

To suit all tastes

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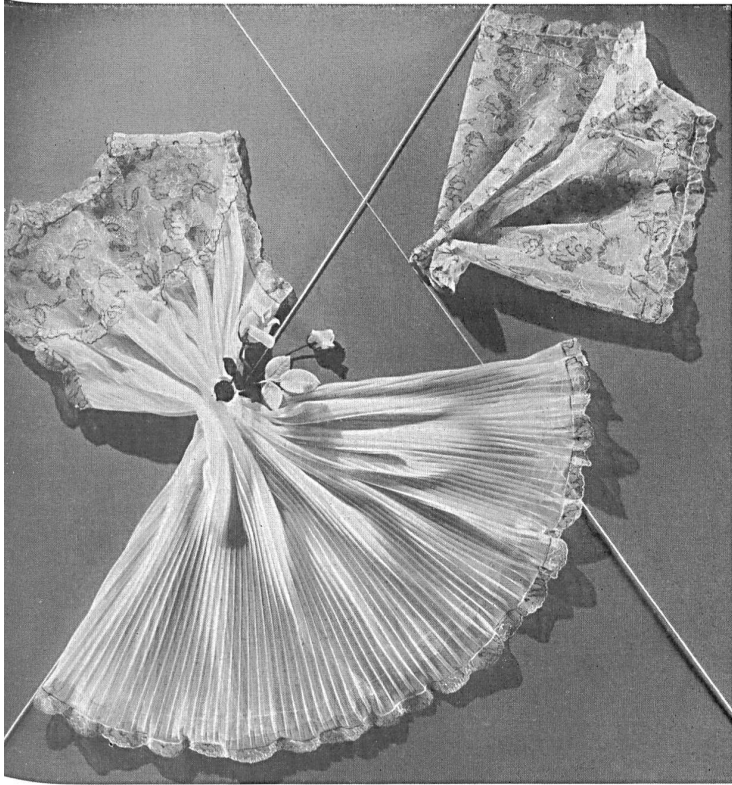
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To suit all tastes

Women's tricot lingerie and wollen underwear



The Swiss knitting and hosiery industry, which is rather recent in origin, has developed rapidly during the last thirty years or so. More than a sixth (i.e. 215) of all Swiss clothing concerns manufacture knitted materials. Of these, approximately fifty perhaps * manufacture underwear, to which should be added a small number of firms making lingerie in charmeuse and jersey not knitted by themselves. During the last five years, Swiss exports of clothing and underwear of this kind — not including stockings and socks — have almost doubled, rising from 17.4 million to 33.7 million Swiss

* It is impossible to quote exact figures in this field without entering into complicated technical details which would be out of place in an article of this kind.

Fabrique de lingerie Farida, Uster

These daring short nylon pyjamas with attractive embroidery on the pants and the top of the pleated jacket are a delightful idea for the summer! They are typical of this firm's very fashionable creations where colourful and dainty models predominate.

Photo Wyden

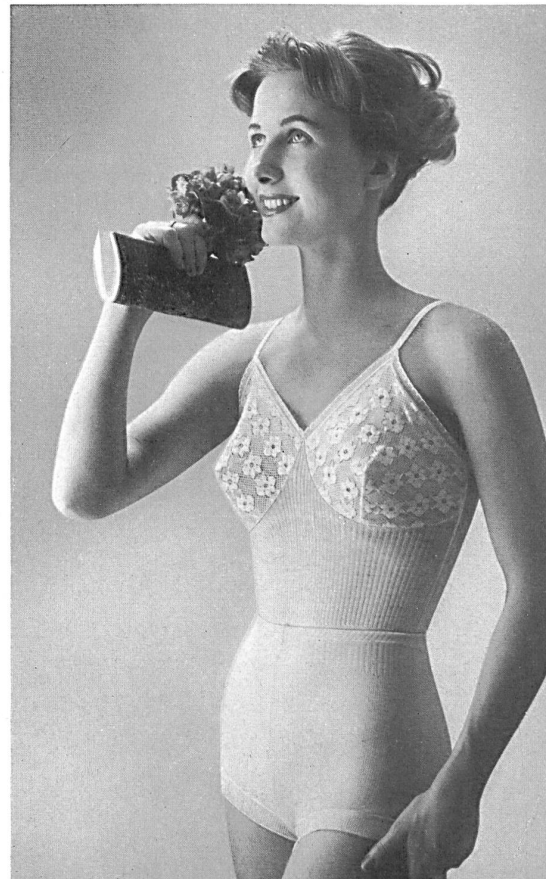


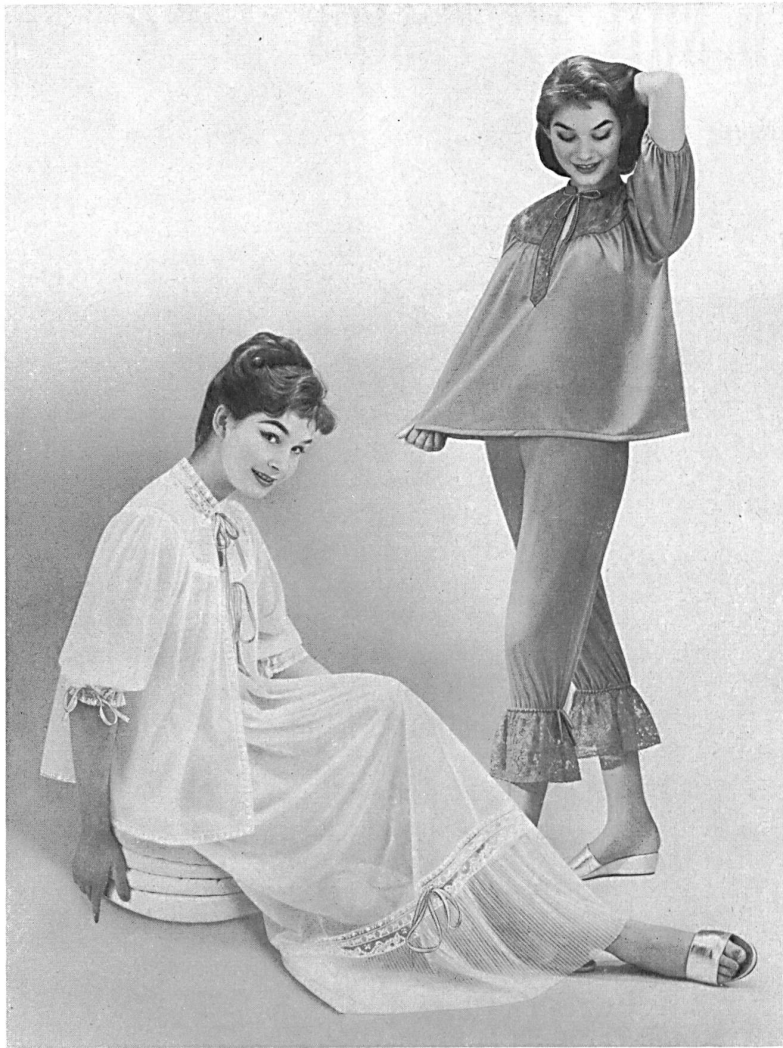
Ruegger & Co., Zofingue

« molli »

A lingerie set typical of the creations of this firm, which manufactures similar articles in lisle, extra-fine merino wool that is unshrinkable and mothproof (« Mitin »), as well as in pure silk and spun orlon with the feel of cashmere.

Photo Schmutz

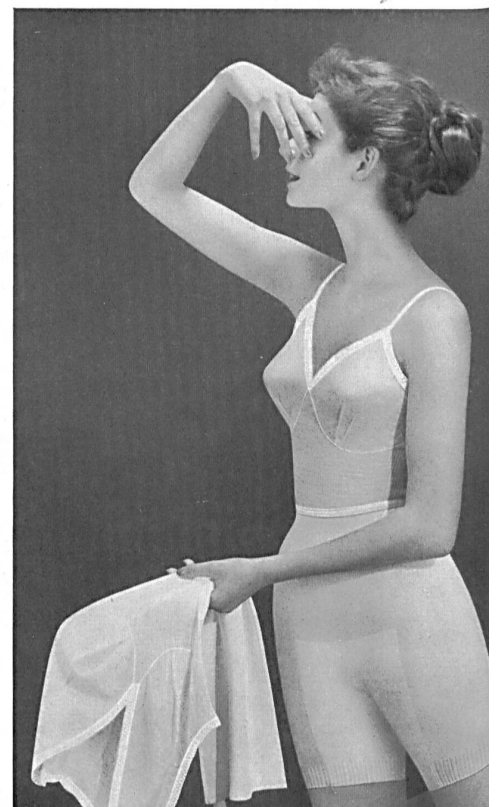




**W. Achnich & Co. S.A.,
Winterthur/Wallisellen**
« SAWACO »

One of the biggest knitwear and hosiery factories in Switzerland. This firm makes articles for men, women and children, in cotton, wool, rayon, schappe, nylon, Helanca, orlon and other synthetic fibres. The very latest machinery ensures impeccable work, always abreast of the fashion of the day.

francs. But we intend to examine here only one specific section of this branch — that of underwear and lingerie — without moreover making any distinction between daytime lingerie and night-gowns or between the different manufacturing methods producing either knitted articles or those in which the material is treated like a fabric. For Swiss industry manufactures products to suit all tastes and while remaining faithful to the traditional types, does not in any way allow itself to lag behind in the field of novelties. As we have so often emphasised in these columns, it is to this it owes its versatility which is, moreover, a result of its particular structure : a production decentralized in a great number of concerns with varied manufacturing





programmes, avoiding any tendency towards mass-production and employing a skilled staff accustomed to a high standard of workmanship.

Even in the normal ranges of articles, the Swiss underwear industry maintains this very high standard. It makes use of the latest advances in technique, uses yarns of deated wool that are shrinkproof and do not felt, as well as made mothproof by a special impregnation process, silky mercerized cottons that are shrinkproof and can be boiled, Helanca yarns, mixtures of nylon and pure silk, charmeuses of rayon or synthetic fibres.

The great progress recently achieved in the field of synthetic textiles has made it possible to create new articles. Finishing, first of all, makes its contribution in the form of treatments that improve the feel of

C. Burgi & Co., Kreuzlingen
« PORELLA »

Lovely nylon nightgown with little bed-jacket to match. Multi-coloured embroidery on the bodice, at the midriff and on the bed-jacket.

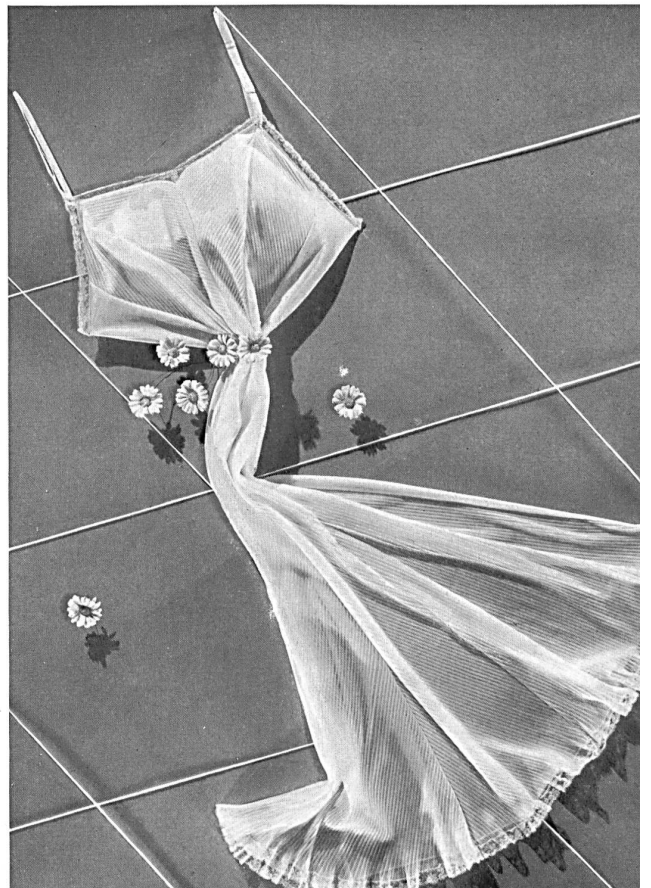
Photo Wyden



Hasler & Co., Frauenfeld
« HABELLA »

This firm uses new synthetic yarns (terylene, movil), which are meeting with great success, as well as a half and half mixture of pure silk and nylon. It is introducing bright colours as opposed to the classic lingerie shades used hitherto.

Photo Wyden





A diaphanous nightgown with full pleated nylon skirt, the entire bodice of real St. Gall embroidery.

knitted materials made of synthetic fibres, in the form of permanent pleating, or progress in dyeing and printing techniques which make possible new effects in colour and decoration. Then again, production itself is making rapid progress, perfecting existing fibres, creating new ones, giving new appearances to familiar ones and making new mixtures. We have already quoted mixed silk and nylon fibres and Helanca yarns. Let us also call attention to the use, in continuous filament form or spun yarns, of the fibres known as grilon, terylene, movil, orlon, dralon, etc. which we list here without any claim to completeness or absolute scientific exactitude.

The tensile strength of synthetic filaments has made it possible to manufacture materials which are not

Nabholz S. A., Schoenenwerd

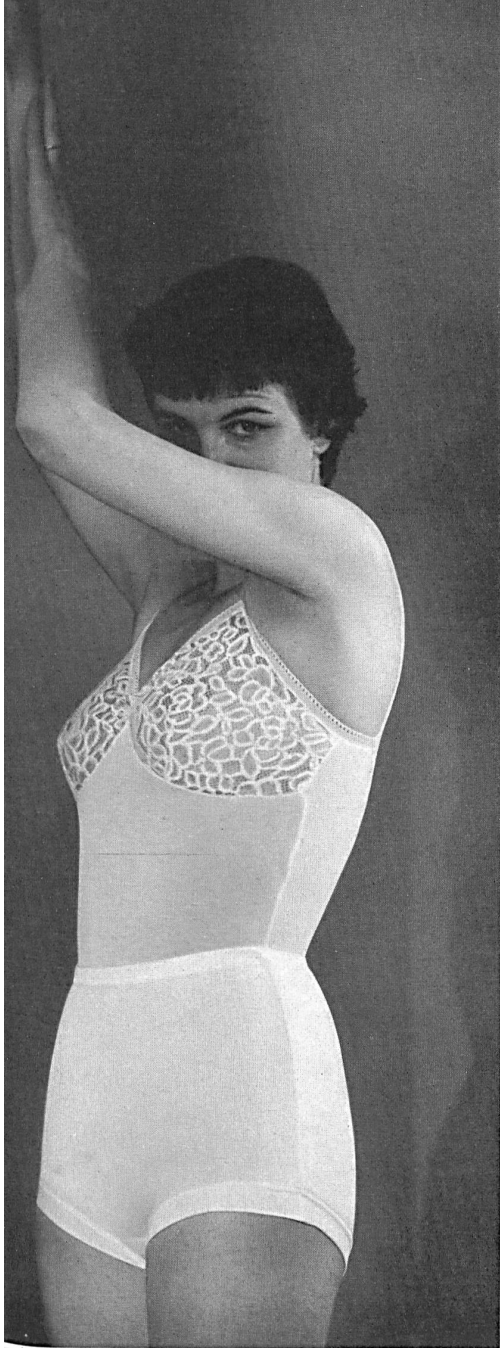


Princess slip in nylon jersey with an attractive wide flounce at the hem.

This firm has made a name for itself with its well-made lingerie in nylon jersey, rayon charmeuse, decated wool that is unshrinkable and mothproof, etc. as well as its men's underwear.

Photos Wyden





Hochuli & Co. S. A., Safenwil
« HOCOSA »

Elegant lingerie set in fine mercerized cotton tricot.

Photo Wyden



An attractive nylon jersey slip with a becoming wide tulle flounce.



Jakob Laib & Co., Amriswil
« YALA »

Nothing could be more flattering than this summer nightgown in nylon jersey printed with sprigs of flowers.

Photos Schmutz



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

« OPALINE »

Three-quarter length strapless slip
in nylon, with rich embroidery at
the top.

Fancy nylon petticoat with ori-
ginal trimming in St. Gall em-
broidery.

Photos Wyden

only very strong and hard-wearing, but also extremely elastic and above all amazingly light.

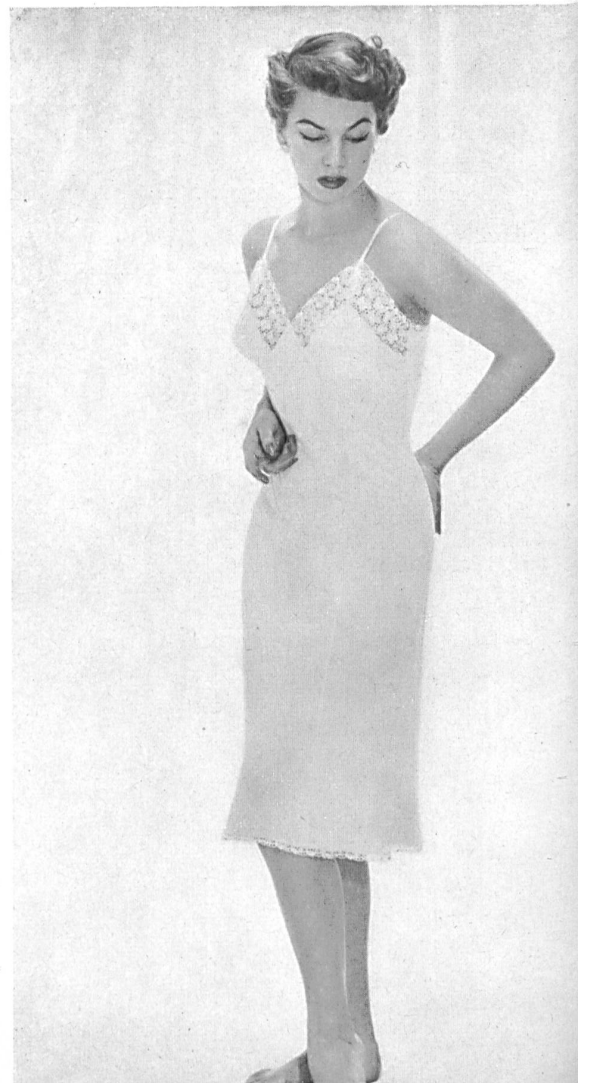
This was more than enough to give birth during recent years to a veritable flowering of lovely new models, the monopoly of which seemed to have been reserved up till then for hand-made luxury lingerie. Alluring night-gowns of finely pleated diaphanous fabrics, slips with double or triple frothy flounces, full

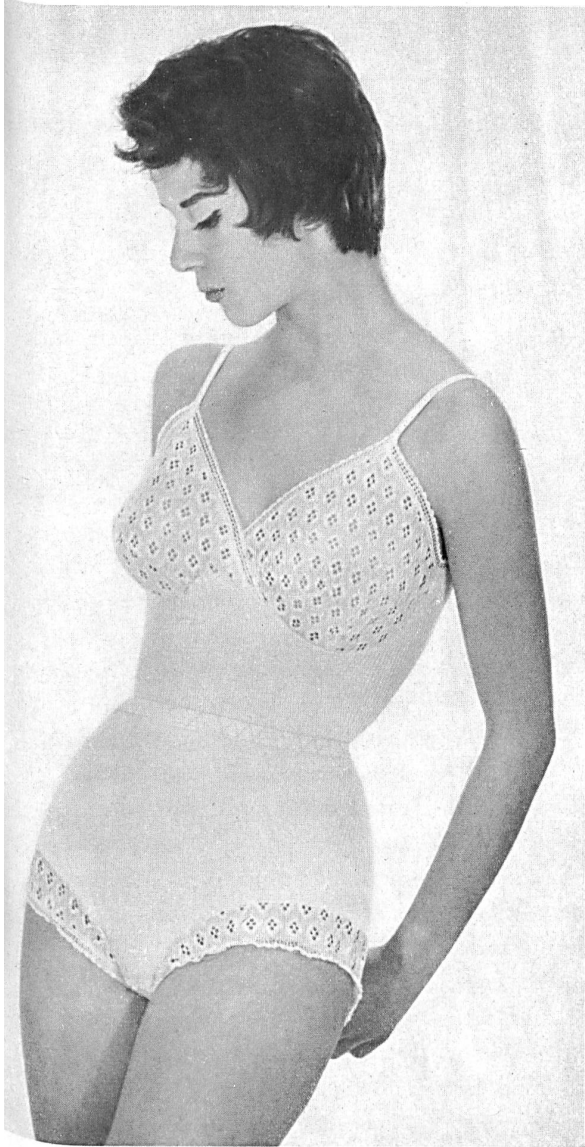
**Jean Muller S. A., Strengelbach et
Wohlen**

« STREBA »

A classic slip in soft rayon char-
meuse, trimmed at the bodice with
a wide band of St. Gall embroidery
on batiste and with lace at the
hem.

Photo Guniat





petticoats decorated with gaily coloured embroidery, bodices trimmed with lace, ruching at the neck and shoulders, new shades, muted tones, all the frivolity, glamour, allure and seductive charms of eternal fashion at the service of the eternal feminine... and rendered in a modern idiom, that of technical perfection, fast colours, crease-resistant fabrics that need no ironing, permanent pleats...

But all this will not make us forget the traditional lingerie sets, the modest white camisoles decorated with embroidery or lace, the little panties with their smart cut, all these undergarments that are so practical, so pleasant to wear, so easy to take care of and

Jean Muller S. A., Stengelbach et Wohlen

« STREBA »

Smart cotton lingerie set; vest richly trimmed with Valenciennes lace, reinforced panties with lace trimming.

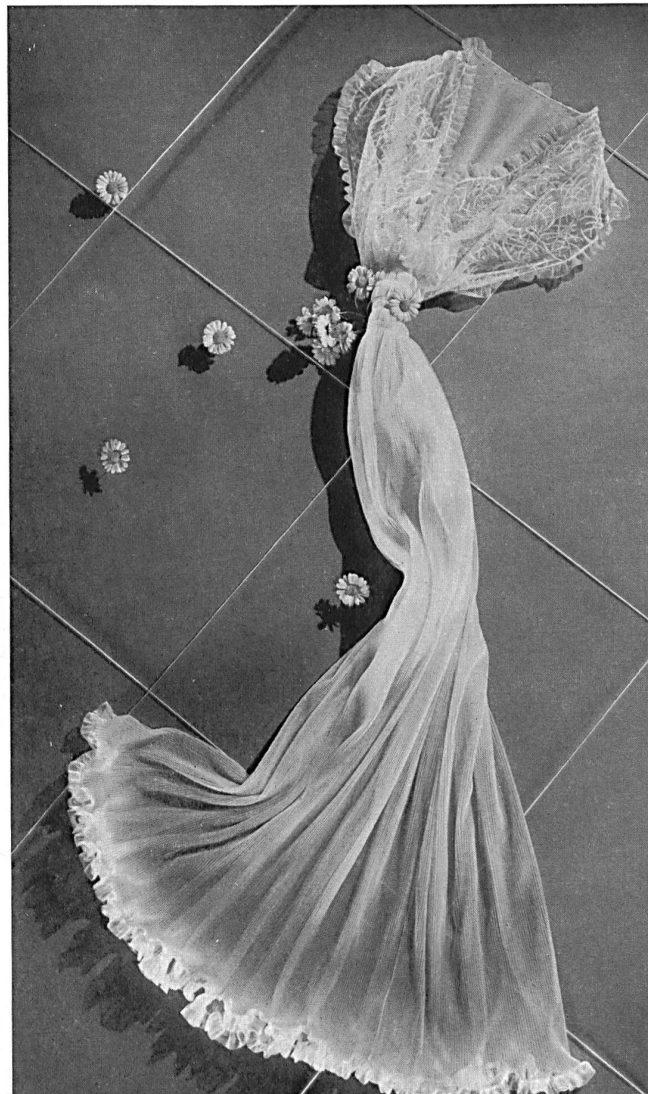
Photo Guniat

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

« OPALINE »

A lovely diaphanous nightgown in pleated nylon with bodice of St. Gall embroidery on tulle.

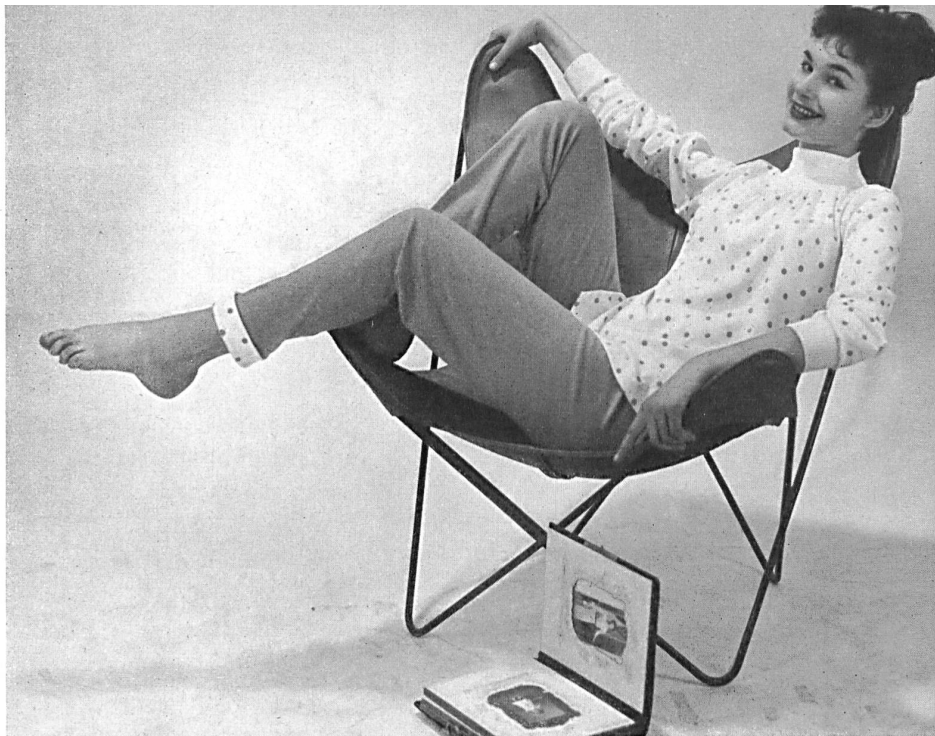
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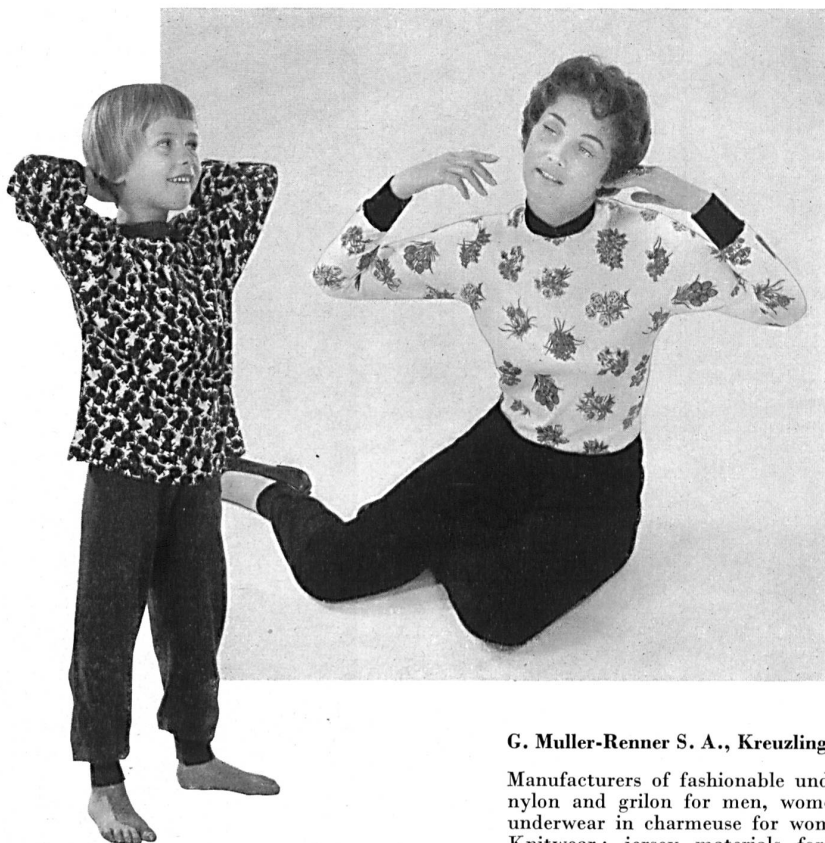
Jos. Sallmann & Co., Amriswil
« ISA »

Elegance, fantasy, comfort... are all to be found in these lovely pyjamas made of soft cotton interlock with a gay sprinkling of dots. Made in various fashionable shades.

Photo Schmutz



manufactured with such attention to detail, and whose elegance is made up of good taste, comfort and style. The illustrations on these pages are more eloquent than anything we may say, and we leave you, dear reader, the pleasure of seeing for yourself!



G. Muller-Renner S. A., Kreuzlingen

Manufacturers of fashionable underwear in rayon, nylon and grilon for men, women and children; underwear in charmeuse for women and children. Knitwear; jersey materials for clothing manufacture.

Photos Wyden