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Wool & Knitwear

KNITWEAR is worn all day. It is a thing that no woman can do without in these days of rapid changes. Pullovers, jumpers and cardigans will always be in fashion. They are both useful and attractive, — their bright, becoming colours go hand in hand with warmth and comfort.

Every single day brings some novelty: wool mixed with silk, metal or cotton, stitches forming real tissues, lace] or cashmeres in the softest of shades.



« Alpinit » knitted suit from Ruepp & Co. Ltd., Sarmenstorf. Photo Dorvyne, Paris.



Modèle « The Bee » from Buser & Keiser & Co. Ltd. Laufenbourg.

Costumes consisting of a coat and skirt, and sometimes a waistcoat, are knitted with praiseworthy patience, a patience rewarded by the result achieved. These ensembles can be worn in all weathers and are always chic. The stitch must be tight and regular, so that the dress may be washable and not sag.

I have seen waistcoats made of stockinette or jersey, embroidered with braid in large loops either in the same shade or in contrasting colours, and charming woollen blouses loosely knitted and looking like tulle. The front is ornamented with stripes either straight or on the cross, while the back and the cuffs are plain.

There are most fantastic trimmings, such as pockets in the shape of little pots containing the wearer's favourite flowers. Quiet-coloured stockinette is enlivened with embroidered ornaments or stars radiating in different directions.



« Hisco » underwear from His & Co. Ltd., Murgenthal. Photo Dorvyné, Paris.



The picturesqueness of Swiss costumes has had an enormous influence on fashion and is responsible for many amusing and original ideas. Waistcoats of closely woven stockinette are gaily embroidered with flowers. Socks and gloves are similar in colour and trimmings.

Swiss industries always keep in touch with the slightest fluctuations in fashions and spare no efforts to introduce original novelties. Their conscientiousness and readiness to make sacrifices make competition difficult as regards both the number and the variety of their models.

Underwear and bathing costumes in fine jersey are remarkable for their excellent cut.

The brassières type seems to me to be the most becoming of all and should be worn by every woman.

Model « Nabholz-Perfecta » from Nabholz Ltd., Schoenenwerd. Photo Metropol Presse, Vienna.



A dress "Yala" from
Jakob Laib & Co, Amriswil.
Photo Dietrich & Co., Vienna.



"Opaline" ladderproof underwear
embroidery of St-Gall.
Manufacturers: A. Naegeli Ltd., Winterthur.
Photo Dietrich & Co., Vienna.

A wide variety of colours is seen in beach frocks. Every shade of blue, from navy to saxe, and yellows of every kind harmonize marvellously with brilliant sunshine and a brown skin. Tight but elastic knitting is necessary for hand-made garments. They must be perfectly close fitting and give a certain support to the body. The edges must not be too tight. Materials that stretch must, of course, be avoided.

Two-piece bathing gowns are very attractive. They consist of the so-called brassières and the small carefully made slip, a combination which gives the body plenty of freedom and is charming to look at.

The knitting vogue enables women to use their spare moments for making little presents for their children and their men-folk that are always sure to give pleasure.

J. W.



Swiss corset-makers, known for their ceaseless activity, regularly create new and elegant models which can well bear comparison with similar articles made in other countries.

The materials used, whether they be elastic, tulle or any other kind, are almost always made in Switzerland, a fact which vouches for their first-rate quality.

Switzerland has, for many long years, specialised in corset lace.

Model from
Egli & Co.
Brüttisellen/Zurich.