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Knitted Goods

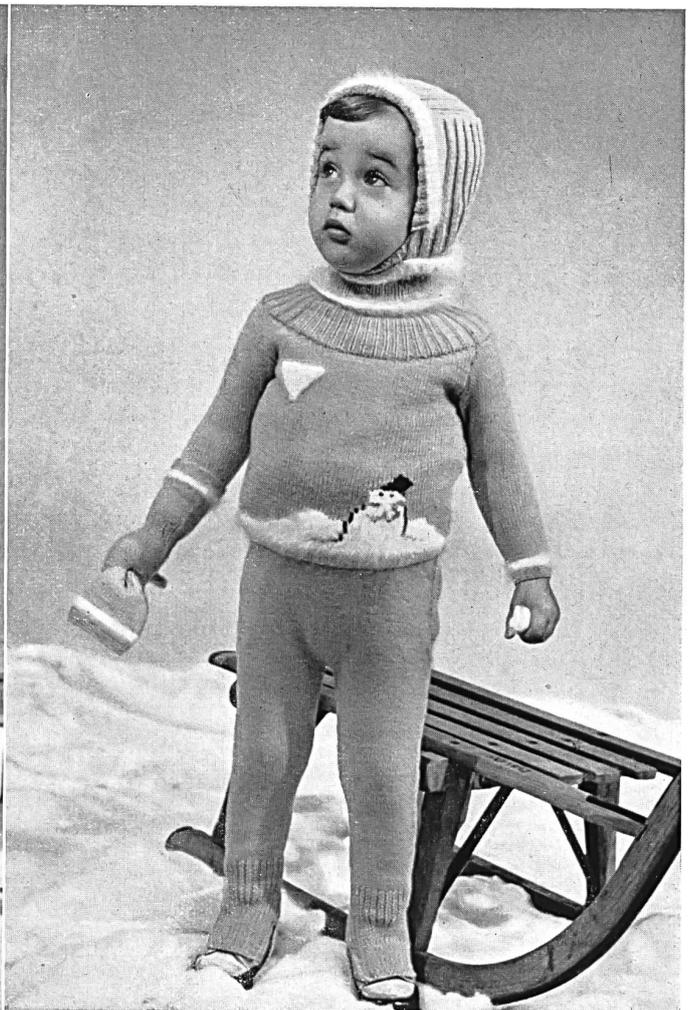
THERE is no part of a woman's clothing that requires more discriminating choice than her underwear. Like everything else, it is subject to changes in fashion.

Extremely practical as the remarkable creations placed on the market by Swiss manufacturers are, they are none the less noted for their figure-moulding lines. Undies, nightgowns and every kind of luxury lingerie are often trimmed with lace or embroidered tulle. In some cases the trimming consists of sun-ray tucks or frills of the latest style.

There is less ornamental knitted underwear for every-day use and for sports wear, special progress having been made in this line during the last few years. Silk stockinette combines incredible durability with an extremely fine texture. The garments are most carefully made. They are pleasant to wear and fit perfectly, while



„moli“ Knitwear. Ruegger & Co, Zofingen.



Winter Sports Garments for Children. Geiser & Co., Ltd., Huttwil.

Photos de Jongh.

allowing full freedom of movement. Being anxious to offer their foreign customers plenty of variety at prices in keeping with even the most modest dress allowance, Swiss exporters present models of every quality.

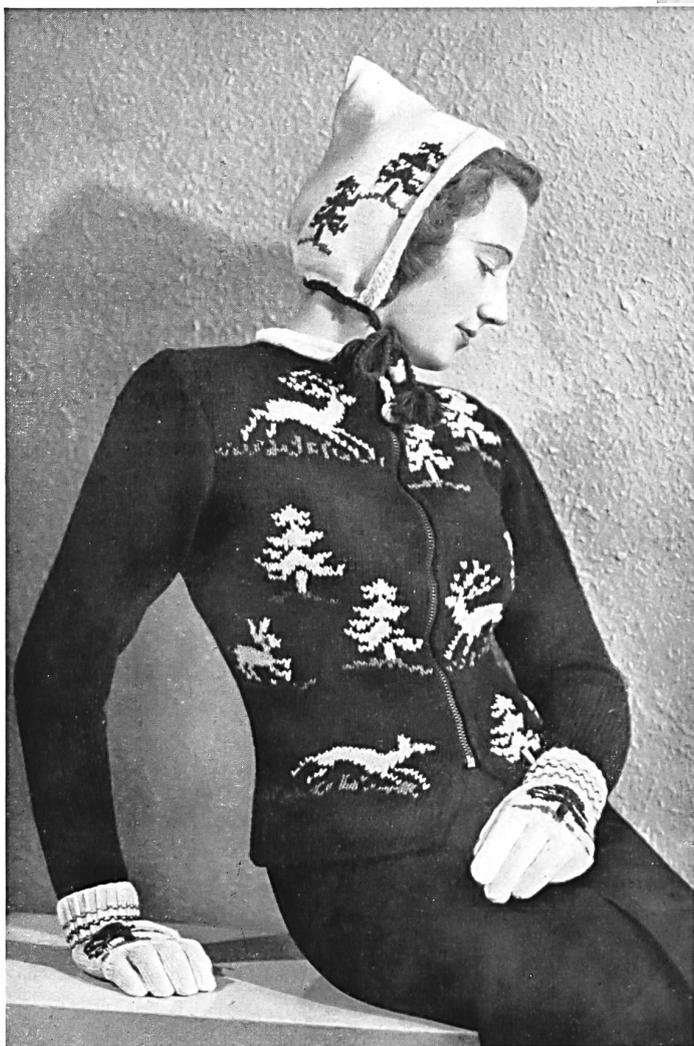
White or ivory-coloured stockinettes,—always popular and most serviceable, — still compete with cyclamen-coloured and pale blue fabrics which are all the rage at present, as are also the so-called peach and tea-rose pastels.

The garments are beautifully cut and astonishingly elastic. They are ladder-proof, wash and wear well and never lose their original shape or colour.

Winter underwear for women, men and children is available in all wool of a very fine and soft quality, guaranteed unshrinkable. There are garments for day and night wear, pullovers, shawls, seamless pants for men, and charming little garments for children of all ages.



A set of ladies' ski underwear in unshrinkable wool, a speciality „Hisco“ by His & Co. Ltd., Murgenthal.



Hand-knitted waistcoat, hood and gloves by Jos. Holtz, Lucerne.

The Swiss knitting industry also places heavy plain-coloured stockinettes with fine stripes on the market. They are, however, no longer a novelty, having been in fashion for several seasons. Encouraged by the success with which their models constantly meet, Swiss manufacturers, whose creative imagination goes hand in hand with excellent taste and a striking sense of colour, now offer elegant and original goods, whose beauty is no less striking than their usefulness and durability.

In addition to stockinettes with visible dots or a texture closely resembling knitted fabrics, or camel-hair materials soft as velvet, suitable for sporting-looking afternoon dresses, there is a wide range of skirts with deep pleats, short, loose or closely fitting jackets, and loose coats with large pockets. Stripes are still

popular on account of their slimming effects, as are also gay Scottish designs, checks and dots. Modern shades bring either harmonious combinations or surprising contrasts.

The surprising quality of all these goods, in which the wearer need never fear the inclemency of the weather, make them indispensable in winter and summer for travelling, as well as for seaside, country and mountain wear.

Many Swiss manufacturers still employ hand-labour and are thus able to show new models for sports wear every season. Expert knitters make cosy woollen gloves, embroidered in bright colours, with béret, scarf and socks to match.

In these days, when bathing plays so prominent a part, charming bathing and beach costumes, and shorts figure in every collection. Being thoroughly elastic in every direction, owing to the use of fine Lastex yarn,



Jersey silk night-dress „Opaline“
by A. Naegeli Ltd., Winterthur.



„Hocosa“ Underwear.
Hochuli & Co., Safenwil.

even loosely woven bathing costumes, with the most varied interwoven designs, have a perfect fit. They mould the hips, have brassiere tops, and flatter the figure, giving every bather a slim, graceful appearance.

The irresistible charm of these bathing costumes is largely due to their carefully planned make, which ensures the maximum of ease and comfort.

Plain-coloured woollen fabrics may be used, either in white or in one of those warm shades that are so fascinating on sunny days, or else the preference may be given to materials patterned with flowers, dots, Persian arabesques or raised embroidery, all of which are very original and most effective.

Here as elsewhere Swiss models excel in every respect.

Y. G.