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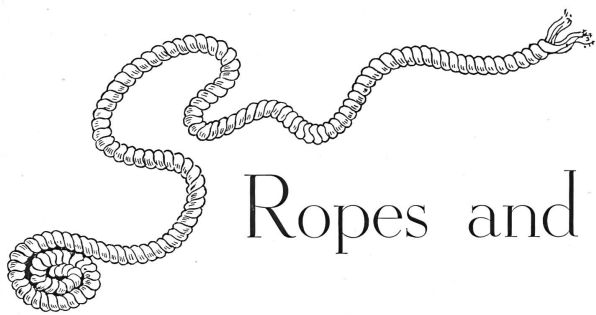
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Ropes and Fishing-Nets

For their summer-weight staple fibres, *Stoffel & Co., St. Gall* have adopted large flowing designs.

Stoffel adopta, para sus lanas artificiales de verano, grandes motivos airoso.

Para as suas lãs artificiais de verão, *Stoffel* adoptou grandes motivos esvoaçantes de idealismo.

« Cordages au vent » : *Scheidegger-Mosimann.*



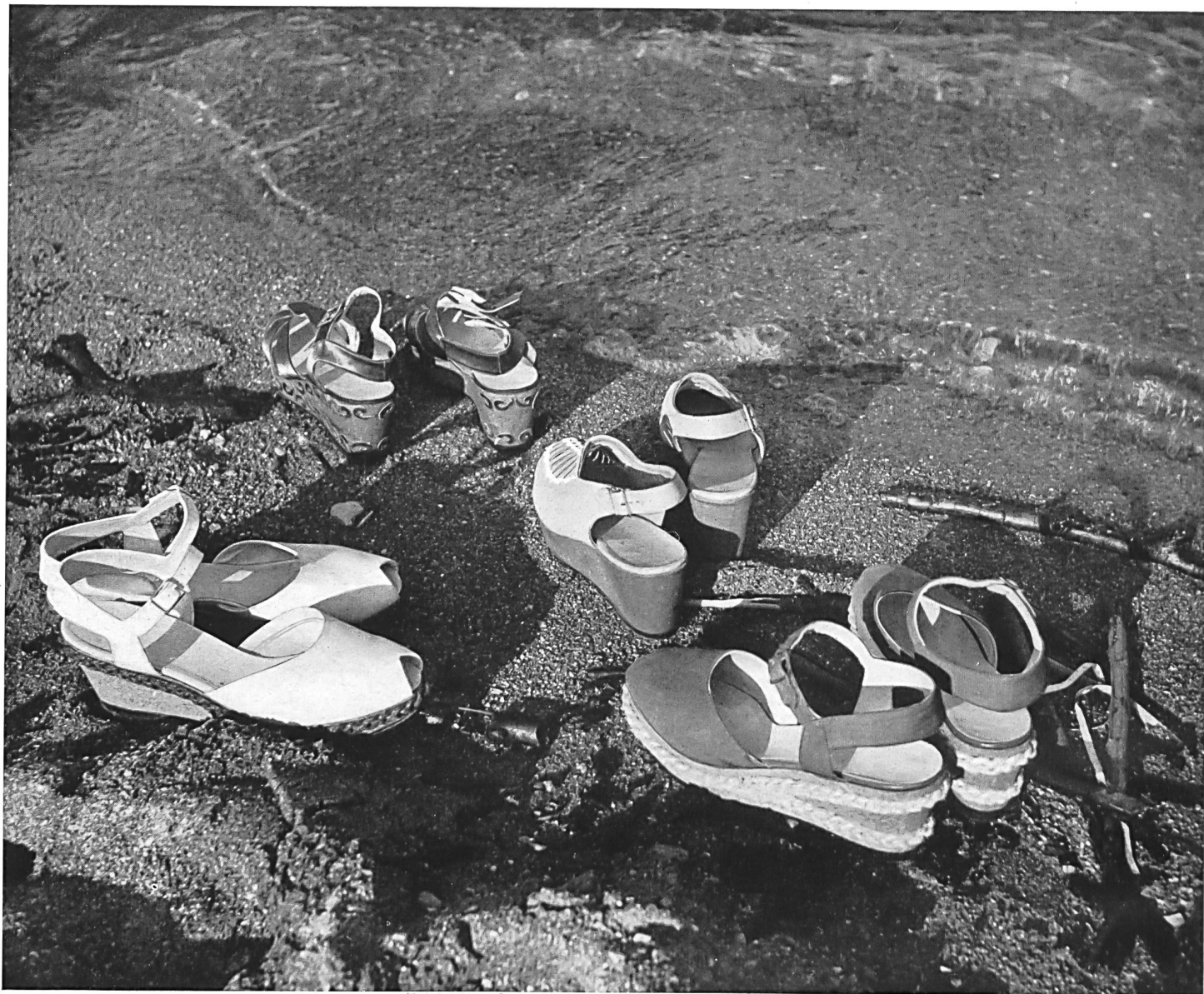
Las razones sociales completas de los fabricantes están indicadas en las notas explicativas en lengua inglesa.
As firmas completas dos fabricantes figuram nas legendas em lingua inglesa.

A feast of colours on the beach, the harmonious display of hues in which tones intermingle, warm and contrasting ; vivid scenes of modern life caught in the sunshine. Figures silhouetted in swift motion or at langorous ease on the burning decks of sail-boats, their secret rythmn attuned to the lilt of winds and waves.

Manufacturers have enhanced the coarse texture of swimsuit and open-air fabrics, so flamboyant in bright sunlight, by selecting creamy whites, warm browns, daffodil yellows, bright rusts and light blues as colour-schemes.

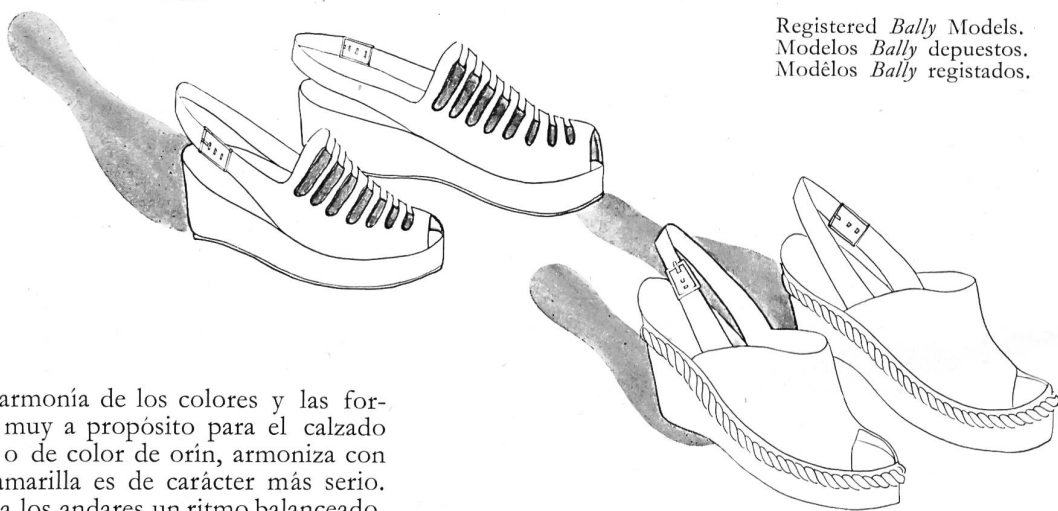
« Filets au soleil » : *Bouchette.*





Shoes also form part of the living harmony of lines and colours. Rope trimmings are most suitable for beach shoes of white or rust-coloured fabrics which give just the right touch of appropriateness matching the ensemble. Other footwear models of yellow leather strike a more serious note. And thick cork soles give a lilt and rhythm to the walk.

Registered *Bally* Models.
Modelos *Bally* depuestos.
Modelos *Bally* registrados.



El calzado también es parte en la armonía de los colores y las formas. Los adornos de cuerdas son muy a propósito para el calzado de playa en el que la tela blanca o de color de orín, armoniza con la del vestido. El calzado de piel amarilla es de carácter más serio. Y las gruesas suelas de corcho dan a los andares un ritmo balanceado.

Os sapatos, também, concorrem na harmonia das côres e formas. As guarnições de cordas, prestam-se ótimamente para o calçado de praia, onde a tela branca ou côr de ferrugem condizem perfeitamente com o vestido. Outros sapatos em pele amarela, são duma nota mais sóbria. E as grossas solas de cortiça, ritmam o andar em cadencia balanceada.

Millinery, like fabrics and clothes, is served by designers who have powers of imagination, modelling and creating. Co-operating with the efforts of textile specialists, *Wohlen* manufacturers present entirely original straws : coarse straws, or straws with sea-shell designs.

And scarves by *F. Blumer & Cie, Schwanden*, printed with rope and fishing-net motifs on rust, blue or white grounds, bear witness to a masterly skill in the art of interpretation.

Así como la tela y el vestido, el sombrero tiene sus intérpretes que piensan, modelan y crean. Los fabricantes de *Wohlen*, uniendo sus esfuerzos a los de los fabricantes de textiles, exhiben pajas novísimas : pajas espesas, o pajas imitando a conchas.

Las echarpes de *F. Blumer & Cie, Schwanden*, estampadas de cuerdas y redes en un fondo orin, azul o blanco, se llevan la palma por su artística interpretación.

Como o tecido e o vestido, o chapéu possui os seus intérpretes que cogitam, modelam e criam. Os fabricantes de *Wohlen*, coadunando os seus esforços aos fabricantes de têxteis, apresentam palhas completamente novas : palhas com grossas nervuras ou palhas imitando conchas.

Assim, as charpas de *F. Blumer & Cie, Schwanden*, com estampagem de cordas e rédes sôbre fundo côr de ferrugem, azul ou branco, não lhes ficam a devêr nada na arte da interpretação.

Strawbraids by :

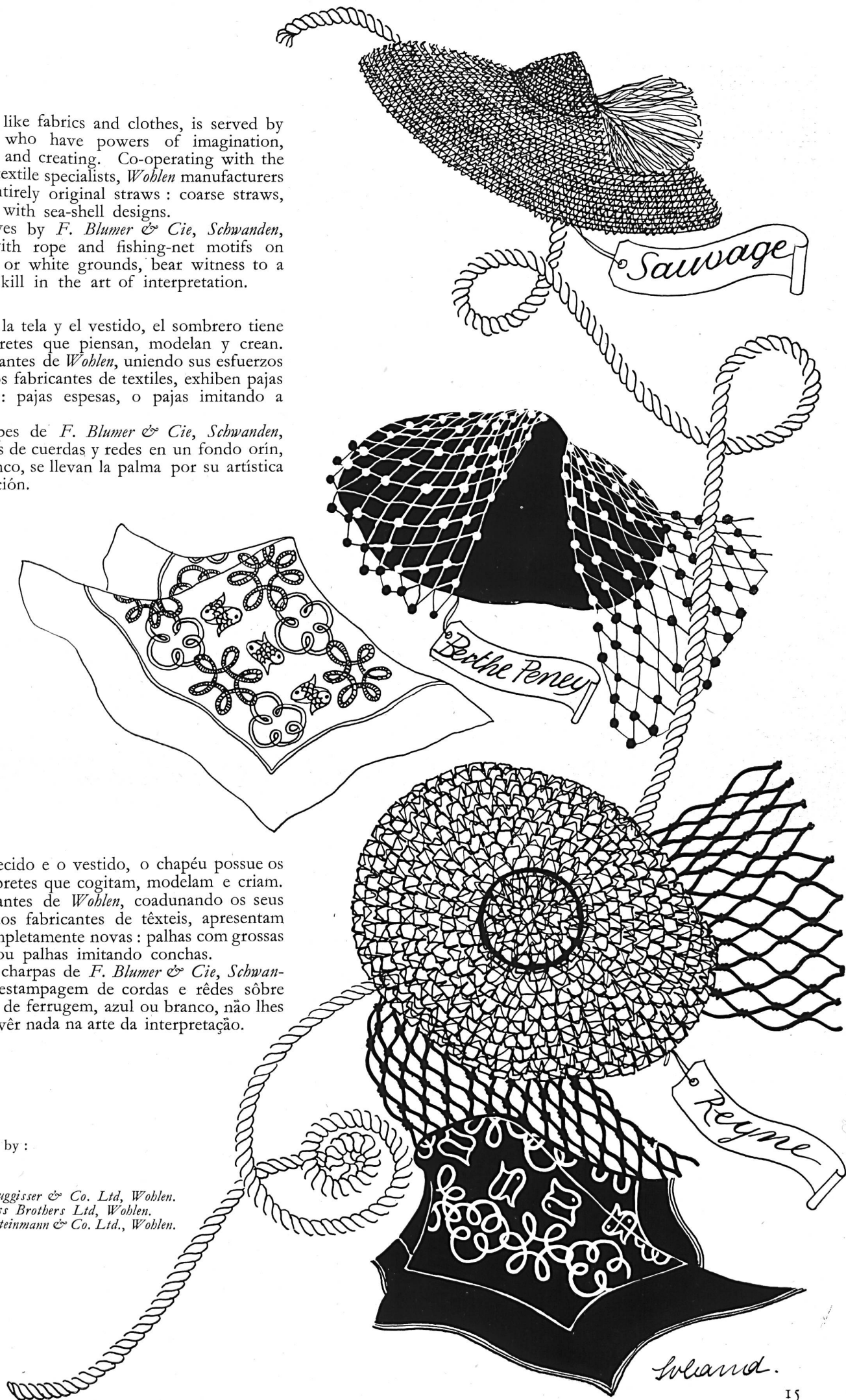
Paja de :

Palha de :

M. Bruggisser & Co. Ltd, Wohlen.

Dreifuss Brothers Ltd, Wohlen.

Otto Steinmann & Co. Ltd, Wohlen.

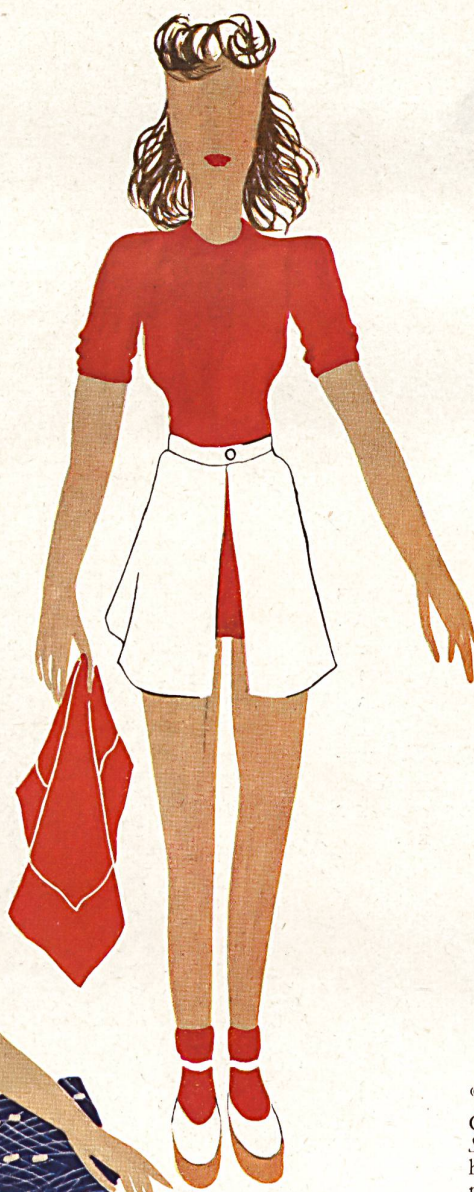


« Poisson, prends garde ! ». Paul Daumay.

Supple woollen fabrics (*Filatures Réunies de laine peignée de Schaffhouse et Derendingen, Derendingen*), embroidered in relief with a motif of fishing-nets and fishes by *C. Forster-Willi & Co., St-Gall*, are most original in effect.

Las lanas suaves de *Derendingen*, en las cuales *Forster-Willi* borda de realce redes y peces, son de efecto novísimo.

As lãs macias de *Derendingen*, sôbre as quais *Forster-Willi* borda em relêvo rêdes e peixes, são de grande novidade.



« Brise sur la plage ». Ruepp.

Ruepp & Co. Ltd., Sarmenstorf, jersey fabrics are supple and ideal for sports wear, offering innumerable possibilities. This model is interchangeable, thanks to its white button-up skirt.

El jersey de *Ruepp & Co. S. A., Sarmenstorf*, suave e ideal para el deporte, se presta a posibilidades múltiples. Modelo intercambiable, merced a su falda blanca abierta.

Macio e ideal para o desporto, o jersey *Ruepp & Cia, S. A., em Sarmenstorf*, presta-se às mais variadas possibilidades. Modelo permutável graças a sua saia branca aberta.



« Levée de filets ». Andrée Wiegandt.

On a dark blue stable fibre woven by *Stünzi Sons Ltd., Horgen, Reichenbach & Co., St. Gall*, have embroidered a delicate design of fishing-nets in beige.

En una lana artificial azul oscuro de *Stünzi, Reichenbach* dibuja un bordado de fino semillero de redes beigeas.

Sôbre uma lâ artificial azul escuro de *Stünzi, Reichenbach* desenhou um fino bordado semeado de rêdes em beige.



«Nauds de matelot»: Scheidegger-Mosimann.

Strub & Co., Zurich, scatter a bold design of knotted ropes in yellow over a brown staple fibre fabric.

Strub anuda, con mano vigorosa, cuerdas amarillas en una lana artificial bruna.

Strub utiliza cordames amarelos, vigorosamente enlaçados sobre lâ artificial castanha.

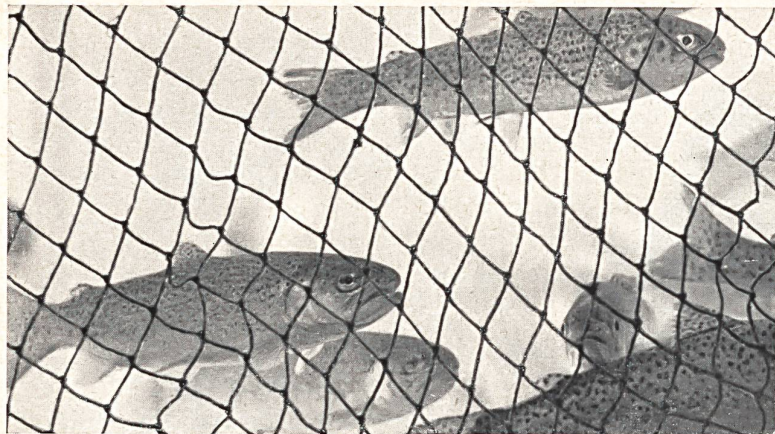
«Naud gordien»: Gaby Jouval.

On the rust-coloured ground of this fine beach coat of heavy linen, a relief design of thick ropes is embroidered in écreu. The effect is admirable. — Linen woven by *Leinenweberei Langenthal A. G., Langenthal*. — Embroidery by *Walter Schrank & Co., St. Gall*.

Um lino pesado para este magnífico abrigo de praia em el que gruesas cuerdas morenas, de admirable efecto plástico, están bordadas de realce en un fondo orín. — Lino de *Langenthal* — Bordado de *Walter Schrank*.

Um linho pesado para este soberbo casaco de praia, onde grossas cordas trigueiras de admirável efeito plástico estão bordadas em relêvo sobre fundo côr de furrugem. Linho de *Langenthal*. Bordado de *Walter Schrank*.

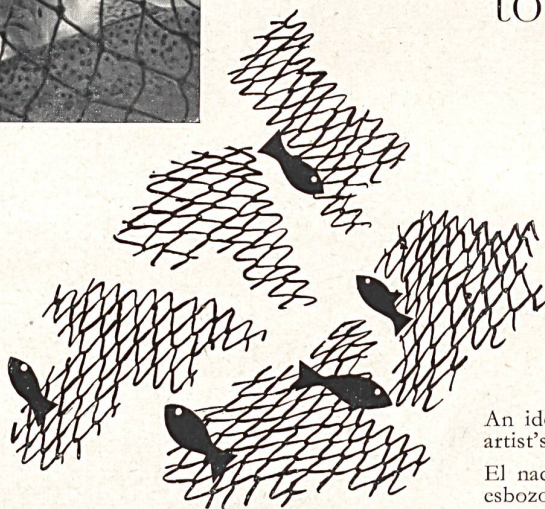




Nature, the source of art, holds the secret of mystic correspondences.

La Naturaleza, fuente de arte ; templo de las « correspondencias »...

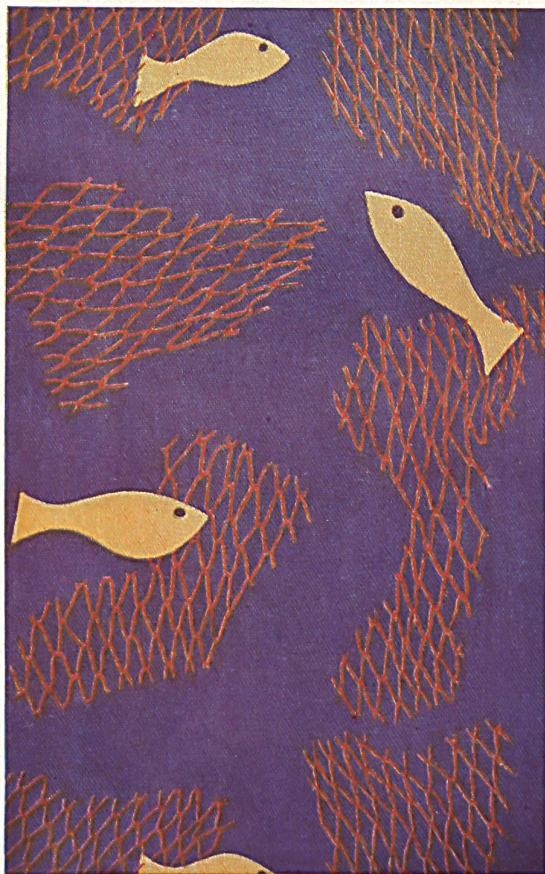
A Natureza, nascente de arte, templo das « correspondências ».



An idea finds expression in form : the artist's first sketch. (*Jonny Pottbof*).

El nacimiento de la expresión : primer esbozo del artista. (*Jonny Pottbof*).

O nascer da expressão : primeiro esboço do artista. (*Jonny Pottbof*).



Realization : linen by *Tissages de toile de Langenthal S. A., Langenthal*.

Realización : lino, *Tissages de toile de Langenthal S. A.*

Realização : linho, *Tissages de toile de Langenthal S. A.*

The dressmaker interpretes the theme : an original beach dress. *Gaby Jouval*. — Turban in navy muslin.

La Alta-Costura interpreta : vestido de playa original. *Gaby Jouval*. — Turbante de muselina azul marino.

A Alta Costura interpreta : vestido de praia original. *Gaby Jouval*. — Turbante em musselina azul marinho.





Printed designs on a *Stoffel & Co., St Gall* staple fibre. Heavy linen woven by *Leinenweberei Langenthal A. G., Langenthal*; rope motif embroidered in relief by *Walter Schrank & Co., St. Gall*.

Straw by *Jacques Meyer & Co., Wohlen*.

Beach shoes by *Bally Ltd., Schoenenwerd*, made of artificial fibre braid produced by *Dreifuss Brothers Ltd., Wohlen*.

Motivos estampados sobre una lana artificial de *Stoffel*. Lino pesado de *Langenthal*; cuerdas bordadas de realce, de *Walter Schrank*.

Paja de *Jacques Meyer*.

Calzados de playa de *Bally*, confeccionados con cordoncillo de fibra artificial de *Dreifuss*.

Motivos estampados sobre lã artificial, de *Stoffel*.

Linho pesado da *S. A. de Langenthal*. Cordas bordadas em relêvo, de *Walter Schrank*.

Palha de *Jacques Meyer*.

Sapatos para praia, da *Bally*, confeccionados com cordao em fibra artificial de *Dreifuss*.