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Cotton Fabrics



Fabrics for dresses, created by Taco Ltd., Zurich.
Photo Bauty.

Outliving all the changes in fashion which cause the popularity of materials to rise and fall, the cotton fabrics retain their own prominent position.

The many practical advantages offered by these fabrics are no doubt responsible for their success. Nevertheless today the finishing of cotton fabrics has been brought to such a high degree of perfection in Switzerland that even high-class dressmaking uses them in full confidence. Thanks to the choice of colourings which are indeed the object of most attentive

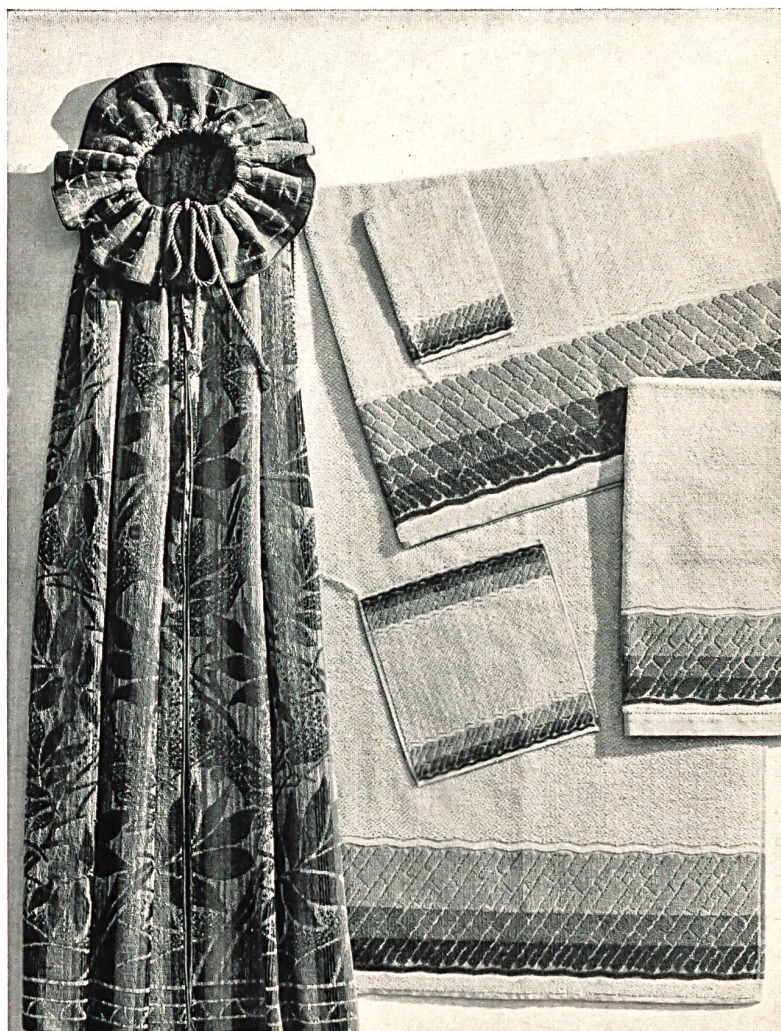


Gentlemen's handkerchiefs
by Christian Fischbacher Co., St. Gall

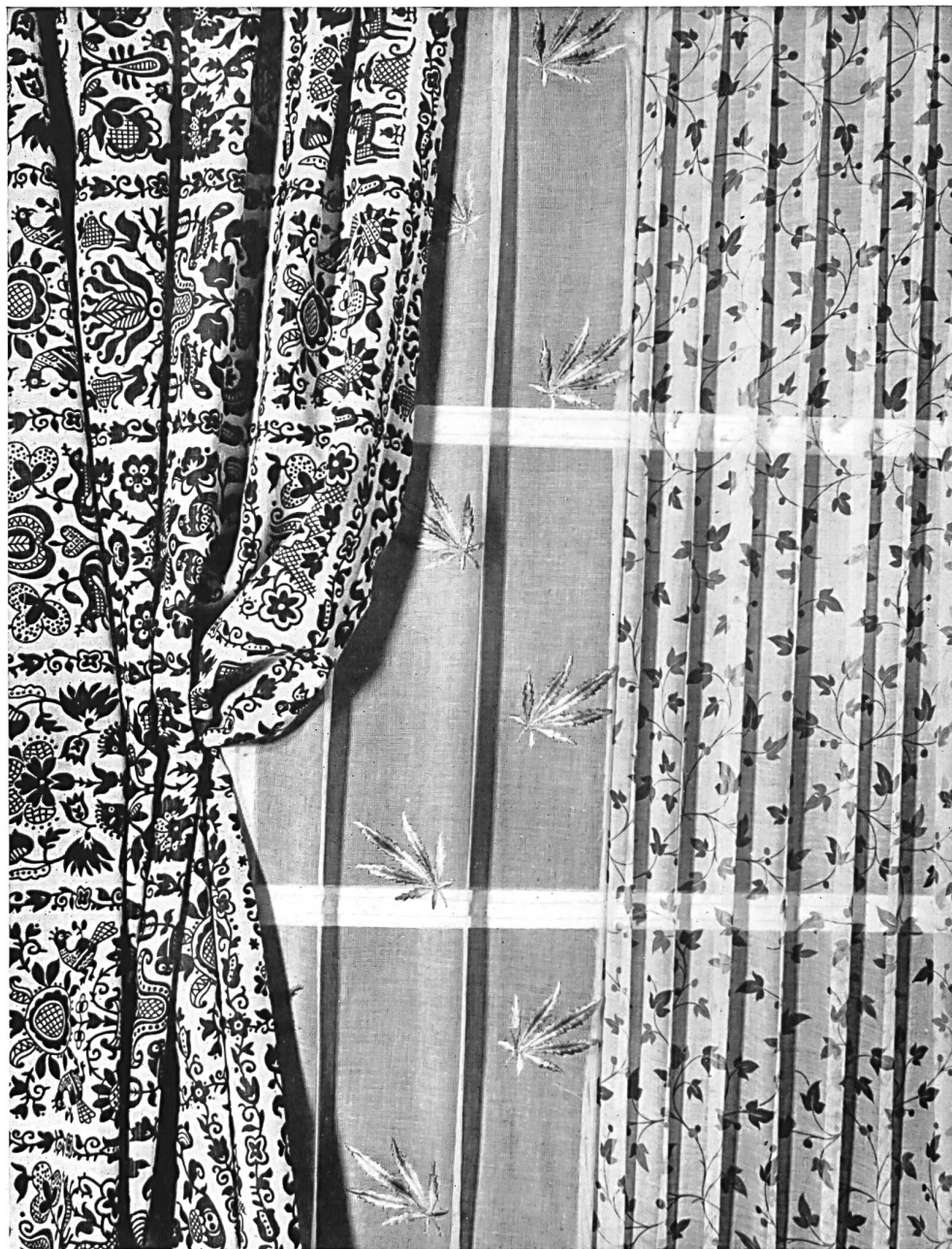
study, the little everyday dresses (seeming to spring from some fanciful flower-bed), the town outfits as well as the sport outfits, and even the evening dresses are of extreme elegance although made up in cotton.

Paying attention to the smallest details and sparing no effort, the Swiss industries, as well-witnessed at the Swiss Pavilion at the New York World's Fair, while heedful of the vagaries of Fashion are always in search of perfection of workmanship and quality.

Embroidered or printed organdi maintains an important position in the rich collections of fine cotton textiles. This marvellous tissue, realised in white and in all pastel shades, permits, as does no other, the creation of voluminous and romantic dresses which make all women resemble the heroines of Musset. The latest innovation in this line is organdi printed after the manner of ancient copper-engravings and representing laces, which at a distance give a most curious illusion of reality.



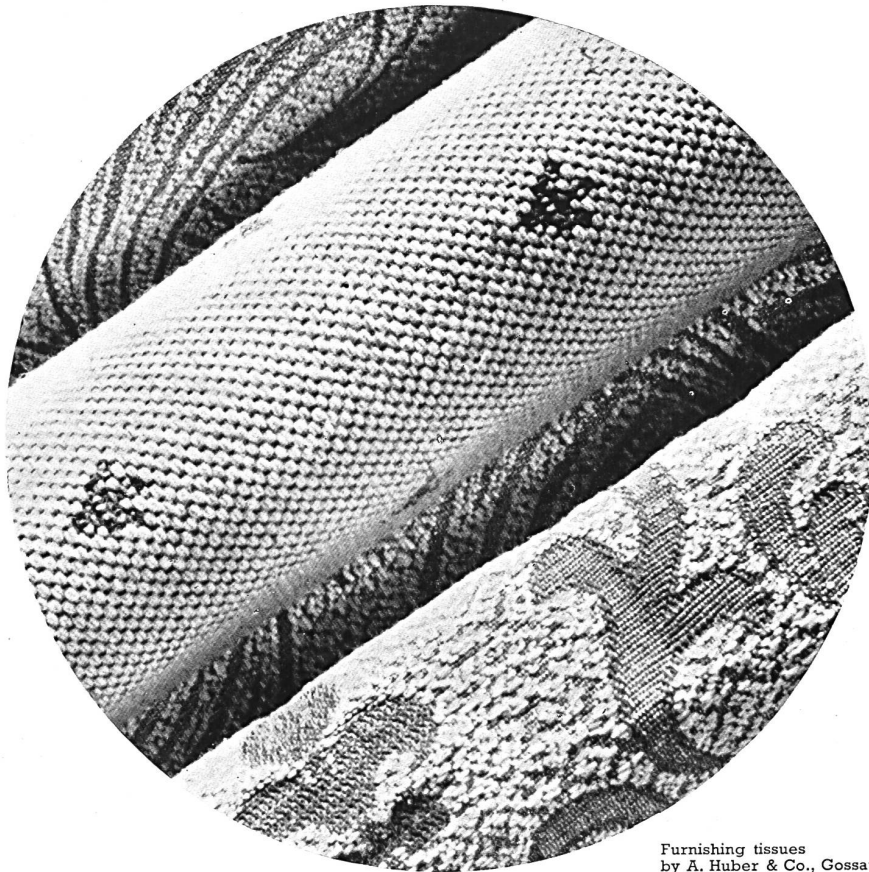
Articles by Tissages Réunis
Serrnftal et Azmoos, Engi.
Photo de Jongh.



Window hangings and curtains by E. Schurpf & Co. Ltd., St. Gall.
Photo Bauty.

Figured crêpes, marquissette, tulle and voiles covered with motifs and created whether after the principle of past fashions or worked into daring arabesques, can all be washed and ironed just as easily as a handkerchief. Organdis realised in original designs and entirely made by hand as well as fancy or damasked "cloqués" of all kinds are much in vogue at the moment.

We must not, however, forget the fine collections of new "baptistes" which are most supple and silky to the touch and whose usages are almost unlimited. Whether printed or plain, these light tissues make up into delightful dresses and most delicious "deshabillés". Frilled or gathered, smocked or pleated, these materials can be transformed into bewitching babies' and little girls' frocks. Blouses, shirts and lingerie of all kinds in fine "baptiste" are more and more sought after by the woman who is always conscious of elegance.



Furnishing tissues
by A. Huber & Co., Gossau.
Photo Bauty.



Tissues by Tissages Réunis Sernftal et Azmoos, Engi.
Photo de Jongh.