

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1945)  
**Heft:** 3

**Artikel:** New fabrics  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-799089>

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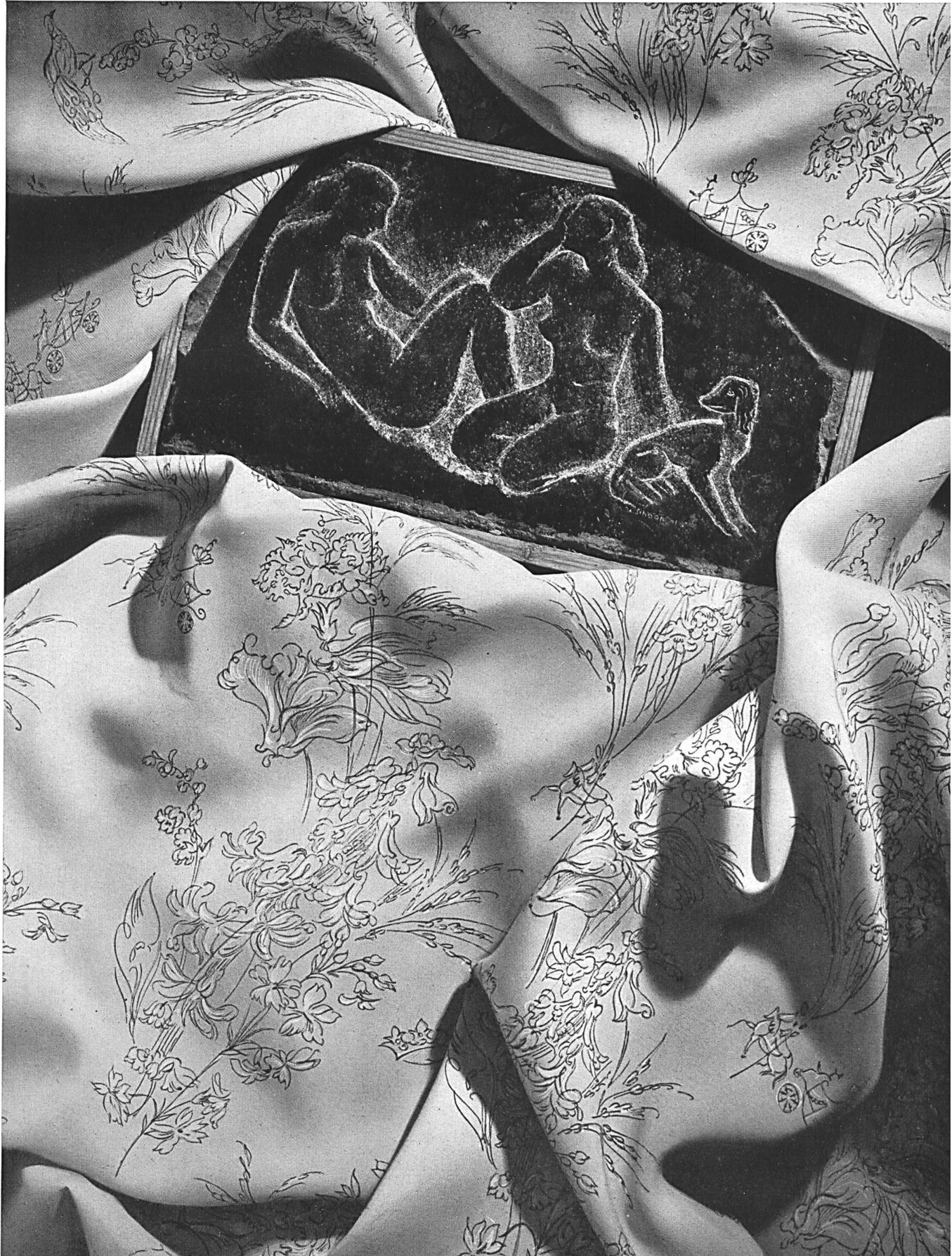
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# NEW FABRICS

Reichenbach & Cie, St-Gall.

New printed lingerie crêpes, washable  
Bemberg and Viscose products, «RE-  
COVERA» and «RECOVILA».





Tissages de soieries ci-devant Näf Frères S. A., Zurich.  
« MAROCCO »\_rayon crêpe.

S. J. Bloch Fils & Cie S. A., Zurich.  
« ONDINE » printed crêpe.  
S. T. Studio.



L. Abraham & Cie,  
Soieries S. A., Zurich.  
« LAVALTA », printed  
crêpe.



**Stehli & Cie, Zurich.**

Nouveautés en effets de tissage sur rayonne.  
Rayon novelties with woven effects.  
Novedades en efectos de tejeduría sobre rayón.  
*S. T. Studio.*



**Julius Stitzel, Zurich.**

Pure silk, rayon and staple fibre  
fabrics, plain and printed.

*Atelier Rieser.*

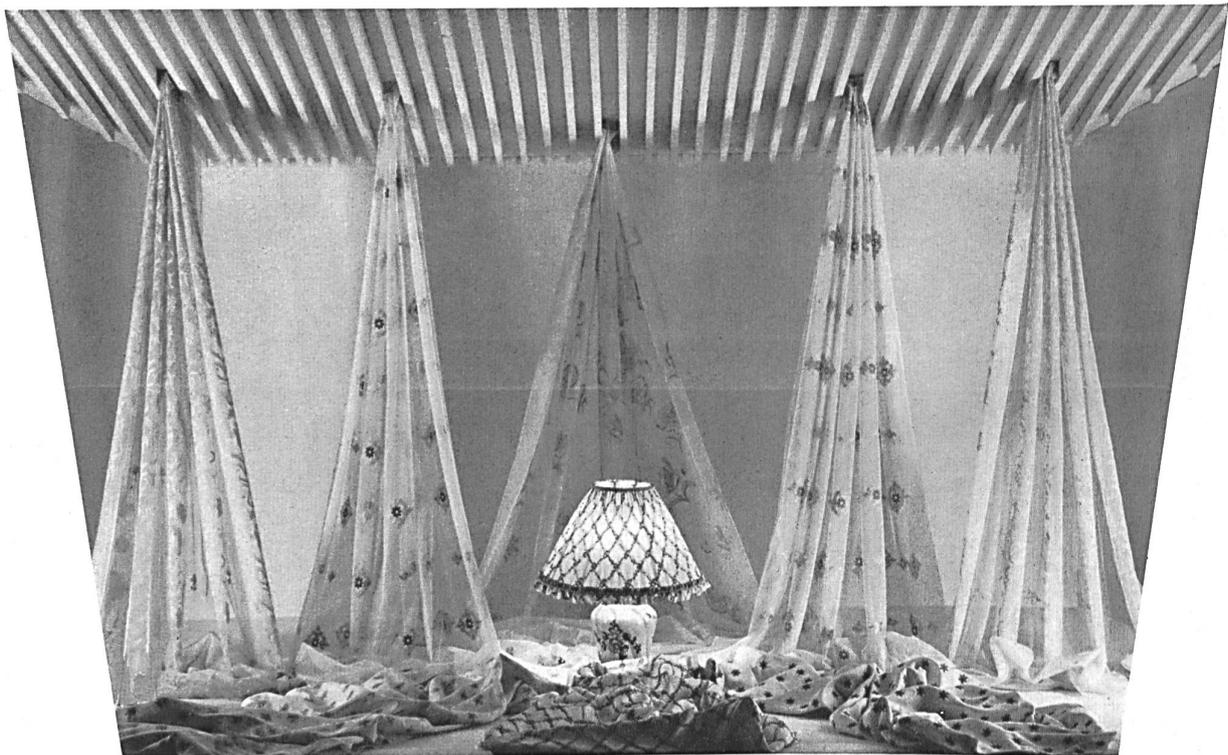
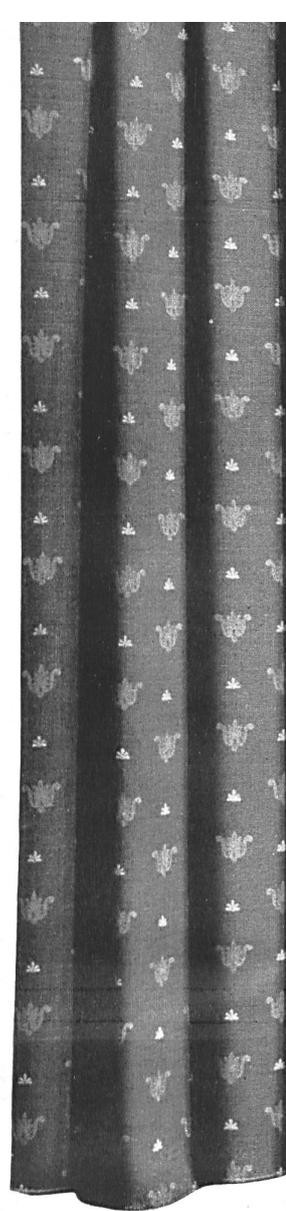
**Palma & Cie, Zurich**

As every year, this firm is presenting a wide range of tasteful soft furnishing fabrics and tablecloths of very fine design.

Some patterns skilfully represent the marvels of each of the four seasons. Printed materials, for which most unusual shades and colour combinations have been chosen, rival in artistry the delicacy and taste of hand-embroidered tapestries.

The careful workmanship, choice of colours and designs are the constant preoccupation of the house, and no piece is put on the market unless fully guaranteed. Palma fabrics owe their reputation to certain definite causes and, in the course of years, this brand has achieved really symbolical value. It is not sufficient merely to state that the designs are carefully chosen after a thorough study of fashion trends ; this care is also expressed in commercially sound execution which satisfies the most exigent requirements by their graded colourings and good taste... Besides, for the last thirty years, the firm has won the reputation of supplying only quality products unrivalled in quality and workmanship. The beauty of a fine design is enhanced by the hues and colours perfected by constant research. It lends the home these fabrics adorn a breath of glowing life and warmth. Messrs. Palma can offer a very wide range of colours, sober or gay, printed and embroidered fabrics in conventional or shadowed hues and designs, as well as others which shed an air of intimacy and personality.

The activity of the firm is based on the long experience of years, the requirements of its customers and the market conditions of the moment.



Palma embroideries



Palma fabrics.  
S. T. Studio.



Haas & Cie, Zurich.  
Crêpe mat imprimé,  
100 % rayonne.  
Mat printed crêpe, 100%  
rayon.  
Crepe mate estampado,  
100 % rayón.  
S.T. Studio.



Enderle S. A., Zurich.  
Tissus pour robes.  
Fabrics for ladies' dresses  
Tejidos para vestidos.



Weisbrod-Zürer Söhne,  
Hausen a. A.  
Pure silk fabrics.

The two striped fabrics are washable crêpes for sport and afternoon wear. The fabrics with hand-printed designs are blouse silks. In the foreground, a printed georgette chiffon for evening wear.



A. Huber & Cie, Gossau.

Upholstery and soft furnishing fabrics.

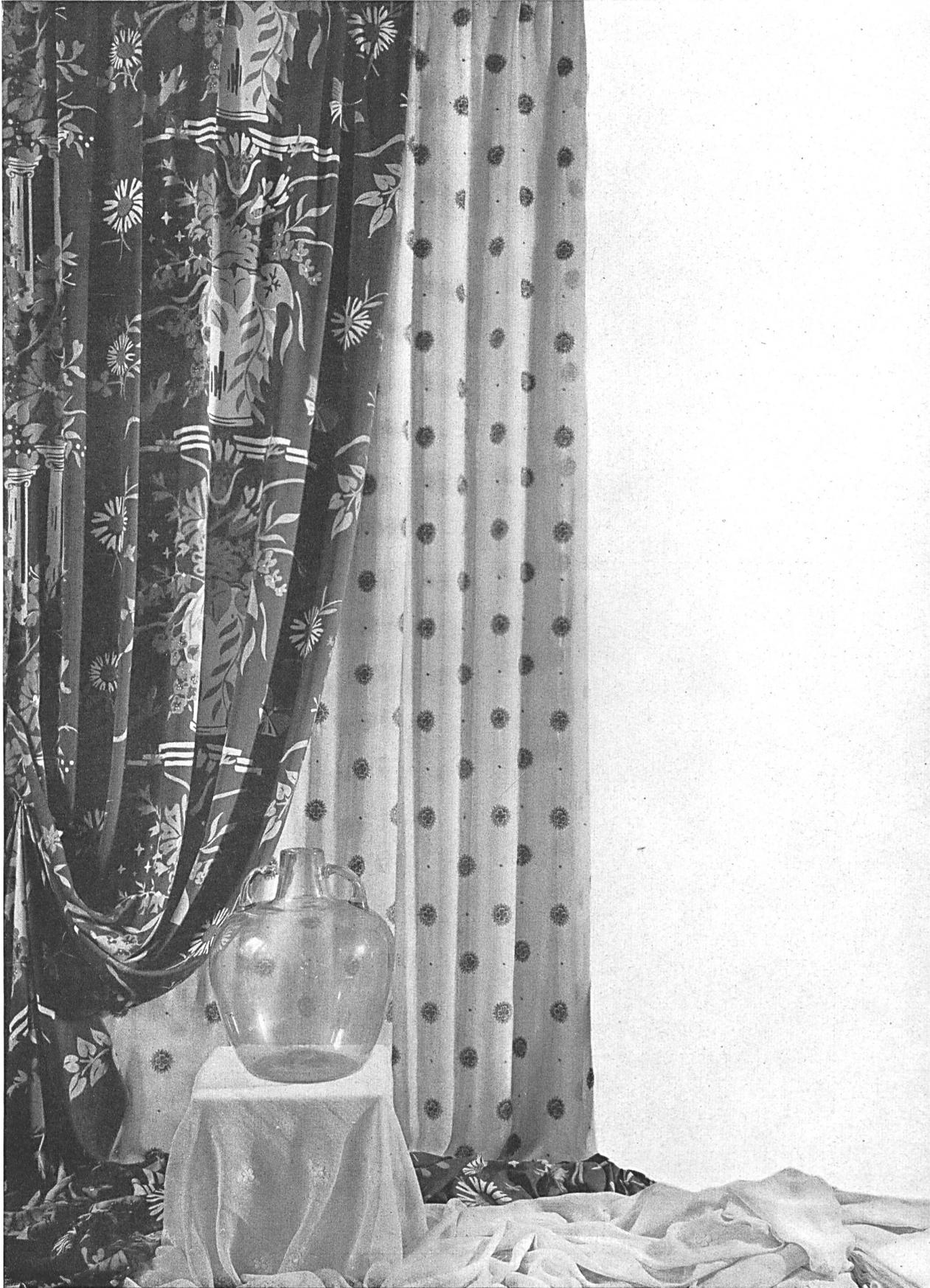
*Photo Droz.*

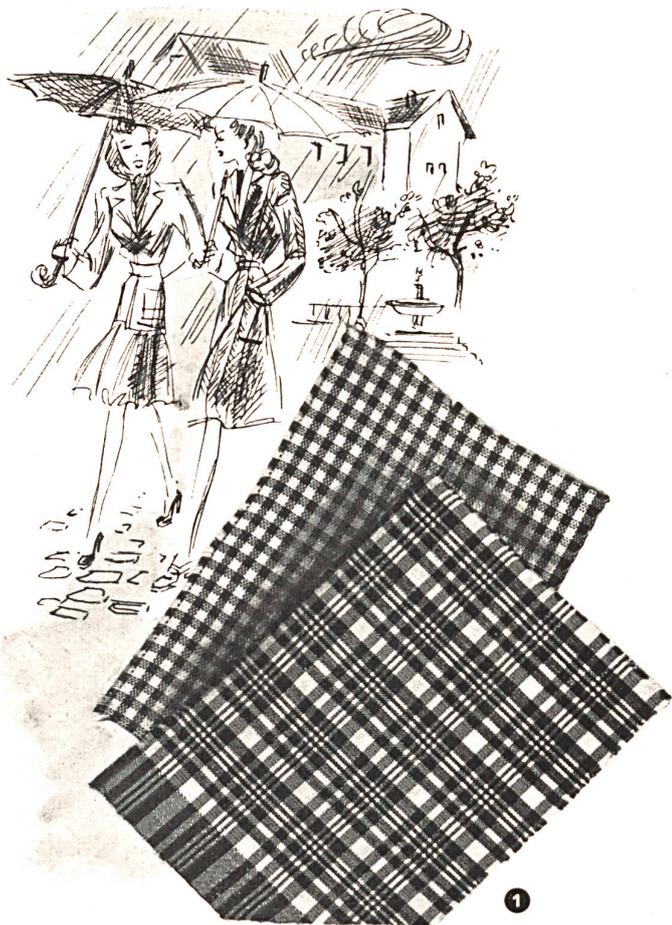
Albert Geser S. A., St-Gall.

Tissus pour rideaux.

Curtain fabrics.

Tejidos para cortinas.

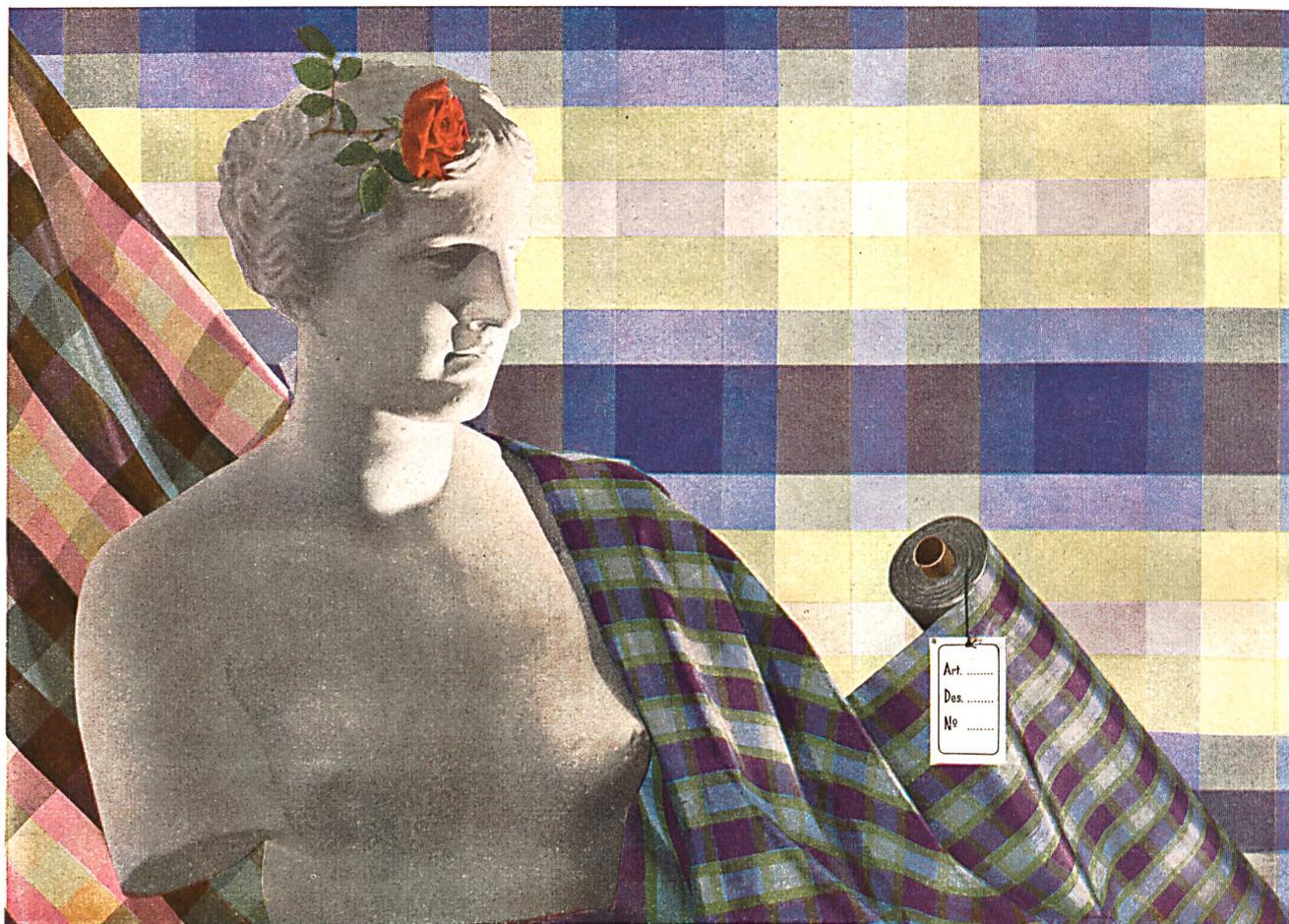




H. Leemann & Cie S. A., Zurich.

- ① Umbrella fabrics in rayon, silk, silk and rayon mixture.
- ② Staple fibre, rayon and silk dress fabrics.

Atelier Theo Schwarz.



Rudolf Brauchbar & Cie, Zurich.

Autumn novelties : acetate taffeta and poulte de soie.

Photo Wolgensinger.



H. Gut & Cie S. A., Zurich.

Autumn novelties.

- 1. Rich cloqué.
- 2. Duchesse Ballet.
- 3. Moiré velvet.

Gros grain faille.

Plain and printed poul de soie.

Atelier Theo Schwarz.

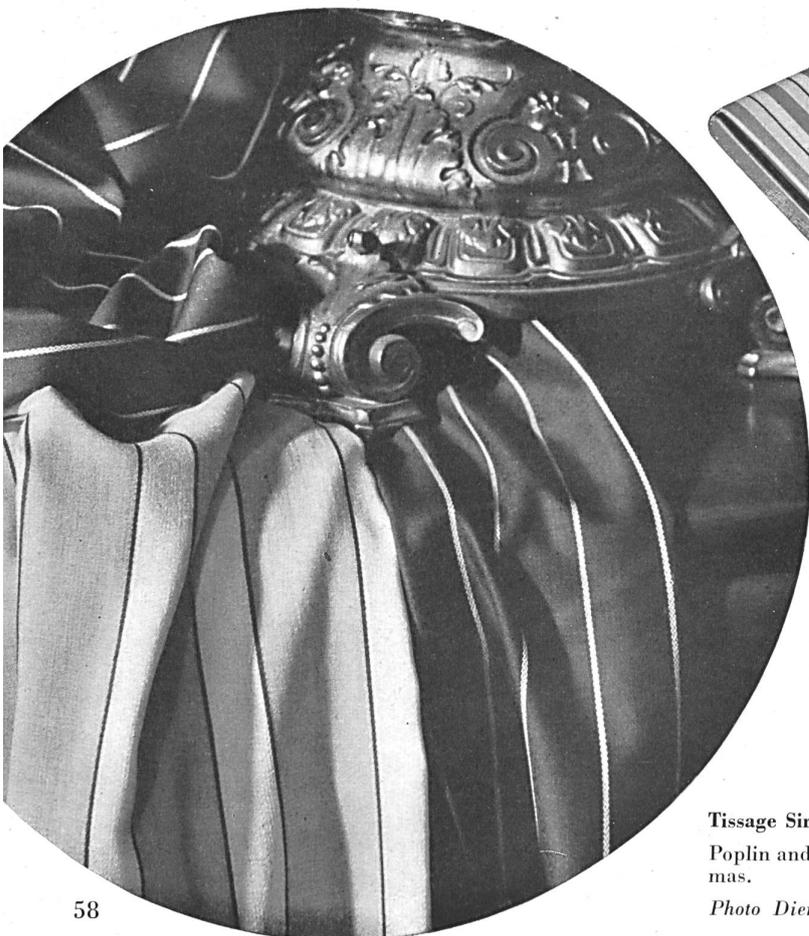


**Wm. Schröder & Cie S. A.,  
Zurich.**  
Necktie fabrics.  
*S. T. Studio.*

**Baumann-Grütter Söhne,  
Langenthal.**

Table-cloths by the piece or  
finished.

*Photo Droz.*



**Tissage Sirnach, Sirnach.**

Poplin and zephyr for pyjamas.

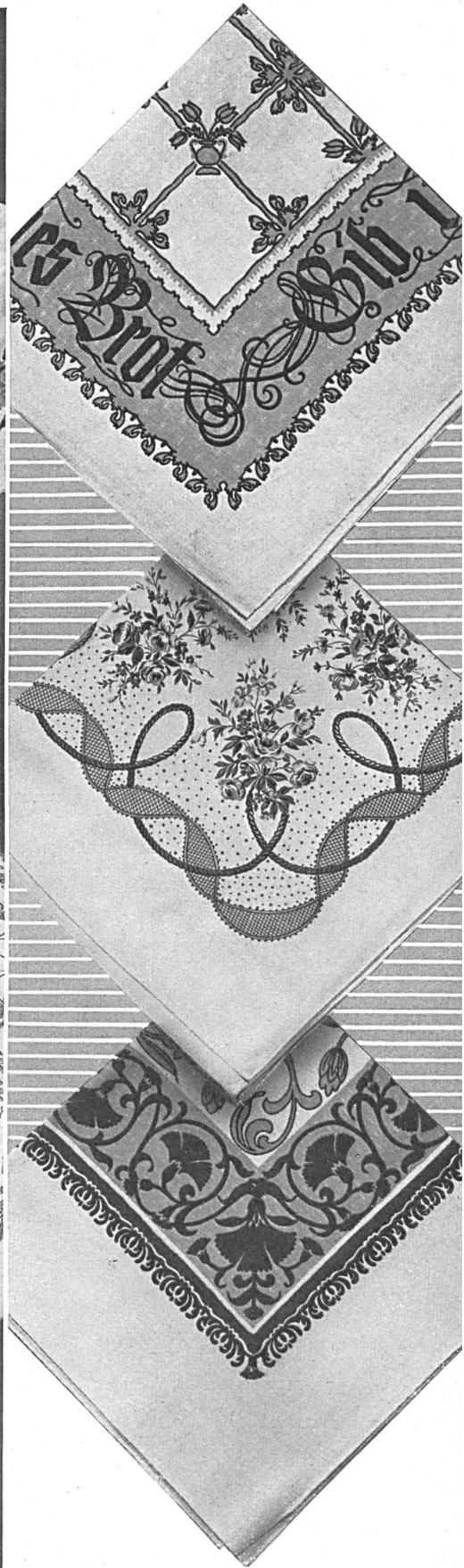
*Photo Diem.*



**Wagner & Cie, Gelterkinden.**

« LINCO », a quality rayon,  
colour-woven.  
Plain and printed fabrics,  
rayon and staple fibre.

*S. T. Studio.*



Winzeler, Ott & Cie S. A., Weinfelden.

Tapis de table imprimés à la main, marque « WOCO », en tissus mi-fil ou crêpe, solides à la cuisson et à la lumière.

Hand-printed « WOCO » table-cloths, in half-linen and crêpe mixture, boiling and light fast.

Tapetes estampados a mano, marca « WOCO », de tejidos semibilo o crepe, resistentes a la colada y a la luz.

S. T. Studio.

Mettler & Cie S. A.,  
St-Gall.

« LINETTA », staple-fibre  
shantung.

S. T. Studio.

Schlegel & Cie, Bâle.

« MIROTEX », washable  
viscose.

S. T. Studio.



J. & A. Gardiol, Genève.  
Fancy fabrics and cloqués.



Appenzeller-Herzog & Cie, Staefa/Zurich.  
« ARMITA » fabrics for shirts, pyjamas and blouses.  
S. T. Studio.



Société anonyme A. & R. Moos, Weisslingen.  
Printed and Jacquard soft furnishing fabrics.  
«LANELLA», checked staple fibre flannel, sanforized.  
S. T. Studio.



**Filtex S. A., St-Gall.**

Printed fabric for interior decoration.

Printed net.

Eceru fancy washed net.

*Photo Droz.*



Tissages Réunis Sernftal,  
Engi (Glaris).

Turkish towelling.

Weberei Azmoos, Azmoos.

Corset materials.