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World Color Cable Card

All questions of colour are of the greatest importance to-day in every field dependent on fashion. Dressmakers, clothing manufacturers, textile manufacturers and merchants must know each season which colours are fashionable, in order to be able to direct their orders and their manufacturing programmes. But there are so many different colours that errors are always possible. Consequently attempts have long been made to classify colours in a rational manner so as to permit their rapid and sure identification, but it had never before been possible to establish a code containing a sufficient number of shades of colour, classified and presented in a simple enough manner to permit its general use. It is a Swiss firm which has filled this gap by conceiving and actually creating a practical innovation in this field. It is simply a natural pure silk square which, although measuring little more than one square metre, contains some 15,000 different tones, all usable and easily pin-pointed. Each shade can be referred to by a 6 figure number, resulting from the juxtaposition of two numbers of 3 figures read off on the scales arranged in the form of coordinates along the edges of the square. It is possible in this way to refer very accurately to any given colour by telegram, without any possibility of error, which is often a great convenience. The colours of the card are formed by the mixture in weft and warp of 193 basic colours. The practical accomplishment of this set the manufacturers many tricky technical problems, such as regularity of the colours and the possibility of repeating them at all times, fastness, durability, production of certain shades, etc. Unfortunately, it is not possible for us to explain here how all this was accomplished. However it may be stated that the « Silor » code makes it possible to refer to any colour. It is in fact possible to denote by numbers the intermediary shades between two neighbouring tones, and a minimum of practice is needed to make it possible to find and to denote any colour, whether mat or brilliant, whether more or less luminous, etc. The Silor code even contains, and this is an advantage no other system offers, a certain number of iridescent colours. It is a rich source of inspiration for the manufacturer of fabrics, the dressmaker and the outfitter for whom it facilitates the search for and the matching of colours; it will also render great service in the textile trade, either by enabling the rapid and sure indication at a distance of colours demanded on a



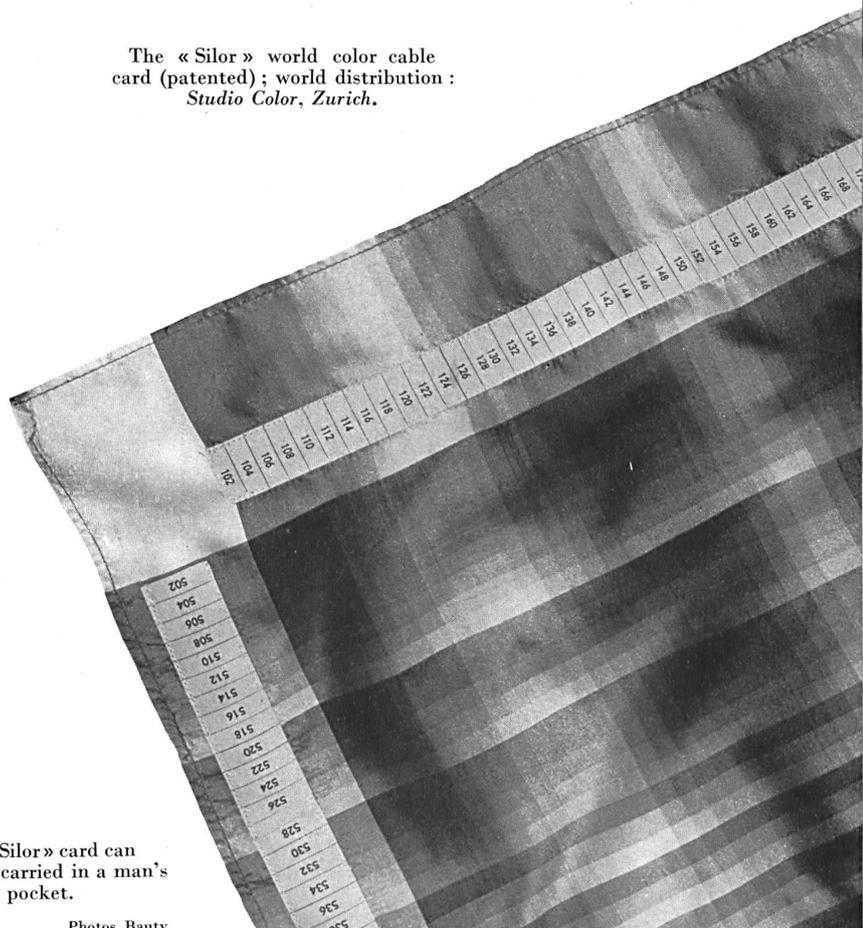
The « Silor » international color code, presented in the form of a large silk square, is of great practical value.

certain market, the ordering of dyes and even the choice of colours by customers in shops and the finding of them by suppliers, etc.

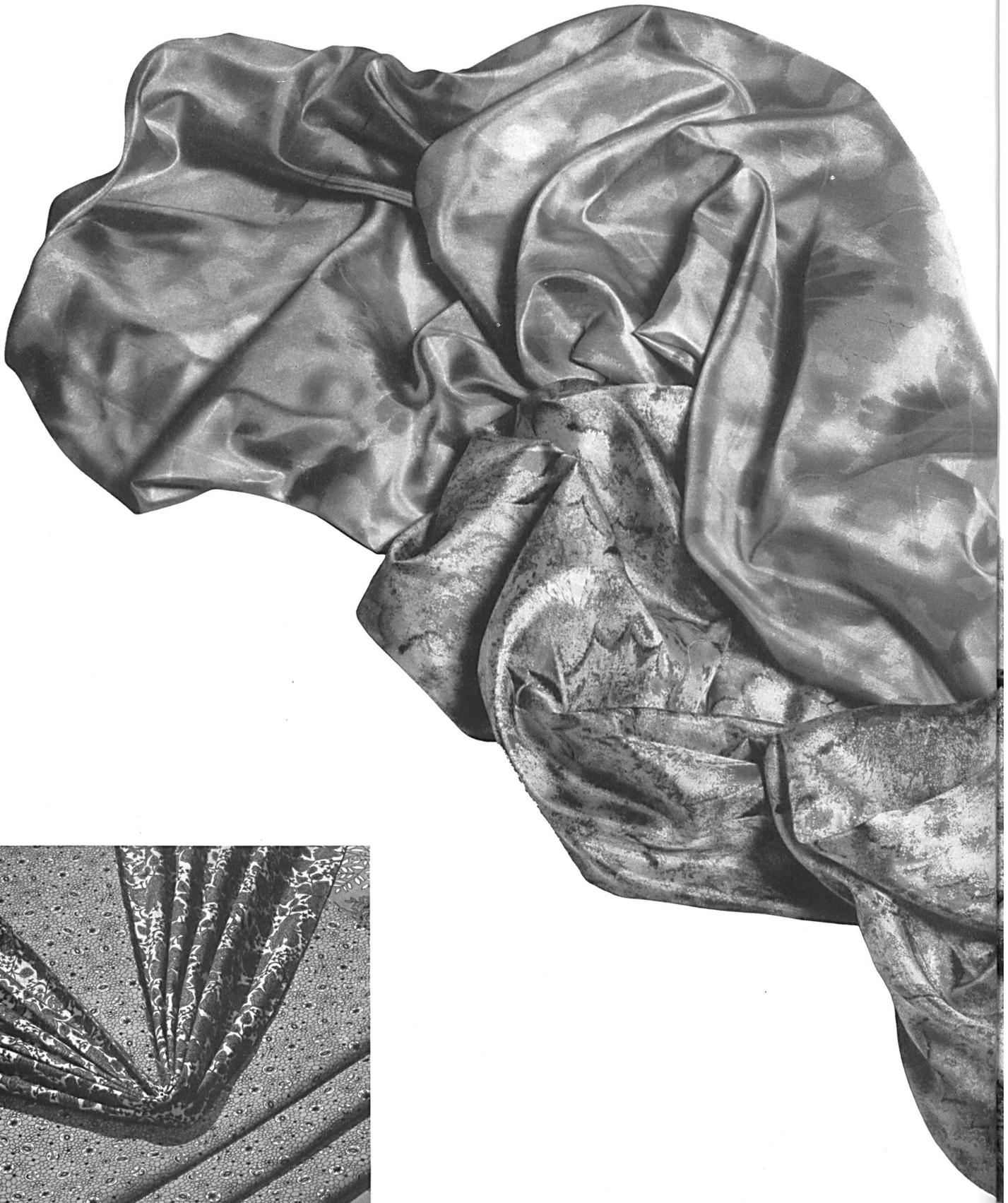
As all creators of fashions and novelties are obliged to put a few new colours on the market every season, the Silor card will make their task much easier, and dyers who are in any case obliged to be continually supplying new colours, will be able to organise their work better when they have adopted their formulae to the Silor system of numbering.

The services that the Silor card will render once it has been adopted throughout textile circles will be truly universal. Even to-day, the success of the Silor card in the new as in the old world is the best proof of its immediate practical utility.

The « Silor » world color cable card (patented); world distribution: *Studio Color, Zurich.*



The « Silor » card can easily be carried in a man's pocket.



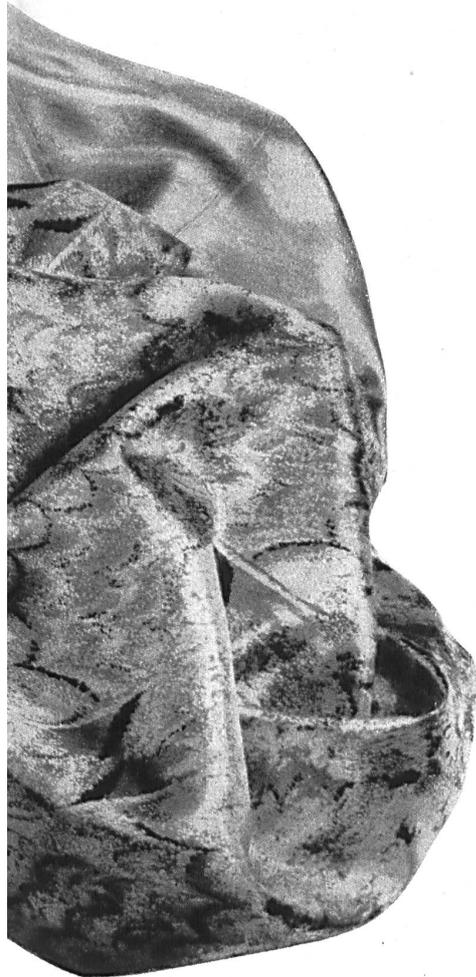
Schlegel & Cie, Bâle

Trois dessins nouveaux imprimés sur coton.

Three new designs on cotton fabrics.

Tres nuevos dibujos sobre tejidos de algodón.

Drei bedruckte Baumwollmuster in neuen Dessins.



Tissages de soieries ci-devant Nef Frères, Zurich

Satin façonné noir-brun. Poulte façonné, lancé, lamé, gris-turquoise. Poulte façonné, barré, lamé, tilleul-gris-or.

Emar S. A. Tissage de soieries, Zurich

Mousselines de soie «Papillon» très souples et délicates, utilisées par les premières maisons de couture de Paris pour des manteaux, des robes et des écharpes.

Very soft and delicate «Papillon» silk muslins used by the best fashion houses in Paris for coats, dresses and scarves.

Muselinas de seda «Papillon» muy soaves y delicadas, empleadas por las principales casas de costura de París para abrigos, vestidos y echarpes.

«Papillon», zarte, weiche Seidenmousseline-Stoffe, die von den ersten Couturehäusern in Paris für Mäntel, Kleider und Schärpen verwendet werden.



Mettler & Cie S. A., Saint-Gall

Dessins extraits d'une très riche collection de nouveautés.

Some samples from a very rich collection of novelty fabrics.

Algunas muestras entresacadas de una surtidísima colección de novedades.

Dessins aus der sehr reichhaltigen Nouveauté Kollektion.

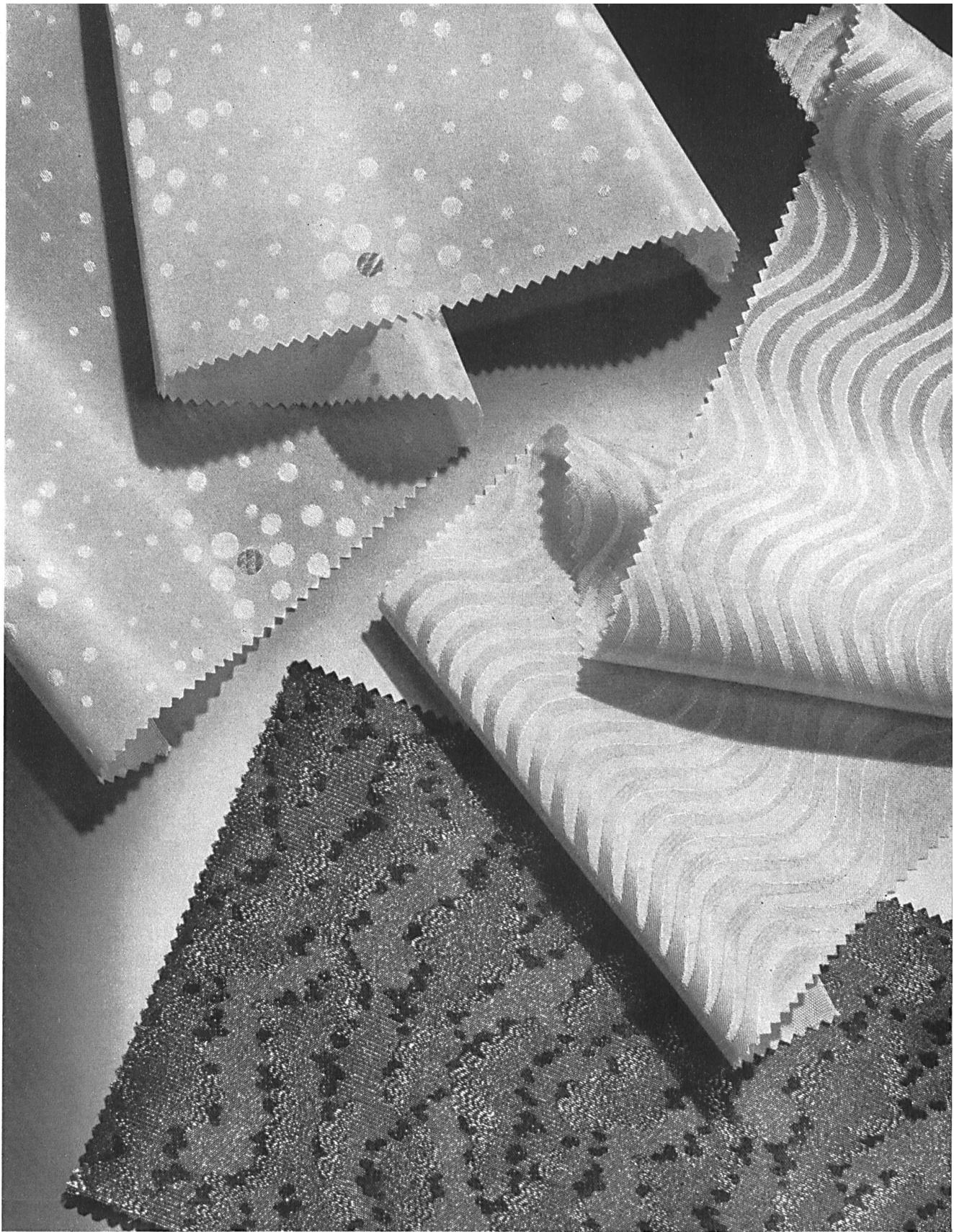


Photo Droz

Berthold Guggenheim Fils & Cie, Zurich

Nouveautés en soie, rayonne et coton.
Trois dessins de la nouvelle collection d'automne.

Novelty fabrics in silk, rayon and cotton.
Three patterns from the new autumn collection.

Tejidos de novedad en seda, rayón y algodón.
Tres dibujos de la nueva colección de otoño.

Stoffneuheiten in Seide, Kunstseide und Baumwolle.
Drei Dessins aus der neuen Herbstkollektion.



Hausammann & Cie, Winterthour

Tissus d'ameublement: chintz uni et imprimé, lin imprimé, tissus à effets de structure, cretonne imprimée, tissus tissés en couleurs, etc.

Furnishing fabrics: plain and printed chintz, printed linen, fabrics with structural weave effect, printed cretonne, colour-woven fabrics, etc.

Tejidos de tapicería: chintz lisos y estampados, lino estampado, tejidos con efectos de estructura, cretona estampada, tejidos de textura en colores, etc.

Vorhangstoffe in Chintz bedruckt und uni, Leinen bedruckt, Struktur- und Cretonnegewebe bedruckt, buntgewobene Dekorationsstoffe jeder Art etc.



Emile Anderegg S. A., Weinfelden

Quelques échantillons d'une riche collection de tissus pour rideaux.
Some samples from a very rich curtainings collection.

Algunas muestras de una surtidísima colección de tejidos para cortinajes.

Aus der reichhaltigen Gardinenkollektion.



Stoffel & Cie, St-Gall

Un dessin sur Chintz particulièrement attrayant.

A very distinctive pattern on chintz.

Dibujó muy distintivo sobre chintz.

Ein besonders attraktives Chintz-muster.

Société anonyme A. & R. Moos, Weisslingen

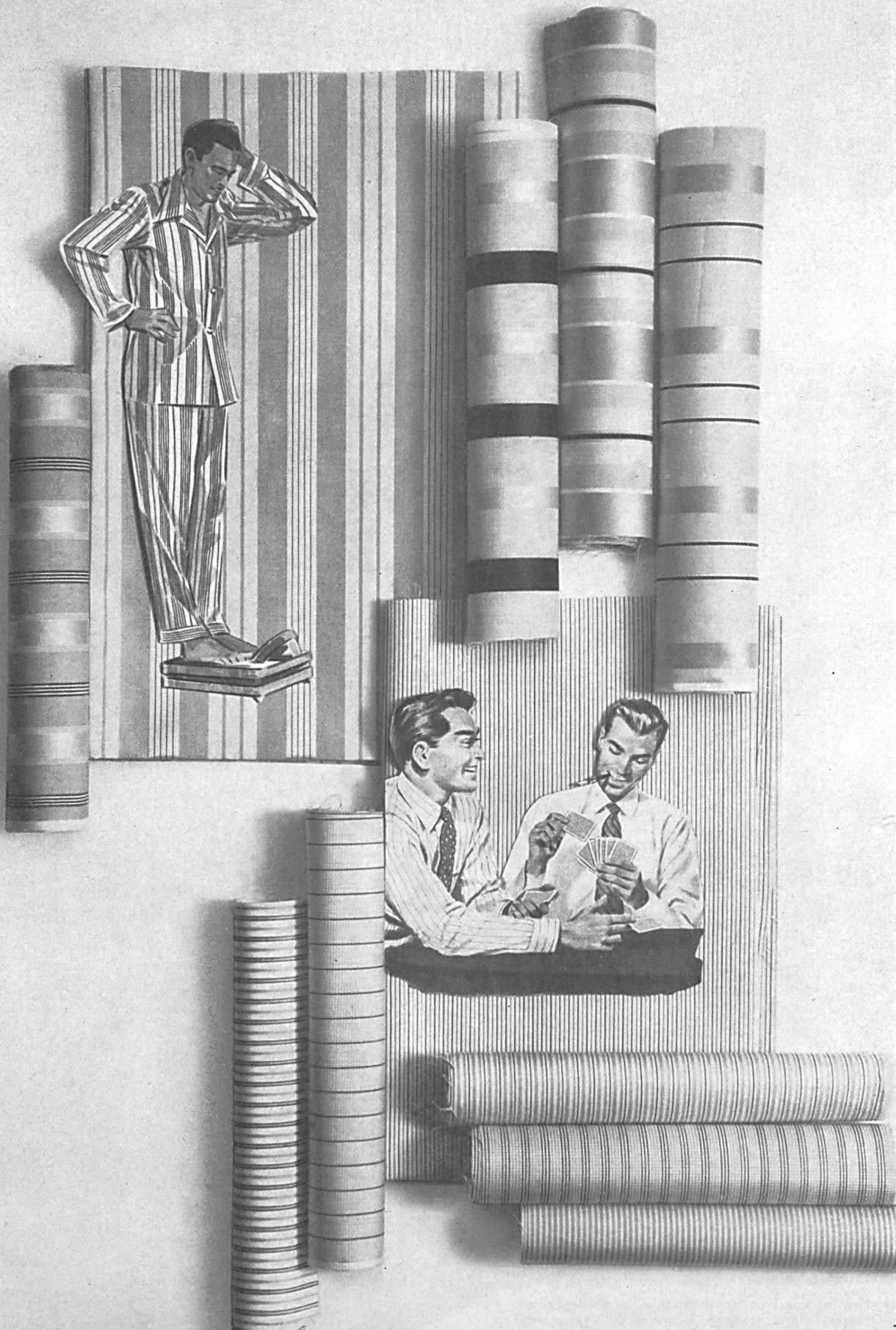
Popeline qualité « Derby » sanfor.

Nouveaux dessins pour chemises et pyjamas.

New patterns for shirts and pijamas.

Nuevas muestras para camisas y pijamas.

Neue Dessins für Hemden und Pyjamas.



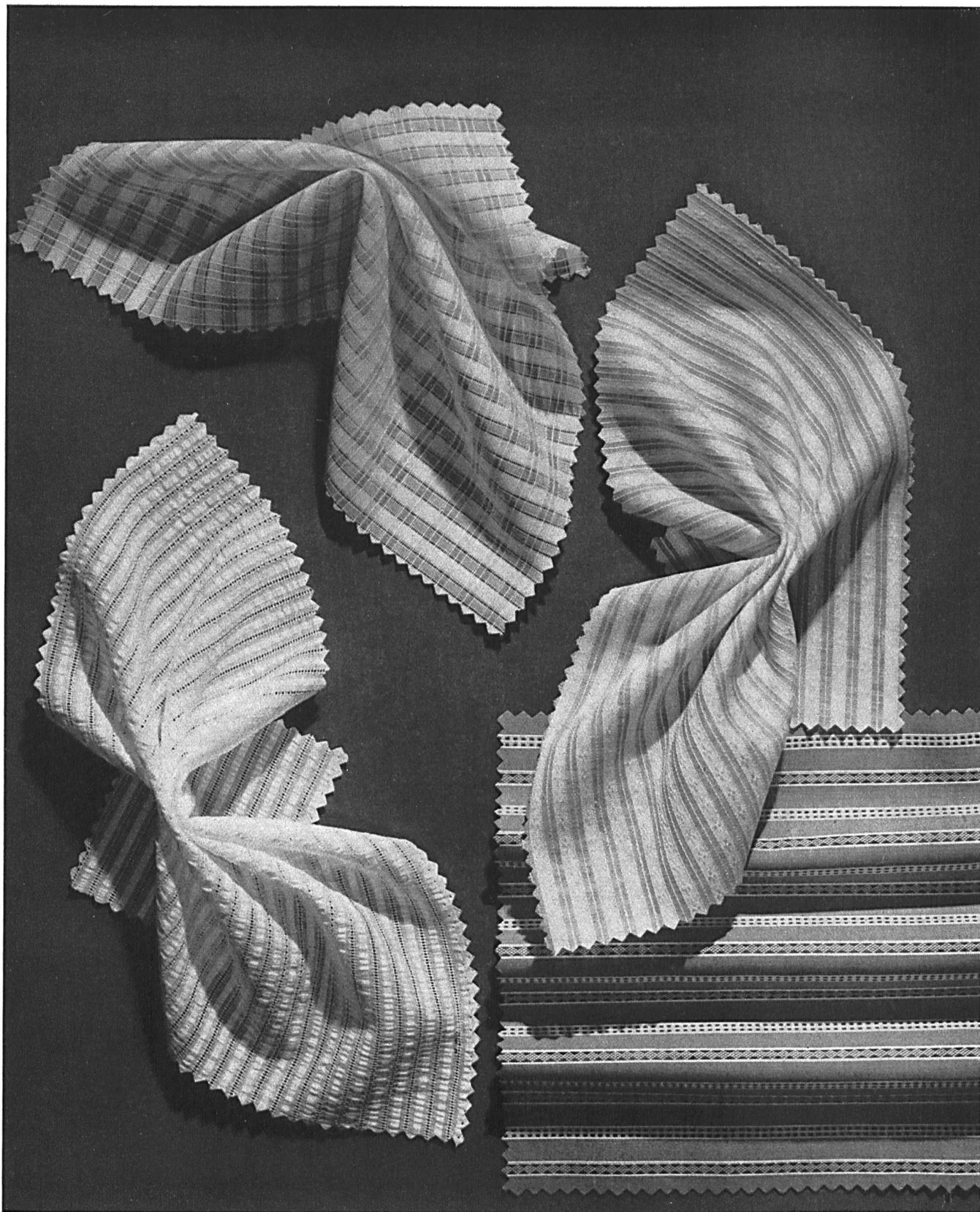


Photo Bauty

Reichenbach & Cie, St-Gall

Nouveautés en cotons fantaisie.

Novelties in fancy cotton fabrics.

Novedades de fantasía en tejidos de algodón.

Neuheiten in Fantasie-Baumwollstoffen.