

Looking One's Loveliest in 1929

A Pictorial Summary of Model 'A' Fashions

By Jill Barrett, Santa Clara Valley Chapter, California

1929 was a year to remember and a year that rang-out an exciting decade. The 1920's brought consumers' clothing catalogs with ready to wear outfits beyond 'Sunday best' or company outfits that indulged the consumer with larger wardrobes without too much expense or bother.

Henry Ford's advertising campaign emphasized the ease of driving, control under all conditions and a comfortable easy-riding car. With impressive sales figures in January 1929, Ford predicted to make 2,000,000 automobiles in 1929.



As the decade came to a close, the economic barometers were predicting disaster. This was also the year that proved the adage, as hemlines went up, stock prices went down.



1929 fashions found embroidery in ultrafashionable circles used on child's party dresses, smock-top frocks, and women's handbags.





Waistlines were creeping upwards with waist lines at the top of the hips and a seam curving upward to suggest a higher line seen in the gold dress below. The hem line was widened with flares placed low on a circular skirt.

Evening and afternoon tea dresses might have an uneven hemline or trailing scarf. As a rule, the 1929 hemline was 3" below the knee, the length of the dress at the back hem for misses was 42", stout women was 45" and petite was 40-41".



Deep cape collars were shown and cape fashions were smart and sporty for active lives and daytime clothes similar to ones in the MAFCA Fashion Guidelines. The sport frocks were designed with practical lines similar to general utility wear, the main difference was the utility frock had sleeves and the sport fashion was sleeveless and generally worn under a short jacket.



Necklines were also softened with the popularity of scarves either as a separate scarf or as a collar that suggested a scarf line in the shape of a V. “Week-end wardrobes needed these informal frocks.”

Popular colors for spring and summer were mint green, cedar rose and cadet blue. In fall and winter, darker colors like black and shades of brown were mixed with lighter colors. For more information about colors in the Model A era, check out *The Color of Fashions in Your Model A World* written by MAFCA member Peggy Gill. Her research and color descriptions will steer you in the right direction to recreate that perfect ensemble.

In young girls fashions, smocking formed a smart decoration on practical frocks worn with matching bloomers. Three rows of shirring mark the slot through where the sash is passed and the new French collar attached to the edge of the yoke suggested short sleeves on a sleeveless frock.



Detachable capes made frocks smart for school and blouses tucked in skirts with a short jacket were some of the popular patterns available to make at home.



Men’s suits with shadow stripes were smart. Suits were made using a fine wool with neat silk stripes worsted for long wear. Popular colors were an oxford gray with a darker gray or blue accent, brown with a dark brown accent and dark blue. Smart dressers were seen with wide cuff bottom trousers.

With so many clothing options available, 1929 started as a year to be out-and-about driving your stylish, new car and spending time with your active friends in your new clothes.

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