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## Latest Cotton Creations

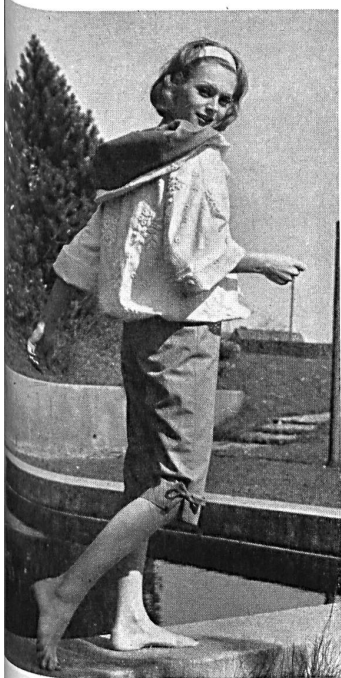
On the occasion of its « First International Cotton Week » held at the beginning of May this year, the Office for the Promotion of the Swiss Cotton and Embroidery Industries organised a fashion parade during the International Horse Races at Aarau to display to the general public and press the latest creations of the embroiderers of Saint-Gall and the manufacturers of fine cotton fabrics, in the form of beautiful dresses and gowns created by members of the Exporters' Association of the Swiss Clothing Industry.

This showing was preceded on the same day by another parade held at Lenzburg Castle during a luncheon given for the press.



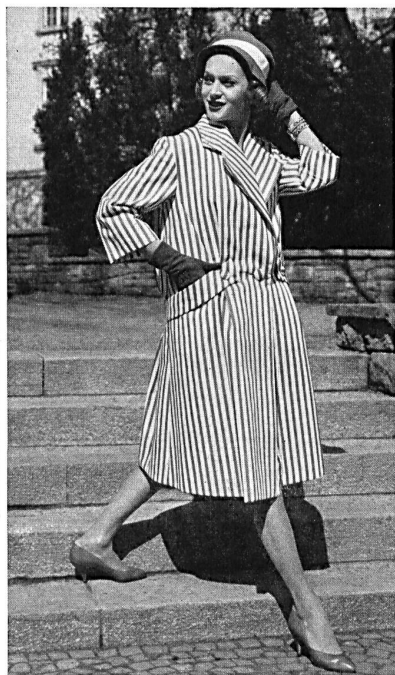
Ensemble de cocktail en organdi brodé.  
Embroidered organdy two-piece cocktail ensemble.  
Traje de dos piezas para coctel de organdi bordado.  
Cocktail Ensemble aus besticktem Organdy.

Photos Tenca.



Ensemble de plage: jaquette avec grosse broderie et pantalon en tissage fantaisie.  
Beach ensemble: heavy embroidered top and trousers in fancy woven fabric.  
Traje de playa: chaqueta con bordado pesado y pantalón de tejido fantasía.  
Strandensemble: Jacke mit grober Stickerei, ¾ Hose aus Fantasiegewebe.

Modèles de confection suisse.



Élégant ensemble d'après-midi en satin de coton.  
Smart afternoon ensemble in cotton satin.  
Elegante traje de tarde de satén de algodón.  
Elegantes Nachmittagsensemble aus Baumwollsatın.

Swiss ready-to-wear models.



Robe d'après-midi en tissu jacquard lamé et imprimé.  
Afternoon dress in jacquard fabric, printed and with metallic threads.  
Vestido de tarde de tejido jacquard con estampación y efectos de hilos metálicos.  
Nachmittagskleid aus Jacquardgewebe mit Laméfäden und bedruckt.

Modelos de la confección suiza.



Robe de cocktail en piqué imprimé main.  
Hand printed piqué cocktail dress.  
Vestido de coctel de piqué estampado a mano.  
Cocktailkleid aus Baumwollpiqué mit Handdruck.

Schweizer Konfektionsmodelle.



REICHENBACH & CO., SAINT-GALL

Broderie anglaise sur organdi de coton.  
Eyelet embroidery on cotton organdy.  
Bordado inglés sobre organdi de algodón.  
Baumwollorgandy mit Lochstickerei.  
Modèle : Maison Gack, Zurich.  
Photo Tenca



METTLER & CIE S.A., SAINT-GALL

Tissu de coton jacquard en couleurs et uni.  
 Jacquard cotton fabric, colour woven and plain.  
 Tejido Jacquard de algodón en colores y liso.  
 Jacquard-Baumwollstoff, buntgewoben und uni.  
 Modèle : R. Cafader & Cie, Zurich.  
 Photo Tenca



METTLER & CIE S.A., SAINT-GALL

Piqué de coton à finissage « Minicare », imprimé au cadre.  
 Screen-printed cotton piqué, with « Minicare » finish.  
 Piqué de algodón, con acabado « Minicare », estampado con estarcido.  
 Baumwoll-Pikee, « Minicare »-Ausrüstung, mit Film-druckmustern.  
 Modèle : H. Haller & Co., Zurich.  
 Photo Tenca

THEODOR LOCHER & CO., SAINT-GALL

Organdi brodé en noir et blanc.  
Black and white embroidered organdy.  
Organdi bordado en blanco y negro.  
Weiss-schwarz bestickter Organdy.  
Modèle : H. Haller & Co., Zurich.  
Photo Tenca





REICHENBACH & CO., SAINT-GALL

Piqué brodé.  
 Embroidered piqué.  
 Piqué bordado.  
 Bestickter Pikee.  
 Modèle : Maison Gack, Zurich.  
 Photo Tenca



REICHENBACH & CO., SAINT-GALL

Piqué uni et piqué brodé.  
 Plain and embroidered piqué.  
 Piqué liso y piqué bordado.  
 Glatter und bestickter Pikee.  
 Modèle : Maison Gack, Zurich.  
 Photo Tenca

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