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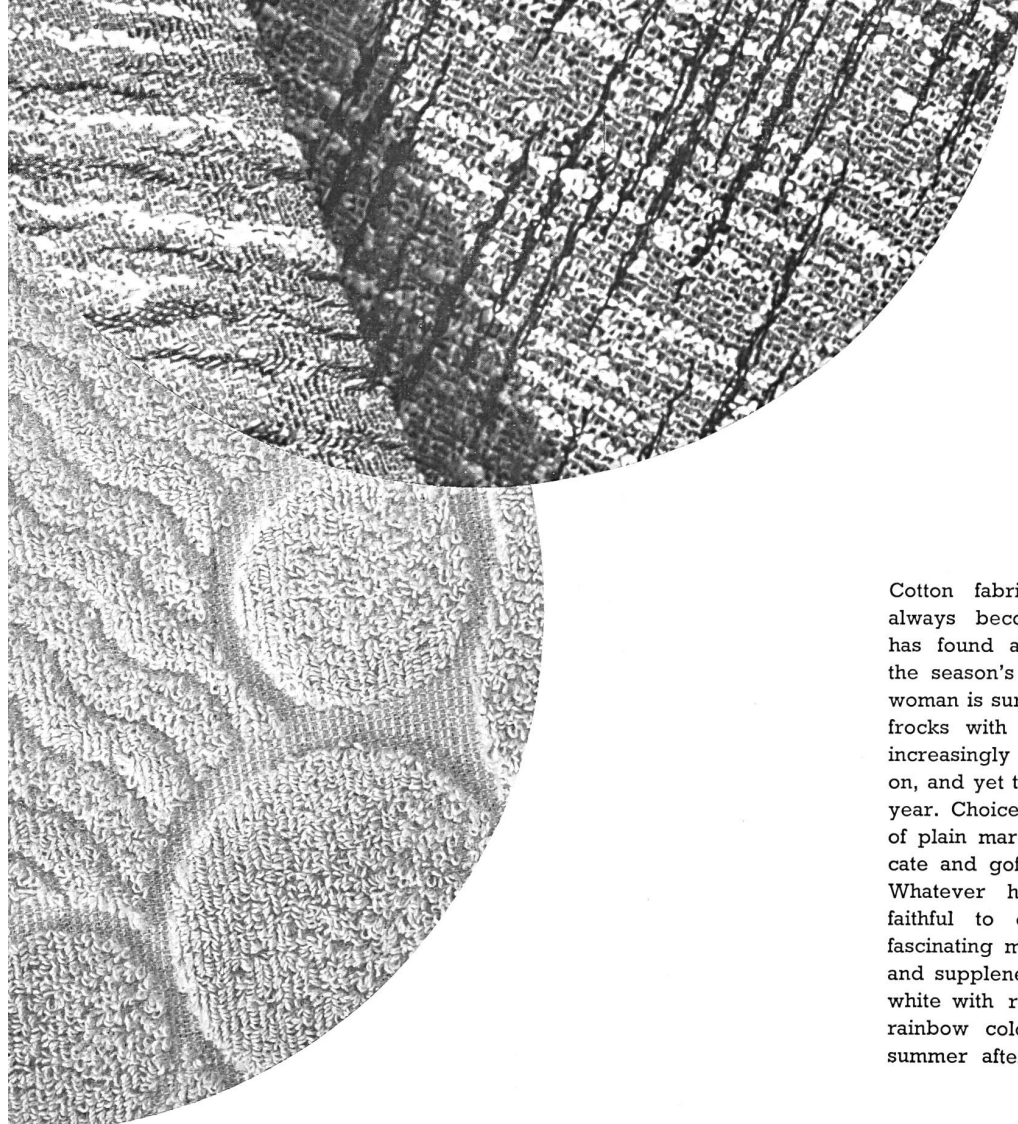
Cotton Fabrics



Dress in Swiss Organdy
by Herbert Sondheim, New York.

ARTISTIC inventive genius and the perfection of technique were sponsors to Swiss cotton fabrics. The materials and colours in this year's collections are real marvels: delightfully simple on the one hand, with only one aim in view, and striking, novel effects on the other hand, -effects such as we find them constantly in the creations of Swiss manufacturers.

Successful hits may be met with everywhere: arabesques in quiet, reposeful lines, small dots, flowers of the field, daisies and giant tulips, charming aquatic motifs for the beach.



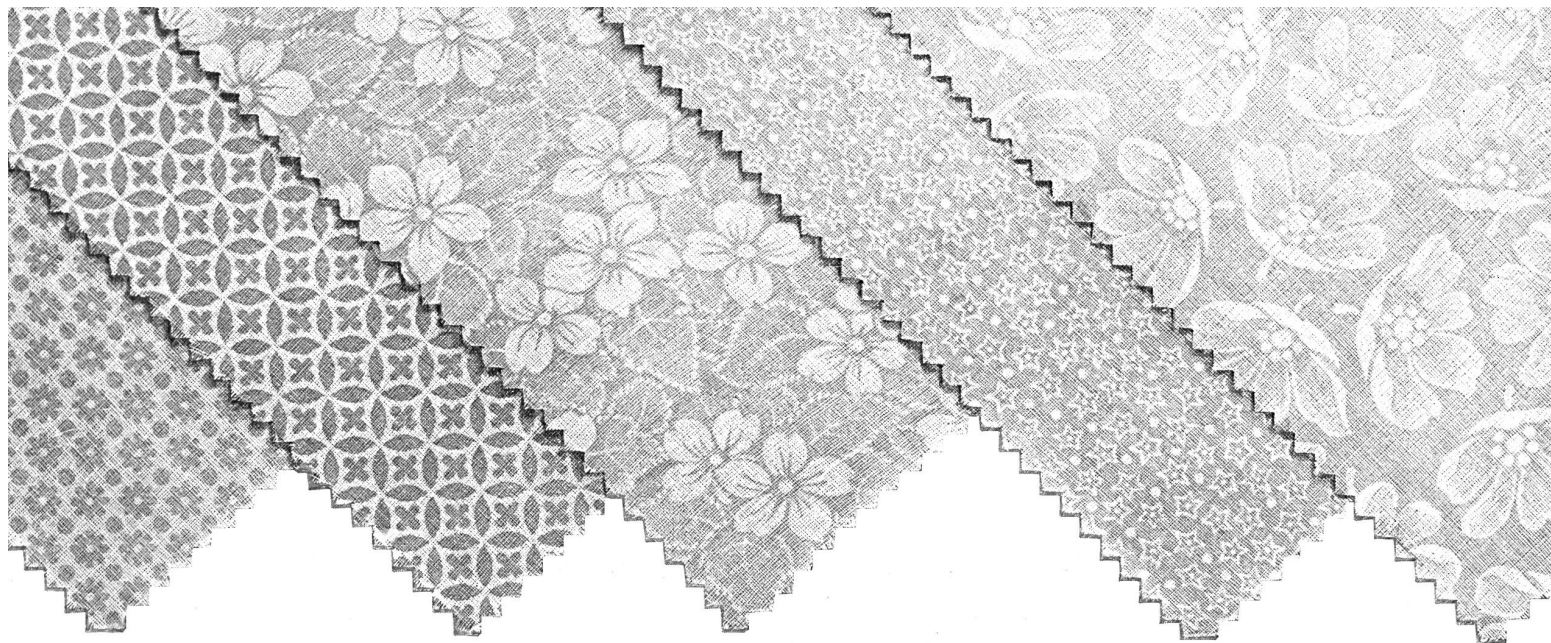
Upholstery and Bath-towelling Fabrics
by the Tissages Réunis Sernftal and
Azmoos, Engi.

Cotton fabrics are always fashionable and always becoming. This year Dame Fashion has found abundant supply for her needs in the season's pretty collections, so that every woman is sure to wear her inexpensive summer frocks with real pleasure. Materials become increasingly simple and practical as time goes on, and yet they are more varied than ever this year. Choice is irksome when it is a question of plain marquisettes, organzas, or crêpe, intricate and goffered fabrics.

Whatever happens Fashion always remains faithful to organdy, and creates the most fascinating models that have all the daintiness and suppleness of the material itself: either in white with raised embroidery and transparent rainbow colours, or in soft, quiet shades for summer afternoon and evening frocks. There



Dress Materials. Taco Ltd., Zurich.
Photo de Jongh



Dress Materials by
Christian Fischbacher Co., St-Gall

are perky, youthful-looking blouses, so thin and filmy that they almost seem unreal. Finally, too, there are chemisettes, small butterfly bows, tiny hankies, and fine linen flowers, that add the finishing touch to these attractive garments.

The furnishing schemes of modern houses and flats all aim at freshness and daintiness. All the appointments are gay and youthful-looking. They are selected with good taste, combining simplicity with utility. The new furniture and curtain fabrics, especially designed for this style of furniture, show pretty collections of materials that are known to stand anything in the way of wear and tear. The latest thing for curtains is percale, voile, tulle or marquisette, all of which soften the light in a pleasing way. The dainty whites, creams and pinks of these fabrics, sometimes figured with charming floral patterns, are extremely decorative.

Chintz has come into its own again, and now takes the chief place among materials for upholstery. Its dainty, glossy surface and its extreme durability render it especially suitable for present-day requirements.

Bedspreads have a stiff lining, and are bordered with flounces. They are suited in colour and style to the room, as are also the curtains and cushions. All these requisites, though made of inexpensive materials, combine in producing true artistic effects. Furnishing materials and bath-towelling, a strange



Materials for Curtains and Upholstery.
Emil Anderegg Ltd., St-Gall.



Chintz by Stoffel & Co., St-Gall.



combination indeed! And yet both are equally necessary in the home. Just as the prettiness and cosiness of a house depends largely on the choice of materials for the furniture, so does gaily coloured bath-towelling give an artistic touch to the different articles for practical everyday use. Colouring and designs, quality and serviceability fit in with the general scheme of decoration, so that bath towels, bathing caps, and bathing cloaks are both useful and pretty to look at.

Swiss collections are renewed every season and abound in variety. Besides the classical patterns that are always popular, there are number of perfectly new designs every time. Both old and new patterns are selected with excellent taste and with great care, and are all of the very best quality.

Y. G.