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Jersey and knitted fabrics

During these last few years jersey and knitted fabrics have played an increasingly important role in women's clothing, whether for dresses, suits, two-pieces, skirts, pullovers, cardigans, jackets, slacks or other articles from the classic to the fancy.

Are recent improvements in the construction of knitting machines which enable an increasing variety of articles to be more easily manufactured responsible for this fashion, or has the demand inspired the designers of these machines to surpass themselves? We think that both have played their part but we do not intend to go any further into the question. What is important for us is to note the facts while proving by illustrations the extent to which Swiss production in this sphere has succeeded in meeting the demands of fashion.

The irresistible tendency of clothes to become more and more practical, of « dressy » fashions to adopt styles and materials which are less and less formal (inspiring women to adopt the pullover for evening wear) has contributed much to increasing the success and reputation of knitted wear.

This fashion is interesting from the point of view of industrial economy because it has made possible the development of the knitting and hosiery industries in certain districts of Switzerland, far from the traditional centres of textile production. The manufacture of knitted fabrics is in fact much simpler technically than that of other fabrics and can therefore be carried out on a small scale independent of the subsidiary industries so necessary to weaving. Thus factories are found not only in northern and eastern Switzerland, but even in the west of the country and particularly along the shores of Lake Lemán.

This comparative decentralisation brings in its turn certain appreciable advantages to the industry from the point of view of fashion. As a matter of fact it is well known that from one part of Switzerland to another tastes differ greatly, especially where clothing is concerned. Nearer in spirit to France and Paris, to which it is bound by many affinities, French Switzerland manufactures different models to German Switzerland; thus each district interprets the fundamental ideas of fashion in its own way, according to its own conception. Of course the differences are very small and they are hardly noticeable when one model is compared with the next, but they can nevertheless be felt when production is viewed as a whole. Swiss collections of jersey and knitted wear are therefore extremely rich and varied, and are well able to satisfy the most widely different tastes, the contrasting trends of mentalities which differ from one latitude, from one climate to another.

It must also be remembered that Switzerland is a country for sport, tourism and study. The passion of the population for the open-air, an active life and sports of all kinds has compelled industrialists to manufacture models which are not only elegant but at the same time practical and strong; the presence in the country of a great many foreigners from all parts of the world — both tourists and students — only serves to emphasize this requirement, while bringing to the creators of these models



Tricoterna S. A., Berne

Fabrique de tricotages et de bonneterie mode. Elégant deux-pièces moderne en tricot à carreaux, couleurs nouvelles pour le printemps.

Manufacturers of knitted wear and fashionable hosiery. Attractive modern jersey two-pieces in new coloured checks for the spring.

Manufactura de géneros de punto y de calceería de moda. Elegante y moderno juego de dos piezas, hecho de punto a cuadros, colores nuevos para primavera.

Fabrik für modische Strick- und Wirkwaren. Modernes, elegantes Tricot-Deux-pièces, Carreaux-Muster in modischen Frühjahrsfarben.



Nabholz S. A. Fabrique
de tricotages,

Nabholz Ltd. Jersey-
manufacturers,

Nabholz S. A. Fabrica de
ropa de malla,

Nabholz A.-G. Tricot-
fabrik,

Schönenwerd (Sol.)



His & Cie, Murgenthal

«HISCO»

Ensemble deux-pièces en tricot laine irrétrécissable et inattaquable aux mites.

Knitted wool twin-set, unshrinkable and mothproof.

Juego de dos piezas en punto de lana inarrugable y resistente a la polilla.

Gestricktes Ensemble aus uneingehbarer, mottenechter Wolle.

J. F. Rohrer-Bolliger, Romanshorn

«ROBORO»

Seyant pullover mode à manches kimono.

Very becoming fashionable pullover with kimono sleeves.

Jersey con hechura de moda y con mangas de kimono.

Kleidsamer modischer Pullover mit Kimonoärmeln.

Photo Droz

ideas and suggestions from abroad ; this mixing of cosmopolitan influences enables them to remain well-informed of the most recent trends and to keep their production up to date.

It is hardly necessary to add that the manufacture of jersey garments, knitted wear and hosiery is carried out in Switzerland according to a tradition of quality from which the manufacturers concerned would not wish to depart. These articles therefore fully justify the present fashion for jersey and knitted fabrics, particularly since the raw materials used, the dyes, the equipment and the workmanship are all of the finest quality. Moreover style, cut and colouring make Swiss knitted fabrics into garments which, in addition to their well-known qualities of strength, suppleness and resistance to wear, are extremely smart and entirely justify their success in the country itself and abroad.

R. CH.





Ruepp & Cie S.A.,
Sarmenstorf

« ALPINIT »

Tricots et jerseys.

Jersey and knitted
fabrics.

Prendas de punto y de
malla.



Jos. Sallmann & Cie, Amriswil

« ISA »

Robe très sport en beau jersey à carreaux écossais, riche assortiment de couleurs.

Dress for the sporting occasion in fine plaid jersey, obtainable in a rich assortment of colours.

Vestido muy deportivo, en punto de malla a cuadros escoceses, gran surtido de colores.

Sportliches Kleid aus Jersey écossais in verschiedenfarbenen, sehr schönen Carreaux erhältlich.

Devaud Kunstlé & Cie S. A., Genève

« HELVETRICOT »

Gilet haute nouveauté.
Vêtements tricotés pour tous les âges; sous-vêtements charmeuse pour dames et fillettes.

Very novel cardigan.
Knitted wear for all ages; ladies and girls' charmeuse underwear.

Chaleco alta novedad.
Vestidos de punto para todas las edades; ropa interior de charmeuse para señora y niña.

Modische Damenweste.
Strickkleider für jedes Alter; Charmeuse-Wäsche für Damen und Mädchen.

Photo Droz





Geiser S.A., Huttwil

Petite robe pure laine à garnitures en angora, tricot main.

Little hand-knitted frock in pure wool with angora trimming.

Vestidito de pura lana con adornos en angora, de punto a mano.

Handgestricktes Kleidchen aus reiner Wolle mit Angorawolle verziert.



Bonnet, jaquette et chaussons tricotés à la main en pure laine avec garnitures en angora.

Hand-knitted bonnet, jacket and booties in pure wool with angora trimmings.

Gorra, chaqueta y esarpines de punto a mano en pura lana adornados de angora.

Häubchen, Jäckchen und Schühlein aus reiner Wolle mit Verzierungen aus Angorawolle, handgestrickt.

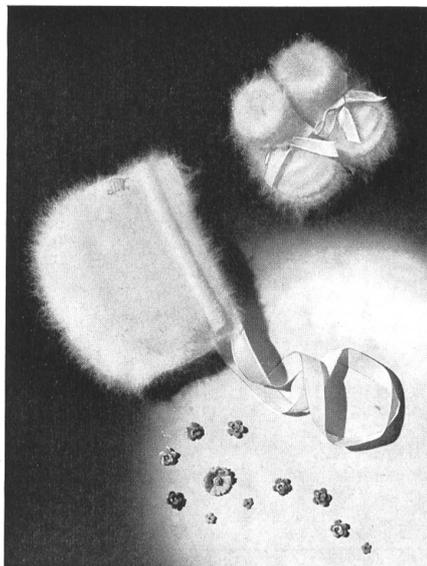
Photos Droz.

Bonnet et chaussons tricotés à la main en pur angora.

Hand-knitted bonnet and booties in pure angora.

Gorra y esarpines de punto a mano en angora puro.

Häubchen und Schühlein aus reiner Angorawolle, handgestrickt.



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Zurich and Lausanne

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