



当代美国流行服式

学林出版社

《当代美国流行服式》

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编辑说明

人是爱美的，生活也该丰富多彩，而美又需要不断地得到更新。

服装是人们美化自己的最重要方面之一。人们常常需要设计或寻觅自己所喜爱的服装款式，变换自己的服式和色调，把自己打扮得更美。《当代美国流行服式》，就是为了适应人们的这种爱美的要求而编辑出版的。翻开它，展现在人们眼前的，有五百多种服装款式和色彩各异的面料，加上婀娜多姿、大方典雅的男女青少年的优美形象，有如置身于新的天地，既可择优而从，又能得到一种美的享受。而其中模特儿的各种发型以及穿戴的一帽、一鞋、首饰，也都可以作为美化自己的参考。

《当代美国流行服式》的适用范围是极其广泛的：服装厂、店（包括个体户）可从中借鉴，设计、生产出人们争相购买的各式服装，挤身于国际市场；纺织、印染行业可从中得到启示，在服装面料和色泽的生产上推陈出新，使更多的花色品种应运而生；广大男女青年可从中悟到，在何种场合与季节着何种服装，会使自己美上加美。总之，不论男女、老少，从事什么工作，购上一册，都将各有所得，而不会成为憾事。

《当代美国流行服式》编辑委员会

一九八七年十一月



Z0021192





E
Misses
Halfs



C
Misses
Talls
Halfs

ISSES SHOP
All in Talls, some in
Half Sizes, too



D
Misses
Talls





C

Misses
Talls

D

Misses
Halfs

E

Misses
Talls



F

Misses
Halfs



D
Juniors
Misses

E
Juniors

|| SKIRTS...ON THE



A Shirt
B Skirt

C
D

THE COLLECTIBLES

THE BASIC PANTS
PLUS SPORTY TOPS

A

Shirt-jac
Also in Talls,
Women's

C

Shirt
Also in
Women's

PROPORTIONED PANT SIZES

Petites: 4'11"-5'3"

Misses: 5'3½"-5'7"

Talls: 5'7½"-6'

Women's Waists: 32-38

B

Pants

D

Pants

C

Juniors

JUNIORS

IN MISSES SIZES TOO!



A

Junior/Misses

Sizes
to 50



JUNIORS

SOME IN MISSES SIZES TOO!



A

Juniors

50 WARD'S ALL



A

Junior/Misses



B

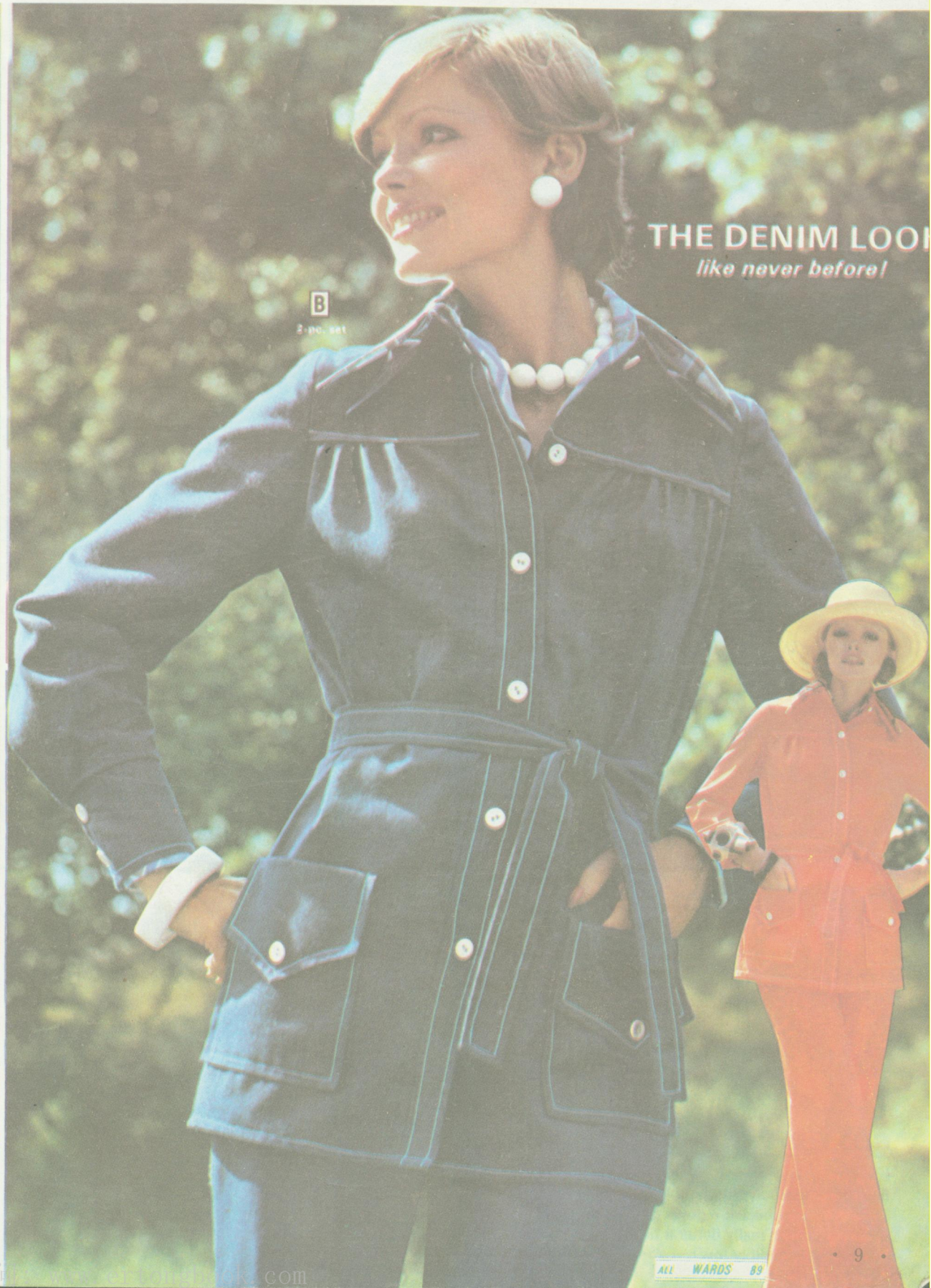
Juniors
Misses



A

Misses
Talia
Helfo

30 WARD'S ALL



B

2-pc. set

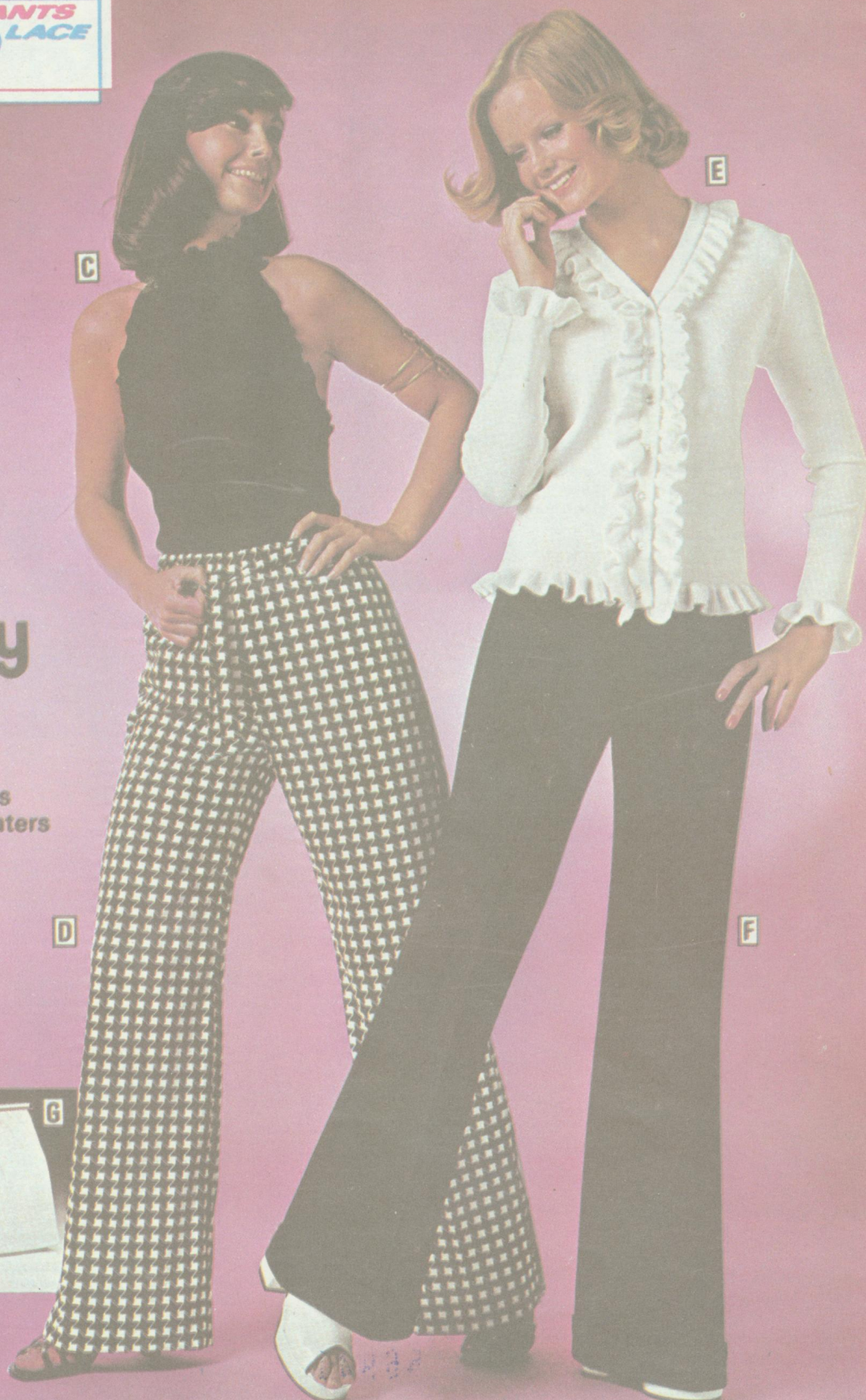
THE DENIM LOOK
like never before!

ALL WARD'S 89



Swingy Knits

Wide leg polyester pants and ruffy sweaters





A Shirt
B Shell
C Pants



D Blazer
B Shell
C Pants

Mix 'n match

DACRON® POLYESTER KNIT
CO-ORDINATES

SAVE \$4 or \$5
when you buy a 3-pc. set



56941

A

Blazer

B

Blazer

C

Pants

A

B

The Robe and Gown

that's something special

Misses' and Women's sizes

Tails
TOO

\$5 on
set

If bought
separately 19⁹²

slightly higher

(20).

(48-50).

(20).

trims the yoke and
r. Side seam pock-
closing.
coral rose.

p. wt. 1 lb.
M or L... 13.96

hip. wt. 1 lb. 3 oz.
XL or XXL... 15.96

wt. 1 lb. 3 oz.
M or L... 15.96

cap sleeves; self
oidery trims yoke.
coral rose.

p. wt. 7 oz.
M or L... 5.96

hip. wt. 8 oz.
XL or XXL... 6.56

wt. 8 oz.
M or L... 6.56

a captivating en-
je • 17 coral rose.

p. wt. 1 lb. 7 oz.
M, L... 14.92

hip. wt. 1 lb. 11 oz.
XL, XXL... 17.52

wt. 1 lb. 11 oz.
M, L... 17.52

rashy, warm.

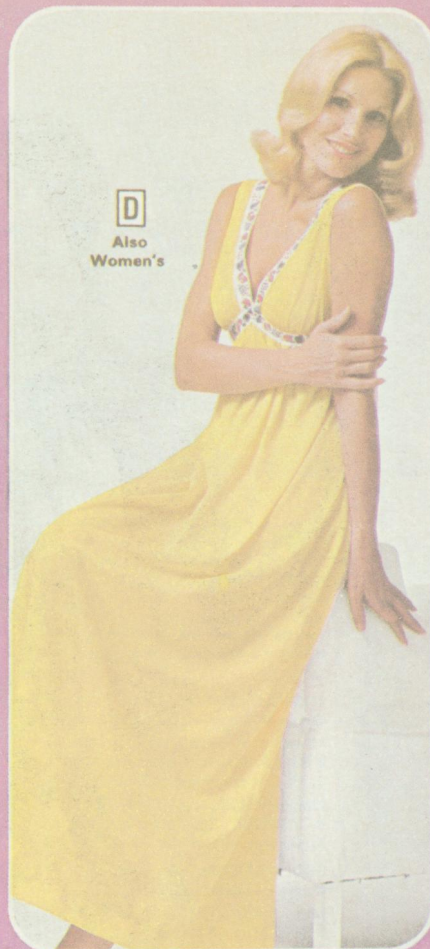
Night things

fit for fantasy



D

Misses
Talls
Halfs



D

Also
Women's



E



F

Items D and G
Caprolan[®] nylon



G

ALL WARDS 161

A

Still only

788

Misses'

The lounge-a

The radiant hostess
still at our lowest price

A Elegance and drama in a full 120-in. sweep showing off vivid super-size blooms. Convert to shirt collar style. Wonderfully light, easily packed after many washings (hand wash, cold water).
Z 32 C 5214—Misses': 10, 12, 14, 16, 18, 20. Sh
Z 32 C 5254—Women's: 40, 42, 44, 46, 48, 50.

Flocked nylon tr

B Delicate flowers pattern this soft quilt. Pretty cuffs. Acetate satin sash bows at button front. Machine wash, warm. No ironing needed. Colors - 55 pink - 74 blue. Misses' sizes: 10, 12
B 32 C 5824—SHORT. Ship. wt. 14 oz. State co
B 32 C 5825—LONG. Ship. wt. 15 oz. State co

The classic terry...a

C Uncluttered styling makes for classic simplicity! The longer pointed collar tops a neat button self-fabric belt and loops. Machine wash, warm.
Misses' sizes: S(10-12), M(14-16), L(18-20) - 87 white. State color number and size letter S
B 32 C 5224—LONG. Shipping weight 1 lb. 14
B 32 C 5223—SHORT. Shipping weight 1 lb. 7
Women's sizes: X(40-42), XL(44-46), X
State size letter X, XL or XXL—not num
Z 32 C 5264—LONG. Shipping weight
Z 32 C 5263—SHORT. Shipping weight

B

8.96

10.96

A

Half
Misses

half
size
shop

All in Misses
Sizes too

A

C Turtleneck

D Jacket

C

Turtleneck

E

Jacket

F

B



BEAUTIFUL BANGLE
WATCH, Lucite® band
and case; Swiss move-
ment; spider-web dial.
Ship. wt. 8 oz.
State color number
• 80 "tortoise shell"/
ivory • 79 black/white
• 62 red/white,
L 45 C 1215.....25.00

78 WARDS ALL₂

A

Half
Misses

62 WARDS ALL