

Vintage Swimwear ~ Jeanie Adair



Jantzen Swimming Suits

THESE Champions wear and endorse Jantzen's
DUKE NAHANAMOKU, Honolulu, World's Champion at 100 yds. Olympic Games 1920.
NORMAN BOSS, Illinois Athletic Club, World's Champion at 220, 440, 880 yds. Olympic Games 1920.
LEWIS (Happy) RUTEN, World's Champion Diver, Olympic Games 1920.
WM. (Buddy) WALLEN, Illinois Athletic Club, National Mile Champion.

SPARKLE of blue water—tang of salt breeze—gulls wheeling down to ride the waves—splashes of gay color on the beach.

Isn't it good to be alive—to dive into clear, cool water and feel every muscle active—stroke after stroke as you swim!—Then to float back lazily.

Those who really enjoy water sports find the Jantzen the logical bathing suit. Practical because it permits the utmost freedom of action in the water. Beautiful because it fits perfectly and holds its shape permanently. The Jantzen stitch made these features possible. It's elastic—never binds, never sags.

Jantzens are made in exquisite colors—plain or striped. The good shops in your city are showing new models for men, women and children. Or, if you do not find them, write to us.

Jantzen Knitting Mills

PORTLAND, OREGON

Creators of the Elastic-Stitch Swimming Suit

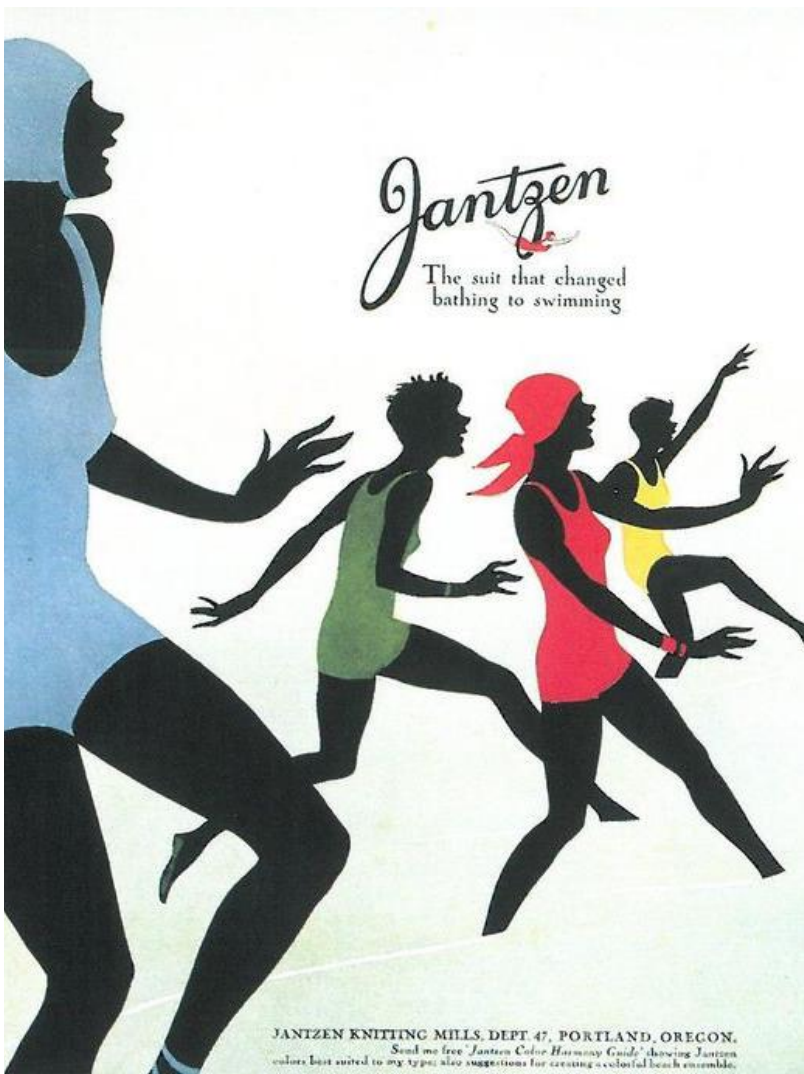
Jantzen at
Catalina Island

Vintage swimwear evolved over the years as everything else has...

The early twenties swim suits were very modest apparel. The earliest I've seen pictured were actual swim dresses for women. The "swimming suit" on the previous page covers much of the body. It is a magazine ad from 1922.

Most of the early swim wear was made of knitted wool and yes, from the few original pieces I've seen they were heavy, itchy, scratchy wool! I can only imagine what would happen when you got in the water...

Wool has a tendency to stretch when it gets soaked with water and I think a wool swim suit could be a embarrassing fashion accident about to happen! Plus, they had absolutely no lining or support anywhere so it didn't leave much to the imagination what was underneath.



Of course many of you recognize the name brand Jantzen for sports-wear. And I'm sure you know that it was an original company from Portland, Oregon.

The two ads on this page are from 1929 magazines.

KEEP TRIM  KEEP FIT  SWIM!

Only a Jantzen fits so perfectly



So smoothly does a Jantzen fit that it stands apart as a strikingly individual swimming suit. You appreciate a Jantzen, naturally, for its style-correctness, its authentic colors. But your intense appreciation really comes to you in the water. A Jantzen is always a swimming suit. The appeal of its permanent perfect fit is universal. A Jantzen never sags or binds. It never wrinkles, wet or dry. Yes—it really is easier to swim in a Jantzen.

You'll find the famous red Diving Girl on every genuine Jantzen. Your weight is your size. Jantzen Knitting Mills, Portland, Ore.; Vancouver, Canada; London, Eng.; Sydney, Australia.

Jantzen

glamoursurf.com



It says in this ad:
"You'll find the famous red Diving Girl on every genuine Jantzen.
Your weight is your size."



"The suit that changed bathing to swimming."



By 1930 and 1931 the swim suits started to be more stylish.

down to the sea in smart surf suits
 WITH THE NEW
EVENING GOWN BACKS



© 1931, The B. V. D. Company, Inc.

This 1931 ad by the B.V.D company had a smart campaign and it changed the look of swimwear.

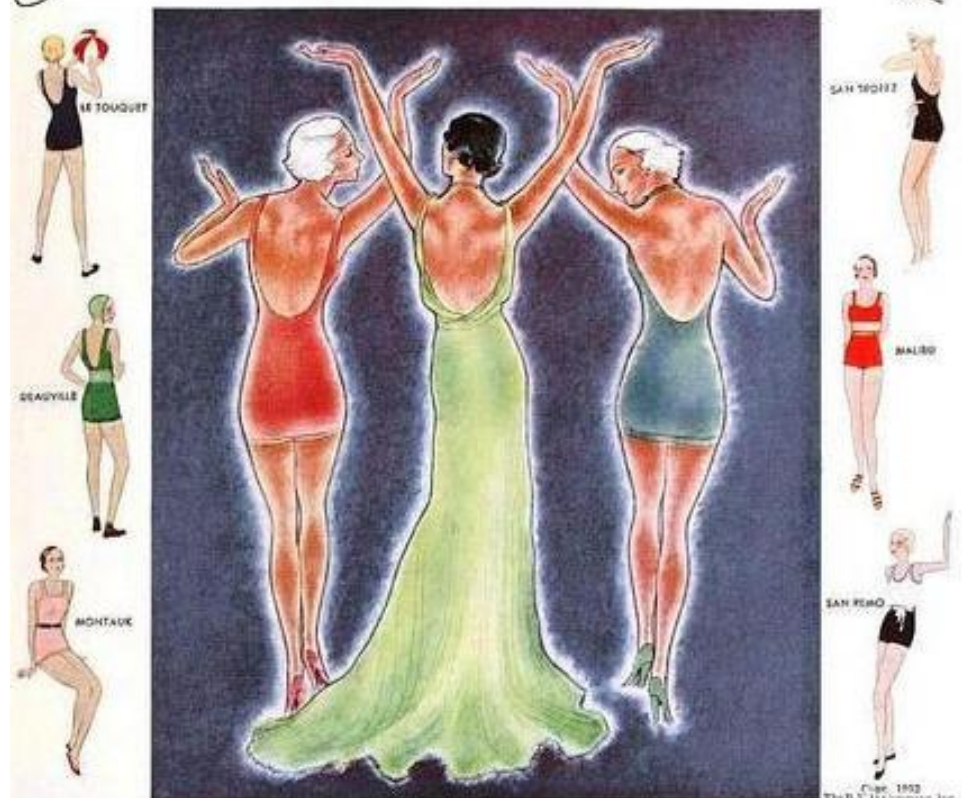
“Evening gown backs” were used to market their new look.

The 1932 B·V·D Surf Suits
 with
EVENING GOWN BACKS

This 1932 magazine ad states:

“Spread the news of a great revolution in bathing suits. B.V.C. did it with famous New York stylists and artist who designed the smartest bathing suits that ever appeared on a beach... bathing suits as smart and flattering as a new evening gown!”

“Old style suits are out - you might as well wear bloomers.”



© 1932 The B.V.D. Company, Inc.

FASHION SWIMS IN A PERFECT-FITTING JANTZEN

Jantzens are always youthful

No question about it—there's youthfulness in every trim line of a Jantzen. True artistry of design and faultless fit have captured that elusive quality. And they retain it for you, permanently. You're at ease—you look your best in a Jantzen. Styles and colors are exceptionally smart... see the Formal, the Sunaire, the Shouldaire, the Sun-Basque! And so smoothly, so perfectly, so comfortably do they mold to your body that they seem to be made for you and you alone. Jantzen quality is the highest and prices are the lowest in Jantzen history.

You'll always find the famous Red Diving Girl emblem on the label. Jantzen Knitting Mills, Portland, Oregon, Vancouver, Canada, London, England, Sydney, Australia.

Jantzen
The suit that put style in swimming

LEFT TO RIGHT
THE SUNAIRE
THE SHOULDARE
THE SUN-BASQUE

JANTZEN KNITTING MILLS (Dept. Please send no coin below in color)
Women's Men's

Name _____
Address _____

These two ads are after the Model A era but sometimes it helps to get an idea of what the styles are like prior to and just after our era.

This ad is from 1932

SUIT YOURSELF PERFECTLY IN A Jantzen

There's individual fit in a Jantzen—as though tailored for you alone! A perfection of fit, beauty, comfort and freedom never before known in swimming suits.

Hip-lines become streamlines in the Jantzen styles of 1934—smart, flattest, distinctive. The new fashion colors are rich, alluring. And of unusual interest is the new Sunsheen fabric of Bemberg and Lastex, exclusively Jantzen. Soft, silky, lustrous, elastic in all directions—the most luxurious fabric ever developed for swimming apparel.

Suit yourself perfectly—and every member of the family—in a Jantzen. There's a model to fit every taste and purse.

Jantzen
MOLDED-FIT SWIMMING SUITS

JANTZEN KNITTING MILLS
Portland, Oregon, Vancouver, Canada
London, England, Sydney, Australia

LEFT FIGURE
The Shouldaire—fine style in steel & concealed buttons forms a perfect fitting swimming suit like a woman's suit. The shouldaire single may be dropped with masculine mobility for a lovely swim coat of tan. Women's \$3.00 to 7.25. Misses' 2.95.

LEFT CENTER
The Sun-Basque—the modern "sport of style" in a swimming suit. This model completely meets the demand for natural body lines and displays beauty without concealment. Women's \$3.00 to 5.95. Misses' 4.95.

RIGHT CENTER
The Sun-Basque—exclusive Jantzen creation that combines smartly tailored style and offers in the most elegant manner. Women's \$3.00 to 4.95. Misses' 2.95. Misses' 3.95.

RIGHT
The Sun-Basque—will set off the most charming and flattering back line of the year. Highly styled for beach wear, yet a practical, perfect fitting swimming suit. Women's \$3.95. Misses' 3.95.

JANTZEN KNITTING MILLS (Dept. 102) Portland, Oregon
Please send no coin below in color, bringing two 10¢ stamps. WOMEN'S MISSIES'

Name _____
Address _____

This 1934 ad says the new suits are "molded-fit swimming suits" with new soft, silky, lustrous fabric with elastic in all directions - the most luxurious fabric ever developed for swimming apparel."

Any thing would beat those early wool swim suits!