

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1946)
Heft: 3

Artikel: Neckties
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798991>

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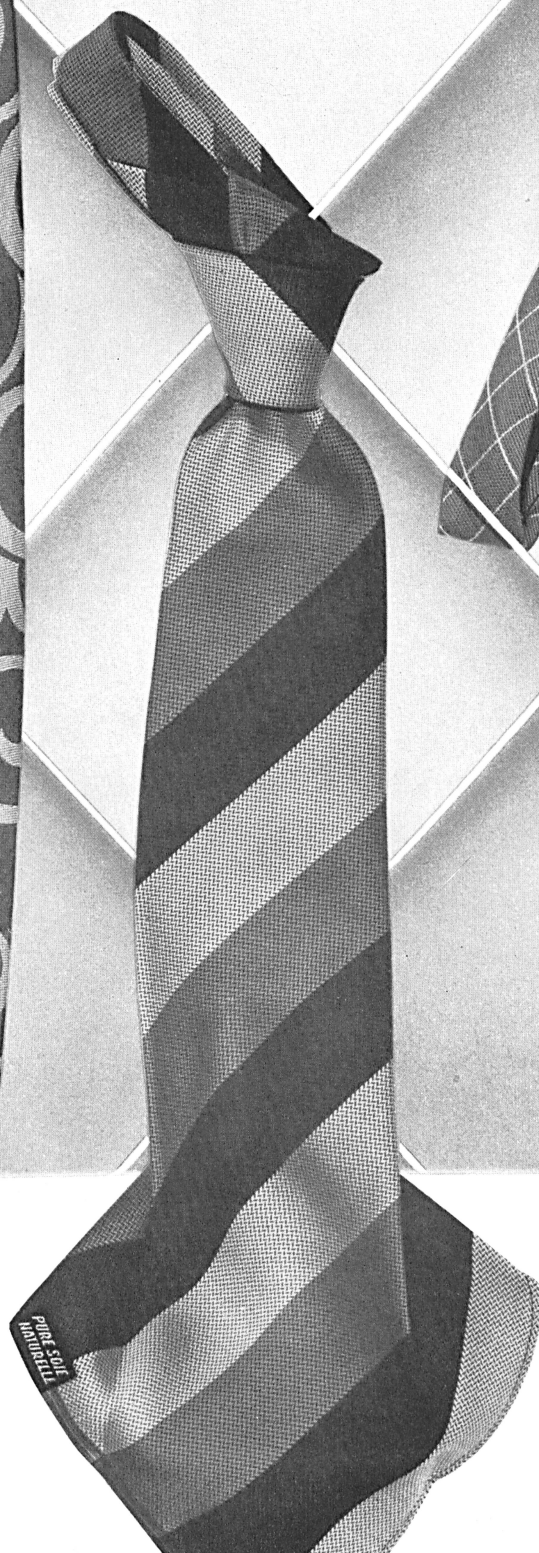
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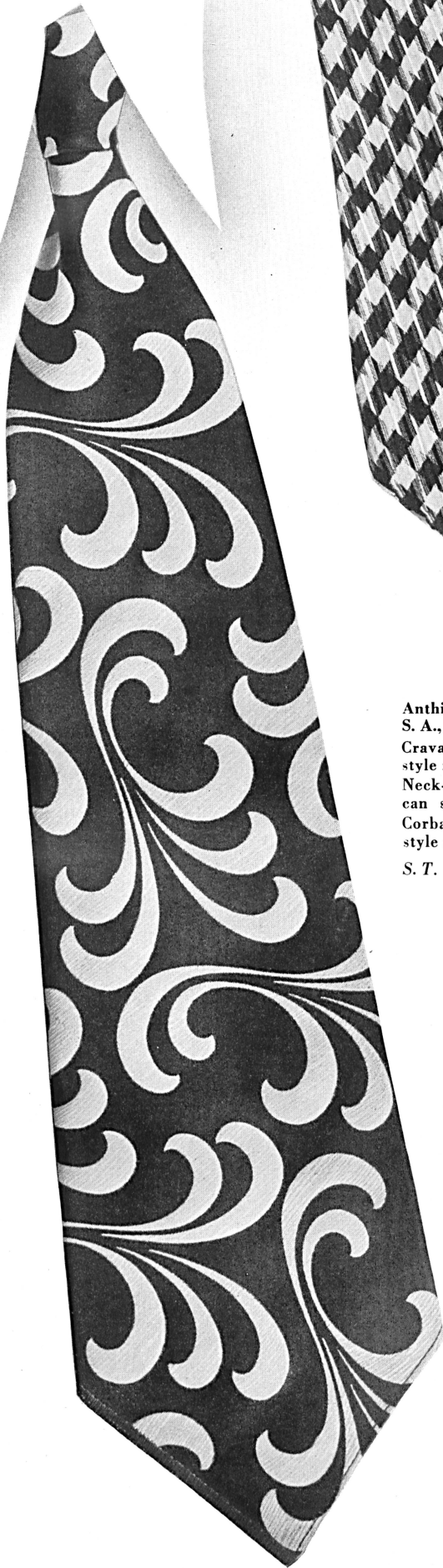


S. Kirschner, Zurich
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Cravates « American
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Genève





Regattas — a gay, colourful crowd along the quayside. Inquisitive spectators, suntanned sportsmen, lusty backers and, to give that desirable note of elegance, young women at their best, happy to have occasion to show off their summer gowns. And here, as everywhere — whether on the stands at the races, on the green or the tennis-court, on the road or the water, in the train or the plane, in holiday resorts, country, beach or mountain, in the open-air cafés, in bars, at the club or at a dance and even at home — everywhere, all the time, everyone consults his or her watch, to know what o'clock has struck for business, sport or pleasure.

The sportsman's chronograph, the plain, sober watch of the executive, the ultra-flat gold watch tucked away in the pocket of a dress suit, the jewel watch on a well-dressed woman's wrist — whatever its purpose, a watch must be a guarantee for your precision, your safety and your success. Anti-magnetic, water-repellent, shock and dustproof, automatic, the DOXA watch has earned the reputation of being really universal in its uses, for it has tradition, value and success behind it.

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