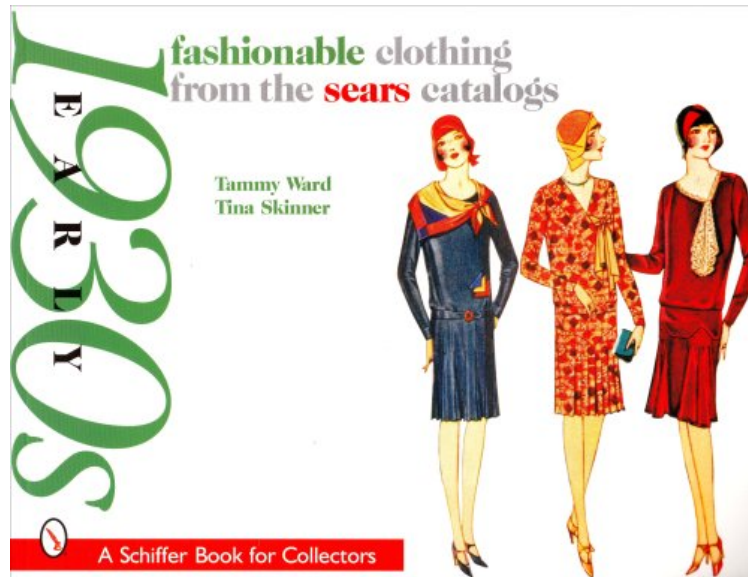


Fashionable Clothing from the Sears Catalogs: Early 1930s (Schiffer Book for Collectors)

Tammy Ward

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before purchasing it in order to gage whether or not it would be worth my time, and all praised Fashionable Clothing from the Sears Catalogs: Early 1930s (Schiffer Book for Collectors):

3 of 3 people found the following review helpful. Use this in addition to the Blum 1930s bookBy Nancy C. BeckI bought the Blum book Everyday Fashions of the Thirties As Pictured in Sears Catalogs (Dover Fashion and Costumes) before I took a chance on this one.I'm writing a fantasy fiction series that takes place from 1929-1931 (well, the first 2 books encompass that period), so while the Blum book is great overall - despite being devoid of color - I decided to pick this one up too. Maybe my different perspective (I don't collect vintage clothing nor do I sew them) will mean something to someone.The reason I bought this book was specifically because of the color pictures. Yes, the little blurbs next to the pics are just taken from the catalog itself, so nothing is analyzed there, and the opening one-page explanation of fashion, etc., has only a small take on the changes at the start of the Depression. But I think this book - and no doubt the others in this series - has a definite place for people like me who not only want to get the fashions correct but want to see the colors that women were wearing back then. The movies of that time may have been mostly black and white (esp. 1929-31), but that doesn't help me when trying to describe what someone is wearing in a novel.But my advice (for whatever it's worth) is still that you should get the Blum book Everyday Fashions of the Thirties As Pictured in Sears Catalogs (Dover Fashion and Costumes) first, then pick whichever part of the decade you're most interested in and choose that among the Schiffer books. Also FWIW, I believe there's jewelry included in the Blum book, and also a small selection of men's hats and coats. I don't remember seeing any hats in this book, which was a surprise, and the selection of men's coats is decent if not outstanding (look at the Blum book for more).I took off one star for the dearth of men's hats and for some of the pics photographing with wavy lines in them. Strange the publisher should let pics like that into the book. I am, though, satisfied with my purchase.11 of 12 people found the

following review helpful. Merely adequate
By Jill
There are not many reviews of this product, so I want to provide as much information as possible for those thinking of purchasing the book. Even though I love everything about the early 1930s, I am not sure I would have bought the book myself if I'd had a chance to see it in advance. I'm fairly disappointed. So, it covers the period 1930-1934, with a little overlap with the winter of 1929-30. There are more illustrations for these years than you'll see for the *Everyday Fashions of the 1930s* book, which covers the entire decade. No commentary, other than a very general, 1-page introduction. The captions for the illustrations are taken right out of the catalog itself - there's no additional interpretation or explanation. I would have commented on the dramatic changes in women's fashions just in this short time period - which saw the early days of the stock market crash and beginnings of the Depression. Sports/casual wear section is skimpy. The menswear really gets short shrift, and was most disappointing. It largely consists of several fairly repetitious pages of suits, no formal wear, and no summer suits/flannels. There's a little coverage of casual/sports wear. Under hats there is just one style shown, a high crown western-style hat - what??? No coverage of ties or men's jewelry (no ladies jewelry shown either). Considering the cost, I expected more, and in hindsight would put the money toward more vintage catalogs. Update: I ended up returning the book. It really annoyed me.
0 of 1 people found the following review helpful. 1930s Fashionable clothing from the Sears Catalogs
By Jeanne Peters
My husband and I own a Ford 1930 Model A car. I am trying to put an outfit together that represents the 1930s Era clothing. This book is my first attempt at this project. Yes, the book has helped. Thank you.

The Sears Catalog series continues with this latest look at the early 1930s fashion trends. Hundreds of photos show the popular dress styles for men, women, and children. Everything from fur, gowns, dresses, and suits; work clothes, shoes, and even the undergarments are covered in this volume! Glorious hats, smart and chic gloves, and other accessories can be found here as well. The slim silhouette was the "look" for women during this time. These styles focused on feminine curves by way of figure-hugging gowns, dresses, skirts, and sweaters. Fur, whether a coat, wrap, or stole, was a must-have for women of this time. Fashion followed what was worn in Hollywood. Sportswear for women was influenced by a more masculine style. Sport suits, leather jackets, and middie slacks became popular. Men wore swanky suits, and new styles were bursting forth in this new era. The double-breasted jacket became popular in the 1930s, and suits were tailored with squared shoulders to give the visual effect of a larger torso. The tennis/sport shoe became popular during this this time, thanks to Hollywood's adopting this fashion. Hats for men and women were worn to stylishly complement their ensembles. Take a look at the fashions of yesteryear that were declared "fashionable" by the actors and actresses in Hollywood and designers in New York.

About the Author
Tammy Ward is a fashion-conscious writer and photographer who resides in Southeastern Pennsylvania. Tina Skinner is a professional editor and writer specializing in design.