A SURVEY OF SOURCES OF INFORMATION
AND COMPILATION OF SUGGESTIONS FOR A MATERNITY WARDROBE

A Thesis Presented for the Degree of Master of Arts

BY

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OHIO STATE UNIVERSITY
THE OHIO STATE UNIVERSITY
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Approved by:

[Signature]
Sunshine or Shadow?
Which Do You Choose?

Here are two pictures. They are as nearly opposite as two pictures could possibly be.

One of them shows your life the next few months as it may be. The other as it ought to be. Which, dear mother, will you choose?

Will you be the "shut-in" mother? Hiding in darkness and gloom? Thinking only of things that depress?

Or will you be the carefree one? Out in the brightness and sunshine? Out where gloomy thoughts are banished? Out where friends and happiness make every day a day of joy?

You can put yourself in whichever picture you choose. And Oh, how much the choosing means to you! To choose right means a lifetime of health and happiness. To choose wrong may mean a lifetime of regret.

So choose, dear mother, with care. Choose sunshine, not shadow. Choose happiness, not gloom. Choose health, not misery.

Lane Bryant Will Help You

The choice is not easy, we know. Embarrassment tempts you to seek the shadows. False modesty urges you to hide. Pride forces you to unhealthful dress.

But pay no attention to these tempters. Cling to the other, the better way. Do as your doctor will tell you. Continue every normal activity. Lane Bryant has made it easy for you to do so.

We picture in this book a complete line of Lane Bryant Maternity garments. In these you can face the world without embarrassment. You can continue your social activities. You can go out into the health-giving air and sunshine right up to the day of confinement. You can be as proud of your appearance as you ever were in your life.

So study these garments, today. Study their beauty, their style, their marvelous figure-concealing lines, their health-promoting construction.

And then, for your own sake—for your baby's sake—take the first step on the road to health and happiness. Order now, TO-DAY, the garments that you need to drive the shadows from your life and to bring the sunshine in.
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CHAPTER I

THE PROBLEM

Purpose of the Study

The following study attempts to develop source material concerning the intelligent selection of maternity under and outer clothing with some suggestions for making the information more readily available to the public. An effort has been made to assemble a body of material as comprehensive, authentic, and timeless as is possible about a subject which combines elements of changing social custom, controversial medical opinion, and the vagaries of fashion.

Inspiration of the Problem

A friend in New York City, knowing that the author was, at the time, engaged in commercial dressmaking and had formerly been a stylist and teacher, asked for help in the development of her maternity wardrobe. She was a person who had been engaged in fashion promotion herself and who was accustomed to presenting a smart appearance. After an initial shopping trip she returned dissatisfied with the clothing which seemed to be available. The clothing she found seemed lacking in style, overpriced, and inclined to make the person appear larger than she really was. She was particularly concerned with the bulky look which most clothes seemed to give and with the way the skirts on so many of the clothes she had seen on other women in the later stages of pregnancy became short in the front. It was her belief that attractive clothing was possible and that somebody needed to reform the industry or at least make some better clothes for her. In fairness to the industry it should be stated here that since she had been engaged in the
promotion of piece goods and paper patterns she had been wearing garments of the best of materials, made up by expert custom dressmakers at a minimum cost to herself and had had little occasion recently to buy ready-to-wear at the retail prices she could afford as a housewife in moderate circumstances.

She felt that pregnancy was a happy event and that the happiness could be reflected in the individual's appearance. To her way of thinking one should be able to enjoy one's maternity clothes and not feel that they were something to be endured of necessity and cast off with relief as soon as the baby arrived.

If a person of such excellent clothes sense was unable to find suitable apparel in New York there must be some reasons. Perhaps she expected the impossible; perhaps she did not know what to look for. Perhaps there was some information which would be helpful to her; perhaps others had similar problems. What factors limited her selections? Was suitable clothing available? What information which would be helpful in answering these questions could be found? What information not readily available would be helpful to her?

Search for Information

In a preliminary survey the author learned that the fashion magazines occasionally presented features on maternity clothing which included some general styling suggestions and gave publicity to selected current offerings of garment manufacturers and pattern companies. The latest available United States Department of Labor publication on prenatal care, dated 1942, was found to contain a short statement. Two or

three popular books\(^2\) published for the expectant mother contained some very general advice. No federal or state agricultural extension publications were found pertaining to the subject. Friends whose advice was sought offered some suggestions which seemed to be in considerable disagreement and the prospective mother’s physician had some definite ideas, particularly concerning shoes and foundation garments. Magazines, government publications, her doctor, and her friends seem to be the sources to which the woman interested in information concerning the maternity wardrobe would be most likely to go. There should be, however, other sources, perhaps less readily available, which would furnish information. Perhaps someone had done some research on the problem which had not been published. Survey of known research information, however, failed to reveal any study which had been made. The only body of information of any consequence which could be found dealt with medical opinion and was found in obstetrical and nursing texts. This material was of sufficient importance to warrant detailed analysis and a summary of the suggestions made will be found in a later section of this report.

The Problem Suggested

At this point the possibility of surveying sources and compiling suggestions for a maternity wardrobe as the subject for a research problem was suggested. As the possibilities in the problem were


*Better Babies*, Better Homes and Gardens, Des Moines, Iowa.
investigated certain fairly obvious assumptions which might form a basis for the study evolved.

Assumptions Upon Which The Study Is Based

1. The physiological changes which accompany pregnancy may affect clothing requirements.

2. Current fashion and personal circumstances will undoubtedly affect the kind and amount of clothing needed, but certain clothing silhouettes and styling features may be more suitable to the pregnant figure than others.

3. Desirable clothing for the pregnant woman seems difficult to secure and may or may not be available through ready-to-wear garments or commercial patterns.

4. A study covering the physiological and styling aspects of clothing for the pregnant woman may develop a source of information for interested groups and individuals.

Design For The Investigation

A design for the investigation now began to take form. Two limiting factors in the maternity wardrobe problem were seen—first, special needs of pregnancy caused by physiological changes, and, second, the availability of suitable clothing either from ready-to-wear or commercial patterns. Beyond these conditions the pregnant woman seemed to be limited only by her own clothing needs as she saw them. Major sources of information regarding satisfactory maternity clothing seemed to be medical authority, the maternity wear industry, fashion and styling publications, consumer opinion, and experimentation with garment construction.
Method of Research To Be Used

Study of Health Aspects of the Problem. The easiest medical sources to investigate were the textbooks on obstetrics and nursing obstetrics. Other possibilities were interviews with practicing obstetricians, public health nurses and individuals in agencies interested in the well-being of the expectant mother. In the course of the investigation The Maternity Center Association, of New York, N. Y., a national foundation for the promotion of better prenatal care, emerged as an authority depended upon by other groups for information. This organization proved to be very cooperative in supplying information for the investigation.

Study of Problems of Fashion and Styling. Since it was known that the high fashion and women's magazines sometimes carried features on maternity clothing, there was a possibility that their editors would prove to be a source of information. A letter of inquiry circularizing this group seemed to be an appropriate method of approach.

The fashion magazine's offerings depend largely upon the styles of a particular season. However, there are certain principles of styling which can be applied in selecting from current fashion the things which are likely to be most becoming to an individual. These have been presented in numerous pamphlets, articles, and books. A study of the application of these principles to the peculiar figure problem of pregnancy might reveal some interesting applications.

The maternity wear industry, including the manufacturers and sellers of both under and outer garments, would seem to be a fertile source of information, although it was recognized that from the business
standpoint there might be some reluctance to reveal what might be considered trade secrets. However, plans were made to contact business sources by personal interview where possible and to secure such information as they might be willing to divulge.

Because the investigator was, at the time of the study, engaged in commercial dressmaking, she had an opportunity to experiment with ideas for garments which were not necessarily available commercially.

Study of Personal Likes and Dislikes—. Since the original interest in the problem had been inspired by the dissatisfaction of a prospective consumer, it seemed that the opinion of other consumers who had used maternity clothing would provide a valuable body of information. No matter what the doctors or style authorities said and no matter what the designer evolved, these efforts would be useless unless the consumer were satisfied. To find out what the consumer thought a questionnaire was developed to be used in interviewing women who recently had or were at the time wearing maternity clothing.

Thus by bringing together the problems and suggestions of the various interested groups some conclusions might be drawn regarding the intelligent selection or construction of a maternity wardrobe.
CHAPTER II

MEDICAL AND HEALTH SOURCES INVESTIGATED

Recommendations of The Maternity Center Association

One of the basic assumptions of this survey is that because of physiological changes which accompany pregnancy, certain health recommendations may influence clothing requirements. Some authority was sought which could furnish authentic background information on the medical point of view regarding maternity clothing. The Maternity Center Association, 654 Madison Avenue, New York, N. Y., a national health agency for the promotion of better maternity care and maternity care education, seemed to have the most complete information. The investigator was referred to this organization by the medical library at Ohio State University, by several magazine editors contacted for information¹ and by the National Organization for Public Health Nursing.

In a series of interviews Miss Anita Jones, Assistant Director in charge of education for the Association, discussed the following subjects which she considers important.

Anatomic Changes

According to Miss Jones, the key to maternity clothing requirements is found in the physical changes which occur during pregnancy. The anatomic changes which occur affect the body mechanics and clothing may be used to assist in maintaining good body mechanics. If the pregnant woman understands the changes which take place, she may be

¹Glamour, Liberty Magazine, McCall's Magazine.
able to secure a more satisfactory wardrobe.

Knuns, in an article in the Public Health Nursing, defines body mechanics as the mechanical alignment of the various parts of the body and their efficient working against the force of gravity.

![Diagram showing the size of the uterus at each month of pregnancy.](image)

Fig. 1 Diagram showing the size of the uterus at each month of pregnancy. The fundus (top portion of the uterus) reaches the symphysis the third month, the umbilicus at the sixth month and ensiform cartilage at the middle of the eighth month, after which it gradually settles into a lower position as lightning and engagement take place (from Fig. 8, Mother and Baby Care²).

The efficient balancing of the body in action against the force of gravity is considered to be good body mechanics. In pregnancy the normal alignment of the body is disturbed by the enlargement of the abdomen with a forward projection and with compensatory lordosis of the lower spine. After the first pregnancy the tendency to sag

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³Zabriskie, Louise, Mother and Baby Care, J. B. Lippincott, New York, N. Y., 1936, p. 9.
forward and downward is greater.

In the later part of pregnancy there is also a relaxation of the joints in the pelvis, giving these articulations a certain amount of mobility which plays a not unimportant part in practical obstetrics. This mobility puts strain on muscles and ligaments, and if there is considerable need for standing, causes backache and fatigue. The human being is a biped with the essential body structure of a quadruped. Kahn\(^4\) in his book on human physiology points out the fact that the viscera are suspended by ligaments from the backbone. In a quadruped they hang like the wash on a line. Because human beings assumed the upright posture, however, the viscera hang like flags on a flag pole when there is no breeze. If their supporting ligaments stretch, the organs sag and pile up in the lower abdomen. This sagging often interferes with functions as it affects the circulation. During pregnancy the child developing in the uterus causes displacement of the other organs, unusual pressure on the lower part of the abdominal cavity with pressure on the large veins which return the blood to the heart, stretching of the muscles and skin of the abdominal walls, strain on the back and chest walls and a change in posture. All of these changes influence to some extent the clothing which should be worn.

**Four Stages of Development**

The changes which occur during pregnancy may be roughly divided into four periods (Fig. 2). For the purpose of studying clothing

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SILHOUETTE CHANGES DURING PREGNANCY.

Normal

4½ mo.

8½ mo.

Term

adapted from anatomical charts
Copyrighted by the Maternity Center Assn.
needs the last two may be grouped together. Figure 2 shows the four major stages in development. During the first three months the body proportions remain nearly normal except for some bust expansion which will call for a change in brassieres but is not usually sufficient to affect outer clothing. During the second three months the waistline will gradually expand and rise somewhat. Some provision for expandable clothing must now be made. However, if the garments are carefully styled, the expectant mother need not look particularly pregnant. After the twenty-fourth week the mother is obviously pregnant. The child gains weight rapidly with consequent accelerated expansion of the maternal figure. Two weeks before the birth the child drops lower in the abdomen in preparation for birth and the waistline is lowered somewhat.

For purposes of studying clothing the last two periods can be considered together. During this last three months the pregnancy cannot be entirely hidden and the clothing problem is to dress the pregnant figure comfortably and attractively.

This problem will not be the same for all figures because some individuals "carry" the fetus high, some low, some forward, some back. In later pregnancies the child is likely to be carried lower than in first pregnancies. Small, slight people will probably show more than people of larger frame.

Psychological Changes

During pregnancy certain factors in the endocrine balance operate to make the individual unusually sensitive and subject to mental
depression. Social activity, entertaining and going out among friends is considered to be a good antidote for this condition. Attractive clothing and good grooming contributes to the feeling of social well-being that is so important to the mental health of the mother.

**Hygienic Conditions**

During pregnancy there is an unusual amount of waste material to be excreted by the body as the mother's body must get rid of metabolic waste for her baby as well as for herself. The clothing should be light but warm; there should be no chilling of the skin as that throws an extra load on the kidneys. Perspiration is one of the methods by which the body disposes of some waste material. Since an unusual amount of perspiration may be expected at this time, clothes which are washable and somewhat absorbent, such as cotton undergarments and cotton dresses, are advisable particularly in hot weather.

In addition to aiding in the excretion of waste from the body, clothing may also assist in protecting the individual from infections. At the time of birth there is danger of infection through the vaginal canal. Daily bathing and fresh clean clothing will help to prevent contamination. The wearing of closed panties during the prenatal period is also recommended.

**Recommended Garments**

Walking Shoes— Low-heeled walking shoes are suggested during pregnancy to help maintain body balance and support the increased weight. Normally in good body mechanics when the individual stands erect the balance line runs through the ear, shoulder, waist, knee,
Fig. 3
A. The first figure shows a normal healthy non-pregnant woman. Note the easy curve of the back.

B. The second figure is the same woman with high-heeled shoes. Note sharp curve in small of back, protuberant abdomen, tendency to flat chest.

C. Shows the pregnant woman with all these symptoms exaggerated. Should one wonder she has pains in her back, drawing pains on her ribs, an ungainly figure, and awkward gait.

Adapted from Fig. 38 DeLee's Obstetrics For Nurses, Davis and Garmon.

and ankle. Pregnancy adds weight to certain parts of the figure, and the line of balance changes. The lower back becomes more curved and the head and shoulders are thrown back to compensate for the added weight in front. (See Figure 3.) The wearing of high heels exaggerates these changes to the extent that the line of balance may actually pass behind the center of the back. However, if the individual has habitually worn high heels, the leg muscles may have so adapted themselves that low heels would be quite uncomfortable. In this case medium heels with a broad base, such as cuban heels, might be worn. Perfectly flat

5Davis and Garmon, DeLee's Obstetrics For Nurses, W. B. Saunders Co., 1944, p. 106.
archless slippers should never be worn because of the unusual strain on the arches. Since there is a tendency for the feet to swell, particularly in the latter months of pregnancy, shoes wider than the normal size may be needed.

Fig. 4. Maternity brassieres should be firm, well-ventilated and non-restricting over the nipples with uplift action and provision for expansion.

A. An improperly designed brassiere—expansion is provided but there is insufficient uplift and the wide straps crossing the nipples cause undesirable pressure.

B. A brassiere designed to be worn through pregnancy and nursing. It opens at the base of the straps and a row of eyelets on the straps permit adjustment and opening of the cup sections.

C. A regular brassiere adaptable to maternity use. It provides back expansion not shown, a large cup, uplift, diaphragm control, T-strap to equalize control. A size larger than normally worn will be required. It may be tucked at the sides and later let out for additional expansion.

Non-restricting Uplift Brassieres. As with shoes, the entire wardrobe should be selected to assist the normal development of the mother. Support for the bust which does not interfere with development is recommended. The upright position of the human being places the strain of supporting the breasts largely on the somewhat elastic skin of the upper breasts. Because of the temporary bust development which takes place during pregnancy, a firm uplift brassiere is recommended to prevent future sagging. The brassiere must be adjustable.
to allow for the development which takes place largely during the first
four months of pregnancy. It should not bind over the nipples because
of the danger of inversion.

Since there may be some seepage from the breasts, a well ventilated,
easily laundered brassiere should be chosen. Waterproof materials,
interfering with evaporation, may cause maceration and should be avoided.
If needed a padding of absorbent material may be fastened to the out-
side of the brassiere to protect the outer clothing. (See Figure 4.) If
this is used it must be kept dry and clean by frequent changing.

Harmless Supporting Garments. Although there is some difference
of medical opinion, Miss Jones finds adequate support for her belief
that many mothers profit by a properly fitted and adjusted foundation
garment. It helps to support the abdominal wall, particularly if the
muscles are weak or stretched, and helps immobilize the bony ring of
the pelvis during the prenatal period when the joint relaxation causes
fatigue and pain. The foundation garment helps to relieve pressure on
the large veins, providing some protection against painful varicose
veins; and, by helping to control undue stretching of the abdominal
walls, makes the normal figure easier to regain after pregnancy.

To accomplish the objectives mentioned without restricting the
development and functions of the body, the garment should fit snugly
about the pelvis and easily about the waist. It should be so con-
structed and adjusted that an uplifting effect is obtained. There
must be adequate provision for expansion. The garment should help to
hold the back relatively straight and there should be some boning to
keep the garment from bunching and to distribute the weight. The
front should be short to avoid interference with development and res-
piration. The action which a foundation garment should have is shown
in Figure 5.

![Diagram](image)

**Fig. 5** A. Improper type of abdominal support during pregnancy.
B. Proper support for pregnant uterus.

Adapted from Fig. 103, DeLee-Greenhill, *Principles and Practices of Obstetrics*, W. B. Saunders Co., Philadelphia, Pa., 1943, p. 93.

The mechanical problems of constructing a garment which will satisfy all requirements and at the same time be comfortable to wear is a difficult one. As a consequence many unsatisfactory garments are on the market. This accounts for some of the reluctance of doctors to recommend a foundation garment and for the dissatisfaction of many customers with the garments they buy. Satisfactory garments are on the market, however, and the money spent for one is felt to be a sound investment.
Maternity corset by Mary Hayden designed for comfort and to fit the natural curves of the body. There are no bones over the abdomen. Every support is individually fitted and monthly adjustments insure perfect fit and comfort especially during the later months of pregnancy. After delivery she supplies a straight and lightly boned front that gives the type of support necessary during the postpartum period.

One custom shop in New York\textsuperscript{6} makes the garment with changeable front sections shown in Figure 6. When the customer buys this garment, she also pays for the cost of adjustment; and, as the figure expands beyond the amount which lacing can comfortably accommodate, a new and larger front is inserted. Tucks are provided for special shaping to accommodate different types of figures and are individually fitted. After delivery a straight, lightly boned front replaces the rounded one. This front provides the type of support needed during the postpartum period and prolongs the life of the garment. This method of adjustment is used because the designer feels that expansion which depends upon lacing alone does not give the necessary comfort and support throughout the pregnancy. Unfortunately this type of service does not have very wide distribution and is naturally more expensive than mass production of garments. Since a satisfactory garment is so important, the money spent for the best available is considered a good

\textsuperscript{6}Mary Hayden, Custom-Made Corsets, Girdles, and Brassieres, 133 East 59th Street, New York, N. Y.
investment. A clever person understanding the requirements of a good garment may be able to adapt a less desirable one by suitable adjustments.

Shoulder Supporters Instead of Round Garters—. During pregnancy particular care should be taken to avoid any clothing that increases venous congestion for it might cause painful varicose veins.

Varicose veins are dilated areas in the walls of the veins caused by a greater pressure than the weak veins can stand. Some individuals seem to have stronger veins than others and may have no trouble whereas some whose veins are weak may develop varicose veins in spite of all of the precautions taken. Any constricting band which presses on one area of vein wall may interfere with the free flow of blood. The pumping action of the heart and the downward pull of gravity force the blood through the arteries; and, if the return flow is interfered with, pressure builds up in the veins. The pregnant uterus increases the abdominal pressure and the upright posture adds to the pelvic pressure due to the pull of the law of gravity on the abdominal viscera. Hence, pressure is increased during pregnancy, and stockings should be supported in a non-restricting manner. When a foundation is worn, the garters are used to help hold the garment in place and to support the stockings. When no foundation is worn, some other means of holding up the stockings must be found. Round garters and tight rolled stockings should be eliminated as well as tight waist bands. A support which hangs from the shoulder is suggested. There are numerous styles on the market, many of which cross in the front and back. If the supporter crosses in the front it should not drag over the breasts
causing them to be more pendulous. One of the styles which crosses in
the back only and falls along the sides of the figure in front is sug-
gested.

Comfortable Slip. There are no particular limitations upon
the slip except that it must be expandable and if long full enough
to permit a generous stride without danger of falling. An especially
constructed slip which crosses over and lets out in the back has been
found satisfactory.

Attractive, Comfortably Warm, Lightweight, Outer Clothing. The
importance of attractive outer clothing was mentioned in connection
with the psychological effect of clothing. How clothing will be made
attractive is the problem of the dressmaker or manufacturer. A few
other items should be taken into consideration in connection with
outer clothing, however. The individual may be more sensitive to
chilling and at the same time undue chilling puts an unusual strain
on the already taxed kidneys. The clothing should therefore be ade-
quately warm at all times. Stockings, even though very sheer, are
recognized as having a regulatory effect and are strongly recommended
except in very hot weather.

Although the clothing should be warm, it should not be weighty.
The energy reserve is naturally low, and heavy clothing is just so
much more weight to carry around. A light coat with a sweater under-
neath would be better than a very heavy coat. The weight of the gar-
ment in any case should be carried from the shoulders, although with
modern light-weight clothing this factor is not so important as it was
in the days of the Gibson—Girl shirtwaist and heavy skirt.
Summary of Specific Recommendations by Maternity Center Association

Briefly stated the following are the specific recommendations found in the material provided by The Maternity Center Association:

1. Most individuals will need expandable clothing about the fourth month.

2. Shoes should give firm support to the arch and should have substantially-built low or medium heels. They may need to be somewhat larger than those normally worn.

3. Brassieres should be comfortable with uplifting action, well-ventilated, easily washed, adjustable, and not binding over the nipples.

4. Foundation garments are recommended and should give uplift support to the abdomen and help immobilize the pelvic girdle. They should not constrict the upper abdomen but should remain comfortable through all stages of pregnancy with adequate provision for expansion.

5. Other tight bands such as elastic garters and tight waist bands are to be avoided.

6. Clothing should be sufficiently warm for the temperature at all times.

7. Clothing should be light in weight.

8. Closed panties should be worn.

9. Attractive clothes are very desirable at this time.

Information Secured from Medical Literature

For further evidence of the medical-health point of view numerous obstetrical and obstetrical-nursing texts and handbooks were examined. The information secured from these sources is summarized in Table I. The complete list of references used in this part of the study will be found in the appendix, Exhibit A. Exhibit C shows the actual tabulation of data.
An examination of the findings (Table I) reveals several outstanding items. Seventy-five percent mentioned the dangers from constricting bands, particularly at the waist and in the form of round garters. Substantial, low-heeled shoes, mentioned by 58 per cent, and the general condemnation of high heels, 50 per cent, indicate the general recognition of this item. Attractiveness of outer clothing which might not ordinarily be considered a medical problem is specifically mentioned by 42 per cent and related to the mental health of the patient, by 33 per cent. The suggestion that clothing should hang from the shoulder with 42 per cent concurring is also significant. That 50 per cent mentioned the necessity for avoiding chilling by wearing adequately warm clothing is not surprising. The fact that 25 per cent bothered to mention the advisability of wearing closed panties is worth noting.

In general, the findings from the medical books examined seem to confirm substantially the suggestions made by Miss Jones and discussed at some length earlier in this paper.\(^6\)

\(^6\)See pages 7 to 20.
Table I

SUMMARY OF OPINIONS EXPRESSED BY TWELVE MEDICAL AUTHORITIES REGARDING SUITABLE MATERNITY WEAR

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Number Mentions</th>
<th>Percent of Total</th>
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<tbody>
<tr>
<td>I. General</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Clothing should be loose</td>
<td>4</td>
<td>33</td>
</tr>
<tr>
<td>b. Clothing should hang from the shoulder</td>
<td>5</td>
<td>42</td>
</tr>
<tr>
<td>c. Clothing should be sufficiently warm to avoid chiling</td>
<td>6</td>
<td>50</td>
</tr>
<tr>
<td>d. Clothing should be light in weight</td>
<td>3</td>
<td>25</td>
</tr>
<tr>
<td>e. Constricting bands are to be avoided</td>
<td>9</td>
<td>75</td>
</tr>
<tr>
<td>Specifically at the waist</td>
<td>7</td>
<td>58</td>
</tr>
<tr>
<td>Specifically round garters</td>
<td>8</td>
<td>67</td>
</tr>
<tr>
<td>Specifically pressure over the nipples</td>
<td>4</td>
<td>33</td>
</tr>
<tr>
<td>II. Outer clothing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Outer clothing should be attractive</td>
<td>5</td>
<td>42</td>
</tr>
<tr>
<td>b. Attractive outer clothing is important to the morale of the individual</td>
<td>4</td>
<td>33</td>
</tr>
<tr>
<td>c. Comfort more important than appearance</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>III. Undergarments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Corset recommended if properly adjusted</td>
<td>8</td>
<td>67</td>
</tr>
<tr>
<td>b. Uplift corset suggested</td>
<td>4</td>
<td>33</td>
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<tr>
<td>c. Elimination of corset recommended provisionally</td>
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<tr>
<td>d. Elimination of corset recommended definitely</td>
<td>0</td>
<td>--</td>
</tr>
<tr>
<td>e. Closed panties suggested</td>
<td>3</td>
<td>25</td>
</tr>
<tr>
<td>f. Uplift brassiere suggested</td>
<td>6</td>
<td>50</td>
</tr>
<tr>
<td>g. Absorbent underwear suggested</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>IV. Shoes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Round-toed shoes suggested</td>
<td>3</td>
<td>25</td>
</tr>
<tr>
<td>b. Substantial shoes with low heels recommended</td>
<td>7</td>
<td>58</td>
</tr>
<tr>
<td>c. Cuban heels permitted if substantial</td>
<td>4</td>
<td>33</td>
</tr>
<tr>
<td>d. Firm arches recommended</td>
<td>4</td>
<td>33</td>
</tr>
<tr>
<td>e. High heels condemned</td>
<td>6</td>
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</table>
CHAPTER III

REPORT OF STYLING AND FASHION SOURCES INVESTIGATED
IN CONNECTION WITH MATERNITY WEAR

Importance of Fashionable, Attractive Styling

Medical authorities frequently mention the importance to the morale of the expectant mother of fashionable, attractive outer clothing. These authorities comment upon the availability of desirable garments and assume that the expectant mother will have no difficulty in making a selection.

This study, however, was originally undertaken because complaints were heard regarding the attractiveness of maternity clothes. Perhaps the individual who was dissatisfied had not looked in the right places. Perhaps she expected too much. Are fashionable, attractive clothes available? Does the customer know what to look for? What are the problems of styling maternity wear?

The Fashion Problems of Maternity Wear

Ideas of fashion and conceptions of the ideal fashion figure change from time to time. It is perhaps unnecessary to state that the ideal feminine figure of today is slender and high-busted with a slim waist. Women try more or less energetically, depending upon their interest in personal appearance, to achieve the fashionable silhouette. The current figure has not always been the ideal. Indeed,

1Jones, Anita, Opinion expressed during interview.

there was a time during the Renaissance in Holland when a truly pregnant silhouette, helped by a sort of bustle effect in the front, was the vogue. The pregnant silhouette is not in vogue today, but pregnancy seems to be, and most pregnant women would like to be "in style." This presents some problems since there is no escaping the expanding waistline and the awkward proportions which the figure assumes.

Fortunately women are not such slaves to fashion that they all try to put themselves into exactly the same types of garments and each season there are numerous designs and line effects used. Some designs are more suited to irregular figures than are others and indeed may help the figure to appear more like the ideal. Pregnant women are not the only ones who have figure problems. Many women have large abdomens and thickened waists, a situation similar to pregnancy. The styles designed for this type of figure, however, are frequently quite conservative in design and have a tendency to make the person look older. The woman who is pregnant is usually young and wants to look young. In addition she has the problem of a changing figure which requires provision for adjustment. Whereas the heavy woman knows what her figure looks like and can try on a dress to see its effect, the pregnant woman usually buys her clothing before her figure has markedly changed and must imagine what the effect will be. That there are major problems to be solved in styling maternity wear is evident. Who has been concerned with the solution of these problems?

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Information Regarding Maternity Wear Styling

One would expect the manufacturers and designers of maternity wear to be interested in the satisfactory styling of maternity wear as well as the buyers and salespeople who are responsible for supplying the goods to the consumer. Then there are the fashion editors and stylists who educate the public regarding fashion. Another interested group would be the students of art in relation to dress who have written numerous books and pamphlets on dressing attractively to suit the figure and personality.

To secure information regarding fashion and the styling of maternity wear, the investigator made some contacts by mail and was able to interview several leading designers, manufacturers, and department store buyers. Magazine articles were checked, and numerous books on styling prepared for school use and popular reading were studied.

Theories of Styling for Maternity Wear

Out of this study two points of view regarding the styling of maternity wear were seen. By the first theory it is possible through the adroit use of color, line, and space, texture and pattern to create an optical illusion of a more desirable figure than one possesses. By the second theory, one accepts the fact that the pregnant figure is unusual in shape and attempts to select from the lines of fashion those which will best accept the lines of pregnancy.

Camouflage Theory of Design

Numerous publications\(^3\) are found with suggestions for minimizing figure irregularities. These suggestions are based on the use of line.

\(^3\)See Bibliography of Styling References, Appendix, Exhibit B.
color, and texture to create an optical illusion, giving the figure a more normal look than it really has.

Morton defines optical illusion as an artistic effect or sensory impression which has the appearance of reality. She says that desirable optical illusions are created by skillful handling of the elements of design requiring an understanding of the use of line movement, the psychology of color, and the expanding and reducing effect of texture. With line the space which is created by line must be considered, and with texture the apparent texture produced by pattern must be taken into account.

She says that figure irregularities are camouflaged by covering them up, breaking up too large plain expanses into smaller areas, and by shifting attention to other more favorable points. The desired effects will be achieved by recognizing the behavior of line, color, and texture and using them effectively. How can these effects be utilized in styling clothes for the pregnant figure where size and irregularity of silhouette are features to be camouflaged?

Use of the Design Elements for Camouflage of the Pregnant Figure

The effect of line, color, and texture are best understood through visual illustrations of their use. Quite complete and adequate analyses of these phenomena exist in numerous texts and popular books. To attempt a complete discussion here would be unnecessary repetition.

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The references available were studied and a bibliography of those considered most satisfactory is found in the appendix, Exhibit B. The brief discussion which follows is intended to indicate ways in which the abstract theory would apply to the specific maternity situation. A thorough study of the principles involved would suggest other applications.

**Lines**—Lines are important in creating an illusion because the eye tends to follow the directions in which they lead and because lines outline spaces whose relationship to each other affects the appearance of the whole. The placement of seams, pleats, and other construction lines may be used to change the apparent relationship of one part to another and to direct the emphasis to the most desirable features. In pregnancy the face is often unusually attractive and any lines which would direct attention to the face and to the shoulder area, which remain normal, would be desirable. Horizontal lines at the shoulder would broaden that part of the figure in proportion to the waist although this might have the effect of making the entire figure seem broader and shorter.

**Texture**—Texture is another element of design which considerably affects apparent size. According to Hempstead\textsuperscript{5} shiny textures increase size and reveal silhouette, while dull textures decrease size and conceal silhouette. Heavy or stiff fabrics increase size but conceal silhouette, whereas transparent fabrics or those which are very soft reveal the silhouette. Since silhouette is almost more important

than the size in the pregnant figure, these observations have important implications. Ideal textures would be those which are dull, decreasing size and concealing the silhouette. Fabrics with a certain amount of stiffness will also be useful in concealing the silhouette, whereas soft transparent fabrics should be avoided.

Prints, stripes, and plaid are forms of surface interest tending to make the fabric important. Regardless of the size of the figure they have some effect of increasing the apparent size of the individual wearing them. However, they do conceal the silhouette to an extent and for this reason may be desirable. Very large bright prints will attract more attention to the figure than the pregnant woman wishes. However, the prints worn need not be tiny nondescript flowers completely out of proportion to the figure.

**Color**—Hempstead\(^6\) tells us that light colors increase size while concealing the silhouette, whereas dark colors decrease the size but reveal the silhouette, indicating some advantage for both light and dark colors in maternity wear. The brightness or dullness of a color also has an effect upon the apparent size of the surface covered. In general, the dull colors, like the dull textures, are desirable because they conceal silhouette and decrease size. Bright colors, on the other hand, increase size and attract attention. They are undesirable in large amounts but may be utilized in small amounts to liven up the costume if they are so placed as to attract attention toward the shoulders and face. The possibilities in the use of color are so varied that the wardrobe need not be limited to plain dark dresses as

\(^6\)Ibid.
might be suggested by some people.

For a more complete discussion of the possibilities of camouflaging figure faults which can be applied to pregnancy the reader is again referred to the bibliography.

A Theory of Styling Based upon Acceptance of the Fact of Pregnancy

Miss Alice Morris\(^7\) writing in \textit{Vogue} has suggested a different approach—that of accepting the pregnant figure and making the most of its better features. The following quotation gives a detailed statement of her point of view.

One of the most wonderful women in my memory is a fat woman who persisted in dressing in contrariness to every rule for the stylish stout. Because this woman counted on color, wit, and improvisation to give her the dash and loveliness her figure couldn't, she has meaning for anyone carrying a baby. So has her philosophy of face the facts and hang the conventions. Tight black dresses, slimming lines and colors, small patterns were not for her... She avoided bulky collars and built up shoulders. This was her only concession to the status quo: she looked small where she could. Where she couldn't she disdained the vain pretense and looked wonderful instead. Face the fact, hang the conventions—the irrefutable fact of pregnancy is a big waist growing into the biggest thing about you. One is the anathema of the other and most of the dodges employed to make them compatible—top heavy shoulders, lolling bows and flounces intended to overshadow and thus minimize the local largesse—only add insult to injury. Since you will be big through the middle, plan to be small somewhere else.

To look big all over (a hulk, a chunk, a bungle) is to sacrifice line on every aesthetic level. Keep your shoulders slim, your neckline unconfused, your gloves short or near short, your coiffure close, your feet neat. Since the lines of your figure will be disorderly, the lines of your clothes must be precise and clean, and their fabrics crisp and standoffish...if you can

find lines that accept the contours of pregnancy without losing line, colors that reward your vanity, fabrics that are in themselves beautiful, you will avoid the fatal cliches about maternity clothes—that everything you wear waiting for the baby you will never want to wear again... Anything that becomes you now will twice become you later.

The point of view expressed by Miss Morris suggests a different method of approach, that of finding lines which will accept the contours of pregnancy without losing line and using colors and fabrics because they are beautiful and the individual reacts happily to them.

Fig. 7. Comparison between normal and fully developed pregnant figures, adapted from drawings prepared by the Maternity Center Association and copyrighted by them.
Styling To Suit the Contours of Pregnancy

While all styles are certainly not adaptable, perhaps there are some which need not be greatly changed. To test this theory one must first have a clear picture of the contours of pregnancy. Figure 7 shows the comparison between a normal and a fully developed figure. These drawings are developed from the figure of a slender young woman probably in a first pregnancy, with a good figure. They show the general type of development which occurs. Many individual differences will be found as there are individual differences in normal people. Later pregnancies will usually carry the child lower and with the abdomen more distended, for instance.

![Diagram](image)

Fig. 8. Lines to accept the lines of pregnancy.
Fig. 9. A two-piece dress showing the effectiveness of the flared jacket and slim skirt.
Figure 8 is the result of an experiment revealing some silhouette lines which might meet the requirements of accepting the lines of pregnancy. If clothes made on the outlines of the Indian teepee with a gradual flare from the shoulder to the ground were the fashion, the problem would be simple. Actually there are many styles frequently in fashion which have some resemblance to this silhouette. There are frequent periods when some version of the cape is in style and one has no difficulty in seeing how it, like the teepee, would accept the lines of pregnancy beautifully. For 1947, when this is being written, many coats are being designed with full flaring lines from the shoulder. These will be ideal outer garments while they are in fashion. A few years ago there was a vogue for wearing bright decorative smocks. These garments were ideal for concealing the contours of the figure and were quickly adapted for maternity wear. (See Figure 9.)

When dirndl skirts were introduced, the value of intended fullness in concealing the figure underneath was recognized and gathers at the waistline were introduced in many styles. These are continuing strongly in maternity wear now although they are rapidly disappearing in outer clothing.

A newer trend in skirts, the flaring or bell silhouette, which is appearing with controlled fullness in flares or accordion pleats may take its place. (Figure 9.) The monk dress of a few seasons ago is another example of this general silhouette.

The idea that the sweep of the skirt at the hemline need not expand as much as the garment must at the waist is a bit revolutionary but one which offers interesting possibilities for reducing the overall bulky look of the figure.
Fig. 10. Adaptations of the flaring silhouette—From an advertisement of the Julius Garfinkle Co., Washington, D.C.
Figure 11 shows the comparative silhouette effect of the slim and the fuller skirt under a loose jacket. Whatever the current fashion picture, there will undoubtedly be some styles which can be effectively adapted to accept the contours of pregnancy. Two garments shown in Women's Wear Daily for fall promotion in 1947 are seen in Figure 12. These designs would certainly be adaptable. Each season would produce similar examples.

**Mechanical Problems of Maternity Clothing Styling**

When designer Eloise Glover was being interviewed, she commented that to design maternity clothing one must be something of an engineer. Referring again to the information secured from the medical authorities,
Box-Jacket Suit: Fall California Choice

San Francisco.—The box-jacket cutaway suit, introduced at the San Francisco Manufacturers’ and Wholesalers’ Association “Oscar” dinner held recently, is by Kay-Saks. Velvet faced collar and pockets in this gabardine model. Double breasted rows of silver buttons march down the front.

"Our inky black faille coat" reads the copy in a recent full-page ad by A. Harris & Co., of Dallas. Illustrated from the ad is "Misslin’s cape-sleeved cutaway..." Retail price: $59.75.

Fig. 12. Garments not designed for maternity wear forming a part of the fashion picture of the particular season which could easily be adapted for maternity use.
we find several things happening to the figure which must be taken into account in the design of maternity wear. The waistline expands from eight to ten inches, largely between the fifth and eighth months of pregnancy. The bustline expands from two to three inches, and the front length increases somewhat, due to the enlargement of the abdomen and the change in posture. The waistline, if it is conceived as the smallest circumference of the figure, rises to the bottom of the rib casing. As a horizontal line dividing the figure, it disappears entirely. For many women there is also a general increase in size involving the shoulders, hips, and thighs.

The necessity for widthwise expansion is generally recognized. The amount of expansion seems to vary greatly with individuals but averages from eight to ten inches at the waistline with somewhat greater expansion a little lower down. Ready-to-wear garments must provide for a maximum expansion and according to Mrs. Ruth Shephard of Women's Wear Daily the usual practice is to provide about fourteen inches of let out; and, since the expansion is approximately the same regardless of the size of the figure, this amount remains constant for all garment sizes. Numerous devices for widthwise expansion are available to the designer. Among the first used was the wrap-around which has had many interpretations. The material may be carried to one side, or the wrap section may be loose at both sides and perhaps fastened in the back. A new garment called the Materna-drape uses a front-to-back and back-to-front wrap with no side seams. Others commonly found are drawstring or elastic inserts at the waist to control gathered fullness and front panels with concealed pleats which let out at either
Fig. 12-A. Two jumpers showing the effect of a belt fastened tightly and one fastened loosely.
side. The elastic and drawstring types are simple to adjust and may be used in many different styles. Some people have complained that the garment with the elastic side rode up over the "hump", as the abdominal distension is called in the trade. Figure 12A shows a jumper which seems to ride up. The type of garment with the concealed pleats on either side of the front panel is probably the most common at the present time. These pleats let out gradually as the figure expands and are controlled with snaps, hooks and eyes, buttons and loops, and especially made zippers. Designers are constantly experimenting with new ideas which will be put in production if they meet the requirements of convenience, adaptability to fashion lines, and cost.

Observing women wearing maternity clothing, one cannot help being aware of the number whose skirts are short in front. See Figure 12A. Front length would seem to be almost as much of a problem as widthwise expansion. Careful examination of the figure and the wearing of clothes reveal that the overall length does not increase greatly. The real problem here is that the waistline, or rather that the smallest part, of the figure rises to the rib casing. Women are in the habit of pulling the belt in to ride at the smallest part of the figure. As the waistline rises, belts fastened tightly will rise too and carry the skirt along. Little seems to have been done on this problem and indeed it is easier for manufacturers to ignore it, since it is not usually evident to the prospective customer when she buys a dress. Sales people when questioned concerning this feature said that if the garments were large enough and were not fastened too
tightly they would hang evenly. Indeed this is a partial solution. Many dresses are styled with the belt set in across the front or starting from the sides of a smooth front panel. The garment is frequently designed to blouse more than normally in front in the early stages with this blouse being let out later. One manufacturer of comparatively high priced garments uses side waist sections cut on the bias which have a certain amount of lengthwise give to them. The side pleats are fastened over on a slant, gradually lowering the center front waist. In many dresses the front hemline is made to hang somewhat longer in front in the early period. The customer can of course hem it up evenly if she wishes and let it out later.

With skirts, the problem of controlling the hemline is somewhat simpler and several ideas have been developed. These skirts work on the principle of maintaining the original fit about the thighs and pelvis with allowance for expansion above which will not allow the skirt to become short. Since the bottom of the skirt remains normally narrow, considerable bulk is eliminated. The buyer of maternity wear from Bergdorf-Goodman's was quoted recently in Women's Wear as favoring this silhouette. The general effect may be seen in Figure 11. The two drawings shown in this illustration are both made on the maternity figure shown in Figure 7. Several specialized skirt designs using this principle have been developed and for their protection the designers have patented them. Designer Eloise Clover holds a patent on the one shown in Figure 13-A, which seems to appear most nearly like a normal skirt. This skirt provides for expansion at the waist but remains slim below the abdomen and therefore cannot
ride up. Until considerable expansion has taken place, it looks like an ordinary skirt and can be worn with an open jacket. The Maternity Dress Company uses a design known as the "Kangaroo Pouch" shown in Figure 13-B. A third device, controlled by Page Boy Maternity wear, uses a cut-out front section (Figure 13-C). These last two types must be worn with a closed jacket which will fall well over the hips. When slim skirts are the vogue, this type of costume is particularly effective and as was seen in Figure 11 reduces the overall bulk of the figure considerably.

**Fig. 13.**
A. Skirt providing expansion under upper part of center panel.
B. Skirt with full upper front section—"Kangaroo Pouch."
C. Skirt with cut-out front section.
(All designs protected.)

Shoulder suspenders may be used with all models in the later periods of pregnancy.

One might expect such a design idea to have immediate acceptance.

The evidence from buyers, designers, and customers, however, indicates that the idea is so revolutionary that it has met with considerable
resistance. People have been educated to the idea that skirts should hang in straight lines from the waist in front. Another objection to the cut-out or kangaroo pouch types is that they cannot be worn with the jacket open and are not convertible to use after pregnancy, making their life comparatively short.

Shoulder suspension of garments is frequently suggested by medical authorities. The advantages are that garments so designed do not restrict the waist and also that they are more comfortable in the later periods particularly when there is no definite waistline to hold the garments up. The one-piece dress, even though it has a belt or partial belt, will meet this requirement if the belt is fastened loosely. Skirts will probably need suspenders or shoulder straps. A garment not previously mentioned which is very popular is the jumper. This type of garment has shoulder suspension and is much more versatile than a one-piece dress.

In sizing garments not only the abdominal expansion must be considered. Bust expansion actually makes the styling problem somewhat easier as it helps balance the expansion through the lower part of the body. It does mean, however, that a waist which incorporates some fullness possibly at the shoulder is almost a necessity.

In general, allowances are made so that the woman will continue to wear the same numerical size she always has. Garments are now made in both regular and junior size ranges to take care of the short as well as the tall girls. Clothes are made to fit across the shoulders and back, waist and hips, with the side seam falling along the normal line and with ease through the bust and provision for expansion at
the waist front. One experienced sales woman offers the suggestion that the fit of garments be judged this way stressing the fact that they should fit well where they can. Customers are cautioned against buying garments which are too small or making them too small.

Another problem which is somewhat mechanical in nature is that of convertibility. There seems to be considerable difference of opinion regarding the use made of maternity clothing after the child is born. A good deal of opinion indicates that the mother is usually ready for something else. From trade sources and mothers both there was considerable evidence that people loaned or gave away their clothes to other expectant mothers. This has been recognized as detrimental to the sale of maternity clothes and one dress concern at least offers for a small fee to convert their garments, removing the excess skirt fullness and inserting a side zipper.7

Some Problems of the Maternity Wear Industry

Many people looking at maternity wear, perhaps in a small shop at a comparatively low price, do not seem to like what they see. The course of this investigation revealed some problems which would account to a large extent for this situation.

The comparatively short life of a maternity garment, the somewhat restricted life which the woman usually leads even in the present day, and the other unusual costs which are to be expected on the arrival of the baby, combine to discourage spending for maternity clothing. The general consensus is that people are not willing to spend as

7Teri-Sue Maternities, Manufacturer of Maternity Dresses, New York, N.Y.
much for maternity garments as they are for regular wear. At the same
time the cost of producing maternity garments is relatively greater
than the cost of producing other garments. More material is required,
additional construction is required to provide for expansion. Not
so many garments will be sold by one outlet. Therefore, when the
customer spends less for a garment she must expect to get a decidedly
lower quality garment. If she were willing to spend a little more,
she could expect a better garment.

The manufacturer who is producing for mass selling must take into
account the demands of the customers; and, if the demand of the cus-
tomer is for an unsatisfactory garment, that is what will be made.
The customer selects a garment first on a hanger. If she likes it on
a hanger she will try it on; the buyer knows this and selects garments
which will look well on a hanger. Since the coat hanger is about as
different from the maternity figure as anything could possibly be,
the garments which look well on a hanger are not necessarily the ones
which will look best on the customer. Mrs. Glover, who started design-
ing by making her own maternity clothes and was encouraged to go into
business because her friends liked them so well, has found this a
practically insurmountable problem and says that she now makes her
best designs only for her friends and that much of her designing must
be a compromise between what she knows would be good and what she
knows will sell.
Experimental Designing

According to Lawrence, most of the important maternity wear designers have, like Mrs. Glover, been originally inspired through recognizing the need for improvement in maternity wear design. Indeed, the garments of today, when compared with those of a few years ago, show the results of this interest and the resultant effort on the part of the designers to improve maternity clothing. This investigator attempted as a part of the present study to contribute her bit to the investigation of experimental design possibilities.

Finding out exactly what the maternity figure is was the first problem and one which led to some interesting experiences. They included an informal tour of a dress form manufacturing establishment in the garment district of New York and a comparatively fruitless search through the dusty files of United States Patents stored in the farthest basement of the University library.

On the basis of the best information available, a half-sized model form was fitted with detachable padding at the proper places. This was used in trying out numerous lines. A variation of the cut-out skirt was developed embodying a bias section in the lower front with an extension to fasten it at the waist. This was incorporated in a suit of lightweight black wool with epaulet shoulders, and a double-breasted front closing with the lower edge of the jacket curved at the center front. This deliberately curved line at the center front of the jacket was particularly effective in avoiding the appearance of

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8 Lawrence, Dee, "Wardrobe for Waiting," Colliers, July 10, 1946, p. 118
being short at the center front. A second jacket of royal blue with accent of the black at the neck and sleeves was made very flaring and had a high fashion look at the time. The wearer reported these designs to be quite satisfactory—at least until the seventh month when this was being written. The garments made in the quality of material used, however, would need to retail in the seventy-five to one hundred dollar price range, and this is considerably more than most people can spend for maternity wear.

Some experiments with one piece dresses were less successful. Attempts to keep a slim skirt and camouflage the bulge with drape or peplum could be used successfully to provide for the earlier periods of expansion but would lose line and become awkward looking when expanded sufficiently for the fully developed figure. The mechanical features of these designs tended to be too complicated to be practical either from the standpoint of manufacture or consumer acceptance.

A promising bodice line embodies the use of deep diagonal pleats folding toward the center from a point below the bust. The folds may come together in the center or may cross and form the starting point for various sash arrangements. The blouse in this case is more gracefully controlled if a bias cut is used.

Another idea which seems to have possibilities, although it has not been developed into entirely satisfactory designs by this worker, is the use of bands of diagonal shirring which are controlled by drawstrings. The bias line has the advantage of expanding both crosswise and lengthwise and the angle of the line can be used to regulate the comparable amount of expansion in each direction. This
is a problem for further experimentation.

One very expert home sewer who was one of the mothers queried for information reports a dress of an experimental nature which she made for herself. Her own description of this garment follows.

My most important contribution is packed away in the basement; and, if the idea could be used, don't hesitate to write for further details. I made a wool jersey dress, which was excellent for draping and also for warmth, when I didn't see how I could live without suits and sweaters. It was a flop at first until I remade it, with almost no resemblance to the pattern except the neck. This is what is wrong with most maternity patterns. The necessary fullness is handled the same way above and below the waistline, which can be sketched to look all right on a slim model, but on a pregnant

![Dress Pattern](image)

Fig. 14. Detail of dress described by Mrs. Baume.

woman it always looks like a sack with a string around the middle, no matter whether it is done with unpressed pleats or gathers. I don't see why there can't be a definite change at the waistline, like gathered fullness on the waist and

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9Mrs. Henry Baume, Denver, Colorado.
unpressed pleats in the front of the skirt. (See Figure 14.) When I first wore this, I didn't have a big bulge in front—I had just lost a waistline so that I looked like many mature women through the middle. It looked like a normal dress, and I felt as if I looked more or less normal when I wore it for shopping or dining out, especially sitting down because I didn't feel as if I were flowing in one piece from the shoulder to hemline. It was hooked together clear across the front and the opening was covered with a long belt tied in a knot in the middle front and variously twisted and tied as changes were required. The waistline of the blouse was made with a casing for elastic and was very simple to release. The waistline of the skirt must have had a band or facing underneath (I don't remember exactly) to give it some body. You can see how easy it would be to adjust the unpressed pleats. Because I wore it so early, I stitched it down six or seven inches over the stomach and later removed that. At the very end I found it looked better to take the fullness from the unpressed pleats and have gathers on either side of the panel.

You can see that this dress went through several changes which I could easily do. To use such an idea commercially, it would have to be worked over and simplified.

For ideas like Mrs. Raune's the advantage of being able to sew is evident. Undoubtedly the greatest problem of maternity wear designing is to find devices for accommodating the figure which can be developed with lines which will be becoming in all stages of development. Perhaps an alteration plan might be a partial solution, but such a plan would be expensive.
CHAPTER IV

REPORT OF CONSUMER OPINION

The clothing needs of pregnancy have been examined from the point of view of the medical and health authorities and in relation to fashion. People do not, however, necessarily accept things because someone thinks they should. What does the consumer think about maternity wear? To find a partial answer to this question an oral questionnaire was developed which was used in interviewing twenty-five mothers or mothers-to-be. The group interviewed was largely from middle-income families with incomes ranging from twenty-five hundred to five thousand dollars. They were generally above average in cultural background and would all have been expected to be interested in their personal appearance. Most of the women were mothers of young children; a few were pregnant at the time of the interview. Some had had only one child, but several had had two or more. Some were from the New York City area, some were from Columbus, Ohio, and some were from a rural Ohio area. The group is not considered large enough nor sufficiently scientifically selected to provide conclusive evidence but rather can give indications of the trend of thinking and provide significant suggestions.

The questionnaire was tried out by conducting two sample interviews and recording the type of information which seemed to come out in rather detailed discussion of the subject. The questions were then standardized sufficiently to make tabulation possible. The final questionnaires proved somewhat inadequate, however, in covering all of
the points which seemed significant in the discussions with different women.

All of the individuals were asked for additional suggestions. There was a considerable variety of ideas and in some cases similar recommendations were made by several women. Such suggestions cannot be reduced to percentages, however, since not all of the individuals were questioned on each of these points.

The series of tables following give a concentrated summary of the information secured from mothers. The original tabulation from which these tables were made is on file at Campbell Hall, Ohio State University, Columbus, Ohio.

**SUMMARY OF CONSUMER OPINION**

**Table II**

**Characteristics of the Individuals**

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<th>1. Figure if Non-Pregnant</th>
<th>No. of Individuals</th>
<th>Percentage of Individuals</th>
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<td>10</td>
<td>40</td>
</tr>
<tr>
<td>Fair</td>
<td>9</td>
<td>36</td>
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<tr>
<td>Poor</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>2. Height</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tall</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>Medium</td>
<td>12</td>
<td>48</td>
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<td>Short</td>
<td>8</td>
<td>32</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Medium ($2,000-$5,000)</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>Low</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>4. Fashion Sense</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High</td>
<td>10</td>
<td>40</td>
</tr>
<tr>
<td>Average</td>
<td>9</td>
<td>36</td>
</tr>
<tr>
<td>Low</td>
<td>6</td>
<td>24</td>
</tr>
<tr>
<td>5. Special Clothing Worn</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 months</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>4 months</td>
<td>4</td>
<td>36</td>
</tr>
<tr>
<td>5 months</td>
<td>11</td>
<td>44</td>
</tr>
<tr>
<td>6 months</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Sooner for second child</td>
<td>5</td>
<td>83</td>
</tr>
<tr>
<td>(six having 2 or more children)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table III

**Outer Clothing**

<table>
<thead>
<tr>
<th></th>
<th>No. of Individuals</th>
<th>Percentage of Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How Secured</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ready Made</td>
<td>18</td>
<td>72</td>
</tr>
<tr>
<td>Custom Made</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Gift or Loan</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>Made at Home</td>
<td>13</td>
<td>52</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liked</th>
<th>Disliked</th>
<th>No Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Indivs</td>
<td>% of Indivs</td>
<td>No. of Indivs</td>
</tr>
<tr>
<td>Liked</td>
<td>Disliked</td>
<td>No. of Indivs</td>
</tr>
<tr>
<td>viduals</td>
<td>viduals</td>
<td>viduals</td>
</tr>
<tr>
<td>viduals</td>
<td>viduals</td>
<td>viduals</td>
</tr>
</tbody>
</table>

2. Expansion Devices

<table>
<thead>
<tr>
<th>Type</th>
<th>No. of</th>
<th>% of</th>
<th>No. of</th>
<th>% of</th>
<th>No. of</th>
<th>% of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elastic</td>
<td>6</td>
<td>24</td>
<td>3</td>
<td>12</td>
<td>16</td>
<td>64</td>
</tr>
<tr>
<td>Drawstring</td>
<td>9</td>
<td>36</td>
<td>2</td>
<td>8</td>
<td>13</td>
<td>54</td>
</tr>
<tr>
<td>Wrap-around (dress)</td>
<td>7</td>
<td>28</td>
<td>1</td>
<td>4</td>
<td>17</td>
<td>68</td>
</tr>
<tr>
<td>Side Pleats</td>
<td>17</td>
<td>68</td>
<td>1</td>
<td>4</td>
<td>7</td>
<td>28</td>
</tr>
</tbody>
</table>

3. Control of Fullness

<table>
<thead>
<tr>
<th>Tight at hips</th>
<th>No. of</th>
<th>% of</th>
<th>No. of</th>
<th>% of</th>
<th>No. of</th>
<th>% of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Let out at waist</td>
<td>2</td>
<td>8</td>
<td>1</td>
<td>4</td>
<td>22</td>
<td>88</td>
</tr>
<tr>
<td>Fullness Pulled</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>in by Belt</td>
<td>1</td>
<td>4</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Hem Let Down</td>
<td>3</td>
<td>24</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
</tbody>
</table>

4. Satisfactory Adjustments of Side Pleats

<table>
<thead>
<tr>
<th>Method</th>
<th>No. of Individuals</th>
<th>Percentage of Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snaps</td>
<td>9</td>
<td>36</td>
</tr>
<tr>
<td>Tie Belt</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>Hooks</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Buttons</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Adjusting Buckles</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Pins</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>
5. Styles Worn

<table>
<thead>
<tr>
<th>Type</th>
<th>Preferred</th>
<th>Satisfactory</th>
<th>Unsatisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of</td>
<td>% of</td>
<td>No. of</td>
</tr>
<tr>
<td></td>
<td>Indivi-</td>
<td>Indi-</td>
<td>Indivi-</td>
</tr>
<tr>
<td></td>
<td>dually</td>
<td>dually</td>
<td>dually</td>
</tr>
<tr>
<td>Redingote</td>
<td>2</td>
<td>8</td>
<td>--</td>
</tr>
<tr>
<td>One-piece Dress</td>
<td>9</td>
<td>36</td>
<td>3</td>
</tr>
<tr>
<td>Jumper</td>
<td>5</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>Suit</td>
<td>3</td>
<td>12</td>
<td>--</td>
</tr>
<tr>
<td>Two-piece Dress</td>
<td>2</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Skirt Supported at Shoulders</td>
<td>2</td>
<td>8</td>
<td>--</td>
</tr>
<tr>
<td>Wrap-around Skirt</td>
<td>1</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Skirt Supported at Waist</td>
<td>3</td>
<td>12</td>
<td>--</td>
</tr>
</tbody>
</table>

6. Fabrics Suggested

- Seersucker: 2 individuals, 8%
- Bemberg Sheer: 0 individuals, 0%
- Wool Jersey: 2 individuals, 8%
- Firm Material: 1 individual, 4%
- Washable: 5 individuals, 20%
- Spun Rayons: 3 individuals, 12%
- Jersey: 1 individual, 4%
- Soft Fabrics: 1 individual, 4%
- Crepe: 1 individual, 4%
- Gabardine: 1 individual, 4%
- Powderpuff Muslin: 1 individual, 4%
- Smooth Cotton: 7 individuals, 28%

7. Colors and Designs

- Contrast at Top: 1, 4%
- Light Colors: 3, 12%
- Dark Colors: 5, 20%
- Small Print: 1, 4%
- Large Print: 0, 0%
- Plain Color: 5, 20%
- Print: 3, 12%
- Stripes: 1, 4%
- Depends upon Occasion: 2, 8%
8. Sportswear Worn
   Slacks             2       8
   Sun Dresses       1       4
   Play Suits       1       4
   Shorts            0       0
   Bathing Suits    0       0
   None             19      76

9. Shoes
   Extra Large or Wide Required   8     32
   Low Heels Worn                 6     24
   Oxfords Worn                   4     16
   No Change                       7     28

10. Hosiery
    Stockings Worn Most of the Time 7     28
    Rare Leg                      10    40
    Ankle Socks                    2      8

Table IV

Under Clothing

1. Brassieres
   Special Maternity  2     8
   Regular--Large Size 6    32
   Non Needed           3    12

   Satisfactory       Unsatisfactory
   No. of Indi- % of Indi- No. of % of Indi-
        viduals   individuals     individuals
   Special Maternity  8    32             1     4
   Two-Way Stretch   2     8
   None Advised      8    32
   Advised but Not Used 3    12

2. Foundation Garments
   Special Maternity  8    32
   Two-Way Stretch   2     8
   None Advised      8    32
   Advised but Not Used 3    12

3. Panties
   Regular Type      14      56
   Combinations       1       4
   Special Maternity  1       4
   Extra Large        5      20
   Had Difficulty Keeping Up 3    12
   None Worn           2       8
4. **Slip**

**Kind**

<table>
<thead>
<tr>
<th>Kind</th>
<th>Satisfactory</th>
<th>Unsatisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Individu-</td>
<td>% of Individu-</td>
</tr>
<tr>
<td></td>
<td>als</td>
<td>als</td>
</tr>
<tr>
<td>Extra Large</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Special Maternity</td>
<td>7</td>
<td>28</td>
</tr>
<tr>
<td>Jersey</td>
<td>6</td>
<td>24</td>
</tr>
</tbody>
</table>

5. **Stocking Supporters**

<table>
<thead>
<tr>
<th>Kind</th>
<th>Satisfactory</th>
<th>Unsatisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Individu-</td>
<td>% of Individu-</td>
</tr>
<tr>
<td></td>
<td>als</td>
<td>als</td>
</tr>
<tr>
<td>Shoulder Supporter</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Large Garter Belt</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Round Garters Worn</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Garters Not Allowed</td>
<td>13</td>
<td>52</td>
</tr>
</tbody>
</table>

6. **Night Clothing and Hospital Wear (Incomplete Report)**

<table>
<thead>
<tr>
<th>Kind</th>
<th>No. of Individuals</th>
<th>Percentage of Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long Gowns</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Short Gowns</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Pajama Tops Only</td>
<td>6</td>
<td>24</td>
</tr>
<tr>
<td>Jersey Gown</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Special Maternity Gown</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Special Maternity Pajamas</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Bed Jackets For Hospital</td>
<td>6</td>
<td>24</td>
</tr>
</tbody>
</table>

Table V

**Disposition of Clothing**

<table>
<thead>
<tr>
<th>Disposition</th>
<th>No. of Individuals</th>
<th>Percentage of Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Converted</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Gave Away or Loaned</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Saved for Future</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td>Threw Away</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>
Additional suggestions and opinions expressed by mothers interviewed.

<table>
<thead>
<tr>
<th>Appearance</th>
<th>No. of similar suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Believes in the possibility of a fashionable look</td>
<td>1</td>
</tr>
<tr>
<td>2. Thinks you cannot really hide the pregnancy and that most people now do not care particularly—wants to look neat</td>
<td>1</td>
</tr>
<tr>
<td>3. Believes clothing should be as inconspicuous as possible</td>
<td>1</td>
</tr>
<tr>
<td>4. Thinks short jackets do not look well</td>
<td>1</td>
</tr>
<tr>
<td>5. Found a wrap-around draped maternity dress good for the early stages but more revealing in the later period</td>
<td>1</td>
</tr>
<tr>
<td>6. Likes clothes with changeable features—Jumper suggested</td>
<td>2</td>
</tr>
<tr>
<td>7. Fresh neat look about the face recommended</td>
<td>1</td>
</tr>
<tr>
<td>8. Thinks seersucker material makes one look large</td>
<td>1</td>
</tr>
<tr>
<td>9. Thinks many materials offered in maternity wear are not attractive</td>
<td>1</td>
</tr>
<tr>
<td>10. Thinks drawstring dress looks large</td>
<td>2</td>
</tr>
<tr>
<td>11. Likes arms covered</td>
<td>1</td>
</tr>
<tr>
<td>12. Had trouble with clothes getting shorter in front, thinks this looks bad</td>
<td>1</td>
</tr>
</tbody>
</table>

Suggested clothes and features.

<table>
<thead>
<tr>
<th>Suggested clothes and features</th>
<th>No. of similar suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Likes side rather than front fullness</td>
<td>1</td>
</tr>
<tr>
<td>2. Sister liked cut-out skirt</td>
<td>1</td>
</tr>
<tr>
<td>3. Believes girdle not satisfactory to the end</td>
<td>1</td>
</tr>
<tr>
<td>4. Thinks shorts would be a good idea</td>
<td>1</td>
</tr>
<tr>
<td>5. Small intensive wardrobe suggested</td>
<td>1</td>
</tr>
<tr>
<td>6. Thinks wardrobe needs depend upon activities</td>
<td>1</td>
</tr>
</tbody>
</table>
7. Does not like button down the front closing 1
8. Did not realize what her needs would be before she be-
came large 2
9. Set-in belt preferred 2
10. Fewer clothes needed for second child 1
11. Had special dress basted on at waist which could be let
down 1
12. Did not like belt all around 1
13. Likes side tie better than center front 1

Suggestions regarding size.
1. Believes clothes will not become shorter if loose enough 1
2. Plenty of fullness is necessary 1
3. One dress was not so full as it should have been 1
4. Believes natural size makes a lot of difference in
clothes needed 1
5. Brassiere needs, lots of give with good support 1
6. Get normal size, allowances have been made for expansion 1

Convenience and Comfort
1. Special maternity slip cam unbuttoned in back 1
2. Found that maternity slip spread open in the back so
that there was no slip under the person sitting 1
3. Clothes should be simple to get into 1
4. Garter supporter was hard to get on but reasonably
satisfactory to wear 1
5. Garter supporter allowed stockings to twist around leg 1
6. Was not able to adjust maternity foundation to be
comfortable for second child 1

Adaptations from regular wardrobe
1. Wore slip from normal wardrobe 1
2. Wore skirts and blouses from normal wardrobe for some time 1
3. Wore suit of regular clothes for a long time 3
4. Wore house dresses for a good while 1
5. Adapted blouses to maternity use but found them not large enough at the bottom 1
6. Was able to wear a peplum dress with the skirt unbuttoned for a considerable length of time. 1
7. Regular clothing was used for some time by letting out fullness in darts and gathers at front waist 1
8. Wore an elastic waistlined dirndl for a long time 1

Cost of wardrobe
1. Expense of good wardrobe justified 1
2. Wants clothes inexpensive 1
3. Morale sufficiently important to justify expense of reasonably good wardrobe 1
4. Thinks something good-looking even at a price is important 1
5. Wants to spend less 1

Miscellaneous suggestions
1. Dressy bed jackets for hospital suggested if washable 1
2. Importance of washability in hospital clothing cited 3
3. Plans for clothing to wear immediately after the baby comes should be made. Do not return to normal size immediately, clothes should be washable 1

Summary of Consumer Opinion
The figures given in Table II show 40 per cent with good figures, 36 per cent with fair, and 4 per cent with poor. An attempt was made to discover a correlation between this item and the wearing of girdles. Four women listed as having a good figure said they wore a girdle and
four said they did not; four having a fair figure said they wore a girdle and four said they did not; the one person listed as having a poor figure did not wear a girdle; the others either were pregnant, in which case their figure could not be classified, or they failed to answer the question regarding girdles. The correlation between the wearing of a girdle and the figure after pregnancy might be the subject for further study.

The items regarding height, income, and fashion sense were included to give a general picture of the type of individual interviewed. Item five indicates something of the individual variation which must be expected and also that the fifth month is the time when most women will require maternity wear. The span of usefulness is thus seen to be comparatively short, four to five months at the most. In temperate climates this length of usefulness will be further limited if a change of seasons occurs during the period to be considered.

Table III, item one, gives some evidence of the way individuals secure their clothing. The percentages here add up to more than one hundred because so many women secured clothing in more than one way. As would be expected, the largest percentage—72—bought clothes ready-to-wear. A large percentage—52—also made some or all of their clothing. If statistics were available, this figure, which seems fairly high, might furnish an interesting comparison with general practice. The cost of maternity wear and the comparative leisure of many women at the time, particularly during their first pregnancies, may encourage home dressmaking at this time. The receipt of gifts or loans by 20 per cent is also worth noting. This borrowing is a situation which
was also mentioned by the store personnel interviewed. While the percentage shown here is not overwhelming, the figure is probably greater than for ordinary clothing.

Fig. 15. The effect of the one-piece dress preferred by most women.

Four major types of expansion devices in current use are shown in item two. Of these, the side-pleated dress seems to be the most popular with 68 per cent favoring it. Snaps were the most frequently mentioned fastening, apparently because that is most commonly used on maternity wear.

Those wearing dresses with hooks or buttons and loops seemed in the interviews to have liked them better than those with snap
fastenings which were occasionally reported to come unfastened. Those women who disliked elastic in the waist mentioned the feeling of tightness and the tendency of the dress to ride up. The slim type of skirts suggested in the styling section of this paper were reported as worn by only two of the women interviewed, although two or three had known people who had worn and liked them.

Considerable difference of opinion was noted regarding style, fabric, color, and design preferences. The one-piece dress, preferred by 3 per cent, considered satisfactory by 12 per cent, and considered unsatisfactory by 4 per cent, is possibly the most important choice. Jumpers also have a large following, with 20 per cent preferring this type of garment, and 16 per cent listing them as satisfactory, and nobody declaring them unsatisfactory. The main conclusion drawn from items six and seven is that opinions are varied and certainly there is not a unanimous opinion favoring one type of garment.

Item eight is interesting because the stores make such a point of having a complete line of sportswear. Of course the group interviewed is too small to base a definite conclusion on, but the market for sportswear would appear to be small at present if this group is at all representative.

If the figures for low-heeled shoes and oxfords in item nine were combined to make a total of 40 per cent, the picture would be a truer one. Those listed as not changing may already have had low-heeled shoes. The answer in this case refers largely to a change in size. The findings regarding shoes agree substantially with the medical suggestions made for this item.
Had this survey been made a few years ago before brassieres were generally made on the uplift principle suggested for maternity wear, there would probably have been more special brassieres used. Generally today, brassieres do not seem to be much of a problem except that a larger size than that normally worn is required as stated by 32 per cent of the women interviewed. The replies were not complete on this item.

In the use of foundation garments, there seems to be somewhat less enthusiasm among the consumers than among the medical profession. There were 12 per cent who reported that a girdle was advised but not used; another 4 per cent reported the garment purchased was unsatisfactory. Those wearing garments, reported them predominately satisfactory; however, 32 per cent as against 4 per cent reported them unsatisfactory. Thirty-two per cent, a figure inconsistent with the medical analysis made, reported that none was advised.

The majority reported wearing regular type panties—56 per cent—while only 4 per cent reported wearing special panties. One mother-to-be who was being interviewed mentioned having difficulty with regular panties and was surprised to know that special maternity panties existed.

The special maternity slip and the jersey slip both seemed to have numerous supporters with a few reporting that they wore extra large regular slips. Objections to the maternity slip were that it came unfastened and that it spread open in the back. The jersey slip was found by one person to ride up and become too short.
The over-the-shoulder stocking supporter is an item recommended by maternity wear departments for those who do not wear a girdle. This garment was reported worn satisfactorily by only 8 per cent and unsatisfactorily by the same percentage of wearers. Objections stated were that stockings twisted and that it was hard to get on. That garters were not allowed was specifically mentioned by 52 per cent, agreeing again with a predominant medical opinion. Where a girdle was worn it provided the needed supporters satisfactorily.

Pajama tops and short gowns were the most popular for use before the baby came and for wear in the hospital. The number suggesting these items totaled 32 per cent. Only one special maternity gown was reported, indicating the tendency to cut down clothing expense by using items from the regular wardrobe whenever possible.

Several suggestions for adapting items from the regular wardrobe are found among the special suggestions. This fact, along with some other indications, points to the general tendency to economize on maternity clothing. One indication previously pointed out is the number of people making garments. There were five specific suggestions among the additional suggestions that clothing should be inexpensive. This tendency seemed to be felt among the store personnel who base their stocks on customer demand.

Most of the additional suggestions seem to speak for themselves and cannot be sufficiently grouped for statistical analysis. They are chiefly valuable as points upon which one might make a decision in a similar situation. If a fuller and more complete analysis of customer opinion were to be made, it would furnish material for additional
questions upon which to base a more adequate survey.

In most matters of health, the consumer seems to follow her doctor's advice when it is given. She does not know of some of the newer developments in maternity wear and seems to have rather definite likes and dislikes, although she does not always agree with her sisters as to what she likes.
CHAPTER V

OUTLETS FOR MATERNITY WEAR INFORMATION

This study has developed a certain body of information which does not seem to be readily available to the consumer. One of the reasons for consumer dissatisfaction with maternity wear seems to be an unwise selection of clothing and inadequate information as to what is really needed and what is available to meet those needs. There seems to be a place for more consumer information in this field.

One outlet for such information is the women's magazines. However, these magazines have the disadvantage that only the current issues are generally available; and unless publication happens to coincide with the time of the consumer's interest, much of the information is wasted. Some of the magazines maintain auxiliary information services which offer bulletins on specific subjects to their subscribers. There would seem to be a place for a detailed bulletin on maternity clothing among the offerings of such magazines.

The department stores and garment manufacturers find it to their advantage to have customers who understand some of the needs of pregnancy and who can visualize their future development as they select their clothing. Miss Roslyn Kaye, Publicity Director for Lane Bryant, suggested that a cleverly illustrated leaflet which could be used as a "hand out" in the maternity wear department might be useful. One such leaflet, a reprint from Mademoiselle magazine, which the store had used in a children's wear promotion, was suggested as a model. Reprints of this type would also serve to increase the useful life of
the magazine offerings.

Consumer information suggested by this study is summarized in the following outline which could be used in whole or in part for various types of publication.

Suggested Illustration

I. Clothing as it relates to health

A. Anatomic changes which affect clothing
   1. Change in posture
      a. Difficulty in maintaining balance Fig. 3, p. 13
      b. Unusual strain on spinal column
      c. Unusual strain on arches
   2. Abdominal development
      a. Amount of enlargement to be expected Fig. 1, p. 8
      b. Need to avoid restriction
   3. Bust development--need for support
   4. Interference with circulation--contributing factor in development of varicose veins

B. Metabolic changes
   1. Excess wastes to be eliminated
   2. Sensitiveness to chilling

C. Psychological changes--Importance of good morale

D. Suggested clothing from the health standpoint
   1. Outer clothing
      a. Sufficiently warm to avoid chilling
      b. Attractive
      c. Light weight
d. Easily cleaned

e. Supported from shoulder

f. Non-restricting

2. Foundation garment
   a. Uplift support for abdomen  Fig. 5, p. 16
   b. Light boning to support back
   c. Comfortable expansion to avoid restriction  Fig. 6, p. 17

3. Brassieres
   a. Non-restricting  Fig. 4, p. 14
   b. Uplifting

4. Undergarments
   a. Comfortably large
   b. Laundered daily
   c. Absorbent
   d. Panties closed

5. Shoes
   a. Low heels
   b. Firm arches

6. Stockings recommended for temperature regulating effect

7. Stocking support
   a. Bound garters condemned
   b. Supporters recommended
II. Fashion in clothing for maternity wear (Source material for this section to be amplified from auxiliary styling references and current information).

A. Importance of fashionable, attractive styling

B. Suitable clothing for the maternity figure

1. Accepting the reality of the maternity figure

2. Choosing from fashion those clothes which suit the maternity figure
   a. Lines of fashion which accept lines of pregnancy
   b. Conforming to fashion in details where possible
   c. Selecting fabrics and colors for their fashion value

3. Utilizing devices for focusing attention on the best points of the figure without exaggerating any feature

4. Selecting color for becomingness and effect on personality and apparent size and shape

III. Construction of maternity clothing

A. Provision for lengthwise expansion in front

1. Two-piece dress
2. Bloused front
3. Other devices developed

B. Provision for widthwise expansion at waist

1. Elastic
2. Wrap-around
3. Drawstring
4. Pleat
5. Cut-out

B. Fastenings
   1. Hooks
   2. Zipper
   3. Snaps
   4. Buttons
   5. Tie

C. Shoulder support
   1. Loose waistline fastening
   2. Suspenders or built-up tops for skirts

D. Importance of convenience and comfort

IV. Cost of Maternity Wear
   A. Reasons for premium cost of quality garments
   B. Value of careful wardrobe planning
   C. Advantages of home dressmaking where possible Fig. 14, p. 46
      1. Initial cost
      2. Ability to adapt garments
   D. Conversion value of desirable garments

V. Suggestions for utilization of articles from regular wardrobe
   A. Adaptations of skirt
   B. Use of blouses under bibbed jumper
   C. Letting out of waistline fullness for early period
   D. Use of jersey slips
   E. Use of pajama tops
Fig. 16. Illustrations for a maternity wear bulletin.
CHAPTER VI

SUMMARY AND RECOMMENDATIONS

The title suggests that this paper is an attempt to survey sources and compile suggestions regarding the maternity wardrobe. The results of the survey have shown that there is a body of material which may be of interest to the prospective mother regarding her clothing problems.

Certain physiological conditions are found to be peculiar to pregnancy. These conditions to some extent change clothing requirements from the normal and relate clothing requirements more closely to the health of the wearer than is usually the case. Clothing should aid the body in maintaining good body mechanics and normal body temperature. It should not interfere with the circulation and should assist in carrying the unusual weight of pregnancy. It should in no way interfere with the development of the body. Specialized brassieres, foundation garments, and shoes are particularly suggested. The importance of attractive clothing to the morale of the mother is cited. The amount of clothing needed is considered and certain other specialized requirements are noted.

In any study which involves fashion, change must be expected. Most of the material included here is believed to have a reasonably long-term value with possible adaptations to changing fashion.

Attractive fashionable garments are considered possible for maternity wear. The limitations of the figure are recognized and some
suggestions are made for overcoming these limitations. Adaptations of a two-piece garment are shown to be particularly suitable. The difficulty of meeting the expansion requirements and designing attractive garments equally suitable to early and late stages of development is cited.

Considerable effort is shown to have been made to provide better styling in maternity wear. The apparent demand of the consumer for low-priced merchandise, for garments which look well on the normal figure, and for simplicity of mechanical construction limit the offerings of the manufacturers. Conversations with mothers, husbands, and ordinary observers revealed some dissatisfaction with the appearance of many women during pregnancy. Manufacturers and store personnel suggested that they provided what the consumer wanted, but that what she wanted was not always what was best for her.

Some experimental activities were carried out. Possibilities of the slim-skirted, two-piece outfit were studied and one type developed. Experiments were also made to find ways of lengthening one-piece dresses in the front. No entirely satisfactory results were found, although the utilization of bias cutting, diagonal pleats, and shirred diagonals are suggested as possibilities requiring further development.

A survey of consumer opinion served to suggest the trend of consumer thinking. Replies to interview questions indicated general acceptance of outstanding medical recommendations, preference for one-piece garments, acceptance of adjustment features commonly used with some preference for variously fastened side pleat adjustments, possible increased home sewing, unfamiliarity with slim-skirted silhouette
suggested elsewhere as desirable, and apathy toward sportswear. Special suggestions provide interesting details and suggest possibilities for further study. Attractive appearance seems to be important. A variety of suggestions on this subject are made. Differences as to clothing needs are pointed up. The purchase of comfortably large but not overly large garments is recommended. Women seem anxious to adapt clothing from their regular wardrobes when and for as long as that is possible. Some feel that straining the budget a bit for satisfactory clothes is justified by the importance of clothes to morale. Others feel that economy is particularly important at this time. A more thorough survey of consumer opinion would provide more conclusive evidence on some points. An objective count of such details as uneven hemlines might provide evidence of specific problems to be solved in the manufacture of maternity wear.

The information developed would seem to be sufficiently valuable to be made more generally available to the consumer. Outlets in the form of booklets, leaflets, and articles are suggested and an outline for possible consumer presentations is provided.
EXHIBIT A

BIBLIOGRAPHY OF MEDICAL AND HEALTH AUTHORITIES
ANALYZED FOR INFORMATION REGARDING MATERNITY WEAR


7. Hollenbeck, Joseph R. General Advice to Expectant Mothers. Columbus.


EXHIBIT 3

BIBLIOGRAPHY OF FASHION AND STYLING REFERENCES

Books and Pamphlets


Magazines Which Frequently Contain Information

Baby Talk—Monthly features

Glamour—Usually June or July issue

Good Housekeeping—January issue

Harper's Bazaar—Occasional features

Mademoiselle—Usually June or July issue
Our Children—Monthly pattern feature
Parents' Magazine—Occasional feature
Vogue—Usually June or July issue
### EXHIBIT C

#### TABULATION OF MEDICAL RECOMMENDATIONS

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