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KNITWEAR, JERSEYS, READY-MADE CLOTHING



Ruepp & Co. Ltd, Sarmenstorf.
« ALPINIT ».
Photo Guggenbuhl.

A. Naegeli S. A., Winterthour.
A dainty lingerie set in rayon jersey fabric « OPALINE-FIXCOLOR », light and laundry fast. The embroidery is set off by delicate tulle lace and insertions. Style and cut are, as usual, impeccable.

Ruegger & Cie, Zofingue.
Original long-sleeved bolero.



S. T. Studio.

G. Rohner, Urnäsch.
The care taken in the choice of materials for « AMILA » lingerie serves to enhance the charm and distinction of this dainty underwear.

Hochuli & Cie, Safenwil.
Fine jersey lingerie of excellent quality: Trade Mark « HOCOSA ».



Pius Wieler Fils, Kreuzlingen.

A gay note will be struck in 1946 Beach Fashions by these soft, clinging jersey ensembles with attractive woven effects in light summer shades. These new, distinctive styles have been carefully studied to mould and stress the silhouette. With these really tasteful models, swimsuits become a really fashionable item of the well-dressed woman's wardrobe.
« WIELER » models are a synthesis of distinctive beach wear.

Photos Lutz.



Swiss Knitting Co., Knechtli & Cie, Zollikofen-Berne.

« SWISSNIT » knitwear and jerseys.

S. T. Studio.



Jos. Sallmann & Cie, Amriswil.

Smart afternoon dress with original stitched trimmings.

H. Kiene, Kreuzlingen.

Fashionable afternoon model, youthful in style, with delicate stitched trimming.

S. T. Studio.



S. A., ci-devant **W. Achtnich & Cie, Winterthour.**

« SAWACO » garments, underwear and swimsuits. The « SAWACO » Trade-Mark is a guarantee of quality and perfect style.



Robert Muller & Cie, Zurich.

This firm present a very wide range of knitted sports wear. A very fine cardigan set in angora wool will attract particular attention by its delicacy of colouring and softness of texture.
These distinctive sets comprise a pretty cardigan, bonnet, scarf and gloves. Angora knitwear made by Messrs. Robert Muller & Cie. bear the trademark « ANGOROMA » and « ANGOROSA » ; « ROMULUS », the firm's other trade-mark of world repute, is reserved for all other woollen wear such as swimsuits, tennis frocks, pullovers, jackets, ankle socks and gloves.

S. T. Studio.



Egger, Eisenhut & Cie, Aarwangen.

Gloves for sports wear.

Who wants them ?
All sport's lovers who delight in open-air life.

Who makes them ?
Artists design them, skilful seamstresses sew and embroider them in the gayest of colours with the quality materials worthy of Swiss products.

Who wears them ?
Ladies.
Men.
Children.

Photo Droz.



Fig. 1.

1946 Ski Fashions

(Jottings from a note-book)

Winter sports holidays are attracting members of the fair sex more and more each year. The hours spent in the snow-fields bring relaxation, pleasure and well-being. But correct equipment is essential.

Streamlined ski trousers have won the day. Short, amusing and very feminine skirts — but for champions only, Jackets and over-blouses must express the ski girl's taste and personality.

The 1945/46 Ski-ing Season opened on December 15th 1945. December and January days in the Alps are generally very cold with heavy snow-falls. Ski girls should wear *long tailored jackets* (Fig. 1 and 2) ; fabric : first quality poplin made of long fibred twisted cotton yarn ; cut : modern, practical, allowing perfect freedom of movement. Zip fastener from top to bottom will help to avoid disarranging the hair. Lots of pockets. Strong belt. Caps instead of hoods.

Topee caps (Fig. 3), the latest thing. Very practical, girls ! And how chic if made to match your jacket. Mitts to match in the same material and colour. Sisters of less sporty type will prefer long, cosily lined poplin or gabardine jackets in bright, gay shades or white (Fig. 4).

For tea or cocktails : slacks instead of the streamlined trousers, fancy « after-ski » footwear.

Smart, fancy blouses (Fig. 5), with or without embroidery, in luminous shades.

February-March are the sun-lovers' months. On fine days, from 10 a.m. to 3 p.m., *light-weight over-blouses or jackets* are indicated, preferably in *swagger styles* for wear without a belt (Fig. 6). Bright, audacious colours : vivid green, red, royal blue, emerald, sunshine yellow, and so on. Harmony colour schemes to match the sunshine, the gayness of it all — and your sunburn. Bold contrasts. Peasant embroidery, but only if very finely worked.

Ski wear has been revolutionized since ski lifts came into being. 15 minutes to go up, 15 minutes to come down the run. Unexpected weather changes no longer mean a thing. Even on merely fair days you can wear *light-weight* ski outfits in good quality, water and windproof fabrics.



Fig. 2.



Fig. 3.

Models « MARQUESA » (registered trade-mark) presented by

S. A. Jacob Scherrer, Romanshorn.



Fig. 4.



Fig. 5.



Fig. 6.



Franz Heusser, Zurich.

A well tailored blouse in staple fibre poplin.

Afternoon model in printed staple fibre shantung.

Simple afternoon gown in plain staple fibre serge.

Arthur Guex S. A., Zurich.

Ladies' work coats and overalls for professional wear, children's aprons.



Oscar Haag, Kusnacht-Zurich.

Charming nightgown smocked with « SWISSLASTIC » elastic thread. A few yards of thread is all that is required to obtain this delightful effect.

S. T. Studio.



F. Kurt S. A., Olten.

Youthful dress.



J. F. Rohrer-Bolliger, Romanshorn.
Baby's cloak and lady's pullover.

Frock in mat, printed rayon crêpe.

Max Heinzelmann & Cie, St-Gall.

Knitted rayon jacket with raised surface on both sides ; a warm, cosy style. Belt with covered buckle.