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The Quartet of Wohlen Braidings

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Otto Steinmann & Co. Ltd., Wohlen
Tschamper & Co., Olten

To satisfy our need for light and daintiness after long winter days, as soon as shadows grow shorter, out come our perky straw toques — and whether we perch them saucily on our heads, or wear them somewhat shyly in the February sunshine, they are the first heralds of summer days to come.

But now it is really summer, and our first surprise over the charming novelties which the artistry of Wohlen strawbraid manufacturers offered us, has been transformed into a constant delight. All the dainty things the Wohlen artists had conceived, tried out and created during the long, dark winter, blossomed forth with the crocuses, and immediately conquered countless feminine hearts... we saw and we were thrilled.

Yet what were these dainty things we so eagerly awaited? Like the muffled notes of distant music, indiscrete rumours concerning the new Wohlen quartet reached our ears: „Small summer hats, large summer hats... Yes, they're coming! They are more attractive this year than ever, sweetly feminine, with harmonious becoming lines... And other surprises are in store! Look! Shoes, belts, handbags, all of plaited straw...” And, over-whelmed with curiosity and pleasant anticipation, we had to wait. Shoes, handbags, belts of straw — what a boon in these days of leather shortage!

For it appears that the viscose strawbraids made in Wohlen are ideally suited for the charming new „quartet” which has become so quickly popular owing to its practical and leather-saving qualities and the wide scope of originality it offers.





Models in novelty strawbraids manufactured by
 Novedades en trenzados de
 Chapeaux confectionnés avec les nouvelles
 tresses de paille de
 Chapéus confeccionados com as novas tranças
 de palha de

Georges Meyer & Co. Ltd., Wohlen.

Photos de Jongh



Every year Wohlen presents a tremendous range of amazing novelties. Is it necessary to enumerate the advantages of lovely summer millinery? We have all long discovered how a dainty hat sets off our summer gown and can frame or mysteriously overshadow our faces. It is the final and most becoming accessory which lends charm and harmony to our whole appearance.

The wearing of hats is a mark of civilization and it was an ancient custom for the mighty and the free to remain covered. It is therefore significant that another symbol of civilization — the shoe — should be usually thought of in conjunction with the hat. When trying to describe the high-soled straw covered summer sandal, a whole series of adjectives flow unsummoned from one's pen: light and comfortable, colourful and gay, delightful in shape and of excellent taste, conceived and created by gifted, artistic brains and hands.

And what can be more feminine, than the Wohlen Quartet! A hat to crown her head and shoes for her feet in harmonizing strawbraid, while the belt to her summer gown echoes the hat and the shoes — and here, on her arm, a dainty yet practical handbag, the fourth member of the quaint quartet. These four offer an inexhaustible variety of combinations.

Jacques Meyer & Co. Ltd., Wohlen.
 Wohlen Strawbraids — Trenzas de Wohlen —
 Tresses de Wohlen — Trançado de Wohlen
 Models — Modelos — Modèles — Modêlos
 E. Mermoud & Co., Zurich.

Photos Lutz



Who would pass this quartet by un-
 heeded? It combines daintiness with
 utility and, despite the difficult times
 we live in, it answers the feminine
 need of variety and elegance it is at
 the same time the outcome of earnest
 thought and of national importance.



A youthful summer hat
 Sombrero de verano, para jóvenes
 Chapeau d'été pour jeune fille
 Juvenil chapéu de verão
 Model — Modelo — Modèle — Modêlo
E. Mermoud & Co, Zurich.
 Strawbraids — Paja trenzadas — Tresses
 de paille — Trançados de palha
M. Bruggisser & Co. Ltd., Wohlen.

A selection of summer shoes, bag and
 belt
 Juego de zapatos de verano, bolso y
 cinturón
 Chaussures d'été, petit sac et ceinture
 Conjunto de sapatos de verão, carteira
 e cinto
 Registered models — Modelos paten-
 tados — Modèles déposés — Modêlos
 registados
**Bally's Shoe Factories Ltd.,
 Schönenwerd**
 Artificial raffia braids — Trenzados de
 fibra artificial — Tresses de paille arti-
 ficielle — Trançados de fibra artificial
M. Bruggisser & Co. Ltd., Wohlen.
 Photos Lutz





An artificial strawbraid ensemble presented by Messrs. Otto Steinmann & Co. Ltd., Wohlen. The handbag and belt are Oscosa creations. The shoes are Fretz & Co Ltd., Aarau models. Este conjunto es de trenzas de paja artificial de la Casa Otto Steinmann & Cie. S. A., Wohlen. Bolsito y cinturón : creación Oscosa. Calzado : creación Fretz & Cie, S. A., Aarau. Cet ensemble est en tresses de paille artificielle de la Maison Otto Steinmann & Cie, S. A., Wohlen. Petit sac et ceinture : création Oscosa. Chaussures : création Fretz & Cie, S. A., Aarau. Este conjunto em trança de palha é da Casa Otto Steinmann & Cie, S. A., Wohlen. Saquinho e cinto : criação Oscosa. Sapatos : criação Fretz & Cie, S. A., Aarau.