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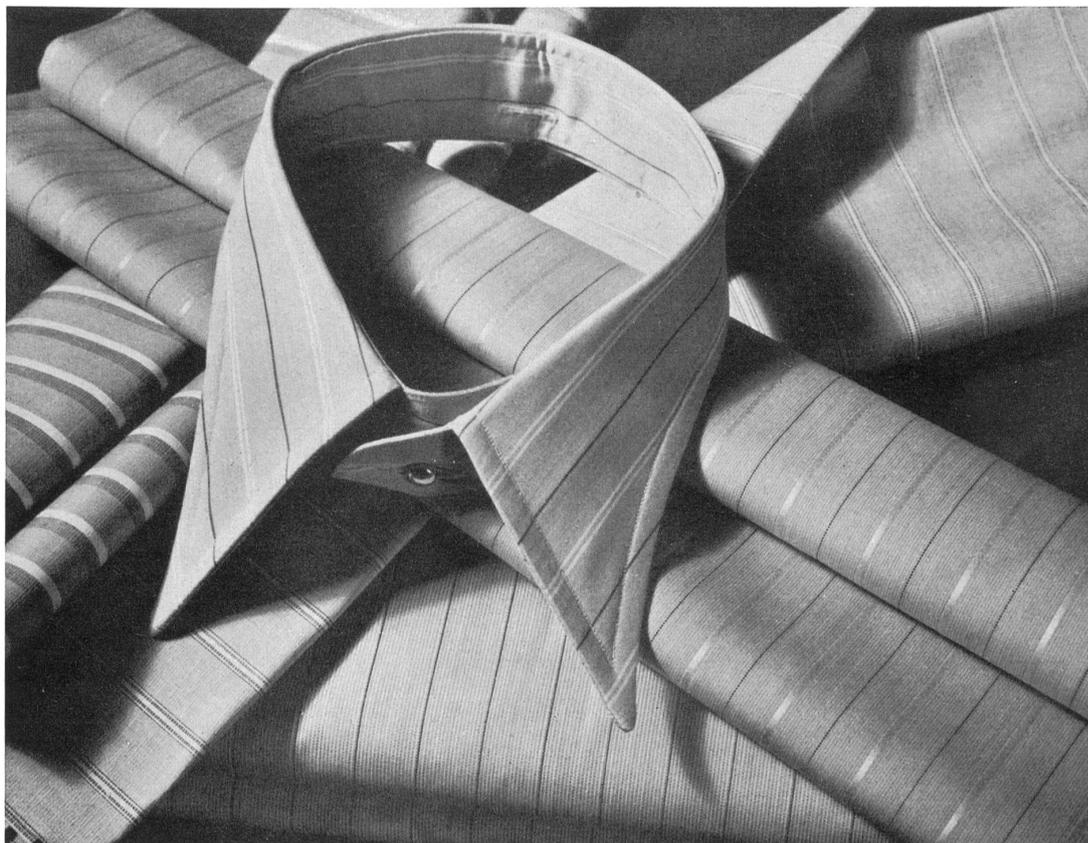
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Cotton Fabrics

Swiss Shirtings - Swiss Fashions



Stoffel & Co., St. Gall.

The most up-to-date cotton shirtings
Telas modernas de algodón, para camisas de
caballero
Les tissus coton les plus actuels pour chemises
pour Messieurs
Os mais recentes tecidos de algodão para
camisas

Photo Steinmann

When the word fashion is pronounced our thoughts mostly revert to ladies' clothing. But it is not this alone that is subject to change. Men's clothing, too, is influenced by fashions, — fashions that are perhaps not so whimsical as those for the fair sex, but all the more permanent and thorough. When the lords of creation take time to look at old photos dating back as far as 1914 and earlier, a glance alone is sufficient to show the great difference between the fashions of those days and the garments a well-dressed man now wears. Old pictures show clearly how men's taste has changed and are in this way particularly interesting for the modern manufacturer and salesman.

The years that followed the first World War brought about an ever-growing interest in sports and in week-ends in the country, and a corresponding change consequently took place in the kind of apparel most in demand. Thirty years ago suits for town wear were the order of the day, while to-day sports wear predominates at the rate of 5 to 3. Light, air and sun play the most important part both in our houses and in our clothing. Young men, who are chiefly responsible for the trend of fashions, have discarded waistcoats, so that coloured shirts have become a very important article of clothing. Formerly an insignificant part of a man's underwear, shirts now have a fashion all their own. The demand for smart shirts has gone up by 25 % in the course of the last quarter of a century and even more in certain countries.



No wonder that this development, which opens up new perspectives for dealers in men's clothing, has caused far greater attention to be paid to the kind of material used for making shirts.

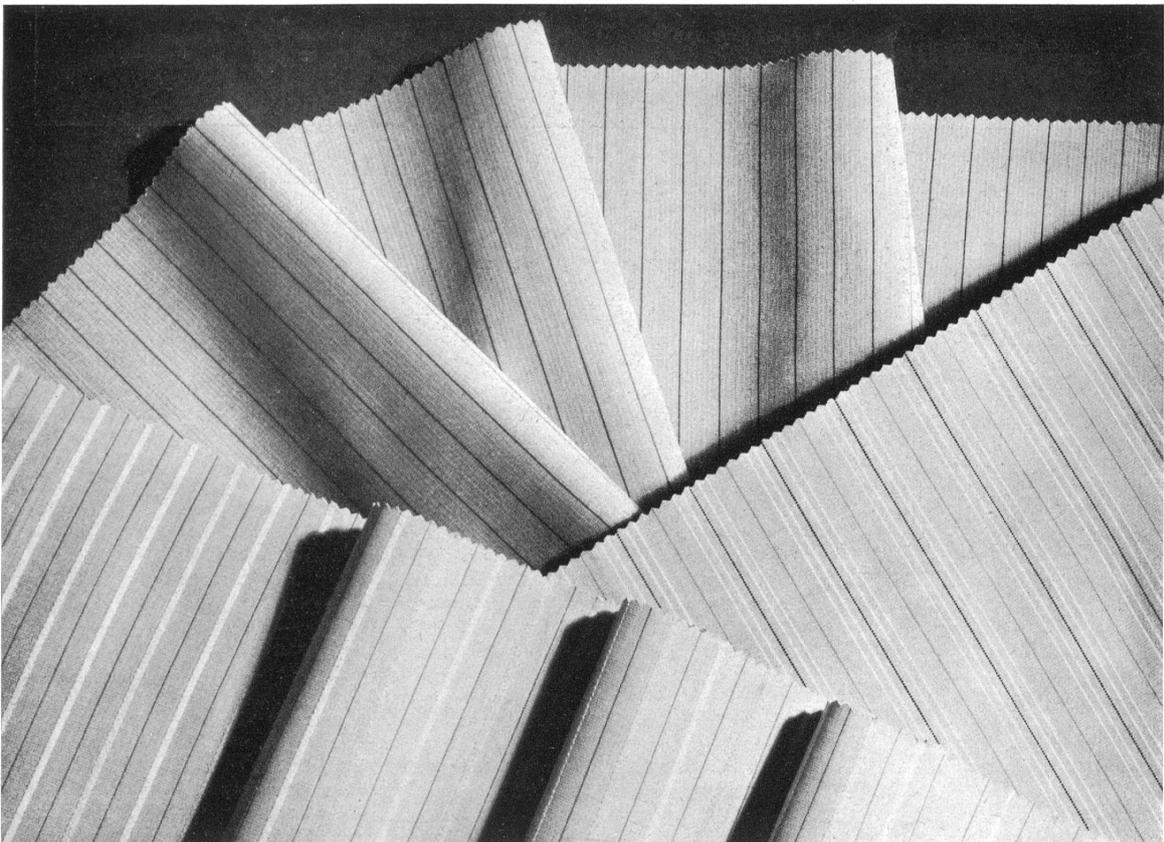
The Fine-Weaving Industries in Eastern Switzerland have accomplished technical marvels and have succeeded in producing materials for shirts which cannot fail to satisfy the most refined taste.

They make a speciality of the very finest cotton fabrics, — fabrics that are absolutely unshrinkable, soft to the touch and pleasant to wear, smartly and tastefully patterned. Growing popularity bears witness to their high-class quality and style.

Weberei Sirnach, Sirnach.

Poplin shirting
 Popelina para camisas
 Popeline pour chemises
 Popelina para camisas

Photo Bauty



Ltd. A. & R. Moos, Weisslingen.

Poplins for men's shirts
 Popelina para camisas de caballero
 Tissu popeline pour chemises de Messieurs
 Popelines para camisas de homem

Photo Droz