

Looking One's Loveliest in 1930

A Pictorial Summary of Model 'A' Fashions

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In 1930, Photoplay, a popular, movie studio magazine, featured an interview with famous movie director C. B. De Mille, titled '*I Never Choose Beautiful Women*'. Cecil De Mille, the star maker, told readers why he shuns perfect beauty for his glittering pictures and finds the real beauty foremost in their eyes and her personality.

And what a better way to show a women's personality than finding new clothes to add to your wardrobe?

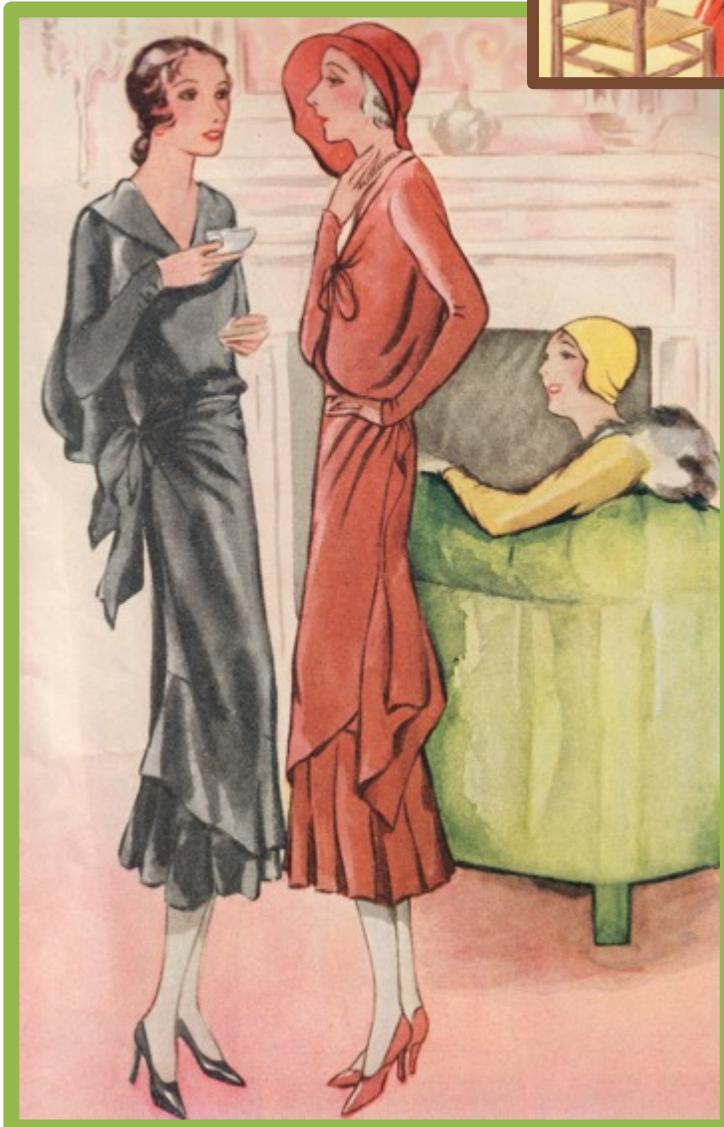


Fashion magazines in 1930 emphasized women's beauty and personality with a fresh and new, sporty look. Women playing sports were seen in Ford's "New Ford Coupe" ad.

In 1930, the waistline moved upward toward a more natural waistline. Hemlines were generally even for daytime wear. Uneven hemlines were worn at formal afternoon and semi-formal events. Flattering capes, flounces, cap sleeves, scarfs, short and three-quarter jackets accompanied simple, sleeveless sport frocks with a narrow belt at the new waistline. Blouses contrasted with a matching skirt and jacket.

Sundresses with open backs were new and in style for both women participating and watching on the sidelines.

Silhouettes were more varied than in previous years, with fit and fullness skillfully introduced. Sleeves took on a new interest described as delightfully fascinating, trimmed or cut to widen the sleeve at the elbow or above it, which gave the same effect as the popular short cape silhouette. New collars were elaborate to give importance to necklines, belts were more evident and there were coats with bloused lines.



And then there was the jacket: good-looking, fresh and it had a definite place in the fashion world in the Model A era.

In 1930, the jacket had a reminiscent trend from 1880 silhouettes with a fitted bodice above a skirt fairly flat in front and very full at the back.

In evening frocks, the short bolero in the back resembled short wings that floated gracefully above a very long skirt. Also in 1930, boleros were still a favorite style that made a fitted waistline more becoming.



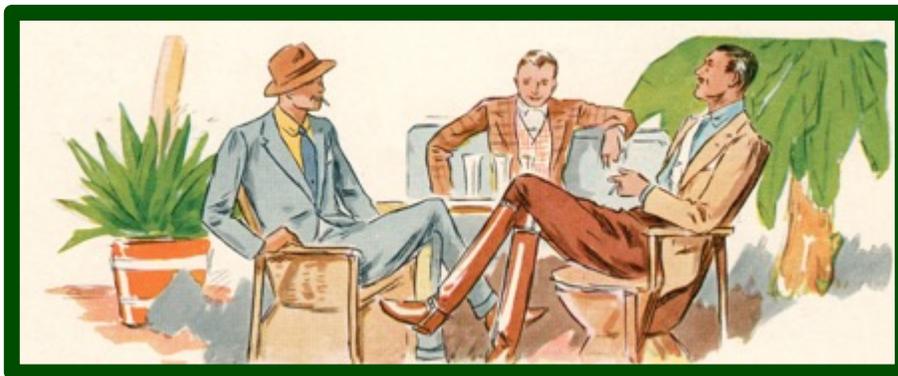
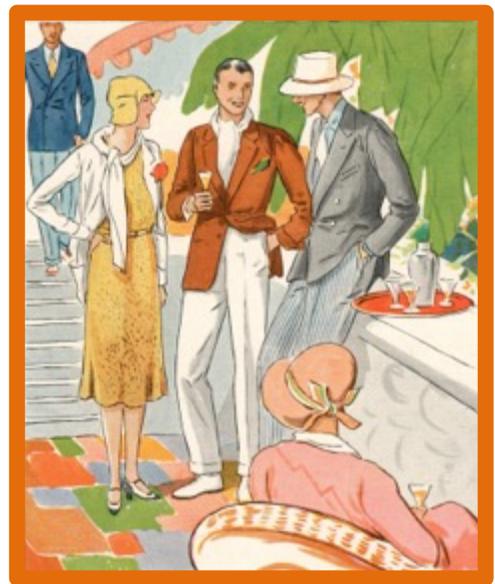
Hats in 1930 were described as “off the face”. Hat crowns were shallower, usually with a skull-fitting short front, exposing her forehead. They were trimmed with insets, handwork and embroidery.



Although we look back at 1930 and think of great hardships, there were many who could afford nice fashions and men's fashions played a part in generating profits in the fashion world.

In the spring of 1930, Men's Wear distributed a sales tool that provided trends to help boost sales. The forecast gave details of the latest trends in Palm Beach, Florida, the fashionable destination filled with the cream of society in the sunshine state.

In March of 1930, Men's Wear conducted a survey for popular summer wear and revealed that the sports jackets and the sense of informality would be a part of the well-dressed man. Single breasted jackets with notched or peaked lapels, and three-buttons would be the fancy of most men with the majority of the jackets having a plain back verses belted. Close behind in popularity were the double-breasted jackets.



Jackets were noted as longer, averaging 31 inches, while the vent is favored by most well-dressed men in the survey. Of those jackets, the popular colors were gray, tan and brown. The favored fabrics were

tweed followed by flannel and gaberdine. Flannel slacks were very popular and men preferred the color white, followed by striped and gray. When selecting shirts, they found white was most popular, followed by blue and then tan. All natural hues were a safe choice. An important development noted in the shirt line were oxfords. The "low dip" feature in attached collars were trending with the new trend in collars with a shorter point. Men selected collars with points held in place with buttons. With neckwear, small figured foulards and cotton fabrics continued to lead with an increase of bold patterns.



Men's Wear wrote, "It was said the hat marks the man. How a hat was worn told a great deal about the man beneath it. Perched unbecomingly on the foremost part of the head, it denoted ultra-simplicity; set rakishly on the back, it shows abandon; while cocked on the side, it implied sophistication."

Felt hats in gray were the most popular with a black band. Straw hats were popular too with a fancy band compared to a band in basic black.

Sport shoes for men were a necessary part of every man's wardrobe. Salesmen were coached to convince customers that more than one pair of shoes were needed. Shoe preferences were for wing tip spectators with brown trim followed by all-white buckskin with plain toes and soles were varnished black.

And for the sock market, clocks and vertical motifs were prevailing with blue as the favorite color.

For formal wear, there was a decline of men wearing dinner jackets with silk faced collars. A double-breasted jacket was still as popular as the previous year. Most jackets were a two-button model, as few were one or three buttoned. The evening shirt had a stiff bosom, two studs showing, pleated shirts were less popular. The wide bow tie was the most fashionable. And shirt studs, they were white pearl.

But Jill, you say, "all these numbers were a forecast." Yes, the publication was a forecast and Sears picked up on the details and included a page dedicated to summer fashions for men in their 1930 Summer catalog.





And finally, if you fancied children's clothing or small fashions, in 1930 retailers featured dresses with two pockets to accent the circular skirt, one-piece frock with an open cape, a frock ensemble with pleats in front and an open jacket, a little girl's frock with a scalloped shoulder cape, and a coat becoming to any small child gathered to a round yoke fastened with buttons.

For back-to-school fashions, you found a coat for a little girl, simply made with raglan sleeves, a double breasted front closure, patch pockets worn with a round hat.



For young boys, they emphasized a smart coat cut slightly different from the little girl's but similar in style, had slot pockets, notched collar and was worn with a round sectional cap.



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