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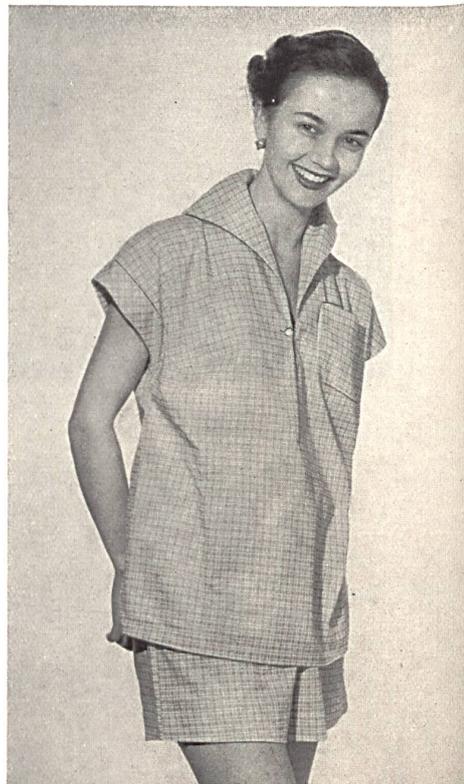
The Freshness of Cotton

How is it that the word « cotton » always evokes so many colourful visions in our minds? Bright southern skies, warm sunshine, plantations where the precious fibre is picked by negroes singing at their work. The women wear brightly coloured scarves on their heads — as brightly coloured as the loin-cloths, sarongs of batik and pareos under other skies. Young girls in romantic dresses of organdie and muslin, so fresh and cool for the warm nights of Carolina and Louisiana... Reminiscences of so many impressions long forgotten — from books read and films that one has seen. Cotton is always a crisp, fresh fabric. And because women have rediscovered how light these cotton fabrics are, how practical and pleasant to wear, and how easy to wash, all kinds of delightful garments are now being made of them. Like these long and cool nightgowns, like this youthful amusing little novelty, which is, all

Photos : Hoenig

All articles shown on these pages are exclusive models by **Jacob Scherrer Ltd., Lingerie Departement, Romanshorn.**

1. Summer nightgown in fine striped muslin, trimmed with ruching ; softly feminine in appearance.
2. « PYJA-SHORT » (Regd. Trade Mark) for night and day, in multi-coloured checked zephyr, various original colour combinations ; very comfortable elastic « NOBELT » waist.
3. Uncrushable muslin nightgown, the waistline accentuated by the fine pleated skirt ; very gay check in pink and blue or green with lemon predominating.
4. A very simple nightgown in white batiste, with lace trimming giving a quaint old-fashioned effect. White is again in very great demand !
5. Muslin nightgown with a very new finish that gives a polka dot effect. This fabric needs no ironing. Modern and becoming style, suitable for all sized waists.





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at the same time, pyjamas for the night, shorts for exercising in the morning or for wearing around the house, in the garden or on the beach... The fabrics? Batiste, zephyr, muslin. The colours? White, bright and pale pinks, yellows from orange to lemon, greens, blues from turquoise to slate-grey, stripes and checks in surprising combinations, gay and bold but always in perfect taste. The shape? Simple, practical, youthful and attractive styles with sometimes an amusing mixture of classical and modern in the details and the trimmings. The great comfort of these cottons, their charm, freshness and the loveliness of the models would be as nothing if they did not possess sound practical qualities too. The fabric is shrinkproof, sometimes uncrushable (mainly for the more sporting models, as for batiste lingerie an uncrushable finish would make the fabric lose its silky softness), the colours are light- and wash-resistant; and the white lingerie naturally has the advantage of being able to be boiled as often as desired without any risk of damage.

These garments are extremely well cut and sewn, and this together with the many other advantages make these models minor masterpieces, as pleasant to wear as they are pleasing to the eye.

Celia.



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Geiser S. A., Huttwil

La mode enfantine chic en tricot main pure laine.
 Distinctive hand-knitted pure wool children's wear.
 La moda infantil chic en prendas de punta de pura lana.
 Die feine Kindermode aus reiner Wolle handgestrickt.



Ruepp & Cie S. A., Sarmenstorf

« ALPINIT »

Tricotés et jerseys.

Knitwear and jerseys.

Géneros de punto y de malla jersey.

Trikot und Jersey.



Jakob Laib & Co., Amriswil

« YALA »

Modèles de la collection de printemps.
 Smart models from the spring collection.
 Modelos nuevos de la colección para el verano.
 Neues aus der Frühjahrskollektion.



Hochuli & Cie, Safenwil

« HOCOSA »

La lingerie fine tricotée pour la femme élégante.
 Fine knitted underwear for the smart woman.
 La ropa interior de punto fina para la mujer exigente.
 Fein gestrickte Unterwäsche für die anspruchsvolle Dame.



Ruegger & Cie, Zofingue

« molli »

Chemise pour dame, en tricot à côtes fines.
 Ladies' fine ribbed knitted vest.
 Camisa de punto en cordoncillo para señora.
 Feingeripptes, gestricktes Damenhemd.

Laheo S. A., Baden

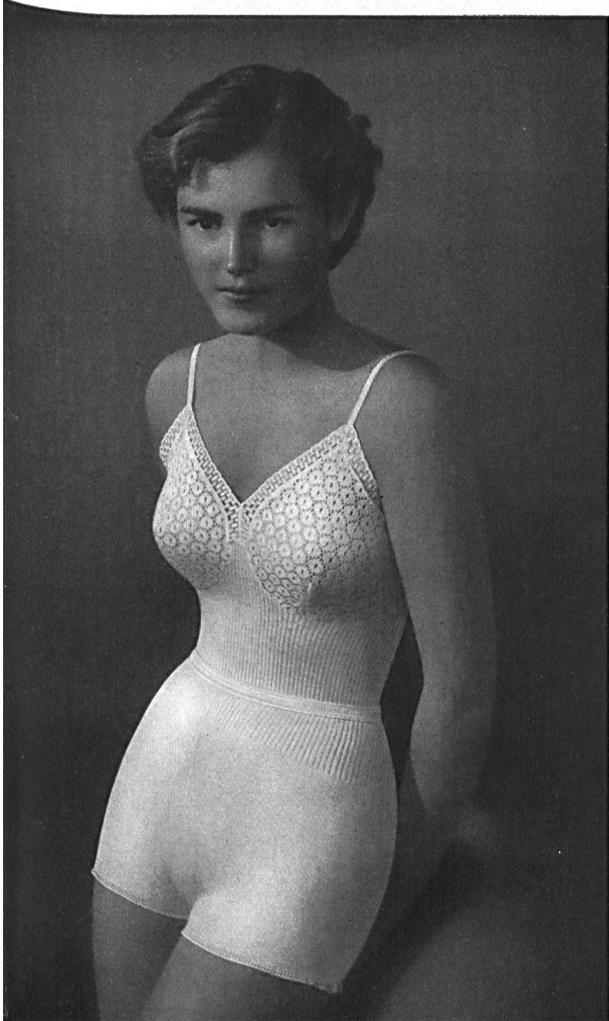
Créations « LAHCO »
Nylon, Lastex, Laine-Last.

Costumes de bain et modèles de plage
très exclusifs.

Very exclusive swimsuits and beachwear.

Trajes de baño y modelos para playa muy
exclusivos.

Sehr exklusive Bade- und Strandanzüge.



Johann Muller S. A., Stregelbach

« STREBA »

Ravissante parure en tricot fin.

A smart styled fine tricot lingerie
set.

Bonita juego de lencería en punto
fino.

Entzückende, feingestrickte Gar-
nitur.



Photo Droz

J. F. Rohrer-Bolliger, Romanshorn

« ROBORO »

Maillots de bain.

Bathing suits.

Trajes de baño.

Badeanzüge.



Photo Lutz

Ryff & Cie S. A., Berne

« SWANETTES » — « SWAN » — « SCHWAN »

Le sous-vêtement fin, doux et souple.

The soft underwear, perfect in cut and style.

La ropa interior elegante de hechura perfecta.

Die duftige und elegante Damenwäsche.