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The Secretary
La secretaria
A secretária

The Rütli Wool Weaving Co. Ltd., Rütli.
Afghaleine, wool and staple fibre mixture.
Afghaleine, lana y fibrana.
Afghaleine, lã e lã artificial.

Aug. Giger & Co., St. Gall.
Trimming in embroidered braid.
Guarnición con galón bordado.
Guarnição com galão bordado.

Model :
Modelo : Paul Daunay, Geneva.
Modêlo :

Sale of Work
Venta de beneficencia
Venda de caridade

Edwin Naef S. A., Zurich.
Crêpe Charmant, rayon and staple fibre mixture.
Crepe Charmant, rayón y fibrana.
Crepe Charmant, sêda artificial e lã artificial.

Model :
Modelo : Paul Daunay, Geneva.
Modêlo :

All the hours

The hours of my day are many-hued, white, yellow or mauve, rose, green or blue; like a rainbow they reflect my moods, my joys and sorrows.

They are white when, in the morning breeze, I run lightfooted over sandy beaches or on the tennis courts.

Rosy hues when I feel in tender, caressing mood, and ask for love, not admiration.

Yellow when, in my vanity, I don some audacious, striking gown and seek to outshine my sisters.

Green when I feel that urgent need to shed my old self like a slough and to burst forth, radiant



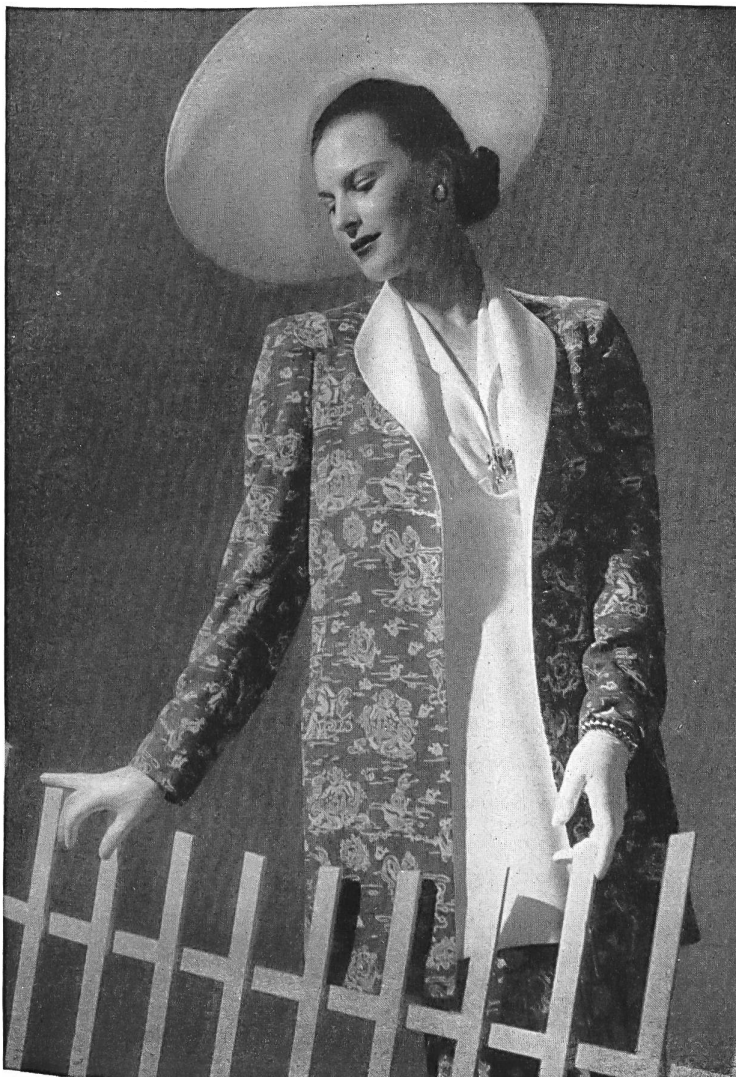
of the day

and fresh, like the buds in the apple orchards.
Blue when I want to charm my husband; or
pearly tinted when my children fetch me for
a ramble.

Sky-blue and vaporous with laces, when I
would shun madding reality and seek imma-
terial commune with winds and waters.

Grey for my morning shopping; black for
official receptions.

The hours of my day... they are made up of
all these hues, brightly contrasted or softly
intermingling in the vast rainbow of the
emotions which, from morn to eve, colour
my day.



Along the Promenade
Paseo por el muelle
Passeio no cais

Handschin & Ronus Ltd., Liestal.
Wool mixture jersey fabric.
Jersey de lana mixta.
Jersey em lã misturada.

Model :
Modelo : Andrée Wiegandt, Geneva.
Modêlo :

Women's Club
Club de señoras
Club de senhoras

Cebr. Naef Ltd., Zurich.
Fancy printed Ottoman, rayon and staple fibre.
Otomán fantasía estampado, rayón y fibrana.
Ottoman fantasia estampado, em sêda artificial e
lã artificial.

Model :
Modelo : Sauvage Couture, Basle.
Modêlo :

Friday Market - Mercado del viernes - Mercado da sexta-feira

Naef Brothers Ltd., Zurich.

Fashioned crêpe Jacqueline, rayon and staple fibre mixture.
Crepe Jacqueline, adornado con dibujos, rayón y fibrana.
Crepe Jacqueline façonné, sêda artificial e lâ artificial.

Model :

Modelo : Sauvage Couture, Basle.

Modêlo :



Gardening Girl in Cross-stitch
Jardinera en punto de cruz
Jardineira em ponto de cruz

Reichenbach & Co., St. Gall.

« Reco » plain and embroidered rayon.

« Reco » rayón liso y bordado.

« Reco » sêda artificial lisa e bordada.

Model :

Modelo : Scheidegger-Mosimann, Berne.

Modêlo :

Cycling to the Shops
De compras en bicicleta
Em bicicleta para as compras

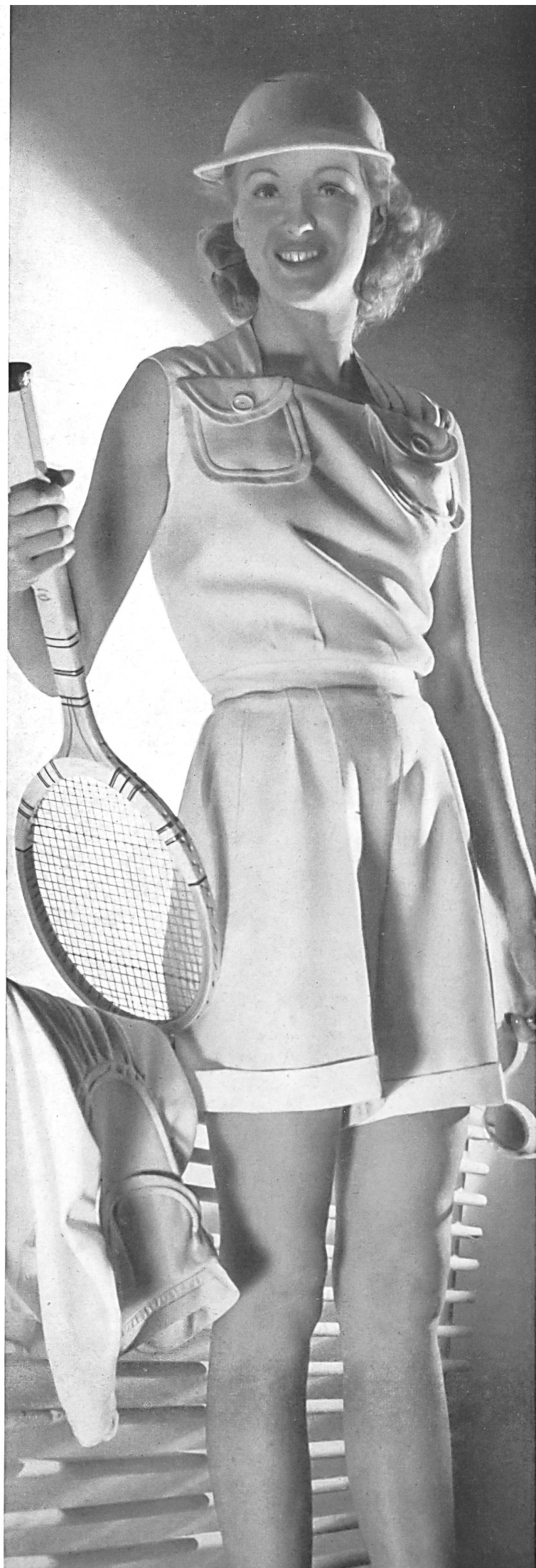
EMAR Silk Manufacturers Ltd.,
Zurich.

Pure thrown silk.
Tela de seda pura torcida.
Fazenda em sêda pura mouliné.

Mettler & Co. Ltd., St. Gall.
Pompadour Cloth, printed staple fibre.
Tela Pompadour, fibrana estampada.
Tela Pompadour, lã artificial estampada.

Model :
Modelo : Lehmann, Basle.
Modêlo :





Tennis in white
De blanco para el tenis
Tenis em branco

Siber & Wehrli Ltd., Zurich.

« Apollo », staple fibre.

Fibrana « Apollo ».

Tecido de lã artificial « Apollo ».

Model - Modelo - Modèle : Lehmann, Basle.



Tennis in pink
De rosa para el tenis
Tenis em rosa

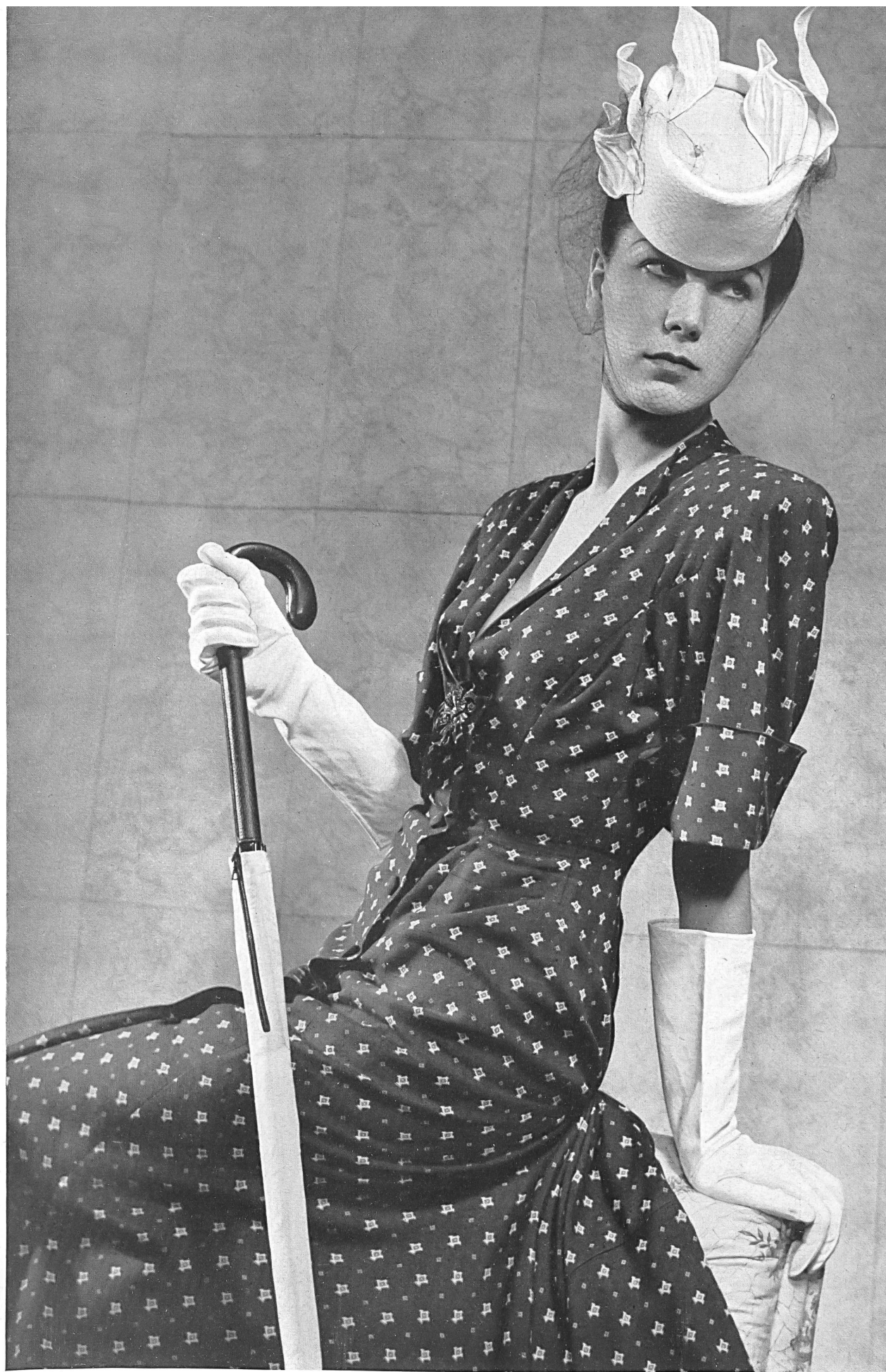
Heer & Co. S. A., Thalwil.

Coat in « astrakhan », wool and staple fibre.

Abrigo de « astracán », lana y rayón.

Casaco em « astracan », lã e seda artificial.

Model - Modelo - Modèle : Paul Daunay, Geneva.



The journalist - La periodista - A jornalista

J. C. Nef & Co., Herisau.

« Nelo-Noppé », plain and printed staple fibre.

« Nelo-Noppé », fibrana estampada y lisa.

« Nelo-Noppé », tecido em lã artificial, estampado e liso.

Model - Modelo - Modêlo : Gaby Jouval, Zurich.



Open-air Cocktail Party - Cocktail al aire libre - Cocktail ao ar livre

A. Naef & Co., Flawil.

Embroidered etched lace.

Laize bordada.

Laize bordada.

Model - Modelo - Modêlo : Elsa Barberis, Lugano.



After the Races
Cocktail después de la carrera de caballos
Após as corridas

Bischoff & Müller Ltd., St. Gall.

Etched lace.

Laize guipur.

Laize guipura.

Stünzi Sons Ltd., Horgen.

Silk crêpe satin romain.

Crepe satín romano de seda.

Crepe setim romano em seda.

Model - Modelo - Modêlo : Lehmann, Basle.



Train Journey
Viaje en tren
Viagem em comboio

Heer & Co. Ltd., Thalwil.

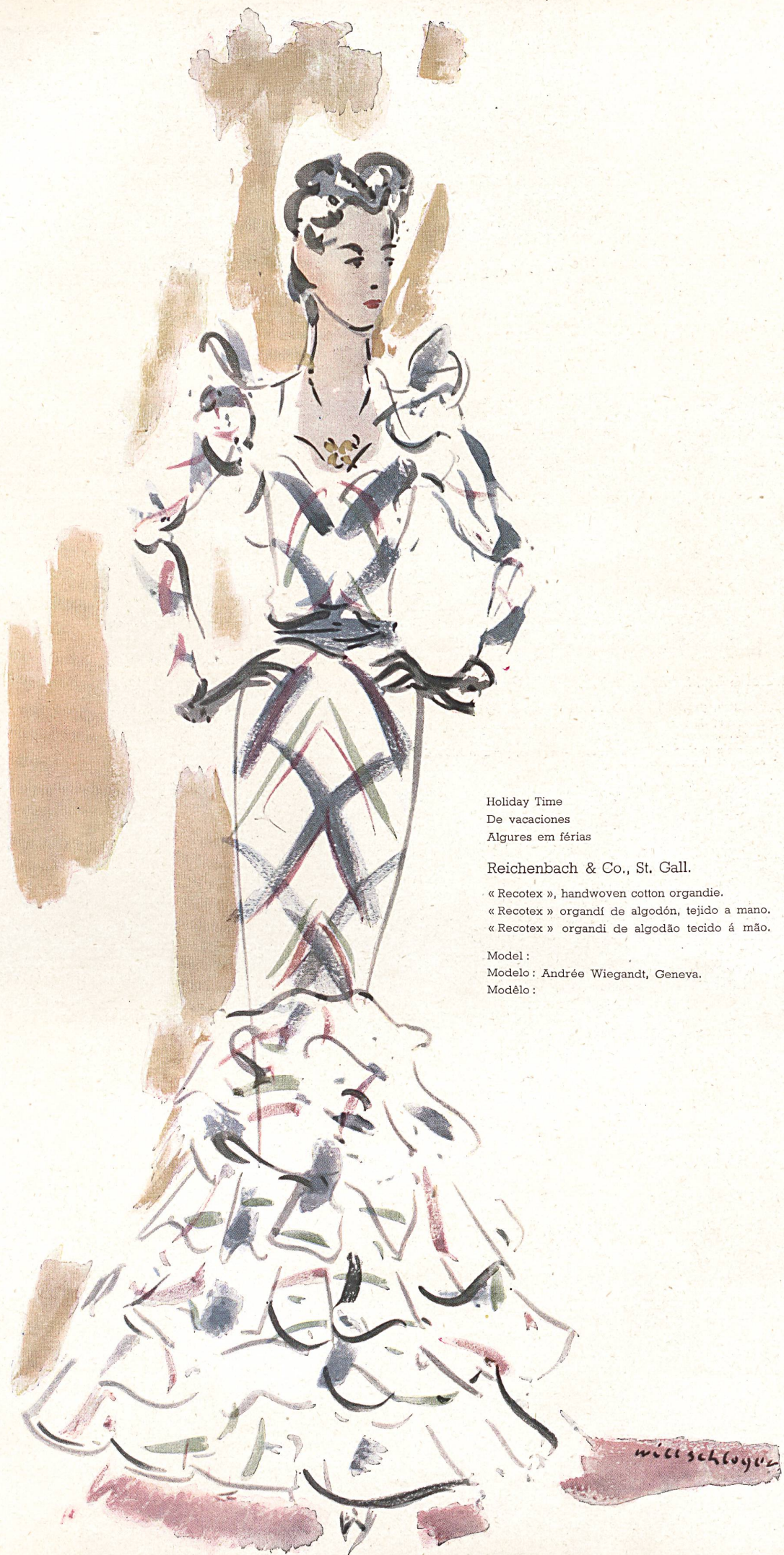
Ensemble in « Panama », staple fibre.

Conjunto de « Panama », fibrana.

Conjunto em « Panama », tecido de lã artificial.

Model - Modelo - Modêlo :

La Mouette, Geneva.

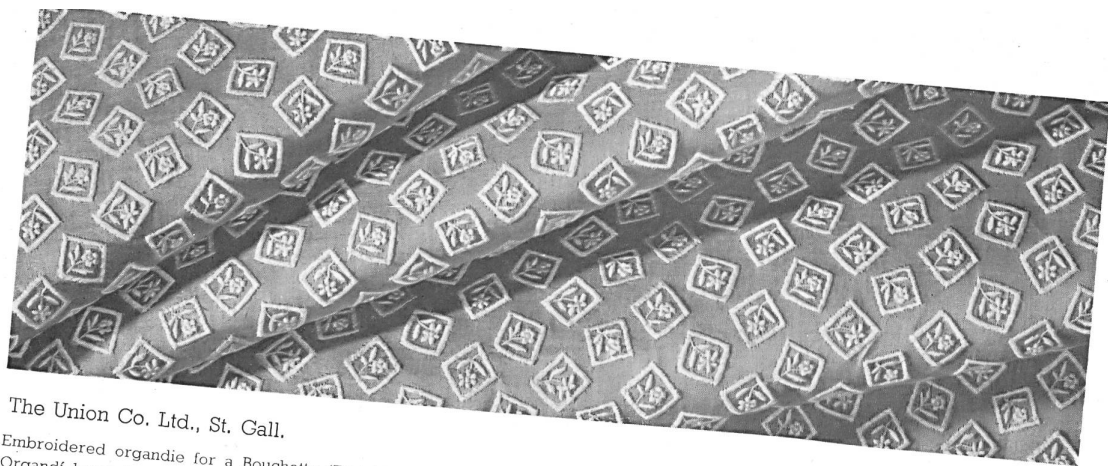


Holiday Time
De vacaciones
Alguns em férias

Reichenbach & Co., St. Gall.

« Recotex », handwoven cotton organdie.
« Recotex » organdi de algodón, tejido a mano.
« Recotex » organdi de algodão tecido á mão.

Model :
Modelo : Andrée Wiegandt, Geneva.
Modêlo :



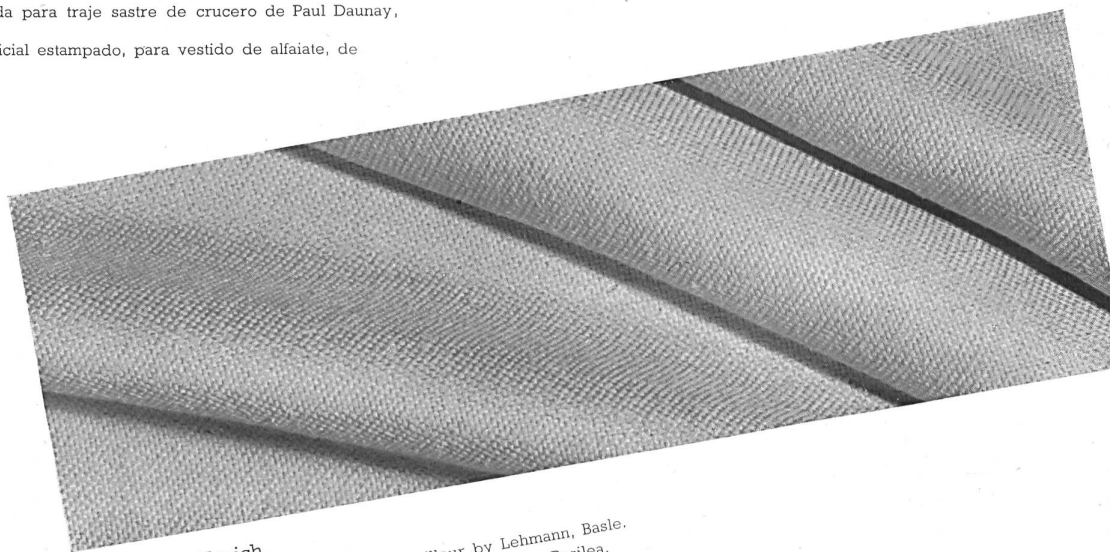
The Union Co. Ltd., St. Gall.

Embroidered organdie for a Bouchette (Zurich) blouse.
Organdí bordado para una blusa de Bouchette, Zurich.
Organdí bordado para blusa Bouchette, Zurich.



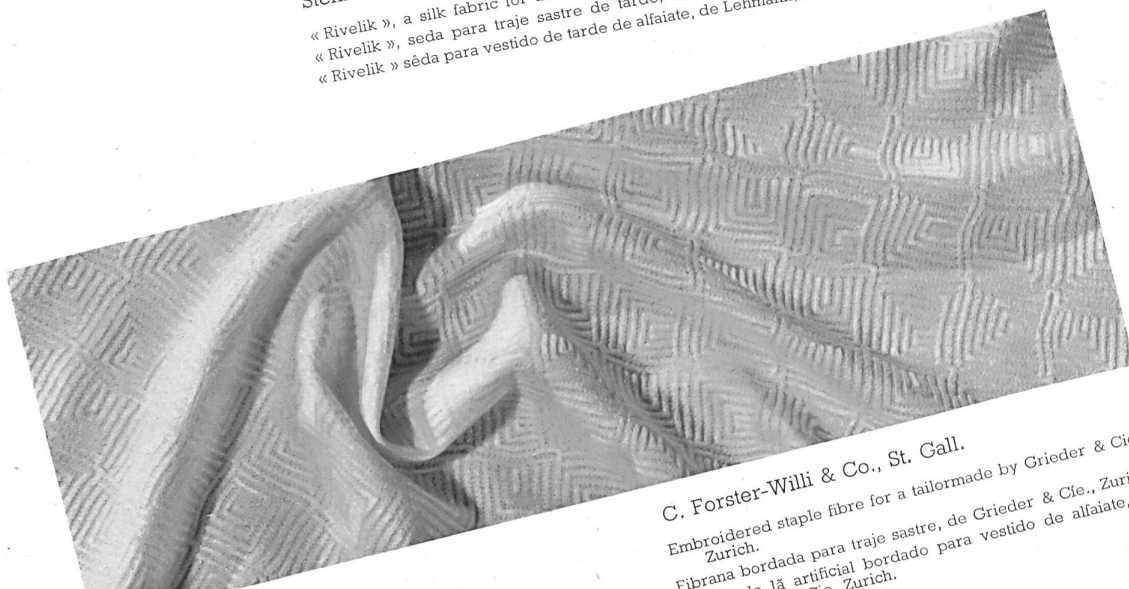
Stoffel & Co., St. Gall.

« Sportesto », printed staple fibre for a tailormade by Paul Daunay, Geneva.
« Sportesto », fibrana estampada para traje sastre de crucero de Paul Daunay, Genève.
« Sportesto » tecido de lã artificial estampado, para vestido de alfaiate, de Paul Daunay, Genebra.



Stehli & Co., Zurich.

« Rivelik », a silk fabric for an afternoon tailleur by Lehmann, Basle.
« Rivelik », seda para traje sastre de tarde, de Lehmann, Basilea.
« Rivelik » seda para vestido de tarde de alfaiate, de Lehmann, Basileia.



C. Forster-Willi & Co., St. Gall.

Embroidered staple fibre for a tailormade by Grieder & Cie., Zurich.
Fibrana bordada para traje sastre, de Grieder & Cie., Zurich.
Fibrana bordada para vestido de alfaiate, de Grieder & Cie., Zurich.