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THE JERSEY AND KNITWEAR LINGERIE



The jersey and knitwear industry has expanded rapidly in Switzerland during the last few decades. The progress achieved in the manufacture of artificial and synthetic fibres has certainly played its part in the present boom in jersey and knitted lingerie, as well as hosiery.

Unfortunately it is not possible to give exact figures to back up this assertion because official statistics of industrial production do not exist in Switzerland, and the official export figures, even though they make a rough distinction between jersey and knitted articles according to the material used, do not discriminate between outer- and under-garments. Admittedly the Swiss Association of Hosiery and Knitwear Manufacturers draws up for its own benefit a table of statistics concerning the annual output of jersey and knitted lingerie, which is however only approximate. According to this table the total annual output of knitted and jersey lingerie in Switzerland is valued at between 65 and 70 million Swiss francs.

If we compare this figure with that for the total exports of jersey and knitted articles (excluding gloves, stockings and socks) which amounted to a value of almost 40 million Swiss francs in 1956, we see that the Swiss hosiery industry concentrates mainly on the home market. The figures for Swiss exports of this item are continually increasing, but if we exclude woollen articles, a category in which outer-garments are of greater importance, we notice that exports of hosiery and knitwear in cotton and silk (including rayon, nylon and other synthetic fibres), which were valued at 13,5 million Swiss francs in 1956, have increased less markedly



RUEGGER & CO., ZOFINGUE

« molli »

Chemise en fine laine mérinos agrémentée d'une ravissante guipure.

Fine merino wool chemise, trimmed with dainty guipure.
Camisa de fina lana merino con una hermosa guarnición de guipur.

Hemdchen aus feinsten Merinowolle, mit entzückender Netzguipure verziert.

Photo Schmutz

JOHANN MULLER S.A., WOHLLEN
« STREBA »

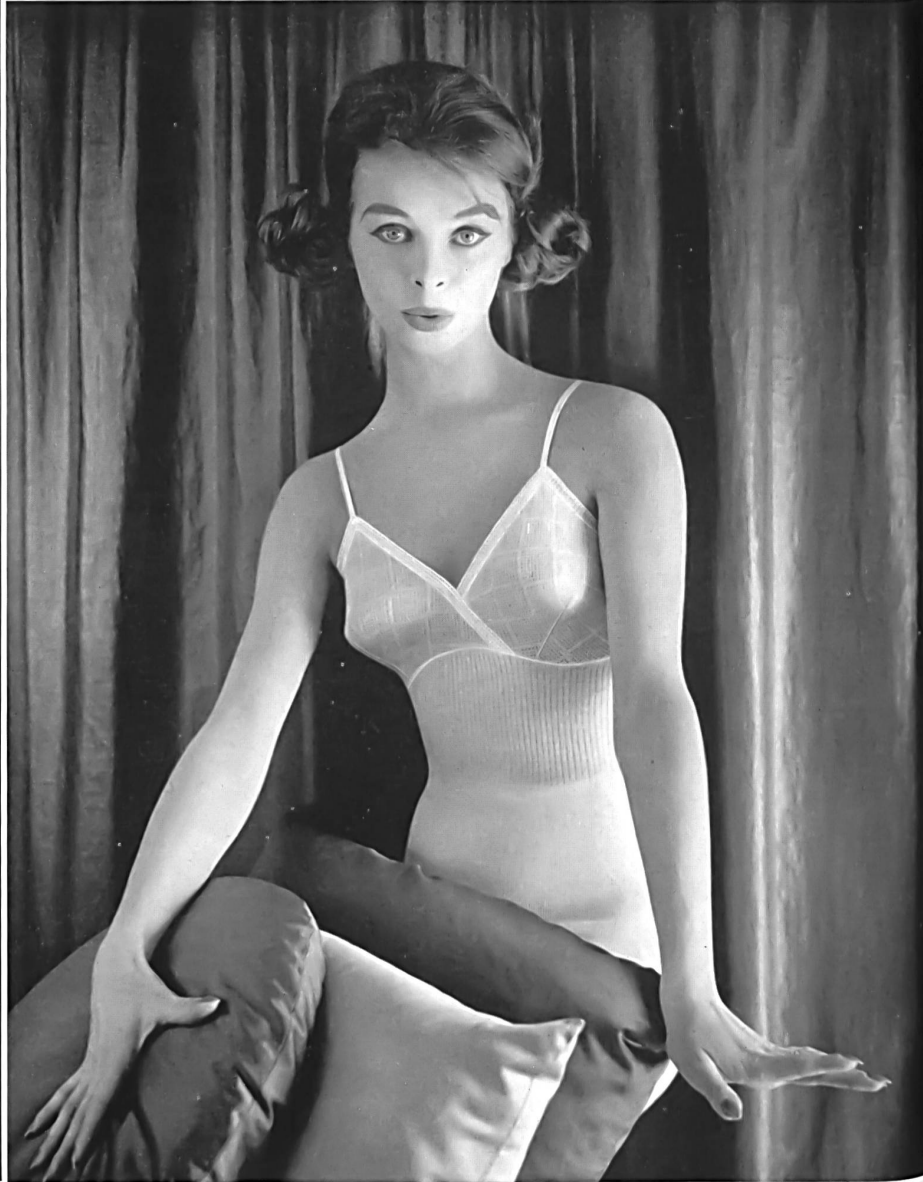
Délicieuse chemise en pure laine décatie et antimite, sans coutures, en tricot très fin, élastique et plaquant bien. Corsage orné d'une riche dentelle de laine sur tulle.

Attractive seamless chemise in pure shrinkproof and mothproof wool, in very fine snag-fitting elastic tricots. Bust richly trimmed with wool lace on tulle.

Encantadora camisa de lana pura inarrugable y tratada contra la polilla, sin costura, de malla elástica muy fina y ajustándose muy bien. Cuerpo adornado con un rico encaje de lana sobre tul.

Damenhemd aus reiner Wolle dekatiert und mitiniert, nahtlos, extra feingestrickt, enganschmiegend und elastisch. Büstenhalter mit reicher Wollstickerei auf Tüll.

Photo Schmutz



NABHOLZ S.A., SCHOENENWERD

Ravissante lingerie tricotée en laine extra-fine ou coton; sans coutures, plaque sans faire d'épaisseurs.

Lovely tricot lingerie in extra-fine wool or cotton; seamless and snag-fitting.

Bonita lencería de malla de lana extra-fina o de algodón; sin costura, se ajusta sin hacer bulto.

Entzückende, gestrickte Damenwäsche aus feinsten Wolle, bzw. Baumwolle, nahtlos, nicht aufragend.

Photos Lutz



S.A. W. ACHTNICH & CO., WINTERTHUR

« SAWACO »

Parures, chemisettes, spencers, boléros en coton peigné, en « Mélanetta » (coton/laine mélangés en fibre), en laine « Sawaco-Garant » (décatie et mitinisée), en « Helanca », movil et orlon.

Lingerie sets, short chemises, spencers, boléros in combed cotton, in « Mélanetta » (mixed cotton and wool fibres), in « Sawaco-Garant » wool (shrink- and Mitin moth-proofed), in « Helanca », movil and orlon.

Juegos de lencería, camisetas, spencers y boleros de algodón peinado, de « Mélanetta » (algodón y lana mezclados en fibras), de lana « Sawaco-Garant » (inarrugable y mitinisada), de « Helanca », movil y orlón.

Damengarnituren, Chemisettes, spencers, boléros aus gekämmter Baumwolle, « Mélanetta » (Wolle-Baumwolle, flockengemischt), « Sawaco-Garant » Wolle (dekatiert und mottenecht), « Helanca », Movil und Orlon.

Photo Lutz



JAKOB LAIB & CO., AMRISWIL

« YALA »

Combinaison en nylon opaque, garnie d'un volant plissé en tulle de nylon et de dentelles.

Opaque nylon slip trimmed with pleated nylon tulle flouncing and lace.

Combinación de nylon ópaco adornado con un volante de tul de nylon plisado y con puntillas.

Combinaison aus undurchsichtigem Nylon, mit Nylon-Plissévolant und Spitzen verziert.

Photo Schmutz



HOCHULI & CO. S.A., SAFENWIL
« HOCOSA »

Parure en tricot fantaisie, douillettement chaude mais extra-légère, en pure laine mitinisée et rendue infeu-trable par le procédé « Dylan ».

Fancy tricot lingerie set, warm and cosy but extra-light in pure Mitin moth-proofed wool which will not felt owing to its « Dylan » finish.

Juego de lencería de punto fantasía suavemente calida pero extraligera, de pura lana mitinisada y que no se afieltra debido al acabado « Dylan ».

Mollig warm und doch federleicht ist diese fantasiegestrickte Garnitur aus reiner Wolle, und zudem « Mitin »-mottenecht und « Dylan »-filzecht behandelt.



RUEGGER & CO., ZOFINGUE
« molli »

Sous-vêtement pure laine ou laine-coton, idéal pour les sports d'hiver.

Tights and vest in pure wool or wool and cotton—the ideal underwear for winter sports.

Malla y camisola son las prendas ideales para los deportes de invierno.

Aus reiner Wolle oder Woll/Baumwollmischung stellt diese Garnitur die ideale Unterkleidung für Wintersport dar.

Photo Schmutz

these last few years than imports of the same articles. This result is due to the extraordinary demand for these articles on the Swiss market. If Swiss manufacturers, even though working to full capacity, are not able to satisfy the demand, it is because they are organized, in the textile industry as in the machine industry, not for mass-production but for the smaller-scale production of high quality articles in which the human element, supplied in this case by highly skilled workers, is of supreme importance.

A glance at the illustrations on these pages will show that the creation and manufacture of all these articles require highly specialised establishments where, once more, the human element is of the greatest importance. These concerns are however completely up to date with regard to their technical equipment, manufacturing methods and spirit, which enable them to offer not only traditional lingerie articles made of various pure or mixed synthetic fibres but also underwear possessing all the advantages of modern technique: fastness of colours, mothproofing, resistance to shrinkage, etc., all this with a finish that is as elegant as it is impeccable.

★ ★ ★