

# EVERYDAY FASHIONS OF THE FORTIES

As Pictured in Sears Catalogs

Edited and with an Introduction by  
JoAnne Olian



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## 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 compared to the Sears catalogs of those years, when the company's fashions typified the tastes of the American mainstream. JoAnne Olian, curator of the Costume Collection at the Museum of the town of New York, has written an intro that appraises the fashions of the 1940s and the many ways that they reflected the days. Over 120 large-format web pages have already been carefully reprinted about high-quality glossy stock. They reveal in sharp detail the wide range of clothing fashions available throughout a period when wartime gasoline rationing produced mail-order shopping reach new heights of popularity. Hundreds of accurately detailed drawings depict articles of clothes and personal accessories, including hats, overcoats, sneakers, dresses, sportswear, undergarments, neckties, and more. Styles for children range between play clothes to "Men's clothing displays the conservatism in male fashions during the period." Sunday best. Women's use ranges from slacks, newly popular with ladies in the workforce, to dresses with a lot of "This is a richly revealing record that historians of outfit and readers interested in fashion, social history, and Americana will see endlessly fascinating." Oomph. This publication is a compilation of 122 completely illustrated and captioned webpages chosen and reproduced from rare copies of Sears catalogs of the Globe War II era.



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Great Resource for Designers This book is fascinating! Its web pages were taken straight from the 1940s Sears catalogs, so it provides peek at real fashions of the period. You can see the way the styles changed gradually over decade, including the introduction of the "New Appear" and how it was incorporated into American style in the later portion of the decade. It really is FUN to look at the old-time styles (that I actually keep in mind). It's great to view the styles evolve over time. Waste of money I do not suggest anyone get the Kindle publication version of this book. Apparently, there is a jump in clothes prices following a end of WWII. Also, it's amazing to see what sorts of points our grandmothers bought. and the pictures don't always have their accompanying descriptions, if it wasn't on the original web page. Silk was severely rationed, so ladies got to darken their hip and legs with makeup to appear to be these were wearing stockings. Kaye Cloniger She loved it. This lotion was advertised in the catalog, so you can see for yourself that it was no urban legend. This book is a joy to look through. Highly recommended for anybody who's thinking about fashion design (it is possible to draw inspiration from the past), or vintage and historic costuming, or anyone who's interested in seeing the sort of clothes their grandmother wore. She adored it. I got this publication though amazon's used books, and was completely pleased. Websites and library books frequently provide a very incomplete look at of the 1940's fashions with hardly any pictures, and descriptions of the time as just becoming "utilitarian" or "militarized" - that is only Portion of the tale. This book is mainly advertisements from the Sears Catalog, showing REAL styles open to the middle class American open public, not just the stuff the celebrities wore. It shows everything from prom dresses to day time dresses, shoes and add-ons, etc. I want I could come back it and get my money back. But for someone already familiar with the period of time or wanting good illustrations/ideas for period gown or reproduction (with exceptional pictures without collecting vast amounts of sewing patterns like I do), this is a delightful resource! .. The things shown on the webpages are varied so clothing for children, young girls, young men, and adults are all included. our paper doll clothing designs- This publication is a great reminder of those special days My sister and I used the Sears and Roebuck Catalog to obtain suggestions for our paper doll clothing designs- This publication is a great reminder of those special days! They might even draw lines down the trunk of their legs to simulate the seam. A bit thin compared to my old publication on the 1930's. Great Book for those looking at 1940's fashion! 40's fashions This is a pretty good resource, but I needed a lot more men's clothing for a project I am focusing on. For instance, rub-on "stocking" lotion. I actually ordered the thirties and forties for a gift. This catalog is fantastic! I ordered 3 of the for gifts in a 70th party, and I really like them. Why would anyone wish a book with simply descriptions of illustrations.. As I recall, there's also boy's and men's clothing, too. A must-buy! I can't say enough about this series! One would think that Amazon would offer images even for his or her Kindle ereaders by now. Great reference books, highly recommended! (Just wish you could order the contents!) 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. I t was like the regular catalog we receive free of charge in the mail. This reserve/catalog had been pictured all in black and white. I still enjoy it. What I found especially interesting was the prices. Most of the images aren't included, which means book is worthless. Definitely not for those seeking a history lesson complete with titles of designers, price guides, or whatnot. The reprints are clear. Most of my "Everyday Fashions" books have already been a pleasure to browse through again and again. I knew they might be black and white, but I must say i though that they would be included. Wonderful addition for anyone who loves history or fashion Wonderful addition for anybody who loves history or fashion. Waste of money. Quality

print and pictures - delightful addition for the espresso table. Nice Nice book



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