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Children's fashions



Children's frocks and bibs
« Hacosca » by Haury & Co.,
St. Gall.

Photos Haury et Bauty.



How delightful to see one's child well dressed, simply and tastefully !

Modern mothers are more practical minded than their grandmothers and mothers who clothed their offspring in clumsy and often inelegant garments.

The wide-spread popularity of open-air sports have here again brought about welcome progress. The child must not be hampered in its movement, either at play or at work, and loose-fitting clothes of gay, supple and light-weight materials are necessary to ensure perfect ease and freedom.

For the very small person, rompers are ideal for the house, the garden or the beach. These garments which require countless launderings, must be made in durable and, if possible, crease-proof materials, that is to say, in printed cottons bright with many colours or of one practical shade.

Swiss firms specialized in the manufacture of accessories indispensable to childhood make charming bibs, very plain or trimmed with embroideries and dainty lace.

St. Gall organdie and embroidered voile make the most attractive and delightfully childish little dresses. Especially lovely are those trimmed with gathered flounces and frills or vaporous laces.

These fine-textured fabrics inspire many styles and, in particular, graceful ensembles which give the child a simple and yet distinctive appearance.

The Swiss knitwear industry, so versatile and progressive, has also designed charming models for children which are perfectly adapted to modern requirements.



Creations by Geiser
& Co., Ltd. Huttwil.
Photos de Jongh.

