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Autor: Y.G.
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Cotton fabrics

Once again we must salute Swiss textile manufacturers who so gallantly and untiringly and in spite of present difficulties, have striven to find ever new designs for figured cotton materials.

As befits the time we live in, Swiss textile specialists have particularly endeavoured to offer their clientèle a series of simple designs for dress fabrics which will suit every purse, however diminished. The very simplicity of these fabrics is provocative and elegant. Of course, materials suitable for afternoon wear still retain a more dashing gaiety.

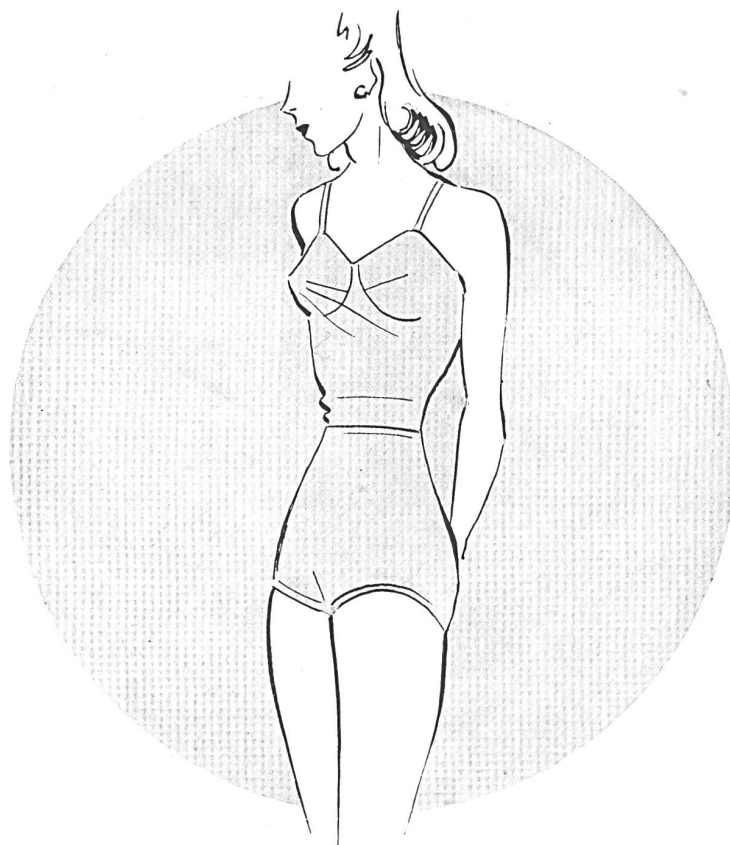




In dealing with her summer wardrobe, the well-dressed woman will have a wide selection of designs from which to choose. She will find a pattern suitable for every one of the new styles which this year call for a determined simplicity and youthfulness of line.

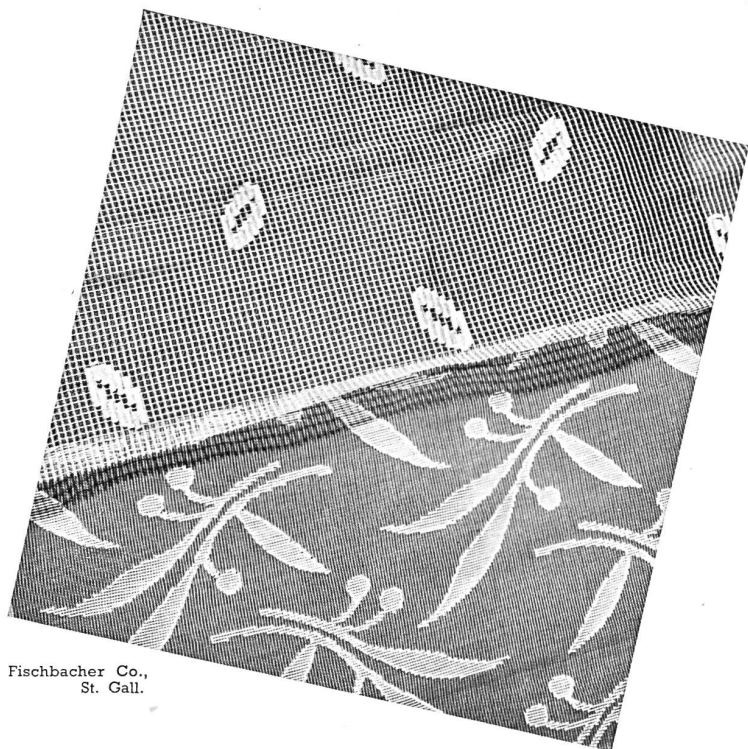
Cotton materials, whether gaily flowered or figured with new and original and colourful designs, hold out great possibilities for summer suits and beach wear. Crisp muslin and organdy blouses are right this season and St. Gall offers a remarkable selection of tasteful organdies. Uncrushable, filmy and yet easily laundered, these materials are in great demand.

Blouses are worn tucked into the skirt and very full at the waist.



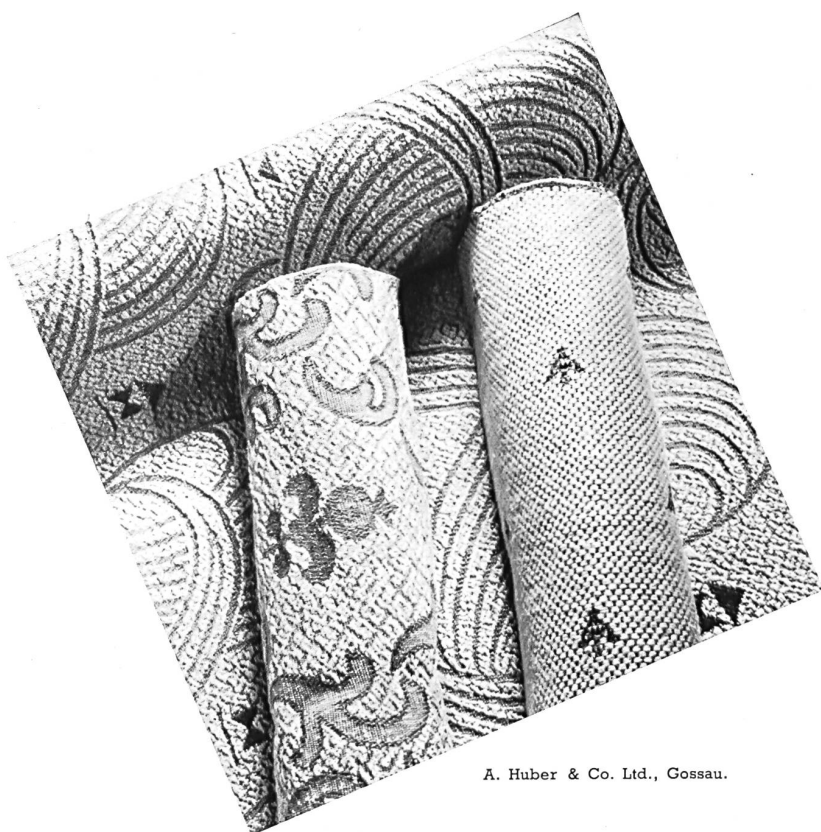
These fabrics are created by Christian Fischbacher Co., St. Gall.

The Glattfelden Spinning and Weaving Co., Ltd., Glattfelden

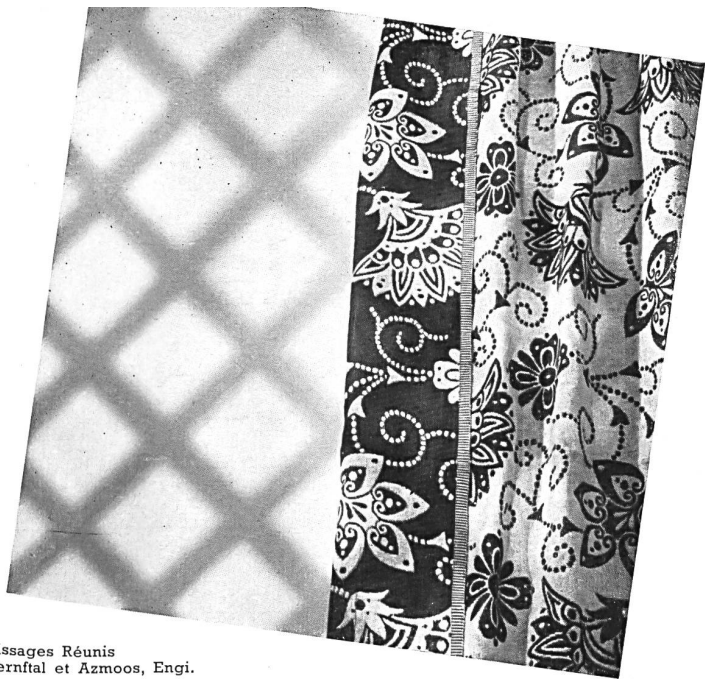


Christian Fischbacher Co.,
St. Gall.

The importance of colour in furnishing schemes is greatly stressed just now, especially in fabrics. Cotton prints prove a welcome substitute for wall-paper and bring a gay note to furniture. They are most attractive in these dark days and make our home a refuge of cheerful harmony. The imagination of Swiss designers never flags and whether classical or modern, their creations always show proof of perfect taste.



A. Huber & Co. Ltd., Gossau.



Tissages Réunis
Sernftal et Azmoos, Engi.

Besides plain cotton materials suitable for curtains, textile specialists offer embroidered fabrics, on unbleached, white or off-white grounds. Windows can be made most attractive with tulle, marquisette, net, voile, etc. Swiss manufacturers have striven to help us keep « the home beautiful » by placing at our disposal best quality goods at reasonable prices.

Y. G.



Creations by Oscar Stäheli & Co., St. Gall.