



1930年代

ファシズム台頭で

辛口ハンサムファッション誕生

1930-3

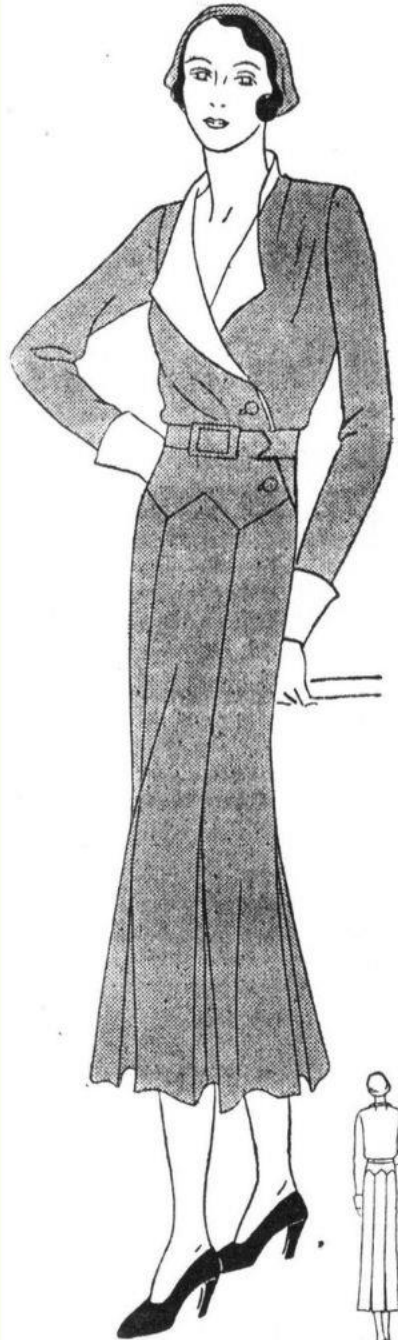


1930年
ヴォーグパターンブック
カジュアルスーツ



1930年
ヴォーグパターンブック
午後のスーツ

Interesting neck-lines and sleeves



5711

FROCK No. 5711
Use wool crêpe and satin for this smart frock with a diagonal closing; 32 to 42
Price, 2s.

FROCK No. 5689
Diagonal lines make this woollen frock excellent for a full figure; 34 to 42
Price, 2s.



FROCK No. 5700
A dark frock is smart in wool crêpe—that most practical fabric; 14 to 20; 32 to 38
Price, 2s.

FROCK No. 5741
Printed crêpe fashions this charming afternoon frock. Designed for 32 to 42
Price, 2s.



5700

1930年
ヴォーグパターンブック

NOW YOU CAN BUY HATS
FOR ALL YOUR OUTFITS...

(A) \$1.85 POSTPAID

(B) \$1.85 POSTPAID

(C) \$1.85 POSTPAID

(D) "WINGS" \$1.95 HAND BLOCKED

(E) \$1.85 POSTPAID POPULAR PETAL TRIM

(F) \$1.95 POST PAID

1930年
アメリカのファッションカタログ
帽子

(J) \$1.95 POST PAID

(K) \$1.95 POST PAID HAND PAINTED

(L) \$1.65 POST PAID LARGE HEAD SIZES

(M) \$1.95 POST PAID

(N) RICH VELVET AND LACE

(O) \$1.95 POST PAID

(P) \$1.95 POST PAID LARGE HEAD SIZES

(Q) \$1.95 POST PAID

(R) \$1.95 POST PAID

169 POSTPAID

Our Popular "IOI"

NO BONING

SOFT RAYON SATIN

E **\$198** POSTPAID

D **Famous Silkenform FOUNDATION**
Soft Light **\$248** POSTPAID
NO BONING NO HOOKS

F **MISSSES' STYLE**
\$100 POSTPAID

G **Smart Model**
with **NEW BUST LINE...**
NO BONING
\$198 POSTPAID

Be Sure to Read Anne Williams' message on Page 541. It Is Easy to Get Your Size.

For Youthful, Slender Figures

G POPULAR "Co-ed" foundation especially designed for the younger woman. Very neat pattern, Rayon-dotted cotton fabric with cleverly placed elastic gores at side, front and top back. Beautifully shaped Rayon jersey bust. Modern low back, 15 1/4 inches. No boning. 4 narrow supporters. Length, side front, 20 inches.

18E149 — Bust sizes, 30, 31, 32, 33, 34, 35, 36, 37 and 38 inches. Measure carefully and state bust and hip measure taken over dress at fullest part.

Postpaid..... **\$1.98**

RAYON SATIN GIRDLE
\$100 POSTPAID

FINE ELASTIC STEP-INS

DANCE SET
\$198 POSTPAID

B **GIRDLE ONLY**
\$149 POSTPAID

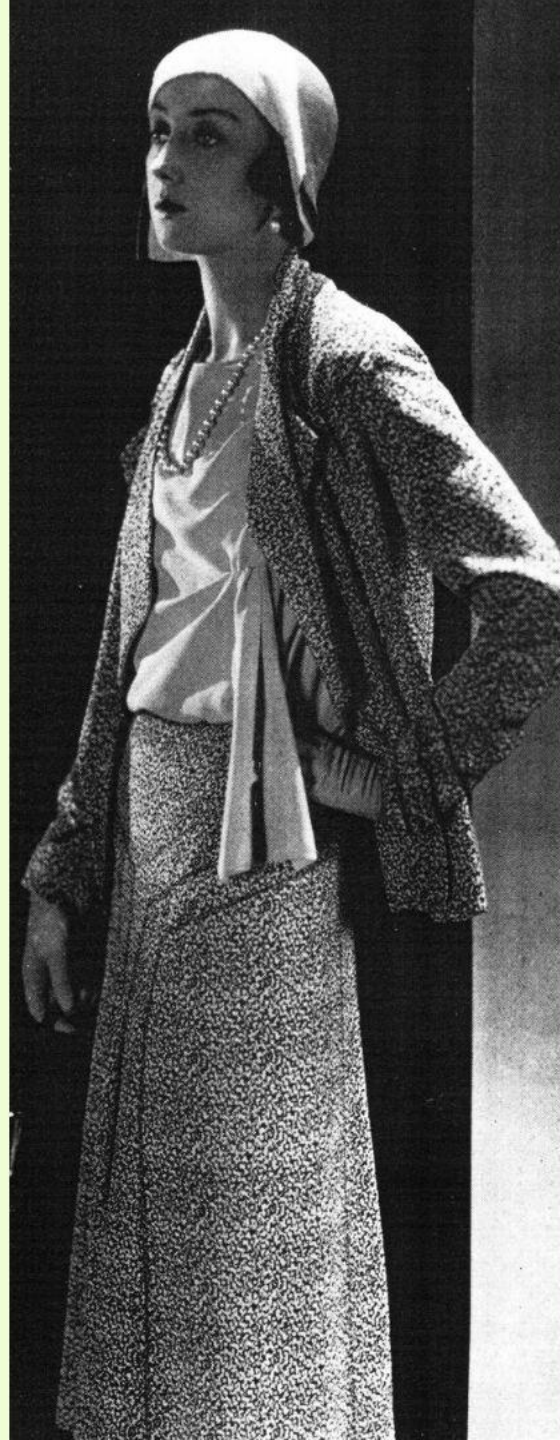
A **12 INCH**
\$149 POSTPAID

14 INCH
\$169 POSTPAID

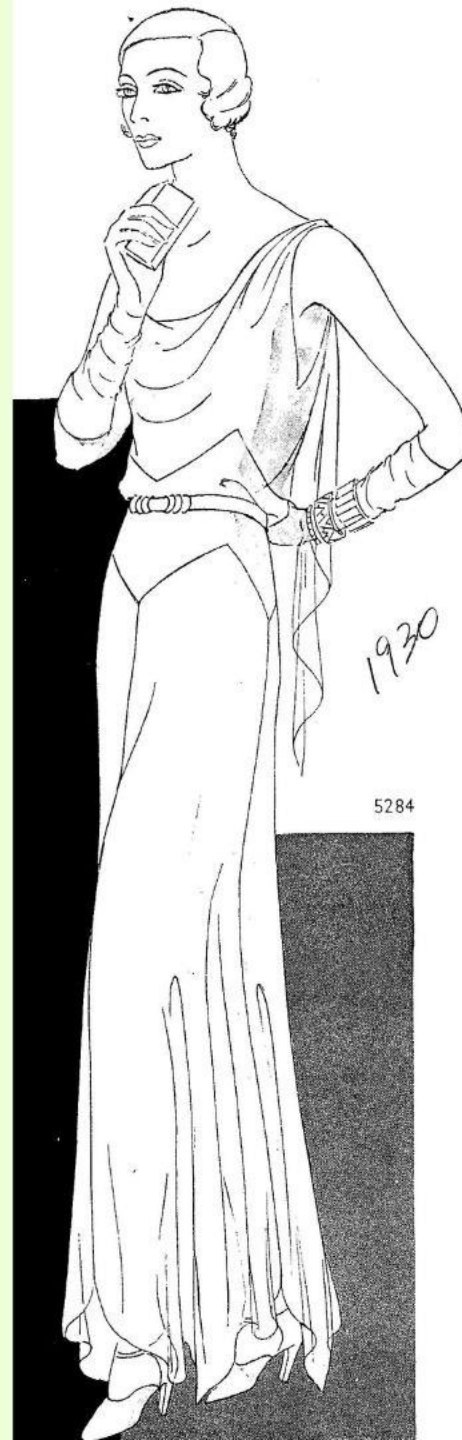
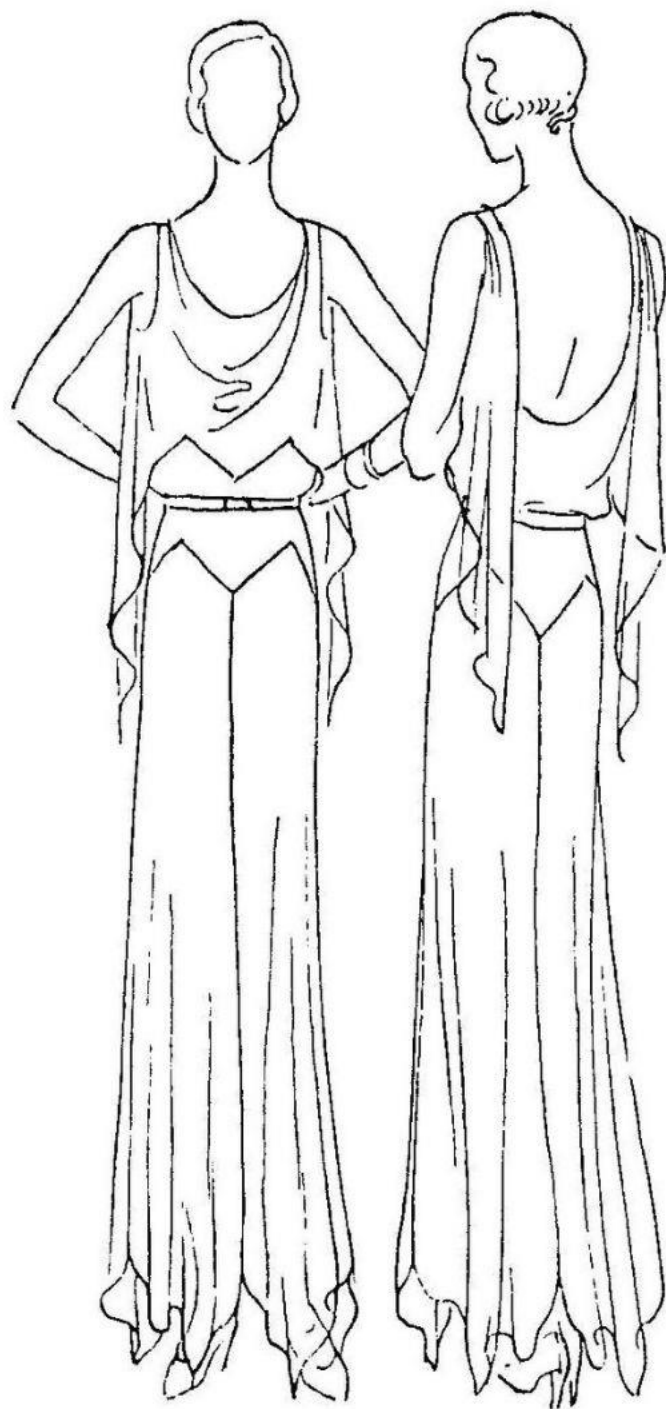
Our Popular "IOI"

NO BONING

1930年
アメリカのファッションカタログ
下着



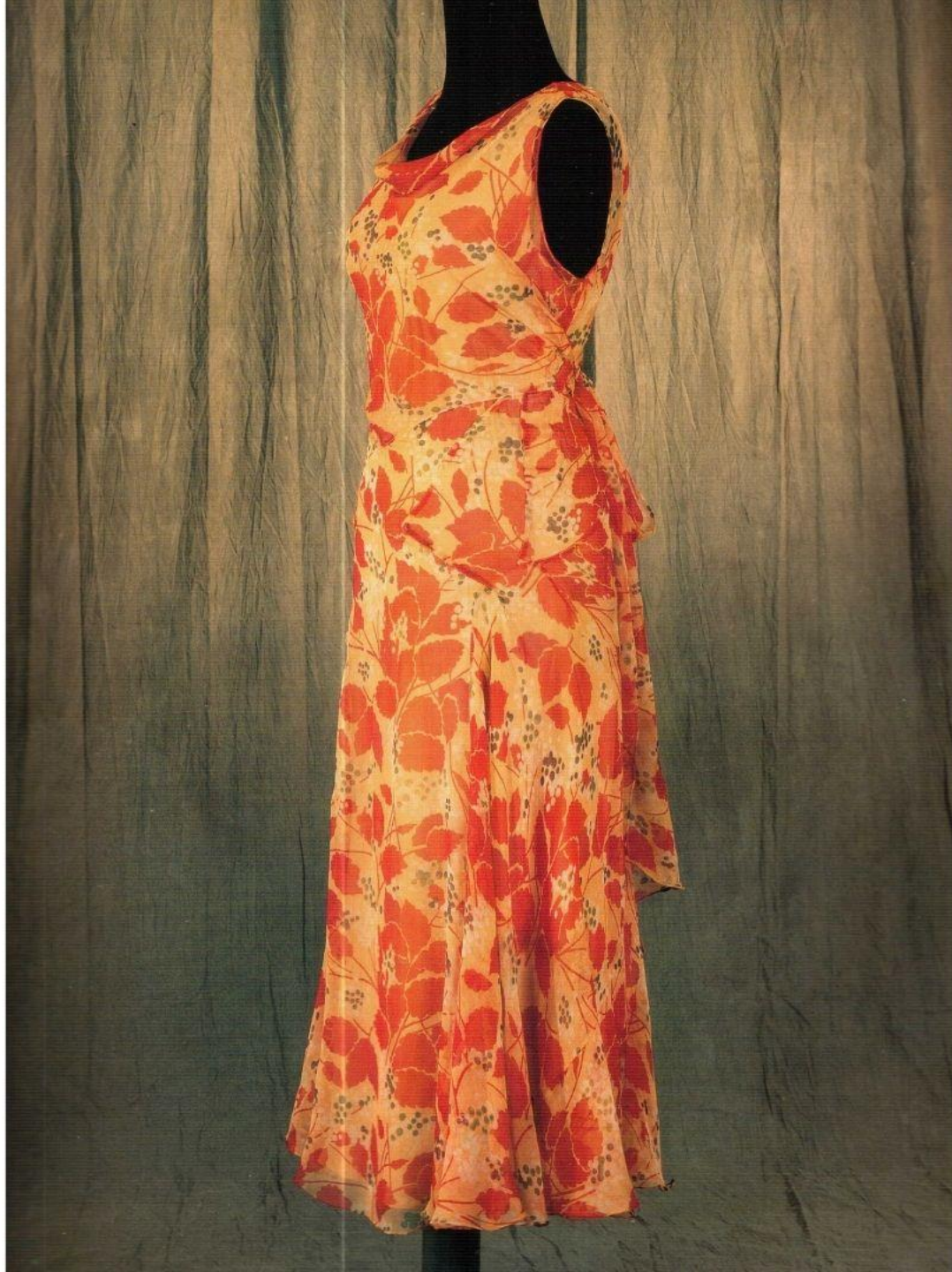
1930
イタリアの
ファッション
カタログより



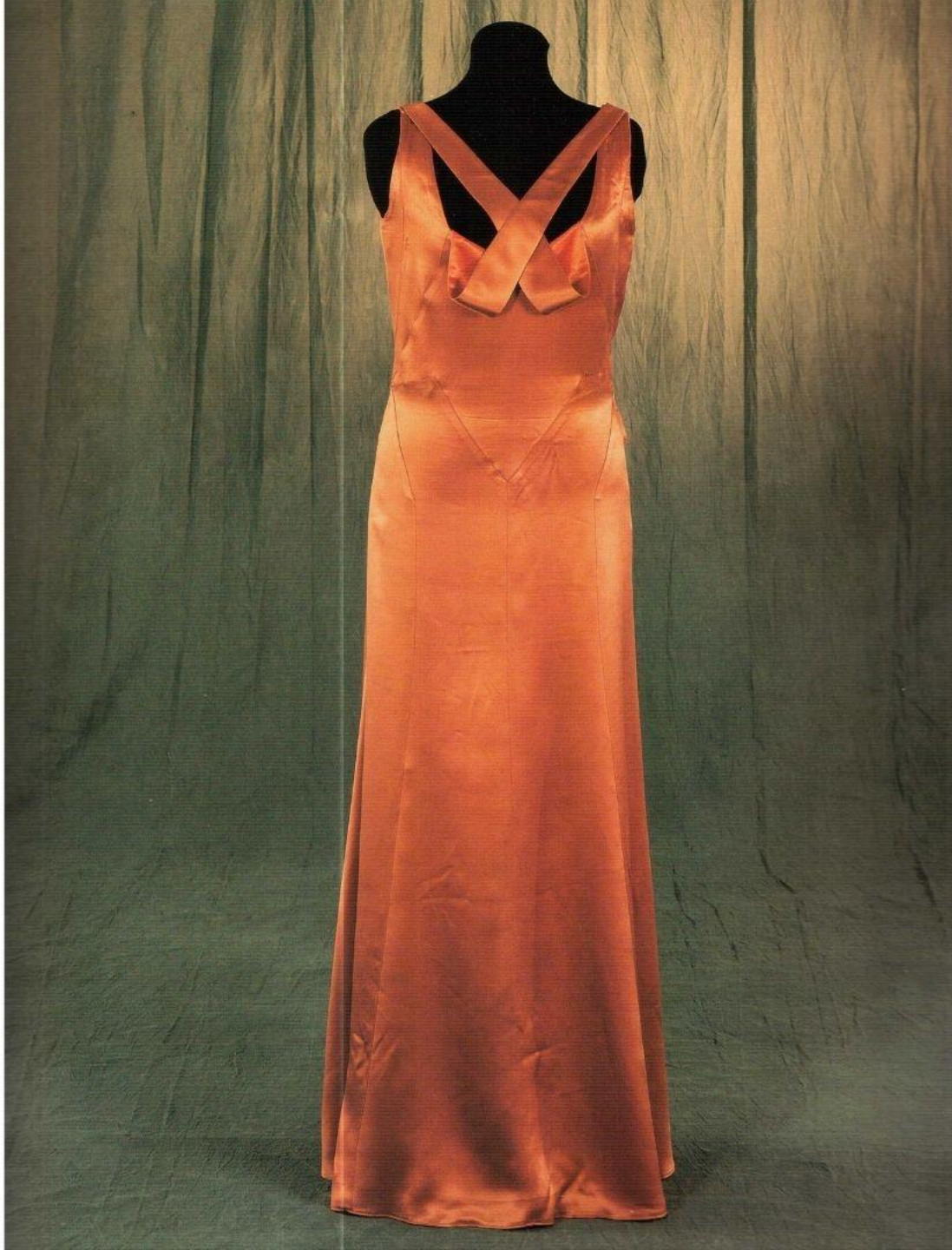
1930
パーティードレス
イタリアの
ファッション
カタログより



1930
パーティードレス
トリノのサルトリア蔵



1931-4
トリノのサルトリア蔵



1932-3
パーティードレス
トリノのサルトリア蔵



©ローマ写真保存研究所

1930
姉妹、コッレオッピオにて



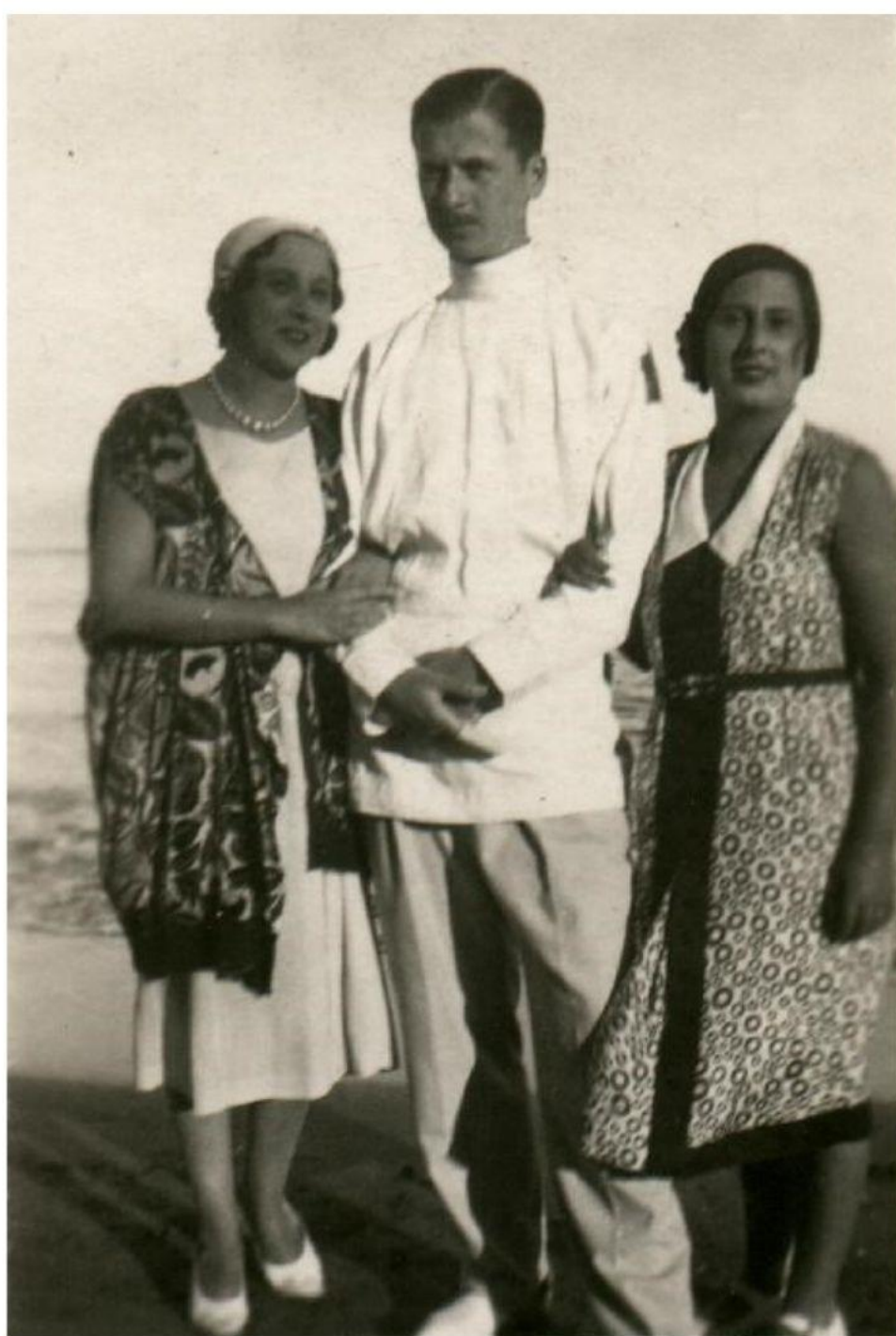
1930
結婚式



1930
サンジョバンニ大
聖堂にて



1930
サンジョバンニ大
聖堂にて



1930
アンツィオにて



1931
ジャニコロの丘で



1931
結婚式



1931



1933
亀の
噴水にて



1933 サンピエトロ大聖堂にて結婚式

Everything new in knits!

- neckline newness
- sleeve interest
- popular fabrics



\$2.98

A Sports Favorite

- gay cheerful plaid
- big dashing bow
- high style—low price

TWO-PIECE NOVELTY KNIT

WARM and comfy! A time saver too, for it never needs pressing. New "tucked-at-the-top" sleeves. A fine quality knit. 50% Wool, balance fine Cotton. Lengths, about 48 inches. State



TWO-PIECE ALL WOOL ANGORA KNIT

\$4.74

THE popular dark blouse with lighter skirt and double cuff-effect trim on each upper sleeve, for fashion rightness! Jaunty button trimmed scarf. All Wool Angora—one of the softest, prettiest knits of the season. Lengths, about 48 inches. State bust size and color.

Sizes: 14-16-18-20 years. Bust: 32-34-36-38 inches.

31 D 4335—Cruise (brt. navy) Blue with Gray, Brown with Gray, or Two-tone \$4.74

Sent direct from New York to you . . . but you pay the postage only from our nearest Mail Order Store. Shipping Weight, 1 lb., 6 oz.,

ALL WOOL CREPEY KNIT

\$3.79



TWO-PIECE . . . the of mo

"Bi Pl bi

THOROUGHLY Fall 1933 Fashion! Subdued plaid Tweed (85% Wool, balance Silk Noile), with solid color "bow" and belt to accent the deeper tone. Saucy epaulet shoulder and full sleeves that fit into neat button trimmed cuffs. State size.

Sizes: 14-16-18-20 years. Bust: 32-34-36-38 inches. Lengths, about 48 inches.

31 D 4340—Brown Plaid \$3.98 31 D 4341—Wine Plaid

Sent direct from New York to you . . . but you pay the postage only from our nearest Mail Order Store. Shipping Weight, 1 lb., 8 oz.

Tailored Charm in WOOL AND SILK NOILE TWEED

ONE of the smartest, light weight Tweeds (85% Wool, balance Silk Noile) of the season. Stitching outlines the panel designs in waist and skirt. Buttons and a flattering two-color Silk (weighted) scarf. Kick plait at center back.

1933-5

1933 アメリカのファッションカタログ



AUTOGRAPHED FASHION
Worn in Hollywood by
Adrienne Ames
TRADE MARK REGISTERED



It's FELT this Fall! Here are NEW FELT FASHIONS

A Get the gayest — jauntiest fashion! The hat with the peaked crown! All wool body felt with a 2-tone fine quality ribbon and a narrow brim, turned up in back.

Colors: Chili (dark) Brown, Navy Blue, Kent (dark) Green or Black. *State color.*

78 K 6175—Fits 21¾ to 22¼ in. headsize. *Be sure to measure.*

Shipping weight, 1 lb.

B The dressy felt turban looks smartest of all above a big fur collar! Made of good quality, all wool body felt, banded with ribbon and jabbed with a gay feather.

Colors: Chili (dark) Brown, Dubonnet (dark wine), Navy Blue or Black. *State color.*

78 K 6135—Fits 21¾ to 22¼ in. headsize. *Please measure.*

Shipping weight, 10 oz.

C Gracious, modern lines! New forward-swooping brim! Carefree tuck-in crown! Ribbon band. Fine all wool body felt.

Colors: Chili (dark) Brown with Beige ribbon, Navy Blue with Copen, Solid French (deep purple) Violet, or Black.

Measure and state color.

78 K 6205—Fits 21¾ to 22¼ in.
78 K 6206—Fits 22½ to 23 in.

Shipping weight, 1 lb.

D Here's the hat that "dresses up" your whole outfit! Very fine all wool body felt! A sweeping brim, set on a ribbon trimmed bandeau.

Colors: Chili (dark) Brown, Navy Blue, or Black.

78 K 6025—Fits 22 to 22½ in. headsize.

78 K 6026—Fits 22¾ to 23¼ in. headsize.

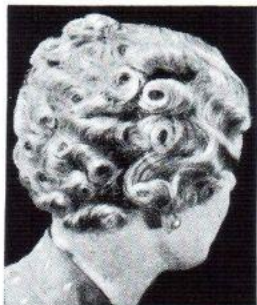
E Rich, soft-hued ribbons, rolled into a thick cord, circle the hat and slip through the brim at the right! Inverted tucking in the crown. Finest all wool body felt. Shipping weight, 1 lb.

Colors: Chili (dark) Brown, Dubonnet (dark wine), Navy Blue or Black. *Measure, state color.*

78 K 6030—Fits 22 to 22½ in. headsize.

78 K 6031—Fits 22½ to 23¼ in. headsize.





Have Gorgeous Massed Curls With Kurley Kew Curlers
 Light Weight, Perforated Aluminum—Hair dries Quickly
 Metal Cap-end locks Curler Securely
 Gives Smooth Roll Curls—No Frizzing
 Lots of curls . . . "and worn high" adds Lady Fashion! With Kurley Kew Curlers it's easy to fix your hair just like photograph. Complete instructions with each set. Lengths, 2½ or 3 in. State length. Shipping weight, 2 ounces.
25 K 9040—Set of six curlers. Now.....23c



Madame "X" Aids to a Lovely Coiffure
 Most wonderful waving combs ever invented! For getting the effect of an expert swirl, finger wave, or the new pompadour style. Each comb 14 inches long. Celluloid. Special large rubber band holds it in place. Full instructions for waving your own hair. Shipping weight, 3 ounces.
25 K 9032.....89c
 3 in Set.....
 Famous Madame X water wave combs . . . for a lovely wave-set . . . amazing results obtained due to the patented construction. Rubber bands clip over knobs, holding securely. Celluloid. Instructions included. Shipping weight, 4 ounces.
25 K 9033.....79c
 7 combs.....
"Roll-N-Pin" End Curler . . . the quick way to curl ends wet or dry, instantly without heat. (Curler is not left in hair.) So marvelous you'll wonder how you ever got along without it. Sliding composition bar with metal pin. Length, about 7¼ in. Can be carried in purse. Illustrated directions. Shipping weight, 4 oz.
25 K 9025—Each.....59c



Curly Lox Curlers
 Use for cluster curls—or ringlet ends. Rayon covered wire with rubber sleeve and metal compressor. Curler slides out without unrolling curl. Directions included. Shpg. wt., 3 oz.
25 K 9005.....23c
 Card of 8 Curlers.....
Wide Wave Curlers
 A favorite curler for ringlet ends, round curls or all over waves. Flat metal—length about 3 inches. Instructions included. Shipping weight, 3 oz.
25 K 9048.....45c
 Set of 5.....



"Link Lok" Curlers
 Easy to open and close. Slip through the hair easily, lock in any position. Length, about 3 inches. Instructions included. Shipping weight, 2 ounces.
25 K 9044.....9c
 2 for.....
Metal End Curlers
 Finish your coiffure with ringlets—easy to do with a set of these curlers. Made of metal with strong spring. Length 3¾ inches. Curling instructions included. Shpg. wt., 3 oz.
25 K 9046.....27c
 6 for.....



Marcel
 Continuous waves all around the head easily with Baldwin marcelers. Flexible perfumed rubber curlers. Length, about 4½ inches. Shipping weight, 7 oz.
25 K 9036.....37c
 6 for.....
Vassar Wavers
 For end-curls, waves or long bob croquignole curls. Flexible rubber with center opening. Length, about 4 in. Comfortable, easy to use. Shipping weight, 2 ounces.
25 K 9021.....15c
 6 for.....
"Kid" Curlers
 Leather covered—flexible. Old time favorites because they can be used to obtain so many different effects. Length, 5 inches. Shipping weight, 2 ounces.
25 K 9068.....9c
 16 for.....
Hair Roller
 Keep your growing "bob" tidy. Catches up all loose ends into a neat roll at back of neck. Invisible, no pins necessary. Brown celluloid. Shipping weight, 2 ounces.
25 K 9020.....9c
 Each.....
For Long "Bobs"
 For the Bob-Roll or making "doughnuts" over ears or at back. Grasps ends firmly. 9-in. rayon covered wire. Black or Brown. State color. Shipping weight, 2 oz.
25 K 9071.....9c
 2 for.....



6 for 9c **39c** **9c Each**



1933-5
パーティードレス
トリノのサルトリア蔵



GATHER YE ROSES—these three are Chiffon; they cover at least 7 x 9 inches of your evening dress. Red only.
18 F 4334—Shipping weight, 5 ounces 49c



MAD MONEY "stays put" in this pleated Acetate Crepe bag with "jools" on top and the right fixin's inside. Gold, White or Black. *State color.*
18 F 3324—Shipping weight, 10 ounces 94c



THIS CHIFFON HANKIE is 19 inches square but wins attention many yards away. Comes in Red, Royal Blue, Kelly Green. *State color.*
18 F 4337—Shipping weight, 5 ounces 25c



Gleaming silver fabric . . . looks just like silver kid but is softer, easier to wear. The soles are durable leather.
WOMEN'S SIZES: 2½ to 8.

1935-7

1937
アメリカのファッション
カタログ



1935



STURDY WOOL COSSACK

Button Front **279** Zip Front **298**

SMART NEW HOLLYWOOD BACK

Fine, Rich All Wool Plaid **348**

AMERICA'S FAVORITE . . . the famous Cossack jacket rich, long-wearing 96 per cent Wool Melton. Wear it sports, for school, hiking, riding. The ideal jacket for sp. cool days . . . It always looks *right*! Smartly tailored, in pleated action back, adjustable side straps for smooth istline fit! Roomy slash pockets. Your choice of Zip or tton style!

MISSES' AND WOMEN'S SIZES
fit Bust: 32, 34, 36, 38 and 40 inches. *State bust measure.*
ZIP CLOSING \$2.98 BUTTON CLOSING \$2.79
E 5030—Dark Brown. 17 E 5032—Dark Brown.
E 5031—Navy Blue. 17 E 5033—Navy Blue.
Shipping weight, each, 2 pounds 4 ounces.

Hollywood's new fashion sensation . . . copied from the jacket worn by a famous young actor! Rich, smooth All Wool Flannel with a big dashing line check . . . cut in the new single-breasted, three-button style with flattering nipped-in waist and twin slashes in back. Wear it with all your spare skirts or with your light sports frocks . . . it's a winner . . . and a bargain at this very low price.

MISSES' AND WOMEN'S SIZES
to fit Bust: 32, 34, 36, 38 and 40 inches. *State bust measure.*
17 E 5035—Medium Brown. **\$3.48**
17 E 5036—Navy Blue.
Shipping weight, 1 pound 6 ounces.

The garments on this and the opposite page are sent direct from New York to you . . . but you pay postage only from our nearest Mail Order House.



Patented Slide Fastener Adjusts to Fit Every Waistline . . .

Quality Cotton Gabardine Sport Suit **289**

AND NEW . . . be first



1937
アメリカのファッション
カタログ



1935
フォリンペリアーリにて



1935
フォロマーノにて



1936
結婚式



9.4.1936

1936
トレヴィの泉にて



1936
ユダヤの
結婚式



1936



1937 考古学者グループのオスティアアンティーカ行き



1937
結婚式



1937 フォロムツソリーニにて



1937



1937

1937-9



1938
アメリカのファッションカタログ



1938



To every suit, at least two blouses.
Treat yours to a striped blue
red) and white Lystav shirt, 18s. 9d.
a piqué blouse, 21s. 9d. Hart

er must.
scutum:
th black
2 guineas



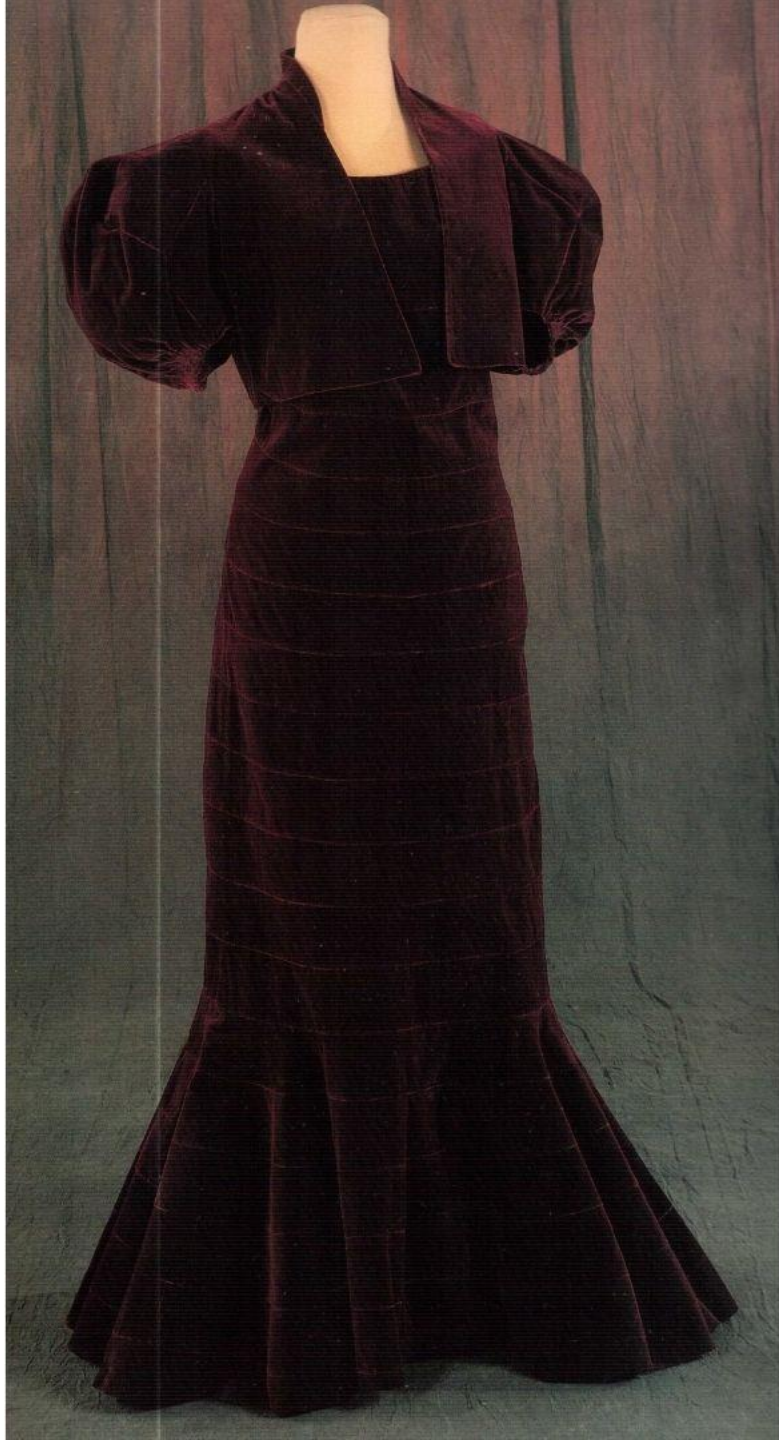
1938-9





1939
アメリカのファッションカタログ





1936-9
パーティードレス
トリノのサルトリア蔵



1939-40
アフタヌーンドレス
トリノのサルトリア蔵



1938 結婚式



1938
セレモニー



1938



1938
ファシスト党の土
曜日、ボルゲーゼ
公園にて



1938



1938
結婚式



1939



1939 バレエの発表会、ジャーナリストのチェッカリウスがいる



1939 復活祭前の日曜



1939



1939 結婚式へ