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EVERYDAY FASHIONS OF THE 30 S: AS PICTURED IN SEARS CATALOGS



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...

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- Authored by -
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