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# The Beauty of Swiss Silk Fabrics

FROM every shop window of Swiss fashion stores, pure silk fabrics beckon to us again. They flow down in long banners; they billow and undulate; they may be heavy or sheer, but they all offer a regal color display. Made up into kerchiefs, they softly frame the smiling faces of the mannequins. As scarves, they are draped in squares and oblongs. Silken textures embellish shirts and pajamas for men. They look charming made up into feminine undies, thanks to their glossy or mat beauty. Silk is an indispensable source of creative inspiration to the fashion designer. It is often difficult to determine whether the model is born of the silk itself, as by enchantment, or whether the creative power of the artist has been expressed through the medium. Can more festive apparel be imagined than a gown of heavy silk taffeta? Silk in the form of an elegant blouse peeps out from under well-tailored jackets; from the sober classic shirt-blouse, silk rises to the height of elegance in the afternoon blouse. The delicately worked blouse of silk muslin, satin crepe or heavy tie silk is to-day a wardrobe requisite. Costly furs display gleaming satin linings, and before long, spring ensembles with blouse and coat lining of gay printed silks will appear. The smart little bolero worn over simple frocks is of silk or picked out in silk embroidery. Besides being extremely elegant, pure silk fabrics have also the advantage of being hygienic. They are always warm and dry, because unlike animal fibres they do not absorb dampness from the atmosphere and they can also give off the humidity expired from the human body through their minute filaments. For this reason, pure silk is particularly recommendable for underwear. Silk underclothes keep one warm in winter, while in summer they prevent those cold tremors so often felt after perspiring. Silk is therefore beneficial to those who suffer from rheumatism.

At one time it seemed as though pure silk would be replaced by new artificial materials. The cheaper, mass-produced rayon silks of different kinds certainly offer many advantages. Even the centuries-old silk industry in Zurich has adopted the new artificial fibres and is now employing them together with pure silk. Season after season, these products contribute to the renewal of patterns, colorings and technical improvements in weaving. Quite a number of mixture weaves have been improved by the utilization of artificial fibres and rayons have gained ground particularly in the domain of printed fabrics.

What has the present vogue in silks to offer? Next summer will again bring forth a great variety of printed pure silks and rayons, among which will be found some with delicate pastel designs, and others boldly covered with flower and leaf motifs, which are arresting by their luminous colorings and many-hued yet harmonious patterns. Among plain fabrics, are to be found heavy creped qualities, such as marocains. Georgettes of various weights and gossamer silk muslins are also greatly in demand. Further, there is a wide range of tussors and shantung and a rich selection of beautiful washing silks, including fabrics with finely corded surface and satin stripe effects. Among these simpler materials are grouped various striped, plaid and check patterns. Among the rayon novelty fabrics are many styles which have the appearance of wool.

For real elegance pure silk taffeta, so graciously pliable, is unrivalled. The Swiss silk industry has also brought out very smart rayon novelties, among which the following stand out: faille jersey, matelassé (a ribbed flowered fabric) and «peau de pêche» which with its sponge-cloth appearance offers a texture similar to wool. Heavy ottomans and silk reps with large ribbings are also suitable for elegant ensembles and tailormades.

The wide range of artistic fancy and chevron weaves offer soft fabrics with vertical ribbing, among which are specially to be noted: a dotted romain, which is a wool and rayon mixture with very fine, glossy spots, and also a number of plain and multi-colored tie fabrics, mostly of pure silk. However, rayon tie silks are certainly beautiful and they can offer the qualities of being uncrushable and affording a great variety of choice. Among the latter are also a number of satin and reps styles. Further, these tie silks show a great many combinations on moiré ground with interwoven shaded chevron, striped or dotted patterns of glossy satin effects. All kinds of dotted patterns and geometrical designs, tone upon tone or in contrasting colors stand out among this striking collection.

Red is still the fashionable color for neckties. Other popular colors are: light and dark blue contrasts, or Cambridge blue designs on dark ground; different shades of green, royal blue and grey, warm ochre shades — indeed all brown tones will be the new note in coming silk fashions. These decorative tie silks also make most decorative blouses — in fact, their value in this line has not yet been sufficiently appreciated — which for afternoon wear give the tailored suit an extremely chic appearance. Finely dotted patterns are especially suitable for this purpose.

Elsa SCHULTHESS



Oben und unten links - Above and left below - Arriba y abajo a la izquierda.

Stünzi's Flanelline! Ein aus einem Gemisch von farbigen und weissen feinsten Kunstseidenfasern hergestelltes Gewebe. Solid gefärbt, waschbar, weich wie Wolle und von grösster Haltbarkeit. Der Artikel wird in 30 bis 40 Dessins in Carreaux und Streifen angefertigt. Stünzi's Flanelline is a mixture of the finest colored and white artificial silk fibres. It is dye fast, washable, has a texture like fine wool and is very durable. This article offers 30 to 40 different designs, both in checks and stripes.

Stünzi's Flanelline! Tejido compuesto de una mezcla de hilos tintos y blancos muy finos de seda artificial. Inalterable, lavable y suave como la lana, esta tela es muy durable. Se fabrica en 30 o 40 diferentes dibujos, con cuadros y rayas.

Stünzi Söhne A.-G., Horgen.

In der Mitte - In the centre - En el centro.

Filmdruckdessin auf unerschwerter reiner Seide für elegante Hochsommerkleider. Film-printed pure silk for smart summer dresses. Dibujos printados con películas sobre pura seda para elegantes ropas de verano.

Seidenwarenfabrik vorm. Edwin Naef A.-G., Zürich.

Unten rechts - Below on the right side - Al pie, a la derecha.

Mischgewebe aus Wolle und Kunstseide für zweiteilige Nachmittagskleider. Woolen and artificial silk fabrics for two pieces afternoon suits. Tejidos de lana y seda artificial para vestidos en dos piezas por la tarde.

Seidenwarenfabrik vorm. Edwin Naef A.-G., Zürich.



Seidenvierecktuch.  
Silk Necksquare.  
Pañuelo de seda.  
F. Blumer & Co., Glarus.  
Photo Droz.

Gegenüber (von oben nach unten).  
On opposite page (from top to bottom).  
Enfrente (de cabeza a pies).

Gedruckte Cupro Wäsche, waschbar, idealer Ersatz für Seide.  
Printed Cupro Lingerie, washable, the ideal substitute for silk.  
La ropa interior impresa « Cupro », lavable, ideal para reemplazar la seda.

Emar A.-G., Zürich.

Stehli's Peau de Pêche, Wollersatz aus Kunstseide.

Stehli's Peau de Pêche, the rayon fabric with woollen texture.

Stehli's Peau de Pêche, la lana en seda artificial.

Stehli & Co., Zürich.

Reiner Seidefantasiestoff für Morgen- und Nachmittagskleider, waschbar.

Washable pure silk fancy fabric for morning and afternoon wear.

Seda pura para ropa de la mañana y de la tarde, lavable.

Emar A.-G., Zürich.

« Matelassé » in Kunstseide der Firma Stehli & Co., Zürich. Stark verlangter Artikel.

« Matelassé », an artificial silk material manufactured by Messrs. Stehli & Co., Zurich. This article is in great demand.

« Matelassé » en seda artificial de la casa Stehli & Co., Zurich. Artículo de gran consumo.

« Adora » Gewebe, 100 % Zellwolle, und Surah gestreift, 100 % Rayon.

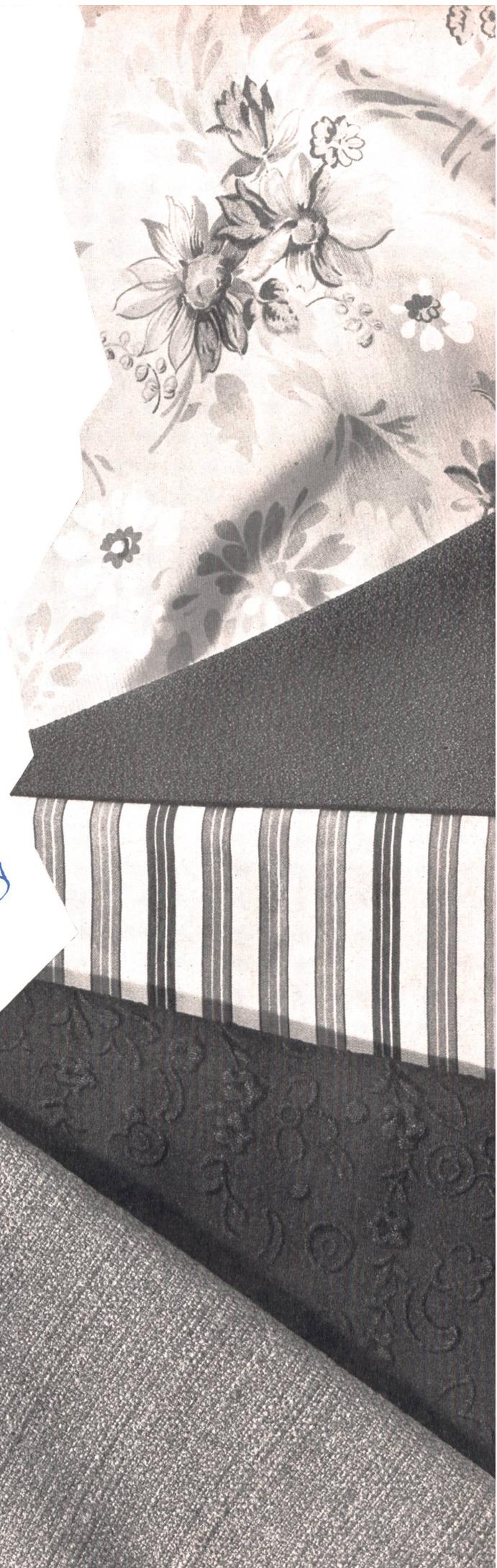
« Adora » cloth, 100 % in cellulosic wool and checked Surah, 100 % artificial silk.

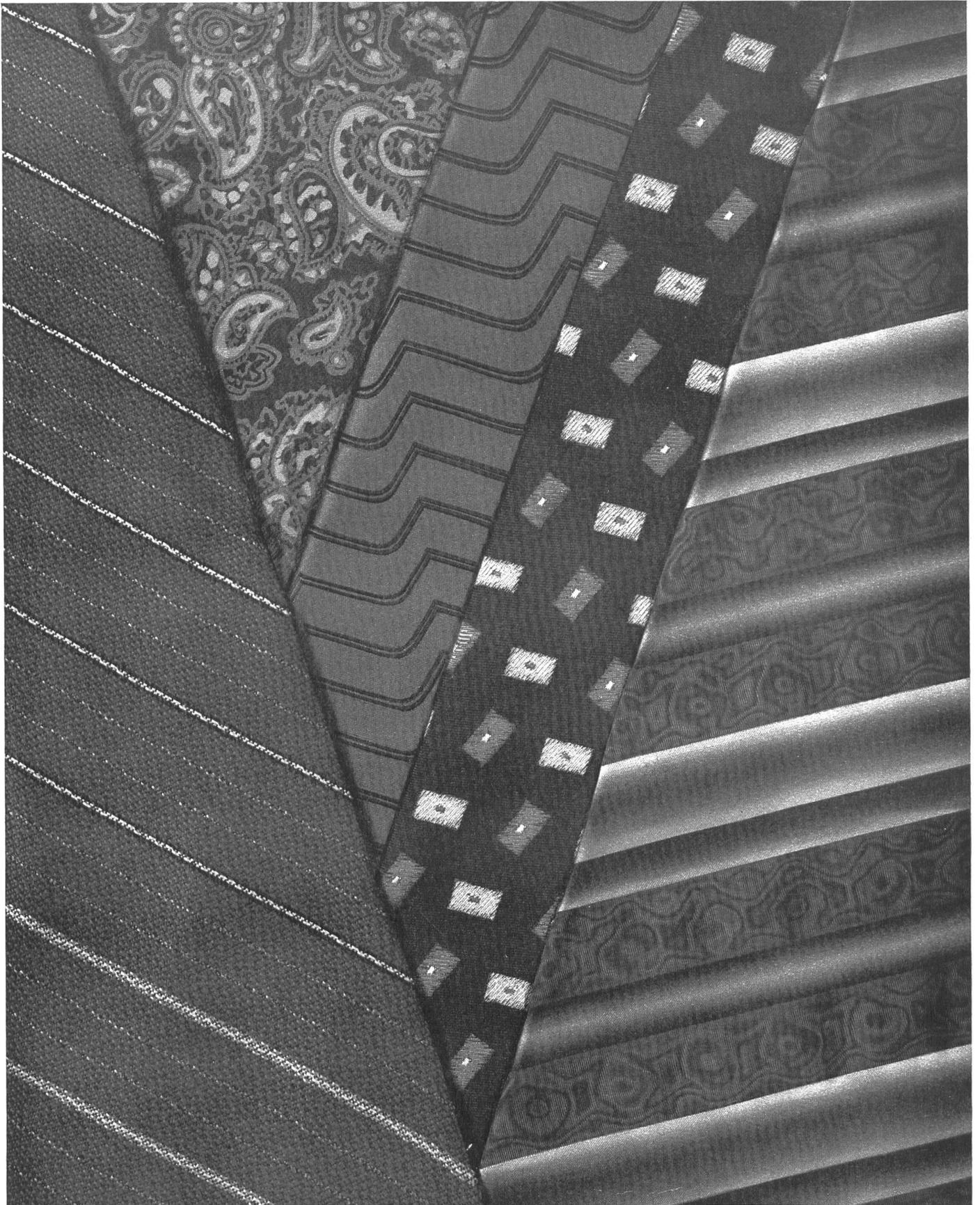
Tela « Adora », 100 % lana de celulosa y surah cuadrículado, 100 % seda artificial.

Heer & Co., A.-G., Thalwil.



Seidengewebe.  
Silk Fabrics.  
Tejidos de seda.  
Firma Siber & Wehrli A.-G., Zürich.  
Photo Droz.





**Krawattenseiden - Tie silks - Tejidos para corbatas.**  
von links nach rechts - from left to right - de la izquierda a la derecha :  
Stünzi Söhne A.-G., Horgen.  
Emar A.-G., Zürich.  
Siber & Wehrli A.-G., Zürich.  
Stehli & Co., Zürich.  
Seidenwarenfabrik vorm. Edwin Naef A.-G., Zürich.