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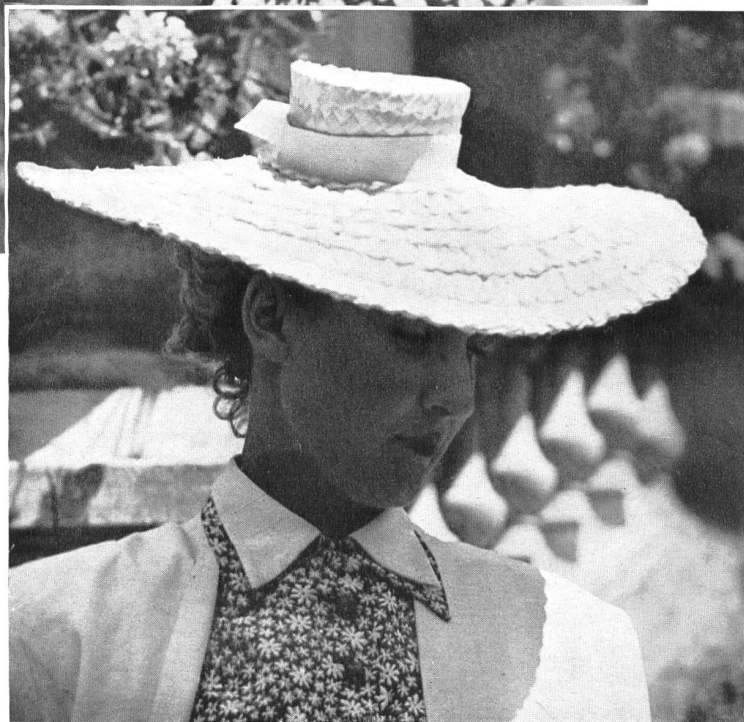
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Novelties in Straw



Paris models of Swiss artificial « Rapal » straw, presented at the Prix des Drags, Auteuil 1941, and the Grand Prix de Paris, Longchamp 1941.

Modelos de París en paja artificial suiza marca « Rapal », presentados en los « Premios de los Drags », Auteuil 1941 y en el « Gran Premio de París », Longchamp 1941.

Modèles de Paris en paille artificielle suisse, marque « Rapal », présentés au Prix des Drags, Auteuil 1941, et au Grand Prix de Paris, Longchamp 1941.

Photos by Studio Stellapress.

Parisian hats are still as attractive as ever — perhaps even a little madder — but always full of charm and refinement.

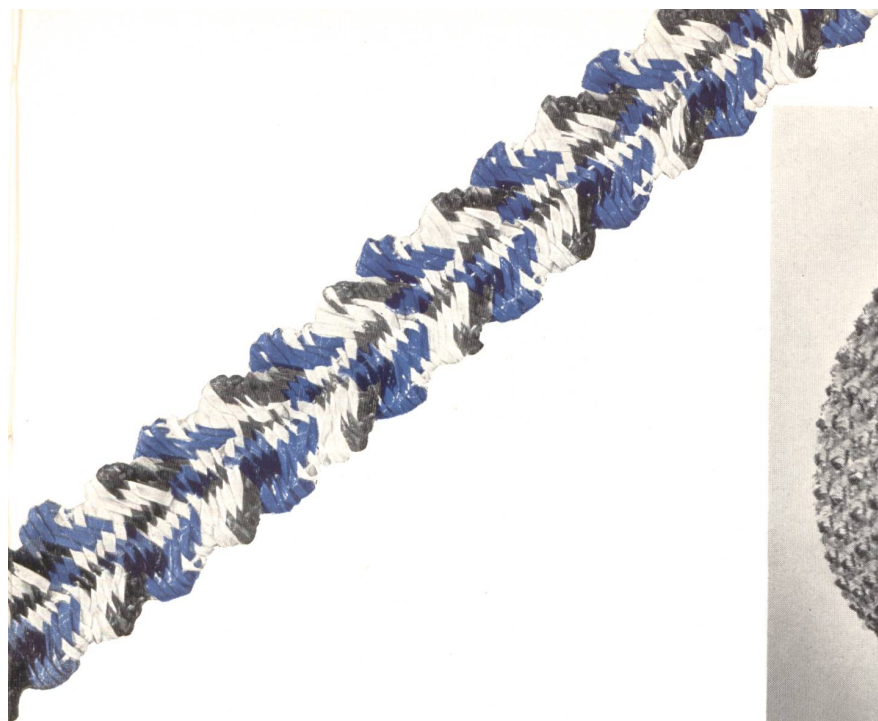
This fact is very encouraging for the whole hat trade and more especially for straw. A new collection has just been prepared for the spring, showing great variety and smartness.

The Argovian Hat-Braid Industry, which is more than two hundred years old, is foremost in rank among hat manufacturers all the world over. Before the war Wohlen largely supplied Paris, Berlin, London, Vienna and New York.

Even at the present time, in spite of all the difficulties under which the trade labours, leading fashion-makers from other countries have come to Wohlen to see the spring collections and have gone full of enthusiasm.

Wohlen straws are much appreciated in other countries on account of their perfect workmanship and their first-class quality, and also for the variety of the designs, the richness of the colouring, and the quality of the raw materials which allows of their being bent and twisted into the most capricious shapes and fashioned according to the demands of every kind of outfit.

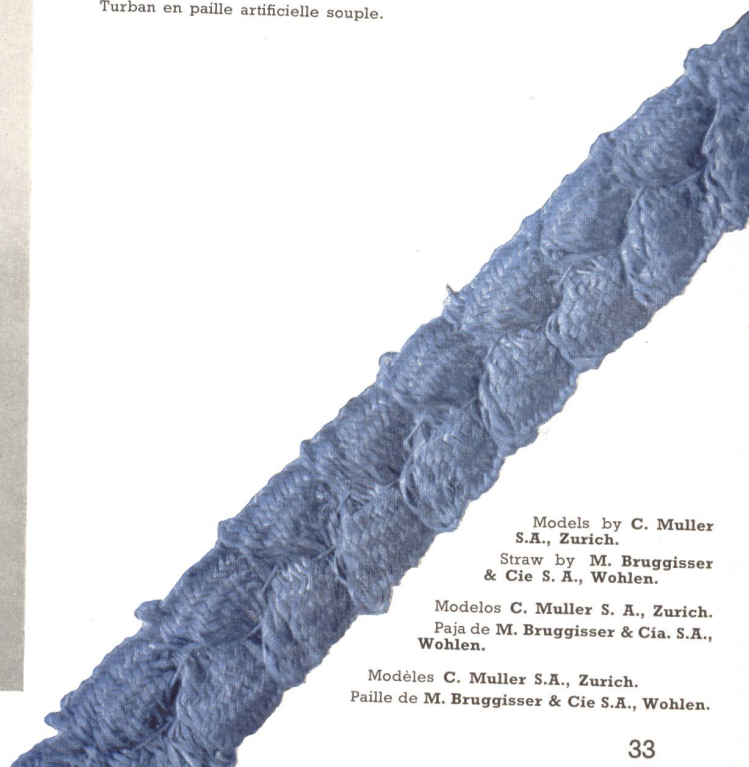
Fashions are becoming more and more feminine. Being well informed on every fluctuation in fashions, Wohlen has prepared a great assortment of fine straws. It is quite possible that large, wide-brimmed straw hats will be all the fashion next summer, and Wohlen is ready.



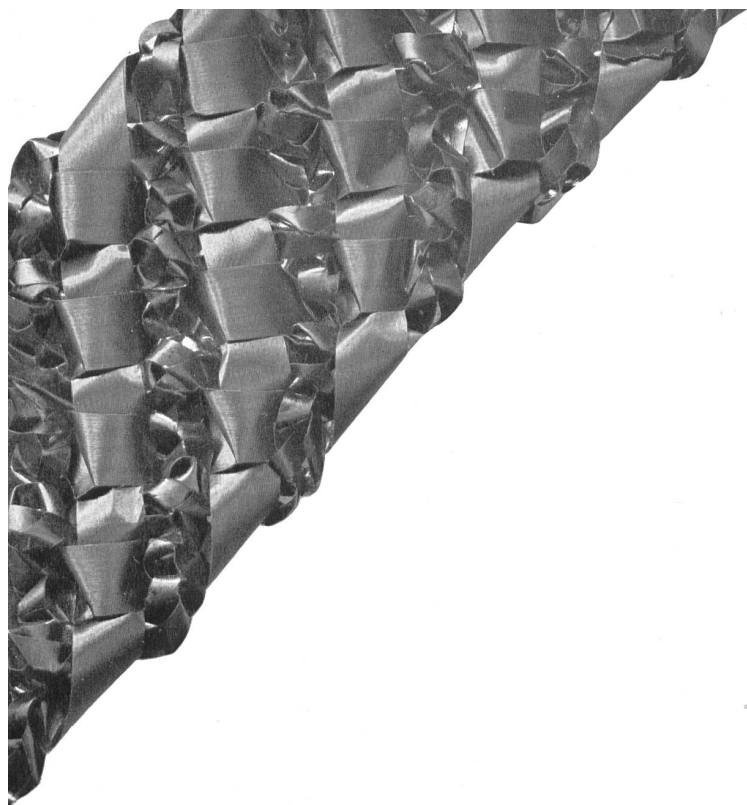
Wide Breton of fancy straw.
 Gran Bretón en paja fantasía.
 Grand Breton en paille fantaisie.



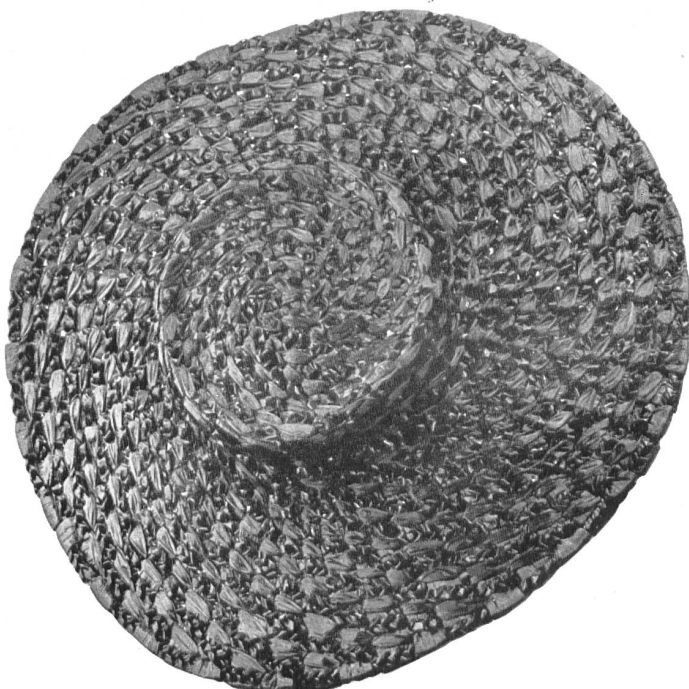
Turban of supple artificial straw.
 Turbante en paja artificial flexible.
 Turban en paille artificielle souple.



Models by C. Muller
 S.A., Zurich.
 Straw by M. Bruggisser
 & Cie S. A., Wohlen.
 Modelos C. Muller S. A., Zurich.
 Paja de M. Bruggisser & Cia. S.A.,
 Wohlen.
 Modèles C. Muller S.A., Zurich.
 Paille de M. Bruggisser & Cie S.A., Wohlen.



A discreetly glossy Swiss straw sailor.
Canotíe en paja suiza de un brillante discreto.
Canotier en paille suisse d'un brillant discret.



Paillasson of glossy Swiss straw.
« Paillasson » a efectos en paja suiza brillante.
Paillasson à effets en paille suisse brillante.

Models by Jacques Meyer & Cie S.A., Wohlen
(Switzerland).

Modelos de la Casa Jacques Meyer & Cía.
S.A., Wohlen (Suiza).

Modèles de la maison Jacques Meyer & Cie
S.A., Wohlen (Suisse).

