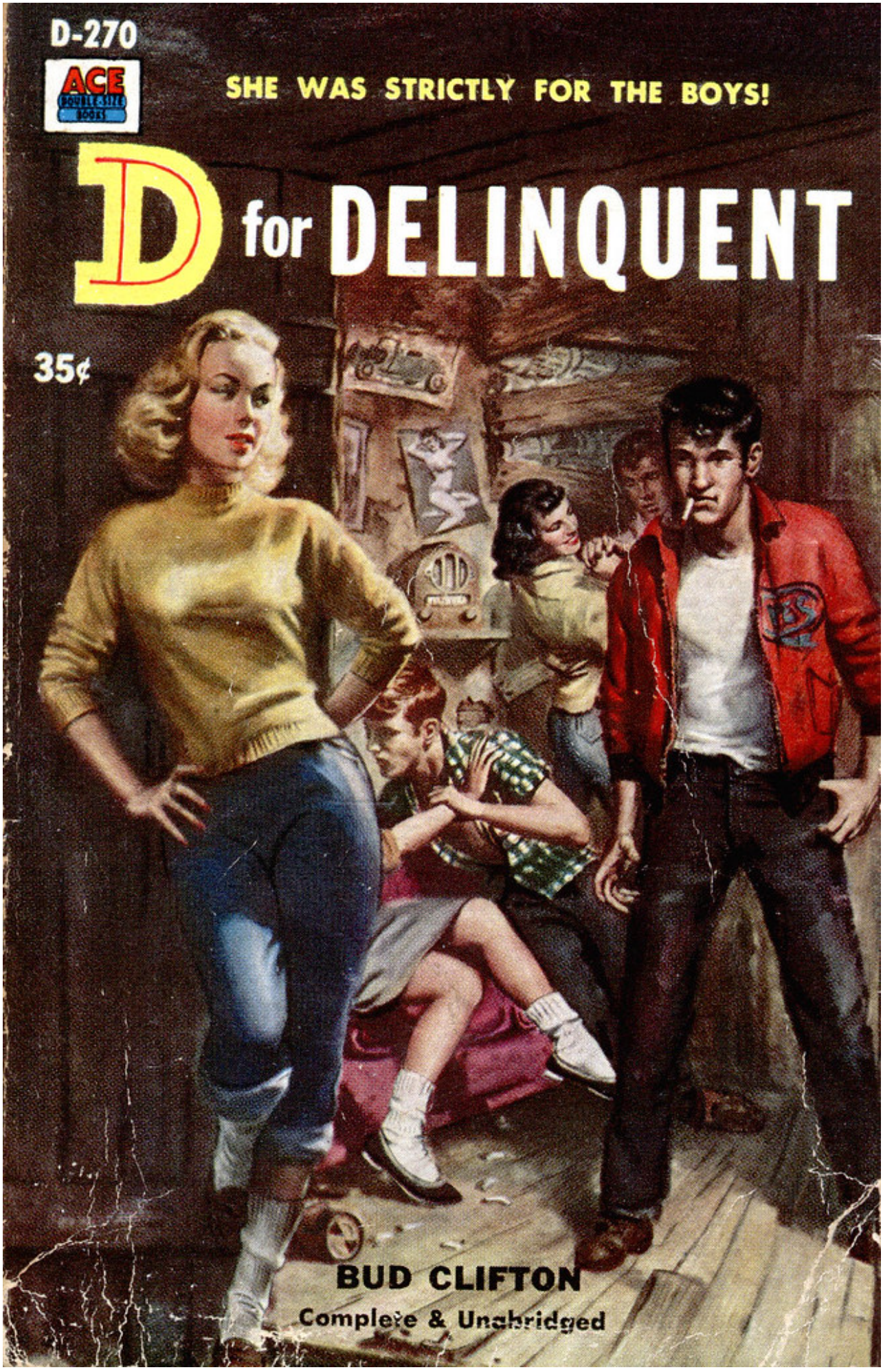
Dungaree SIN

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



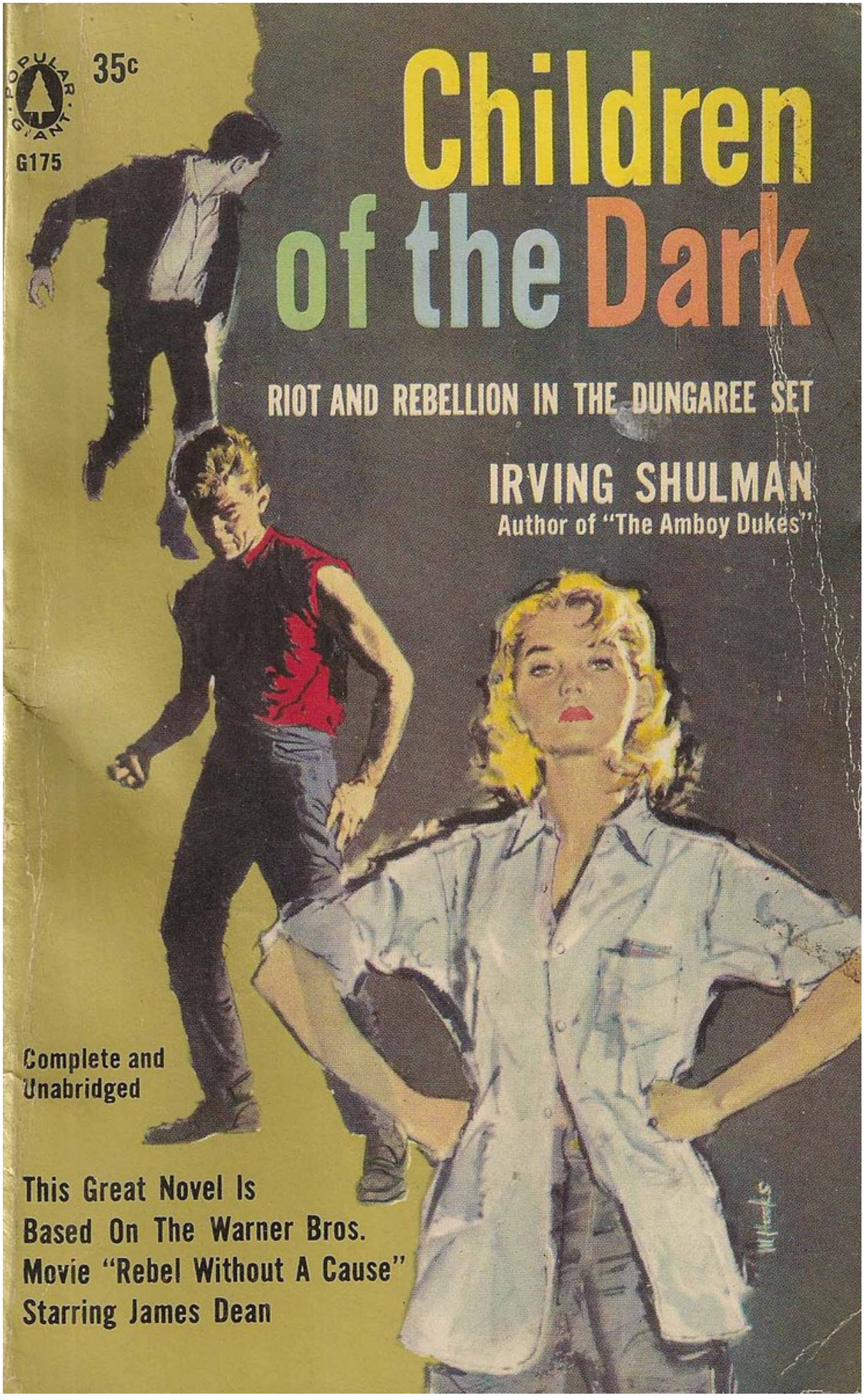
Frederick Lorenz

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
ACE
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 GIANT
35c
G175
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?



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...



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



...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.)

Levi's®
WOMENSWEAR

QUALITY NEVER GOES OUT OF STYLE.

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