



Pictorial Review History

The *Pictorial Review* was an American magazine that was first published at the turn of the 20th century. The magazine was founded and showcased to market the dress patterns of William Paul Ahnelt's American Fashion Company. It developed into much more than a pattern catalog. It became one of the most important American woman's magazines. It gradually evolved into a respected fashion woman's magazine with much more than just home sewing patterns.

As the magazine developed, it came to include excellent fiction, women and children issues, homemaking and recipe ideas, fashions of the time, and advertising. A popular feature was the Dolly Dingel paper dolls. *See foot note. It was a little treat mothers could give to their daughters to play with.

The magazine had attractive colored cover illustrations, usually a fashionably dressed woman. Patterns were just one of the features.

The circulation reached over 2.5 million copies by 1925. This is interesting as very few people today have ever heard of the magazine.

The Depression adversely effected sales. As circulation declined, the publisher sold the magazine to its Vice President in 1936. In an effort to survive, *Pictorial Review* merged with *The Delineator*, another once popular women's magazine that featured patterns (1937). Only 2 years later the combined magazine close down.

Thankfully, there are quite a few of the pattern illustration from the Model A era on the internet. Just be careful to note the dates as you only want 1928 through 1931. I've included some on the next pages.

Fashion Details by Jeanie Adair

* Dolly Dingle paper doll is on the last page.





The dress designs on this page all have a completely different look from each other.

What an assortment of hats!
What style do you like best?





Pictorial Review Quarterly
Winter of 1930/31

Notice they are featuring the contrast of the necklines compared to the dress color.

I am always amazed at the intricate details and seaming on era fashions. Check out the different collars.



Late 1931 had some of the most modern looking fashion designs. Especially when you think back to the pattern lines of 1928. Go back to page one to compare these outfits with the first cover shown. See how much the lines of the garments changed. Where is the waistline? Where does the hemline fall? And don't forget to compare the hats.

Dolly Dingle Makes a Cake and Pudding

Drawings by GRACE G. DRAYTON



EASY
COOK
BOOK

DOLLY'S LITTLE KITCHEN STOVE

G. DRAYTON
THE BIRTHDAY CAKE DOLLY MADE

DOLLY'S PARTY DRESS

EXTRA
SOCKS AND
SLIPPERS
DOLLY DWILE

DOLLY POLISHES A PAN
DOLLY MAKING
A PUDDING

DOLLY'S HAT

DOLLY'S VISITING DRESS

FOR SEWING

I don't know about you, but when I was young, I loved to play with paper dolls!

So I've included this page for you to print off.

If you have a granddaughter, I bet she would love to play with Dolly Dingle.

You're never too old to play!