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HOME-MADE LINGERIE

War shortage of ready-made undies starts U. S. women sewing their own

When a woman's husband or best beau is off to the wars and she can't dress up in Sunday duds or go dining and dancing she compensates by wearing the frilliest. . . most frivolous undies money can buy."

This analysis of the boom sales in lingerie departments throughout the country was given by the intimate-apparel buyer for one of San Francisco's largest department stores. And it's the phenomenal demand for merchandise, coupled with critical worker and fabric shortages, that is cleaning shelves out of ready-made pajamas, nightgowns, negligees and scanties.

But resourceful American women aren't giving up. They're dusting off sewing baskets, sharpening scissors and putting lingerie patterns in the best-seller category. Because a home-sewn lingerie wardrobe is easy to make and inexpensive, sewing schools are its best boosters—particularly among young girls. Stressing the wartime need for using whatever fabrics are available (in spite of color or variety) these schools in the course of their efforts are endorsing gay gingham, calico, flannel, taffeta, jersey, rayon and the like for lingerie.

To prove that any colorful fabric is fashion-right, *if* it's designed and made right, CLICK worked closely with one of the country's leading pattern companies. The result is pictured here. All the undergarments and nightclothes featured were selected from the 1944 Simplicity pattern catalogue.



COLORFUL POLKA DOT AND HAWAIIAN PRINTS are naturals for scanties—particularly when they're worn under heavy, non-transparent clothes.



SLICK-FITTING SLIPS are important under slim silhouette clothes. Devoid of frills, this garment gets its glamor from the fabric—plaid taffeta.



IF YOU MUST SLEEP IN PAJAMAS CHANCES ARE YOU'LL SEW YOUR OWN
MANUFACTURERS HAVE PUT AVAILABLE CLOTH INTO MORE
CHEAPLY PRODUCED GOWNS

HOME-MADE
LINGERIE
continued



WHEN COLD WEATHER AND SNOW SPORTS BEGIN this jersey shirt and cotton kiddie bloomer—cut from a Simplicity pattern—will prove warm.



THE BUMPER CROP OF WAR BRIDES has practically exhausted the supply of filmy, trousseau lingerie. This show-off negligee is easy to make. . . easier to pack.

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