

There's Still Snow in Them There Hills

(Taken from Vanity Fair, February 1931)

With all the wet weather patterns that California and, yes, Arizona too, there's plenty of snow for we skiers to play in. The Bradley Knitting Company was an out-of-doors clothing provider for skiers back in 1931. This company boasted a Norwegian sports clothes designer whose designs were styled more "lumberjack" than couturier. Bradley produced all kinds of soft knitted scarves, pull-on gloves, warm over socks, stockings, snug "helmets" (cloches) and stocking caps. They were found in vivid shades of yellow, green, orange, and blue to contrast the bland winter white. For the clubhouse and spectator sportswear, they produced lightweight slip-over sweaters and cardigans, 2 or 3 piece lightweight dresses and suits.

#A is a 3-piece suit in black and white. This is the sort of suit that can be used time and time again at the clubhouse or for spectator sports or the boat cruise. The skirt is pleated, and beneath the cardigan jacket is a sleeveless sweater blouse with criss-cross stitching.

#B is a ski suit knitted in scarlet. It has TALON (zipper) fastenings on both the trousers and pull-over jacket. The choker collar scarf matches the wrist and leg bands to keep the snow out. The outfit is completed with a knitted beret to match the suit.

#C is a man's ski suit in black. It is made of heavy wool, with strap-cuff trousers and sleeves, and a cross-over side-buttoned jacket that gives added warmth.

#D is an example of the company's American slip-over sweater in white wall. It is of heavy shaker-stitch in worsted and wall, finished around the neck and bottom with a wool-ribbed pattern. The pants are made of heavy black wool with knitted cuffs to keep the snow out. Notice how "fashionable" this gent is with an ascot tied knitted scarf.

