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Everyday Fashions Of The Forties As Pictured In Sears Catalogs (Dover Fashion And Costumes)



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Synopsis

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 conservativism 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.

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Customer Reviews

This 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.

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

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.

I got this book though ’s used books, and was completely pleased. Websites and library books often offer a very incomplete view of the 1940’s fashions with very few pictures, and descriptions of the time as just being "utilitarian" or "militarized" - which is only PART of the story. This book is mostly ads from the Sears Catalog, showing REAL styles available to the middle class American public, not just the stuff the movie stars wore. You can see how the styles changed slowly over decade, including the introduction of the "New Look" and how it was incorporated into American style in the

later part of the decade. Not necessarily for those wanting a history lesson complete with names of designers, price guides, or whatnot. But for someone already familar with the time period or wanting good examples/ideas for period dress or reproduction (with excellent pictures without collecting billions of sewing patterns like I do), this is a delightful resource!

This is such a fun book to look at. It is amazing how many products Sears sold back then and how cheap everything was.

This is a pretty good resource, but I needed a lot more men’s clothing for a project I am working on. and the pictures don’t always have their accompanying descriptions, if it wasn’t on the original page. A bit thin compared to my old book on the 1930’s.

It’s ok but not as the 30’s version from the same publisher. I assume things were just more basic during the WWII era.

I can’t say enough about this series! All of my "Everyday Fashions" books have been a joy to browse through again and again. Great reference books, highly recommended! (Just wish you could order the contents!)

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