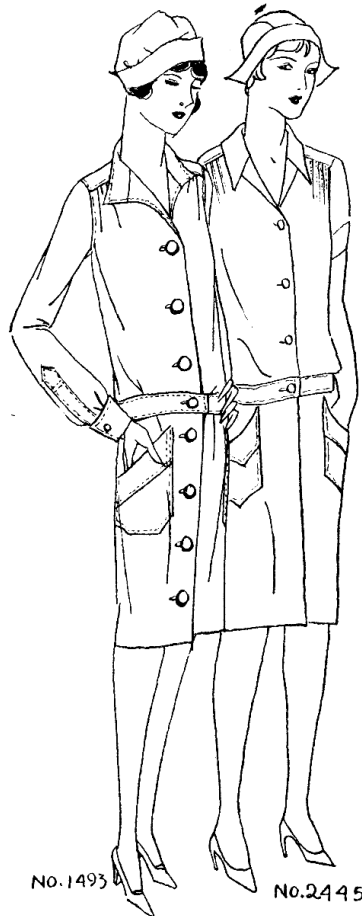

WOMEN'S UNIFORMS OF THE MODEL A ERA

By
Marie Robinette



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In the Morris and Company, Inc brochure from 1929 they ask, “Does a smile count? Can it cheer the patient and speed recovery? Then so does the costume of the nurse.”

The uniforms of the Model A era reflected style and quality in every line. The nurses of the era who wore the newest styles in uniforms would not lose her personality by wearing a uniform that was unattractive. The styles were a mirror of trends in street dresses.

Uniforms were available to the professional nurse, the business women and home service too. When we think of women's uniforms during the Model A Era we tend to think of a nurse's sterile white uniform. But, some nurse's uniforms were offered in blue, pink, green and orchid fast color Chambray. Pin stripe prints were also available.



#2415 – Made of Ryster 5-Star two-ply Poplin. Has Peter Pan collar, French turnover cuffs and two shaped patch pockets. The four narrow inverted tucks on either side of the yoke give a slight fullness over the bust. Detachable ocean pearl buttons, and detachable belt. Also made of Linatex Nurses' Suiting.



#2412 – Made of fine weave 2-ply Dundalk Poplin. Has 8 inverted shoulder tucks, four on either side of long flat collar. Central from opening to waist line. Two bellows patch pockets. French cuffs. Detachable belt and detachable ocean pearl buttons. Also made of Forex Broadcloth



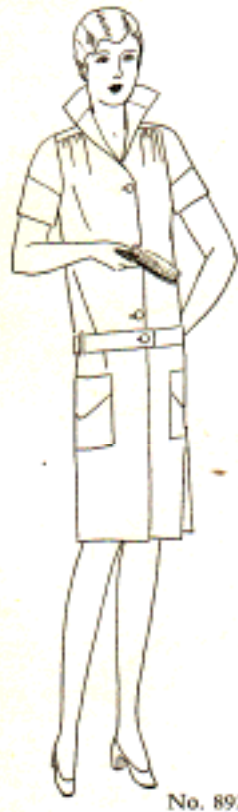
#1889 – A new model at a low price. Made of Linatex Nurses' Suiting with a high turn-over scalloped collar. New form-fitting sleeves. Dutch turned cuffs. Trimmed with detachable ocean pearl buttons and sloped welt pockets

The customary white nurse's uniforms and caps were always spotlessly clean. They were made of fabrics that laundered more brilliantly and wore better under hospital strain..

There were many other occasions that uniforms were worn on a daily basis. Along with a nurse's uniform there were Service Aprons, Beautician's costumes, "Lab" coats, Waitress Aprons, Housewives Aprons, General Wear Smocks, Office Wear, Supervisors and Teachers of Home Economics, Upstairs Chambermaids and Downstairs Parlour Maids.

There was a rainbow of colors available in most uniforms and utility dresses. Black, Copenhagen blue, jade, rose, honey dew, gray, tan and novelty prints were also offered during the era.

The home frock was indispensable to the homemaker. It could be slipped on over a good dress before company arrived when the hostess was needed in the kitchen. The frock could also be worn over lingerie in place of a dress when performing the routine household tasks. Some uniforms also had a reversible front that provided double service. When one front got dirty the wearer could simply flip it and use the bottom layer as a clean front.



#892 – Beauticians’ Costume of White Linatex Suiting. A very popular garment. Its short sleeves have wide turn-back cuffs. The new “Flare” collar is really chic when worn as illustrated. This garment has detachable buttons and detachable belt.

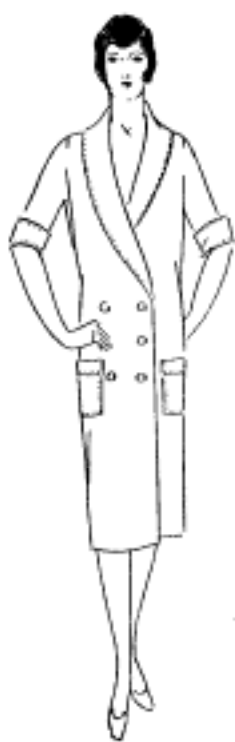


#874 – Beauticians’ Costume of the new slip-over type. It is made of Linatex Nurses’ Suiting, has short sleeves, a circular flared skirt, two bag patch pockets and a sash which ties in the back. Sizes 14 to 18 and 34 to 46.



#2426 – Made of fine Pongette in black or gray. Full length front pleat; fly opening to waist line; detachable belt; collar and cuffs of permanent finish white Organdie trimmed with 3 rows of white bias Organdie. Sizes 14 to 18 and 34 to 46.

Uniform sleeves could be long, form-fitting long, kimono style, short or sleeveless. The majority of uniform skirts had a straight line but those who yearned for something a bit different preferred a flared skirt. The collars were also as varied as any street dress collars of the era. The uniforms were usually accented with detachable ocean pearl buttons, detachable belts and two handy pockets.



No. 3016

#3016 – A most charming model is the “Prince of Wales” double-breasted apron. Made of white Linatex. Belted back, long or short sleeves, detachable buttons. Sizes 14 to 18 and 34 to 36.



No. 895

#895 – Smock: made of colored Broadcloth with yoke and inverted pleat in back. Double-breasted effect. Notch collar. Trimmed with two rows of fancy buttons. Garment has two large patch pockets. Colors: rose, copen, jade, honeydew and white.



No. 862

#862 – “Apronola” is an entirely new and exclusive garment that has been endorsed by a number of supervisors and teachers of Home Economics. Made of Cambric Prints and this number has a flare skirt. Sizes small, medium and large.

Nurse’s uniforms were made of Linatex Nurse’s Suiting, Forex Broadcloth, Ryster two-ply Poplin, two-ply Dundalk Poplin, Oxford Poplin, Hicton Broadcloth or Pacific Broadcloth. Also available were uniforms made of Chambray, Batiste, Pongette, Pongee, Cretonne, Cambric Prints, printed Pique or Oyster Linene.

Dress sizes ranged from 14 to 18 years and 34 to 46 bust. Sizes above 46 could cost the consumer an extra \$.10 to \$.75 each. A few uniforms were also available in small, medium or large. Prices ranged from \$.25 for a nurse's cap to \$4.95 for a "modern" uniform created in the newest style of the day.

The recommended shoe for a nurse was made of Genuine Kid Leather. Standing on their feet all day required a shoe that was comfortable, sturdy and stylish. They chose shoes that had a lower heel, as the Cuban heel, cushioned insole with flexible leather soles. The colors ranged from black to black.



All the women who have ever worn these shoes know how well they wear – how firmly they fit – how soothing they are to tired feet – and what a splendid value they are! That's why we recommend these Black Genuine Kid Oxfords to you. Blucher style with five eyelets, Rubber-topped walking heel; Riveted steel shank. Flexible leather sole. Sizes 2 _ to 8; widths C, D and E



The concealed steel shank give you firm arch support. Broad one-strap Pump with large center buckle, Rubber topped 1 3/4 - inch walking heel Flexible leather soles. Sizes: 2 _ to 8; wide width.

Era uniforms are fairly hard to find as they were worn until they were worn out!!