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Abstracts

Ábrahám, Barna: Questions of fashion and folk clothing raised by the Romanian press of dualist times

The essay presents opinions and programs treating questions of fashion and folk clothing that appeared in authoritative Romanian press products in Hungary in the second half of the nineteenth century. Authors cited regard peasant clothing an important element of national identity on the one hand, on the other they ascribe a subversive effect to the effort of the small and less affluent Romanian middle class to keep pace, even beyond their means, with German and Hungarian families in questions of clothing. Even greater danger seemed to be the fact that peasants in several regions began to buy ready-to-wear clothes or make their clothes of manufactured textile, which quickly made them run into debt. Finally, authors expected women of the elite to set a good example to the peasantry by appearing at national balls and gatherings in folk costumes.

Benda, Borbála: Consumption practices and their changes in seventeenth century noble courts

The analysis of consumption patterns of the three basic victuals (vine, bread, meat) in the seventeenth century shows that differences between social groups inhabiting noble courts were mainly of qualitative and less of quantitative nature. Obviously, bread purely made of white flour went with a higher rank, while members of lower social strata mixed white flour with rye. According to the Praebenda, in the quantity of vine there was no great difference, however, the best vines were due to higher, while worse ones to lower ranks. In the case of meat, poultry and venison were only served on the tables of members of the higher ranks. Changes in consumption habits occurred in the second part of the century, when soup and different kinds of noodles were introduced in Hungary.

Bódy, Zsombor: Consumption habits of members of the middle-class and workers in Budapest, 1929

The essay analyses a publication by the Budapest Statistic Office on the income and outlay structure of hundred households in 1929. The investigated publication differentiates between workers and members of the middle-class, and analyses the

internal differences within the latter. The publication also identifies beside the older middle-class a new and broader middle-class with new consumption habits. The present essay interprets this phenomenon as the emergence of the lifestyle characterizing consumer society.

Farkas, Judit: Ferenc Bisztrai Farkas in modern Hungarian publishing.
Contributions to the history of book art between the World Wars

The essay presents the ten-year-long publishing oeuvre of Ferenc Bisztrai Farkas, more specifically, his less known efforts in modern book art that serve as contributions to the most significant period of Hungarian book culture (the years between the World Wars). During the year following the world economic crisis Bisztrai began to publish books of bibliophile demand and artistic realization that not yet possessed a relevant social basis. Primary sources drawn from his legacy show that his main goal was to establish the traditions of and demand for book art. Furthermore, these sources underline that in the 1930's, among the new social and economic conditions, there was an awareness of the possibilities for modern art in book publication that led to experiments with importing cultural forms that have been successful in more developed middle class societies.

Granasztói, Péter: Social prestige and hierarchy:
storage furniture fashion in Kiskunhalas between 1760 and 1790

This essay examines the storage furniture fashion in the market town Kiskunhalas between 1760 and 1790. The analysis is based on forty-three inventories of estates, which have been evaluated by quantitative methods (factor analysis). The primary aim was to discover social stratification as mirrored by material culture. The reason for the choice of storage furniture for this analysis was that storage furniture was available in several types and variations, thus making the choice of the suitable piece possible for everyone. For the purpose of analysis, individual cases were ranked into groups, and cases of similar storage furniture sets were selected. Finally, social and cultural characteristics of the so emerging groups were examined. According to the results, the uniform and clear hierarchy of storage furniture in the decades following redemption (1745) shows the uniform and unambiguous nature of the Halas social structure in the period preceding the great nineteenth century transformations.

Lukács, Anikó: National fashion of Pest in the Age of Reform

In the Age of Reform, the function of the type of dress that was regarded as national shifted with the broadening of the meaning of the term 'national'. National dress transformed from eighteenth century court wear to festive attire. The demand for everyday wear was also formulated, since the generally accepted and worn national dress, due to the categorizing and differentiating nature of fashion, is suitable for expressing national unity and the definition against other nations. The tailors of Pest adapted elements of the national dress while simultaneously satisfying the demands of Western European fashion standards. In spite of this, the Reform Era national dress did not become general neither at balls, nor on festive occasions.

Valuch, Tibor: Fashionably and well dressed. Some characteristics of city wear and fashion in 1970–80's Hungary

The study gives a survey of important characteristics of the history of Hungarian city fashion and clothing from the end of the nineteen sixties to the mid-eighties, by concentrating on the transformations of clothing, the strengthening of consumer mentality and the gradually improving market-orientation of the institutional system. The study shows that the period under analysis was dominated by two tendencies: on the one hand by simpler clothing, due to the shift in the behavioural standards concerning clothing, on the other by versatility of fashion, in adoption of fashion traits, and in the quality of dress worn. Clothing was a suitable tool to demonstrate life quality, so members of the society of the late Kádár-era, who have acquired consumption habits, strove to express that they lived at least among the circumstances that met the social average.