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CONTRIBUTIONS INDIVIDUELLES DES MAISONS  
MANUFACTURERS' OWN CONTRIBUTIONS  
CONTRIBUCIONES INDIVIDUALES DE LAS CASAS  
BEITRÄGE EINZELNER FIRMEN



Photo Bauty

**Josef Heeb S. A., Appenzell**  
Mouchoirs de coton imprimés.  
Printed cotton handkerchiefs.  
Pañuelos estampados de algodón.  
Bedruckte Baumwoll-Taschentücher.



**Christian Fischbacher Co., St-Gall**

Mouchoirs fantaisie mode, imprimés et tissés  
couleurs, pour dames et messieurs.

Ladies and men's fashionable fancy handkerchiefs,  
printed and colour-woven.

Pañuelos fantasía de moda, estampados o de textura  
en colores, para señora y caballero.

Modische Fantasie-Taschentücher für Damen und  
Herren, bedruckt und gewoben.

Stoffel & Cie, St-Gall

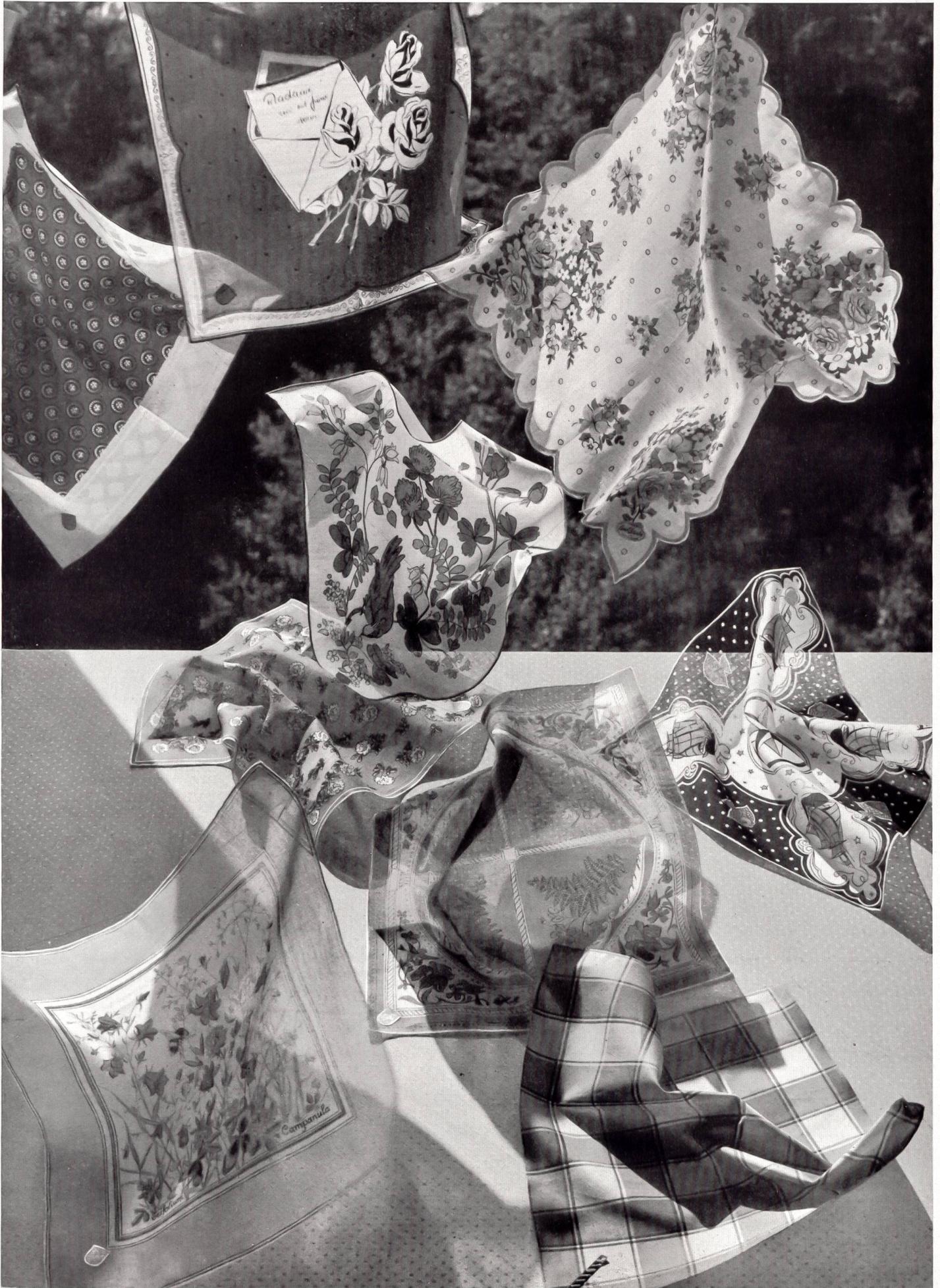
Mouchoirs Stoffels imprimés et tissés couleurs, en filés de coton fins, — mouchoirs réputés dans le monde entier.

Stoffels handkerchiefs, printed and colour-woven, in fine cotton yarns, — handkerchiefs of world wide reputation.

Pañuelos Stoffels, estampados o de textura en colores, con hilados finos de algodón, — pañuelos renombrados universalmente.

Stoffels Taschentücher aus feinfädiger Baumwolle, bedruckt und buntgewoben — Taschentücher von Weltruf.

Photo W. Bischof





*J. Delmas*  
PARIS



Manufacture des Montres Doxa S. A.,  
Le Locle  
Montres — Watches — Relojes — Uhren.

Photo Bauty



Photo Bauty

Reichenbach & Cie, St-Gall

Nouveautés en organdi brodé.  
Novelties in embroidered organdie.

Novedades en organdi bordado.  
Neuheiten in besticktem Organdi.

**E. Mettler-Müller S. A., Rorschach**  
 Napperons de dentelle guipure.  
 Guipure-lace traycloth and doilies.  
 Mantelillos de encaje guipur.  
 Aetzspitzen-Decken in verschie-  
 denen Grössen.

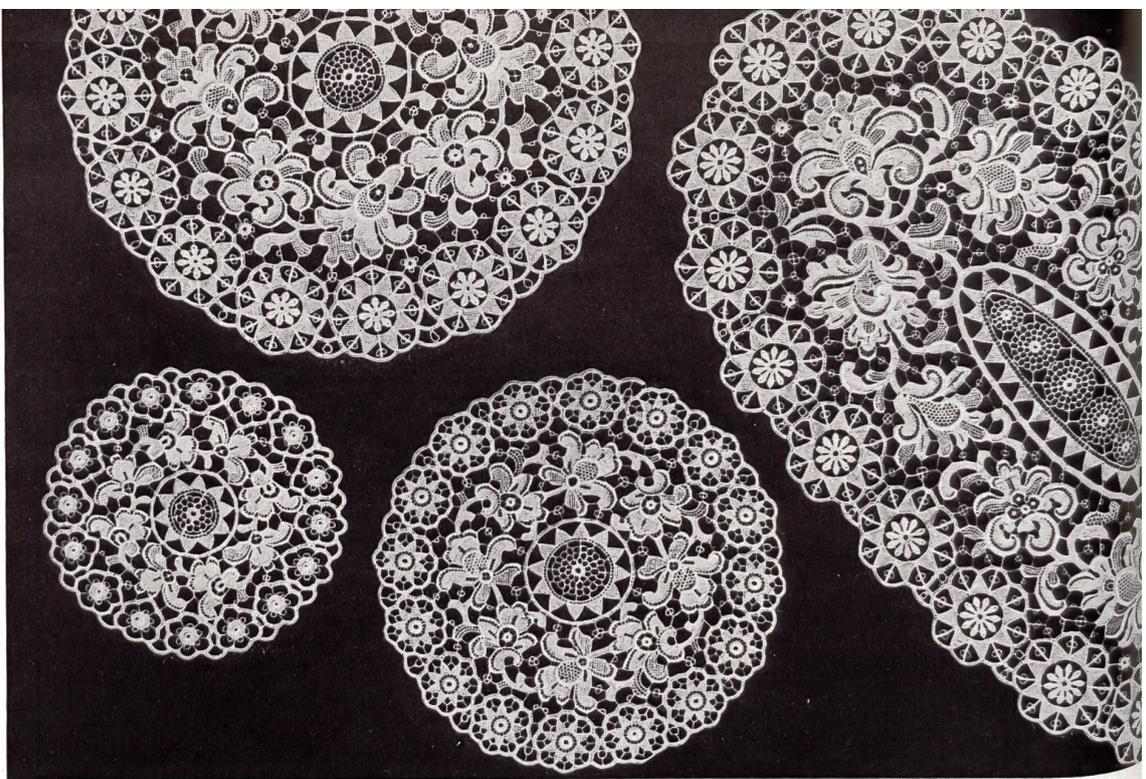


Photo Droz



Photo Bauty

**Union S. A., St-Gall**

Laize organdi brodée, galon guipure et col  
 d'organdi avec dentelle sur tulle.

Embroidered organzie allover, lace braid  
 and organzie collar with net lace.

Tejido bordado de organdí, galón de guipur y  
 cuello de organdí con encaje sobre tul.

Bestickter Organdi-Allover, Guipüreband und  
 Organdikragen mit Tüllspitze.

**Robert Halter S. A., St-Gall**

Fabrication de dentelle aux fuseaux.

Manufacture of bobbin-lace.

Manufactura de encajes de bolillos.

Klöppelspitzenfabrikation.



Mettler & Cie S.A., St-Gall

Quatre jolis dessins de notre collection d'été, en  
fibranne et rayonne.

Four lovely patterns on staple-fibre and rayon  
fabrics, from our summer collection.

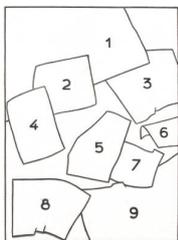
Cuatro bonitos dibujos de nuestra colección de  
verano, de fibrana y de rayón.

Vier hübsche Dessins in Fibranne und Rayonne,  
aus unserer Sommer-Kollektion.





Photo Bauty



**Berthold Guggenheim, Zurich**

Les toutes nouvelles créations pour le printemps et l'été 1950 :  
The latest patterns of the 1950 spring and summer collection :

- 1, 6, 8. « bégé », rayonne lavable et infroissable ; washable and incrushable rayon fabrics.
- 2, 4. Cotons imprimés ; printed cotton fabrics.
3. « Crêpe Miramar ».
5. « Crêpe Opéra », crêpe de Chine (pure soie — pure silk).
7. « Colorfix », rayonne infroissable et cuisable ; incrushable and laundry resisting rayon fabric.
9. « Pour le soir ».

**Société anonyme A. & R. Moos, Weisslingen**

Nouveaux dessins en Lanella (50 % laine / 50 % coton en mélange intime) Sanfor, pour robes de dames et d'enfants.

New designs in Lanella (50 % wool / 50 % cotton mixture) Sanfor for children and ladies' dresses.

Nuevos dibujos en Lanella (50 % lana / 50 % algodón mezclados al hilar) Sanfor para vestidos de señora y de niño.

Neue Dessins in Lanella (50 % Wolle / 50 % Baumwolle spinnngemischt) Sanfor für Kinder- und Damenkleider.





### Mer de brouillard dans les Alpes suisses

En adressant à ses amis d'affaires, dans le monde entier, cette impressionnante vue des géants des Alpes, la Jungfrau, le Mönch et l'Eiger, un fabricant suisse aimerait évoquer pour ses clients les joies des vacances passées ou à venir.

La vue de ces nuées ne rappelle-t-elle pas aussi une couche d'ouate, ou mieux, de cette ouatine de laine dont on garnit les vêtements ?

### A sea of mist in the Swiss Alps

The firm which sends greetings to its friends all over the world with this wonderful picture of the imposing Jungfrau region, with Eiger, Mönch and Jungfrau in the Bernese Oberland, would like to revive memories of past holidays or give a glimpse of pleasures yet to come.

This sea of mist bears a resemblance to soft, white and fluffy cotton-wool. If you imagine that soft surface as a tissue, it might easily be an immense plain of wool-wadding.

Grossmann & Co, Thalwil

Ouate pour matelassage, ouatine de laine pour la confection, épaulettes confectionnées.

Wadding for padding, Wool wadding, Shoulder pads.

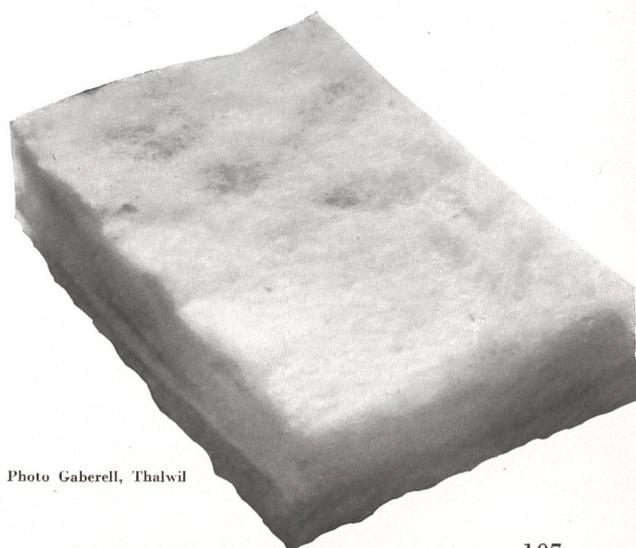


Photo Gaberell, Thalwil

## The Swiss waterproof clothing industry \*

When considering the great expansion of the Swiss clothing industry during the last ten years, particular mention must be made of the manufacture of raincoats. When England and Germany, the traditional suppliers of Switzerland, had to stop their deliveries at the beginning of the second World War, Swiss manufacturers took advantage of the opportunity to establish themselves and to organize their production on a more rational basis. Extremely careful workmanship combined with very good taste assured the success of the Swiss manufacturers in this industry too. To-day these manufacturers are gaining continually increasing success on foreign markets.



In Switzerland itself, waterproof coats made of proofed cotton fabrics are so popular at the moment that they have really become universal wear. Not twenty years ago everyone wore proofed wool gabardine coats, but the fashion, in this respect, has completely changed in the course of the last ten years and raincoats made of proofed poplin and proofed cotton gabardine have been universally adopted. The reason for this change is simple : cotton fabrics are lighter and lend themselves better to waterproofing. If a raincoat is worn during the cold season, it is always possible to add a warm detachable lining.

On this page :

“JAGUAR” raincoats by Sportdress Ltd., Basle.

\* See article on page 58.

It must be noted that the Swiss textile industry has taken a decisive part in the development of the rainwear industry. The modern cotton mills deliver high quality fabrics, and the processing establishments are capable of assuring a water-proofing of the fabrics, the quality of which is recognized everywhere.

Let us mention finally, the manufacture of raincoats from plastic materials. Their success is due for the most part to their low price, but they cannot claim to be as strong as coats made of cotton fabrics, nor are they sufficient protection

against the cold in winter. Plastic raincoats are to be considered then as additional articles for occasional wear.

To-day, the best Swiss manufacturers of water-proofs are able to offer their customers from abroad, models which leave nothing to be desired, either from the point of view of cut and style or of the raw materials and the fashionable colours used. Waterproofs "Made in Switzerland", are becoming more and more appreciated abroad where they help to spread the reputation for quality and elegance of the Swiss clothing industry.



**Emil Anderegg Ltd.,  
Weinfelden**

1. Lady's proofed cotton poplin raincoat, in all fashionable shades. Linda model.
2. Gentleman's proofed cotton poplin raincoat, lined with the same material or tartan rayon. Remo model.
3. Lady's proofed cotton poplin raincoat, in all fashionable shades, lining of the same material or tartan rayon. Sou'wester to match. Ursula model.

## SWEET INNOCENCE

Marguerite had this innocence before opening the casket of jewels, Juliet before first seeing Romeo, Ophelia even in her sweet madness, and the virgins of Francis Jammes or Giraudoux...

Although the nights be warm, no fountain nor accomplice nightingale stirs to trouble dreamy slumbers. Before closing their transparent lids and entrusting themselves to Lethe's arms, young maidens dream again a little, decorously, and confide chaste secrets to the moon...

Their graceful flowing robes, diaphanous and light... must one confess that they are "night-gowns", can such a prosaic term be applied to anything so delightful, so decent though ethereal, so modest though revealing? Cotton gives them its freshness, its softness, its frosty crispness and simple flower fresh charm. The style and adornments combine the modern with the old: lace discretely used, eyelets, black velvet bows and threaded ribbons, yokes with flounces, cape sleeves, crossed bodices, gathers, pin-tucks, etc. The colours too are classical and modern, from whites, blues and pinks, to bolder combinations such as lemon and green for



These night-gowns are made by the manufacturers of fine lingerie  
Jacob Scherrer Ltd., Romanshorn (Switzerland).

Photos by Eva Hönig



example, in unpretentious prints : fine checks, polka dots, sprigs of flowers, geometric designs, etc. The fabrics are batiste, chambray, nainsook, opale and voile, and the models have charming names like Colette, Corolle, Mignon, Menuet, etc.

It is not a question of expensive lingerie, but of ordinary garments, pleasant to wear, practical, easy to wash, but so well designed, so exquisitely and strongly made that they will delight all the girls and young women who wear them.

Graceful, feminine, modern, but of perfect taste and appealing simplicity, these *night-gowns* — since we must call them by their real name ! — represent a class of their own in fine lingerie, which makes elegance a matter of taste rather than of the purse.

They have all the charm of an innocence without affectation, the freshness needed for restful summer sleeping, with just that touch of healthy strength which pleases the girls and young women of to-day.

Celia.





**1. Swiss Knitting Co. / Knechtli & Cie S.A.,  
Zollikofen-Berne**  
„SWISSNIT”

Costume tricoté sportif, très seyant.  
Very attractive knitted sport suit.  
Muy bonito traje deportivo, de punto de malla.  
Ein kleidsames, sportliches Trikot-Costüme.

Photo Hans Steiner

**2. S. Heim Fils S.A., Baden**

Fabrication de vêtements de tricot et jersey :  
robes, deux-pièces, pullovers, gilets.

Manufacture of knitted and jersey wear : dresses,  
two-piece suits, pullovers, waistcoats.

Manufactura de vestidos de punto y de malla :  
vestidos, dos-piezas, pullovers, chalecos.

Fabrikation modischer und sportlicher Oberkleider :  
Kleider, Deux-pièces, Jacken, Pullover, Westen.

Photo Droz

**3. Kneubühler & Cie, Zofingue**

Manteaux sportifs pour dames.  
Ladies' sports coats.  
Abrigos deportivos de señora.  
Sportliche Damenmäntel.

Photo Droz

1

2

3



Kiene & Merz S.A., Kreuzlingen



Robe sportive en tissu jersey fantaisie à carreaux.

Jersey dress in fancy check design for sports wear.

Vestido deportivo, de tejido de punto de malla fantasma con cuadros.

Schräg kariertes sportliches Jersey-Kleid in Phantasiestoff.

Robe sportive très soignée en tricot avec piqûres matelassées.

Very smart knitted sports dress with stitched piping.

Vestido deportivo de punto de malla, hechura esmerada con pespunte almohodillados.

Sportlich gepflegtes Strickstoffkleid mit aparter Wattestickerei.