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IN PRAISE OF READY-MADE WEAR

« Ready-Made » is the term applied to all apparel serially manufactured in opposition to custom-cut garments. The term used to have, and still has for some people, a somewhat disdainful implication. When, in the old days, a man was said to wear a « ready-made » suit, it was implied that he was badly dressed.

Nevertheless, since the opening years of the present century, there has been a swift development in this respect, an evolution accelerated by two World Wars. We have no intention of tracing the very profound changes which have revolutionized social life, morals and customs ; however, without pretence of giving a complete history of this revolution or of specifying in detail the importance of each factor, we can try to enumerate a few of the causes which, in one way or another, have contributed to form present-day taste in clothing.

Firstly, there has been a definite return, if not to Nature, at least to open-air life, that is to say to active, physical pleasures, to sport considered as an antidote to the overmechanization to which many of us must submit in our daily work. And here, we must pause to mention the enormous influence the cinema, and American films especially, have exercised on public life.

Without going more deeply into the matter, we find here two major causes which have determined the evolution of dress in our times, at least as regards its industrial manufacture. The need has been felt firstly to wear practical clothing, giving great freedom of movement ; secondly, to have outfits perfectly adapted to practical requirements for the pursuit of certain sports or activities. Then, there has also been a desire — on the part of men as well as of women — to be able to wear decent « civil » clothes in social life, clothes which bear no reminder of one's daily occupation, clothes which are as elegant as those worn by the film stars. Indubitably, one of the merits of the American film industry has been to awaken the taste for smart, correct clothing in the mind of the general public. In the old days, only the members of the aristocracy and the wealthy middle-classes wore custom-made clothes ; the working classes had to be content with slops. Fashion then was a question of class. « Ladies » patronized fashion houses or a little dressmaker who « sewed like an angel » either at her own or her customers' homes... and everyone felt satisfied with the arrangement ! But then, fashions changed so slowly.

Today, feminine fashions change every season, and all women — whether or not they are wage-earners — want to be smart ; men too feel that they must change their clothes after the day's work is done. On the other hand, the love of physical movement, the practice of all kinds of sports, create a need for special types of clothing, many of which must meet certain technical requirements which only industrial production can satisfy. Consequently, the demand for ready-made apparel has increased and, as a result, Swiss industries in this branch have been able to develop and extend their activities.

The Swiss market itself presents some rather particular and interesting characteristics : its buying power is relatively large despite its somewhat limited consumption capacity ; ethnical and cultural diversity in the country itself has given rise to a great variety of tastes ; its industrial production is served by highly qualified labour and has thus made the Swiss consumer very exigent.

Swiss ready-made apparel is not therefore mass-produced. It is made first for the consumer on the home market, for a consumer who is used to quality in materials and workmanship. Only relatively small series of each article are manufactured, in order to allow for the different tastes of the population ; furthermore, both as regards standard and luxury articles, this Swiss industry gives the lie to the prejudice against « ready-made » garments. All its products meet the very severe exigencies of a clientele which naturally appreciates quality, and also desires good style and smartness, the same smartness that couturiers and first-class tailors confer in European and overseas fashion centres. It is not surprising, therefore, that the Swiss clothing industries should have turned towards export and have achieved the same success on foreign markets as in their own country. All those foreign buyers who come to Switzerland every season certainly come to look for quality goods, elegance, high quality fabrics, impeccable workmanship, whether in standard or very « fashionable novelty » lines, or for the usual outfitters' products. This also applies to underwear. Women today, whatever their financial means, all want to wear dainty underclothes of the kind that, in the old days, only fairy-fingered seamstresses and embroiderers could make — at a price ! Modern men, too, want practical, hygienic undergarments which fit well and comfortably. Shirts must be smart and well-tailored for wear without waistcoats under open summer jackets.

Perhaps some will say that outfitters cannot clothe everyone, that they cannot suit all types. Other objections also may be raised ; and some people will still say that a man or woman is badly dressed because they are wearing ready-made apparel. Well ! It certainly is not so ! The clothing industry cannot, of course, manufacture serially garments to fit dwarfs or giants, but it can supply standard, well-proportioned sizes which correspond to the average figure. And, besides, in Switzerland this industry is not equipped for mass-production, and it has maintained a certain individual note and can offer a sufficient range of choice to suit all normal tastes and requirements. Furthermore, by purchasing ready-made clothes, the buyer can see exactly what he is getting for his money ; he can try on, compare, examine workmanship, have alterations made ; he can finally leave the shop with a garment of impeccable cut and style, which pleases him in every way. Nor does he run the risk of experiencing an unpleasant shock when the time comes to pay the bill. That is why *today, the wearing of ready-made apparel implies « being well-dressed »* and having the best value for one's money.

R. CHESSEX.



Respolco S. A., Zurich 10.

Collection "CROYDON".

Manteaux de pluie en tissus de fil retors tout coton, imprégnés spécialement, coupe élégante et pratique. Blousons de ski de coupe impeccable, élégante et adaptée aux exigences du sport.

Raincoats in pure cotton twisted yarn fabrics, impregnated, elegant in style and practical to wear. Impeccably styled ski jackets, chic and yet adapted to the needs of sports lovers.

Abrigos impermeables en tejido de hilo de algodón torcido, con impregnación especial; corte elegante y práctico. Blusones para esquiar, de corte irreprochable, elegante y adaptado a las necesidades del deporte.

Regenmäntel in Baumwoll-Vollzwirngeweben mit Spezialimprägnierung und dem bekannten, zweckmässigen und eleganten Schnitt. Skijacken mit dem tadellosen Sitz; sportgerecht und doch modisch.



Braendling & Cie, Rapperswil.

“REGA”. Manteaux et vestes de ski imperméables. — Rainproof Raincoats and Ski Jackets. — Impermeables y blusas para esquiadores. — Wasserdichte Mäntel und Ski-Blusen.

Emile Anderegg S. A., Weinfelden.

Imperméables REMO pour messieurs, en popeline de coton imprégnée.

Raincoats for men's wear : impregnated cotton poplin.

Impermeables para caballeros, de popelina de algodón impregnada.

Imprägnierte Herren-Regenmäntel, aus Baumwoll-Popeline.



« UHU » H. Ulrich, St. Gallen.

UHU Raincoats have long won uniform appreciation in Switzerland. They are tailored from special impregnated fabrics which have all the waterproof qualities and durability one needs to protect oneself efficiently against bad weather. « UHU-Ballon » models weigh only about 900 grammes and are fitted with a hood which, in the twinkling of an eye, can be unbuttoned and used as a handy case in which to fold and carry the coat. The coat is well ventilated and does not cause condensation. The whole of the top is made in one piece ; the parts of the body most exposed to the rain are thus protected by a seamless surface.

These special fabrics are also used for other rain-resistant garments : cycling and travelling capes, miners' jackets, fishermen's coats, coats and overalls for motor-cyclists, trousers, tents and sleeping bags. All these articles can also be obtained in Nylon, so magnificently resistant to wear and tear. UHU quality trench-coats for ladies and men's wear, waterproof jackets and cotton gabardine ski jackets can also be obtained.



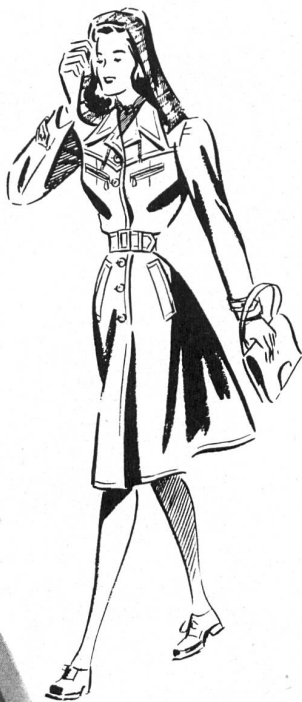


Sportdress S. A., Bâle.

Nouveautés en manteaux de pluie et blouses de ski. — New raincoat and ski jacket styles. — Novedades en impermeables y en blusas para esquiar. — Neueste Regenmäntel- und Skijackenmodelle.



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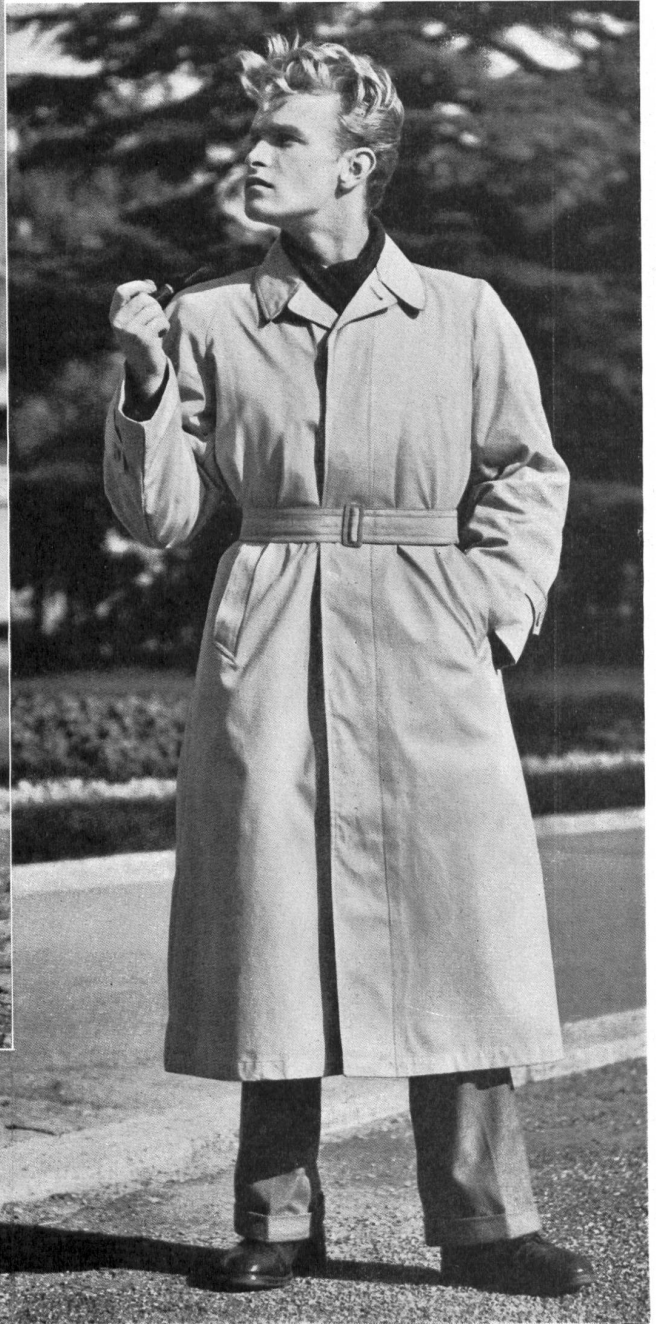


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Mafa, Fabrique de manteaux St-Gall S. A., St-Gall.

1. Manteau de pluie jeune avec passepoils. — Youthful raincoat with piping. — Abrigo impermeable, estilo juvenil con pestañas. — Jugendlicher Regenmantel mit Passepoil-Garnituren.
2. Manteau de pluie genre sport. — Raincoat in sports style. — Abrigo impermeable estilo deportivo. — Sportlicher Regenmantel.
3. Manteau de pluie en popeline coton. — Cotton poplin raincoat. — Abrigo impermeable en popelina de algodón. — Regenmantel aus Baumwollpopelin.
4. Manteau de pluie sport; se porte vague ou avec ceinture. — Raincoat for sports wear; can be worn as a swagger coat or with belt. — Abrigo impermeable para deporte; para llevarle suelto o con trabilla. — Sportlicher Regenmantel mit Swing-Patten auf den Schultern. Trägt sich mit Gürtel und als Hänger.
5. Manteau vague en popeline coton. — Swagger style in cotton poplin. — Abrigo suelto, en popelina de algodón. — Hänger in Baumwollpopelin.



Salzmann & Cie, St-Gall.

Manteaux de pluie pour dames et messieurs.
Raincoats for men's and ladies' wear.
Impermeables para señoras y caballeros.
Damen- und Herren-Regenmäntel.



E. Mermoud & Cie, Manufacture de chapeaux, Zurich.
Genre Haute-Mode. — The latest styles. — Estilo
Alta-Moda. — Haute-Mode-Genre.



Ruepp & Cie S. A., Sarmenstorf.

« ALPINIT »

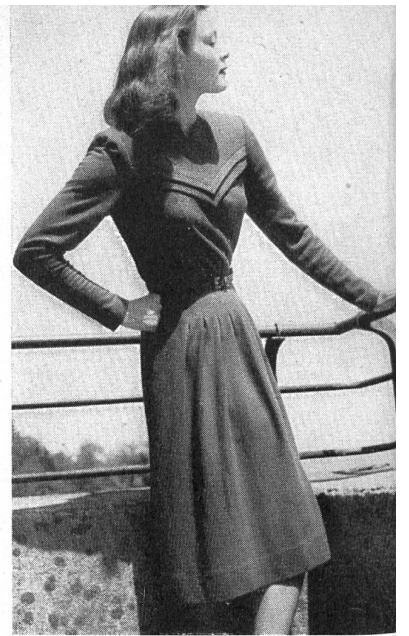
Tricots et jerseys. — Knitwear and jerseys.

Prendas de punto y jerseys. — Tricots und Jerseys.

Photo Eva Hæinig.



For leisurely strolls. Dark blue model with pin-tucks, full skirt. And that neckline... it's a peach!



Every detail designed to please the open-air woman: tailored bodice, grey «thread over thread» knitted fabric, leather belt, pockets and trimmings.

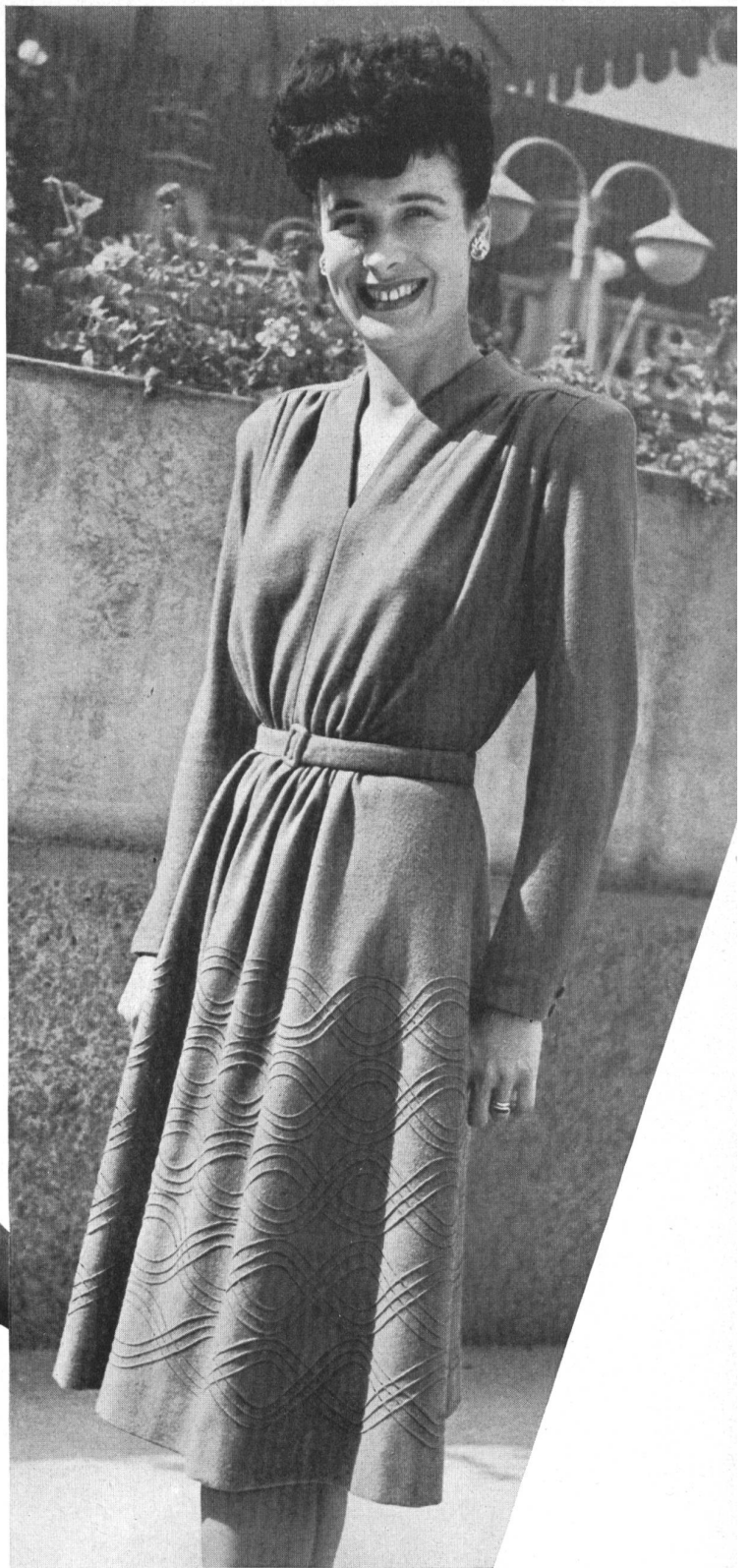


Do you like those « loose » styles? Straight, narrow skirt worn with a waisted jacket.



A contrast in design: zebra stripes and check skirt; short buttonless jacket to be worn over grey blouse.

Vollmøller, Knitting Works Uster, Uster.



Jos. Sallmann & Cie, Amriswil.

Élégante robe en pure laine mélangée de poil de lièvre. La jupe est ornée de nervures.

A smart model in wool with hare-fur mixture. The skirt is trimmed with pin-tucks.

Elegante vestido de pura lana natural con mezcla de pelo de liebre. La falda lleva adornos de cordoncillo.

Elegantes Biesenkleid aus reiner Wolle mit Hasenhaar.

Jakob Laib & Cie, Amriswil.

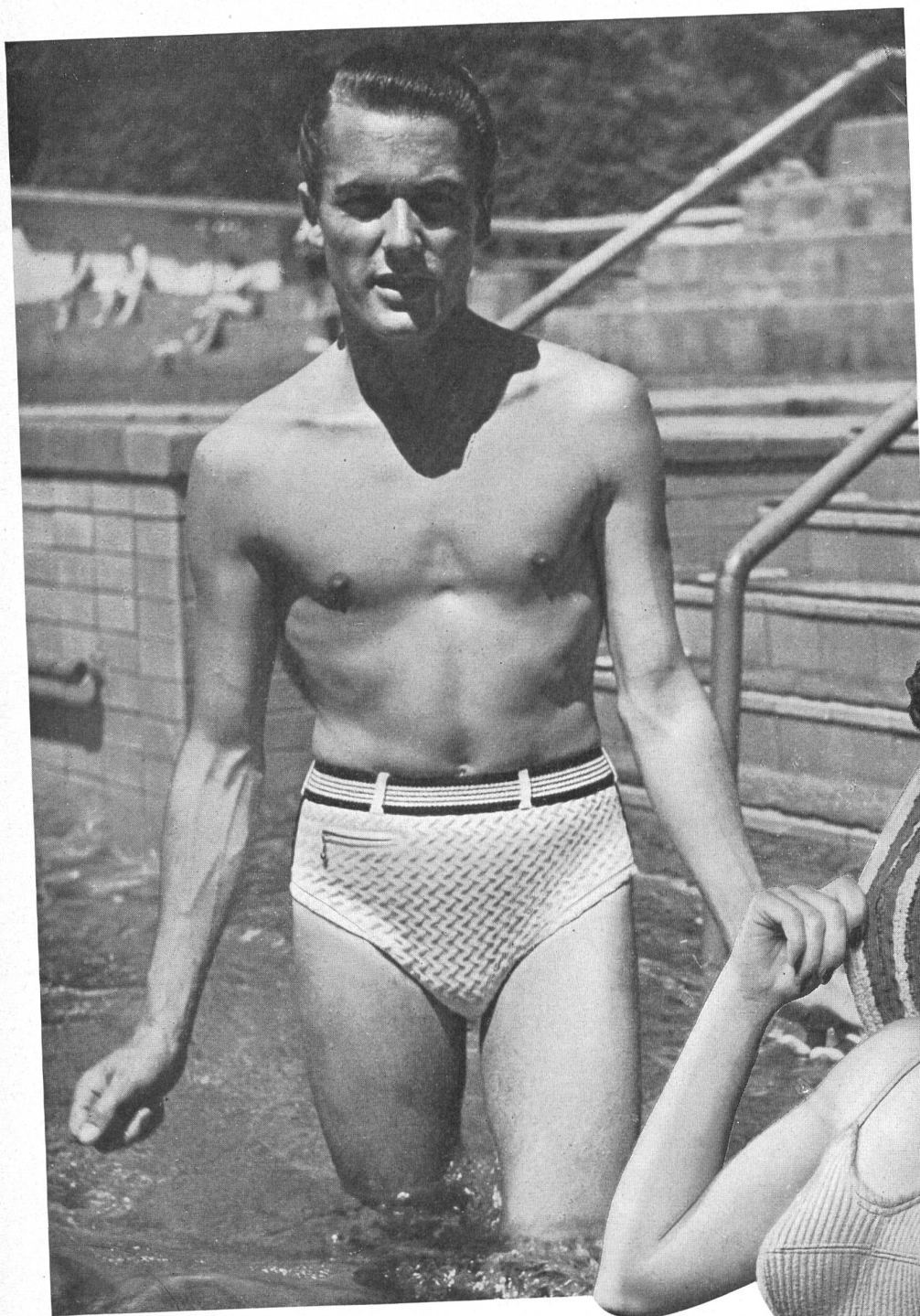
« YALA ».

Robe en souple tricot de laine avec fronces sur le devant du corsage ; beaux coloris chauds.

Ladies' all wool knitted dress, front part with smart smock work ; pretty colours.

Vestido de punto de lana suave, con fronces en la pechera ; hermosos coloridos de cálidos tonos.

Kleid aus schmiegsamem Wolltrikot, mit dekorativ gerafftem Vorderteil ; schöne warme Farben.



Laheo S. A., Baden.

Le caleçon de bain sportif.
Bathing Trunks The Sportsman's Choice.
El calzoncillo de baño deportivo.
Die sportliche Badehose.

Les Fils de Pius Wieler, Kreuzlingen.

Costume de bain en bouclé laine.
Swimsuit in bouclé wool.
Traje de baño, de lana bouclé.
Badeanzug aus Wollbouclé.

Photo Droz.





A. Naegeli,
Fabriques de tricotages,
Berlingen et Winterthour.

« OPALINE ».

Une coupe élégante et originale mais sobre fait le charme de cette chemise de nuit en imprimé d'un caractère spécial.

Smartness, originality and sobriety combined strike the note of this charming nightdress in printed material.

Su corte elegante y original, pero sobrio, confiere todo su encanto a esta camisón de noche, en tela estampada de muy original carácter.

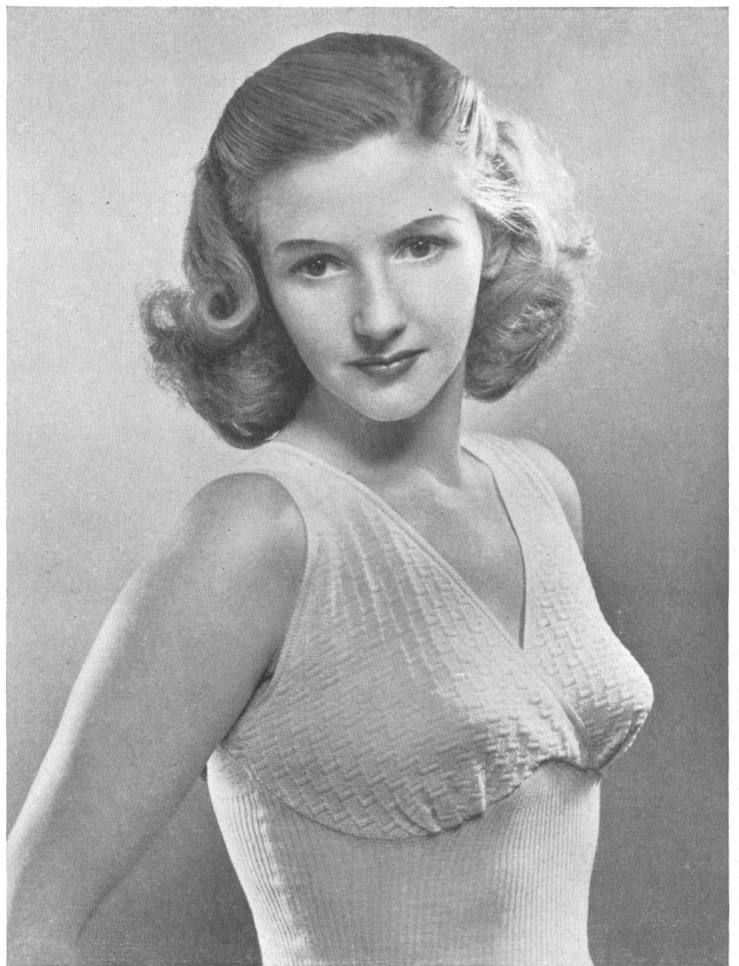
Der Charme dieses eigenartig bedruckten Nachthemdes liegt im eleganten und doch schlichten Schnitt.

Ruegger & Cie, Zofingue.

Chemise fantaisie pour dame, forme croisée, épaules larges, ceinture côte 2 x 2.

Fancy ladies' vests, cross-over style, wide shoulder-strap : ribbed waist.

Camisas fantasía, para señoras, de forma cruzada y amplios hombros, cinturón Cota 2 x 2.



Phantasiehemden für Damen, gekreuzte Büstenform, breite Schulterträger, Gürtel in Rippen 2 x 2 gestrickt.



S. A. ci-devant W. Achtnich & Co., Winterthour.

« SAWACO ».

Sous-vêtements.

Elégants et coquets, souples, doux, tricotés avec les fils les plus moelleux.

Smart and distinctive, supple, cosy, knitted with the softest of yarns.

Elegante y coqueta, suave, mullida ; de punto, hecho con los más esponjosos hilados.

Formschön, adrett, aus weichem, schmiegsamem Material, weich und schmiegsam gestrickt.





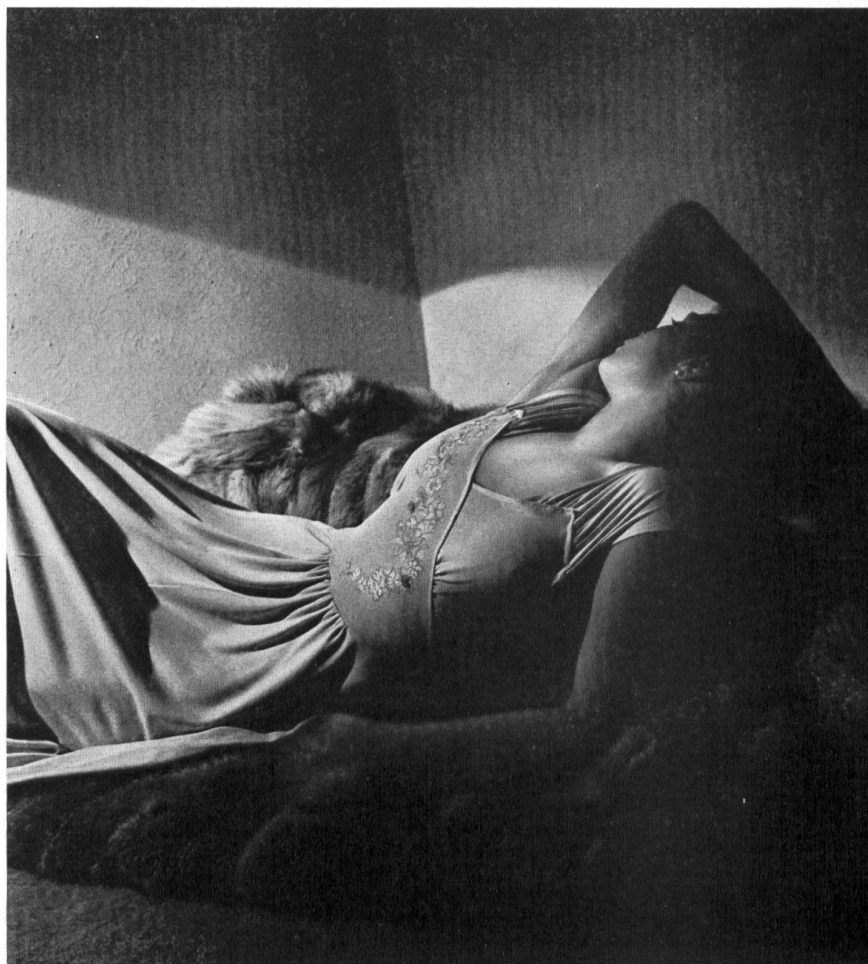
Some manufacturers adopt a speciality: one article only produced in one type. Others, on the contrary, take pride in producing a very wide range of goods. Messrs. Buser & Keiser & Cie., for example, have a manufacturing programme which enables them to offer their customers a great choice of quality clothing and under-clothing in pure wool, cotton, rayon, rayon and cotton mixtures. The products of this firm can be divided into four groups: dainty *charmeuse lingerie* in various styles, from the simplest to the most intricate, with embroidery or lace trimmings; *knitted underwear* for ladies, men and children, with a very wide range of

vestes, knickers, petticoats, men's pants, children's vests, etc., all of the best materials and manufactured by rational and modern processes, which in themselves are a guarantee of quality. The third group of products comprises *bed-jackets*. Here again, the buyer finds an enormous selection from which to choose, in plain knitted or Jacquard fabrics. Cosy and smart in style, these jackets are most becoming and enhance the femininity of their wearer. Lastly comes *knitted wear* of all kinds for ladies, men and children: jackets, sweaters, pull-overs, skirts, knickers and panties in plain knitted or Jacquard fabrics.

All products of Messrs. **Buser & Keiser & Cie., Laufenburg**, bear the brand «**ABEILLE**» which guarantees their fine workmanship and quality. Our reproductions show a sample selected from each group of production:

Above: an embroidered rayon *charmeuse* nightgown. Left: a rayon lingerie set. Right: a woollen bed-jacket. Below: men's and boy's sweaters, a pair of child's knickers.

The house of Nabholz was founded in 1821 and last year celebrated its 125th anniversary — a century and a quarter of industrial achievement. Surely a Jubilee which may be regarded with pride. The co-operation of executives with vision and experienced textile specialists has always kept this firm well ahead of progress and it is they who have made the firm what it is today — a modern, progressive house. High quality and a large output, secured by most modern machinery, and the care taken in manufacture, are a guarantee that the firm will continue to work in the same spirit of confident collaboration with its customers — the spirit which has been the foundation of its success.



Our specialists are recording the most subtle changes in fashion trends — in Paris, New York, Turin and Vienna. Whatever the styles we adopt, for men, women or children, they are always the latest thing, even if only plain, practical garments for daily wear.

« NABHOLZ » — the Brand for smart, jersey fabric garments of high quality.

Nabholz S. A., Fabrique de Tricotage, Schönenwerd.



1 Straehl & Co. S. A., Zofingue.

« CHARMESTE », « BELLESTE ».

Bas à talon, semelle et pointe du pied renforcés. Le premier, à maille extra fine, est en soie, renforcée avec de la rayonne. Le second est en rayonne, transparent et imprégné contre l'humidité; un traitement spécial empêche les mailles de s'écouler.

Stockings: reinforced heel, sole and toe. The first one is a silk stocking reinforced with rayon, ultra-fine weave. The second one is a rayon model, transparent and impregnated against damp; special processing prevents laddering.

Medias con talón, planta y puntera reforzadas. La primera de éstas es de malla extrafina de seda, reforzada con rayón. La segunda marca es de rayón transparente e impregnado contra la humedad. Una preparación especial impide que se corran las mallas.

Elegante Damenstrümpfe mit verstärkter Sohle, Ferse und Spitze. Ersterer aus reiner Seide mit Kunstseide verstärkt, extra maschenfein; letzterer aus Kunstseide, durchsichtig, wasserabstossend. Ein Spezialverfahren verhütet Laufmaschen.

Photo Droz.

2 H. Kiene, Kreuzlingen.

Elégante robe en tricot pure laine.

Smart model in pure wool knitted fabric.

Elegante vestido de punto, de pura lana natural.

Elegantes Damen-Trikotkleid aus reiner Wolle.

3 His & Co. S. A., Murgenthal.

« HISCO ».

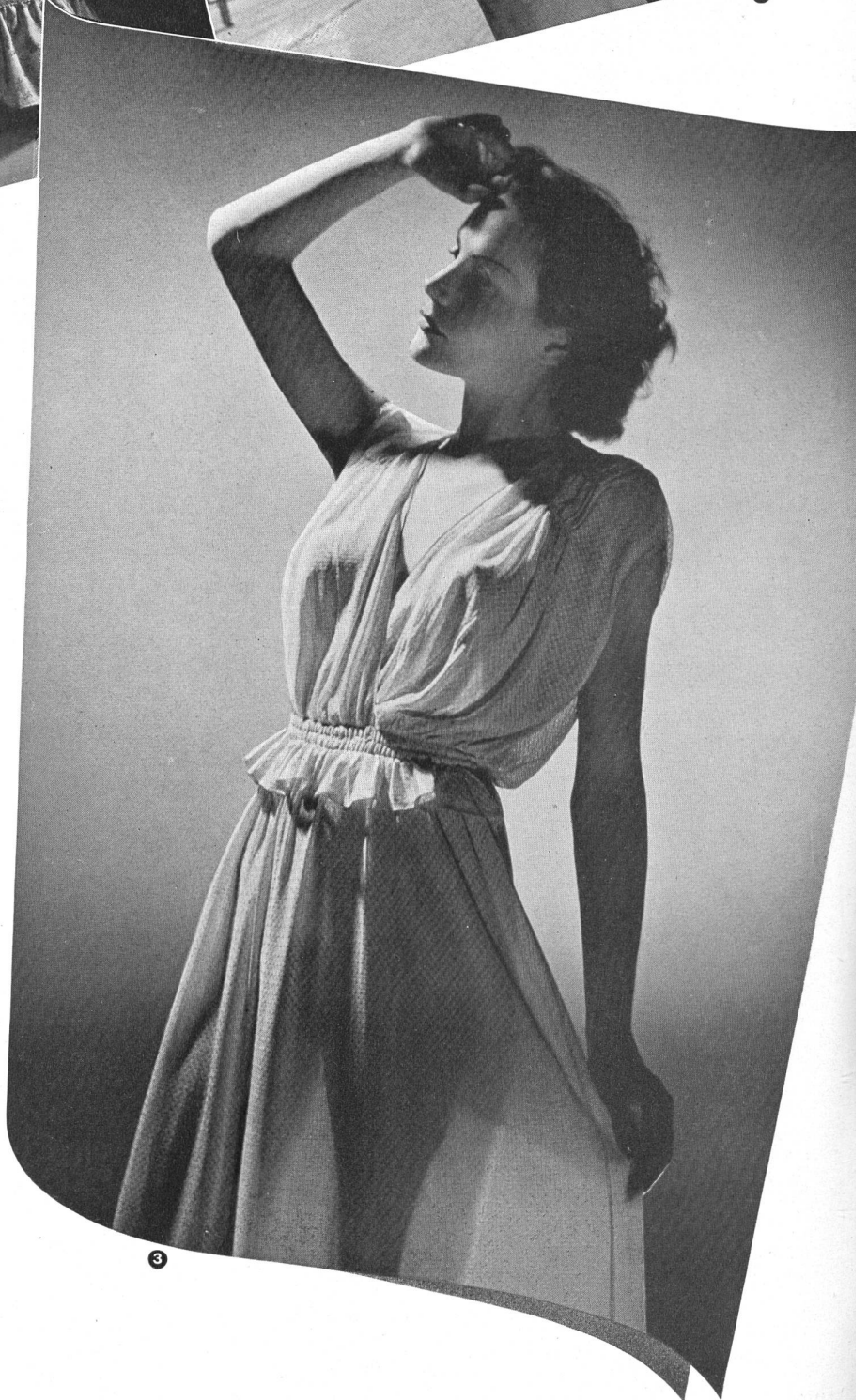
Chemise de nuit en rayonne.

Nightgown rayon.

Camisón de noche, de rayón.

Kunstseidenes Nachthemd.

Photo Lutz.



Handschin & Ronus S. A., Liestal.

« HANRO ».

Cette marque se caractérise par un sens prononcé du style, de la ligne et des couleurs. Un travail de pionnier dans la création et l'emploi de tissus tricotés, des qualités de choix et une confection des plus soignées, répondent à une tradition profondément ancrée.

This mark has a highly developed sense of the coming styles, lines and colourings. They have been pioneers in the creation and application of knitwear materials. Their distinguished qualities and exquisite finish are the result of a carefully cultivated tradition.

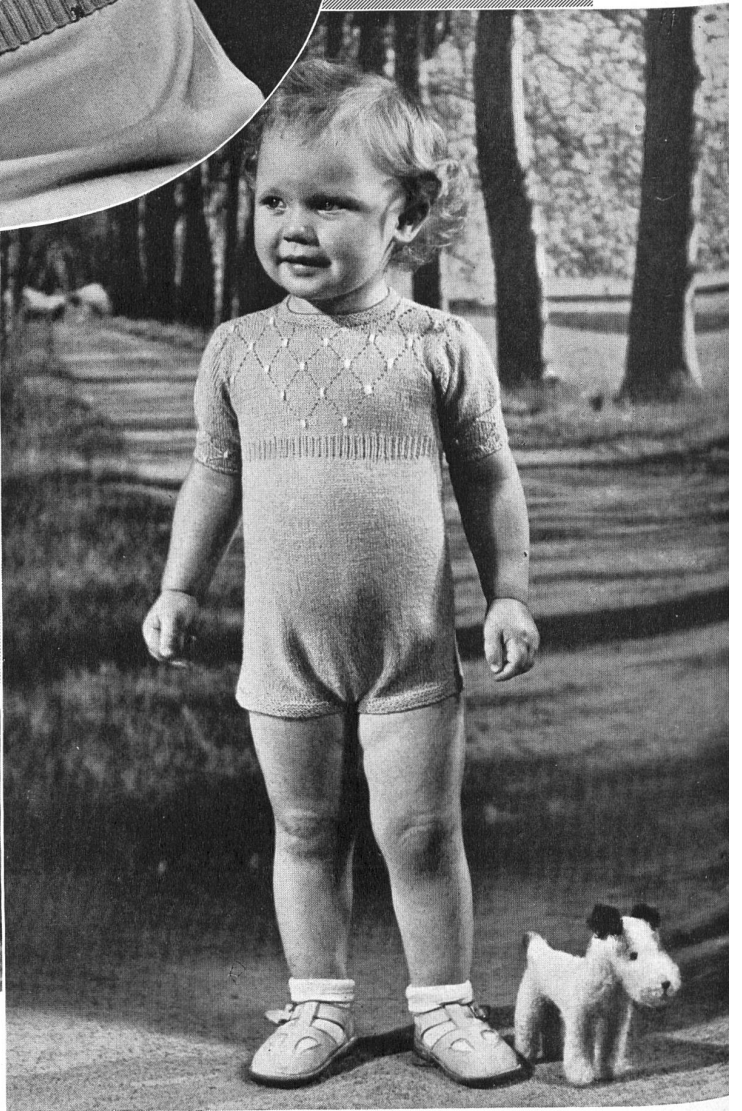
Lo que caracteriza esta marca es el acierto en la elección de estilo, línea y colores.

Largos años de experiencia en la creación y aplicación de tejidos de punto.

Calidades selectas y elaboración esmerada son el producto de una tradición reconocida y constantemente cuidada.

Das Besondere bei dieser Marke ist ein ausgeprägtes Stilgefühl, der Sinn für Linie und Farben. Pionierarbeit in der Herstellung und Anwendung gestrickter Stoffe — ausgesuchte Qualitäten und sorgfältigste Verarbeitung entspringen einer bewusst gepflegten Tradition.





Geiser S. A., Huttwil.

Liseuse, tricot main, en pure laine.

Petite robe, tricot main, en pure laine, garnie d'Angora.

Barboteuse, tricot main, en pure laine.

Costume boutonné pour garçon, tricot main, en pure laine.

Détail du tricot du costume précédent.

Hand-knitted bed-jacket in pure wool.

Child's frock, hand-knitted, in pure wool and Angora trimming.

Hand-knitted, pure wool rompers.

Small boy's suit, hand-knitted, pure wool.

Detail of design of the aforesaid suit.

Chambra de punto a mano, de pura lana natural.

Trajecito, de punto a mano, de lana pura guarnecida de angora.

Traje de batalla, de punto a mano, en pura lana natural.

Trajecito abrochado para niños, de punto a mano, en pura lana natural.

Detalle del punto del trajecito anterior.

Bettjäckchen aus reiner Wolle, handgestrickt.

Kinderkleidchen aus reiner Wolle, mit Angora verziert, handgestrickt.

Spielhöschen, handgestrickt, aus reiner Wolle.

Handgestrickter Knabenanzug mit Knopfverschluss aus reiner Wolle.

Strickdetail des nebenstehenden Anzuges.

Photos Droz.





Swiss Knitting Co.,
Zollikofen-Berne.

« SWISSNIT ».

Tricots et jerseys.

Knitwear and jerseys.

Tricots y Jerseys.

Trikotagen und Jerseys.



Willy Meyer S. A., Zurich.
Fabrique de robes pour dames.
Ladies' dresses manufacturers.
Fábrica de trajes confeccionados, para
señoras.
Damenkleiderfabrik.
Photo Tenca.



E. Braunschweig & Cie S. A., Zurich.

1. Elégant manteau du soir en velours côtelé vert tendre à manches bouffantes trois quart.
2. Manteau de laine lilas à manches raglan.
1. Very chic evening coat of leaf-green corduroy : three-quarter length full sleeves.
2. Lilac-hued woollen coat, raglan shoulder line.
1. Elegante abrigo de noche, de pana de terciopelo verde tierno, con mangas ahuecadas a los tres cuartos.
2. Abrigo de lana color lila, con mangas raglán.
1. Eleganter Abendmantel aus zartgrünem Cordsamt mit sehr weiten Ärmel, dreiviertellang.
2. Lila Wollmantel mit Raglanärmel.



E. Braunschweig & Cie S. A., Zurich.

3. Manteau de laine beige clair avec poches originales en ocelot et col du même.
4. Tailleur de tweed avec col et poches bordés de drap brun.
3. Light beige woollen coat with original ocelot pockets and collar.
4. Tweed suit : collar and pockets edged with brown cloth.
3. Abrigo de lana, color beige claro, con originales bolsillo de ocelote y cuello de lo mismo.
4. Traje sastre de tweed, con cuello y bolsillos bordados de paño castaño.
3. Hellbeiger Wollmantel mit originellen Ozelot-Taschen und ebensolchem Kragen.
4. Tweed Tailleur, mit braunem Wollstoff eingefasst.

Photos Tenca.



Macola S. A., Zurich.

Robe du soir en satin duchesse blanc.
Evening gown in white Duchess satin.
Traje de soaré de satén duchesse blanco.
Abendkleid aus weissem Satin Duchesse.

Macola S. A., Zurich.

Robe d'après-midi en crêpe mousse noir.
Afternoon model in black mousse crêpe.
Traje de tarde, de « Crêpe mousse »
negro.

Nachmittagskleid aus schwarzem Crêpe
Mousse.

Photos Tenca.





Arthur Schibli S. A., Genève.

Fabrication de costumes et manteaux pour dames.

Manufacturers of Ladies' coats, costumes and sports outfit.

Fabricación de Abrigos y Trajes para Señoras.

Fabrikation von Damenmänteln und -kostümen.

Photos Bertrand.



Maison Samuel Blum, Zurich

Fabrique de jupes et de costumes, spécialisée également dans la fabrication de manteaux de dames.

Manufacturers of skirts and costumes, also specialized in the manufacture of ladies' coats.

Fábrica de faldas y de trajes, especializada también en la confección de abrigos para señoras.

Spezialfabrik für Damen-Röcke,-Kostüme und -Mäntel.

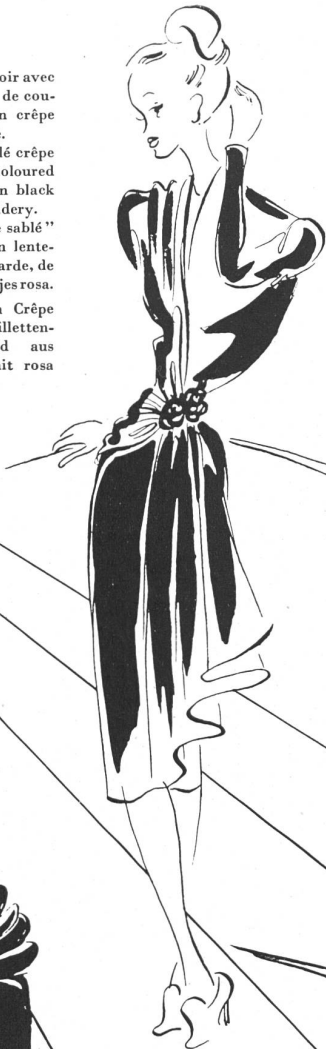
Hugo Brandeis S. A., Zurich

Robe du soir en crêpe sablé noir avec riche broderie en paillettes de couleur. Robe d'après-midi en crêpe sablé noir avec broderie rose.

Evening gown in black sablé crêpe richly embroidered with coloured sequins. Afternoon model in black sablé crêpe with pink embroidery.

Vestido de soaré, de "crêpe sablé" negro, con ricos encajes con lentejuelas de color. Vestido de tarde, de "crêpe sablé" negro con encajes rosa.

Abendkleid aus schwarzem Crêpe sablé mit reicher farbiger Paillettenstickerei. Nachmittagskleid aus schwarzem Crêpe sablé mit rosa Stickerei.



Canzani & Cie., Zurich

Le tailleur, coupé dans un des beaux tissus de sport que l'on tisse en Suisse. Le chevron en largeur lui donne un cachet original.

A tailor-suit, cut out of one of the finest sports wear fabrics made in Switzerland. The original chevron design lends a very personal note to this model.

El traje sastre, confeccionado con uno de esos bellos tejidos para deporte manufacturados en Suiza. La utilización de la espiguilla a lo ancho confiere un carácter original a este modelo.

Tailleur, aus einem der vielen eleganten Schweizer Sportstoffe hergestellt. Sehr originelle Wirkung wird hier durch die Querverarbeitung des Fischgratdessins erzielt.



Arthur Guex S. A., Zurich

Robe-tablier et tablier fantaisie pour enfant.

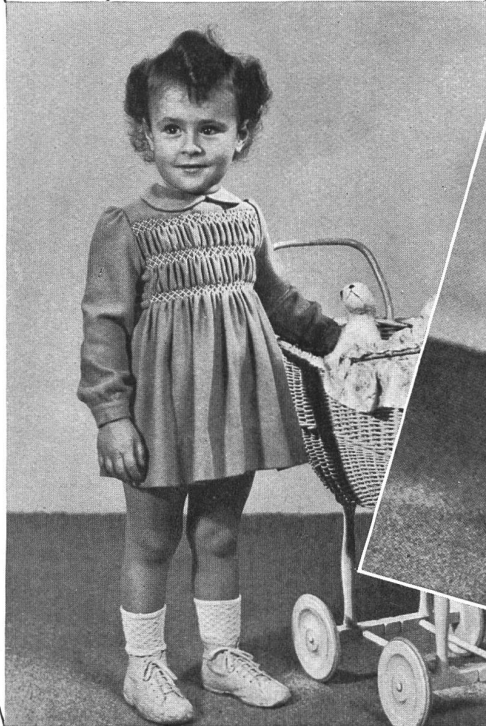
Overall and child's fancy apron. Traje-delantal y delantal fantaisía para niño.

Kleiderschürze und Schlupfschürzlein.

E. Ringger & Co. S. A., Vevey
« EVELYNE »

Petites robes toutes teintées, en pure laine, fibranne, rayonne et toile infroissable et solide au lavage. Smart little frocks in all shades; in crease resistant, laundry-fast pure wool, staple fibre or rayon fabrics.

Trajecitos en todos los colores, de lana pura, de fibrán, rayón y tela inarrugable y resistente al lavado. Kinder-Kleider aller Farben, in Wolle, Zellwolle, Kunstseide, knitterfrei und waschecht.



Max Heinzelmann & Cie, St-Gall

- 1 Blouse chemisier en toile ou crêpe de Chine, garnie de plis et nervures.
- 2 Élégante robe en jersey de laine avec longs plis de haut en bas sur le devant et aux manches.
- 3 Jolie robe jeune, ligne moderne et décolleté original, en crêpe mat ou crêpe romain satin.
- 4 Costume classique très correct en tricot Wevenit pure laine, jaquette à martingale, jupe légèrement cloche.
- 5 Robe d'intérieur en tricot velours avec empiècements modernes en tons contrastés et jupe à grands plis à godets.

- 1 Shirt blouse in linen or crêpe de chine, trimmed with pleats and pin-tucks.
- 2 Smart woollen jersey fabric model; long pleats from bodice to hem in front and on the sleeves.
- 3 Youthful frock, modern in style with original neck-line: in mat crêpe or satin crêpe romain.
- 4 Very smart classic costume in pure wool "Wevenit" knitted fabric; jacket whit half-belt, slightly gored skirt.
- 5 House gown in velours jersey fabric: fashionable yoke in contrasted tones, skirt with wide gored pleats.



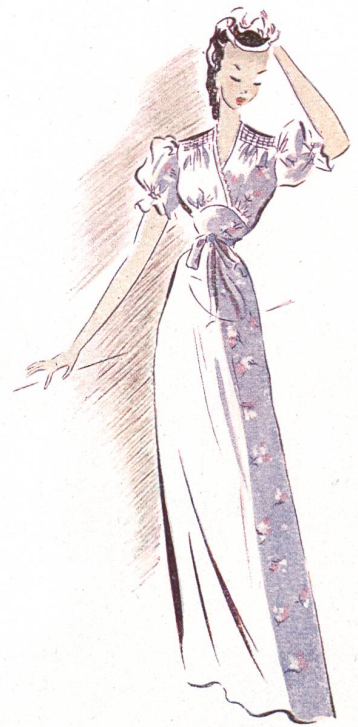
- 1 Chemisier-Bluse in Toile oder Crêpe de Chine mit hübscher Fältchen- und Bisen-Garnitur.
- 2 Elegantes Damenkleid in Woll-Jersey mit moderner Falten-Garnitur an Vorder- und Ärmeln.
- 3 Sehr hübsches jugendliches Damenkleid in Matt-Crêpe oder Crêpe-Romain-Satin mit eleganter Linie und modernem Ausschnitt.
- 4 Klassisches Kostüm mit Rückengürtel in Wevenit-Tricot aus reiner Wolle, Jupe leicht glockig, sehr vornehm.
- 5 Haus-Dreß in neuartigem Velour-Tricot, mit moderner Achsel-Partie in interessanten Farbenkontrasten. Jupe in elegant fallenden weiten Glocken.

- 1 Blusa estilo camisero, en tela o en "crêpe de Chine", adornada con pliegues y cordoncillo.
- 2 Elegante traje de punto de malla, de lana con extensos pliegues de abajo a arriba en el frente y en las mangas.
- 3 Bonito y juvenil vestido, de línea moderna, con original escote; de crespón mate o de crespón romano satén.
- 4 Vestido clásico muy correcto, de punto Wevenit en pura lana, chaqueta con trabilla, falda ligeramente acampanada.
- 5 Vestido de interior, de punto aterciopelado, con aplicaciones modernas, de tonos formando contraste y con falda con amplios pliegues acanalados.

Apparel and Underwear

From the viewpoint of dress, there seems to be three general types of women: some dream of smart gowns, tailormades and coats, or rather the outward effect of dress; others attach less importance to appearance, but like to wear only the most beautiful lingerie, silks, embroideries and laces; others again, always try to match the elegance of their lingerie to that of the outer garments. The modern apparel industry can satisfy the tastes of all these women, because its methods allow it to compete successfully with the neatness, care, delicacy, cut and fanciful detail of the most skilful seamstress of the pre-industrial era.

How is it that we can today find everything we want in the shops? In the old days, a family represented not only a complete consumption unit, but also a production unit; women used to carry on their own clothing industry, as it were – they all knew how to spin and weave, cut out, sew, embroider and knit, and could clothe their usually numerous family from head to foot entirely with products of their own work. Early in the 19th century, it seemed as though work were flowing out from the domestic circle and that women were following it into the outer world . . . This was, in fact, the result of the introduction of mechanical looms. Today, there is a far greater division of labour than ever before and production is reaching an increasingly high degree of mechanization. «Ready-made» clothing dates back to the mid-19th century; the term signified garments which were no longer custom-tailored, according to individual requirements, but serially manufactured according to stand-



ards of taste, size and finish which would be appreciated by a very large class of customers.

The first factory in Switzerland to undertake the manufacture of ladies' underwear was founded in 1883 by Jacob Scherrer, whose wife had most intelligently foreseen that the time was coming when women would be employed in the most diverse occupations and that they would then prefer to buy ready-made apparel, rather than to make it at home. But where, in those days, could one find sufficiently skilful seamstresses, capable of working with machines. Work in a factory is so different from the peaceful, quiet rhythm of domestic crafts! The firm therefore imported a number of «cousettes» or Parisian seamstresses whose task it was to train Swiss working-girls.

The major factor in the apparel trade, is to perfect cut, style and finish to such a degree that each woman has the impression of buying a garment made exclusively for her and which will give her the best possible service as regards wear. Scherrer lingerie styles are studied and designed anew every season; in this way, every woman, tall or short, fat or thin, can find a garment which suits her; styles are always elegant – line and trimmings always correspond to the requirements of changing fashions and tastes. Details, too, are important – details which tend to be

forgotten and which even the buyer overlooks: finish and workmanship, seams, hems, straps . . . because the customer should not need needle and thread to touch up and mend continually; cut and style, the way in which the fabric is worked so that the lingerie can resist countless launderings without losing shape; trimmings, laces, smocking, embroideries—all are essential details. It is wear alone which reveals whether all these points have been considered by the manufacturer and carefully perfected. It is by wear alone that buyers gradually realize that their underwear is profitable and practical, easy to launder.

In 1934, Messrs. Scherrer added a new line to their manufacturing programme: dresses. In this field, the firm's main policy is to keep to one type of product, dresses in plain fabrics, smart and neat in style, for summer wear. Women who cannot imagine a summer dress except as prints or gauzy, light fabrics, learn that a plain dress, in tones ranging from bright to pastel shades, can be just as delightful. In these plain fabrics, faulty cut cannot be hidden by the pattern and styles must be impeccable in line and trimming. Plain frocks never "go out of fashion"; in reality, they are smarter than prints and enhance good dressmaking. The quality of the material, distinctive originality of style, perfection of cut — these alone can secure the popularity of the "plain, little frock." Other apparently negligible details too, have their importance; seams and hems must allow for alteration, buttons must be secure



and styles judiciously designed to suit all types of feminine figures. We feel confident that these "little" frocks will be a great success.

The same can be said for Marquesa ski jackets, launched as a novelty ten years ago at the time when skiing made its great leap into fame and became a popular sport. Everywhere on snowy descents and slopes, where ski fans throng, you will see these jackets in bright but never gaudy colours—tomato red, winter blue, lime, amber practical, sporty styles, zip fasteners, sensible pockets and hoods, useful and good to look at. Fancy and amusing buttons and pockets do not prevent these jackets from providing their wearers with most efficient protection against biting winds and bad weather. Marquesa jackets are made of impregnated cotton; their cut has been studied most carefully to allow perfect freedom of movement to the skier; they can be worn under any weather conditions. Most encouraging results have been obtained with these articles.

Another practical accessory for the skiing outfit are the neat little caps Messrs. Scherrer provide. They are perfectly adapted to winter sports requirements and can be worn over any style of hairdress. A cosy flap keeps the ears warm on bitterly cold days. Mitts to match complete the outfit.

In the opening lines of the present article, we spoke of three types of women. Those of the third group, the women who like smart clothes and lingerie, will certainly find enough to satisfy their exigencies in the collections presented by Messrs. Scherrer of Romanshorn, Switzerland.

H.S.P.

Models from the S. A. Jacob Scherrer, Romanshorn





Haury & Co., St-Gall

Robes d'enfants, dernières nouveautés en tissus de coton et de fibranne de haute qualité, infroissables et solides au lavage.

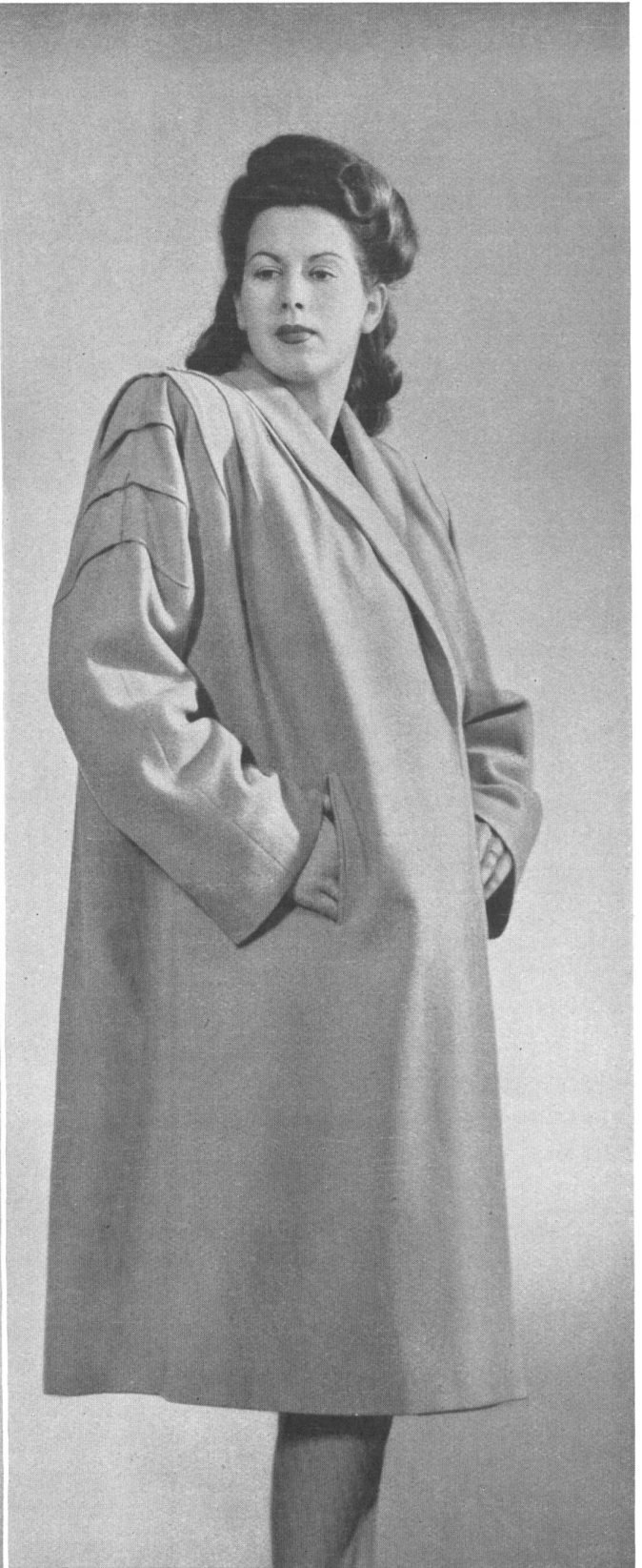
New styles for tiny tots: dainty frocks in cotton and high quality staple fibre fabrics, creaseproof and laundry-fast.

Trajes de niño, última novedad en tejidos de algodón y fibrán de alta calidad, inarrugables y resistentes al lavado.

Kinder-Kleider, letzte Neuheiten, in Baumwoll- und hochnaßfesten Zellwollgeweben, in knitterfreier und kochechter Ausrüstung.



1



2

Otta S.A., Zurich

1 Manteau pour jeune fille, fermé par un agrafage original.

"Teen Age" coat model with original fastening.

Abrigo para señorita, abrochado por broches originales.

Jugendlicher Mädchen-Mantel mit neuartigem Verschluss.

2 Elegant manteau vague avec manches kimono très mode.

Smart swagger coat with fashionable kimono style sleeves.

Abrigo amplio y elegante, con mangas de kimono, muy de moda.

Eleganter loser Mantel mit modischen Kimono-Ärmeln.



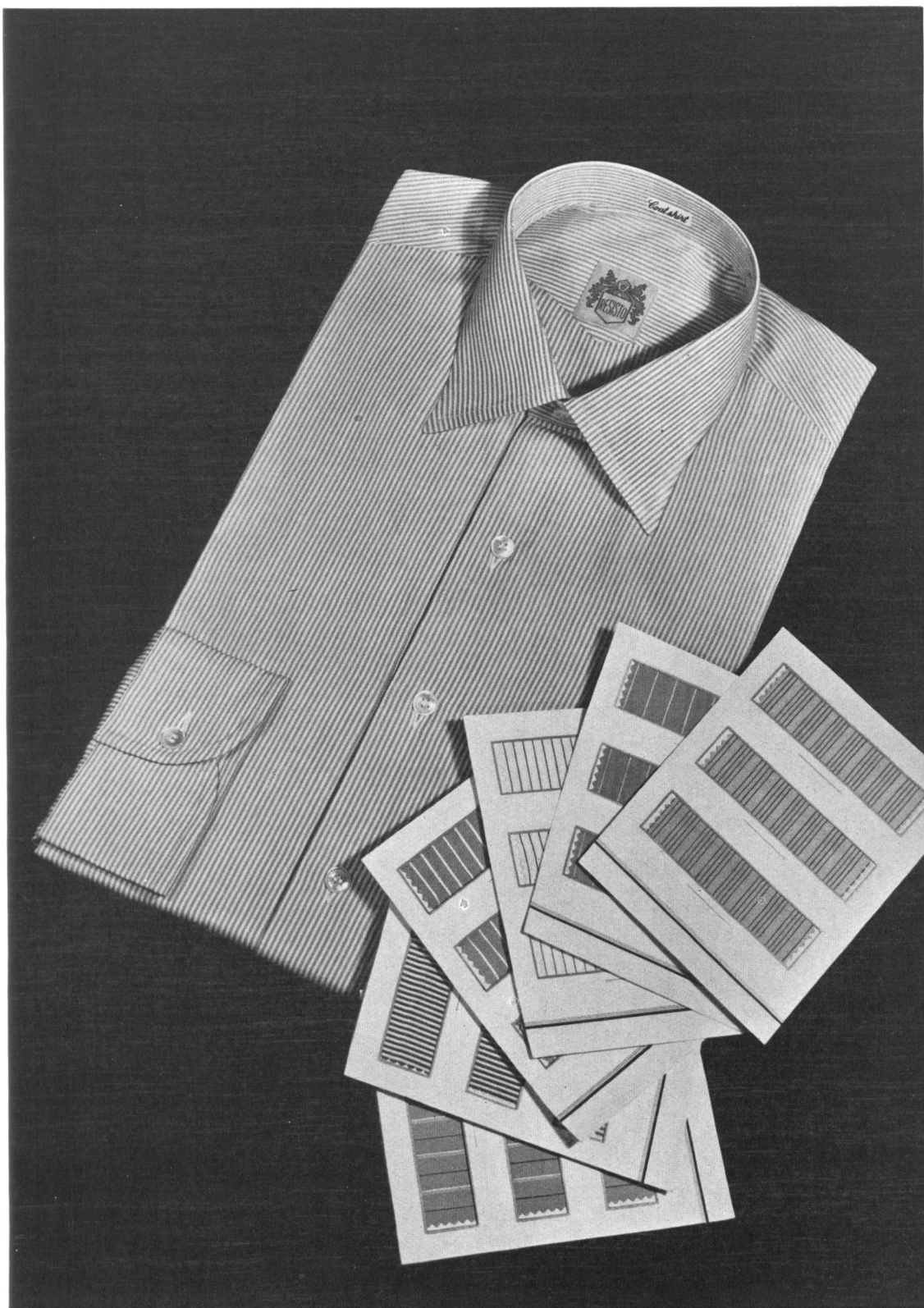
Karl Ruckstuhl, Zurich
«CORTESCA»
Modèles en jersey - Exportation dans tous les pays
Jersey Models - Export in all countries
Modelos en punto de malla - Exportación en todos los países
Jersey-Modelle - Export nach allen Ländern

Glumiat

Sanco S.A., Zurich

Pyjamas et chemises / Pyjamas and shirts
Pijamas y camisas / Pyjamas und Hemden





Eigenmann & Lanz S.A., Mendrisio

«RESISTO»

Chemise de popeline à col attaché et manchettes sport simples.

Poplin shirt with adapted collar and plain cuffs.

Camisa de popelina con cuello fijo y puños estilo sport, sencillas.

Popelinehemd mit angenähtem Kragen und einfachen Sportmanschetten.



Adler S.A., Genève

Robes de chambre pour tous climats et toutes occasions. Créations exclusives en pure soie, rayonne et lainage.

Dressing gowns for all climates and all occasions. Exclusive designs in pure silk, rayon and wool.

Batas para todos los climas y todas las ocasiones. Creaciones exclusivas de seda natural pura, de rayón o de tejidos de seda. Morgenröcke für jede Jahreszeit und alle Gelegenheiten. Elegante Modelle in reiner Seide, Kunstseide und Wolle.

Al. Ruckstuhl, Wil

«ROYAL»

Chaussettes pour messieurs en divers genres. Chaussettes Derby très élastiques, chaussettes et bas de sport à carreaux écossais.

Socks for men, in various styles. Derby socks are very elastic. Plaid socks and stockings.

Los calcetines para caballeros, de varias clases. Calcetines "Derby", muy elásticos, calcetines y medias con dibujos escoceses. Herrensocken in verschiedenen Ausführungen. So zum Beispiel die Derby-Socken, elastische Qualität. Sportlich wirken die gestrickten Herrensocken oder die Sportstrümpfe mit Schottenmuster.





S. A. Gust. Metzger, Bâle

Durable «SPORTY»

Chemise avec col attaché, «trubenisé», d'un tissu à
3 couches entrelacées.

Shirt with attached, trubenised, collar made of 3
interwoven layers.

Camisa con cuello pegado, trubenizado, de tejido de
3 capas entrelazadas.

Hemd mit angenähtem Kragen aus trubenisiertem
Dickstoff.

UHU Raincoat

in 100% cotton "balloon" cloth, absolutely waterproof, seamless shoulder style (patent No. 245 346), special ventilation device to prevent condensation.



H. ULRICH
Raincoat Manufacturers
ST. GALL



Bathing Trunks the Sportsman's Choice

A wide range of pattern in relief and new weaves; models which meet the requirements of sports-lovers; wide elastic, natural rubber belt; useful pocket with zip fastener; special reinforced support; all fashionable shades

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LAHCO Ltd.

Knitwear Manufacturers
Baden (Switzerland)

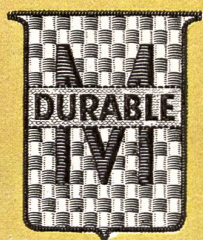
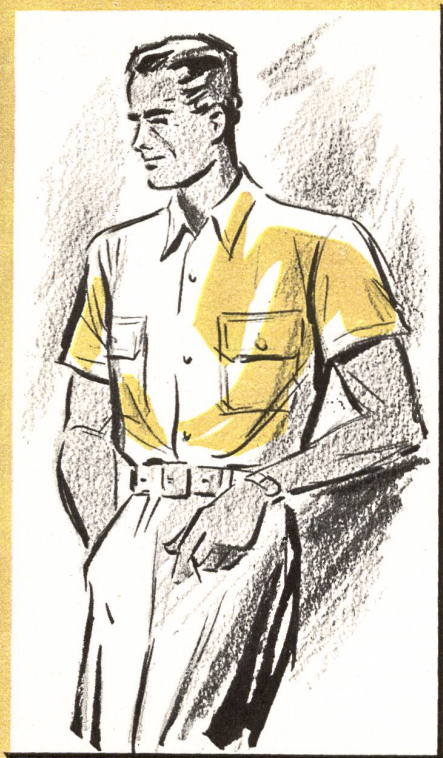
LA MARQUE DE QUALITE

RESISTO

LA CHEMISE DE L'HOMME DE GOÛT

EIGENMANN & LANZ S.A. MENDRISIO (SUISSE)

Fabriques de chemises «RESISTO» Chemises, Pyjamas, Faux-cols.

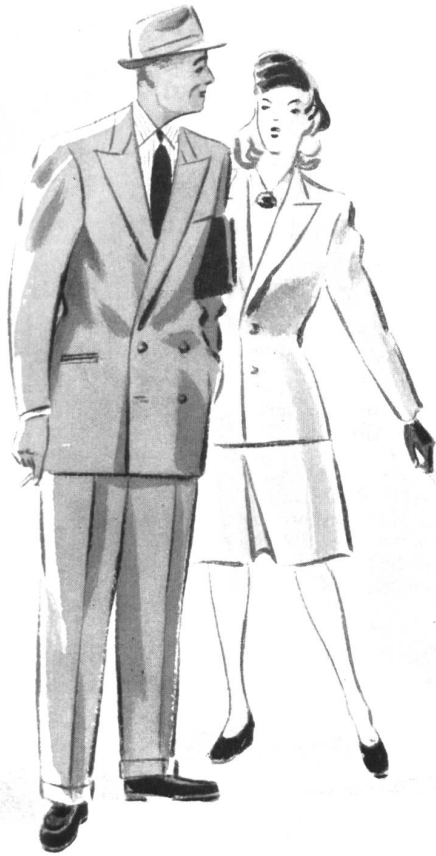


Men's shirts
Collars
Pyjamas

Sports jackets
Raincoats

for ladies' and men's wear





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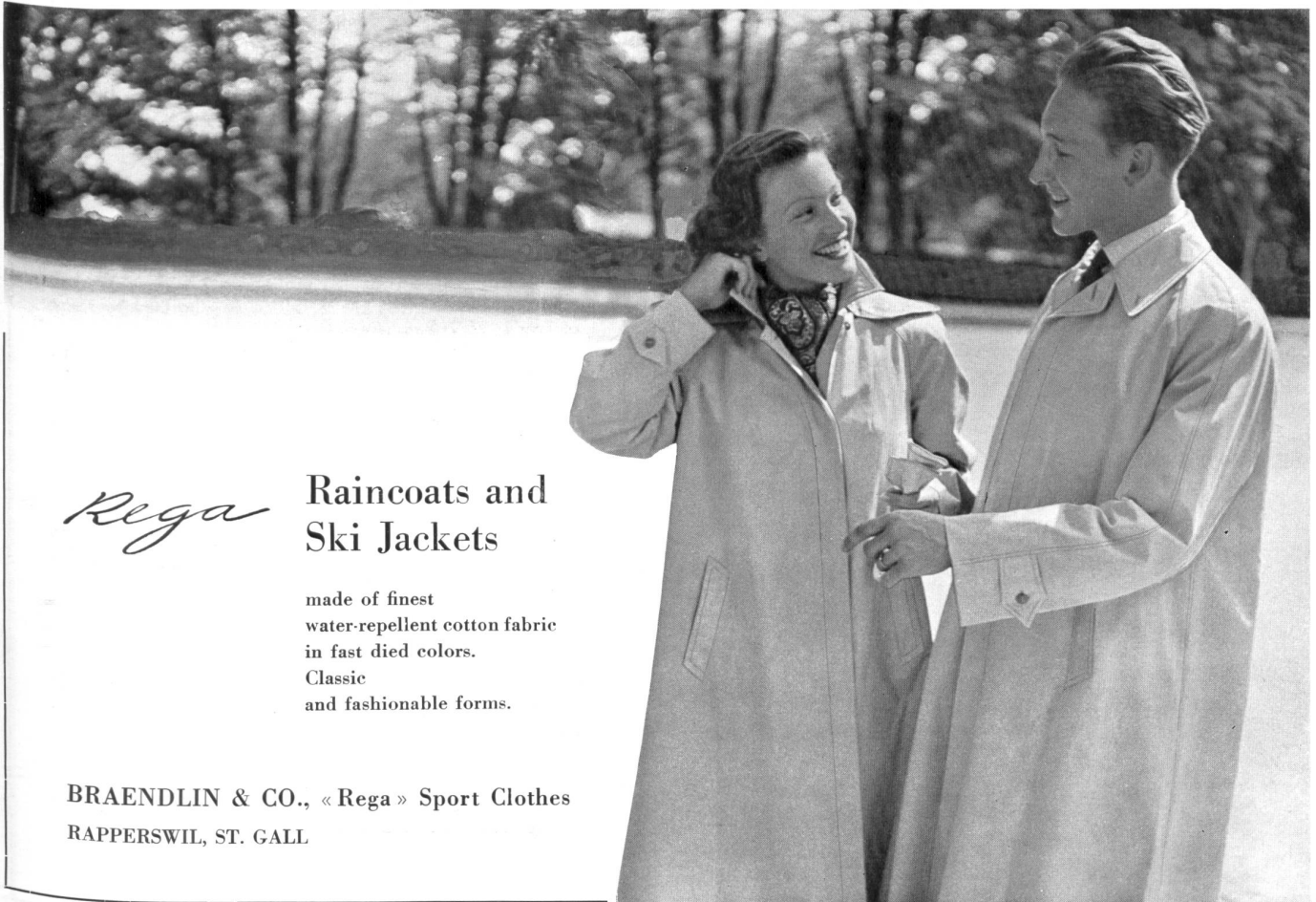
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Registered brand

Florisum - Florisum Exclusif
Everdry - Neverwet



LABEL



Rega

Raincoats and Ski Jackets

made of finest
water-repellent cotton fabric
in fast died colors.
Classic
and fashionable forms.

BRAENDLIN & CO., « Rega » Sport Clothes
RAPPERSWIL, ST. GALL



Salzmann & Co., St. Gall

Manufacturers of raincoats for Ladies and Gentlemen



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Lausanne, Place de la Riponne 3

An Association for furthering the development of foreign trade; gives free information concerning Swiss products and puts buyers into contact with manufacturers; edits various publications: see page 164.

The film «The Rise of a World Industry» illustrates strawbraided manufacturing processes employed in the Wohlen industry. The film «Modern Magic» gives a survey of the dressing and finishing of textiles in an important factory. Ask for booking conditions.

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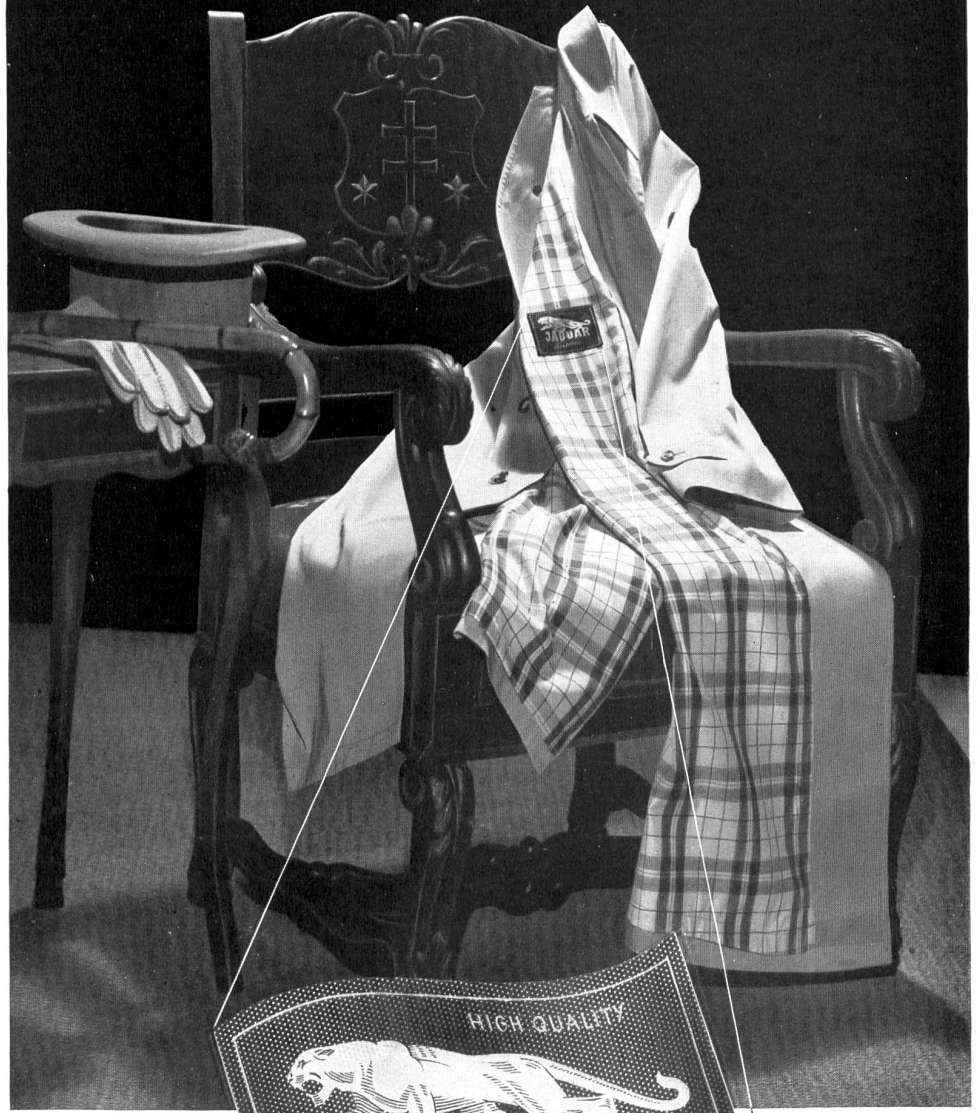
- Poplin shirts with
half-stiffened collars
- Sports shirts
- Short-sleeved polo shirts
- Boys' shirts
- Men's pyjamas



Salzmann & Co., St. Gall
Manufacturers of raincoats for Gentlemen and Ladies



A
masterpiece in rainwear
of perfect style



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SPORTDRESS LTD. BASLE / SWITZERLAND