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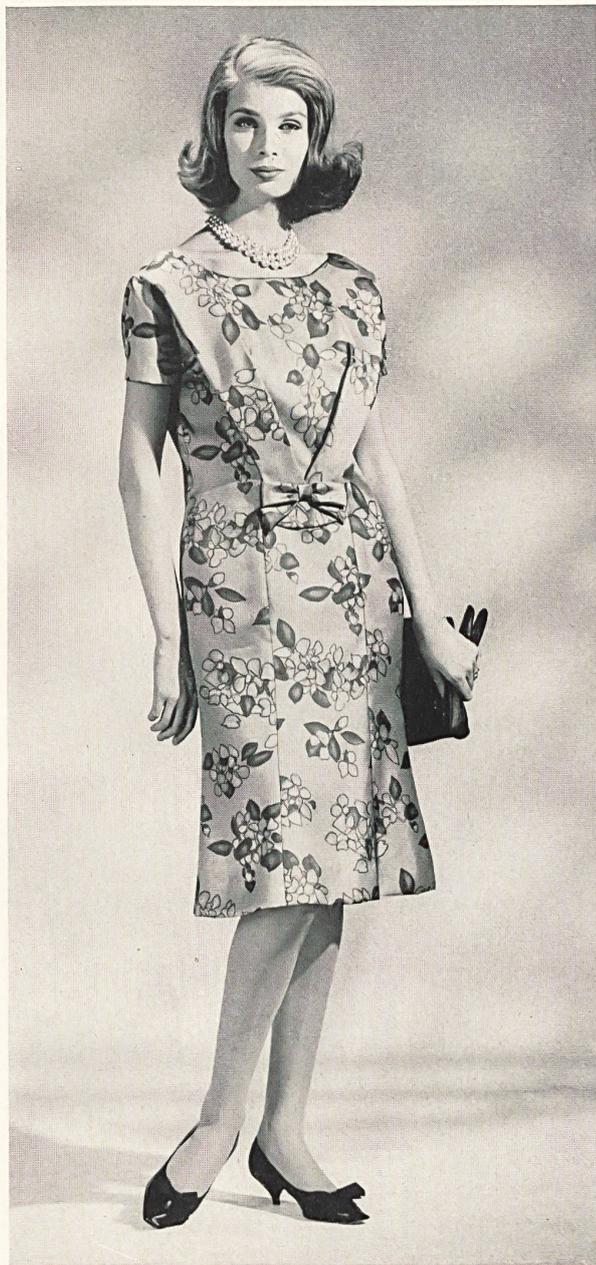
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RUDOLF BRAUCHBAR & CIE S. A., ZURICH  
 «Amirante», shantung pure soie, imprimé /  
 bedruckter, reinseidener Shantung  
 Modèle Ernst Endress K. G., Lipperreihe ü. Bielefeld  
 Photo Günther Dittmer, Berlin

## Letter from Germany



RUDOLF BRAUCHBAR & CIE S. A., ZURICH  
 Super Miranda, twill imprimé, pure soie / bedruckter  
 reinseidener Twill  
 Modèle Hall & Peyler, Berlin  
 Photo Leonard



RUDOLF BRAUCHBAR & CIE S. A., ZURICH  
 Chiné sablé pure soie / reine Seide  
 Modèle Hans W. Claussen, Berlin  
 Photo Hubs Flöter, Berlin

One of the characteristics of fashion seems to be its capacity for thriving best under difficult circumstances. We say this without thinking only of Paris, where for several seasons the atmosphere has been increasingly strained at the time of the seasonal openings. For in Berlin, the centre of German fashions, the atmosphere

was particularly tense at the time of the 47th showing of women's ready-to-wear clothing, so tense in fact that quite a number of buyers, especially foreigners, were discouraged from attending. The tanks at the streetcorners, the big guns at the ready, the barbed wire barricades between the two sectors of the town, the ubiquitous machine



FORSTER WILLI & CO., SAINT-GALL

Satin Duchesse pure soie brodé  
Reinseidener bestickter Duchesse Satin  
Modèle Toni Schiesser, Francfort  
Photo F. C. Gundlach

guns and ever present threat of tear gas bombs were certainly not a chosen setting for feminine fashions.

In spite of all this however, the regular clients, who had come in force, placed 30 % more orders than usual, which helped somewhat to restore the balance. The reasons for this increase are attributable not only to a possible spirit of solidarity but also to the fact that next spring's fashion has several very convincing arguments up its sleeve. One of the most convincing is the wealth of lovely fabrics, among which those from Switzerland — embroideries and laces, colour-woven and printed cotton fabrics, marvellous pure silks and light and supple woollens, in loose weaves — occupy a leading position.

\* \* \*

The attraction exerted by the artistically embroidered, vaporous Swiss fabrics — organdies, batistes and pure silks — on the new generation of fashion designers, can be clearly seen from the lovely creations presented by the various German fashion schools (those of Hamburg, Hanover and Wiesbaden, for example) at fashion shows and parades. These extremely attractive materials lend wings to ambition and imagination.

The keynote of the winter social season, which will soon be in full swing with dancing competitions, big balls, charity fêtes and sumptuous private receptions, is unmistakably « white and gold » this year. Bevyes of beauties will float by in the ballrooms, dressed in ethereal and transparent gowns of white silk organdie and chiffon, lavishly embroidered with gold flowers and trimmings. Scalloped flounces embroidered with gold dots are superimposed like fishes scales with their metallic sheen. Heavy, superimposed gold guipure from St. Gall is used for body-hugging dresses and loose jumpers pulled down over skin-tight gilt after-ski slacks.

But all this gold glitters only in a comparatively restricted world. The great majority of women and girls are faced every day, in their homes or in their jobs, with more down to earth problems. The blouse industry, which regularly succeeds in producing a host of bright new ideas, fulfils their dream of always being attractively dressed, in spite of a time-consuming job and limited means. That perennial favourite, the Swiss poplin blouse, is particularly chic worn over the skirt, buttoned up at the back and with embroidery on the front. An attractive idea worthy of mention is petit-point embroidery in dainty pastel shades on the buttons, at the waist and on insertions.

\* \* \*

Throughout the winter, in a climate that tends more to fog and rain than icy cold, raincoats and driving coats in water-repellent Aquaperl poplin, with warm linings are the order of the day; they vary constantly in style and details of trim, according to the dictates of fashion. For everyday wear, many smart women prefer a sporting coat of this kind, possibly lined with fur, to any other winter coat.

*Emily Kraus-Nover*



FORSTER WILLI & CO., SAINT-GALL

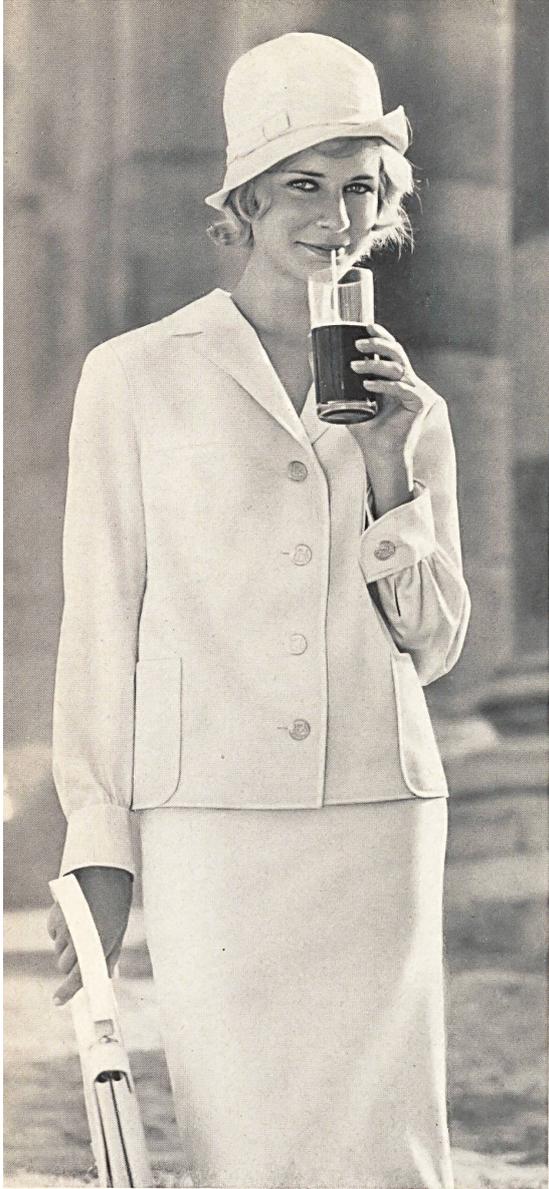
Organdi de soie avec fleurs détachées en velours  
Seidenorgandy mit applizierten bestickten Samtblumen  
Modèle Toni Schiesser, Francfort  
Photo F. C. Gundlach



UNION S. A., SAINT-GALL  
Organdi de soie blanc avec broderie or  
Weisser Seidenorgandy mit Goldstickerei  
Modèle Toni Schiesser, Francfort  
Photo F. C. Gundlach



UNION S. A., SAINT-GALL  
Guipure de velours  
Samtguipurespitze  
Modèle Toni Schiesser, Francfort  
Photo F. C., Gundlach



CHRISTIAN FISCHBACHER CO., SAINT-GALL

Tissu coton Minicare  
Minicare Baumwollgewebe  
Modèle Sora Kleiderwerke, Spaichingen



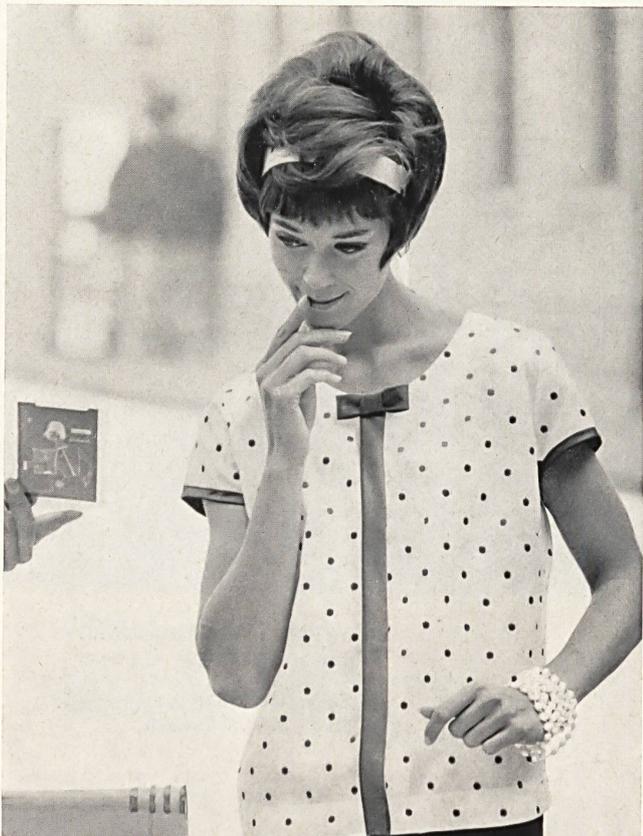
REICHENBACH & CIE,  
SAINT-GALL

Batiste Minicare de couleur  
avec bordure en broderie  
Farbiger Minicare Batiste  
mit Stickereibordüre  
Modèle Jora, Witzhausen  
Photo Them, Munich

« Minicare »  
Joseph Bancroft & Sons Co.  
A. G., Zurich

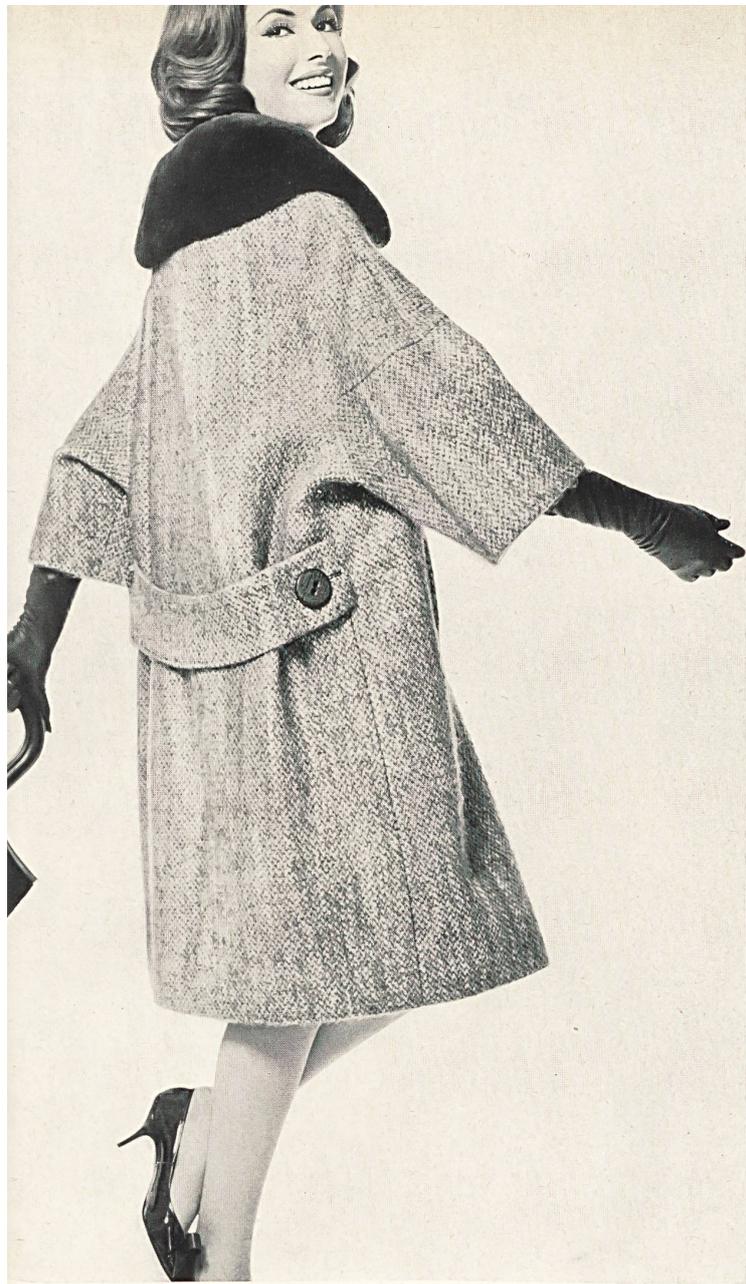
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CHRISTIAN  
FISCHBACHER CO.,  
SAINT-GALL

Satin de coton gris argent  
garni de broderie de Saint-  
Gall  
Silbergrauer Baumwollsatn  
mit feiner St. Galler Sticke-  
rei  
Modèle Sihler  
Photo Ernst A. Ihle

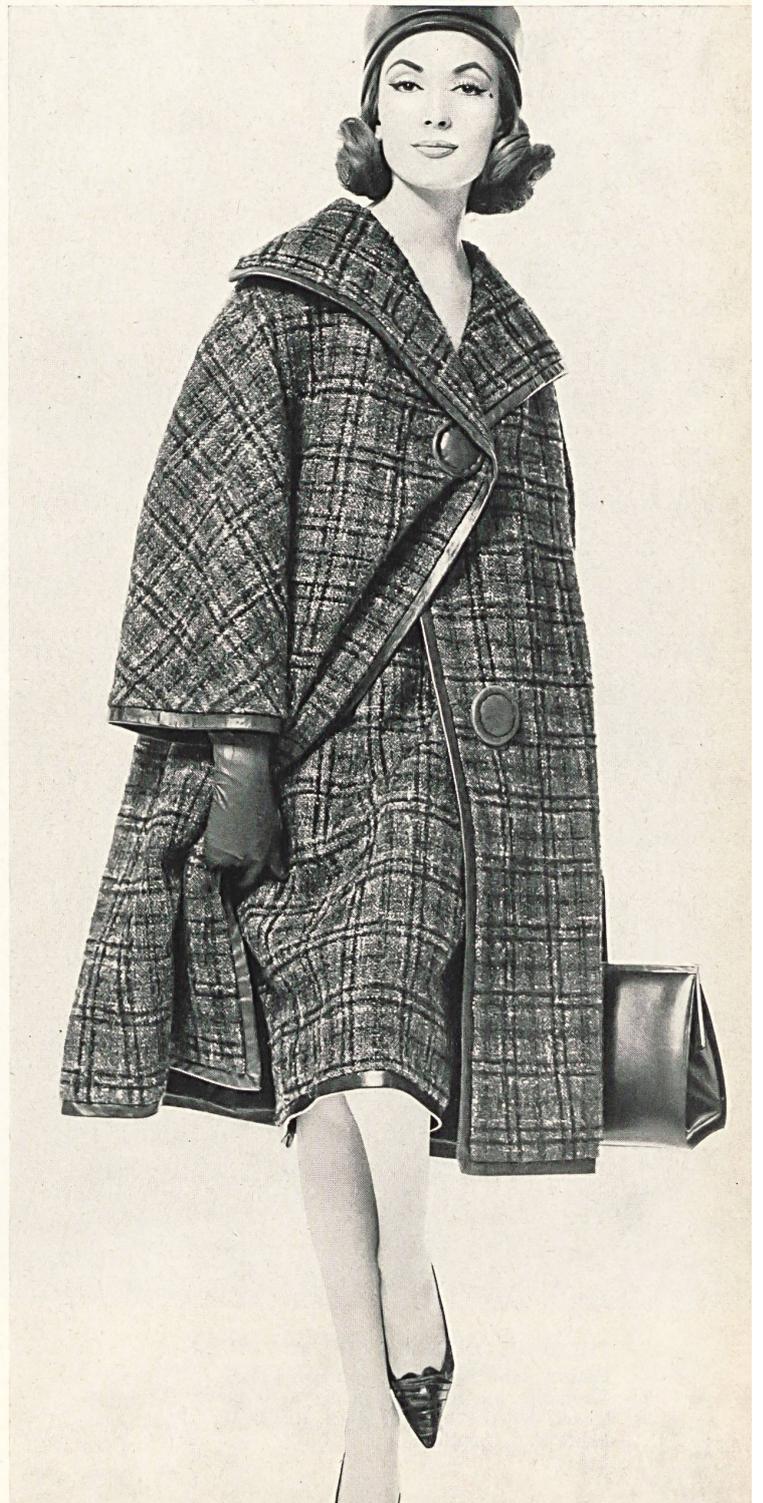


SETARTI S. A., ZURICH  
Coton Minicare brodé /  
besticktes Gewebe  
Modèle Elsbach GmbH,  
Herford  
Photo Lore Wolf, Munich





HEER & CIE S. A., THALWIL  
Tweed bourru  
Flauschiger Tweed  
Modèle Acofra / Kannemacher, Francfort  
Photo Khan



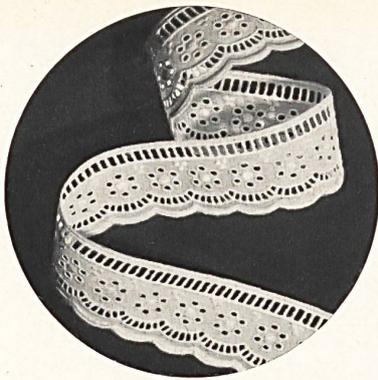
HEER & CIE S. A., THALWIL  
Tissu de laine noir-blanc-gris à carreaux  
Schwarz-grau-weiss Wollkanvas  
Modèle Acofra / Kannemacher, Francfort  
Photo Khan



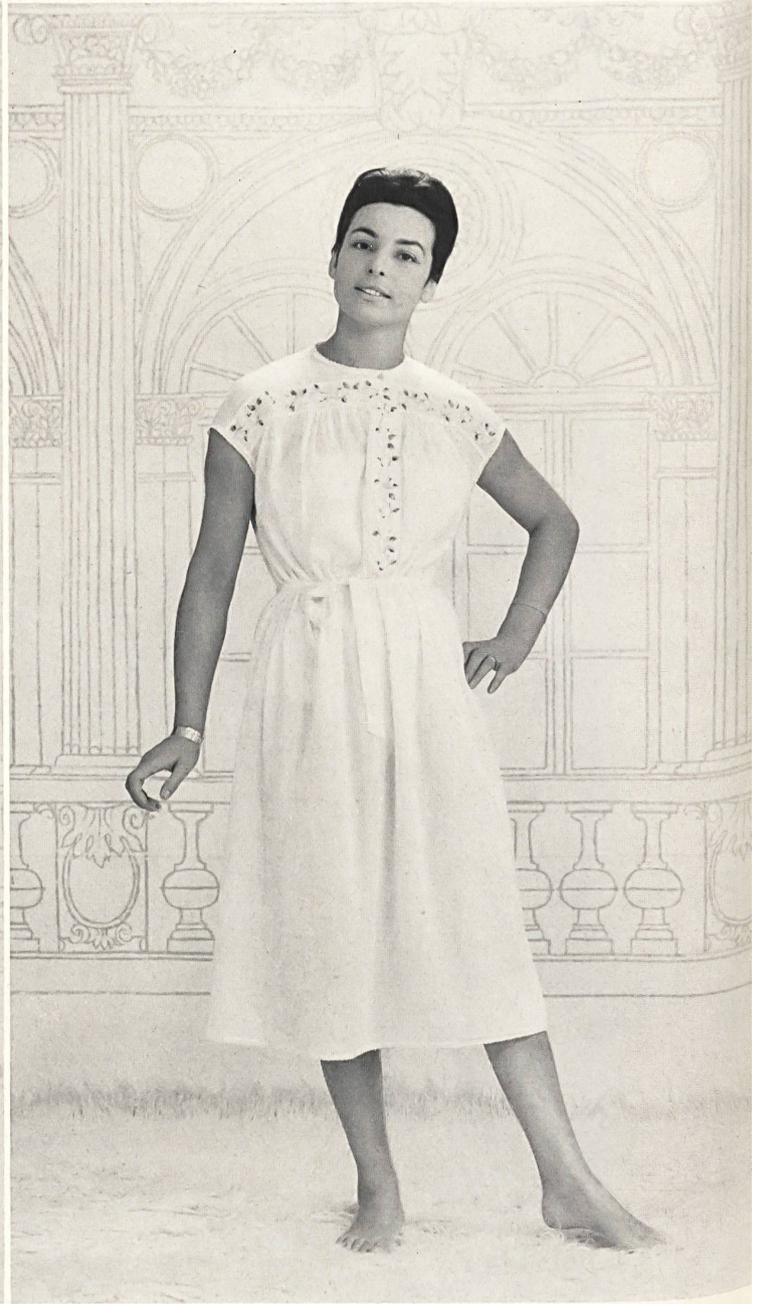
THEODOR LOCHER & CIE, SAINT-GALL  
Batiste glacée brodée de boutons de roses  
Glasbatist, mit Rosenknöpfchen bestickt  
Modèle Meisterschule für Mode, Hamburg  
Photo F. C. Gundlach



THEODOR LOCHER & CIE, SAINT-GALL  
Batiste de coton avec broderie anglaise  
Baumwollbatist mit Lochstickerei  
Modèle Meisterschule für Mode, Hambourg  
Photo F. C. Gundlach



FORSTER WILLI & CO., SAINT-GALL  
Broderie – Stickerei  
Modèle Schiesser A.-G., Radolfzell  
Photo Rast



FORSTER WILLI & CO., SAINT-GALL  
Broderie – Stickerei  
Modèle Schiesser A.-G., Radolfzell  
Photo Rast



SABROSA S. A., SAINT-GALL

Batiste Minicare garnie d'une broderie  
deux couleurs

Minicare Batist mit zarter zweifarbiger  
Stickerei

Modèle Wollenschläger & Co. GmbH,  
Baden-Baden

Photo W.E. Lautenbacher



UNION S. A., SAINT-GALL

Broderie en deux tons et broderie anglaise  
sur satin de coton

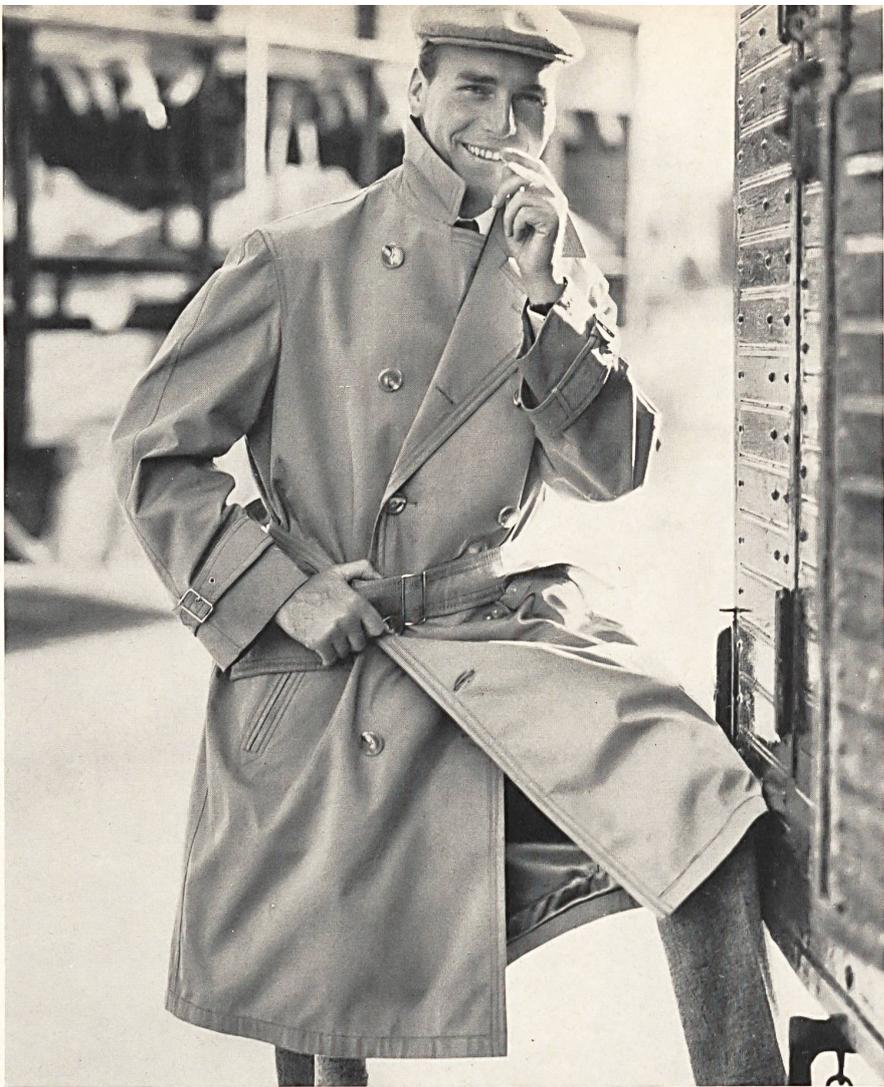
Zweiton- und Lochstickerei auf Baum-  
wollsatin

Modèle Susi-Modell, Francfort

Photo Ernst A. Ihle



STOFFEL & CO.,  
SAINT-GALL  
Aquaperl, tissu hydrofugé /  
imprägniertes Gewebe  
Modèle Trenchcoat  
Baumann  
Photo Khan



STOFFEL & CO.,  
SAINT-GALL  
Aquaperl, tissu hydrofugé /  
imprägniertes Gewebe  
Modèle Trenchcoat  
Baumann  
Photo Khan

