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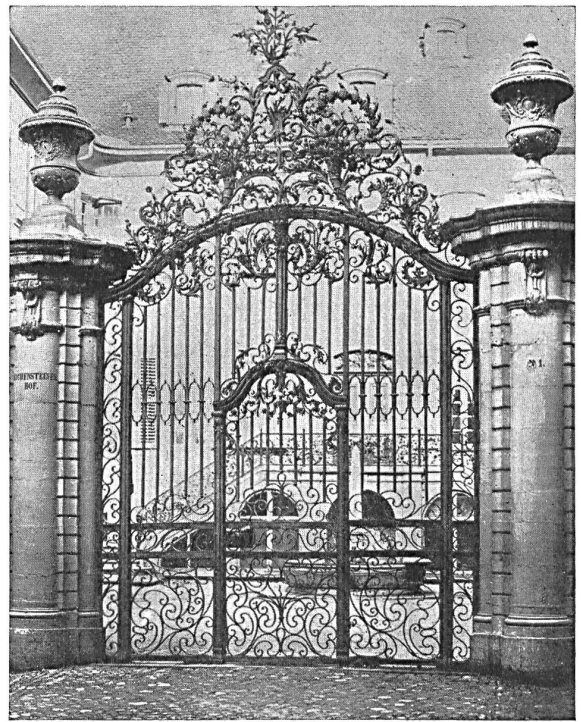
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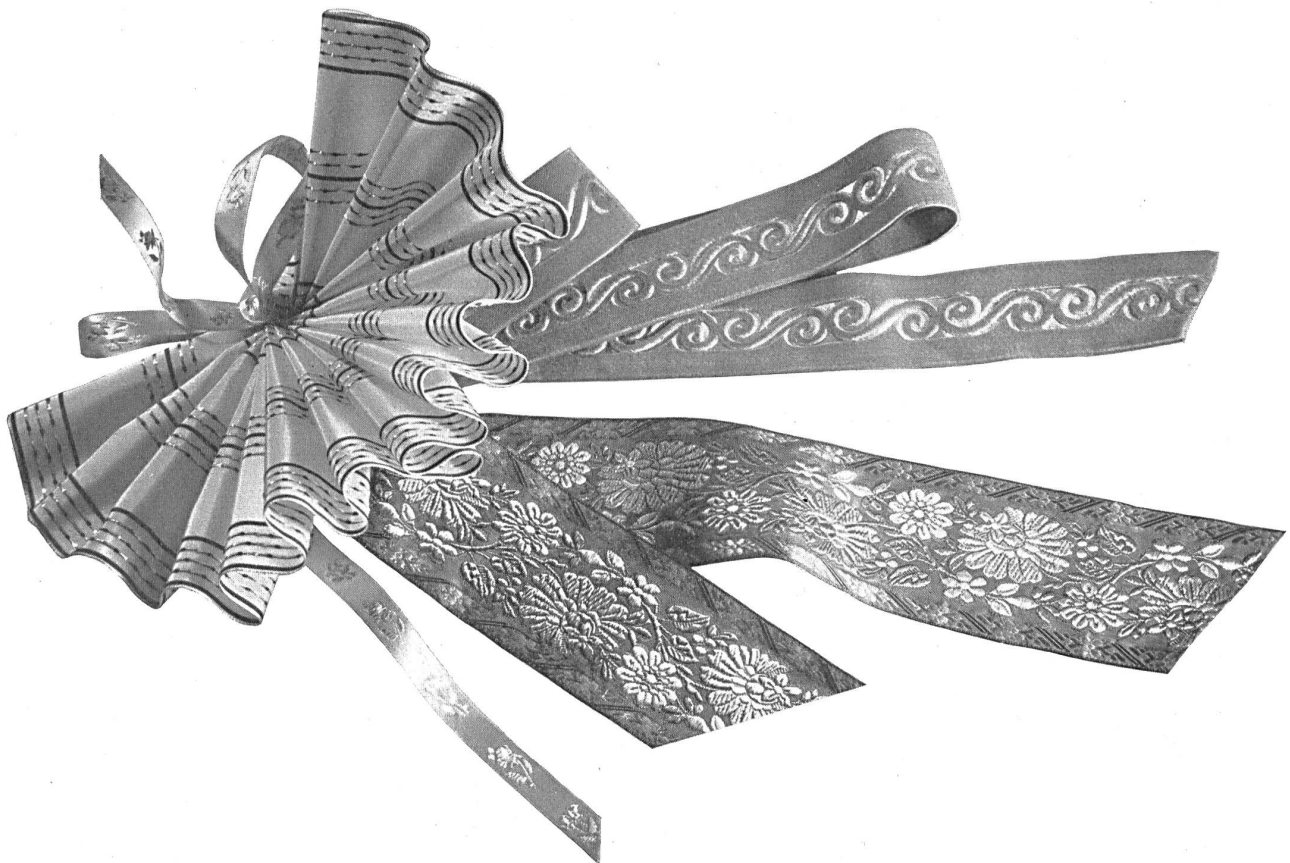
Basle, *the home of silk ribbons*

Anyone strolling around Basle, through the old streets and alleys near the cathedral, or under the trees of the wide avenues leading out of the town, can admire, more so than in any other city, beautiful, impressive and unspoiled facades, richly decorated with metal grills at the windows and monumental gates of wrought iron. These bear witness to the period of great prosperity of the silk ribbon industry, which had such a great influence on the fortunes of this Rhine city and gave it a tradition and a personality of which it is justly proud.

But it was on the whims and vagaries of fashion that this industry, perhaps the finest in all Switzerland, depended. In the faded old trade registers, we can still admire today samples of unbelievable wonders in richly worked pure silk, ribbons worn with such an air by the Cleantes and Dorimenes of Louis XIV's time, in the form of bows, cockades and in cascades,



from head to toe, or gay, brightly coloured ribbons that the shepherdesses of the Trianon tied to their crooks. Down through the years however there were also periods of severity and austerity when ribbons were banished, and when severe fashions prevailed, an excessive enthusiasm for uniforms and the masculine cut.



But nowadays every woman wants, and quite rightly so, to appear feminine. What could be more natural then that she should turn to silk ribbons, a dress accessory offering unlimited scope to her love of finery in the form of a thousand and one delightful variations! Inclined by nature to be constantly seeking after elegance in its different forms, and taking into consideration the typically feminine fondness for variety, the Basle silk ribbon manufacturers are continually introducing new designs and new shades, as well as qualities in keeping with the most recent improvements achieved in the field of textiles. This spring the striped or checked organdie ribbons, as light as summer butterflies, give a particularly ethereal charm to the delightful little straw hats for the spring and summer. Taffeta ribbons too appear in new colour combinations and the velvet ribbon itself, ageless and popular for many centuries now, is capable of variations and adaptations: according to the requirements of fashion, it may be soft and have the dull sheen of silk, or short-napped and stiff, or even shiny like the reflection of sun on water.

Last season and this spring, the Parisian designers and milliners have shown their preference for the classical grosgrain ribbon. Plain, striped or checked, it is seen on sporty looking hats, in the form of straps

to be buttoned or decorative edging and, in a particularly stiff quality, as belts on plain dresses for teen-agers.

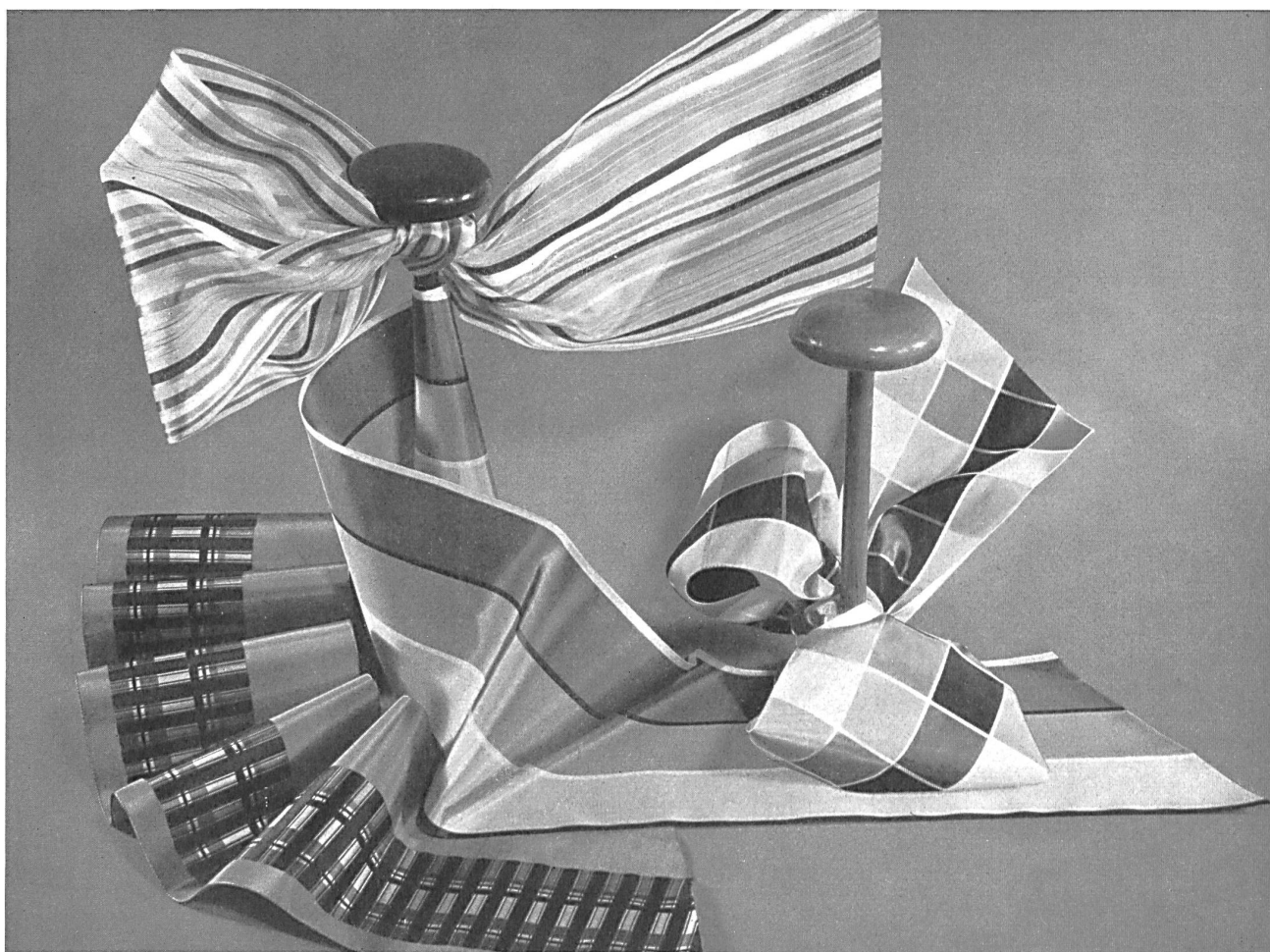
In addition to the typically «novelty» ribbons, the collections contain satin and taffeta ribbons in different colours or brocaded in gold or silver, which are used in the creation of fashion accessories as well as in interior decorating.

Ribbons for the hair loom large among the products of Basle. In addition to the plain ribbons and those with the time-honoured dots, stripes and checks, there have also, since last summer, been others printed with fancy designs and story-book characters, and this type has met with very great success throughout the world.

Some ribbon manufacturers also go in for the manufacture of scarves, with much enthusiasm and skill. As price is of no great importance here, which is not the case with ribbons, the combination of high-priced materials, in delicate shades, and a very sure feeling for design, make it possible to produce some veritable little masterpieces.

Although many rival firms have been set up abroad through the years, the silk ribbon of Basle has succeeded in maintaining its good name thanks to a quality that is always perfect and an exceptionally rich selection.

E. B.





SAUVAGE S. A., BALE

Petite capote garnie de ruban rayé de :
Small brimmed hat trimmed with striped
ribbon by :

Capotita con cinta rayada de adorna, de :
Kleine Kapotte mit gestreiftem Band von :
Seiler & Cie S. A., Bâle.

Photo Siegfried



SAUVAGE S. A., BALE

Toque garnie d'un ruban de ve-
lours noir de 5 cm de :

Toque trimmed with a 2 inch black
velvet ribbon by :

Toca adornada de una cinta de
terciopelo negro de 5 cm de
anchura, de :

Randloses Hütchen mit schwar-
zem 5 cm Samtband von :

Seiler & Cie S. A., Bâle.



Photo Schmutz & Guniat

CLAUDE ST-CYR

Canotier à calotte et pouf en ruban taffetas écossais blanc à filets multicolores de :

Boater with crown and bustle at the back in checked taffeta ribbon with thin multi-coloured stripes on a white ground by :

Canotier con casco y pufo de cintas de tafetán escocés blanco con rayas multicolores de :

Canotier-Hut mit Oberteil und Schlaufe aus schottischem Taffetband mit mehrfarbigen Streifen auf weissem Grund von :

Senn & Cie S. A., Bâle.

Photo Schmutz & Guniat



SIMONE CANGE

Trotteur garni de ruban écossais multicolore de :
Street hat trimmed with a multicoloured check ribbon by :

Trotteur adornado con cintas escocesas multicolores de :

Strassenhut mit buntfarbenem schottischem Band von :

Senn & Cie S. A., Bâle.

CLAUDE ST-CYR

La garniture de ce petit chapeau est un ruban de velours, envers satin en soie naturelle et rayonne de :

This little hat is trimmed with a velvet ribbon, reverse side satin, in natural silk and rayon by :

El adorno de este sombrero consiste en una cinta de terciopelo con reverso de raso de seda natural y rayón de :

Bei diesem kleinen Hut findet ein Samtband mit Satin-Rückseite aus reiner Seide und Rayonne Verwendung, von :

Vischer & Cie, Bâle.

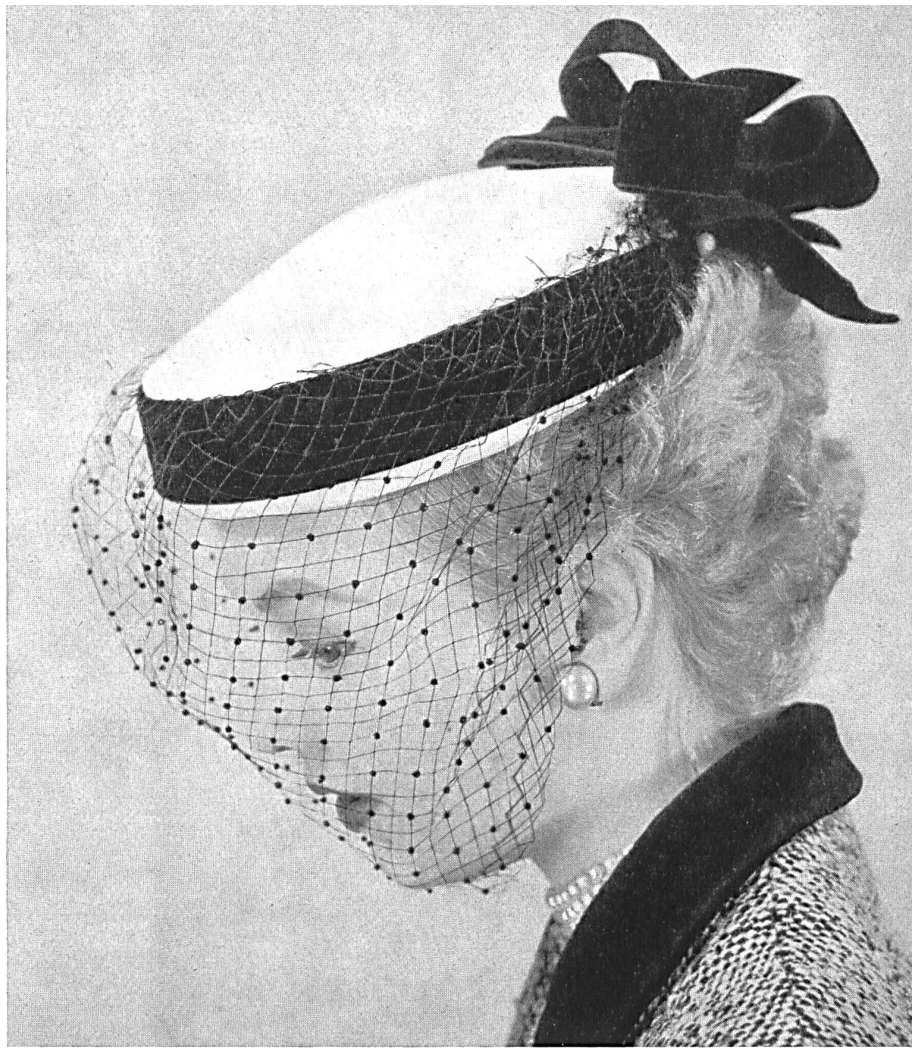


Photo Yurek

Photo Yurek



CLAUDE ST-CYR

Sur ce charmant chapeau d'après-midi, une laize de paille blanche s'allie au nouveau ruban de velours pure soie naturelle « Victoire » de :

This charming afternoon hat combines white straw allover with the new « Victoire » pure silk velvet ribbon by :

En este encantador sombrero de tarde, un trenzado ancho de paja blanca está combinado con la nueva cinta de seda de terciopelo pura seda natural « Victoria » de :

Effektivvoll wirkt auf diesem reizenden Nachmittagshut das neue, « Victoire » genannte reinseidene Samtband von :

Vischer & Cie, Bâle.



Echarpes en pure soie de :
 Pure silk scarves by :
 Bandanas de pura seda de :
 Reinseidene Schärpen von :
De Bary & Cie S. A., Bâle.

Photo Roessiger

Photo Lutz

SVEND

Canotier garni d'un ruban pékiné blanc et vert à bords picot de :
 Boater trimmed with a white and green pekin ribbon with picot edges by :

Canotier adornado con una cinta pequinés blanco y verde con bordes picudos, de :

Canotier-Hut mit weiss-grün gestreiftem Picot-Band von :

De Bary & Cie S. A., Bâle.

