

"Style" is told in the Silhouette

1911



The 1911 Silhouette is no longer in doubt. We know that skirts are wide, sleeves are trimmed and puffed, and the curve of waist and bust is no longer managed by loose fitting linings.

It is the seemingly simple silhouette of the period of puff and gamses, follows deeper and capturing curves.

The whole history of costume has other great revolutionary changes than this fascinating figure has fitted to and fit in trousers and in ball shoes.

It is a day of women, mothers, working, wrinkles—a day of high speed efficiency. Clothing must meet the demands of the age.

Time is precious, ease of labor high, waist and perfect accomplishment the only way to success.

The 1911 Silhouette would bring direct to consumers and manufacturers, as well as to all women who do their own sewing but for the fact that the problem of time, labor and cost and perfect style achievement was already solved for them before they met it. The whole story is told in—

Witchtex
TRADE MARK
The Crushless, Resilient Lining

"Style" is told in the Silhouette

1915



Enter Witchtex!

Style is told in the Silhouette and to achieve the perfect 1915 silhouette with its subtle curves and distortions with little effort, little cost and perfect result is what Witchtex was designed for, and has accomplished.

A lining to be perfect for this purpose must be crushless, for there is not a sharp line in the 1915 silhouette, resilient so rather—to achieve the soft billowy effect demanded; weather-proof to meet the demands of those who would walk abroad in bad weather; it must stand any amount of pressing; it must not crease, it must hold form as long as fabric lasts, or it would be useless. Above all it must be procurable at a price within the reach of the home dressmaker and the mass factors, and be available to the consumers everywhere. The perfect lining must meet all these requirements. Witchtex does.

TODAY



TO-MORROW

Witchtex
TRADE MARK
The Crushless, Resilient Lining

OVER

Abbildung 16

Amerikanische Zeichnungen aus dem „Dry Goods Economist“ vom 22. Januar 1916

V

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„DEUTSCHE KONFEKTION“

Ein Jahrzehnt der Frauenmoden.

1905 1907 1909 1911 1913 1915 1916

„Nicht ist die Mode die Wandel“
Wann kommt sie? Die Frauenmode nach der die Entwicklung der Natur und die Form der Linie eines Silhouettes hat, so bewegt, er sich auch auf keinen Gebiete mit so großer Flexibilität, mit so wichtiger Schönheit wie auf dem der Mode. Die diese Veränderlichkeit der Frauenmode begründet. Diese sind die wesentlichen Ursachen der Wandelbarkeit der Frauenmode. Die Wandelbarkeit der Frauenmode ist nicht ein Zufall, sondern ein notwendiges Ergebnis der Entwicklung der Frauenmode. Die Wandelbarkeit der Frauenmode ist nicht ein Zufall, sondern ein notwendiges Ergebnis der Entwicklung der Frauenmode.

1905
1907
1909
1911
1913
1915
1916

aus der „Deutschen Konfektion“ vom März 1916

Deutsche Zeichnung