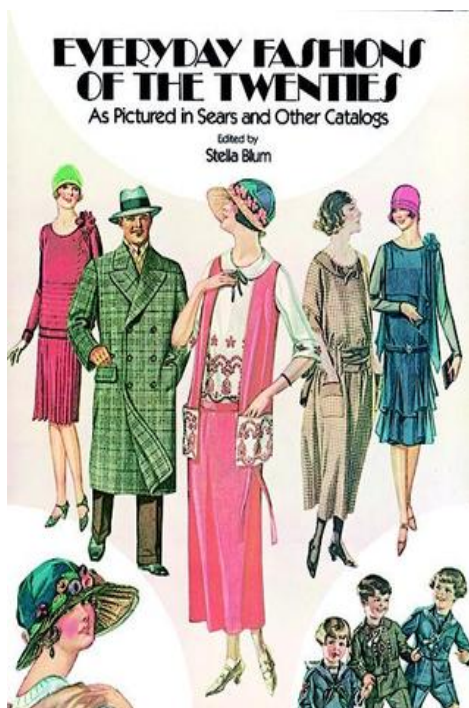


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By Stella Blum



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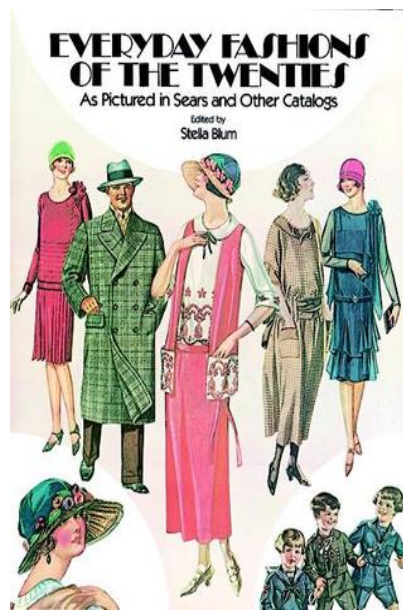


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The Roaring Twenties, age of jazz and flappers, Model T Fords and Hollywood movie stars, was also a time when for millions the bulky catalogs of Montgomery Ward or Sears, Roebuck were a substitute for the window displays of Paris or New York fashion shops. Buying clothing through the mails had become an American institution, and entire families were often dressed via the U.S. Post Office. More conservative than the up-to-the-minute fashion shops, mail-order catalogs nevertheless offered surprisingly much of the haute couture. But, above all, they accurately record what men, women, and children were actually wearing in the 1920s. Now Stella Blum (Curator of the Costume Institute at the Metropolitan Museum of Art, New York) has distilled into this volume the essence of the fashion pages of the Sears, Roebuck and other mail-order catalogs of the Twenties. Her informative text and selection of over 150 representative catalog pages ? comprising over 750 illustrations with original captions

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