

Knitted and jersey underwear

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Knitted and Jersey Underwear

Women's underwear is subject to the whims of fashion in just the same way as their clothes. But the changes in this field are less marked and follow a slightly slower rhythm. A woman who wants to be completely up to date in her appearance will be a little reluctant perhaps to give up certain habits — since here it is a question above all of her practical comfort — and she is likely to be a little conservative in this respect without however being at all « old-fashioned ». Saying this does not in the least mean that Swiss knitted underwear manufacturers are content to be always reproducing the same models or that their only concern is good workmanship. For in none of the fields in which she reigns, does the eternal feminine ever surrender the least of her rights. For the creators the problem is difficult therefore, but all the more tempting to solve : they must continually create new things without departing however from certain basic and traditional elements which, it must be agreed, correspond to certain permanent needs. In spite of what we have just said, the revolutionary novelty is not excluded, whether it is imposed from without — as adaptation rendered temporarily necessary a few years ago by the triumph of the *New Look* — or whether it has its origin within, being then a sudden matching of forms to needs and trends which until then had been repressed or simply neglected. Let us quote in this respect the creation of the short nightdress, which seems to fulfil a long unspoken wish.

The introduction of nylon into Swiss hosiery is certainly an event of great importance, particularly so since the manufacture in this country of this fibre — and of another similar product, the « grilon » — is envisaged for the very near future. Other textile materials however continue to be highly prized and we can still present here not only practical and cosy underwear sets in pure wool but also the classic articles in rayon. Competition in different materials has this to its credit — that it tends to assign to each of them the place it merits by its qualities and to cut short any inclination to supremacy on the part of any one of them, which is all to the advantage of the consumer. However this does not prevent manufacturers from continually trying, under pressure of competition, to improve the wearing qualities of their products. In this respect let us mention the use of



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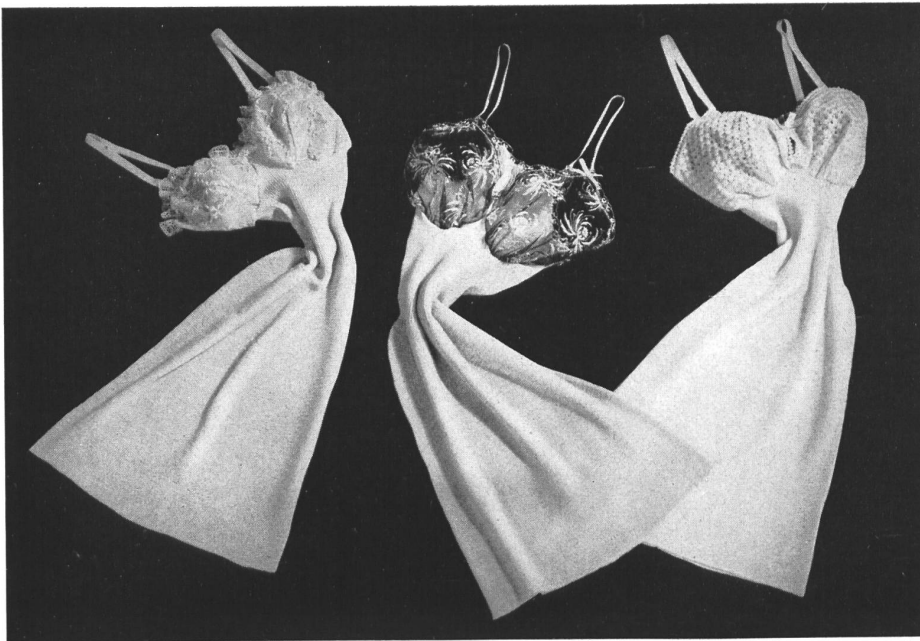
« OPALINE-Fixcolor »

Jupon « Princesse » en charmeuse des plus seyantes, garni de riches broderies de St-Gall.

« Princess » slip in smart charmeuse with rich St-Gall embroideries.

Enagua « Princesa » en charmeuse muy atrayente, guarnecida de ricos bordados de San Gallo.

Reiche St.-Galler Stickerei zierte diesen tadellos sitzenden Charmeuse-Prinzessunterrock.



His & Co. S. A., Morgenthal

« HISCO »

Chemises de jour de la collection d'hiver finement tricotées en laine et garnies de dentelles de tulle et de laine.

Vests from the Winter collection fine knitted in wool with laces of net and wool.

Camisas de la colección del invierno lencería fina de punto de lana, guarnecida de encajes de tul y de lana.

Einige Modelle aus der neuen Winterkollektion in Wolle, feingestrickt, mit Tüll- und Wollspitzen.

Photo Blanc de Zalan

decatized wool, which is softer and unshrinkable, and the great progress realised in the manufacture of rayon which is resistant to boiling, and whose colours incorporated in the mass before spinning are resistant to light, boiling and perspiration, not to mention other qualities, of handle for example, which we owe to the finishing industry.

As to the style and cut of knitted underwear, it is always very carefully executed and, at the present moment, manifests a note of simple femininity without meagreness but also without being aggressive, without too many exaggerated frills. It seems that we have come to a period of calm and balance... but for how long ?

Joh. Muller S. A., Strengelbach

« STREBA »

Parure en fin tricot de coupe impeccable, choisie dans une collection très variée.

Fine tricot lingerie set of impeccable cut, chosen from a very varied collection.

Juego de ropa interior, de punto fino, escogido entre los de un surtidísimo muestrario.

Feingestrickte Damengarnitur von tadelloser Passform aus der neuen vielseitigen Kollektion.

