

# Fashionable Clothing From The Sears Catalogs Mid 1

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## PAOLA STEPHANY

### Everyday Fashions of the Forties As Pictured in Sears Catalogs

Dell Panoramic display of evolving styles ranges from hoop-skirted gowns of the mid-1800s to turn-of-the-century fashions that produced diminished bustles and close-fitting skirts. "A superb resource." — History in Review.

### Fashionable Clothing from the Sears Catalogs

Bloomsbury Publishing Faithful reprint of the retailer's Christmas catalog offers a nostalgia-inducing look at consumer goods of the 1940s, from toys to housewares, clothing, furniture, candy, and a selection of gifts for servicemen.

*Everyday Fashions, 1909-1920, as Pictured in Sears Catalogs* Courier Corporation

In September 1939, just three weeks after the outbreak of war, Gladys Mason wrote briefly in her diary about events in Europe: 'Hitler watched German siege of Warsaw. City in flames.' And, she continued, 'Had my wedding dress fitted. Lovely.' For Gladys Mason, and for thousands of women throughout the long years of the war, fashion was not simply a distraction, but a necessity - and one they weren't going to give up easily. In the face of bombings, conscription, rationing and ludicrous bureaucracy, they maintained a sense of elegance and style with determination and often astonishing ingenuity. From the young woman who avoided the dreaded 'forces bloomers' by making knickers from military-issue silk maps, to Vogue's indomitable editor Audrey Withers, who balanced lobbying government on behalf of her readers with driving lorries for the war effort, Julie Summers weaves together stories from ordinary lives and high society to provide a unique picture of life during the Second World War. As a nation went into uniform and women took on traditional male roles, clothing and beauty began to reflect

changing social attitudes. For the first time, fashion was influenced not only by Hollywood and high society but by the demands of industrial production and the pressing need to 'make-do-and-mend'. Beautifully illustrated and full of gorgeous detail, *Fashion on the Ration* lifts the veil on a fascinating era in British fashion.

*Fashionable Clothing from the Sears Catalogs* Courier Corporation

"A dazzling trove for students of Americana." Time...

### Fashionable Clothing from the Sears Catalogs

Courier Corporation In 1863, San Francisco's Board of Supervisors passed a law that criminalized appearing in public in "a dress not belonging to his or her sex." Adopted as part of a broader anti-indecency campaign, the cross-dressing law became a flexible tool for policing multiple gender transgressions, facilitating over one hundred arrests before the century's end. Over forty U.S. cities passed similar laws during this time, yet little is known about their emergence, operations, or effects. Grounded in a wealth of archival material, *Arresting Dress* traces the career of anti-cross-dressing laws from municipal courtrooms and codebooks to newspaper scandals, vaudevillian theater, freak-show performances, and commercial "slumming tours." It shows that the law did not simply police normative gender but actively produced it by creating new definitions of gender normality and abnormality. It also tells the story of the tenacity of those who defied the law, spoke out when sentenced, and articulated different gender possibilities.

### Ask a Manager

Schiffer Publishing Early 1950s clothing for men, women, and children are presented in photographs from the Sears catalogs. See the popular styles of dresses, suits, coats, and sleepwear, as well as hats, shoes, and undergarments. Printed and solid fabrics are shown with customary accessories and in the latest styles available.

*Fashions of a Decade* Schiffer Book for

Designers &

Illustrations of clothing available for purchase from the catalog.

*1897 Sears, Roebuck & Co. Catalogue* Schiffer Book for Collectors

Hundreds of authentic images reflect a mood of economic austerity. Over 130 fully illustrated pages from Sears catalogs offer historically accurate pictures of what men, women, and children wore throughout the decade.

*Fashionable Clothing from the Sears Catalogs* Courier Corporation

Chronicles what youngsters, ages 4 to 16, wore during the first half of the 20th century — from knickerbocker suits for boys to elegant chiffon party dresses for girls. Over 300 black-and-white illustrations.

*Sex and Unisex* Schiffer Book for Collectors

Here are color lithographs and line drawings of men dressed for work in the 1890s and hundreds of heavy woolen and cotton cloth swatches from their clothes of a century ago. Now they have become antiques themselves. Vintage clothing collectors and designers will marvel at their variety.

*The 1945 Sears Christmas Book* Courier Corporation

Scores of illustrations with their original captions specifying colors, sizes, prices. Items include lingerie and playclothes to bridal ensembles, Madras jackets, and vinyl slicker coats. Introduction. Over 300 black-and-white illustrations.

*Fashion on the Ration* Courier Corporation Chronicles clothing trends of the 1940s and the influence of World War II on styles of dress, availability of many fabrics, and the new ideas of "designers at war."

Suggested level: secondary.

*Victorian Fashions* Ballantine Books

This is a special book about special people. People who have loved me, and whom I have loved. People who have brought me joy beyond measure, and sometimes incredible pain. People I have hurt, sometimes more than I can bear to think about. People who have hurt me,

sometimes more than they know. Yet each of their gifts has been precious, each moment treasured, each face, each smile, each victory, each defeat woven into the fiber of my being. In retrospect, all of it is beautiful, because we cared so much. In essence, this book covers fifteen years of my life, and a handful of precious people who mean, and have meant everything to me. This book is written for them. With much love, d.s.

Arresting Dress Vintage

Accurate record of actual dress of the Roaring Twenties in over 150 pages of mail-order catalogs, selected and with text by Stella Blum. Over 750 illustrations, captions.

**Fashionable Clothing from the Sears Catalogs** Courier Corporation

Three of a Kind Betsy and Tacy are best friends. Then Tib moves into the neighborhood and the three of them start to play together. The grown-ups think they will quarrel, but they don't. Sometimes they quarrel with Betsy's and Tacy's bossy big sisters, but they never quarrel among themselves. They are not as good as they might be. They cook up awful messes in the kitchen, throw mud on each other and pretend to be beggars, and cut off each other's hair. But Betsy, Tacy, and Tib always manage to have a good time. Ever since their first publication in the 1940s, the Betsy-Tacy stories have been loved by each generation of young readers.

**Love** Indiana University Press

A fascinating piece of history and a

window to turn-of-the-century America.

The Sears, Roebuck & Co. catalog was the Amazon.com of its day, giving American families across the country access to thousands of items from clothing and furniture to buggies and hair tonic.

Whether they could buy it or not, people would pour over the massive volume that represented an icon in American retail. The 1908 Sears, Roebuck & Co. Catalogue offers an amazing look at life in early twentieth-century America. Sears, Roebuck & Co. have defined and innovated American retail for years, As the company grew from humble beginnings, it's catalog selection exploded to include all sorts of categories and encompassed almost everything imaginable. With merchandise ranging from ordinary to fantastical (and almost all of it priced at the pennies-on-the-dollar rate of the time), browsing through this vintage collection is sure to be an enjoyable experience.

**Fashions of a Decade** Schiffer Publishing  
Taken from the pages of the Sears Catalog, here are the fashion statements of the early 1970s. It was the age of the mini-skirts, hip-huggers, and bell-bottoms, skimp-sleeved pullovers and slink knit shirts. Using 400 original Sears illustrations, most in color, captions provide accurate and detailed information about the many fashions illustrated as well as original prices and today's values as vintage clothing.

Worn Schiffer Publishing

From the designer suits of yuppie men and women to ripped jeans to the mini-

crinoline craze to the eloquent fashion sense of Princess Diana, the 1980s encapsulates a time when it became fashionable to make money and dress well. This work explores the enthralling history of fashion as it recreated itself through the popular trends of the eighties.

**Children's Fashions 1900-1950 As Pictured in Sears Catalogs** Skyhorse Publishing Inc.

This book reveals the impact of wartime and austerity on British fashion and tells the story of how a spirit of patriotism and make-do-and-mend unleashed a wave of new creativity among women who were starved of high fashion by shortages and rationing. Many home dressmakers copied the high-end looks, and women involved in war work created a whole new aesthetic of less formal street wear. Fashion in the 1940s also shows how the Second World War shifted the centre of the international couture scene away from Paris, allowing British designers to influence Home Front style. Afterwards Paris fashion was re-born with Dior's extravagant New Look, while casual American trends were widely adopted by young British women and men.

**Everyday Fashions of the Fifties As Pictured in Sears Catalogs** Courier Corporation

One-piece strapless bathing suits and dresses with plunging necklines for women; business suits with wide lapels for men; bluejeans and plaid shirts for girls; and much more. Over 300 black-and-white illustrations.