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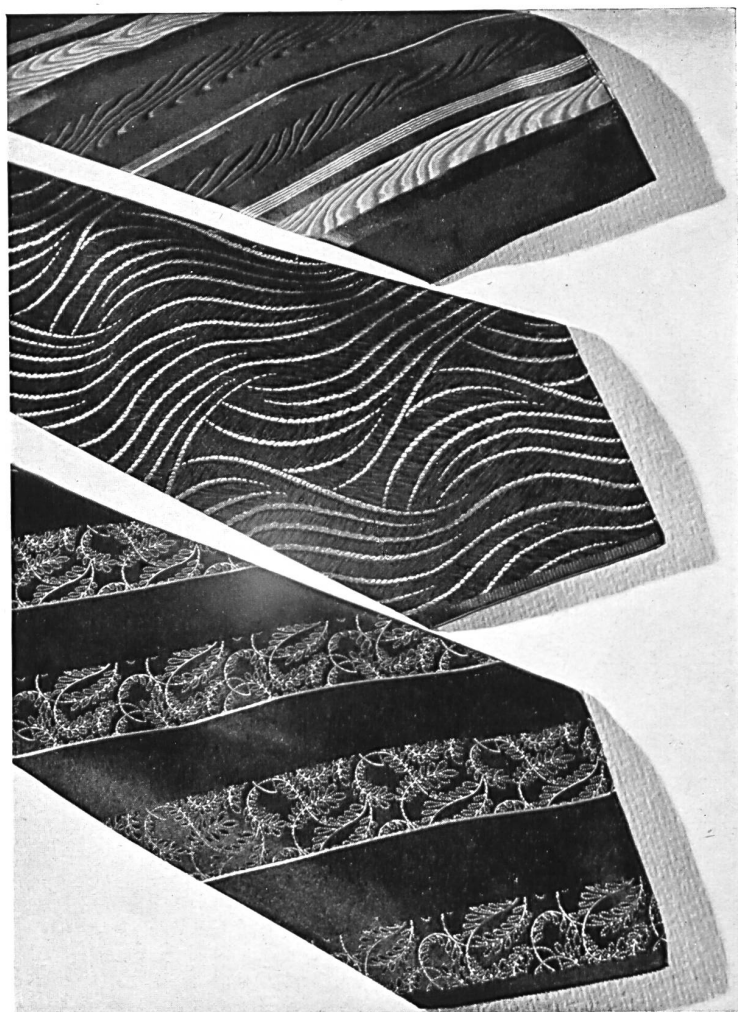
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Silk materials

Silk — that exquisite textile of many hues, so pleasing to the eyes and the touch — can be put to many uses.

Swiss textile manufacturers, inspired by a gallant enthusiasm, are never content with a mere conventional application of their knowledge and skill. Untiringly, they overcome matter and transform it as with a magic wand.



This year, they are in a position to offer their clientèle a wide range of artificial silks, most diverse and strikingly original. Thanks to its perfected quality, rayon can now be submitted to the most delicate and extensive processes and presented under ever new forms.

As for pure silk, it still retains, of course, the stamp of luxury. With its inimitable flexibility and subtle colourings, silk responds to all the dictates of fashion. And today, with so many new patterns and styles, there is a wide choice in pure silk materials, although it is perhaps essentially their quality which arrests attention.

The Swiss silk industry is also putting on the market an entirely original series of materials which set new and distinctive values and which can be used most diversively, — for ladies, blouses and even men's ties.

Y. G.

New silk neckties by
W. Haus & Co., Zurich.
Photo Bauty.