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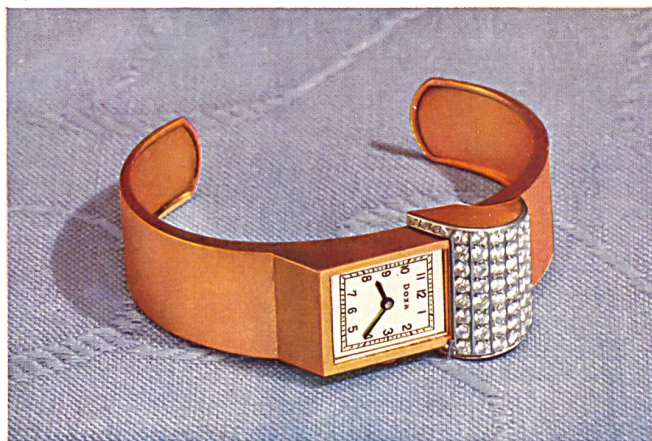
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Feminine Wear



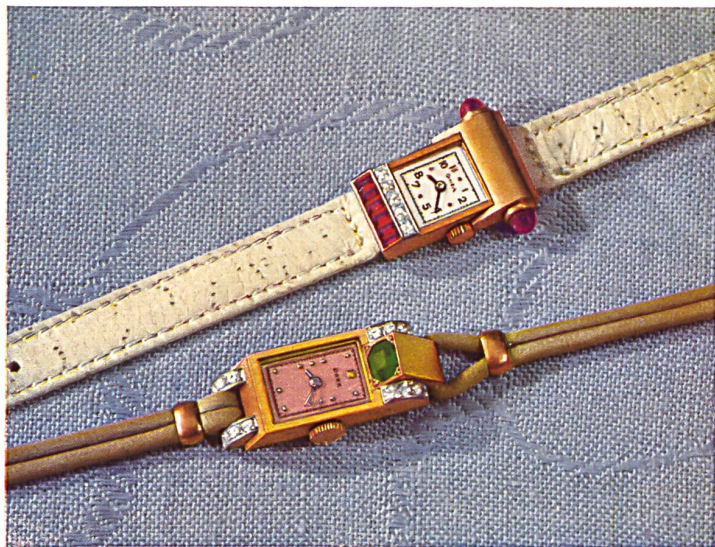
A JEWEL lasts for always. Being one of the most seductive accessories for the feminine toilet, it flatters unobtrusively our more extravagant tastes with which we like to embellish every-day life. The Swiss watch is indeed a marvel of art and good taste! The practical and the aesthetic are happily united, while both the conception and realisation of the mechanism remain a subject of almost world-wide astonishment. Fashion, however, dictates according to her caprices and so the watch, whether but a simple and useful adjunct to life, a fashionable ornament, or a jewel incrustated with precious stones, follows her edicts. But each of the models created by the Swiss watch-makers is realised only after serious concentration in order to give satisfaction not only to the personal taste of the prospective buyer but also to the most exigent standards of quality.

But the efforts of the creators and designers are not restricted to that domain only, and it is certainly worth while to mention other jewels and objects such as the neck-lace which enhances the beauty of the «décolleté», the ring, whether of a classical or fanciful design, and the powder-boxes, gilded, silvered or enamelled. Moreover, specialists, unrivalled in the jewellery trade, are attempting the difficult and delicate task of creating beautiful flowers in metal, or clips to deck feminine loveliness.

When speaking of such delightful accessories, let us also mention the handbag whose usage has indeed become generalised. Pochettes in silk and Suède, and handbags in crocodile-skin, antelope or boxcalf or for more modest purses in bleached and unbleached linen can all be adapted to every phase of life.

The perfect, subtle and harmonic combination of gloves, shoes, handbags and perhaps a belt or button-hole flower is the password to the achievement of good taste and exquisite chic.

For all tastes, for all outfits whether morning, afternoon, or evening, the Swiss industries have created a series of entrancing and valued goods stamped with an incontestable «cachet».



**These watches are made
by the firm Doxa, Le Locle.**