

## Egyptian Enthusiasm

By Mary Carlson

**Pssst...** Have you heard the rumor that the tomb of Queen Nefertiti may have been located? If this report turns out to be true, we can probably expect a resurgence of interest in all things Egyptian. That is what happened in the 1920's after the tomb of King Tutankhamun was found and opened. You may know that the archeologist Howard Carter along with his colleague the 5<sup>th</sup> Earl of Carnarvon were responsible for this fantastic discovery. Following the opening of the tomb, many Egyptian themed garments and accessories became available. This trend carried on through the Model A era.

During the Model A era, travel to Egypt was promoted. This ad was in the October 1<sup>st</sup> 1929 issue of *Town and Country* magazine. Who doesn't love the romance, health, sports, sunshine, history and antiquities that were offered?



Camel brand cigarettes were widely advertised in women's magazines

*Romance*

With its days bathed in golden sunlight, its mysterious loveliness in moonlight, its wonderful opalescent afterglows which touch the Libyan Hills, the Desert and the Nile with ethereal beauty when the sun has set, Egypt is the Land of Romance. The pageantry of its past, the picturesqueness of its present, its matchless climate and restorative air make it the ideal winter resort. The comfort of its hotels is renowned all the world over. To winter in the wonderful land of the Pharaohs is an experience which once enjoyed is remembered with keen delight until its magic spell compels a second visit.

*Thebes—The Ramesseum*

*The Pyramids of Giza*

*Sportsmen will find in Egypt excellent opportunities for enjoying Golf, Tennis, Horse-racing and Boating on the Nile.*

Season—October to May

Illustrated Booklet, "Egypt and the Sudan," sent post free on request to EGYPT INFORMATION BUREAU 60, REGENT ST., LONDON, W. 1. ENG.

**EGYPT**  
for  
HEALTH — SPORT — SUNSHINE — HISTORY — ANTIQUITIES

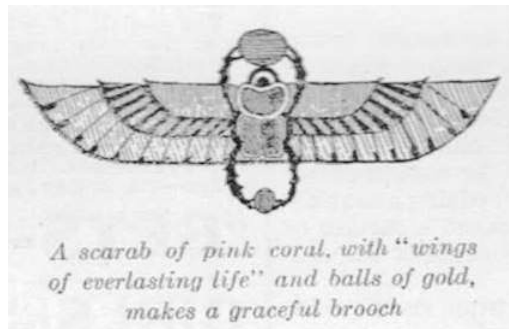
*Enquire at any Travel Bureau or Tourist Agency for particulars of tours, tariffs, fares, etc. . . . .*

Color names were influenced by the Egyptian theme – such as Nile green, which was commonly seen in dresses, undergarments and sleep wear. The images shown are from Model A era catalogues.

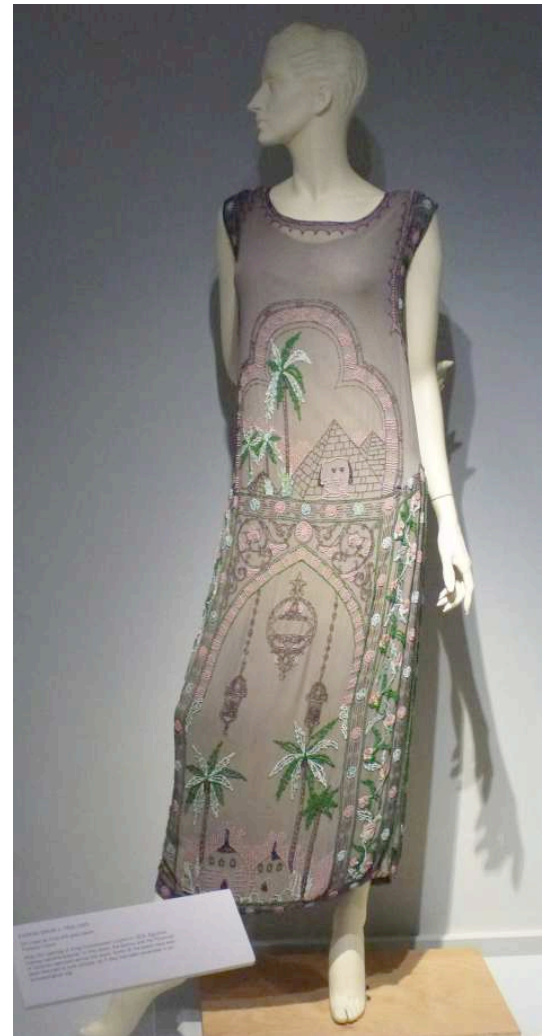


These shades of green were all described as Nile green. The variations may be due to printing of the catalogues or the manufacturers.

Jewelry was created or recycled from antiquities. Thousands of pieces of relics called scarabs were available, making them affordable for the average person. These bits of carved steatite<sup>1</sup>, carnelian, emerald, lapis-lazuli, ruby or bloodstone are used as brooches, rings or pendants.



The spectacular dress shown here is from the early to mid 1920's, *shortly before the Model A era*, and clearly shows the Egyptian influence. Note the colors in the dress, the Sphinx and the pyramids. You may remember seeing this garment on a live model during the fashion extravaganza at MAFCA's 2010 International Convention, in Vancouver, Canada.



Note... *Downton Abbey* fans will know that the television series was filmed at Highclere Castle. Did you know that this was the home of the 5th Earl of Carnarvon, [George Edward Herbert] who was a friend and colleague of the archeologist Howard Carter? A book by The Countess of Carnarvon, titled 'Lady Almina and the Real Downton Abbey' may interest you.

Sources:

*Lady Almina and the Real Downton Abbey* by The Countess of Carnarvon

Needlecraft magazine of June 1929

Needlecraft magazine of August 1930

Town and Country magazine of Oct 1<sup>st</sup>, 1929

Modern Priscilla magazine of January 1929

Frederick Herrschner Inc catalogue for Spring 1929

National Bellas Hess Co Fall/Winter 1928-1929 catalogue

The Mentor World Traveller magazine of January 1931

The fashion extravaganza at the MAFCA 2010 International Convention

<sup>1</sup>steatite is also known as soapstone

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