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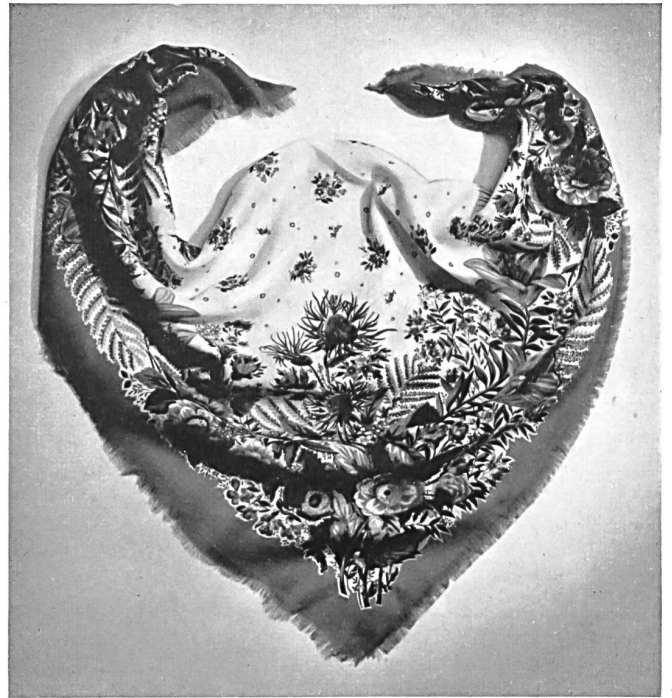
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Ready-Made Clothing for Ladies



Woollen square by F. Blumer & Co., Schwanden.
Photo de Jongh.



Silk dress
by C. Baumann, Zurich.
Photo de Jongh.

The workrooms at Zurich which specialise in ladies' wearing apparel have the extremely delicate task of interpreting the different tendencies of Fashion as created by the dress-designers of leading fashion-houses. Their choice is always dictated by the edicts of good taste and the dictates of common-sense.

That they succeed admirably is evident from the fact that this branch of Swiss production is taking an ever stronger hold on export markets.

In the Swiss industry of ladies' ready-made clothing the efforts of the designers have all been directed towards the same goal. Thus, while all their creations are subjected to practical considerations, their foremost thought is to follow the rules of simplicity and good-taste in order to produce the most elegant ensemble.

The tailored suit holds indisputably the first place in the new Spring styles. A trifle added to its youthful chic can either emphasise the accent on sport or strike a more fashionable note.

The blouse — that indispensable accessory to the tailored suit — knows today a happy return to fashion. All kinds of material can be used and changes may be rung at will.

For afternoon-wear chic suits and charming flared coats to be worn over little dresses in silk or printed "rayonne" are being made. The coats are usually black or navy-blue, but grey and grey-blue tones are evidencing a certain popularity this spring. Boleros, seen already last year, are both practical and delightful. At little cost, they allow the well-dressed woman to vary the contents of her wardrobe. Take, for example, the pleasing and practical afternoon outfit which can be achieved by a tailored skirt worn with a light blouse and bolero. The choice of cut, colour and material for dinner and evening dresses is indeed very great. During summer, there is



Silk scarf
by F. Blumer & Co., Schwanden.
Photo de Jongh.



no doubt that the light and filmy textiles such as laces and organdi will retain their popularity but nevertheless the power wielded by the black silk dress (always greatly appreciated on account of its distinction and perfect taste) will never be forfeited.

Let us mention that for beach-wear and summer week-ends, little dresses of linen and shantung are always in vogue due no doubt to that simple but elegant cut which is most becoming to the figure. The beach-dresses and bathing-costumes are characterised by little matching skirts with jackets or boleros.

Finally, let us note the scarves, handkerchiefs, fichus and printed foulards which are all such charming accessories. Indeed we have to be grateful to the Canton of Glaris for such an unique choice, full of youthful charm and gaiety.

Embroidered organdi blouse
by Haury & Co., St. Gall.
Photo Haury.