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TEEN AGERS

How to describe them, what to say about them without giving them away? Often fickle and evasive, stubborn too, sensible and unreasonable, for better or for worse . . . Already almost women, alas, with the whims and sulkiness of children, but also with that precious power of enthusiasm possessed by youth, that readiness to give themselves wholeheartedly to anything that appears new and original to them, even

if there are a hundred thousand and more of them with the same idea.

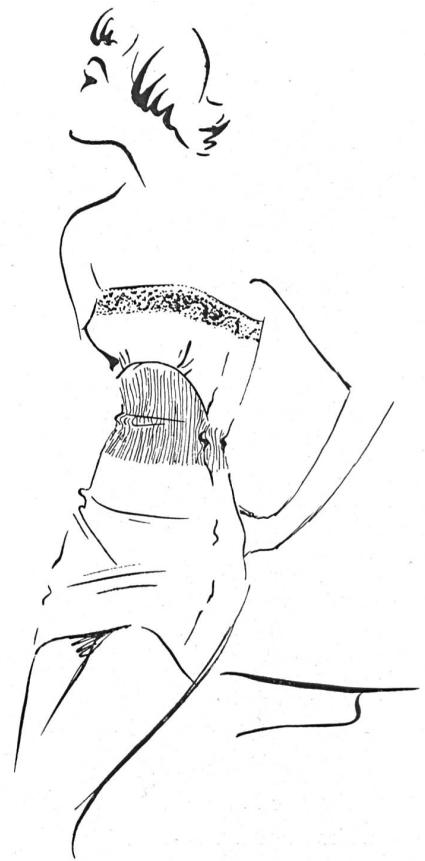
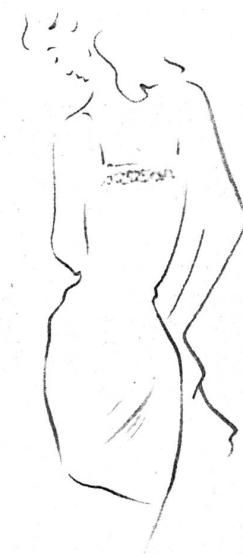
To claim that they dream would be unfair to those who sacrifice everything to action, but not to see them as anything but a mass of whirling electrons would be to neglect the romantic and the studious among them. They are all all of that. This one declares herself to be shy when she is really bold, almost brazen;



Slip of rayon charmeuse with cross-over bust and embroidered trimming, panties to match (Hocosa).



Pretty youthful lingerie set in woollen tricot with fine ribbing at the waist, narrow shoulder straps and straight top with lastex and Jacquard design; brief legless panties with ribbing at the waist (Molli).



Strapless vest in lisle, ribbed waist, straight top with Jacquard design and lastex. Youthful model, popular for summer décolleté wear; made with legless panties ribbed at the waist and trimmed with lace (Molli).



Plain cotton knitted vest with fine ribbing at the waist and cross-over bust with Jacquard design; made with plain brief legless panties (Hocosa).



Fine ribbed cotton knitted vest, trimmed with embroidery; made with brief legless panties to match (Hocosa).



Little mischief

Monique knows how to wear to advantage the classic black form-hugging swimsuit in rayon, cotton and lastex for the athletic type (Wieler).



Fun in the open air

Young girls love these one-piece woollen swimsuits with or without shoulder straps, flattering and always correct, which fear neither sun nor sea water (Hocosa).



Basking in the sun

A particularly feminine one-piece knitted swimsuit in rayon, cotton and lastex, with large yellow and red flowers on a green ground. Colours unaffected by sea water (Wieler).



On the water

and for cool summer days, Marise chooses a comfortable sports suit of soft and supple green and red check cotton fabric with crushproof finish and woollen handle, collar, cuffs and waist of top in ribbed wool knitwear (Scherrer). (Royal stockings).

another, who blushes at what she believes to be boldness, is really shy and modest. Their souls, changeable and charming, are the colour of the weather, become iridescent and glisten at the slightest ray of sunshine, and cloud when skies darken.

They annoy us with their prejudices, their peremptory airs, their decided, uncompromising opinions which they will change with equal vehemence tomorrow; but they please us with their possibilities, their promise of being all that they appear and more.



Morning over the town

Nina is going out, she has put on an attractive blue jersey dress with blue and white checked rayon dicky and matching bolero (Yvel), shoes in blue suede and real python (Bally). (Royal stockings).



Nina is fond of browsing among the books

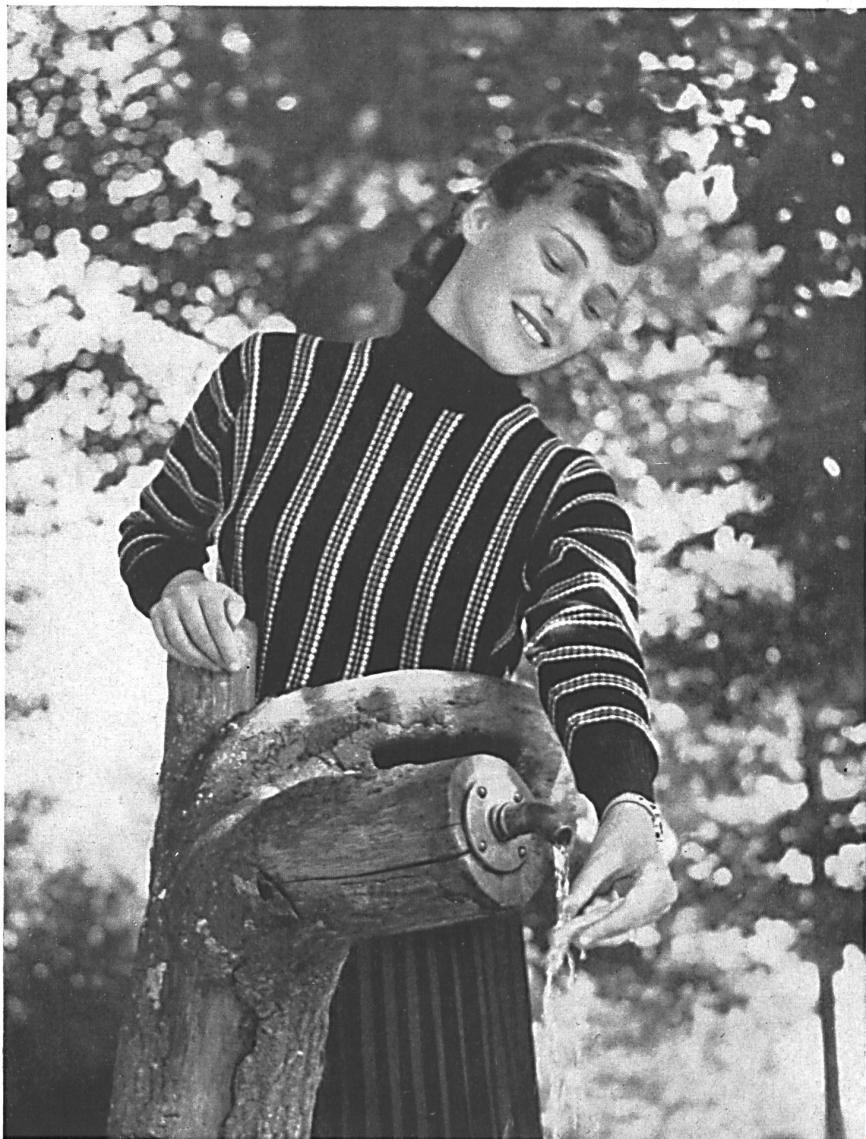
She also loves her moss green hip-hugging pullover (Belfa) and her grey houndstooth tweed slacks (Wellsit); black suède pumps (Bally) and pure silk hand-printed twill scarf (Blumer).

Preparing for her exam!

Marise is wearing a navy blue wool jersey suit piped with velvet in the same shade, loose, very «existentialist» jacket over a red pullover (Belfa) and patent leather pumps (Bally). (Royal stockings).



What do they like? They like what others have liked before them, under other names and in other forms; what thirty years ago was the fox-trot and to-day goes by the name of be-bop, a certain hardness of after the other war, which thought itself detached and to-day believes itself committed. At fifteen they pretend to be sixteen or more, borrow their mother's lipstick and dream of nylon stockings and femininity. At eighteen they renounce everything „sophisticated”, pretend not to care about what they wear and put



Young girl at the fountain

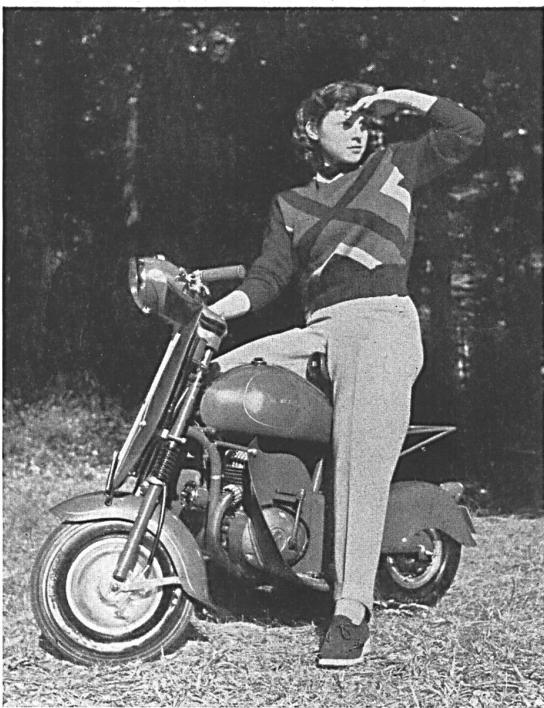
The theme of countless popular songs. Here, Gisele is wearing a becoming black pullover with multicoloured stripes (Tanner).

Where shall we go now?

Shirtwaist dress of blue staple fibre, collar and cuffs with large points, fancy gilded buttons; and classic shirtwaist dress of white silk, small round collar, mother of pearl buttons (Rexy).

on just any old thing. A pretty pullover however, makes them cry out in admiration; a smart suit and they are in ecstasy. If they put on a dance dress — the first perhaps — or even a ball gown, perched on high heels and with their wild locks cleverly tamed, one can see in their faces, despite a more or less well simulated air of detachment, an excited look at feeling themselves so elegant. Delightful, troubled moment when they test their feminine power!





Carefree spins

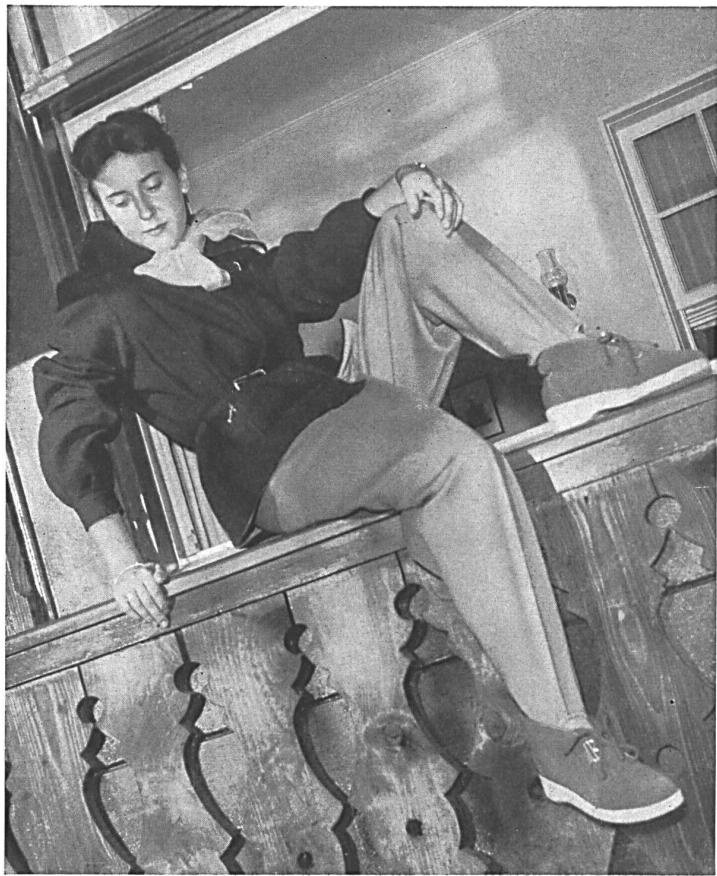
demand practical clothes like this lovely black pullover with bold designs (Belfa) and beige gaberdine slacks (Wellsit); suede shoes with crêpe soles (Bally). (Ami motor scooter).

At their age of course they need simple, unsophisticated clothes. They love low heels, pullovers, jersey suits, sloppy-joes and boxy jackets, slacks, little dresses without unnecessary fussiness, simple lingerie, without frills and furbelows, which afford freedom of movement; all that is unrestricted and comfortable and to which they can add a touch of their own personality. They are not a set of mass-produced dolls, yet they all obey, unconsciously, the same



Who's coming with me?

For riding, Monique has chosen a lumberjack of green wool jersey with large pockets (Belfa) and beige jodhpurs (Wellsit); brown riding boots (Bally), hand-printed «cashmere» woollen scarf (Blumer).



1

1 At the chalet

Nicole has kept on her very smart black belted jacket of waterproof cotton piqué and her after-ski trousers in grey tricotine (Wellsit), with red suede after-ski boots (Bally).

3

2 Hello! Simply wonderful snow up here!

says Paule to her friends. She is wearing a warm white pullover with red and green designs (Tanner), ski-trousers of navy blue tricotine (Wellsit) and after-ski boots of white nubuck with crêpe soles, lined with lamb's wool (Bally).

3 Phew, how thirsty I was!

Thick yellow and black pullover (Tanner). Puce coloured poplin ski-jacket, double proofed, with dicky, waist and cuffs of beige ribbed knitwear, practical little pocket on left forearm, matching cap with ear-flaps (Scherrer); beige tricotine ski-trousers (Wellsit) and after-ski boots in tan suède with crêpe soles (Bally).



2





Here comes the rain

and Paule quickly slips over her head the original hood of her very sporting raincoat in green poplin with leather buttons and large pockets (Wellsit).



Tourists

Gisele and Nicole pause in their sightseeing to rest a while. One is wearing a full dark red raincoat with belt and hat to match, the other an original bright red and beige reversible waterproof with a very youthful air, both in proofed cotton poplin (Croydon).

unspoken and obscurely transmitted rules. School, and — for the more favoured — university, with their own particular styles and fashions, govern their tastes. Others find in the films and the illustrated papers an inspiration which they adapt according to their temperament and the means at their disposal. For they are not all dependent on « daddy » — or rarely like to admit it. Nowadays young girls can talk about their work without embarrassment, and their first job, the first money earned is as important

A debonair walrus

chaperones these two young skiers, one in bright red anorak with a hood, the other in a black jacket with an unusual hood in the shape of a coif, both in waterproofed cotton poplin (Croydon); hand-printed woollen scarves (Blumer), sports watch (Doxa).

Autumn

In contrast to the first redness of the leaves, Monique loves to wear this large green loose-fitting overcoat, in corduroy with wide collar, full sleeves and check lining (Wellsit), and a turquoise pullover with pretty neckline (Wieler); suede shoes to match (Bally). (Royal stockings).

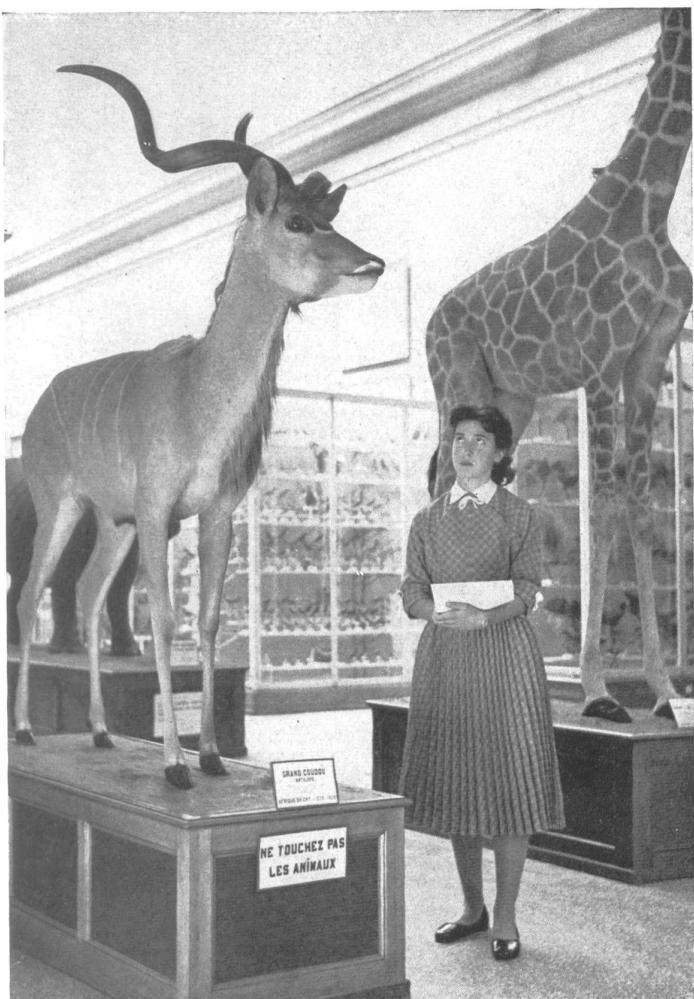


Skies are grey

Gisele has chosen a double-breasted raincoat in red poplin with fancy buttons (Croydon), a bandanna of hand-printed pure silk twill (Blumer) and brown box calf pumps (Bally).



for them perhaps as the first ball. For some, life soon makes its demands and there is nothing happy go lucky about their work, it is the daily grind — whether they be manicurists, salesgirls, typists, laboratory assistants or you, little helping hands, unseen collaborators in the world of Fashion. To others, money supplies the freedom they will later lose in marriage — perhaps, and then only in part — or when they take up an absorbing liberal profession — the bar or medicine. For the moment the money they earn is all



1



2

2 Take care, he might bite!

Simple mustard coloured woollen knitted dress, ribbed bodice, straight skirt with pockets, short jacket to match (Tanner). (Watch by Doxa, Royal stockings).

Lausanne Zoological Museum.

1 Natural history

To make her sketches, Nicole visited the museum in a practical little dress of grey and blue checked wool jersey with pleated skirt, collar of white piqué trimmed, like the sleeves, with little bows of the same material (Gack). (Watch by « Doxa », Royal stockings).

Lausanne Zoological Museum.



Private showing

Very sober in style, this straight wool knitted dress of soft green and garnet-red is suitable for all occasions (Belfa); silk twill scarf (Enb  ). (Watch by Doxa, Royal stockings).

Lausanne Museum of Fine Arts



Resemblance

Paule and her likeness. She has put on a simple rich dance dress in gold lamé green silk organza, gold kid belt (Gack). (Royal stockings).

pocket money and represents entertainment, sport, riding, skiing, a motor scooter, travel, a hobby, concerts, books, records... or perhaps too, who can deny it, trinkets, costume jewellery, a scarf, fine shoes or even a few personal whims — lovely lingerie, fine stockings...

This is to a certain extent what young girls are like. Not what they are, of course, but at least what they appear to us to be; an indistinct picture marked sometimes by a hard contour, a variegated and



Before the party

Monique has come for Paule whose father is a sculptor. Her dance dress is in plum-coloured figured satin (Gack). (Watch by Doxa, Royal stockings).

At the studio

Nicole's dance dress is in puce coloured shot taffeta, with gold embroidery. Gold kid belt, crystal buttons. The simple style shows to advantage the hang of the fabric (Gack). Gold sandals (Bally). (Royal stockings).

Contrast

Among the dusty bric-a-brac of the studio, Marise's dance dress in black figured taffeta spangled with gold, adds a festive note. Can also be worn with a bolero of the same material (Gack). (Royal stockings).



contradictory image that we believe we can discern through so many natural or forced attitudes, that they allow us to see or that we can guess at. Here they are, some demure little models seized by the photographer's camera, but the smile quickly becomes ironical, the look critical and we can know nothing of what goes on behind those stubborn foreheads... „Angels or devils?“ Already, the eternal question arises in the mind of man about these children who are women already.



Once upon a time...

As in a fairy tale, Monique arrives at the ball in her « coach », a little nervous, in a pink organza figured dress trimmed with embroidered braid, with bolero of the same material (Gack), and silver sandals (Bally).

First ball

Paule gets out of her car looking more sophisticated in her embroidered ball dress of sky blue silk organza with scarf of the same material (Gack).



T E E N A G E R S

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Belfa Boris Oumansky & Co., Geneva
Blumer F. Blumer & Co., Schwanden
Enbé C. L. Burgauer & Co., Zurich
Gack Maison Gack, Zurich
Hocosa Hochuli & Co. Ltd., Safenwil
Molli Ruegger & Co. Ltd., Zofingen
Respolco Respolco Ltd., Zurich
Rexy Schellenberg, Sax & Co. Ltd., Trubbach
Scherrer Jacob Scherrer Ltd., Romanshorn
Tanner Victor Tanner Ltd., St-Gall

Wellsit Kneubühler & Co., Zofingen
Wieler Pius Wieler Sons, Kreuzlingen

All stockings are *Royal* by Al. Ruckstuhl, Wil

All shoes are registered models by *Bally* Ltd., Schönenwerd

All watches are by *Doxa* Ltd., Watch Manufacturers, Le Locle

Motor scooter *Ami* by the Neue Amag Ltd., Zurich