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Fabrics of to-day

Tejidos nuevos



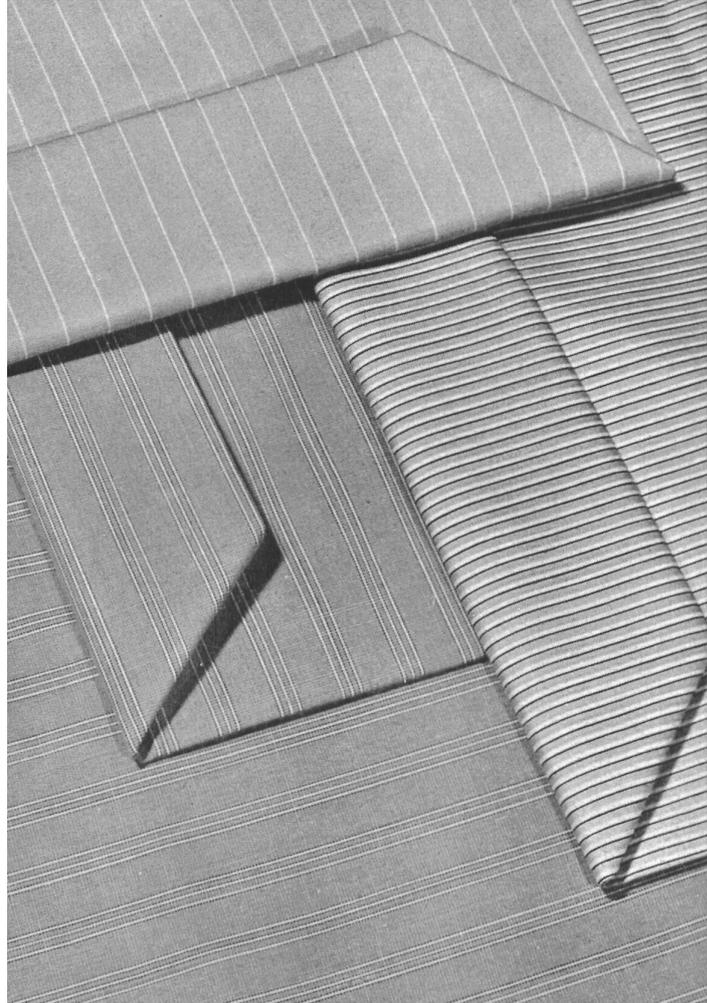
Reichenbach & Co.,
St. Gall.

«RECO-HONAN» dress
fabric 100 % staple fibre.
An African design selected
from the collection
of new dress prints.

Tejido «RECO-HONAN»
para vestidos ; 100 %
lana artificial.

Motivo africano, sacado
del muestrario de los
nuevos estampados, para
vestidos.

Photo Steinmann.



Weberei Sirnach, Sirnach.

Poplin shirtings.
Popelinas para camisas.

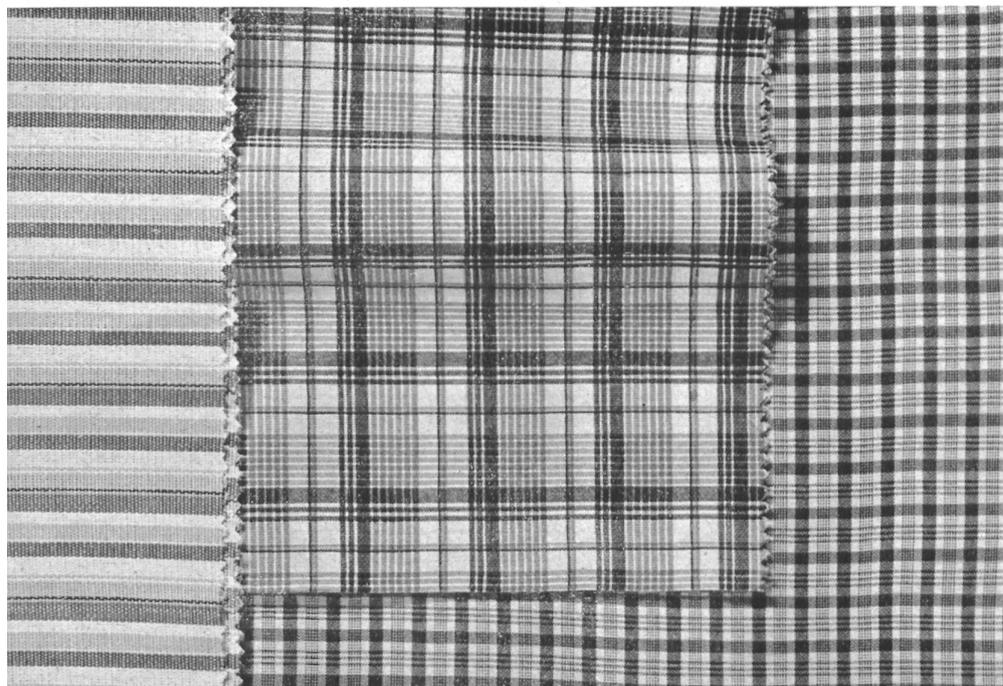
Photo Bauty



Wagner & Co., Gelterkinden.

Stylish artificial silk and staple
fibre colour weaves.
Printed staple fibres.

Seda artificial y lana artificial,
tejidas en color, según la moda.
Estampados sobre lana artificial.



Weberei Sirnach, Sirnach.

Apron and overall staple fibre fabrics.
Telas para delantales, de lana artificial.

Photo Bauty.

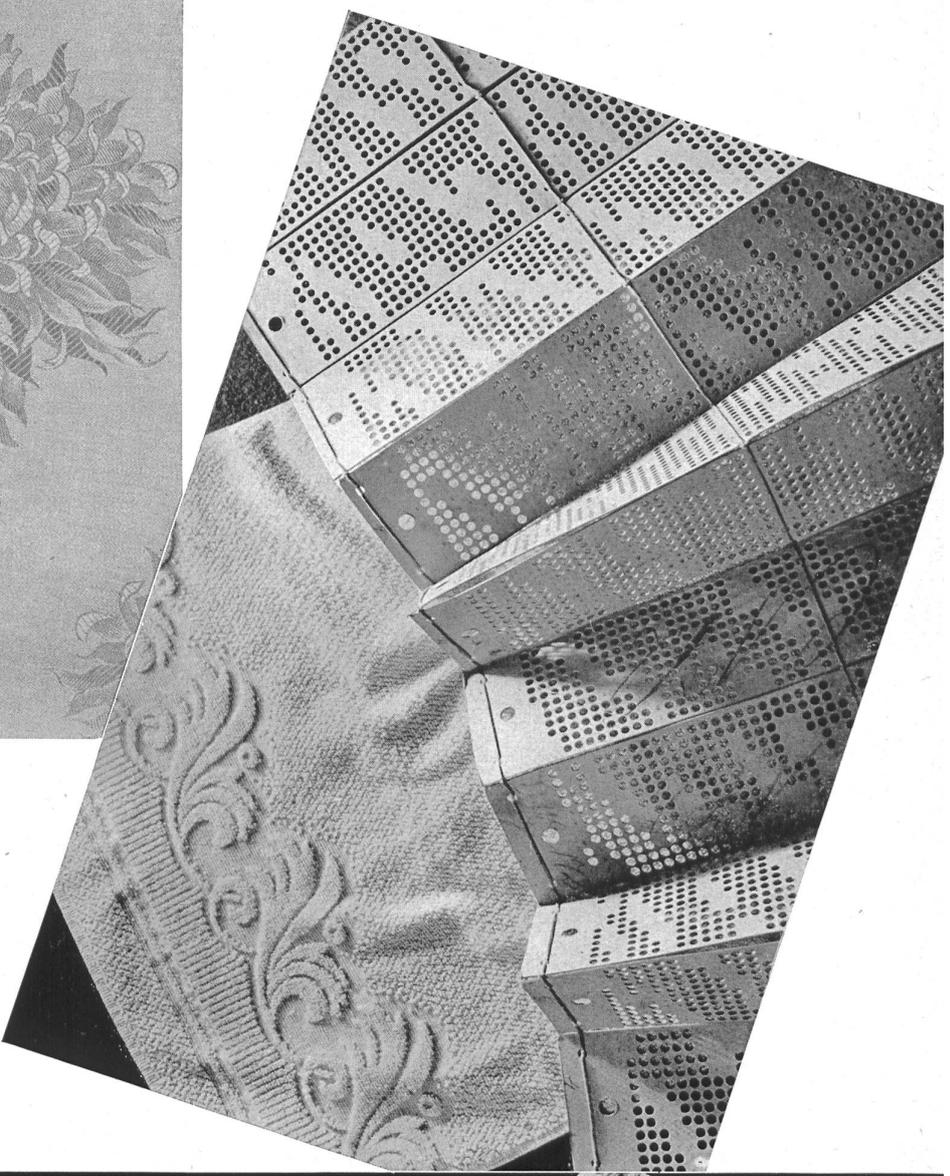


Weberei Azmoos, Azmoos.

Damask for bed-linen in cotton, cotton and staple fibre mixture and staple fibre.

Damasco de algodón, algodón y lana artificial o sólo lana artificial, para ropa de cama.

Photo Droz.



Pleasure and comfort, even in simple things

We would not write here of enchanting dress fabrics, of skilful embroideries or of fine damasks for table linen or bedspreads, but rather of the linen cupboard... Is there not a certain joy to be felt on looking at piles of sponge-towellings with their delicate tones, and which can be put to such multiple uses?

Do not the gay colours of beach towels and bath robes brighten summer beaches? And at home, does not the daily use of soft-textured face-squares, cosy bath mats and ample gowns with their curly, wrinkled surfaces, contribute to good temper?

The ornamental designs on these fabrics are produced by Jacquard looms carefully controlled by watchful eyes and skilful hands. The design on the chart gradually grows into those products now so commonly used in daily life, that we want them to be not only practical, but, even more, pleasing and comfort-giving.

Vereinigte Webereien Sernftal, Engi (Glaris).

Turkish Towels.
Toallas esponjosas.





Stoffel & Co., St. Gall

Three original and distinctive prints for summer dress styles in elegant, finely woven staple fibre.

Tres modelos originales de tejidos estampados, alta moda, para vestidos de verano sobre elegantes telas de lana artificial, finamente tejidas.

Photo Nussbaumer



Edwin Naef S. A., Zurich.

« AQUARIUM »,
a pure silk printed crêpe.
Crepe de pura seda, estampado
« AQUARIUM ».

Photo Lutz.

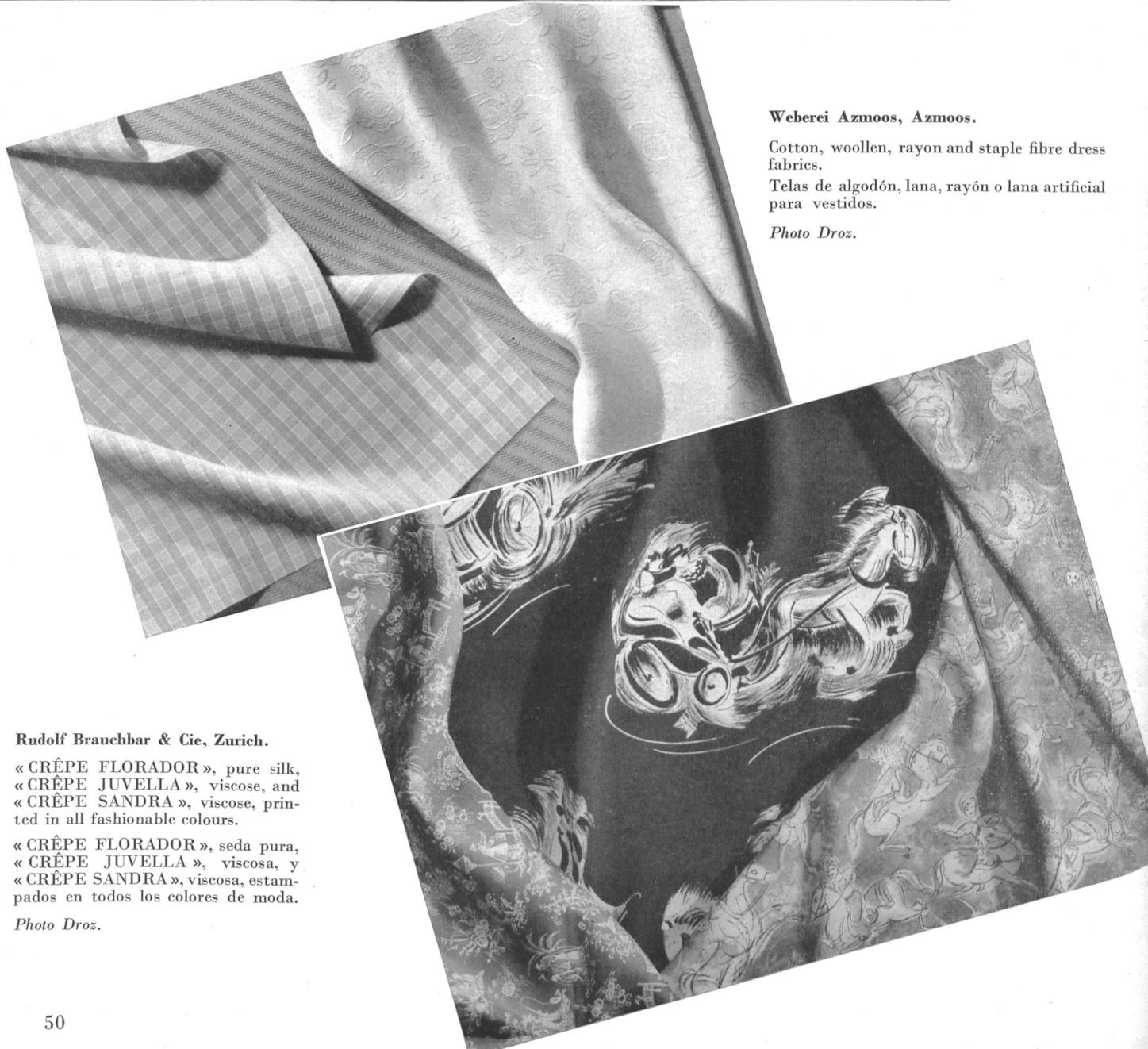


**Berthold Guggenheim,
Zurich.**

« bégé » rayon fabrics,
uncrushable and laun-
dryproof.

Tejidos rayón « bégé »,
inarrugable y resis-
tente al lavado.

Photo Pfister.



Weberci Azmoos, Azmoos.

Cotton, woollen, rayon and staple fibre dress
fabrics.

Telas de algodón, lana, rayón o lana artificial
para vestidos.

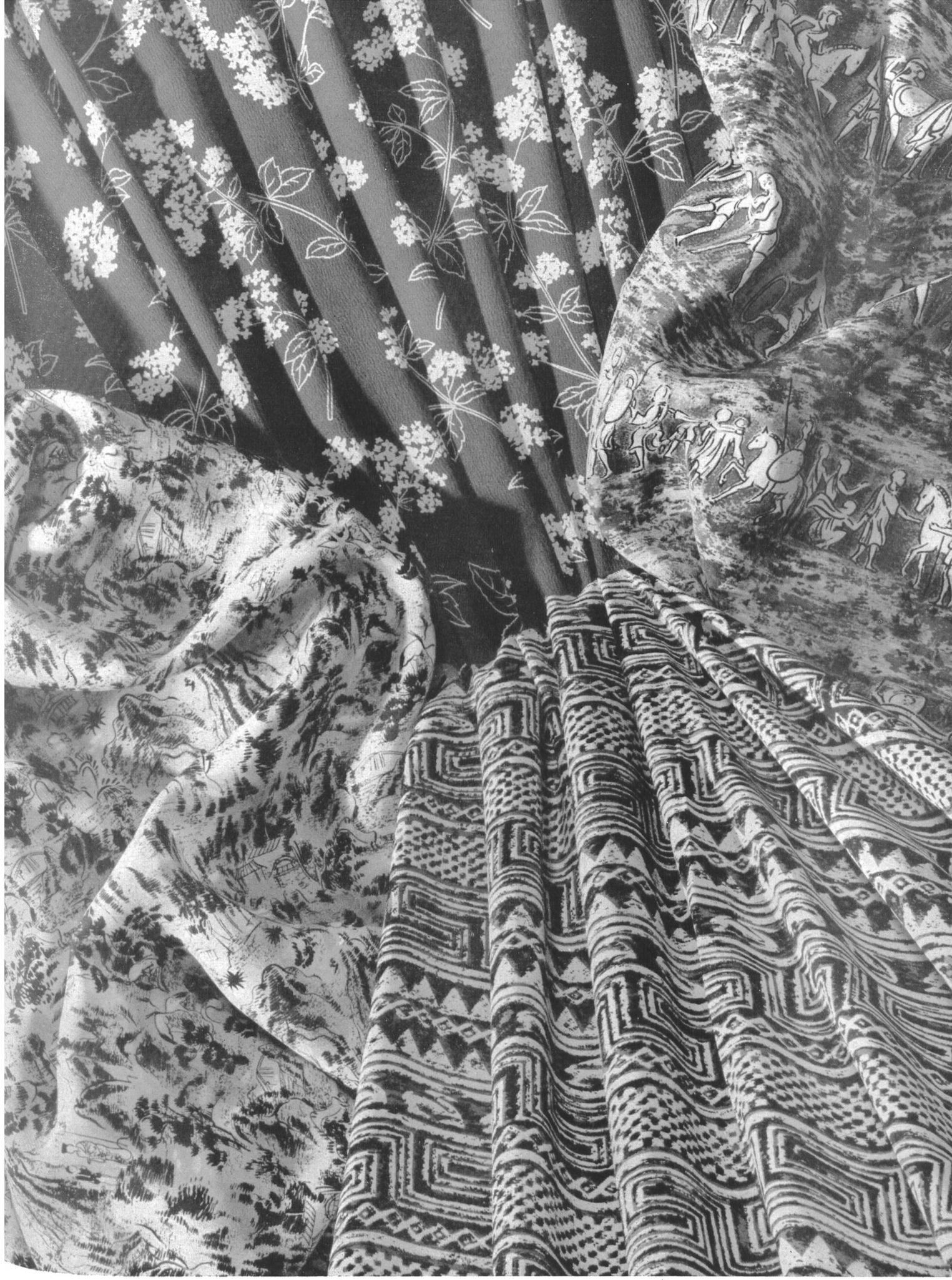
Photo Droz.

Rudolf Brauchbar & Cie, Zurich.

« CRÊPE FLORADOR », pure silk,
« CRÊPE JUVELLA », viscose, and
« CRÊPE SANDRA », viscose, prin-
ted in all fashionable colours.

« CRÊPE FLORADOR », seda pura,
« CRÊPE JUVELLA », viscosa, y
« CRÊPE SANDRA », viscosa, estam-
pados en todos los colores de moda.

Photo Droz.



Taco Ltd., Zurich.
Rayon dress fabrics.
Tejidos de rayón para vestidos.
Photo Droz,



Silk Mills formerly Naef Brothers Ltd., Zurich.

A selection from the 1943/1944 collection of printed fabrics :
 « CRÉPE IRIS », a rayon dress fabric obtainable in all fashionable colours.
 « PROMENADE », a staple fibre for tailormades.

Photo Meiner.

Modelos del muestrario de estampados de los años 1943/1944 :
 « CREPE IRIS » de rayón estampado, en todos los colores de moda, para vestidos.
 « PROMENADE », lana artificial para trajes sastre.

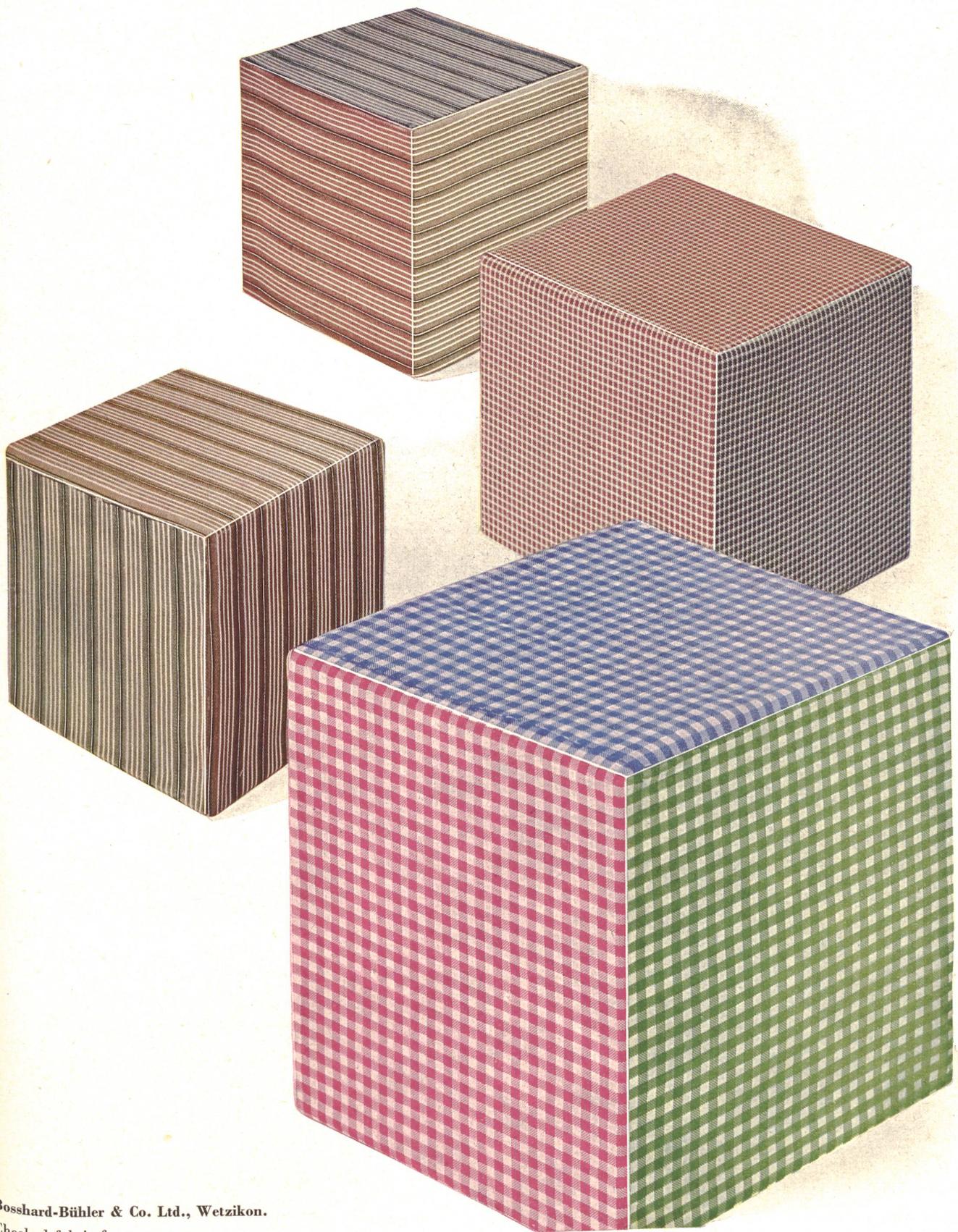
Haas & Co., Zurich.

« FLAMETTA »,
 a 100 % rayon fabric.
 « KNOTTED HONAN »,
 a 100 % staple fibre fabric.
 « WASHABLE CRÉPE »,
 a 100 % rayon fabric.

« FLAMETTA »,
 100 % rayón.
 « HONAN NOPPÉ »,
 100 % lana artificial.
 « CREPE LAVABLE »,
 100 % rayón.

Photo Bauty.

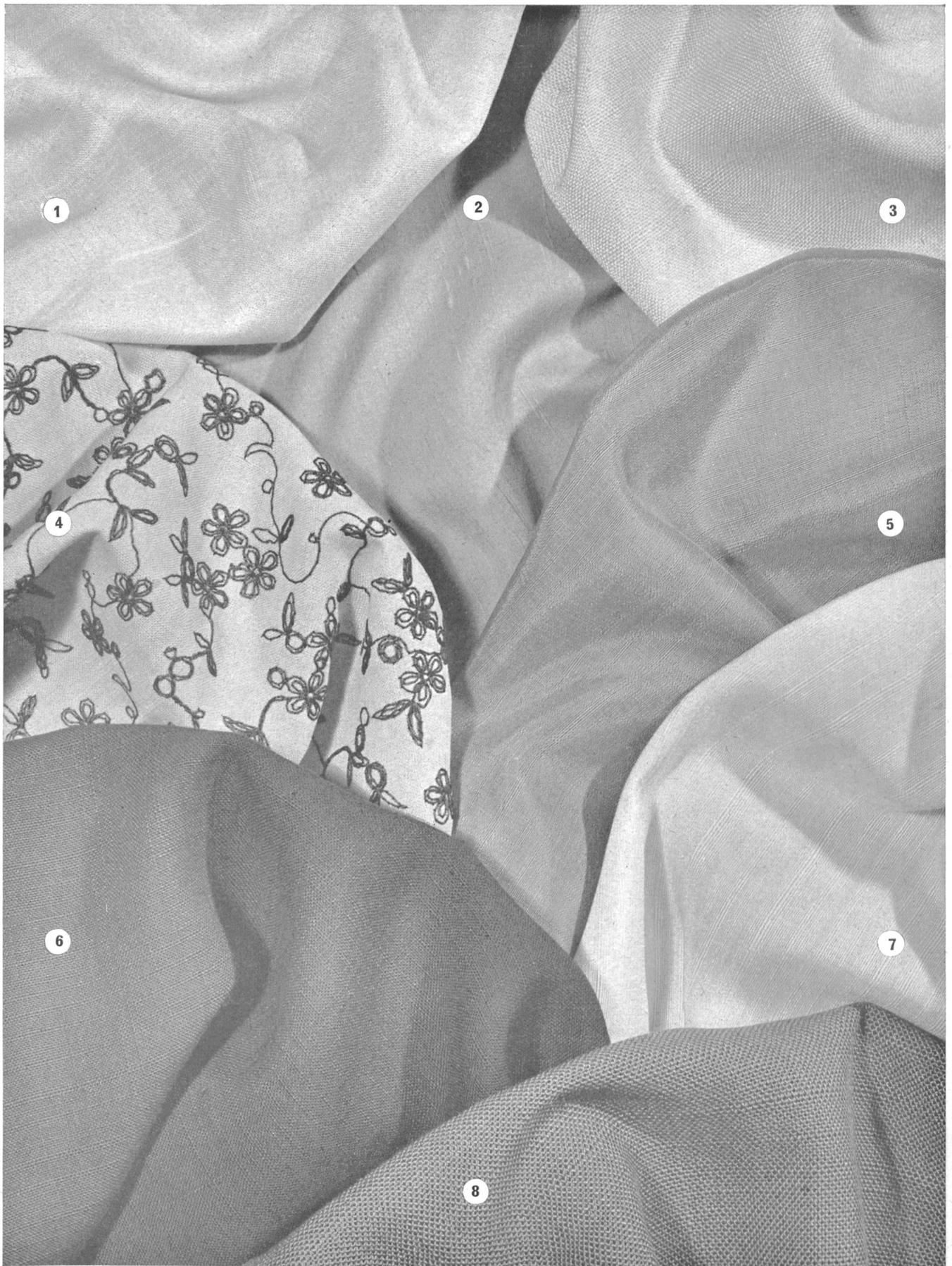




Bosshard-Bühler & Co. Ltd., Wetzikon.

Checked fabric for aprons.
Striped crêpe for dresses and blouses.

Tela cuadriculada para delantales.
Crepe listado para vestidos y blusas.



Structural weaves in staple fibre yarns manufactured by Messrs. Ernst Braschler, Zurich.

- 3 - 6 - 8 Imitations linen.
- 1 - 4 - 5 Imitations honan.
- 2 Imitation doupion.
- 7 Imitation shantung.

Efecto de tejeduría de lana artificial de la Casa Ernst Braschler, Zurich.

- 3 - 6 - 8 Imitaciones lino.
- 1 - 4 - 5 Imitaciones honan.
- 2 Imitación doupion.
- 7 Imitación shantung.

Photo Bauty.



Winzeler, Ott & Co. Ltd., Weinfelden.

A fine collection of printed table-cloths, ideal not only for rustic garden and veranda furniture, but also for all types of interior decoration. The heraldic or ornamental design harmonises admirably with all kinds of furnishing schemes. Half-cotton and ramie-staple fibre yarns are used for these weaves.

La Casa Winzeler, Ott & Cía S.A., Weinfelden, exhibe hermosos manteles estampados para verandas y jardines, asimismo para el mueblaje de casa. El motivo heráldico u ornamental se presta admirablemente para las diferentes combinaciones del mueblaje.

Las telas empleadas son de semihilo y lana-ramio.

Photo Bauty.



Baerlocher & Co., Rheineck.

Multicolour printed fabric for soft furnishings. Tejido estampado en varios tonos para el mueblaje.

Photo Gross.