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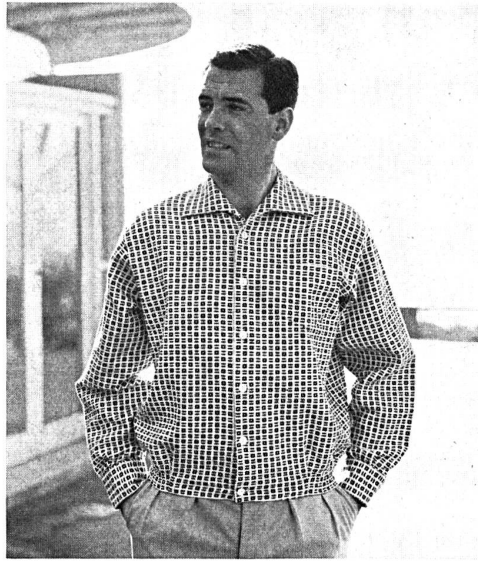
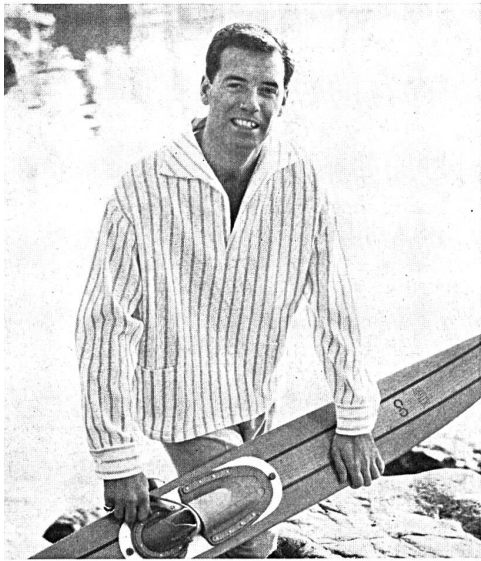
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«LUTTEURS»
LES FILS FEHLMANN S. A.,
SCHÖFTLAND

A new porous cotton fabric, in a tulle weave, all the rage this summer; dries very quickly, requires no ironing.

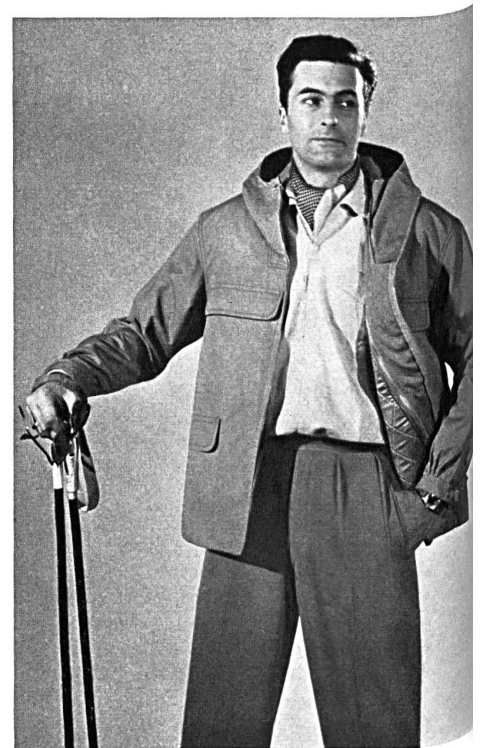
«LUTTEURS»
LES FILS FEHLMANN S. A.,
SCHÖFTLAND

Attractive, simple blouse, smart and sporting; elasticised waistband. A light, comfortable garment for all casual occasions.
Photos Guniat



Men's Fashions in Stockholm

In June, eleven European countries took part in a very interesting display of men's fashions in Stockholm on the occasion of the Congress of the European Clothing Association. During the fashion parade, which was held in the Town Hall, the many representatives of the trade and daily press were able to compare the men's wear designed by big ready-to-wear firms in Germany, Austria, Belgium, Denmark, Finland, France, Italy, Norway, the Netherlands, Sweden and Switzerland.



PROTECTOR S. A., BALE

Ski-jacket in double twist poplin, zip-fasteners in front and on the 4 pockets, porous removable lining in alaprene; hood sewn on to jacket, drawstring round the hem at the hips.
Photos Tenca



PROTECTOR S. A., BALE

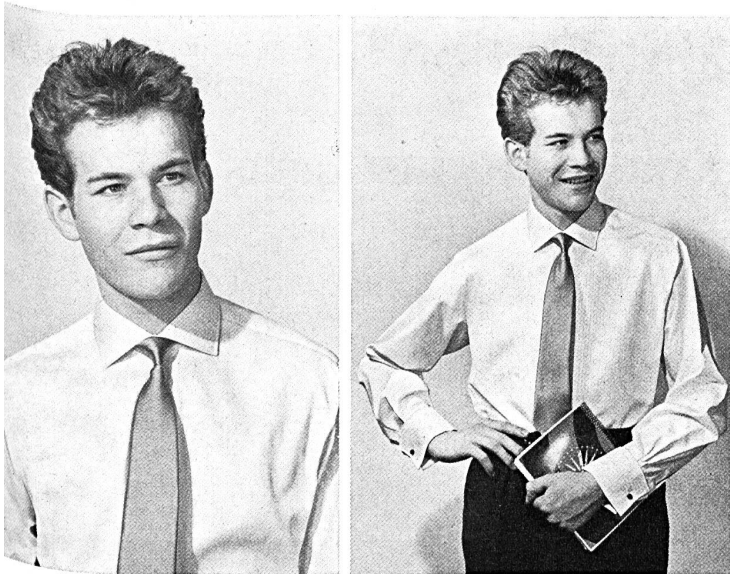
Light and porous nylon ski-jacket, stitched nylon lining on Fiberfill underlining; zip-fastener, hood sewn on to the jacket, drawstring round the hips.

SANCO A. G., ZURICH

Shirt in double twist sea island cotton poplin, mercerised and sanforised, fast colours, wide cut-away collar.

SANCO A. G., ZURICH

Double twist poplin shirt, sanforised, fast colours; conical cut-away collar, wide cuffs.



« RITEX », ROTH, ISELI & CO., ZOFINGUE

Double breasted suit, slightly emphasized waist, natural shoulders.
Modèle Ritex-anatomic.

The articles presented by 5 manufacturers of the last-named country made an excellent impression and the Swedish press praised the good taste and fine workmanship of these models.

On these two pages we reproduce some of the models presented at Stockholm by the Swiss firms referred to above.

« RITEX », ROTH, ISELI & CO., ZOFINGUE

Travelling coat in herring-bone tweed.
Modèle Ritex-anatomic



« PKZ », BURGER KEHL & CO. A. G., ZURICH

Cotton poplin raincoat, with belt, wide collar, sewn sleeves, slit at the back, tartan lining.
Photos Guniat

« PKZ », BURGER KEHL & CO. A. G., ZURICH

Single-breasted sports jacket, 3 buttons, slightly pointed lapels; narrow trousers with turnups in a silky worsted fabric.