

# ***The Australian Women's Weekly Fashion: The First 50 Years***

By Deborah Thomas  
with Kirstie Clements

*The Australian Women's Weekly* is an icon. It is one of the most loved and popular magazines in the history of publishing in Australia. Since 1933, it has informed and influenced the way Australian women dress, cook, knit, shop and look after their families. Current affairs and news have always been part of the editorial mix, and important global and local events have been featured on its covers and within its pages. They include the building of the Sydney Opera House; the role of women during the Second World War; the assassination of John F. Kennedy; the coronation of Queen Elizabeth II; the Melbourne Olympics; and The Beatles' Australian tour.

In recognition of the important role *The Weekly* has played in documenting popular culture and news events from an Australian perspective, the National Library of Australia digitised the first 50 years of the magazine through the online portal, Trove, effectively creating an archive of how Australians looked, behaved and lived their lives between 1933 and 1982.

*The Weekly* has featured the ever-changing trends of women's fashion for over 80 years. This beautifully illustrated book celebrates the first five decades of the magazine's coverage of Australian fashion. The author, Deborah Thomas, one of Australia's most successful and experienced magazine editors and a former Editor-in-Chief of *The Weekly*, shares her insights into the magazine and Australian women from 1933 to 1982. She is joined by Kirstie Clements, author and former Editor-in-Chief of *Vogue Australia*, who adds her fashion expertise to the mix.

‘Writing the book became a labour of love for us both, as we pored over the wonderful illustrations, nostalgic ads and glamorous fashion photographs featured in early editions of *The Weekly*, many of which are now published in this book,’ explains Deborah.

‘It was fascinating to study these exquisite images and put them into the context of the cultural and political changes that influenced the designers and women of the time—to uncover elegant and often quirky fashion nuances that revealed so much about the role, aspirations and status of women in each decade, as seen through the pages of *The Australian Women’s Weekly*.’

From the elegant outfits of the 1930s to the Hollywood-inspired evening gowns of the 1950s, from the psychedelic patterns and micro-minis of the 1960s to the bold and bohemian styles of the 1970s, this book charts the development of Australian fashion. This trip through *The Weekly’s* first 50 years reveals how the evolution of fashion in Australia was also a reflection of changing times and the role of women in our society.

### **Publication details**

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THE AUSTRALIAN WOMEN'S WEEKLY

# FASHION

*The first 50 years*

DEBORAH THOMAS

*with Kirstie Clements*

# WOMEN'S WEEKLY

VOL. 1. No. 1.

SYDNEY, JUNE 10, 1933

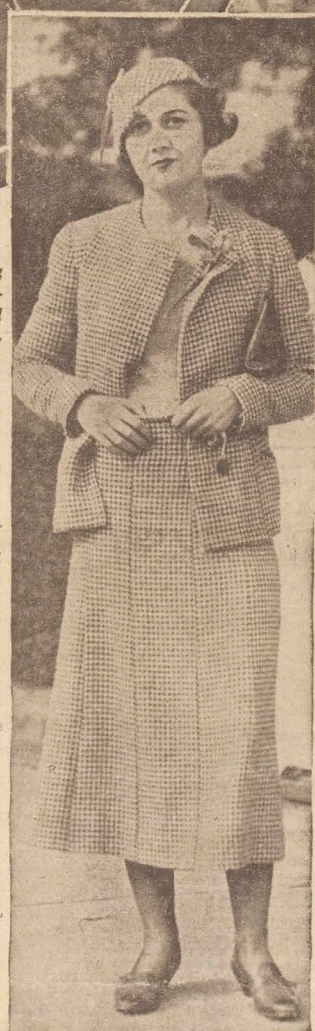
Phones: M 2081 (4 lines)

44 PAGES



## What Smart Sydney Women Are Wearing

• Camera pictures reveal charm of the wearers, and chic and distinction of attire in intimate garden settings



**THESE** charming pictures, so delightfully presenting the correctness and chic of four interesting members of Sydney society, were taken by The Australian Women's Weekly photographic department.

All were taken in an informal home and garden atmosphere.

\*On the left of the page is Mrs. Philip Wilson, who before her marriage was Shirley Dent, and with her parents travelled extensively in the East. After a stay in town, when her husband was at St. Luke's, Mr. and Mrs. Wilson returned to their station home. Mrs. Wilson is seen wearing a face cloth coat with a cinnamon fox fur collar.

\*Audrey Connell (circle) is the happy possessor of red gold hair, and with a flair for a smart effect wears black or white, depending on her mott complexion and hair for relief. Audrey is the youngest daughter of Mrs. W. M. Connell, of Ocean Avenue, and a niece of Sir George and Lady Fuller.

\*Mrs. David Cohen, on the right, has wrapped her broadtail coat around her, as the day is wintry. At her Darling Point home she dispenses gracious hospitality, and often lends her tennis court for her pet charities.

\*Pauline McDonald, in the lower picture, wears her check suit with dash and chic. She is the daughter of Mrs. F. Fraser McDonald, of Gladwood Gardens. Her engagement to Dick Allen, son of Mrs. Herbert Allen, was recently announced. Pauline was presented two years ago at the Court of St. James.

## Equal Social Rights For SEXES

### Mrs. Littlejohn Outlines Big Issues To Be Fought For

When Mrs. Linda P. Littlejohn returned from Adelaide last week, after attending the conference of the Women Voters' Federation, she revealed a greater determination than ever to fight for the establishment of women's social rights.

A full report of the conference will not be available in Sydney for some time, but Mrs. Littlejohn has written for The Australian Women's Weekly the following summary of the proceedings:

- By LINDA P. LITTLEJOHN
- L**EADING women from all States were present at the conference, and the resolutions discussed were varied and interesting.
- The conference affirmed—
- (1) That all positions and all posts in the Commonwealth and States' Civil Services should be open to women as to men.
  - (2) That equal pay for the sexes should be established.
  - (3) That all laws, measures, or regulations dealing with public morals should be framed so as not to differentiate between the sexes.

The evergreen subject of the equal guardianship of children was again on the agenda paper, and it is earnestly hoped that before the next conference this long-looked-for reform will be an accomplished fact.

At present West Australia and Queensland are the only two States which consider a mother a suitable guardian for her own child.

A public meeting one evening concerned itself solely with the question of the prevention of the further multiplication of the unfit.

Mrs. Waterworth and Mrs. Calvert, of Tasmania, together with Dr. Davy, who is attached to the Public Service in Adelaide and deals with this work, were the speakers.

Stipendiation was advocated, but it was realised that public opinion was divided on this question.

The greatest difficulty, however, seems to be that in every State provision is lacking for the care and supervision of border-line cases after the age of 18.

The conference without opposition carried the principle that married women are entitled to be regarded as responsible citizens with a right to choose for themselves whether they will continue in professional or other work.

(Continued on Page 2)

## Unique New Jumpers—and A Surprise!

EACH of The Australian Women's Weekly will contain full knitting directions for two unusual jumpers.

We have arranged a special exclusive service from Vienna of jumper designs. This will be supplemented by brilliant Hollywood creations.

Turn to Page 21 and find a lovely picture of Jeanette McDonald, wearing a striking jumper and scarf. On the same page appears the first of our Vienna models.

Full directions for knitting are given in both cases.

**A SURPRISE:** After looking at these knitting dreams, turn to our brilliant Paris-Vienna fashions on Page 22.

But first of all turn back to Jessie Tait's fashion letter on Page 19.

And yet another surprise: Our free pattern and fashion service on Page 31.

It's no use. We could go on this way for ever. There's a surprise on every page. Better turn to Page 2 and work through to Page 44.

We know you'll enjoy them all.

THE AUSTRALIAN OVER 320,000 COPIES Sold Every Week. FREE NOVEL.

# WOMEN'S WEEKLY

Vol. IV, No. 12

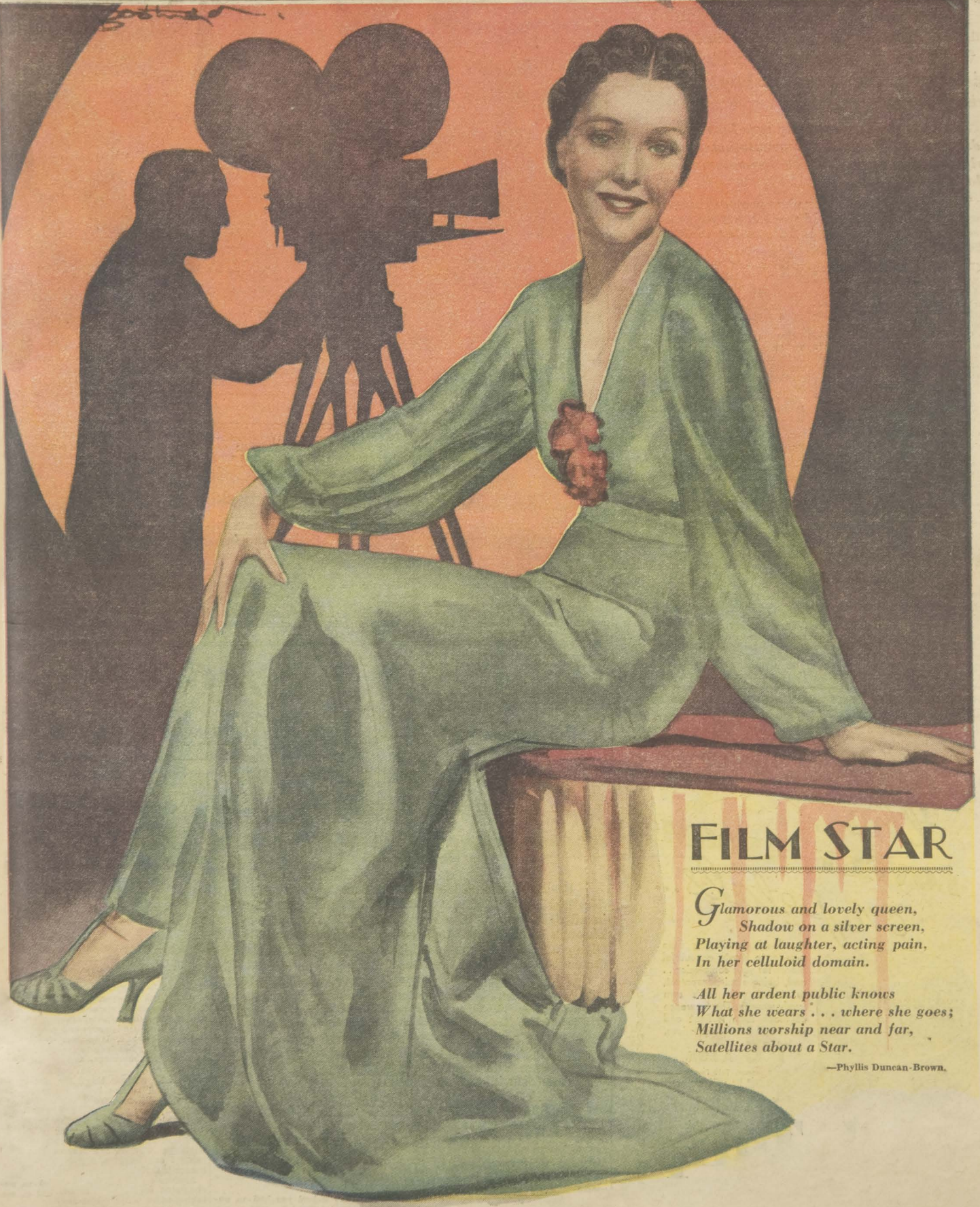
Registered at the General Post Office, Sydney, for transmission by post as a newspaper.

SATURDAY, AUGUST 22, 1936.

56 PAGES.

PRICE 3d.

SYDNEY



## FILM STAR

*Glamorous and lovely queen,  
Shadow on a silver screen,  
Playing at laughter, acting pain,  
In her celluloid domain.*

*All her ardent public knows  
What she wears . . . where she goes;  
Millions worship near and far,  
Satellites about a Star.*

—Phyllis Duncan-Brown.

PRICE

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# Women's Weekly

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*Pages 28-29*

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*Make a mad cap for skiing . . . directions, page 2*

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By Jean Kerr

•  
**Announcing our  
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**HEMLINES**

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