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Beach fashions

Textile production, like the weather, seems to take no heed of the calendar. And since it is necessary in the height of winter to start manufacturing and selling the swimsuits and beachwear that the fair sex will be sporting on the beaches six months hence, «Textiles Suisses» is publishing some photographs of these fashions in its number that comes out at Christmas — which is, of course, the beginning of summer for our readers in the southern hemisphere.

Manufacturers have need of inexhaustible inspiration to be able year after year to produce models that are

always different and varied, although necessarily limited in scope. And yet, they do not do so badly to judge by the models shown on the following pages. Naturally these models have many hidden advantages, to which we should perhaps call attention — all the good wearing qualities possessed by the natural or synthetic fibres of which they are made or bestowed on them by special finishing processes, such as colours resistant to sea or chlorinated water, to sun and perspiration, moth-proof wools, shape preserving and crease-resistant fabrics, etc.

« HOCOSA »

Hochuli & Cie S. A.,
Safenwil

Maillot de bain mode en Lastex
coton tricoté.

Fashionable bathing suit in
knitted cotton Lastex.

Traje de baño, de moda, en
punto de Lastex de algodón.
Modischer Badeanzug aus
gestricktem Baumwoll-Lastex.

Photo Stwolinski



« WIELER »

Pius Wieler Söhne, Kreuzlingen

Maillot de bain en Hélanca.
Badeanzug aus Helanca.



« WIELER »

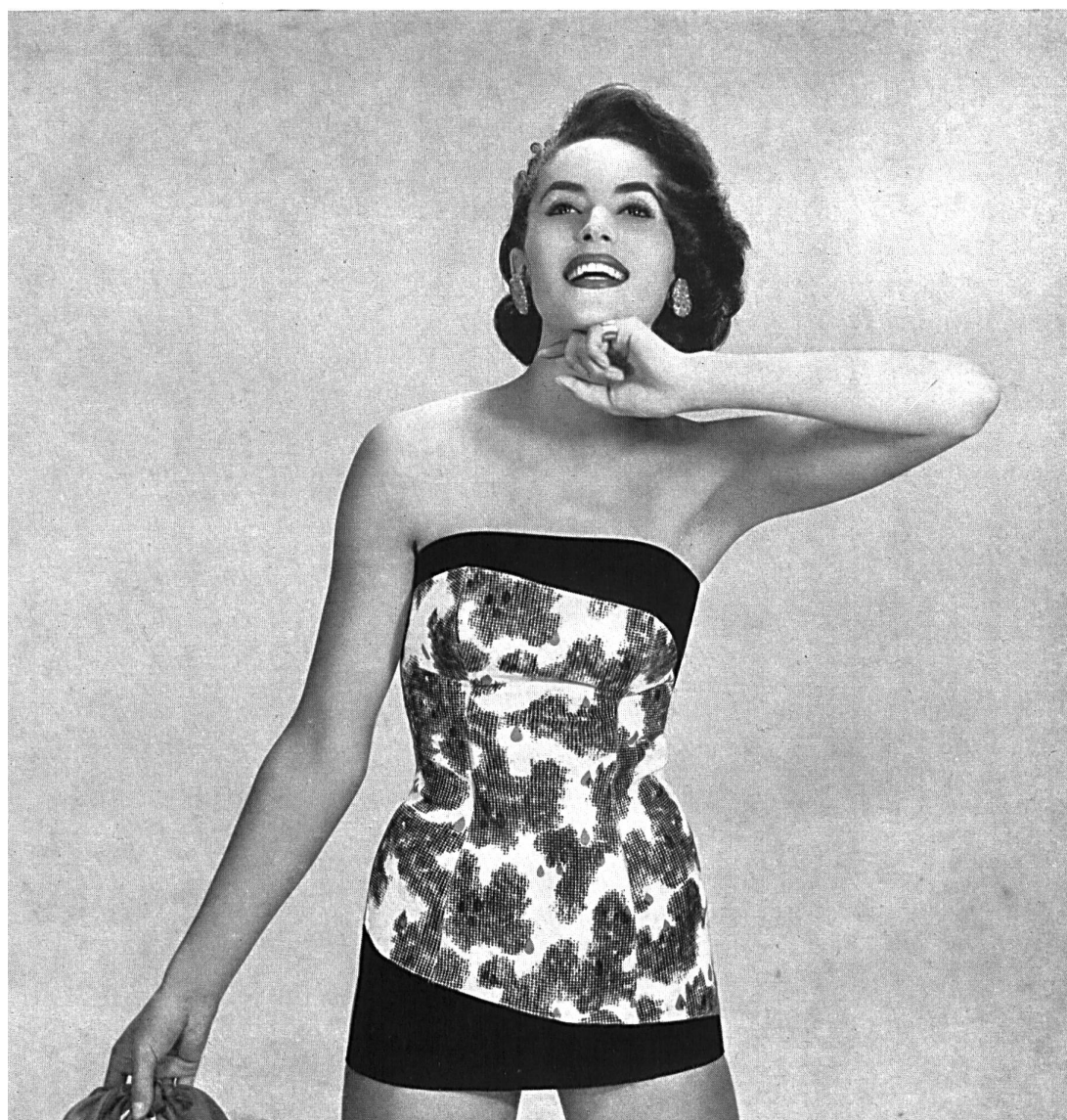
Pius Wieler Söhne, Kreuzlingen

Maillot de bain en Hélanca.
Badeanzug aus Helanca.

Photos Tenca

Nabholz S.A., Schoenenwerd

Jaquette de plage originale en tricot éponge imprimé.
Original beach jacket in printed brushed jersey.
Chaqueta de playa original de punto de felpa
estampado.
Originelle Strandjacke aus bedrucktem Frotté-
Tricot.

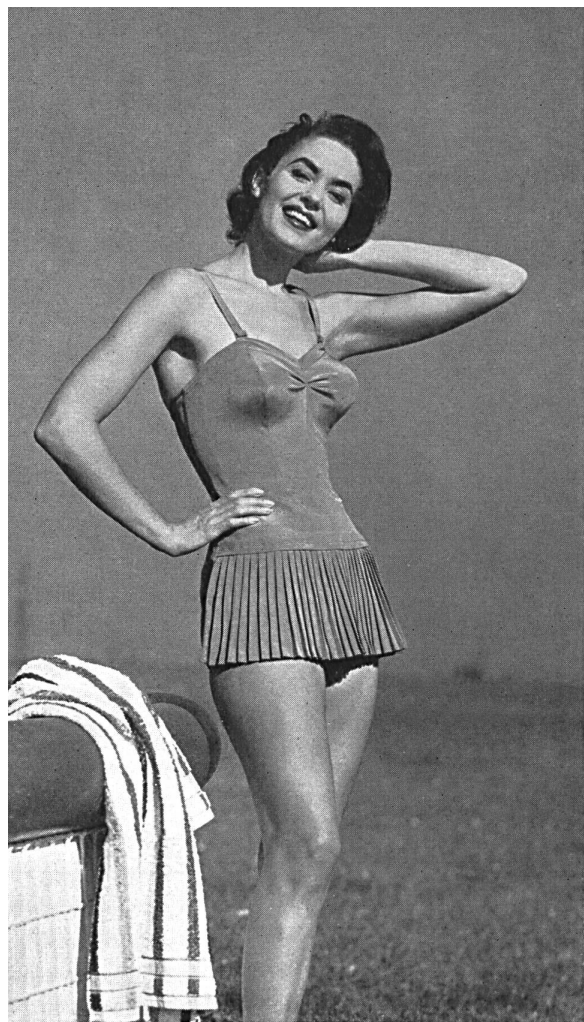


**Nabholz S.A.,
Schoenenwerd**

Maillot de bain très élégant
et exclusif en filés «Hélanca».
Very smart and exclusive
swimsuit in Helanca yarn.
Traje de baño elegantísimo
y exclusivo de hilos
« Helanca ».

Sehr apartes, elegantes Bad-
kleid aus « Helanca »-Garn.

Photos Lutz



« ROBORO »

J. F. Rohrer-Bolliger S. A., Romanshorn

Elégant maillot de bain en taffetas Lastex avec devant plissé mode.

Smart taffeta Lastex swimsuit with fashionable pleated skirt front.

Elegante traje de baño, de tafetán Lastex con delantalito plisado.

Eleganter Badeanzug aus Taft-Lastex mit modischem, plissiertem Vorderteil.

« PORELLA »

C. Burgi & Cie, Kreuzlingen

Maillot de bain très mode à culotte bouffante.

Very fashionable bloomer-type swimsuit.

Traje de baño muy de moda con pantalones bombachos.

Badekleid in der neuerdings beliebten Pumphöschchenform.

Photo Schmutz



« ROBORO »

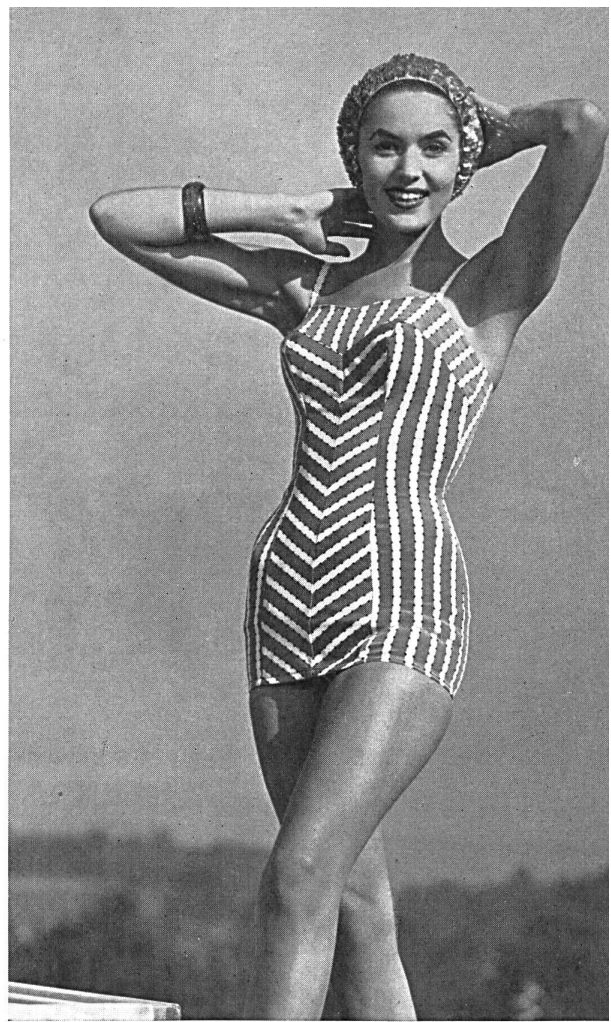
J. F. Rohrer-Bolliger S. A., Romanshorn

Maillot de bain sportif amincissant, en Lastex.

A Lastex swimsuit with a very slimming effect.

Traje de baño deportivo de Lastex, que hace svelto.

Sportlicher, schlankmachender Badeanzug aus Lastex.



« PORELLA »

C. Burgi & Cie, Kreuzlingen

Gracieux maillot de bain offrant un amusant jeu de contrastes.

Graceful swimsuit with amusing contrasts.

Gracioso traje de baño agradablemente contrastado.

Ansprechendes Badekleid in kontrastreicher Komposition von Tupfen und uni.

Photo Schmutz

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et des maisons mentionnées dans la partie rédactionnelle

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