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The „Swiss Textiles” forecasts coming fashions

In Cotton

For the sunk resort dresses draped like Roman tunics... Shorts... Little long-sleeved sports dresses, with boldly short skirts swinging above the knee... white, pink or bright green... worn with black sandals... For every-day wear there are red, blue or white skirts... Flippant yet practical house frocks which are growing more and more brilliant of hue... For evening, wide skirted washable gowns with large lace collars... Bright-colored stockings and gloves for wear with tweeds and plaids... And — a great innovation — the Summer skiing suit of dazzling white, crisp, fresh and washable.

* * *

Under the influence of the inexhaustible imagination of dress designers, the peasant dress is being transformed. It has developed into an attractive little frock with just a hint of its origin in its cut, puckers, balloon sleeves and youthful swing and fullness...

And naturally it is always made of cotton fabric...

Of charming flower-decked cretonnes, flowered organdies, fresh and luminous...

Sophisticated charm is returning to nature.

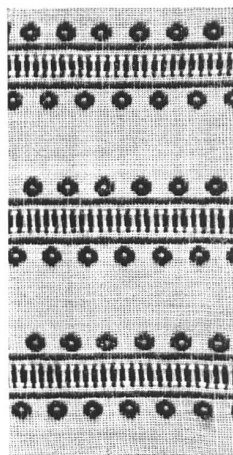
But Swiss cotton producers are not content with these results, fine as they are. The increasing perfection of the texture, suppleness, fall and silkiness of their products have opened wide the doors of the Parisian and foreign dressmaking world to Swiss cotton fabrics.

These are no longer the cheap materials of yesteryear.

Swiss cotton fabrics are luxurious and can be used for evening and afternoon gowns — such as this charming deep blue model with white lozenges painted on the tissue itself.

The collection of printed, plain, goffered or cloqué organdies grows more rich and varied each year.

These tissues are charmingly youthful, fresh and very artistic...



Zweiteiliges Nachmittagskleid in St. Galler Phantasie-Voile, weiss und schwarz gewoben.

Robe d'après-midi deux pièces en voile blanc tissé noir de St-Gall.

Two-piece afternoon gown of white St. Gall voile woven with black.

Vestido de tarde dos-piezas, de velo blanco tejido negro de San Gall.

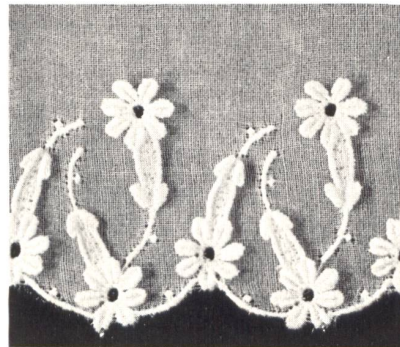
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Photos Néri



Nachmittagskleid in « Nelofloc » blau mit weissen
Tupfen, Jupon und Ärmel in aufliegender
Reliefstickerei auf Organdistoff.

Robe d'après-midi en « Nelofloc » bleu à pois
blancs, avec jupon et manches de dentelle.

Afternoon dress of blue « Nelofloc » with white
spots, with sleeves and petticoat of lace.

Vestido de tarde en « Nelofloc » azul de lunares
blancos, con refajo y mangas de encaje.

Some are printed with fruit designs : apples, grapes, cherries, in dark blue on a pale blue ground, or in deep blood-red on a palely tinted ground of the same shade. Among other uses, these particular fabrics would make really delightful curtains...

Then there are new shaded prints of white flowers on pale blue or pale pink grounds...

Or else exquisite white roses on pale blue ground for garden-party or evening wear... They are ethereal and dream-like...

Or again, cloqué organdies which gleam in the sunshine with their rather formal old-fashioned bouquets.

Look at these entirely new organdies with printed lace designs : Valenciennes in white picked out with dots on a navy blue ground, or Broderie Anglaise on a black ground — very audacious this, and a smart novelty...

There is a choice of printed stripes on finest cotton voile : turquoise blue, red and white — charmingly original — embroidered with dots in artificial silk. Or navy, light blue and white stripes with multicolored dots.



Die auf diesen beiden Seiten wiedergegebenen Baumwoll-Gewebe wurden uns freundlicherweise vom Industrie- und Gewerbemuseum, St. Gallen, zur Verfügung gestellt. Sie wurden von Mitgliedern der « Swiss Fabric Group, New York » hergestellt, die sich aus verschiedenen Schweizer Fabrikanten-Verbänden zusammensetzt.

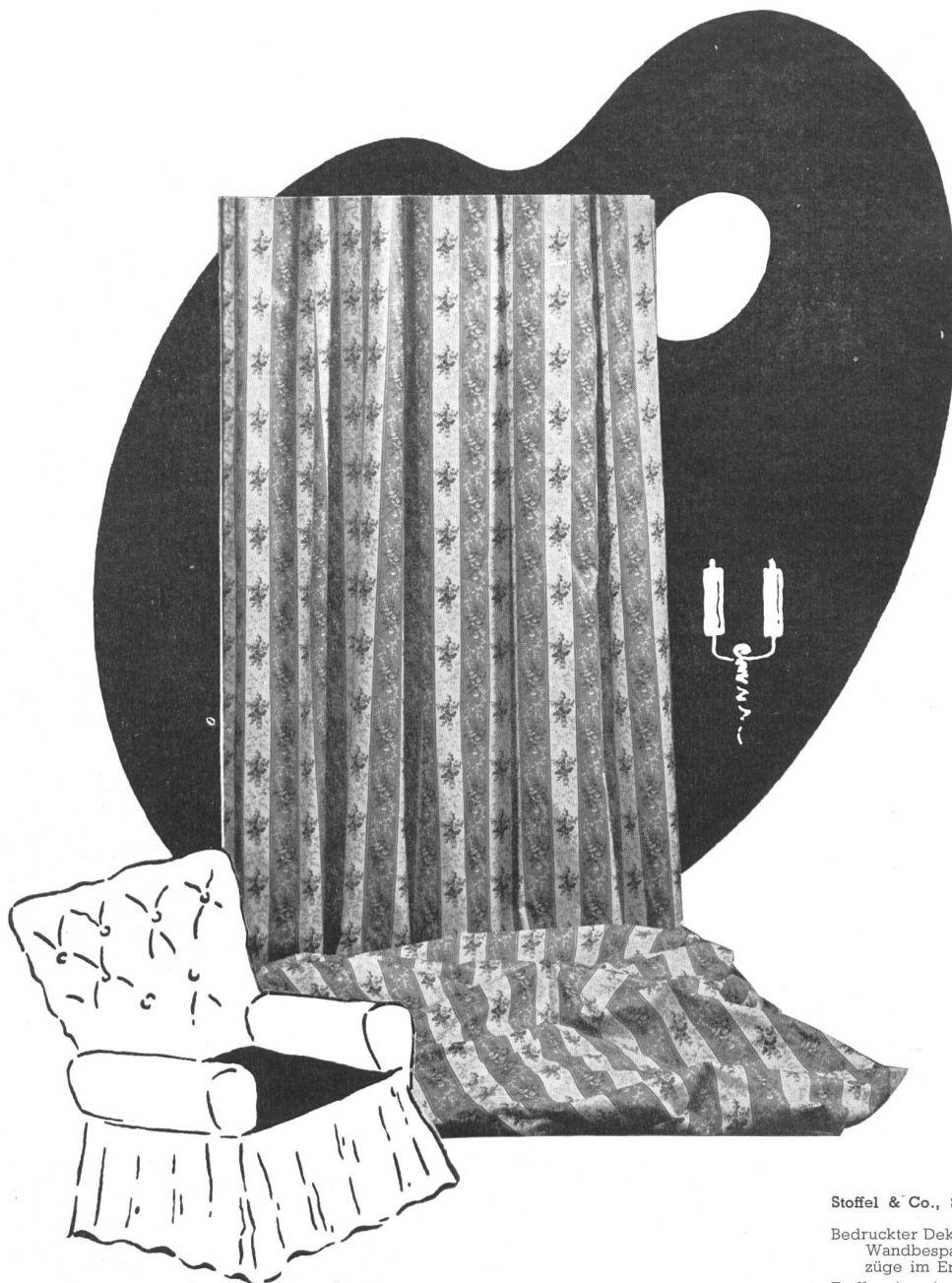
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Cotton fabrics on these two pages have been kindly supplied by the Industrial, Arts and Crafts Museum, St Gall. They are manufactured by members of the Swiss Fabric Group, New York, which is formed by the following associations :
 the Swiss Cotton Textile Exporters Association, St. Gall ;
 the Swiss Master Spinners, Doublers and Weavers Association, Zurich ;
 the Swiss Finishers Association, St. Gall.

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Photo de Jongh





Stoffel & Co., St.-Gallen

Bedruckter Dekorationsstoff für Gardinen, Wandbespannungen und Möbelüberzüge im Empire-Stil.

Etoffes imprimées, style Empire, pour rideaux, tentures, tapisseries et meubles.

Printed fabrics in Empire style for curtains, hangings, wall decoration and furniture.

Telas estampadas, estilo Imperio, para cortinas, colgaduras, tapicerías y muebles.

And here is a most original checked voile fabric in white, Mediterranean blue, cherry red and dark fuchsia embroidered with white spots.

To close this brief enumeration a word must be said about a very fine creation of the Swiss cotton industry.

Swiss manufacturers have shown their faith in the future of cotton fabrics and have not hesitated to employ for this material the most costly and varied prints which formerly were used only for expensive silk materials. On cotton voiles, of a texture similar to that of best-quality silk muslins, they have obtained rich effects with shaded and blended designs both in toned and untoned colorings...

Large unfinished flowers thrown over transparent white and pink grounds against which their brilliant hues of emerald, saffron yellow, turquoise and violet look magnificent...

Or again large vermilion or deep sea blue flowers with halfsketched leaves in grasshopper green...

And for Summer nights here are luxurious evening gowns in splendid tones, the moderate cost of which will prove a further irresistible attraction...

A. B.