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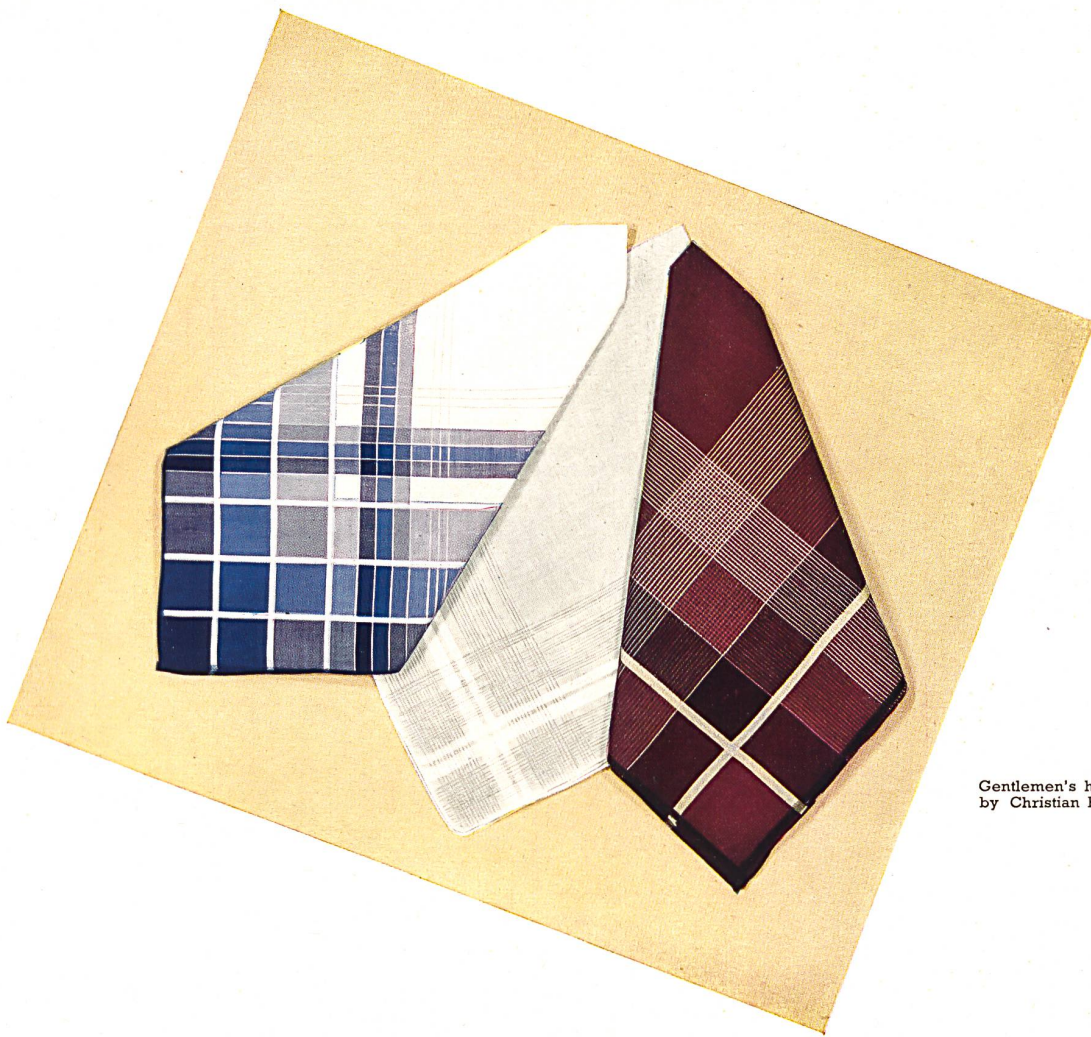
# Cotton Fabrics



Fabrics for dresses, created by Taco Ltd., Zurich.  
Photo Bauty.

Outliving all the changes in fashion which cause the popularity of materials to rise and fall, the cotton fabrics retain their own prominent position.

The many practical advantages offered by these fabrics are no doubt responsible for their success. Nevertheless today the finishing of cotton fabrics has been brought to such a high degree of perfection in Switzerland that even high-class dressmaking uses them in full confidence. Thanks to the choice of colourings which are indeed the object of most attentive

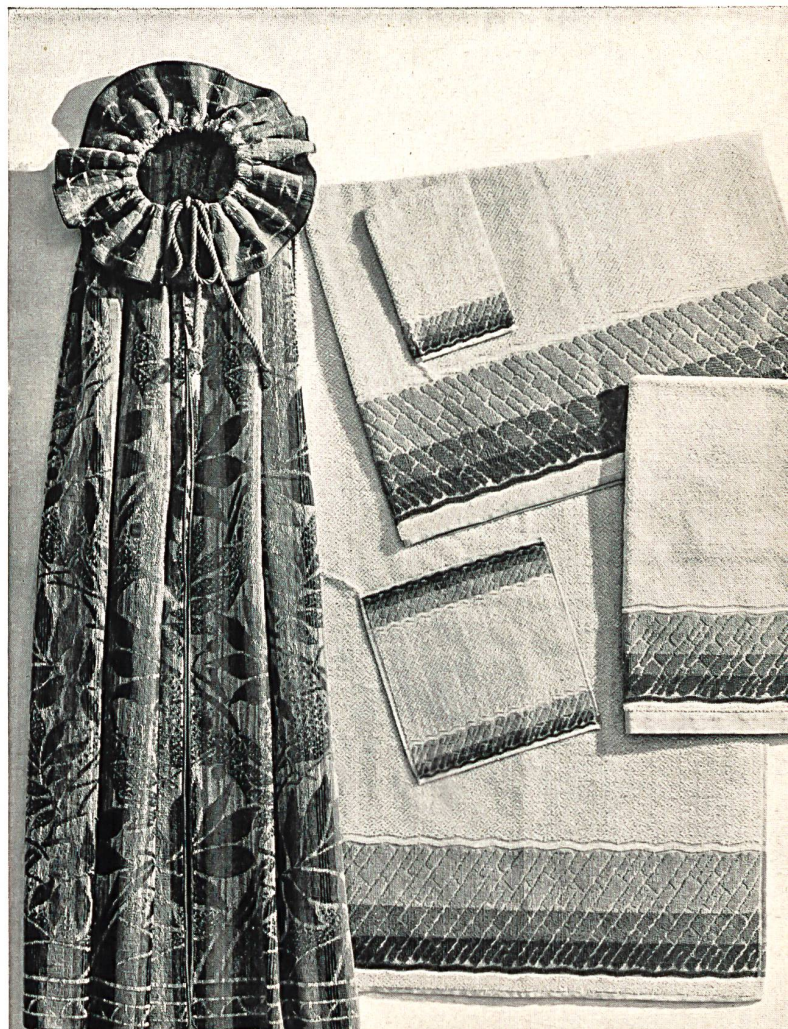


Gentlemen's handkerchiefs  
by Christian Fischbacher Co., St. Gall

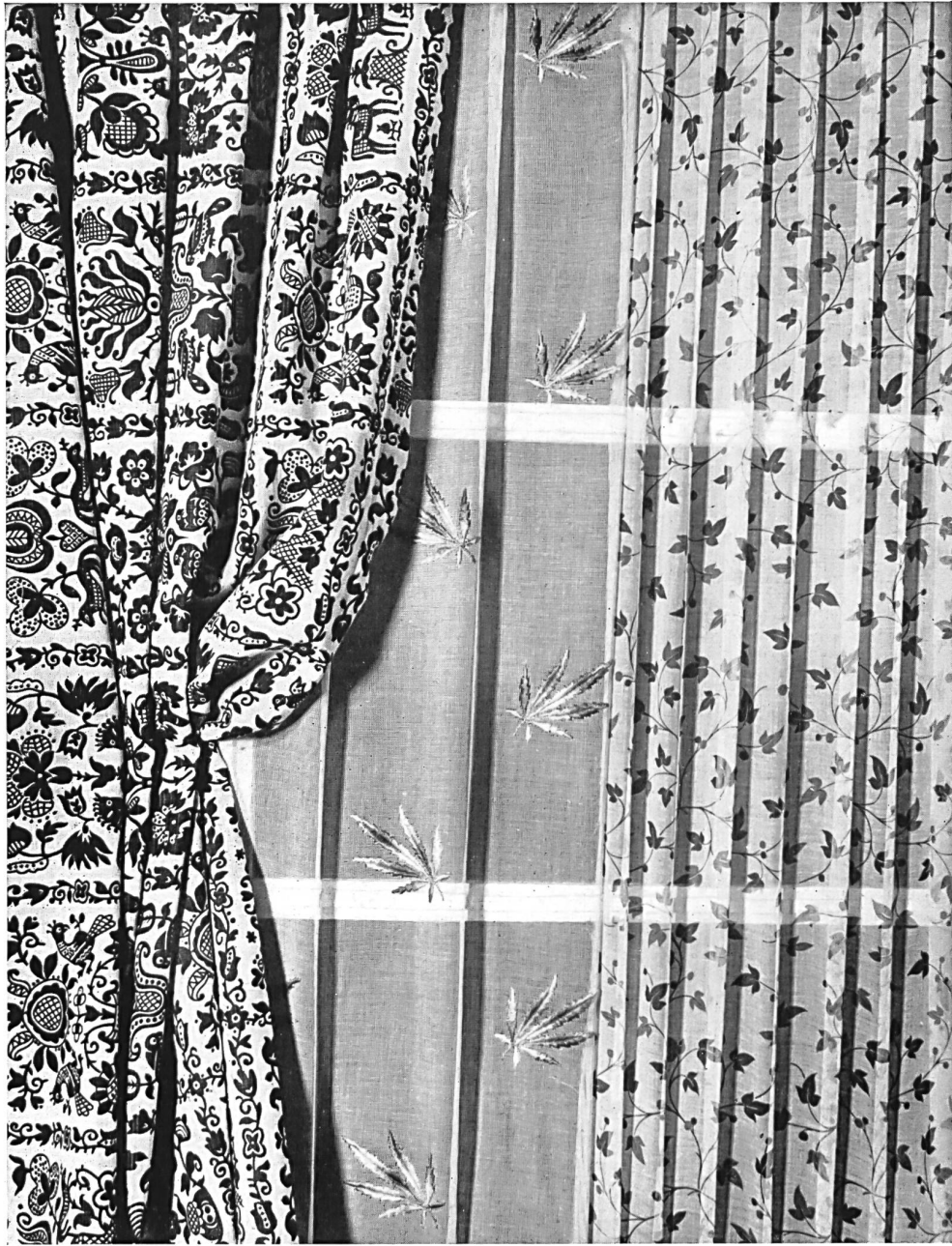
study, the little everyday dresses (seem-  
ing to spring from some fanciful  
flower-bed), the town outfits as well  
as the sport outfits, and even the eve-  
ning dresses are of extreme elegance  
although made up in cotton.

Paying attention to the smallest de-  
tails and sparing no effort, the Swiss  
industries, as well-witnessed at the  
Swiss Pavilion at the New York World's  
Fair, while heedful of the vagaries of  
Fashion are always in search of per-  
fection of workmanship and quality.

Embroidered or printed organdi  
maintains an important position in the  
rich collections of fine cotton textiles.  
This marvellous tissue, realised in  
white and in all pastel shades, per-  
mits, as does no other, the creation of  
voluminous and romantic dresses which  
make all women resemble the heroines  
of Musset. The latest innovation in this  
line is organdi printed after the manner  
of ancient copper-engravings and re-  
presenting laces, which at a distance  
give a most curious illusion of reality.



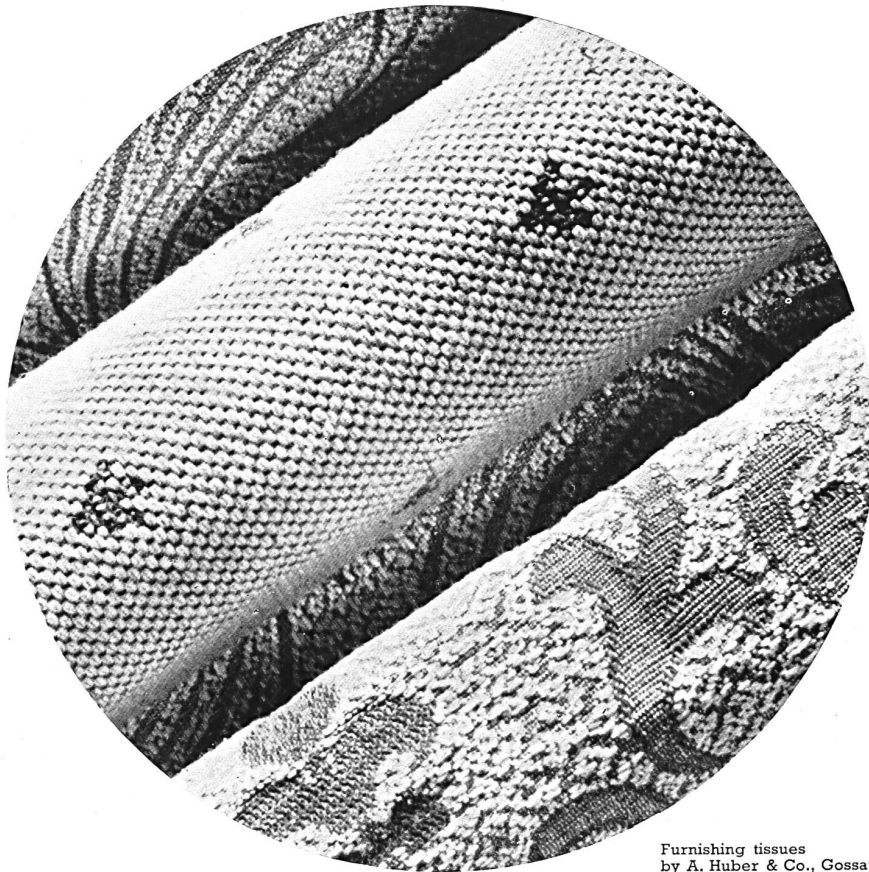
Articles by Tissages Réunis  
Serrftal et Azmoos, Engi.  
Photo de Jongh.



Window hangings and curtains by E. Schurpf & Co. Ltd., St. Gall.  
Photo Bauty.

Figured crêpes, marquissette, tules and voiles covered with motifs and created whether after the principle of past fashions or worked into daring arabesques, can all be washed and ironed just as easily as a handkerchief. Organdis realised in original designs and entirely made by hand as well as fancy or damasked "cloqués" of all kinds are much in vogue at the moment.

We must not, however, forget the fine collections of new "baptistes" which are most supple and silky to the touch and whose usages are almost unlimited. Whether printed or plain, these light tissues make up into delightful dresses and most delicious "deshabillés". Frilled or gathered, smocked or pleated, these materials can be transformed into bewitching babies' and little girls' frocks. Blouses, shirts and lingerie of all kinds in fine "baptiste" are more and more sought after by the woman who is always conscious of elegance.



Furnishing tissues  
by A. Huber & Co., Gossau.  
Photo Bauty.



Tissues by Tissages Réunis Serrital et Azmoos, Engi.  
Photo de Jongh.