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ELEGANCE AND EXCELLENCE

NEW FASHIONS AT THE HOUSE OF BUSER

"Young Look" for Classics

Consuelo — Caravellas — Ortegá — Bluet — Corrales — a string of fascinating names firing the imagination, though not giving the faintest hint of their identity. But once it is revealed that they are the latest models of the famous Swiss knitwear manufacturers Hanro, one is not really surprised, though even the most intriguing names give no inkling of the excellent quality and workmanship which go into the making of these garments.

There are three Swiss jersey firms whose names are known in Great Britain, the famous names of Hanro, Swyzerli and the young up-and-coming Tricoswiss. Each in their own inimitable style make clothes designed to go anywhere, clothes for ease, elegance and action.

Hanro, the doyen, have a new look to their internationally famous classic styling. In the spring '67 range, there are skirts with *godet* pleats giving a swing without fattening bulk, deep-set "Batman" sleeves and a softer line in the dress and jacket *ensembles*. In step with the "younger look" is the increasing use of easy-care fibres. More than 50% of the collection is made in "Crimplene", including tailor-made classics that will wash and dry *smooth* between dusk and dawn. One of the highlights of the collection is "Copacabana", a dress and edge-to-edge coat in "Crimplene", elegant enough to take the wearer anywhere. It is a typical example of Hanro's quality and quiet elegance.

From Petticoats to Wool Lace Frocks

This company with its record of "Firsts" in the development of jersey, registers yet another this spring with the introduction of wool lace. It is as fine as cobweb in appearance, but as firm as a fine spun worsted. It is used for suits and dress and jacket outfits which look most luxurious.

Hanro wool and "Crimplene" slacks are another favourite in Great Britain, available as they are in seven sizes.

The factory of Handschin and Ronus in Liestal, where not only the fabrics are designed and knitted but a team of fashion experts create the styles, reflects in its immaculateness the quality of perfection that is their aim in all they do.

Since the factory's foundation in 1884 it has been repeatedly enlarged until today it is many times its original size, and more than 1,000 workers are now employed.

For the first forty years Hanro concentrated on *lingerie* and underwear — then in the 'thirties came the now renowned 'weavenit' machines. The idea for these machines was conceived by M. Handschin who explained his requirements to Dubied, the famous knitting machine manufacturer. Working closely together, they gradually evolved the machine on which all the materials are now made. Hanro had the exclusive use of this invention in its early years and it is to this that Swiss knitwear owes much of its international prestige.

Mini-care Cotton Jersey

From Swyzerli comes mini-care cotton jersey with a sheen as soft and flattering as pure silk. Washable, practical, and in the palest opal colourings which abound throughout this collection. Mini-care cotton is cool and delightful to wear in all climates. It will wash repeatedly, requires little ironing and keeps its shape.

From the heart of the most glorious mountain scenery — with snow and sun and smooth blue lakes comes Switzerland's famous Swyzerli knitwear. Even the very name sounds Swiss and in fact — when translated means 'wee-Swiss'.

Swyzerli knitwear with its gay, young styling, is known and loved by women all over the world.

Since the foundation in 1920 by Mr. Jean Krähenbühl, the firm has become one of Switzerland's leading manufacturers but it still remains a family business, now under the guidance of Messrs. Edouard and Georges Krähenbühl, the sons of the founder.

They make the knitwear from yarn to finished product, and by this method create a completely exclusive collection every season.

It takes approximately three years to train a worker to produce top quality knitwear and by the time the staff at Swyzerli have completed their training, they are members of a highly skilled team, and have absorbed the tradition of quality that is an essential part of the firm.

Tricoswiss use Helanca jersey for simple shifts and tailored suits with light military cut presented in Paris this spring.

The House of Buser

Seventy years ago, in a small office in the City of London, a Mr. Buser set up business to import knitted goods from Switzerland. The range was simple — but very distinctive and of the very finest quality.

Today Buser and Company occupy elegant show-rooms in the heart of the West End. But instead of the simple range of seventy years ago, they now import from Switzerland the finest couture knitwear in the world. The styling and quality of their suits and dresses are accepted, and appreciated, by discriminating women everywhere.

Behind the growth of the House of Buser lies the story of one of the great revolutions in the history of our clothing. It is that knitted goods — once the Cinderella of the couture world — chosen only for their warmth and comfort are now trend setters in every sphere of fashion.

Since the end of the last war Buser and Company Limited have established the names of Hanro and Swyzerli throughout the U.K. — leading stores, madam shops and boutiques all tell of customers who return each season for their knitwear.

The firm was in the hands of the late Mr. Alfred Renou, well-known personality in the Swiss Colony, for many years. Now another Swiss with a lively interest in the affairs of the Swiss community, Mr. Roger M. Suess, is at the head of this thriving concern.

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