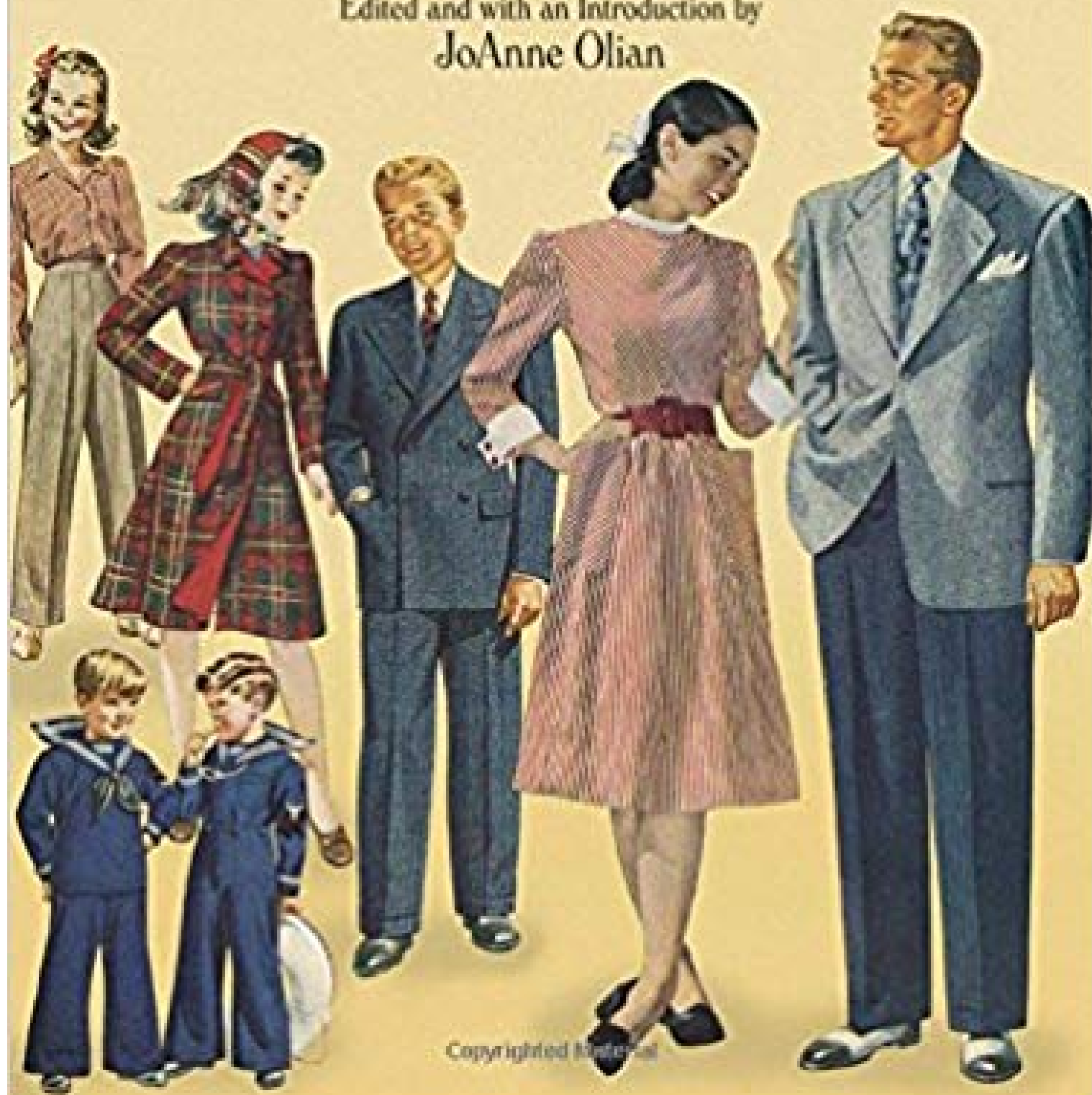


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EVERYDAY FASHIONS OF THE FORTIES

AS PICTURED IN SEARS CATALOGS

Edited and with an Introduction by
JoAnne Olian



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JoAnne Olian

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



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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. Over 120 large-format pages have already been carefully reprinted in high-quality glossy share. This book is usually a compilation of 122 completely illustrated and captioned web pages selected and reproduced from uncommon copies of Sears catalogs of the World War II era. Women's wear ranges from slacks, newly popular with ladies in the workforce, to dresses with a lot of "Oomph. Hundreds of accurately detailed drawings depict content of clothing and personal components, including hats, overcoats, shoes, dresses, sportswear, undergarments, neckties, and more. JoAnne Olian, curator of the Costume Collection at the Museum of the City of New York, has written an launch that appraises the fashions of the 1940s and the countless ways in which they reflected the times." Men's clothes displays the conservatism in male fashions during the period. They reveal in sharp detail the broad range of clothes fashions available during a period when wartime gasoline rationing produced mail-order shopping reach new heights of popularity." This is a richly revealing record that historians of costume and readers thinking about fashion, social history, and Americana will find endlessly fascinating. Designs for children range between play clothes to "Sunday best.



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Great Resource for Designers This book is fascinating! Its pages were taken directly from the 1940s Sears catalogs, so that it provides peek at legitimate fashions of the period. It shows everything from prom dresses to time dresses, shoes and add-ons, etc. Also, it's amazing to see what sorts of factors our grandmothers bought. This catalog is fantastic! Nice reserve Apparently, there is a jump in clothes prices following end of WWII. As I recall, there's even boy's and men's clothing, too. For example, rub-on "stocking" lotion. This book is mostly advertisements from the Sears Catalog, showing REAL styles open to the middle class American open public, not only the stuff the celebrities wore. and the pictures don't will have their accompanying descriptions, if it wasn't on the original page. I knew they would be black and white, but I must say i though that they would become included. This book is a joy to look over. I t was just like the normal catalog we receive free of charge in the mail. Great Book for all those looking into 1940's fashion! our paper doll clothes designs- This publication is an excellent reminder of those special days My sister and I used the Sears and Roebuck Catalog to get suggestions for our paper doll clothing designs- This reserve is an excellent reminder of these special days! . Silk was severely rationed, so women got to darken their legs with makeup to appear to be they were putting on stockings. You can observe how the styles changed slowly over decade, including the introduction of the "New Look" and how it had been incorporated into American design in the later area of the decade. Not really necessarily for all those wanting a brief history lesson complete with titles of designers, price guides, or whatnot. I still like it. She loved it. Waste of money I do not really suggest anyone get the Kindle book version of this reserve. She adored it. Websites and library books frequently offer a very incomplete watch of the 1940's fashions with very few pictures, and descriptions of that time period as just being "utilitarian" or "militarized" - which is only Section of the story.. Waste of money. I got this reserve though amazon's used books, and was completely pleased. Quality print and images - delightful addition for the espresso table. They might even pull lines down the back of their legs to simulate the seam. A bit thin compared to my old book on the 1930's. It's great to watch the styles evolve over time. I ordered 3 of these for gifts in a 70th birthday party, and I love them. The reprints are clear. The items shown on the pages are varied so clothing for children, young girls, teenagers, and adults are all included. It is FUN to look at the old-time styles (that I actually remember). A must-buy! I can't say enough about this series! All of my "Everyday Fashions" books have already been a joy to browse through again and again. Great reference books, highly recommended! Why would anyone wish a book with simply descriptions of illustrations.) Five Stars enjoying it! will recommend The book shows the fashion of the forties from kids, to junior years up to adults, shows the explanation of the items and the prices way back then. Highly suggested for anyone who's interested in fashion style (you can draw motivation from the past), or vintage and traditional costuming, or anyone who's interested in seeing the type of clothes their grandmother wore. This publication/catalog were pictured all in black and white. But for someone currently familiar with the period of time or wanting good illustrations/ideas for period dress or reproduction (with excellent pictures without collecting billions of sewing patterns like I really do), this is a delightful resource! I actually ordered the thirties and forties for something special. The majority of the images aren't included, therefore the publication is worthless. I want I could return it and get my money back. (Just desire you could purchase the contents! One would believe Amazon would offer images even for his or her Kindle ereaders by now. This lotion was advertised in the catalog, so that you can discover for yourself that it had been not an urban legend.. Wonderful addition for anybody who loves history or fashion Wonderful addition for anyone who loves history or fashion. Kaye Cloniger 40's fashions This is a pretty good resource, but I needed much more men's clothing for a project I am working on. What I found specifically interesting was the prices.



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