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Heer & Co. A.G., Thalwil

Taffetas « Superimperma » für wasserdichte Bekleidung.

« Superimperma », Taffetas pour vêtements imperméables.

« Superimperma » proofed taffetas.

« Superimperma ». Tafetanes para trajes impermeables.

*The „Swiss Textiles” forecasts coming fashions*

## In Silk

Chalk white blouses which glisten in the sun... Short-skirted little dresses gay with many-hued flowers... For afternoon and cocktail wear, extremely chic stripes which widen the shoulder line and stress the slenderness of the silhouette... For Summer coats and jackets, plaid and tweed effects with bright, luminous colors just right for the sunshine and for wear over crisp chalk white dresses... For evening, draped models of printed silks with tunic lines, or cunning with just a hint of the apron... Printed pyjamas with draped or closely adhering trousers and audaciously molded little jackets... Or very romantic evening gowns with all their sweet bouffancy...

\* \* \*

The Swiss silk industry presents a remarkably rich and varied collection in splendid colorings.

The qualities of Swiss natural silk, guaranteed 100 per cent pure, heavy in weight, but without stiffening, are shown in an entirely new collection of printed stripes in shades of amaranth, mauve and Mediterranean blue, and woven stripes in pastel pink and saffron yellow.

A print in peacock blue, fuchsia and chalk white has the transparent appearance of a modern aquarelle.

A film print offers trails of turquoise blue and shaded white and black mingled with bold splashes of Mediterranean blue, rosy mauve and brilliant emerald green...

A classic plaid is charming with its bold tones and original thread of white artificial silk.

There are shantung firm and yet supple in lettuce green, deep sea blue, orange or bright pink.

Then there are fabrics of exceptional quality for neckties and scarves in navy blue-red, brown and Jacquard woven green.

Printed scarves are greatly in favor just now.

Let us not forget lingerie silks which grow more bright and beautiful with every wash,

Artificial silk is no longer an imitation of pure silk, but an independent product, the realization of which grows ever more perfect and exquisite.

First there is the whole luxurious range of mat crêpes, heavy and absolutely uncrushable.

Here are flower gardens, some with large, some with small designs, softly and artistically blended or boldly contrasting: dove greys and fuchsias, emerald or leafy greens, deep sea blues, grasshopper greens and water-melon pinks...

Here are pleasing fabrics which lend themselves admirably to graceful folds and draperies and most suitable for Summer evening gowns or afternoon and evening pyjamas — fabrics which underline so well that exotic, flower-like femininity which symbolizes our barbarously civilized modern world...



Siber & Wehrli A. G., Zürich

Knitter -und Schrumpffreie Fantasiestoffe aus Zellwolle.

Etoffes fantaisie, infroissables et irrétrécissables en laine de bois.

Uncrushable and unshrinkable fancy fabrics of wood-fibre wool.

Telas fantasía, que no se pueden arrugar ni encoger, de lana de madera.



Modell Gaby Jouval, Zürich

Abendkleid, «satin broché» farbig,  
Schweizer Fabrikat.

Robe du soir, satin broché couleur, fa-  
briqué en Suisse.

Evening gown of figured satin, made in  
Switzerland.

Vestido de noche, satén recamado color  
fabricado en Suiza.

Photo Lutz.

Here come incomparable artificial silk imitations of woollen fabrics: here, a soft, cosy flannel with pleasing plaid effects in blues and pinks, or dog-tooth checks in luminous pastel shades...

There, brilliant plaids in black and scarlet with grey, white and electric blue stripes for gay little jackets and dressy sports overcoats.

Artificial silk imitations of angora wool...

An extraordinary woolly texture is obtained by a mixture of wood-fibre wool and a small percentage of pure wool or rabbit wool, or a cellulose fibre and cotton mixture.

Sober fashioned mat crêpes, 100 per cent rayon, in navy blue, black and white. Crêpe de laine fabrics of rayon with a small percentage of pure wool, dotted with silk spots tone on tone and reversible.



Honan bedruckt, Geschütztes Dessin.  
 Honan imprimé, dessin exclusif.  
 Printed Honan, an exclusive design.  
 Honan estampado, dibujo exclusivo.



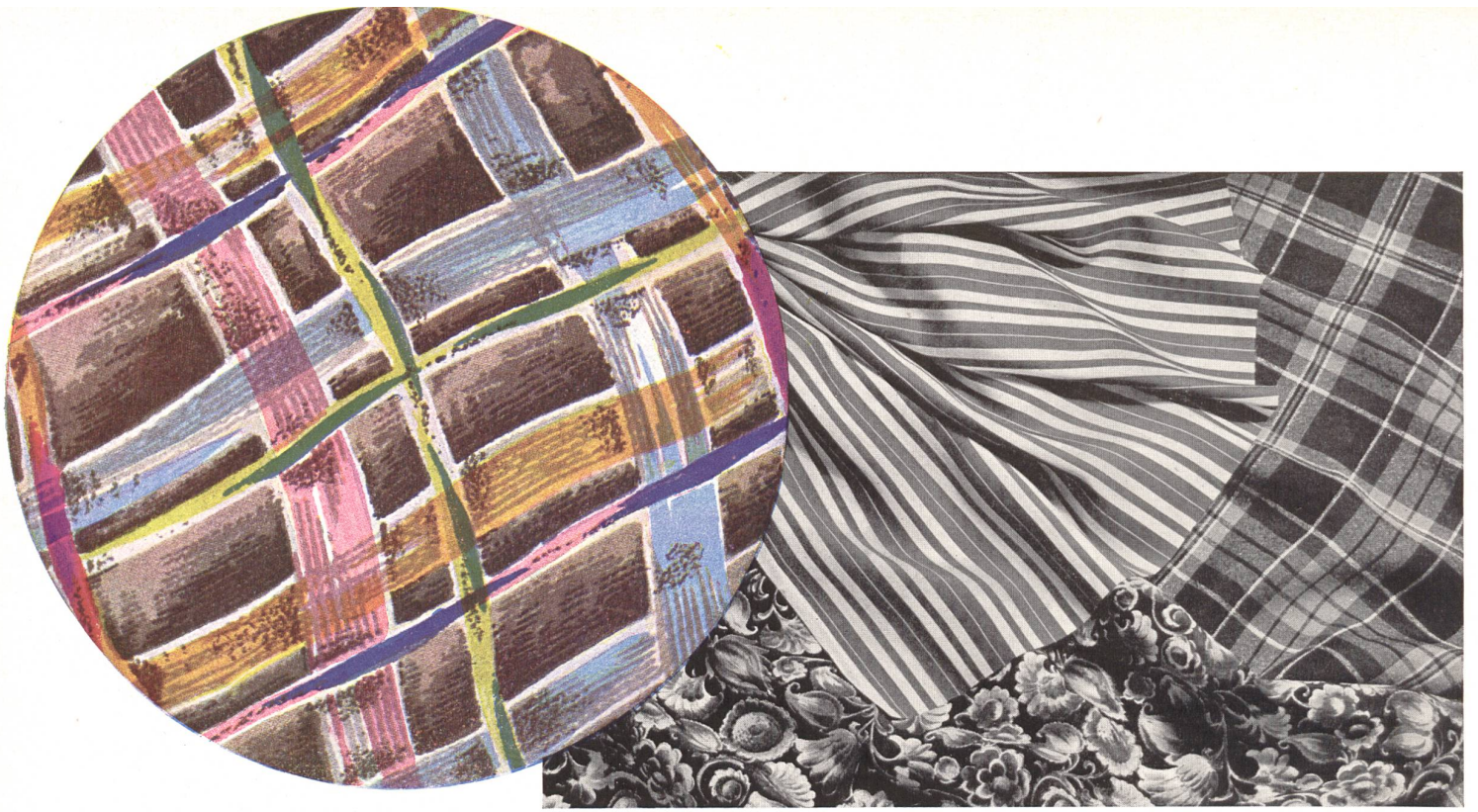
Bouclé écossais, 100 % Kunstseide.  
 Bouclé écossais, 100 % Rayonne.  
 Plaid bouclé, 100 % Rayon.  
 « Bouclé » escocés, 100 % Rayon.



« Taffetas chiné » Naturseide  
 Original Modell.  
 Taffetas chiné soie naturelle.  
 Modèle exclusif.  
 Pure silk chiné taffeta, an  
 exclusive model.  
 Tafetán chiné seda natural.  
 Modelo exclusivo.

Diese 3 Abbildungen zeigen Schöpfungen  
 der Fa. Grieder & Co., Zürich.  
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Photos Bischof



Seidenwarenfabrik vorm. Edwin Naef A.G., Zürich

Ganz neuartige Dessins in Filmdruck auf reiner Seide.  
 Dessins dernier cri sur tissu soie naturelle, impression par film.  
 Pure silk fabric film printed with the latest designs.  
 Dibujos última moda en tejido seda natural, estampado por film.

Seiden- und Kunstseidenstoffe.  
 Tissus soie et soie artificielle.  
 Pure silk and artificial silk fabrics.  
 Tejidos seda y seda artificial.



Haas & Co. A.G., Zürich

«Flametta» Kunstseide-Mattcrêpe. «Flametta», crêpe mat en soie artificielle. «Flametta», artificial crêpe mat. «Flametta», crepe mate en seda artificial.



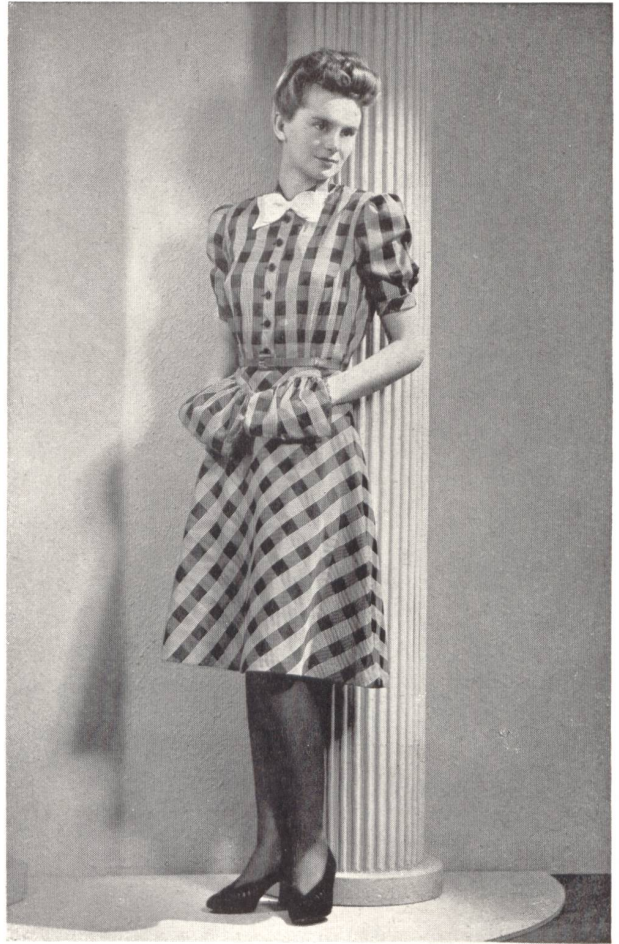
Gessner & Co. A.G., Wädenswil

«Flanelaine», ein Mischgewebe aus Kunstseidenfasern und Wolle.  
 Flanelaine. — Tissu mélangé, composé de fils de soie artificielle et de laine.  
 «Flanelaine» — an artificial silk and wool mixture.  
 «Flanelaine» — Tejido mezclado, compuesto de hilos de seda artificial y de lana.

And technicians of the silk industry initiate us to a new adventure : proofed taffetas... Some of these attractive fabrics are extremely stiff, printed with delicate dog-tooth designs, while others are very supple with plaid patterns in water-melon pink, cherry red and grey blue...

Straight from some wonderful fairyland come these adorable umbrellas, hoods for Spring showers and gaily charming proofed coats for stormy Summer weather. Thanks to the ingenuity of silk specialists, womankind — ever more practical and elegant — will retain her freshness and beauty even under streaming rain...

A. B.



Konfektionskleid aus der Kollektion der Fa. Kriesemer & Co., St. Gallen.

Robe confection de Kriesemer & Cie., St-Gall.

A ready-to-wear model. Messrs. Kriesemer & Co., St-Gall.

Vestido confección Kriesemer & Co., San Gallo.

Photo de Jongh.

Gessner & Co. A. G., Wädenswil  
 Krawattenseiden.  
 Etoffes pour cravates.  
 Neck-tie fabrics.  
 Telas para corbatas.

