

**Zeitschrift:** Éléance suisse  
**Herausgeber:** Gesamtverband der schweizerischen Bekleidungsindustrie  
**Band:** - (1969)  
**Heft:** 1

**Artikel:** Male call  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-794972>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 16.03.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

# Male Call

Modish. Undeniably masculine. An eye to the future.  
A look back at tradition. All undeniably helping to  
separate the men from the boys.

PKZ BURGER-KEHL & CO. AG Between-season or winter Prince of Wales check coat, in pure carded virgin wool. Pure virgin wool worsted suit with attractive design. Fashionably cut jacket with stitched edges and vent at the back, double-breasted waistcoat as well as trousers with turn-ups and flat seams.



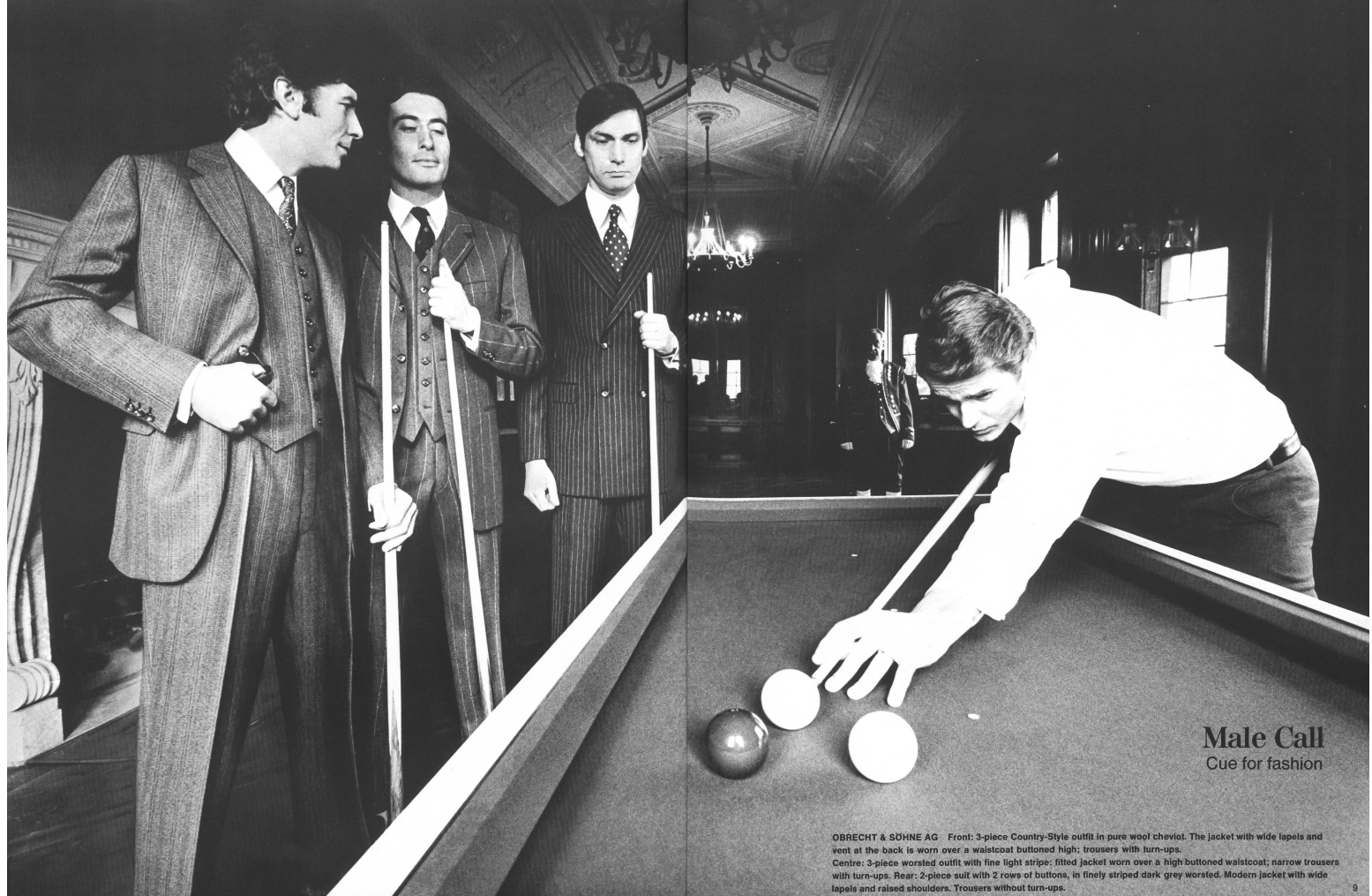
**Male Call**  
Checking out



## Male Call

The window watchers

RITEK AG Left: Modern suit with one row of buttons, breast pocket, vent at the back for freedom of movement and a new type of lapel.  
Centre: New variation of a fashionable three-buttoned suit. Wide pointed lapels, pockets with oblique flaps and long vent at the back.  
Right: An outstanding novelty from the YOUNG STYLE collection, with two rows of buttons, oblique overlap, pockets with slanting flaps and vent at the back for greater freedom.



**Male Call**  
Cue for fashion

OBRECHT & SÖHNE AG Front: 3-piece Country-Style outfit in pure wool cheviot. The jacket with wide lapels and vent at the back is worn over a waistcoat buttoned high; trousers with turn-ups.  
Centre: 3-piece worsted outfit with fine light stripes; fitted jacket worn over a high buttoned waistcoat; narrow trousers with turn-ups. Rear: 2-piece suit with 2 rows of buttons, in finely striped dark grey worsted. Modern jacket with wide lapels and raised shoulders. Trousers without turn-ups.