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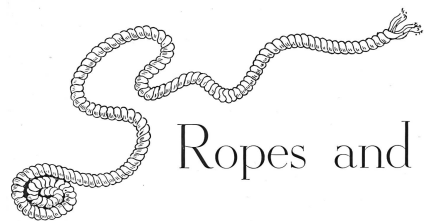
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Ropes and Fishing-Nets

A feast of colours on the beach, the harmonious display of hues in which tones intermingle, warm and contrasting; vivid scenes of modern life caught in the sunshine. Figures silhouetted in swift motion or at langorous ease on the burning decks of sail-boats, their secret rythmn attuned to the lilt of winds and waves.
Manufacturers have enhanced the coarse texture of swimsuit and open-air fabrics, so flamboyant in bright sunlight, by selecting creamy whites, warm browns, daffodil yellows, bright rusts and light blues as colour-schemes.

« Filets au soleil » : Bonchette.

For their summer-weight staple fibres, *Stoffel & Co., St. Gall* have adopted large flowing designs.
Stoffel adopts, para sus lanas artificiales de verano, grandes motivos aéreos.
Para as suas lãs artificiais de verão, *Stoffel* adoptou grandes motivos esvoaçantes de idealismo.

« Cordages au vent » : Seidelgger-Mosimann.



Las varones sociales completas de los fabricantes están indicadas en las notas explicativas en lengua inglesa.
As firmas completas dos fabricantes figuram nas legendas em lingua inglesa.

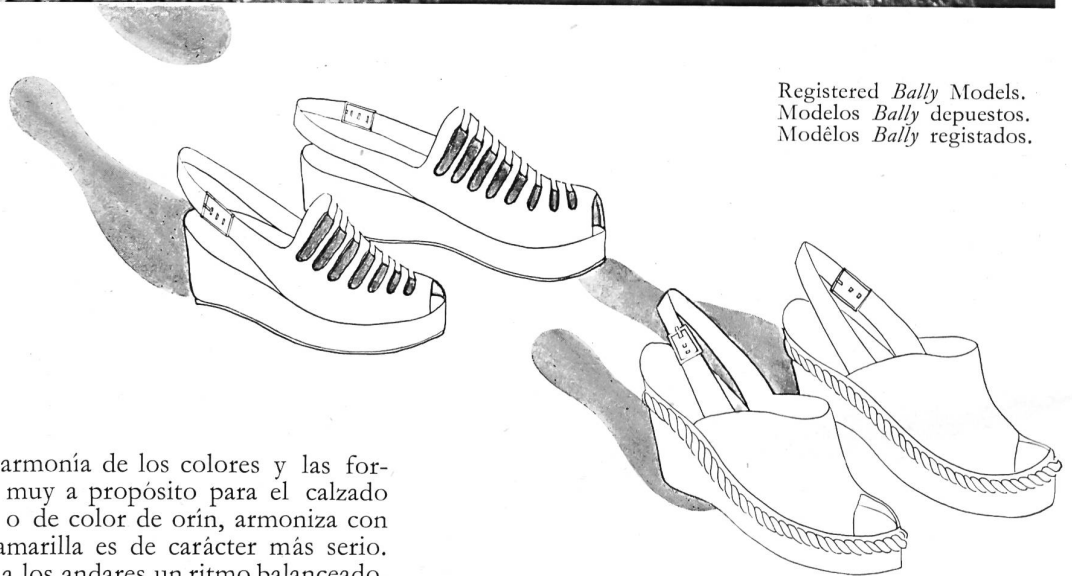




Shoes also form part of the living harmony of lines and colours. Rope trimmings are most suitable for beach shoes of white or rust-coloured fabrics which give just the right touch of appropriateness matching the ensemble. Other footwear models of yellow leather strike a more serious note. And thick cork soles give a lilt and rhythm to the walk.

El calzado también es parte en la armonía de los colores y las formas. Los adornos de cuerdas son muy a propósito para el calzado de playa en el que la tela blanca o de color de orín, armoniza con el del vestido. El calzado de piel amarilla es de carácter más serio. Y las gruesas suelas de corcho dan a los andares un ritmo balanceado.

Os sapatos, também, concorrem na harmonia das côres e formas. As guarnições de cordas, prestam-se ótimamente para o calçado de praia, onde a tela branca ou côr de ferrugem condizem perfeitamente com o vestido. Outros sapatos em pele amarela, são duma nota mais sóbria. E as grossas solas de cortiça, ritmam o andar em cadencia balanceada.



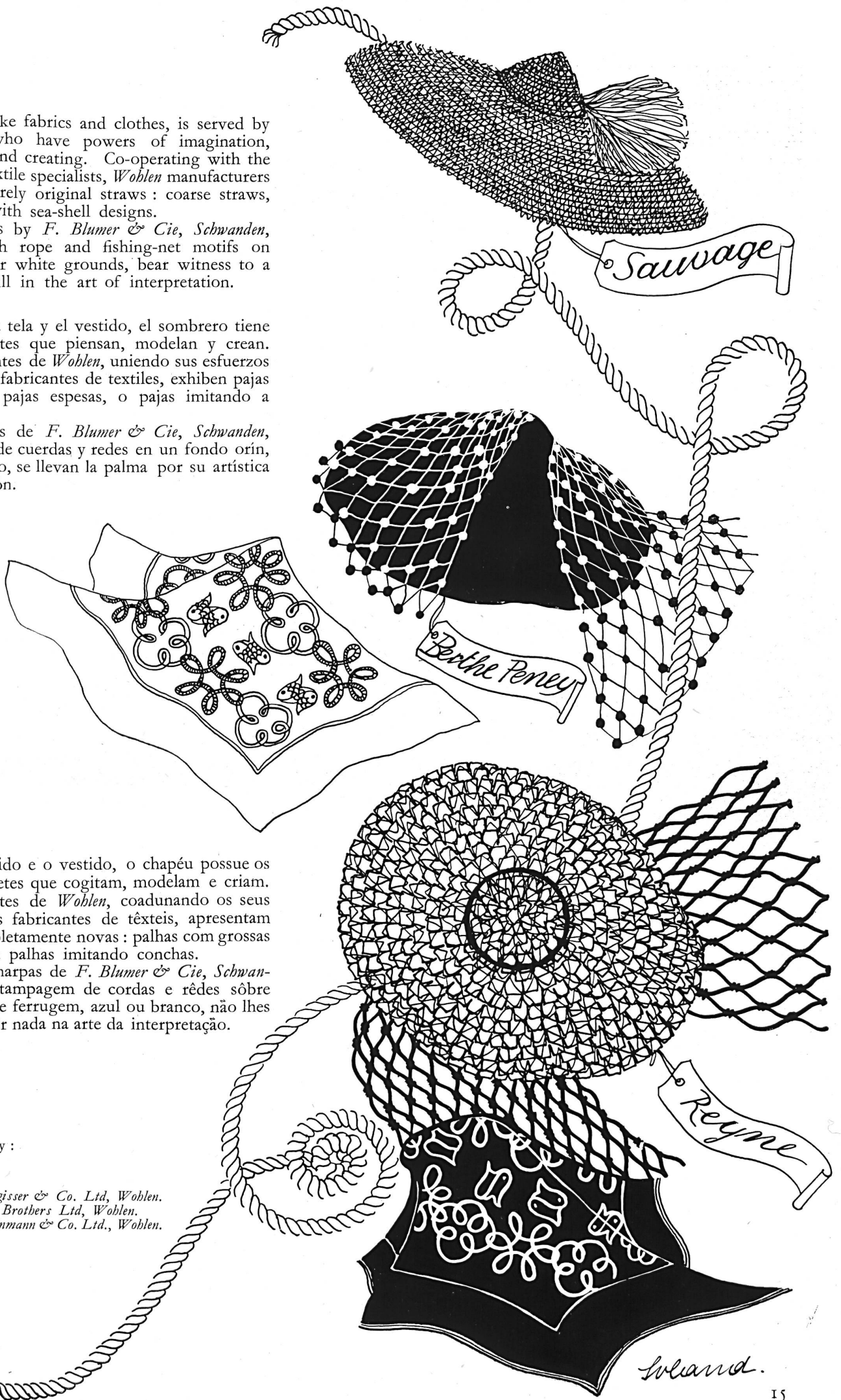
Registered *Bally* Models.
Modelos *Bally* depuestos.
Modêlos *Bally* registados.

Millinery, like fabrics and clothes, is served by designers who have powers of imagination, modelling and creating. Co-operating with the efforts of textile specialists, *Wohlen* manufacturers present entirely original straws : coarse straws, or straws with sea-shell designs.

And scarves by *F. Blumer & Cie, Schwanden*, printed with rope and fishing-net motifs on rust, blue or white grounds, bear witness to a masterly skill in the art of interpretation.

Así como la tela y el vestido, el sombrero tiene sus intérpretes que piensan, modelan y crean. Los fabricantes de *Wohlen*, uniendo sus esfuerzos a los de los fabricantes de textiles, exhiben pajas novísimas : pajas espesas, o pajas imitando a conchas.

Las echarpes de *F. Blumer & Cie, Schwanden*, estampadas de cuerdas y redes en un fondo orin, azul o blanco, se llevan la palma por su artística interpretación.



Como o tecido e o vestido, o chapéu possui os seus intérpretes que cogitam, modelam e criam. Os fabricantes de *Wohlen*, coadunando os seus esforços aos fabricantes de têxteis, apresentam palhas completamente novas : palhas com grossas nervuras ou palhas imitando conchas.

Assim, as charpas de *F. Blumer & Cie, Schwanden*, com estampagem de cordas e rédes sôbre fundo côr de ferrugem, azul ou branco, não lhes ficam a devêr nada na arte da interpretação.

Strawbraids by :
Paja de :
Palha de :

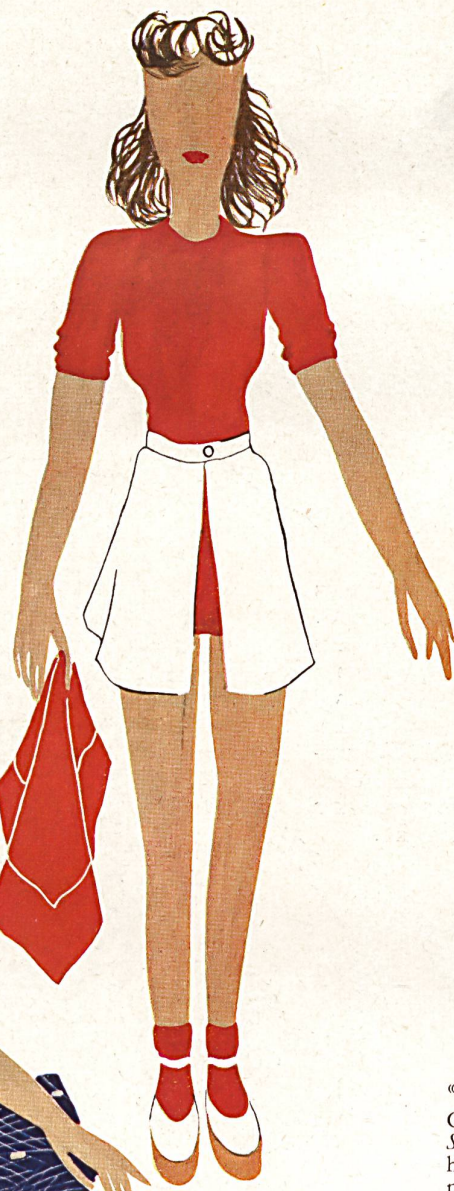
M. Bruggisser & Co. Ltd, Wohlen.
Dreifuss Brothers Ltd, Wohlen.
Otto Steinmann & Co. Ltd, Wohlen.

« Poisson, prends garde! ». Paul Daumay.

Supple woollen fabrics (*Filatures Réunies de laine peignée de Schaffhouse et Derendingen, Derendingen*), embroidered in relief with a motif of fishing-nets and fishes by *C. Forster-Willi & Co., St-Gall*, are most original in effect.

Las lanas suaves de *Derendingen*, en las cuales *Forster-Willi* borda de realce redes y peces, son de efecto novísimo.

As lãs macias de *Derendingen*, sôbre as quais *Forster-Willi* borda em relêvo rêdes e peixes, são de grande novidade.



« Brise sur la plage ». Ruepp.

Ruepp & Co. Ltd., Sarmenstorf, jersey fabrics are supple and ideal for sports wear, offering innumerable possibilities. This model is interchangeable, thanks to its white button-up skirt.

El jersey de *Ruepp & Co. S. A., Sarmenstorf*, suave e ideal para el deporte, se presta a posibilidades múltiples. Modelo intercambiable, merced a su falda blanca abierta.

Macio e ideal para o desporto, o jersey *Ruepp & Cia, S. A., em Sarmenstorf*, presta-se às mais variadas possibilidades. Modelo permutável graças a sua saia branca aberta.



« Levée de filets ». Andrée Wiegandt.

On a dark blue stable fibre woven by *Stünzi Sons Ltd., Horgen, Reichenbach & Co., St. Gall*, have embroidered a delicate design of fishing-nets in beige.

En una lana artificial azul oscuro de *Stünzi, Reichenbach* dibuja un bordado de fino semillero de redes en beige.

Sôbre uma lâ artificial azul escuro de *Stünzi, Reichenbach* desenhou um fino bordado semeado de rêdes em beige.



« *Nauds de matelot* » : Scheidegger-Mosimann.

Strub & Co., Zurich, scatter a bold design of knotted ropes in yellow over a brown staple fibre fabric.

Strub anuda, con mano vigorosa, cuerdas amarillas en una lana artificial bruna.

Strub utiliza cordames amarelos, vigorosamente enlaçados sobre lâ artificial castanha.

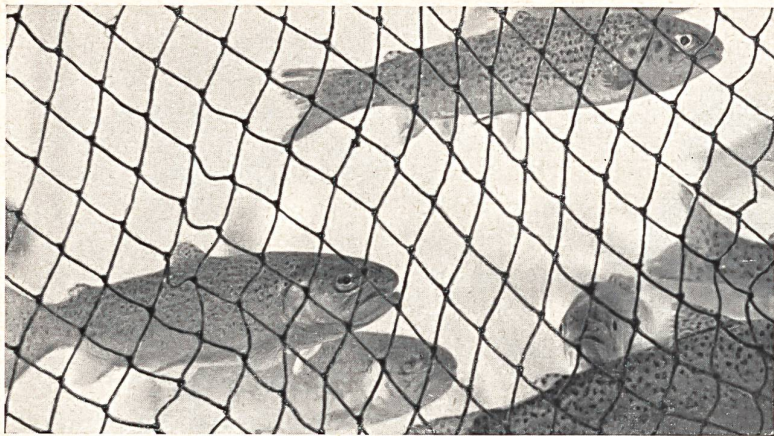


« *Naud gordien* » : Gaby Jouval.

On the rust-coloured ground of this fine beach coat of heavy linen, a relief design of thick ropes is embroidered in écreu. The effect is admirable. — Linen woven by *Leinenweberei Langenthal A. G., Langenthal*. — Embroidery by *Walter Schrank & Co., St. Gall*.

Un lino pesado para este magnífico abrigo de playa en el que gruesas cuerdas morenas, de admirable efecto plástico, están bordadas de realce en un fondo orín. — Lino de *Langenthal* — Bordado de *Walter Schrank*.

Um linho pesado para este soberbo casaco de praia, onde grossas cordas trigueiras de admirável efeito plástico estão bordadas em relêvo sobre fundo côr de ferrugem. Linho de *Langenthal*. Bordado de *Walter Schrank*.

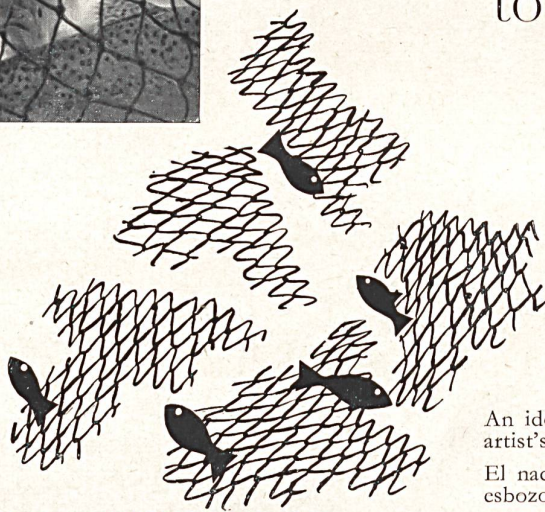


Nature, the source of art, holds the secret of mystic correspondences.

La Naturaleza, fuente de arte ; templo de las « correspondencias »...

A Natureza, nascente de arte, templo das « correspondências ».

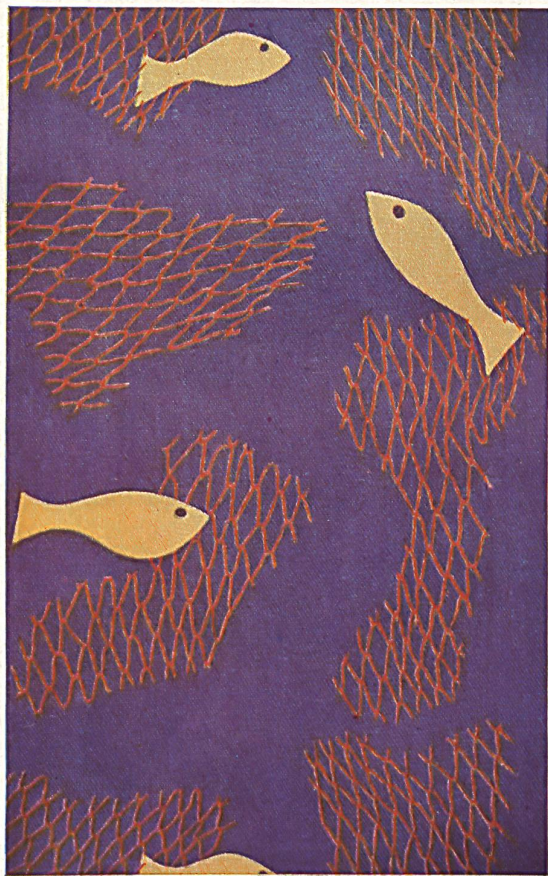
From inspiration to realization...



An idea finds expression in form : the artist's first sketch. (*Jomy Pottbof*).

El nacimiento de la expresión : primer esbozo del artista. (*Jomy Pottbof*).

O nascer da expressão : primeiro esboço do artista. (*Jomy Pottbof*).



Realization : linen by *Tissages de toile de Langenthal S. A., Langenthal*.

Realización : lino, *Tissages de toile de Langenthal S. A.*

Realização : linho, *Tissages de toile de Langenthal S. A.*

The dressmaker interpretes the theme : an original beach dress. *Gaby Jowal*. — Turban in navy muslin.

La Alta-Costura interpreta : vestido de playa original. *Gaby Jowal*. — Turbante de muselina azul marino.

A Alta Costura interpreta : vestido de praia original. *Gaby Jowal*. — Turbante em musselina azul marinho.





Printed designs on a *Stoffel & Co., St Gall* staple fibre. Heavy linen woven by *Leinenweberei Langenthal A. G., Langenthal*; rope motif embroidered in relief by *Walter Schrank & Co., St. Gall*.

Straw by *Jacques Meyer & Co., Wohlen*. Beach shoes by *Bally Ltd., Schoenenwerd*, made of artificial fibre braid produced by *Dreifuss Brothers Ltd., Wohlen*.

Motivos estampados sobre una lana artificial de *Stoffel*. Lino pesado de *Langenthal*; cuerdas bordadas de realce, de *Walter Schrank*.

Paja de *Jacques Meyer*. Calzados de playa de *Bally*, confeccionados con cordoncillo de fibra artificial de *Dreifuss*.

Motivos estampados sobre lã artificial, de *Stoffel*. Linho pesado da *S. A. de Langenthal*. Cordas bordadas em relêvo, de *Walter Schrank*.

Palha de *Jacques Meyer*. Sapatos para praia, da *Bally*, confeccionados com cordao em fibra artificial de *Dreifuss*.