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CONTRIBUTIONS INDIVIDUELLES DES MAISONS
MANUFACTURERS' OWN CONTRIBUTIONS
CONTRIBUCIONES INDIVIDUALES DE LAS CASAS
BEITRÄGE EINZELNER FIRMEN

Eisenhut & Co., Gais

Laize, galon, col et motifs de guipure.

Allover, braid, collar and motifs in guipure.

Tala bordada, galón, cuello y adornos de encaje.

Allover, Band, Kragen und Motive aus Guipure.

Photo Bauty



J. Kreier-Baenziger's Erben, St-Gall

Nouveautés en mouchoirs et carrés pure soie imprimés.

Novelties in printed handkerchiefs and silk squares.

Novedades en pañuelos de bolsillo y en pañoletas de seda estampadas.

Neuheiten in bedruckten Taschentüchern und Seidencarrés.

Photo Bauty





F. Blumer & Cie, Schwanden

Carrés pure laine imprimés à la main, franges sans couture.

Pure wool hand-printed squares, unsewn fringes.

Chales de lana pura, con flecos naturales y estampación a mano.

Reinwooll-Shawls mit Naturfransen, Handdruck.

Photo Droz.



Christian Fischbacher Co., St-Gall

Tissus modernes infroissables pour blouses, double retors, effets de tissage nouveaux, en blanc et couleurs.
Nombreuses possibilités d'application.

Modern incrushable blouse fabrics in twist yarn, new weave effects, white and colours.
Can be applied to many uses.

Modernos dibujos de blusas, en tejidos con trama y urdimbre torcida, con efectos originales de textura, en blanco, en color o en textura de color.
Múltiples posibilidades de aplicación.

Neuzeitliche Blusendessins in Vollzwirngeweben, knitterfrei, in aparten Webeffekten, weiss, farbig und buntgewebt.
Vielseitige Verwendungsmöglichkeiten.

Société Anonyme A. & R. Moos, Weisslingen

Nouveaux dessins en popeline «Sanfor» pour chemises.
New designs in «Sanfor» poplin shirting.

Dibujos modernos en popelina de camisería «Sanfor».
Neue Dessins in Hemdenpopeline «Sanfor».





Magda makes her way in the world

At twelve years old when she was still called Madeleine — with pigtails down her back and a face covered with freckles — she wanted to become a bareback rider in the circus, with legs in pink tights, a skirt of spangled tulle like a ballet dancer's and arms outstretched throwing kisses to the crowd. At sixteen she called herself Magda : she dreamed of the stage and saw herself as a star. Her schooldays behind her, she travelled, visited museums, went to concerts and lectures, but the idea of going to university did not attract her at all. Several of her friends were married, others were working, she lost touch with them and began to grow bored. At twenty-one she felt she was going to pieces and became depressed... Then one day her godmother invited

her to Zurich. They saw fashion parades together and all at once Magda took an interest in clothes. A friend of hers told her about a fashion school and she put her name down for a beginners' course. The beginning was hard. She learned that the prettiest model designed in one's imagination does not always succeed, and never at the first attempt, when it comes to making it ; that it is not enough to have ideas but it is also necessary to have practical knowledge in order to carry them out, and that one has to prick one's fingers many times before learning to sew. But she was keen and her pride was at stake. She swotted up the technical side, the history of costume and the fashion magazines. She took up her water-colours again. She liked her work, she made charming friends from all over the world and, one day, she found to her great regret that the course was over all too soon. She had already learned how to make her own clothes, design models, cut out patterns and sew. She seriously thought of continuing, but she did not feel she had the patience to tie herself down to an apprenticeship — besides, she did not want to become a dressmaker. She therefore put her name down for a further period of professional training. She learned how to create her own models and draw them, to make the patterns and cut them out, to fit them and drape the material over the dummy, to organize mass production and everything that has to be known in the clothing industry.

She has now finished her course, passed her exam and received a diploma. To-day she is taking part in a fashion parade organized by the pupils, in which she and her fellow students are going to be their own mannequins and present the models they have created to the public. The gowns are not made of real fabrics of course, they are only make-shifts models of cloth dyed or painted after a fashion, just to give the impression. But from this first contact with the public, these young designers and cutters will acquire the self-confidence necessary in their profession. As can well be imagined the excitement is at its height.

In a few days, thanks to the services of the school's own placement bureau, she will enter a really first class dressmaking establishment as assistant to the directrice. There she will earn a comfortable living while continuing to improve all the time. I know her well enough to be certain that she will not be content to let it rest at that. She has good taste which is precious, she has style which is useful and she is cultured which never hurt anybody. Full of energy, she will succeed, for she has learned to love her profession. Her thorough training, the knowledge she will acquire with practice, and a second refresher course perhaps, will take her a long way. I can see her becoming a fashion designer, perhaps even a directrice...

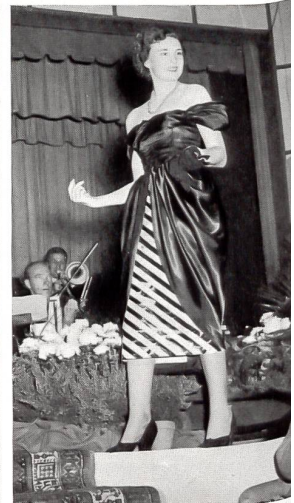
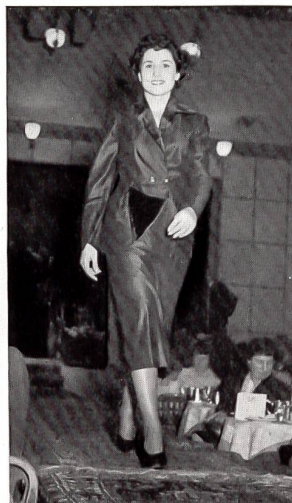
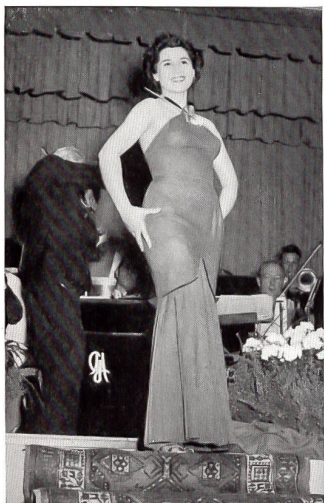
But to-day she is full of the excitement of the moment... Soon she will be hard at work... heavy responsibilities on her shoulders...

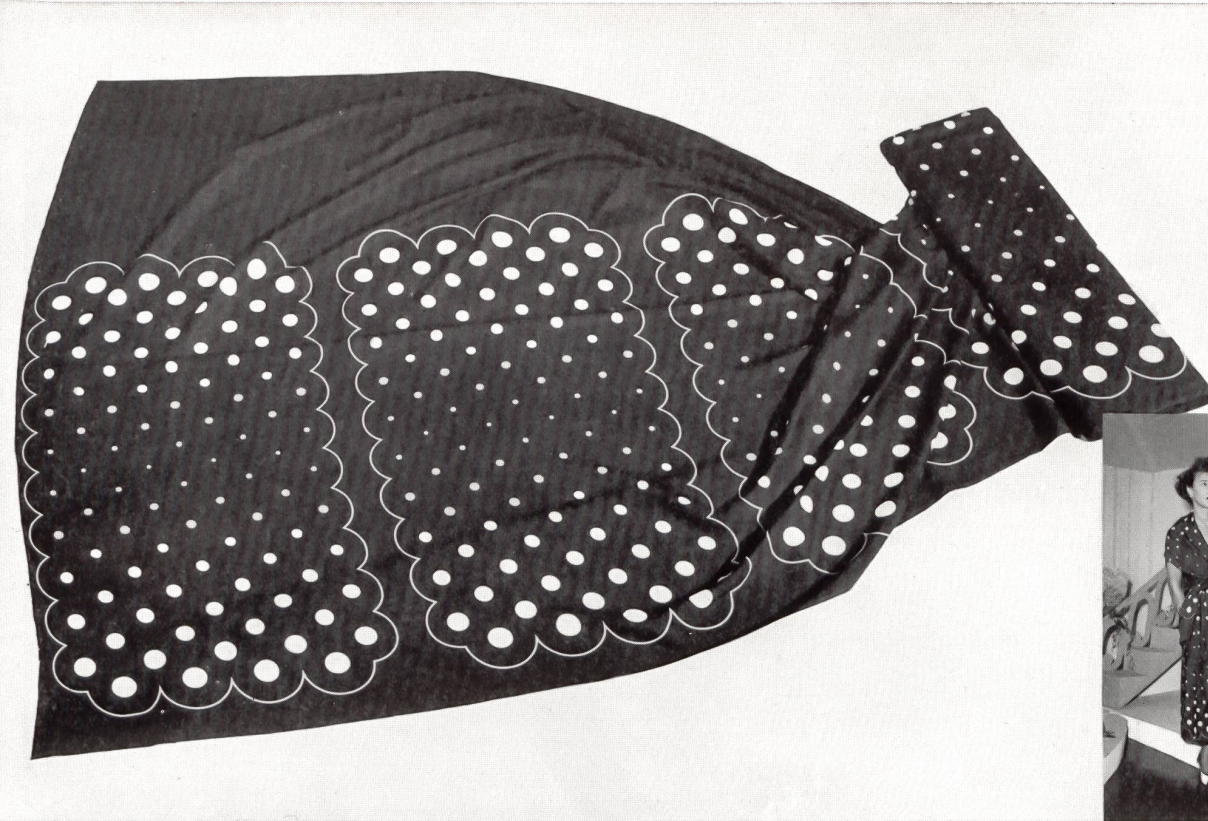
I think she has not done too badly in the world.

CELIA

The photographs illustrating this article were taken during the presentation of pupils' work at the *Friedmann Fashion School in Zurich*.

(Photos AT)





Berthold Guggenheim, Zurich

« bégé »

Cette maison lance une nouveauté intéressante : « La Parisienne » est un tissu imprimé permettant de faire des robes et ensembles en très nombreuses variations. La largeur du tissu donne la hauteur de la robe. Le rapport du dessin est prévu pour être utilisé seul, c'est-à-dire pour servir à la confection d'une écharpe assortie, d'un boléro, etc. Cette nouveauté se fait en fibranne en divers dessins et coloris.

Esta casa lanza una novedad interesante : « La Parisienne » es un tejido estampado que permite confeccionar vestidos y conjuntos de gran variedad de modelos. El ancho del tejido da el largo del traje. Un reporte del dibujo se utiliza aisladamente para hacer una pañoleta que haga juego, un bolero, etc. Esta novedad se fabrica de fibranne con variedad de dibujos y de coloridos.

Diese Firma bringt eine interessante Neuheit heraus. Dieses « La Parisienne » genannte Imprimé erlaubt die Herstellung von Kleidern und Ensembles in zahlreichen Variationen. Die Breite des Stoffes ist so berechnet, dass sie der ungefähren Länge des Kleides entspricht. Ein einziges Rapport dieses Stoffes wird für die Anfertigung einer dazu passenden Echarpe, eines Bolero oder dgl. verwendet. Diese Neuheit aus Fibranne wird in verschiedenen Dessins und Farben hergestellt.

Oscar Haag, Küssnacht-Zurich

« SWISSLASTIC »

Fabrication de fils élastiques en caoutchouc recouvert de fil textile.

Smocks exécutés au moyen de fil à coudre élastique.

Manufacture of elastic rubber threads covered with textile thread.

Smocking sewn with elastic sewing thread.

Fabricación de hilos de goma revestidos.

Bullones hechos con hilo de coser elástico.

Fabrication umspinnener Gummifäden.

Gesmockt mit Nähgummifaden.

Photo Droz.



Modèle Jaco S. A., Zurich

This firm is introducing an interesting novelty : « La Parisienne » is a printed fabric which enables dresses and suits to be made in a great number of variations. The width of the fabric is just the right size for the length of the dress. One repeat of the design is intended to be used on its own for a matching scarf or bolero, etc. This novelty is made of staple fibre in various designs and colours.



Kiene & Merz S. A., Kreuzlingen

Robe mode en jersey rayé noir et vert, avec col et coupe raglan modernes.

Fashionable dress in green and black striped jersey, with collar and modern raglan cut.

Vestido de moda, en malla jersey con listas negras y verdes, corte raglan moderno con cuello.

Modisches Jersey-Kleid aus grün/schwarz gestreiftem Strickstoff mit neuartigem Raglanschnitt und Kragen.



1



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

«SAWACO»

1. Jolie robe sportive en tricot
Jacquard, dessin pied-de-poule.
Attractive knitted sports dress
in Jacquard weave, pied-de-
poule design.

Bonito vestido de deporte en
punto Jacquard, dibujo de pata
de gallo.

Sportliches Jacquard-Strick-
kleid mit Pied-de-Poule Muster.

2. Elégante robe d'après-midi en
jersey laine, garnie de broderies.
Smart afternoon dress in wool
jersey, embroidered trimming.
Elegante vestido de tarde, de
punto de malla en lana, adorn-
ado con bordados.

Elegantes Nachmittagskleid aus
Wolljersey mit Stickerei-Garni-
tur.

Photos Lutz

2



J. F. Rohrer-Bolliger, Romanshorn
«ROBORO»

Costume de bain élégant.
Smart bathing costume.
Traje de baño elegante.
Eleganter Badeanzug.

Photo Droz



Ruegger & Cie, Zofingue

« molli »

Lingerie fine tricotée, pour dames.

Ladies' fine knitted lingerie.

Ropa interior de punto fino.

Fein gestrickte Unterwäsche.

Photo Droz.

Hochuli & Cie, Safenwil

« HOCOSA »

Garniture de coton en tricot fin avec dessin fantaisie moderne.

Fine knitted cotton lingerie set with fancy modern design.

Juego de ropa interior de señora, de punto de algodón fino, con dibujos fantasía de moda.

Feingestrickte baumwollene Damengarnitur mit heutigem Fantaisie-Dessin.

Photo Droz.



Jakob Laib & Cie, Amriswil

« YALA »

Nouvelle combinaison dont la coupe, à la mode, est adaptée aux formes du corps; en laine, laine et rayonne ou rayonne molletonnée.

Culottes dans les mêmes jerseys.

Fashionable snugly fitting slip, in wool, wool and rayon or brushed rayon.

Knickers to match.

Nueva combinación, cuyo corte a la moda se adapta a las formas del cuerpo; en lana, lana y rayón, o rayón moletonado. Bragas de las mismas clases de malla.

Neues modisches Combinaison aus Woll-, Woll/Rayonne- oder gerauh-ter Rayonne-Jersey mit dazu passendem Höschen. Der Schnitt ist der Körperform angepasst.





A. Naegeli, Tricotfabriken Berlingen und Winterthur A.-G., Winterthur

Photo Droz

Jupon Empire avec broderie anglaise
 Empire slip with broderie anglaise
 Enagua « Empire », con bordado calado
 Empire Unterrock mit Lochstickerei



Johann Muller S. A., Strengelbach
« STREBA »

Petit aperçu d'une intéressante collection. Deux seyants modèles bien étudiés, en souple et fin tricot de laine de haute qualité.

Glimpse of an interesting collection. Two attractive models, perfect in cut and style, in soft and fine best quality woollen knitted fabric.

Estos dos modelos tan estéticos producen excelente impresión debido a la suavidad de su lana y a la finura del punto. Están tomados de la interesantísima colección de modelos nuevos.

Sehr gewinnend wirken diese beiden form-schönen Modelle in feingestrickter, schmiegsamer Qualitätswolle. Ein kleiner Ausschnitt aus der interessanten neuen Kollektion.

Photos Klöti