

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1952)
Heft: 2

Artikel: Música proibita : men's underwear
Autor: Florestan
DOI: <https://doi.org/10.5169/seals-799030>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

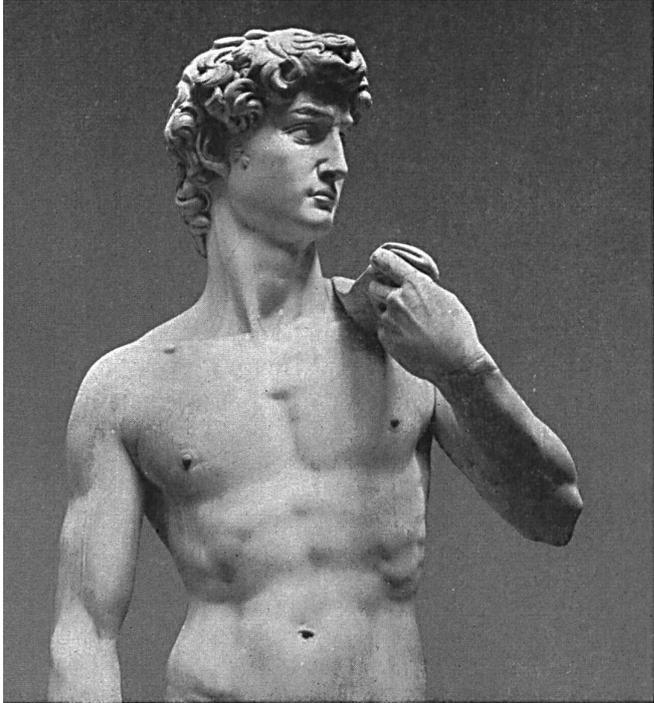
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 01.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>



Musica proibita

MEN'S UNDERWEAR

Man's conception of himself and of his relationship to society is a decisive factor in fashion. Although in the 16th century man was not ashamed to speak of the natural functions of the body, the « honnête homme » or courtier of the following century was much more reserved in this respect, and the dandy of the 19th century was reduced, if we are to believe Baudelaire, almost to a mere spirit. This ethereal creature, who devoted so much of his time and thought to his external appearance could never have

been imagined in underwear. The subject was a forbidden one.

Since then, the world has seen quite a few wars, two of them world wide, witnessed economic and social upheavals, lived through an increasingly rapid evolution of morals, applauded the growth of technical progress and the rise of sport, and suffered a complete overthrow of values... Modern man has other habits, other needs than his father. Yet he is still, in spite of everything, modelled

Nabholz Ltd., Schoenenwerd

« NABHOLZ SPECIAL »

Covered front, self-closing buttonless opening ; correct, comfortable and hygienic *masculine support* ; *balloon seat* without middle seam, which does away with any unpleasant tightness. Made in the form of briefs and short or long pants, in light, medium or warm weights, with elastic waistbands, waists with button fastenings and elastic or easily replaced slip-in elastic.



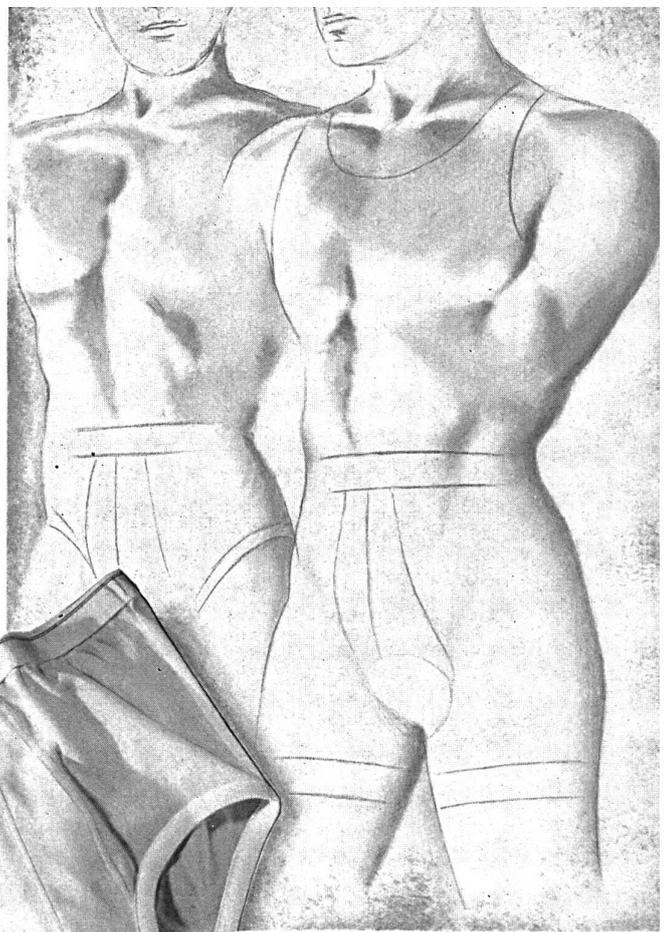
on the idea of the typical British « gentleman » as far as his own person is concerned. That is why men's underwear is still, for many, a slightly dangerous topic of conversation.

Will anyone object then to our taking it up, with all due propriety? Every illustrated paper, every magazine we glance through offers us ten times or twenty times over, the picture of some modern nymph — highly idealised, it is true — clad only in those accessories necessary to the

**A. Naegeli, Fabriques de Bonneterie
Berlingen & Winterthour S. A.,
Winterthour**

« OPAL »

Specially cut briefs and short pants with protected buttonless openings in knitted runproof cotton or ribbed interlock cotton. Unshrinkable and mothproof pure wool vests, knitted in fine, medium or heavy net, or knot-knitted.



beauty of her form. Nowadays nobody would dream of suggesting that he is in the least offended by it. It is time for mere man to claim equality of treatment! For, like woman who has become emancipated, man too has evolved and shaken off many old conventions. « A dandy never does anything », wrote Baudelaire a hundred years ago. But our modern 20th century man is always on the move ;

Vollmoeller, Knitting Works, Uster

« JOCKEY »

Patented non-gaping Y front, anatomically correct *masculine support*, waistband of heat-resistant rubber. Various models: *Bellin* with slenderising device, *Boy* for young boys and *Kiddy* for small children. Made in the form of slips, medium, overknee and long pants, in cotton, *Lancofil* (wool/cotton) or wool. Matching vests, with or without sleeves, of a special design which will not come out at the waist.

Manufactured under U. S. A. licence for Switzerland and some other European countries.

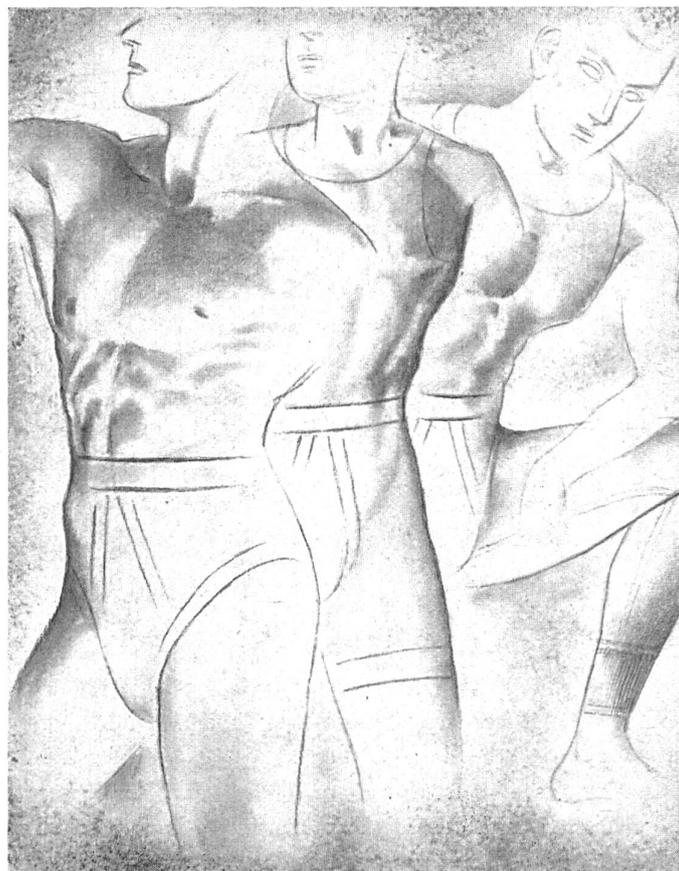


he comes and goes, travels here, there and everywhere by land, sea and air, for his work and his leisure, and this activity, this perpetual movement make comfort in his clothes a law which he dare not ignore for fear of losing the efficiency required of him. Man's body is no longer merely an anonymous peg on which to hang drab, uncomfortable and unhealthy clothes ; he is alive, he wants to be comfortable, to be unrestricted in his movements and to be able to breathe freely, healthily... That is why nowadays we men are permitted to concern ourselves with our personal and bodily comfort.

Ingenious manufacturers have designed men's underwear whose shape and function are inspired by the body itself. Each of them has given to the various problems his own personal solutions, all of which moreover answer the same concerns and needs : to provide modern man with bodily comfort, complete freedom of movement, convenience and hygienic clothing next to his skin. Modern knitted pants are supple, light, porous, absorbent and perfectly suited to the body, not only by their cut but thanks to their elasticity which makes them hold and stay in place without any risk of being too tight or irritating the skin and prevents them from losing their shape, slipping or getting into uncomfortable creases. They are moreover easy to look after because they can generally be boiled, require no ironing and many of them have no buttons. They are made in the form of briefs, short, medium or long drawers and are therefore suitable for all seasons, all outfits and all sports. According to taste, one may choose models without buttons, with elastic waistbands or models buttoned at the waist ; in summer, cotton articles are the most popular, but men who feel the cold can also find long models in cotton or a mixture of wool and cotton. To go with these underpants there are classical singlets or vests in various styles, with or without sleeves, in cotton or half wool and suitable for every season.

Whatever one may think of his own particular form of beauty, the man who is neither an Apollo nor yet a Punch may now, if not compete with the lightly clad Dianas of the more suggestive advertisements, at least feel himself less minimised : he has entered — by the back door, perhaps — but nevertheless he has entered fashion... in his underpants !

Florestan.



Jos. Sallmann & Cie., Amriswil

« ISA-Everyman »

Low, doubled opening, anatomically cut fork, wide elastic waistband, special non-irritating seams. All waist sizes and lengths. Models in cotton, half-wool and wool in the form of briefs, short or long pants. Vests to match.

Index des annonceurs et des maisons mentionnées dans la partie rédactionnelle

Index of Advertisers and Firms contributing to the Editorial Features of this Number

Indice de los anunciantes y de las casas mencionadas en las páginas de texto

Verzeichnis der Inserenten und der im redaktionellen Teil erwähnten Firmen

BOUTONS — BUTTONS — BOTONES — KNÖPFE

Kaspar Humbel, Uetikon a. See 137

BRODERIES ET DENTELLES — EMBROIDERIES AND LACES — BORDADOS Y ENCAJES — STICKEREIEN UND SPITZEN

Jacob Baenziger S. A., St-Gall 131
Eisenhut & Co., Gais 131
Eugster & Huber, St-Gall 14
Christian Fischbacher Co., St-Gall 11
Filtex S. A., St-Gall 22
Forster Willi & Cie, St-Gall 41, 44, 45, 48, 51
H. Frei & Cie, Diepoldsau 22
Aug. Giger & Co., St-Gall 134
R. & W. Graf, Rebstein 131
Robert Halter S. A., St-Gall 135
Hausammann & Cie, Winterthour 20
Theodor Locher, St-Gall 100
Leumann, Boesch & Co. S. A., Kronbühl 19
E. Mettler-Müller S. A., Rorschach 142
A. Naef & Cie, Flawil 42, 43, 50, 138
J. G. Nef & Cie, Herisau 49
Oertle & Co., Teufen 132
Reichenbach & Cie, St-Gall 122, 134
Jacob Rohner S. A., Rebstein 138
Sailer & Schoensleben, St-Gall 146
Jakob Schläpfer, St-Gall 134
Walter Stark, St-Gall 48
Ed. Sturzenegger S. A., St-Gall 22, 135
Sturzenegger & Tanner & Co. S. A., St-Gall 22
Union S. A., St-Gall 46, 47, 135

CARTES DE COULEURS — COLOR CARDS — CLAVES PARA LOS COLORES — FARBENKARTEN

Silor, Studio Color, Zurich 128

CHAUSSURES — SHOES — CALZADOS — SCHUHE

Chaussures Bally S. A., Schoenenwerd 26, 111

COLORANTS — DYESTUFFS — COLORANTES — FARBSTOFFE

Ciba Société Anonyme, Bâle IV

CONFECTION ET LINGERIE EN TISSU — WOVEN READY-MADE WEAR AND UNDERGARMENTS — ROPAS HECHAS Y ROPA INTERIOR DE TEJIDO — KONFEKTION UND WÄSCHE AUS STOFF

Algo S. A., Zurich 98, 99, 101, 102
Emil Anderegg S. A., Weinfelden 14, 129
R. Anderes S. A., St-Gall 108
Beblo S. A., Bâle 89, 92
Hugo Brandeis S. A., Zurich 80, 104
Canzani & Co., Zurich 80, 92, 97, 106
Egger, Eisenhut & Co., Aarwangen 14
El-EI S. A., Zurich 92, 98, 100
Ed. Engell & Co., Coire 22
Jaro S. A., Zurich 96, 104
Walter Kriesemer & Cie, St-Gall 93, 107
Otta S. A., Zurich 88, 90, 105
E. Kneubühler, Zofingue 143
Respolco S. A., Zurich 14, 94, 95, 102
Otto Rohrer, Romanshorn 136
Salzmann & Cie, St-Gall 94, 110
Sanco S. A., Zurich 140
Arthur Schibli S. A., Genève 87, 91, 103
Syndicat suisse d'exportation des industries de l'habillement, Zurich I, 1, 77

CRAVATES — NECKTIES — CORBATAS — KRAWATTEN

S. Kirschner, Zurich 127

DIVERS — MISCELLANEOUS — DIVERSOS — VERSCHIEDENES

Grossmann & Co. (épaulettes, Achselpolster), Thalwil 139

ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ECHARPES — SCHÄRPEN UND VIERECK-TÜCHER

Emil Anderegg S. A., Weinfelden 14
F. Blumer & Cie, Schwanden 3, 125
Christian Fischbacher Co., St-Gall 11
Siber & Wehrli S. A., Zurich 6
Stoffel & Cie, St-Gall 7
Arthur Vetter & Cie, Zollikon 146

FILETS ET RETORS — YARN AND TWISTS — HILADOS Y TORCIDOS — GARNE UND ZIRNE

Bäumlin, Ernst & Co., St-Gall 137
Boppart & Co., Goldach 136
Feldmühle S. A., Rorschach 27
Spinnerei an der Lorze, Baar 22, 25
Roth & Cie, Wangen a. A. 140
Emil Wild & Co., St-Gall 22
R. Zinggeler S. A., Zurich 140
Zwicky & Cie, Wallisellen 143

FILETS A COUDRE — SEWING THREADS — HILOS DE COSER — NÄHFADEN

E. Mettler-Müller S. A., Rorschach 14, 133
Zwicky & Cie, Wallisellen 143

FILETS, RUBANS ET TISSUS ÉLASTIQUES — ELASTIC YARNS, RIBBONS AND FABRICS — HILOS, CINTAS Y TEJIDOS ELASTICOS — ELASTISCHE FÄDEN, BÄNDER UND GEWEBE

Chaussures Bally S. A., Dépt Tissus élastiques, Schoenenwerd 136
Oscar Haag, Kusnacht-Zurich 144

LAINES — WOLL — LANA — WOLLE

N. Pedolin's Erben A.-G., Chur 137
Tissage de laine Rütli S. A., Rütli-Glaris 133
F. & E. Stuckli's Söhne, Steffisburg 136

MONTRES — WATCHES — RELOJES — UHREN

Manufacture des Montres Doxa S. A., Le Locle 29, 126

MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS — TASCHENTÜCHER

Albin Breitenmoser S. A., Appenzell 142
Filtex S. A., St-Gall 22
Christian Fischbacher Co., St-Gall 11, 124
Honegger & Cie S. A., St-Gall 14
Société Anonyme A. & R. Moos, Weisslingen 24
Oertle & Co., Teufen 132
Jakob Rohner S. A., Rebstein 138
Sailer & Schoensleben, St-Gall 146
Stoffel & Cie, St-Gall 7
Union S. A., St-Gall 135

OUATE ET QUATINE — WADDING AND COTTON-WOOL LINING — HUATA Y HUATINA — WATTE UND WATTELIN

Grossmann & Cie S. A., Thalwil 139

RUBANS — RIBBONS — CINTAS — BÄNDER

Senn & Cie S. A., Bâle 143

TAPIS — CARPETS — TAPICES — TEPPICHE

Fabrique de tapis de Melchnau S. A., Melchnau 142

TEINTURIERS, IMPRIMEURS, FINISSEURS — DYERS, PRINTERS, FINISHERS — TINTOREROS, ESTAMPADORES, APRESTADORES — FÄRBER, DRUCKER, APPRETEUR

Basler Stücfärberei A.-G., Basel 10
 A.-G. Clander, Herisau 14, 22
 Clavel & Lindenmeyer S. A., Bäle 10
 Société Anonyme A. & R. Moos, Weisslingen 7
 Stoffel & Cie, St-Gall 24
 Vereinigte Färbereien & Appretur A.-G., Zurich 22
 Zwickly & Cie, Wallisellen 143

TISSAGE DE COTON, SOIE, LIN, RAYONNE ET FIBRANNE — COTTON, SILK, LINEN, RAYON AND STAPLE-FIBRE FABRICS — TEJIDOS DE ALGODON, SEDA, LINO, RAYON Y FIBRANA — STOFFE AUS BAUMWOLLE, LEINEN, SEIDE, KUNSTSEIDE, ZELLWOLLE

L. Abraham & Cie, Soieries S. A., Zurich 32, 59, 60, 61, 62, 63, 66, 73
 Emil Anderegg S. A., Weinfelden 14, 15, 117
 Appenzeller-Herzog & Cie, Stäfa-Zurich 28
 Jakob Baenziger S. A., St-Gall 131
 Rudolf Brauchbar & Cie, Zurich 9, 66a, 119
 Burgauer & Co. S. A., St-Gall 14, 23
 Elsaesser & Cie S. A., Kirchberg/Be 14
 Eugster & Huber, St-Gall 14
 Filtext S. A., St-Gall 22
 Christian Fischbacher Co., St-Gall 11
 A. Gardiol, Genève 14
 Berthold Guggenheim Sohn & Co., Zurich 8
 H. Gut & Cie S. A., Zurich 4
 Hausamann & Cie, Winterthour 20
 Heer & Cie S. A., Thalwil 2
 Joseph Heim & Co., Zurich 2
 Hirzel & Co. S. A., Zurich 138
 Honegger & Co. S. A., St-Gall 14, III
 Max Kirchheimer, Zurich 17
 Erwin Landolt S. A., Zurich 139
 Leemann & Schellenberg S. A., Zurich 139
 Leumann, Boesch & Co. S. A., Kronbühl 19
 Mettler & Cie S. A., St-Gall 14, 18, 120

Société Anonyme A. & R. Moos, Weisslingen 24, 121
 Tissages de soieries ci-devant Naef Frères S. A., Zurich 30, 118
 J. G. Nef & Cie, Herisau 12, 13, 53, 56, 57
 Palma & Cie S. A., Zurich 137
 Reichenbach & Cie, St-Gall 134
 Jacob Rohner S. A., Rebstein 138
 Tissage mécanique de soieries Ruti, Zurich 132
 S. A. pour l'industrie textile à Bäle, Bäle 22
 Karl Schoch & Co., Zurich 22
 Ernst Schurpf & Cie S. A., St-Gall 14
 Siber & Wehrli S. A., Zurich 6
 Weberei Sirmach, Sirmach 22
 Stehli & Cie, Zurich 5
 Stoffel & Cie, St-Gall 7, 55, 123
 Sturzenegger & Tanner & Co. S. A., St-Gall 22
 S. A. Stünzi Fils, Horgen 16, 64
 Etabl. A. Ühlinger, Bäle 22
 Union S. A., St-Gall 52, 54
 Hugo Wachs & Co., St-Gall 31
 Tissage Wallenstadt, Wallenstadt 21
 Tissage de soie Wila S. A., Zurich 146

TRICOT ET JERSEY (VÊTEMENTS ET LINGERIE) — KNITTED AND JERSEY GOODS (APPAREL AND UNDERWEAR) — ARTÍCULOS DE PUNTO (VESTIDOS Y ROPAS INTERIOR) — TRIKOT UND JERSEY (KONFEKTION UND WÄSCHE)

Devaud Kunstlé & Cie S. A., Genève 80, 81
 Hochuli & Cie, Safenwil 130, 145
 Jakob Laib & Cie, Amriswil 14, 86, 110, 130
 Johann Muller S. A., Stengelbach 144
 Nabholz S. A., Schoenenwerd 112, 141
 A. Naegeli, Trikotfabriken Berlingen und Winterthur, Winterthur 14, 113, 146
 Oumansky & Co., Genève 85
 Ruegger & Cie, Zofingue 145
 Ruepp & Cie S. A., Sarmenstorf 14, 74, 79
 Ryff & Cie S. A., Berne 145
 Jos. Sallmann & Cie, Amriswil 86, 108, 114, 141
 Straehl & Co. S. A., Zofingue 145
 Victor Tanner S. A., St-Gall 80, 83, 109
 Vollmoeller, Fabrique de bonneterie Uster, Uster 82, 106, 113, 181

TULLE — NET — TUL — TÜLL

Société suisse de l'industrie tullière S. A., Munchwilen 28

Where to subscribe to «TEXTILES SUISSES»

Subscriptions run from the date of receipt by the editor. No back number can be supplied.

Australia.	Oversea Trade Co., Victoria House, 83, Pitt Street, Sydney.	New Zealand.	Universal Business Directories Ltd., 44-46, Kingston Street, Auckland.
British West Africa.	Consulate of Switzerland, P. O. B. 359 Swanmill, Station Road, Accra (Gold Coast).	Netherlands.	Nederlandsch - Zwitsersche Kamer van Koophandel, Keizersgracht 753 a., Amsterdam.
Canada.	Legation of Switzerland, 5, Marlborough Avenue, Ottawa. Mr. R. J. Taber, 99, King Street West, Toronto (Ont.).	Pakistan.	Legation of Switzerland, Clifton N° 98 off Partab Singh Sethi Road, Karachi.
Ceylon.	Consulate of Switzerland, Hongkong Bank Building, Prince Street, 22, P. O. B. 164, Colombo.	Philippines.	Consulate of Switzerland, Calle Juan Luna, 402, Wilson Building, Manila.
China.	Legation of Switzerland, 8 C. Nan Ho Yen, Peking. Consulate General of Switzerland, Wei Hai Wei Road 771, Shanghai 9. Swiss Chamber of Commerce, 9, Chung Shan Road (e. II), Shanghai.	Rhodesia (North).	Swiss Office for the Development of Trade B. P. 1153, Elisabethville (Belgian Congo).
Cyprus.	Mr. Shukuroglou, Swiss Consular Agency P. O. B. 123, Nicosia.	South Africa.	Consulate of Switzerland, P. O. B. 3364, Johannesburg. Consulate of Switzerland, Commercial Section, P. O. B. 37, Cape Town - P. C.
Denmark.	A. C. Illum Handelshus A/S Ostergade 52-54, Copenhagen.	Straits Settlements.	Consulate of Switzerland, Union Building, Collyer Quay, Singapore.
East Africa.	Consulate of Switzerland P. O. B. 102, Tanga (Tanganyika) B. E. A.	Sweden.	Nordiska Kompaniet, Hamngatan 18-20, Stockholm.
Egypt.	Swiss Chamber of Commerce, 8, Malika Farida Street, P. O. B. 352, Cairo. 40, rue Safia Zaghoul, P. O. B. 836, Alexandria.	Switzerland.	Swiss Office for the Development of Trade, Riponne 3, Lausanne.
Ireland.	Eason & Son Ltd., 79-82, Middle Abbey Street, Dublin.	Thailand.	Legation of Switzerland, Diethelm Building, New Road, Bangkok.
Great Britain.	S. F. & Partners Ltd., Bloomsbury Square 4 a, London W. C. 1.	U. S. A.	The International News Company, 131, Varick Street, New York 13 (N.Y.). Legation of Switzerland, 2900 Avenue Cathedral N. W., Washington 8 (D.C.). Consulate General of Switzerland, 444, Madison Avenue, New York 22 (N.Y.). Consulate of Switzerland, Lincoln tower, 75 East Wacker Drive, Chicago 1 (Illinois). Consulate of Switzerland, Atlas Bank Building 901, Walnut Street 524, Cincinnati 2 (Ohio). Consulate of Switzerland, 511 W.M. Garland Bldg., 740 South Broadway, Los Angeles 14 (Cal.). Consulate of Switzerland, 505 International Building, New Orleans 12 (La.). Consulate of Switzerland, 1421, Chestnut Street, Philadelphia 2 (Pa.). Consulate of Switzerland, 55, New Montgomery Street, San Francisco 5 (Cal.). Consulate of Switzerland, 1331, Third Av. Seattle 1 (Wash.). Consulate of Switzerland, 1012, Ambassador Building, 411, N. 7th Street, St. Louis (Mo).
India, Ceylon, Burma.	Swiss Trade Commissioner for India, Ceylon and Burma, Gresham Assurance House, Sir Phirozschah Mehta Road, Box 102, Fort-Bombay.		
Indonesia.	Legation of Switzerland, Djalan Diponegoro 5, Diakarta - Java.		
Iran.	Legation of Switzerland, 281, Avenue Jale, Téhéran.		
Irak.	Office Commercial Suisse pour le Proche-Orient, B. P. 809, Beyrouth - Liban.		
Israël.	Consulate of Switzerland, P. O. B. 71, Jerusalem - Talbieh. Groupement Suisse pour le Commerce avec Israël (GSI), P. O. B. 2117, 28 Ahad Haam St., Tel Aviv.		
Japan.	Mr. Seichi Fukui, No 2/192, Takaai-cho, Higashisumiyoshi-ku, Osaka.		

Subscribe to «TEXTILES SUISSES» («Swiss Textiles»)

and we shall be happy to register your name on our mailing list !