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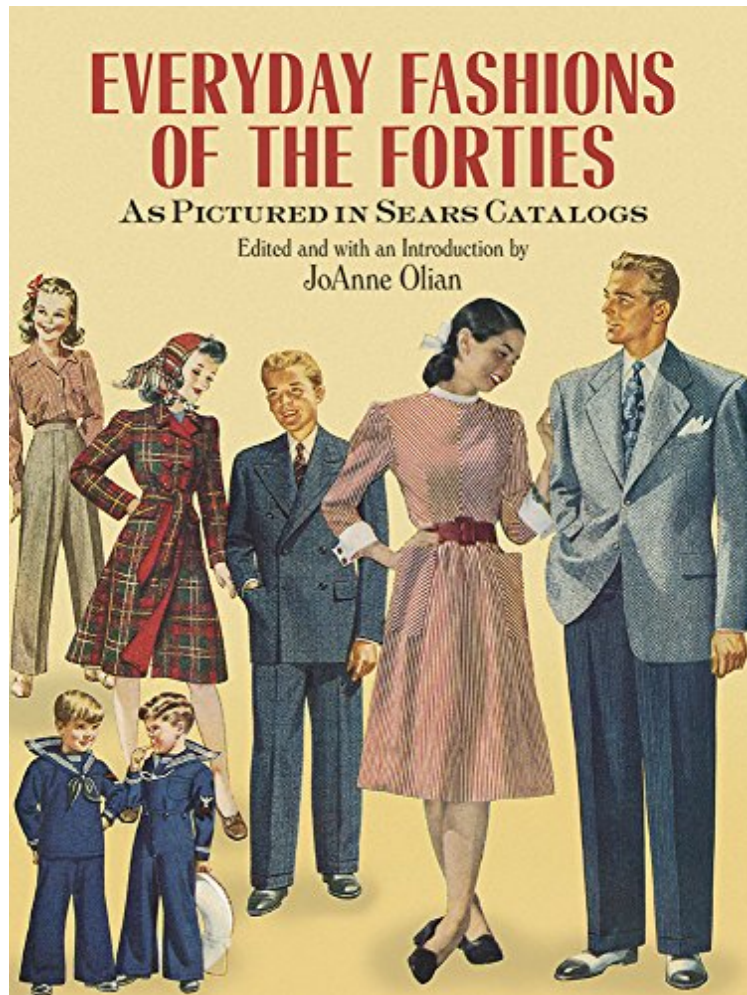
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(Mobile ebook) Everyday Fashions of the Forties As Pictured in Sears Catalogs (Dover Fashion and Costumes)

Everyday Fashions of the Forties As Pictured in Sears Catalogs (Dover Fashion and Costumes)

From JoAnne Olian : **Everyday Fashions of the Forties As Pictured in Sears Catalogs (Dover Fashion and Costumes)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Everyday Fashions of the Forties As Pictured in Sears Catalogs (Dover Fashion and Costumes):

0 of 0 people found the following review helpful. Great Resource for DesignersBy OriannaThis book is fascinating! Its pages were taken directly from the 1940s Sears catalogs, so it gives a peek at genuine fashions of the period. It shows everything from prom dresses to day dresses, shoes and accessories, etc. As I recall, there's even boy's and men's clothes, too. It's great to watch the styles evolve through the years. What I found especially interesting was the prices. Apparently, there was a jump in clothing prices following the end of WWII. Also, it's amazing to see what sorts of

things our grandmothers bought. For instance, rub-on "stocking" lotion. Silk was severely rationed, so women had to darken their legs with makeup to look like they were wearing stockings. They would even draw lines down the back of their legs to simulate the seam. This lotion was advertised in the catalog, so you can see for yourself that it was not an urban legend. This book is a joy to look through. Highly recommended for anyone who's interested in fashion design (you can draw inspiration from the past), or vintage and historical costuming, or anyone who's interested in seeing the sort of clothes their grandmother wore. 0 of 0 people found the following review helpful. ... our paper doll clothes designs- This book is a great reminder of those special days By Gerald T. Cloniger My sister and I used the Sears and Roebuck Catalog to get ideas for our paper doll clothes designs- This book is a great reminder of those special days! Kaye Cloniger 0 of 0 people found the following review helpful. Excellent reference book By Debra A. McReynolds I make retro doll clothes and I need reference for the clothes of a certain era. This book offers a wealth of clothes and accessories for the 1940s as pictured in an old Sears catalog. It would have been nice to have the pictures in color, but the details on the drawings are great. Also the price was right for a reference book.

Few publications illustrate so comprehensively what American men, women, and children wore in the 1940s than the Sears catalogs of those years, when the company's fashions typified the tastes of the American mainstream. This book is a compilation of 122 fully illustrated and captioned pages selected and reproduced from rare copies of Sears catalogs of the World War II era. Over 120 large-format pages have been carefully reprinted on high-quality glossy stock. They reveal in sharp detail the broad range of clothing fashions available during a period when wartime gasoline rationing made mail-order shopping reach new heights of popularity. Hundreds of accurately detailed drawings depict articles of clothing and personal accessories, including hats, overcoats, shoes, dresses, sportswear, undergarments, neckties, and more. Styles for children range from play clothes to "Sunday best." Men's clothing reflects the conservatism in male fashions during the period. Women's wear ranges from slacks, newly popular with women in the workforce, to dresses with plenty of "Oomph." Here is a richly revealing document that historians of costume and readers interested in fashion, social history, and Americana will find endlessly fascinating. JoAnne Olian, curator of the Costume Collection at the Museum of the City of New York, has written an introduction that appraises the fashions of the 1940s and the many ways in which they reflected the times.

From the Back Cover Few publications illustrate so comprehensively what American men, women, and children wore in the 1940s than the Sears catalogs of those years, when the company's fashions typified the tastes of the American mainstream. This book is a compilation of 122 fully illustrated and captioned pages selected and reproduced from rare copies of Sears catalogs of the World War II era. Over 120 large-format pages have been carefully reprinted on high-quality glossy stock. They reveal in sharp detail the broad range of clothing fashions available during a period when wartime gasoline rationing made mail-order shopping reach new heights of popularity. Hundreds of accurately detailed drawings depict articles of clothing and personal accessories, including hats, overcoats, shoes, dresses, sportswear, undergarments, neckties, and more. Styles for children range from play clothes to "Sunday best." Men's clothing reflects the conservatism in male fashions during the period. Women's wear ranges from slacks, newly popular with women in the workforce, to dresses with plenty of "Oomph." Here is a richly revealing document that historians of costume and readers interested in fashion, social history, and Americana will find endlessly fascinating. JoAnne Olian, curator of the Costume Collection at the Museum of the City of New York, has written an introduction that appraises the fashions of the 1940s and the many ways in which they reflected the times.