

1-29-2020

Mary, Queen of Style: Documenting Catholic Modest Fashion in Special Collections

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Recommended Citation

Ewalt, Jillian M., "Mary, Queen of Style: Documenting Catholic Modest Fashion in Special Collections" (2020). *Marian Library Faculty Presentations*. 18.
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Mary, Queen of Style: Documenting Catholic
Modest Fashion in Special Collections

Jillian Ewalt, Librarian for Visual Resources /
Associate Professor, Marian Library

Overview

- Introduction
- Research process and methodology
- Conclusions

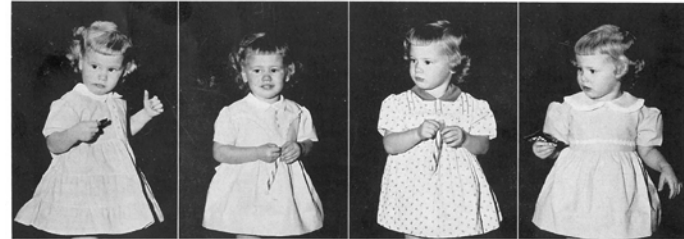
Introduction

- What are Catholic Modest fashion movements and how are they documented in library special collections?
- Historical research on two modest fashion groups
- Conclusions about underdocumentation and use of ephemera in special collections



This printed rayon gaberdine comes in half sizes. Buttons down the front. Piping of a contrasting color adds trim to this dress. Sizes: 14½ to 20½
Colors: Blue—Grey—Wine
8E8—\$6.75

A favorite day time dress of broken stripe cotton material. White trim on cuffs and neck-line. Buttons down center front. Colors: Black—Brown—Navy
Sizes: 12 to 20.
3B3—\$6.75



Three Tiered Gathered Skirt with contrasting piping. Button trim down center front. Washable cotton. Sizes: 1 to 3
Colors: Aqua—Blue—Pink—Maize—
R777—\$1.98

Full Gathered Skirt. Nylon lace trim on pastel cotton. Washable. Sizes: 1 to 3
Colors: Maize—Pink—Aqua—Blue
R888—\$1.98

Printed Washable Cotton. Ric-Rac trim and collar of contrasting color. Sizes: 1 to 3
Colors: Red—Blue—Green on white background.
R999—\$1.98

Washable Cotton with White-eyecet trim on collar. Waist has white daisy trim. Sizes: 1 to 3
Colors: Pink—Blue—Maize—Green
R010—\$1.98

Research process and methodology

- Discovery via routine Library work
- Insufficient documentation in the literature
- Ephemera as archival evidence

Child of Mary!
Be Mary-like



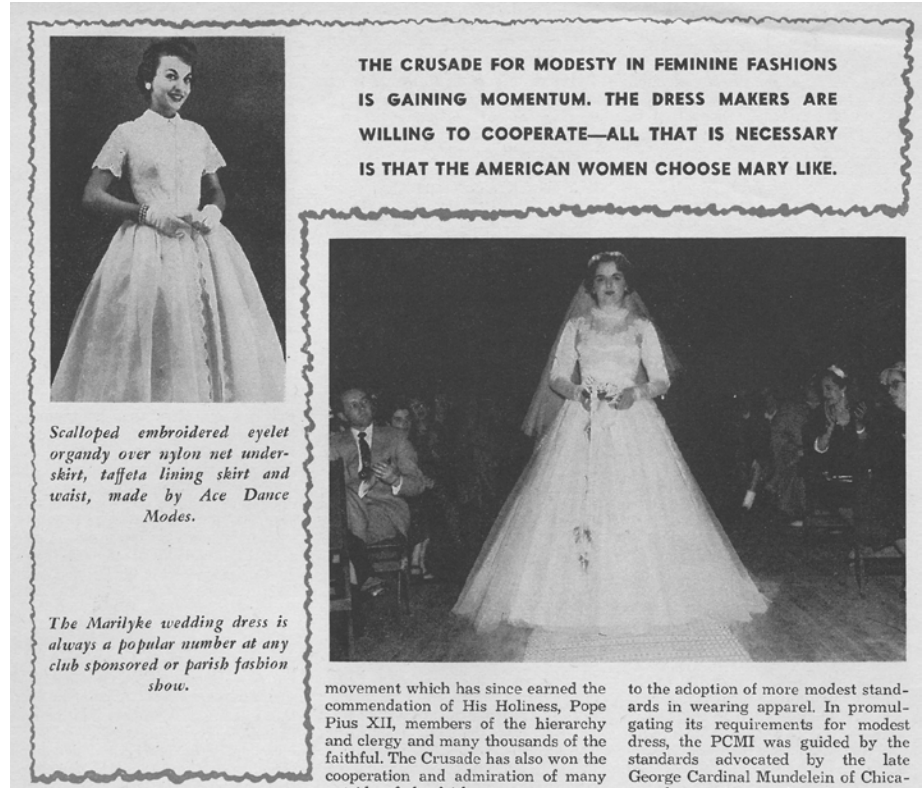
Wear a "Marilyke Dress"

Research process and methodology

- Discovery via routine Library work
- Insufficient documentation in the literature
- Ephemera as archival evidence
 - Marian Library
 - Sisters of Charity Archives
 - Cincinnati Archdiocesan Archives
 - Bellville, IL Diocesan Archives
 - University of Notre Dame Special Collections

Modest Fashion Movements in Midcentury America

- Supply the Demand for the Supply (SDS)
- Marilyke Crusade



THE CRUSADE FOR MODESTY IN FEMININE FASHIONS IS GAINING MOMENTUM. THE DRESS MAKERS ARE WILLING TO COOPERATE—ALL THAT IS NECESSARY IS THAT THE AMERICAN WOMEN CHOOSE MARY LIKE.

Scalloped embroidered eyelet organdy over nylon net underskirt, taffeta lining skirt and waist, made by Ace Dance Modes.

The Marilyke wedding dress is always a popular number at any club sponsored or parish fashion show.

movement which has since earned the commendation of His Holiness, Pope Pius XII, members of the hierarchy and clergy and many thousands of the faithful. The Crusade has also won the cooperation and admiration of many

to the adoption of more modest standards in wearing apparel. In promulgating its requirements for modest dress, the PCMI was guided by the standards advocated by the late George Cardinal Mundelein of Chicago.

Modest Fashion Movements in Midcentury America

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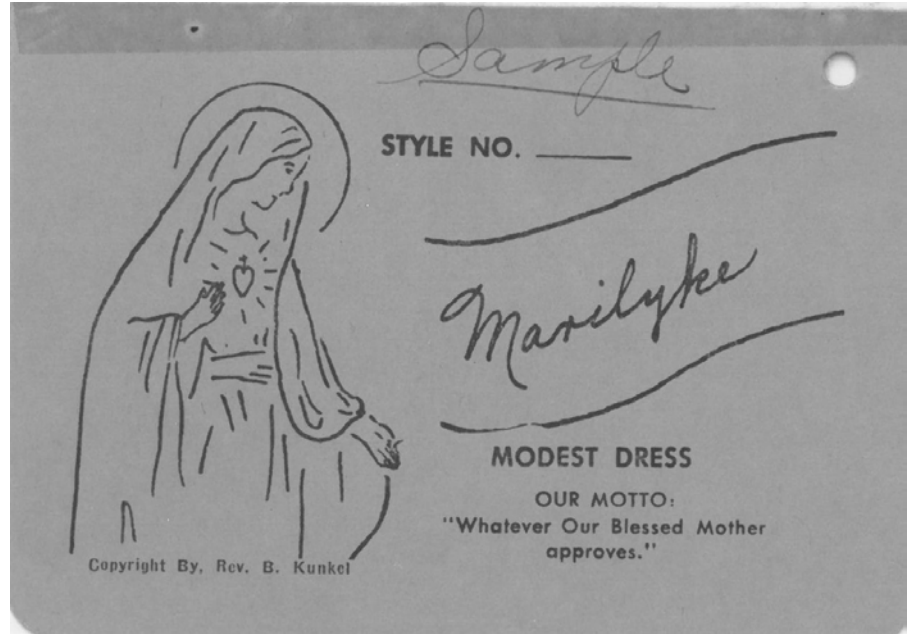
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Conclusions

- News Clippings
- Ephemera
- Images
- Other publications like articles, pamphlets, and newsletters



Conclusions

- Special collections instruction sessions
- Physical/digital exhibits
- Outreach

