

# Housedresses, Aprons, and “Morning” Wear for the Era Homemaker

By Maxine Dust Past EFC Chairperson 2007-2008

During the Model A Era, women were primarily homemakers unless they had not married or had other responsibilities. To dress for their “at home” tasks, they wore what was called at that time, “morning wear” or “at home” wear. Aprons were necessary to protect their clothes while doing their chores.

The illustrations accompanying this article are examples of housedresses, aprons, and morning wear worn for this purpose.





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“Needlecraft Magazine” October 1928 shows examples of using embroidery to enhance an apron.



Begin with An Apron

THERE are innumerable styles in aprons, but among the most comfortable are those that slip on over the head and have what one woman calls “a whole back to the waist.” Quite often such an apron is cut in two pieces, seamed on the shoulders, but the model pictured is cut in a single piece, seamed down the middle of the back. There is no bother and fuss with straps and strings, for the back rounds into what the same lady designates as “blunt tabs” which snap to the side-tops of the apron-skirt.



“MARGIE RUTH” APRON

No. 2912. The waist is of Unbleached Muslin and the flare skirt is of **boilproof and sunfast “Peter Pan”** gingham. Neatly bound edges. Stamped with dainty design for one stitch, lacy daisy outline, French knot and touches of solid embroidery. Will fit sizes 34 to 42. Colors: Unbleached waist with skirt and bindings of Rose or Green. Price each postpaid, 95c. Boilproof Cotton to embroider, 15c extra.

Illustrations from “Pictorial Review Quarterly” Spring 1928 describes new Spring fabrics for “home frocks.”

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THE vogue for linen and cotton street frocks is advantageous to home frocks, for these may now employ all the delightful new fabrics which have been designed for outdoor modes.

Practically all the novelty cottons are adaptable to home frocks, since they are fashioned along such simple lines. Prints, both in gay and neat little tailored patterns, are effective and suitable. Gingham in attractive new plaids and checks are, of course, extremely practical as well as good-looking. Striped linens and cottons, which promise to be favorably received for sports and resort frocks, make very charming home frocks. Checks and plaids are equally smart.

The modishness of linen brings linen-finished cottons into favor, in plain and novelty versions. Celanese and rayon, popular newcomers in the fabric field, offer attractive patterns as well as solid colors. In addition, there are numerous cottons whose designs are enhanced by the introduction of other fibers such as rayon or wool.

Home frocks are smartly styled, without losing sight of practicality, and frequently are modified versions of current street modes. They may have short sleeves, if these are found more comfortable.



NEW SPRING FABRICS LEND CHIC TO HOME FROCKS



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“Style Sources” May 6, 1929, a trade magazine for businesses specializing in the clothing industry describes “Wash Frocks.”

“Women’s World” December, 1929 showed patterns that the home seamstress could use. “Women’s World” September 1929 offers “Chic” for Morning Hours.



*Chic for Morning Hours*





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Pictorial Review Quarterly” Fall 1930 discusses “New Apron Frocks.”

“Modern Priscilla” February 1930 suggests adding bias trim to make aprons more attractive.



NEW APRON FROCKS



Youthful, short waisted, smart little percale aprons with black polka dots are bound and trimmed most effectively with either red, orange or green biasfold. Cuffs to match are helpful

Plain colors, such as coral, yell green, and lavender, in fine cloth fabrics with white biasfold de rusion are most good look! These bias trims lend themselves readily to modernistic lines such as used on the apron etc. Again the useful little match cuffs are in evidence

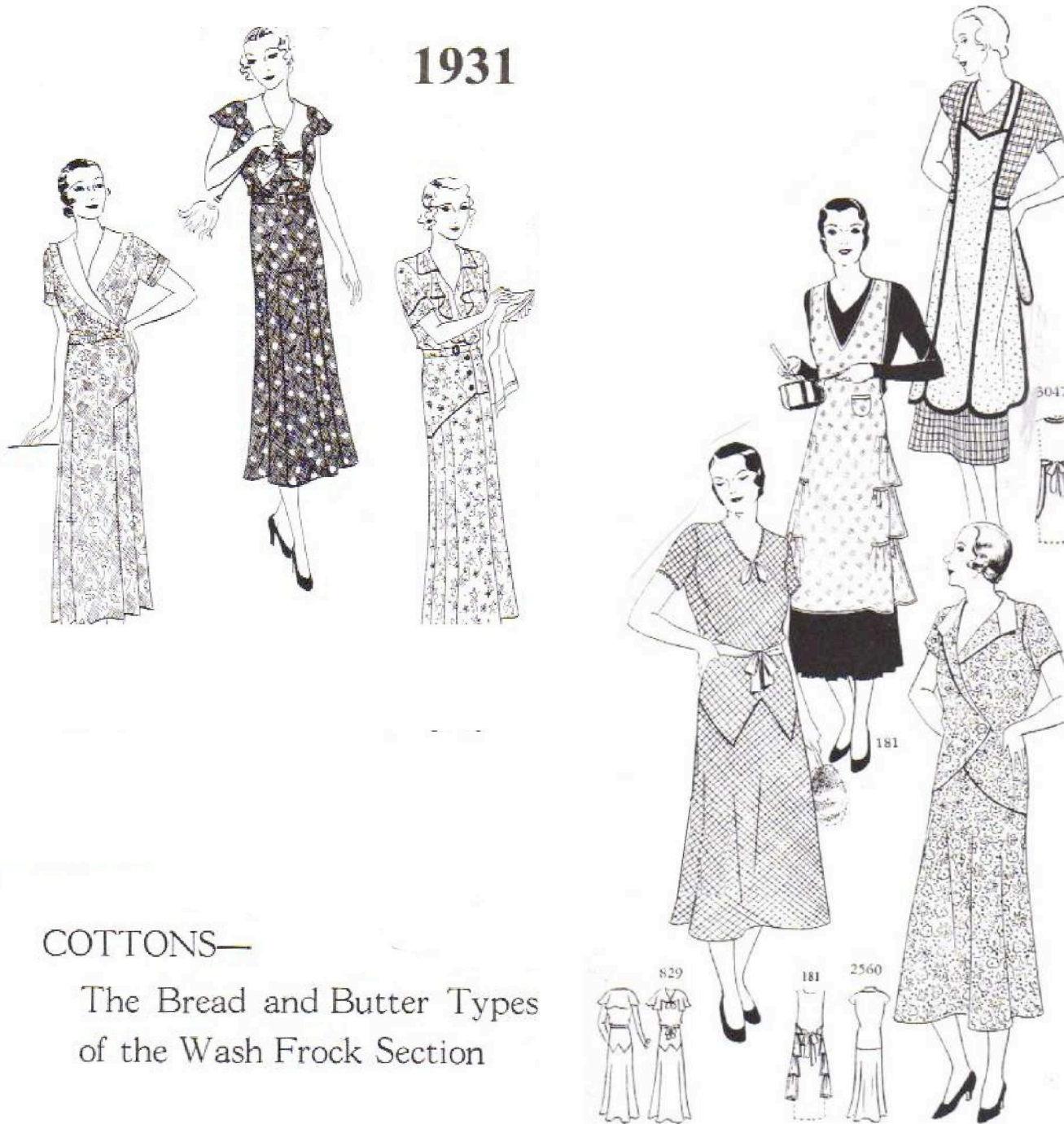
Gay Biasfold  
Trims for  
New Aprons

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“Style Sources” October 19, 1931 while advertising housedresses also shows what chores the homemaker might be doing.

“Women’s World” October 1931 shows a variety of aprons and morning wear garments.



## COTTONS—

The Bread and Butter Types  
of the Wash Frock Section

*Trimly Fitted for Your Busy Hours*