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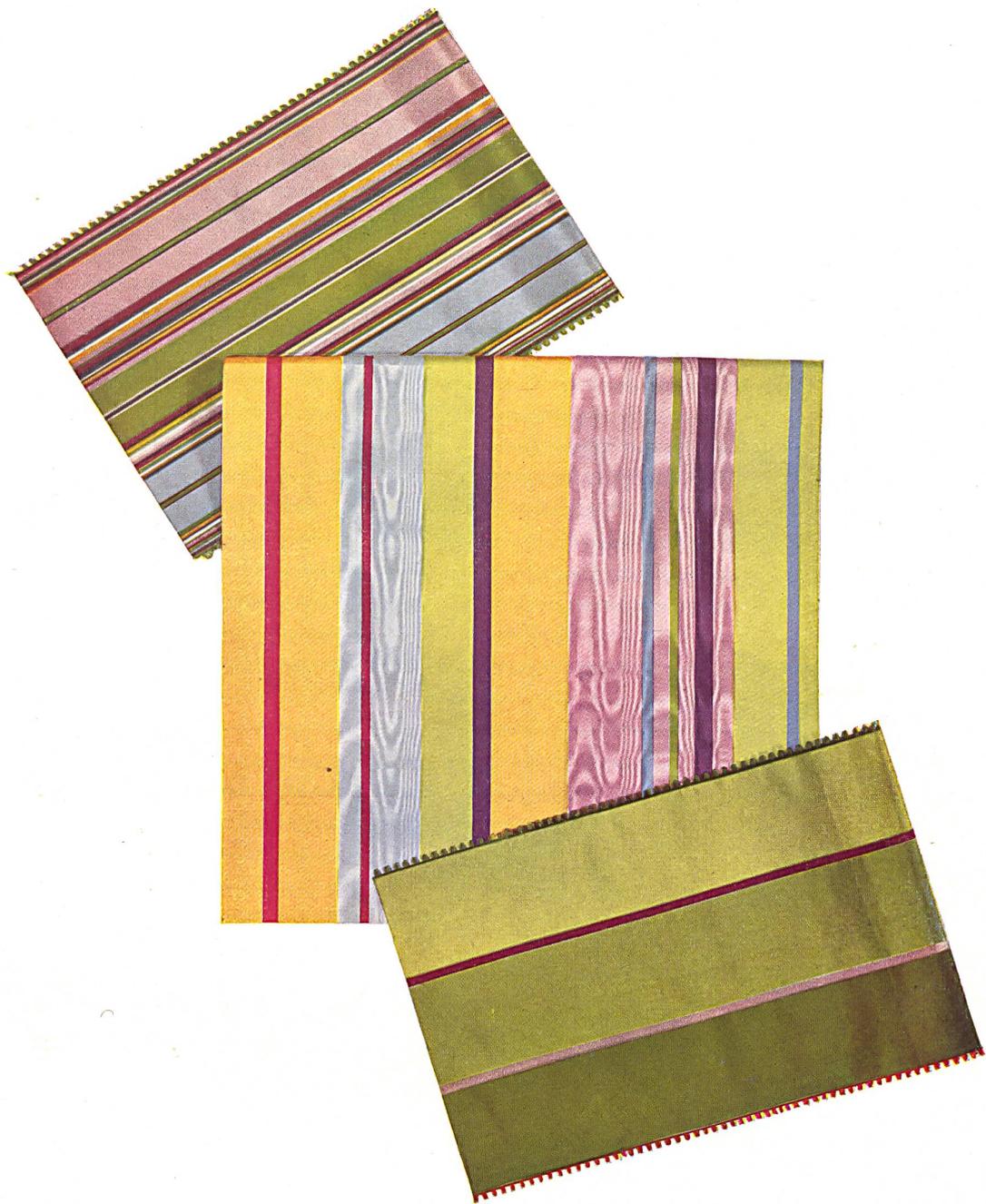
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Basle ribbons

The manufacture of ribbons is one of the oldest
and most famous of Swiss industries.





Fine silk ribbon is always popular with world's leaders of fashion. Milliners, in particular, appreciate the value of ribbons in the creation of new styles.

Grosgrain ribbons of different widths, ribbons of satin, moiré or taffeta can be perched becomingly both on little toques and berets and widebrimmed summer hats. They accentuate the smartness of any model and lend it that air of provocative chic which is so charming.

Ribbon has indeed come into its own again and will be all the fashion this summer for blouses, dresses and jackets. Both dressmakers and smart women have fully realized its infinite possibilities and importance in the renewed simple femininity of present styles.

The reputation of Basle ribbons is firmly established and this year's fashions will find in them a welcome ally.



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Established 1725

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rayon and mixed for millinery, hatters, underwear, binding and industrial purposes.

Cotton and linen ribbons

for men's clothing and other purposes.

Bias binding

without joins in silk, rayon and cotton for haberdashery and makers up.

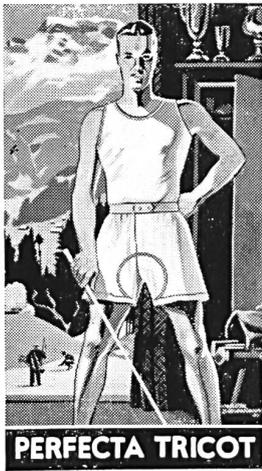
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