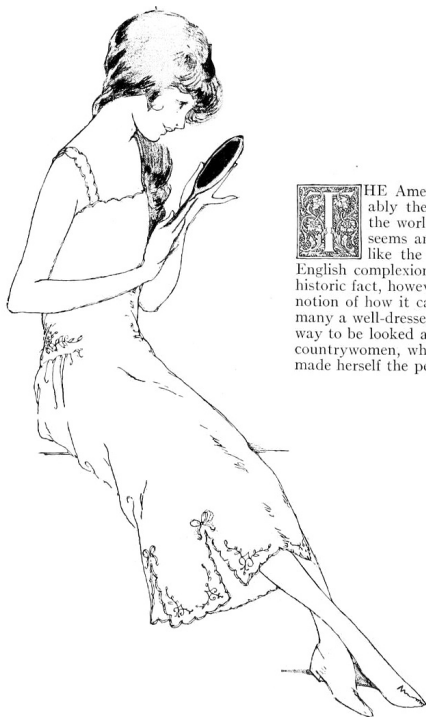


A vintage illustration in a soft, painterly style. Two women are on a balcony. The woman on the right stands, wearing a long, light blue-grey dress with a yellow sash and a patterned shawl draped over her shoulders. She is looking down at her hands. The woman on the left is seated, wearing a light blue dress with small pink floral patterns, with her hands clasped. The balcony has a grey lattice railing. In the background, a red brick house with a chimney sits on a hill, surrounded by green trees and a blue sky. The overall tone is nostalgic and elegant.

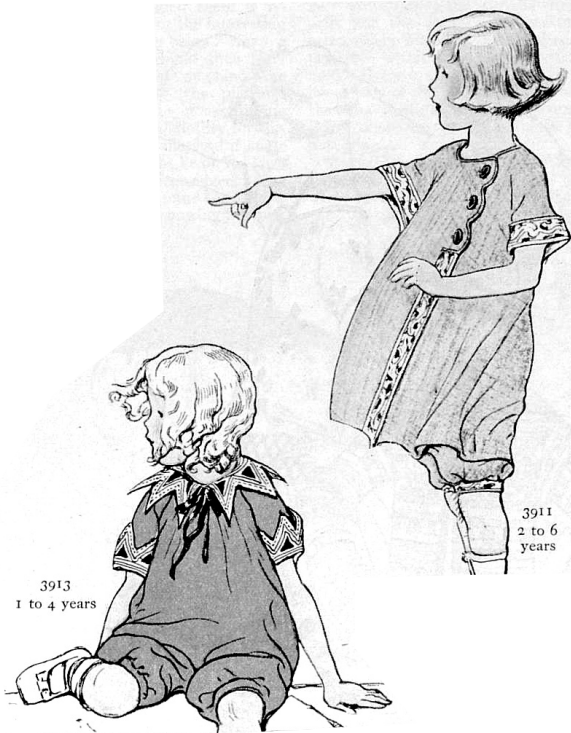
1923

august



THE American woman is undeniably the best-dressed woman in the world; her genius for clothes seems an established supremacy, like the Castilian instep or the English complexion. We all know many a historic fact, however, without the slightest notion of how it came to pass. And thus many a well-dressed woman goes upon her way to be looked at and envied by her own countrywomen, who have no idea how she made herself the perfect picture that she is.

*Even the Youngest Must Have
New Spring Clothes*



3913
1 to 4 years

3911
2 to 6
years



3907
6 to 14 years

3909
2 to 6 years



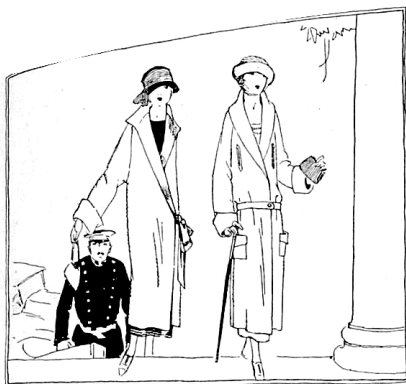


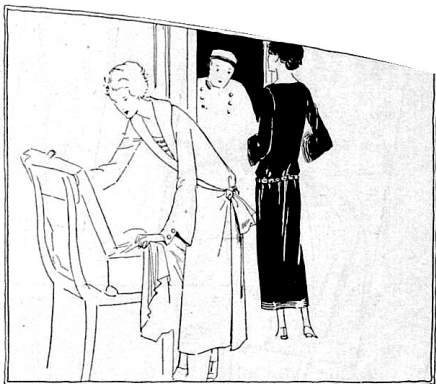
Slim·But·Scant·Is·the·Face·or·
Embroidered·Summer·Frock



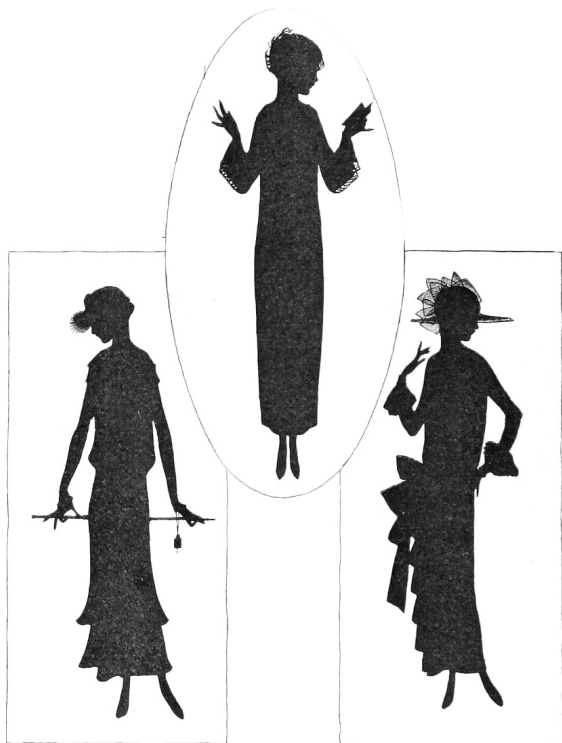
Smart Simplicity Marks the Evening Frocks of the Summer



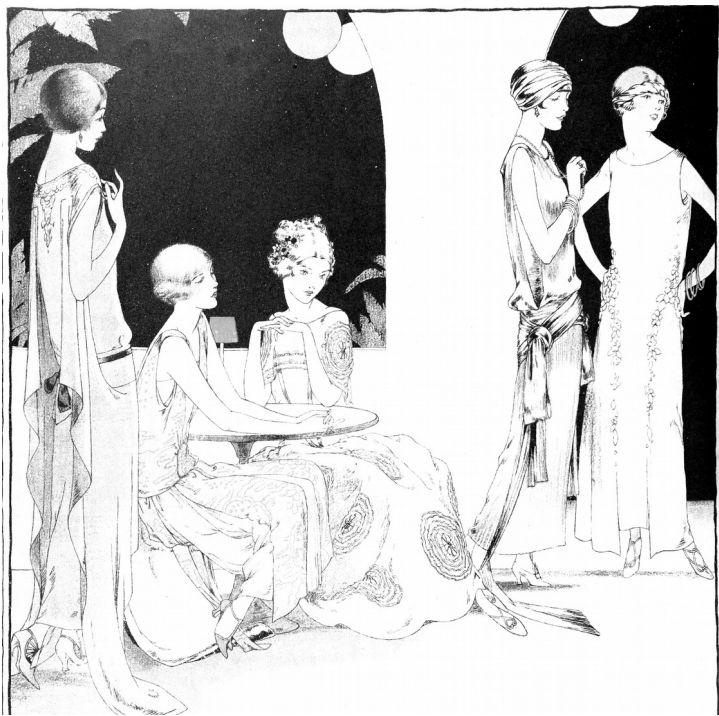




Six Smart Silhouettes for Fall









Drawings
By Clara L. Ernst

We Choose Between Snowy White and Gay Prints



F A S H I O N S

*There is Harmony in a World of
Contrast, and Velvet and Fur
Lend Luster to Fashion*

We'll Wear Such Embroidery This Winter



This issue is made up of excerpts and fashion illustrations from 1923 editions of the women's magazines *Good Housekeeping* and *Ladies' Home Journal*. The copies used here are available through the ProQuest Women's Magazine Archive, which is freely accessible through the New York Public Library and others.

This zine was created in 2019 by Parker Higgins with the support of Kickstarter backers, and originally distributed on paper to 100 subscribers. To the extent possible, copyright and related rights in this work are waived under the terms of the Creative Commons Zero dedication.



