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Half a century of fashion



Fifty years is quite a respectable old age for a Swiss fashion concern, especially considering how difficult it is to survive in a branch of industry devoted to the production

of the most ephemeral of creations and what little scope Switzerland used to offer for this type of activity. All the more credit then to the firm of *Jean Hess & Co., Basle*, which celebrated its fiftieth anniversary this spring with all the intimate joy associated with a family celebration; the guests included the firm's suppliers and clients, representatives of Parisian Haute Couture, the local authorities, the press and the vocational training schools as well as its workers and employees, for the heads of this firm do not allow the desire for technical progress and commercial success to blind them to the essential — the importance of the individual.

From a modest beginning with a small hatter's establishment taken over by Mr. Jean Hess in 1908, the firm rapidly graduated from the manufacture of straw hats for men and children to the field of fashion by launching out into the millinery trade, first of all with the production of standard models, then the more fashionable, smarter styles. In 1936, the founder handed over the firm to his two sons, Hans and Walter Hess, who still run the concern today.

To commemorate its fiftieth anniversary, the firm of Jean Hess & Co. presented its friends with an attractive booklet in which the well-known artist Cornelia Forster has illustrated the history of women's hats in a series of amusing pen and ink sketches. At the birthday celebrations, a fashion parade enabled guests to admire some of the firm's creations, including several models from the « Tourist » series. These felt hats of particularly Parisian inspiration are of traditional Swiss quality. Youthful in appearance, they are made in over a hundred attractive fashionable and fast colours; rainproof, they are guaranteed to keep their shape and are moreover light and comfortable to wear. Every fashionable woman, even the most exacting, will find a « Tourist » model to suit her every wish and every mood. Opposite we show several models from this series, which is fitting tribute to half a century of activity in the service of elegance and quality.

