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## Everyday Fashions of the 30 s: As Pictured in Sears Catalogs

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By -

Dover Publications Inc., United States, 1987. Paperback. Book Condition: New. 300 x 229 mm. Language: English . Brand New Book. For thousands of women across America, hard hit when the frivolity of the twenties ended so resoundingly with the Crash of 29, the pages of the Sears catalog became an essential resource in maintaining a wardrobe. An ambitious marketing operation, it could not afford to take chances on haute couture; its fashions were geared as closely as possible to the prevailing tastes of the American people. For this historically accurate sampling of authentic 1930s fashion, Stella Blum, former Curator of the Costume Institute at the Metropolitan Museum of Art in New York, selected for reproduction 133 representative pages from rare Sears catalogs of the period (fall and spring catalog for each year from 1930 to 1939). Hundreds of illustrations record what men, women, and children were actually wearing in the 1930s when, as a copyline from the Fall 1930 catalog proclaimed: Thrift is the spirit of the day. Reckless spending is a thing of the past. You ll see here how simpler women s fashion designs of more traditional, affordable material recaptured the feminine form with a more natural waistline...



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