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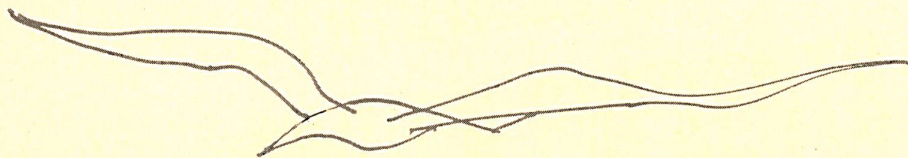
**ZÜRICH PRESENTE**



**ZÜRICH ZEIGT**



# ZÜRICH ZEIGT



# ZÜRICH PRESENTE



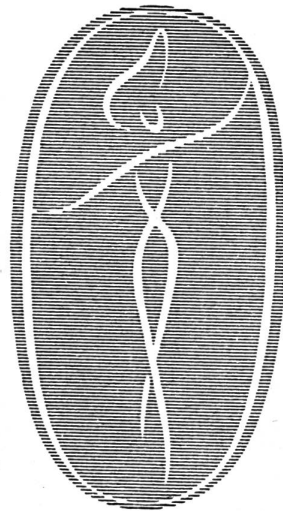
# ZÜRICH PRESENTS



# Swiss Clothing Industry

*Dresses, Coats, Suits, Knitwear, Jerseys*

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## 28<sup>th</sup> SWISS EXPORT WEEK ZURICH

28<sup>th</sup> MAY TO 2<sup>nd</sup> JUNE 1956

*Autumn and Winter Ranges*

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The Secretary of the Exporters' Association of Swiss Clothing Industry  
is at your disposal for any information you may require

*Exporters' Association of the Swiss Clothing Industry*

Secretary: Zurich, 37, Utoquai Phone (051) 32 71 78



ZÜRICH PRESENTE  
ZÜRICH ZEIGT  
ZURICH PRESENTS

28<sup>th</sup>

# Swiss Export Week

## READY-TO-WEAR

These words sum up the main advantage offered to the general public by the clothing industry. Modern « wholesale couture » constitutes a way of dressing that corresponds to the trends of our day and age : speed, social need to be dressed according to certain standards (without sacrificing every possibility of individuality !), economy in the use of purchasing power, etc. These are the reasons for the increasing success of ready-to-wear clothing.

In the following pages we present a selection of recent models by Swiss manufacturers of high quality ready-to-wear clothing and knitwear and jersey. Most of these models are taken from the winter collections which will be shown this spring in Zurich to buyers from all over the world during the **28th Swiss Export Week** (from May 28th to June 2nd, 1956), organised by the Exporters Association of the Swiss Clothing Industry. Readers of « Textiles Suisses » already know that this Export Week makes it possible to see within a very short time, at the respective manufacturers', the quintessence of the Swiss « ready-to-wear » collections, and that this is the best opportunity for making their purchases under the most favourable conditions.

28<sup>th</sup> May - 2<sup>nd</sup> June 1956



# Women in Fashion

(Interviews by René Cadet.)

*In the ready-to-wear industry, as in high fashion, it is usually a man who gives his name to a firm, or represents it to the public. And yet women, even when they are not actually the « boss », play an important role in the creation of fashions. We have no intention here of lauding the hidden merits of the « modelistes » and « premières », but we thought it not unfitting to render indirect homage to all women who play their part in the creation of fashions by speaking of a*

*few of them. We therefore went to see some of the women in the Swiss high quality ready-to-wear industry who either contribute to the making of the collections or, on the other hand, cooperate in the management of the firm. The thumbnail sketches that follow are not intended to be complete, but rather a series of impressions gathered rapidly between two fittings, in the feverish atmosphere preceding the presentation of the collections.*

Miss R. Cafader of the firm of R. Cafader & Co. in Zurich, joined the ranks of ready-to-wear manufacturers because, while still quite young, she had decided that that was what she wanted to do. She therefore started with a thorough apprenticeship in dressmaking, then in 1935 she went to Paris where she worked for a year in the fashion house of Bruyère. There she rose through all the ranks of the hierarchy, from « petite main » to second saleswoman. Then, while still in Paris, she took courses in cut and fashion designing. Next, she went to London where she worked for a year before returning to Switzerland and spending several years as a « modeliste » in the Swiss clothing industry. Ten years ago, she started up the firm of Cafader & Co. with her brother, a textile engineer. The four seamstresses they started with have now increased to between eighty and a hundred ; this is eloquent proof of the progress made.

Miss Cafader chooses her fabrics with her brother and only considers the very best. She designs her models in the evening after working hours, because during the day she is too busy dealing with details of organisation ; she designs her dresses from the fabrics, drawing her inspiration from the material. Her preference is for youthful models. How does she spend her leisure time ? Her favourite relaxation is skiing, but her real hobby is her work. So much so in fact that she takes the trouble to check each dress herself before it leaves the factory. This trait is typical of the character of Miss Cafader, who never leaves anything to chance. Her whole person, her entire career, show the willpower, the calm decision which combined with boldness and great skill make her finished creations minor works of art.



*R. Cafader.*



*Hilde Haller*

A totally different atmosphere reigns at Mrs. Hilde Haller's of the firm of H. Haller & Co. in Zurich—a different personality, different methods. Mrs. Haller approached her profession from the artistic side. But do not jump to the conclusion that she is a dilettante, for she entered the clothing industry 34 years ago, and she takes a certain pride in letting you know it. She also knows very well what she wants and where she is going. Over a cup of tea, while checking from time to time some of the charming dresses that were to be shown the next day, she spoke to us of her studies that began at the Academy of Fine Arts in Karlsruhe, continued at Munich, and later in Berlin at the famous Reimann school where the arts of fashion designing were also taught. In the Berlin of the boom period, Mrs. Haller worked in the clothing industry ; she left Germany in 1934 and settled in Zurich where she worked as a « modeliste » in the firm which she and Mr. Haller took over in 1938.

After her husband's death, Mrs. Haller continued her career by creating collections that are the joy of connoisseurs for their subtle and refined elegance. She never stops drawing and designing, since in addition to designing the models of her dresses she continues to cultivate the fine arts in her leisure moments. It is only when she has finished designing her dresses that she starts looking for the fabrics with which she has dreamt of carrying them out.



Mrs. Alice Canzani of the firm of *Canzani & Co.*, Zurich, was not in the trade but her desire to help her husband, the interest she took in his work, the continual contact with members of his staff, suppliers and clients served her by way of apprenticeship. As Mrs. Canzani is an outdoor type and very keen on skiing, it is not surprising that she has gone in mainly for the manufacture of sports suits and coats, and, with particular pleasure and undeniable success, for the creation of smart and gay models for skiing and after ski wear. Before having them manufactured, she tries them out herself on the ski runs of the fashionable international winter sports resorts. This and her frequent trips all over western Europe give her inspiration and the new ideas that are becoming more and more sought after by winter sports enthusiasts. Mrs. Canzani spends most of her time in her search for perfect cut and original ideas, to such an extent in fact that little time is left for her to enjoy her bungalow by the lakeside or her favourite hobby, photography.



*Alice Canzani*



*Alice Meyer*

Another completely different atmosphere : Mrs. Alice Meyer, of the firm of *Willy Meyer Co. Ltd.* in Zurich, founded the firm in 1923 with her husband who had already been in the trade for 25 years. She had served a dressmaking apprenticeship, then worked for two years on the practical side to learn the tricks of the trade. The firm, which began with one assistant, three months later had 20, which is a remarkable achievement for the time ; the original seamstresses moreover are still with the firm. Mrs. Meyer now handles the purchases, the creation and the manufacture with her son. She goes to Paris regularly each season but she is also receptive to other influences, such as those of the United States, Florence and Rome. She constantly supervises the work of her «modelistes» and checks the cut of each model on the «toiles». Under her guidance, the firm creates youthful dresses, but Mrs. Meyer thinks too of her own needs and the needs of other women of her age, and has thus developed a speciality for a style of dress specially designed for women who are old enough to be grandmothers. Mrs. Meyer herself has three grandchildren, of whom she is obviously very fond. In a few years—and she is looking forward immensely to the time—she will be able to create dresses for her own grandchild who is fast becoming a young lady. Let us not forget to mention too that Mrs. Meyer loves her garden and her flowers—which often suggest different harmonies of colours to her—and that whenever she can find the time she writes poetry and reviews as well as short sketches for drawing-room theatricals and charity fêtes.

Mrs. Simone Marty of the firm of *Marty & Co.*, Zurich (newest of the firms in this branch), is herself young and charming. A native of the French-speaking part of Switzerland, she served her dressmaking apprenticeship in Lausanne, then worked as a «petite main», seamstress, «première de table» and forewoman, cutter and «modeliste»; she was even a mannequin and saleswoman. But her great ambition was to have her own salon in order to be able to mould the finest fabrics into attractive models. When she got married she was at last able to achieve this dream with the help of her husband and to open up a go-ahead concern which has developed extremely rapidly, the number of workers having risen from 16 in 1949 to 140 in 1956 (including the seamstresses working at home and the embroiderers). The splendid fabrics and lengths of luxury materials that she uses show that Mrs. Marty does not know or rather does not want to know how to economise. She confesses herself quite unashamedly that she is extravagant and needs a stern adviser to clip the wings of her fantasy from time to time. This is also the reason why she buys fabrics—very often created exclusively for her firm—in collaboration with her husband. And then with a sureness of touch, a quite personal pleasure, she creates youthful models that are as popular in America as they are in Europe. And this is probably the secret of her success : she takes as much pleasure in making her models as others have in wearing them.



*Simone Marty*

Charm and bright vivacity is the impression one receives on meeting Mrs. Lili Grossenbacher of the firm of *H. Grossenbacher & Co.*, Zurich. One feels too, as one talks with her, that she is fired with an extraordinary optimism, firmly based on a sound knowledge of the tastes and wishes of her customers. For Mrs. Grossenbacher did not come to the ready-to-wear



*L. Grossenbacher*

industry through dressmaking but through the sales side. A native of the French-speaking part of the country, she had however already acquired a taste for fine clothes while visiting her aunt, who was a dressmaker in Brussels ; on her return to Zurich on the outbreak of war, she worked as a saleswoman in a big clothing store, in this way gaining experience of one of the sides of her future profession. This experience proved most useful after she married Mr. Grossenbacher who had opened a knitwear and jersey factory in Zurich. In spite of difficulties caused by the war, the uncertainty of business and some heavy setbacks, the firm prospered ; Mrs. Grossenbacher's experience of the retail sales side was of great assistance to her when the firm took up the manufacture of dresses.

As everyone in her profession, Mrs. Grossenbacher is too busy to have any real leisure, so she cannot, as she would like, play bridge, but she finds the necessary relaxation in reading, embroidering and playing the piano, her favourite composers being Liszt and Chopin.

In Zurich we find once more the traditional atmosphere at the firm of *El-El Co. Ltd.*, headed by *Mrs. Herz and Mrs. Mandoni*—two sisters who together have been running this internationally known firm for many years.

Both of them served their apprenticeships in haute couture and long experience has enabled them to form a distinctive taste with regard to women's fashions. The firm was founded in 1912 by Mr. Léon Lévy who retired in 1933. The two sisters then took over the firm with an associate, Mr. Sylvain Bloch, who, to their great regret, died in 1949.

Mrs. Herz and Mrs. Mandoni go to Paris 4 to 6 times every year, accompanied by a team of experienced employees, to catch the spirit and tone of the new fashions.

Afterwards they go over their plans together and divide out the work according to their individual preferences. They also go to great lengths to find the finest fabrics and accessories, a vitally important point if a collection is to meet with the approval of buyers from all parts of the world. They make approximately 200 dresses for each of the two big annual collections and a hundred for the two between-season collections.

These two ladies are moreover justifiably proud of their work and the success of their collections which are well known for their elegance and perfect finish, resulting in large sales in Switzerland and big exports.

Some twenty five years ago a foreign buyer said, « The Swiss are capable of making excellent cheese, but they will never make dresses smart enough for export. »

Is it perhaps this hasty judgement that made them want to take up his challenge and make him eat his words ?



*Terry Herz*



*Nelly Mandoni*



*Felicie Kriesemer*

*Mrs. Félicie Kriesemer* of *Walter Kriesemer & Co.*, St. Gall, can be considered as a career-woman in the best sense of the words. This doctor's daughter, brought up for no other profession than to be the lady of the house, was suddenly plunged from a life of ease with her husband and children into a bitter struggle for life in which she had to work hard to help provide for her family. Assisted by her eldest daughter, she took up sewing and in this way laid the foundations of a well-known dress and blouse factory, which today employs more than 200 men and women in 4 establishments and regularly exports a large part of its output since the entry of her son Mr. Kriesemer into the business. It was the slump in the embroidery industry, in which her husband occupied a prominent position, that brought about this sudden change in Mrs. Kriesemer's way of life.

With exemplary decision and willpower, this woman, then 30 years old and a mother of three children, decided to learn all about dressmaking at the St. Gall School of Textiles and Fashion. In this way Mrs. Kriesemer was able to succeed in her venture and she always shows great enthusiasm as she tries to inculcate her sound professional knowledge and innate sense of quiet elegance and quality into her seamstresses and apprentices, most of whom moreover, coming from families engaged in embroidery for many generations, possess that love of work well done by hand that makes them invaluable assistants. Mrs. Kriesemer visits the United States personally each year and finds there a freshness and a breadth of ideas which she expresses perfectly in her models.

Photos ATP, Tenca, etc.



«MIRA»

HECTOR GROSSENBACHER S. A., ZURICH

Spécialistes pour robes de mariées, de bal et de cocktail.  
Spezializing in the manufacture of bridal gowns, evening and cocktail  
dresses.  
Spezialisten für Braut-, Ball- und Cocktailkleider.

Photo Matter

ZURICH PRESENTE  
ZÜRICH ZEIGT  
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«MIRA»

**HECTOR GROSSENBACHER S. A., ZURICH**

Spécialistes pour robes de mariées, de bal et de cocktail.

Specializing in the manufacture of bridal gowns, evening and cocktail dresses.

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**WILLY MEYER S. A., ZÜRICH**

Robe du soir en dentelle rebrodée sur fond d'organza avec manteau d'organza assorti.

Evening dress in lace re-embroidered on organza with matching organza coat.

Abendkleid aus Rebrodé-Spitzen auf Organza Grund mit passendem Organza Mantel.

Photo Lutz



« MIRA »

**HECTOR GROSSENBACHER S. A., ZURICH**

Spécialistes pour robes de mariées, de bal et de cocktail.  
Specializing in the manufacture of bridal gowns, evening and cocktail  
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Spezialisten für Braut-, Ball- und Cocktailkleider.

Photo Matter



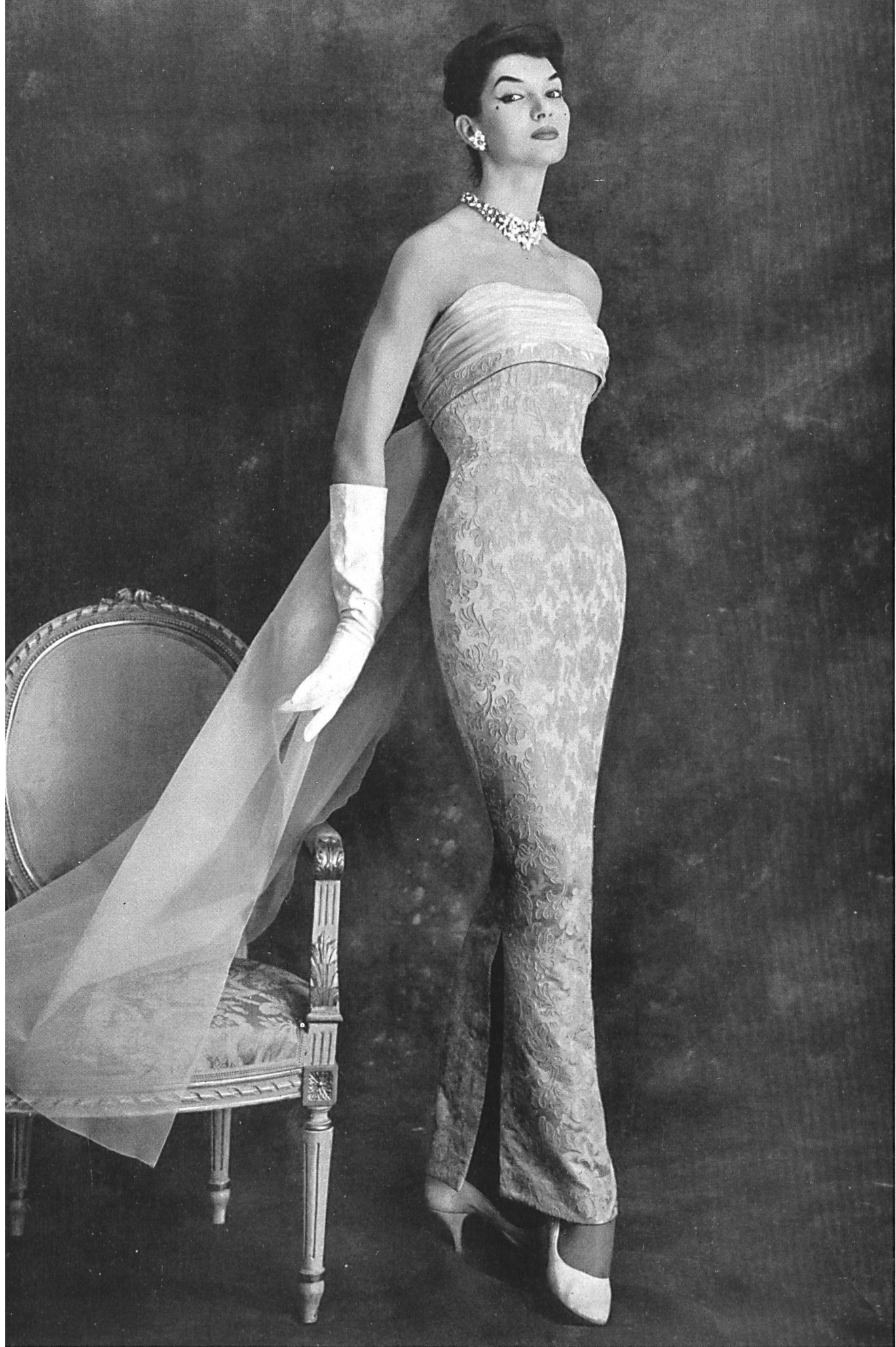


**MAISON GACK, ZURICH**

Manufacture de robes. — Manufacturers of ladies' dresses. — Damenkleiderfabrik.

Grande robe de gala. — Great gala gown.

Photo Matter





**R. CAFADER & Co., ZURICH**

Robe du soir en satin duchesse brodé.  
Evening gown in embroidered duchesse satin.  
Abendkleid in Satin-Duchesse bestickt.

Photo Matter



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**BRULLMANN & Cie, ZURICH**

Elégante robe de cocktail en organza pure soie avec broderie en éventails; étole assortie.

Smart cocktail dress in pure silk organza with fan-like embroidered motifs; stole to match.

Elegantes Cocktailkleid aus reinseidenem Organza mit fächerartiger Stickerei; assortierte Stola.

Photo Schmutz

**MAISON GACK, ZURICH**

Manufacture de robes. — Manufacturers of ladies' dresses. — Damenkleiderfabrik.

Robe de cocktail de ligne nouvelle, en satin pure soie brodé. Broderie de:  
New line cocktail dress in embroidered pure silk satin. Embroidery by:  
Cocktailkleid in neuer Linie aus besticktem reinseidenem Satin. Stickerei von:  
*Forster Willi & Co., Saint-Gall.*

Photo Matter





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**WEKO, ZURICH**

Fabrique de robes.  
Manufacturers of ladies' dresses.  
Damenkleiderfabrik.

Photos Guniat



« MIMI »

**JAKOB WEIL, DIESENHOFEN**

Vente:  
Sales by:  
Verkauf:  
**WEKO, ZURICH**



**« BLUNOR »  
LUCIEN NORDMANN, BERNE**

Blouse distinguée avec guipure.  
Attractive guipure trimmed blouse.  
Aparte Bluse mit Aetzguipure.

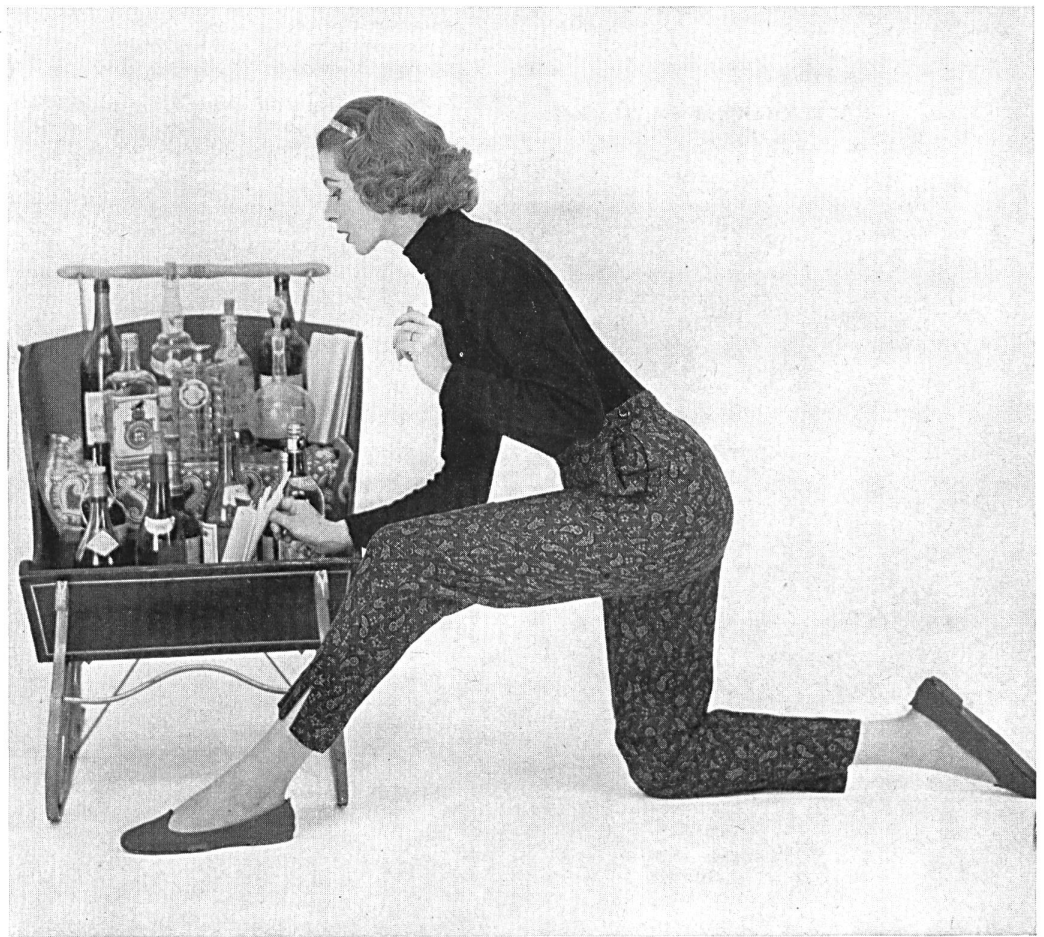
Elégante blouse sportive avec bandes satin.  
Smart blouse with satin stripes for casual wear.

Elegante Sportbluse mit Satinstreifen.

Joli modèle en mousseline de laine.  
Dainty model in wool mousseline.  
Hübsche Kreation in Wollmousseline.

Photos B. Weider





**A. BLUM & Co., ZURICH**

Spécialité de jupe et de pantalons  
d'après-ski.

Specializing in skirts and after-ski  
trousers.

Spezialisten für Jupes und Après-Ski-  
hosen.

Photo Lutz

« KATEX »

**KALTENMARK & Cie, ZURICH**

Photo Schmutz

Costume deux-pièces en laine et soie.  
Two-piece outfit in wool and silk fabric.  
Zweiteiliges Kostüm aus Wolle mit Seide.

Exécution spéciale pour dames fortes jusqu'à la taille 51.  
Also cater for the stouter women up to size 51.  
Spezialanfertigung für vollschlanke Damen bis Grösse 51.







**MYLORD S. A., CHÂTEL-SAINT-DENIS**

Manteau d'inspiration italienne, à fermeture fantaisie en cuir, tissu poilu mohair et laine.

Italian inspired coat with original leather fastening, in mohair and wool shaggy fabric.

Italienisch inspirierter Mantel mit Phantasie-Leder-verschluss, aus flauschigem Mohair- und Wollmaterial.

Photos Fankhauser, Lausanne

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**MYLORD S. A., CHÂTEL-SAINT-DENIS**

Vêtements sport et fantaisie.

Casual and sports wear.

Sport- und Phantasiekleider.

Elégant  $\frac{3}{4}$  en gros lainage.

Smart three-quarter length coat in heavy woollen.

Elegantes Dreiviertelmantel aus grobem Wollstoff.





**OTTA S. A., ZURICH**

Du gros lainage mauve pour ce manteau à effet de plis dans le dos.

A heavy mauve woollen has been used for this coat with pleated effect a the back.

Mantel aus schwerem mauve Wollstoff mit Falteneffekt im Rücken.

Photo Stwolinski



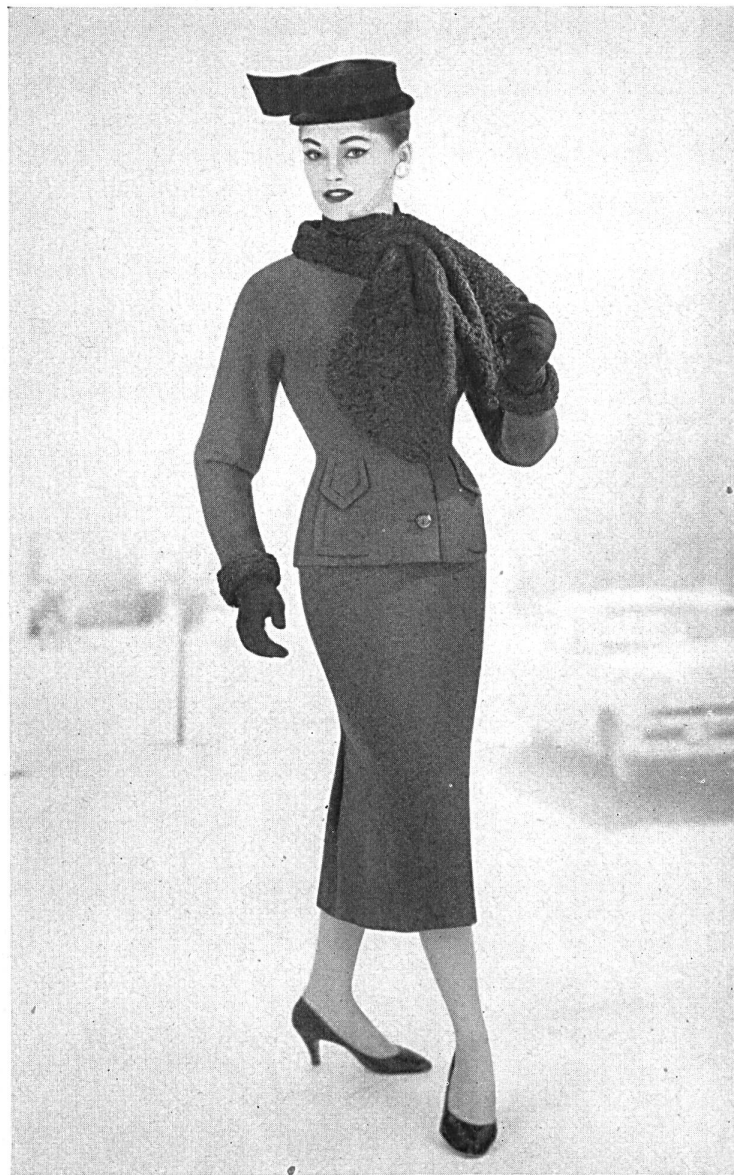


**OTTA S. A., ZÜRICH**

Tailleur de lainage noir gaufré à jaquette décollée.  
Tailormade in black wafered wool fabric with loose fitting jacket.

Tailleur mit absteher Jacke aus schwarzem gewaf-  
feltem Wollstoff.

Photo Stwolinski



**ARTHUR SCHIBLI S. A., GENÈVE**

Fabrication de manteaux et costumes pour dames.  
Manufacturers of ladies' coats and suits.

Fabrikation von Damenmänteln und -Kostümen.

Photo Schmütz



ZÜRICH PRESENTE  
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**OTTA S. A., ZÜRICH**

Manteau jeune en lainage ivoire.  
Youthful coat in ivory wool fabric.  
Jugendlicher Mantel aus elfenbeinfarbiger Wolle.

**OTTA S. A., ZÜRICH**

Manteau de jeune fille en lainage mouflon rouge.  
Coat in red mouflon wool for the younger set.  
Mantel für junge Dame aus roter Mouflonwolle.

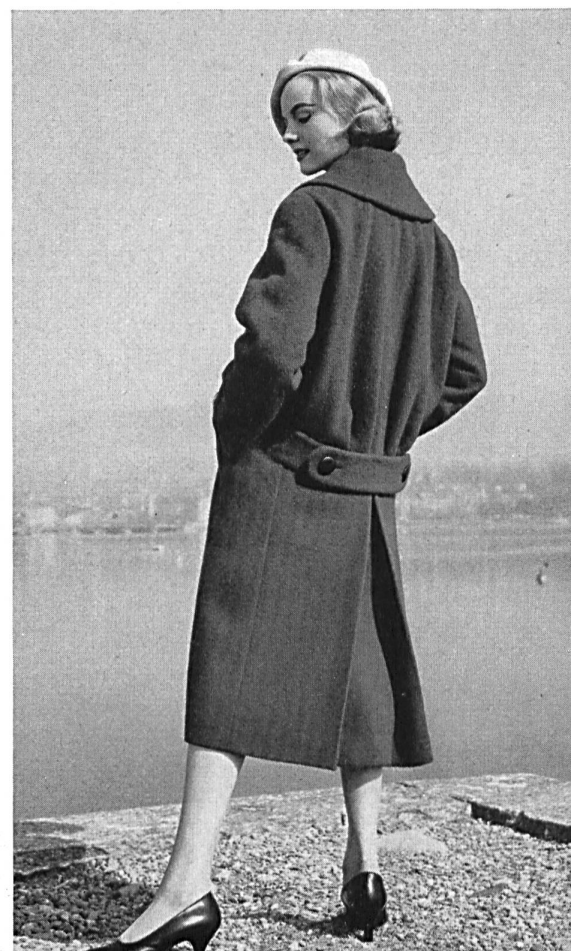
Photos Stwolinski

**OTTA S. A., ZÜRICH**

Tailleur vague en tweed vert et noir avec col d'astrakan noir.

Loose suit in green and black tweed with black astrakhan collar.

Loser Tailleur aus grün-schwarzem Tweed mit schwarzem Astrachan-Kragen.







ARTHUR SCHIBLI S. A., GENÈVE

Photo Schmutz



« ESQUIRE »

CANZANI & Co., ZÜRICH

Paletot de tweed Prince de Galles à col de velours.

A straight coat in Prince of Wales tweed with a velvet collar.

Tweed Paletot Prince de Galles mit Samtkragen.

Photo Tenca

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« MATADOR »

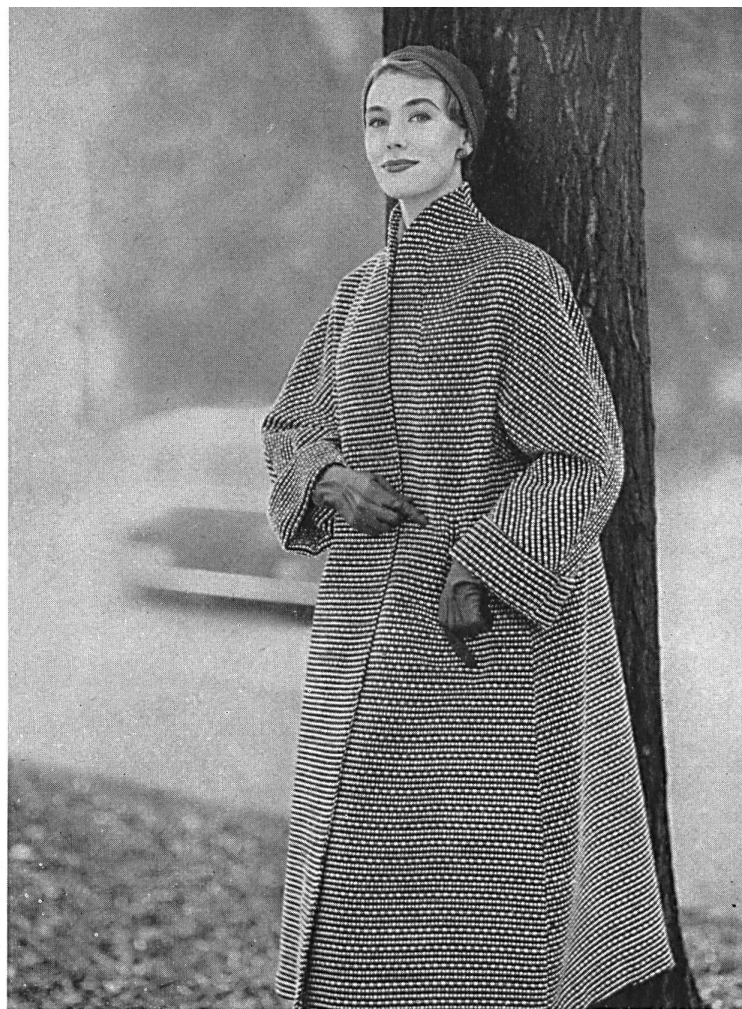
**BISCHOFF TEXTIL S. A., SAINT-GALL**

Manteau de pluie mode, pouvant être aussi porté comme manteau de mi-saison et du soir.

Fashionable raincoat capable of being worn as a between-season or evening coat.

Modischer Regenmantel, der auch als Uebergangs- und Abendmantel getragen werden kann.

Photo Lutz



« EMAND »

**EMILE ANDEREGG S. A., WEINFELDEN**

Elégants manteaux de pluie nouveauté en tissus classiques et fantaisie imprégnés.

Smart novelty raincoats in classical and fancy water-repellent fabrics.

Elegante neuartige Regenmäntel aus wasserabstossend imprägnierten Geweben, klassisch und Fantasie.

Photo Lutz



« MATADOR »

**BISCHOFF TEXTIL S. A.,  
SAINT-GALL**

Manteau de pluie mode en tissu hydrofugé  
avec rayures nylon sur fond de coton.

Fashionable raincoat in water-repellent fabric  
with nylon stripes on cotton ground.

Modischer Regenmantel  
aus wasserabstossendem Gewebe  
mit Nylonstreifen auf Baumwolle.



« MATADOR »

**BISCHOFF TEXTIL S. A.,  
SAINT-GALL**

Manteau de pluie attrayant,  
pouvant se porter aussi en toutes occasions,  
en piqué de coton rayé hydrofugé.

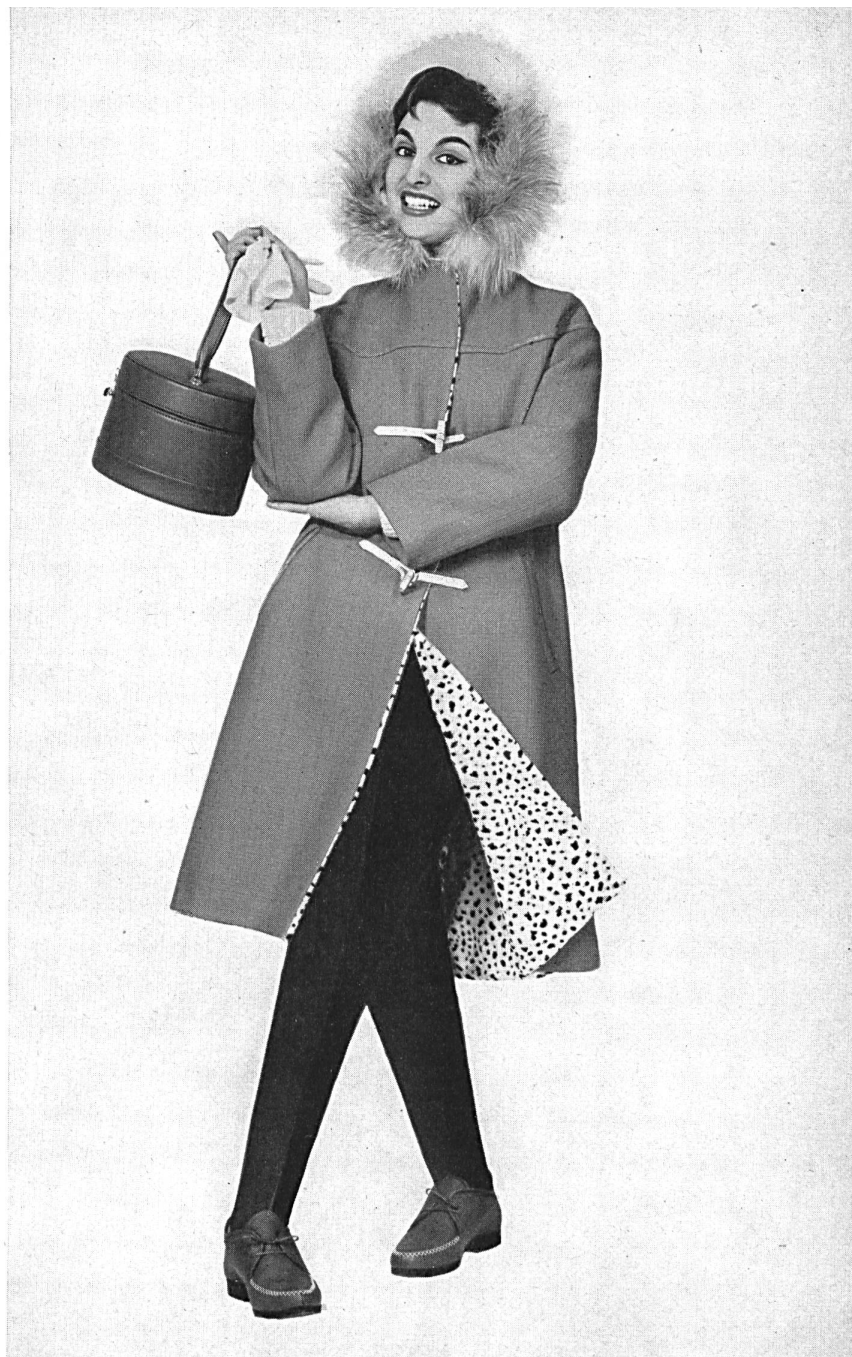
Attractive raincoat in  
water-repellent cotton piqué  
which can also be worn on all occasions.

Anziehender Regenmantel  
aus wasserabstossendem Baumwollpiqué.  
Kann auch als gewöhnlicher Uebergangs-  
und Abendmantel getragen werden.

Photos Lutz



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**MYLORD S. A., CHÂTEL-SAINT-DENIS**

Lainage rouge doublé orlon blanc et noir, bordure en renard.  
Red woollen lined in black and white orlon, with fox edging.  
Röter Wollstoff mit schwarz-weißer Orlonfütterung  
und Fuchspelzbesatz.

**MYLORD S. A., CHÂTEL-SAINT-DENIS**

Anorak réversible en popeline imperméable bleue  
et piqué rayé bleu et blanc.  
Reversible windjack in blue water-repellent poplin  
and blue and white striped piqué.  
Beidseitig tragbarer Anorak aus wasserabstossender  
blauer Popeline und blau-weiß gestreiftem Piqué.

Photos Fankhauser, Lausanne

« ROMULUS »

ROBERT MULLER & Co., ZÜRICH

Pullover raglan tricoté en forme.

Fully fashioned raglan pullover.

In Form gestrickter Raglan-Pullover.

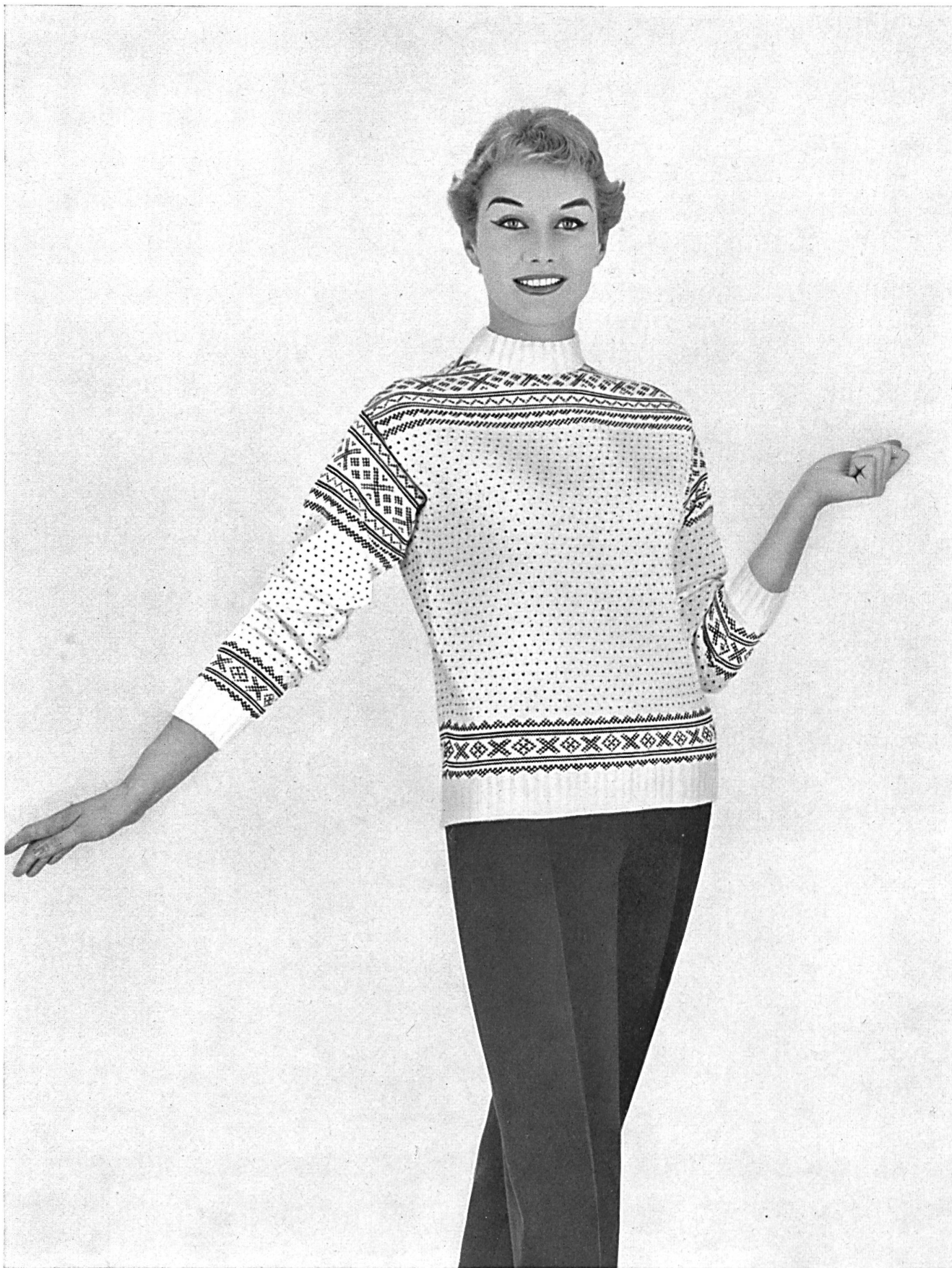
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• WIELER •  
PIUS WIELER SÖHNE, KREUZLINGEN  
Tricots.



« TRICOTAN »

RENÉ WAEGELI, GENÈVE

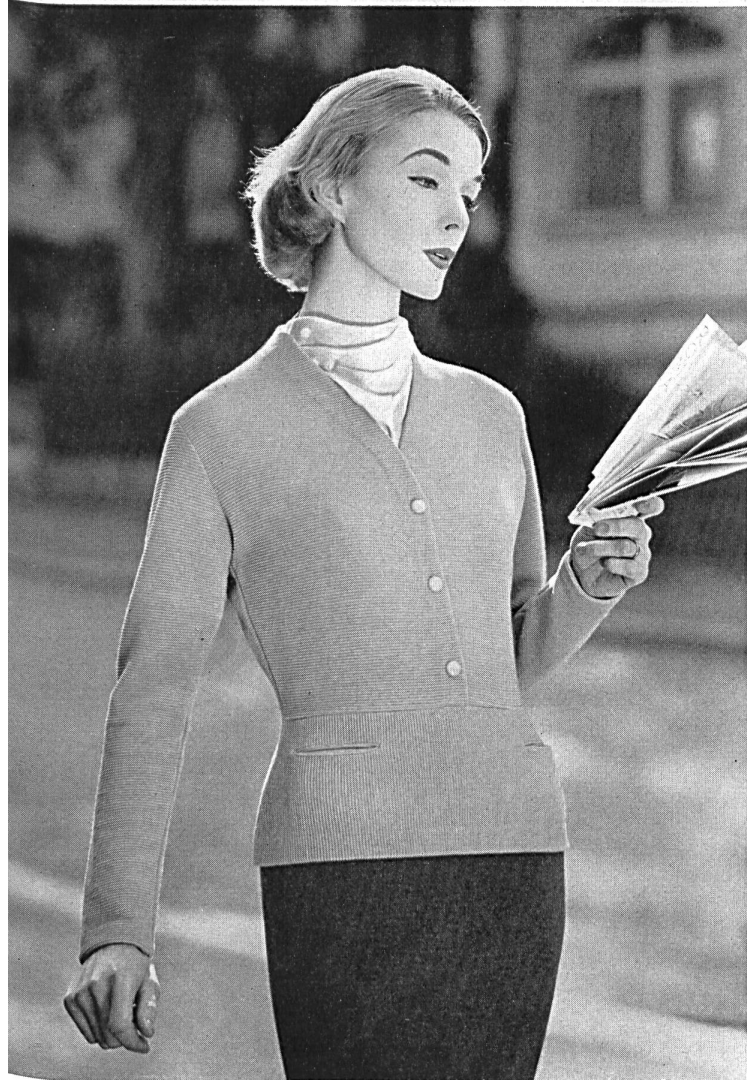
Vêtements en jersey et tricot. Articles ville, habillés et sport.

Clothing in jersey and knitwear ; articles for town, dressy and casual wear.

Jersey- und Trikotkleider für Stadt und Sport sowie für Anlässe.

Photo Matter





**FABRIQUE DE BONNETERIE  
ASPOR S. A., PORRENTUUY**

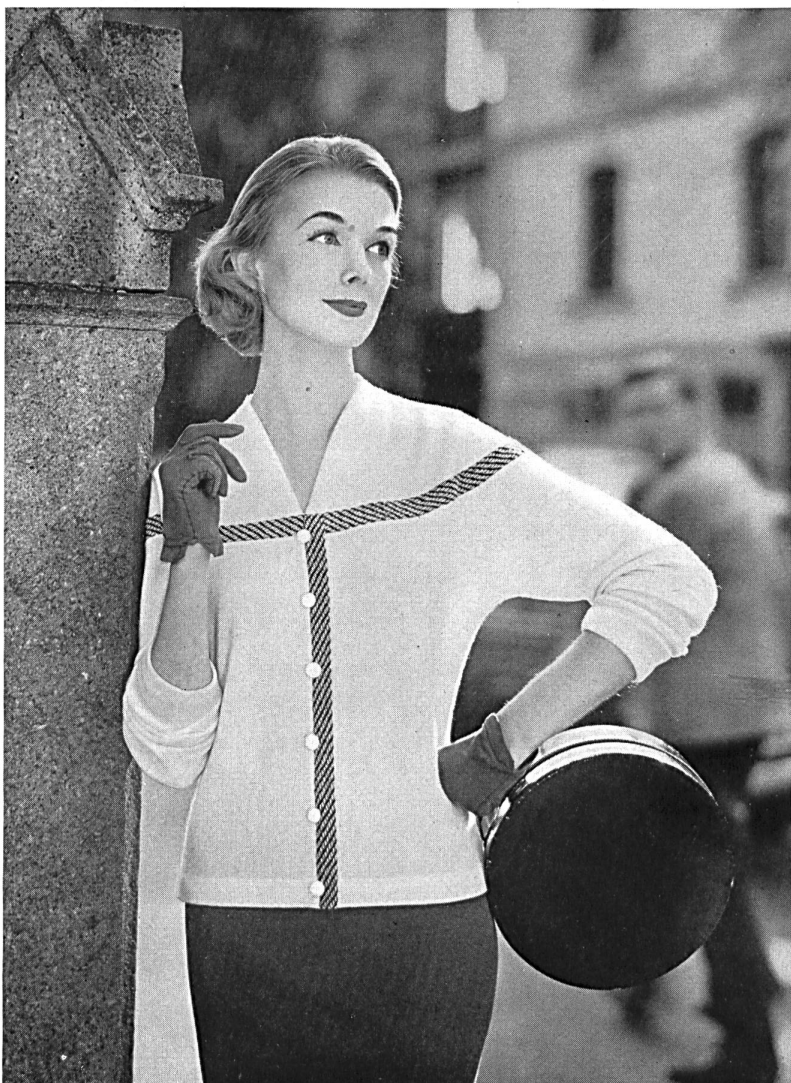
Pullover-jaquette original,  
tricoté en laine mérinos.  
Original pullover-cardigan,  
knitted in merino wool.  
Aparter Jacket-Pullover  
aus Merinowolle gestrickt.

**FABRIQUE DE BONNETERIE  
ASPOR S. A., PORRENTUUY**

Pullover à garniture originale  
en jersey mérinos.  
Pullover with original trimming  
in merino jersey.  
Pullover aus Merino Jersey  
mit origineller Garnitur.

Photos Lutz

ZÜRICH PRESENTE  
ZÜRICH ZEIGT  
ZÜRICH PRESENTS





« ZIMMERLI »

TRICOTAGES ZIMMERLI & Cie S.A., AARBOURG

Knitting works - Strickereien.

Photo Matter





« HELVETRICOT »

DEVAUD, KUNSTLÉ & Cie S. A.,  
GENÈVE

Tricots et jerseys.  
Jersey and Knitwear.

Photos Droz



**VICTOR TANNER S. A., SAINT-GALL**

Manufacture de vêtements de jersey et bonneterie.

Photo Guniat



ZÜRICH PRESENTE  
ZÜRICH ZEIGT  
ZÜRICH PRESENTS



**VICTOR TANNER S. A., SAINT-GALL**

Manufacture de vêtements de jersey et bonneterie.

Photo Guniat



« SAWACO »

W. ACHTNICH & Co. S. A., WINTERTHOUR

Nouveautés en tricot.

Photos Lutz





« ALPINIT »

RUEPP & Cie S.A., SARMENTSTORF

Tricots et jerseys.

Photo Lutz



LA MAILLE,  
LAUSANNE

Fabrique de tricots.  
Knitwear manufacturers.  
Strickwarenfabrik.

Vêtements soignés pour  
dames et enfants.

Beautifully made women's  
and children's wear.

Gediegene Damen- und  
Kinderbekleidung.

Photos Lutz

ZÜRICH PRESENTE  
ZÜRICH ZEIGT  
ZÜRICH PRESENTS

**TRICOTERNA S. A., BERNE**

Nouveautés en tricot et jersey.  
Robes - Costumes - Jupes - Pullovers, etc.  
Fashionable knitted outerwear.  
Dresses - Suits - Skirts - Sweaters, etc.  
Modische Strick- und Wirkwaren.  
Kleider - Kostüme - Röcke - Pullovers  
usw.

Photo Lutz



**NABHOLZ S. A., SCHOENENWERD**

Fabrique de tricotages.  
Jersey manufacturers  
Tricotfabrik.

Robes - Jupes - Pullovers.  
Dresses - Skirts - Pullovers.  
Kleider - Röcke - Pullovers.

Photo Lutz







« CAMP »

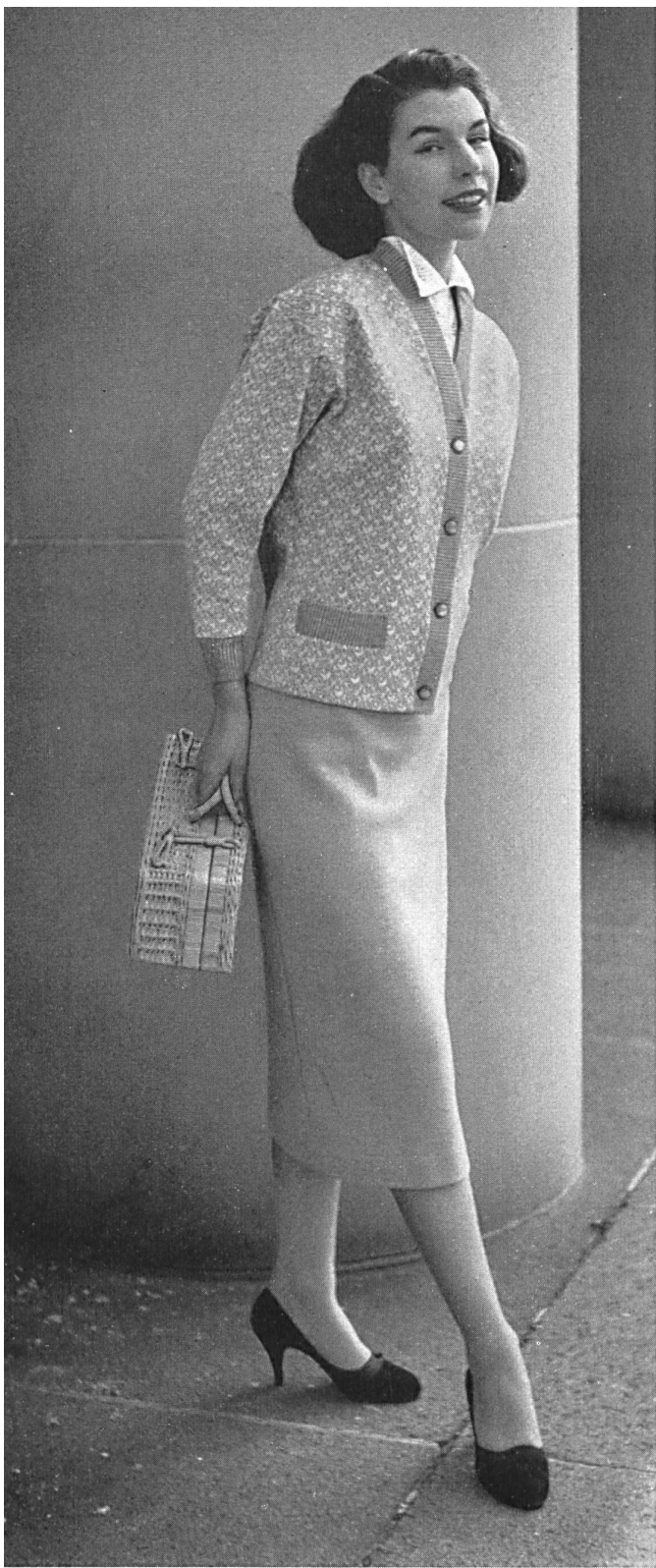
**HUMBERT ENTRESS S. A., AADORF**

Deux-pièces tricot : jupe étroite anthracite et caftan jaune en wevenit Jacquard.

Knitted two-piece suit : narrow charcoal-grey skirt and yellow caftan in Jacquard wevenit.

Gestricktes Ensemble bestehend aus einem engen anthrazitgrauen Rock und einem gelben Jacquard-Wevenit Caftan.

Photo Lutz



« HERISA »

**AEBI & Co S. A., HÉRISAU**

Gilet Jacquard, à motif oriental, genre très apprécié des jeunes filles.

Jacquard cardigan with oriental design, very popular with teen-agers.

Jacquard-Weste in orientalischem Muster, von der heutigen Jugend sehr beliebt.

Photo Herb. Maeder

« YALA »

**JAKOB LAIB & Co., AMRISWIL**

Pullover en fin jersey de laine, forme nouvelle Empire.

New Empire style pullover in fine wool jersey.

Hübscher Pullover aus feinem Wolljersey in der neuen Empireform.

Photo Schmutz





ZÜRICH PRESENTE  
ZÜRICH ZEIGT  
ZÜRICH PRESENTS

« HISCO »

HIS & Co. S.A., MURGENTHAL

Photo Lutz



« YALA »

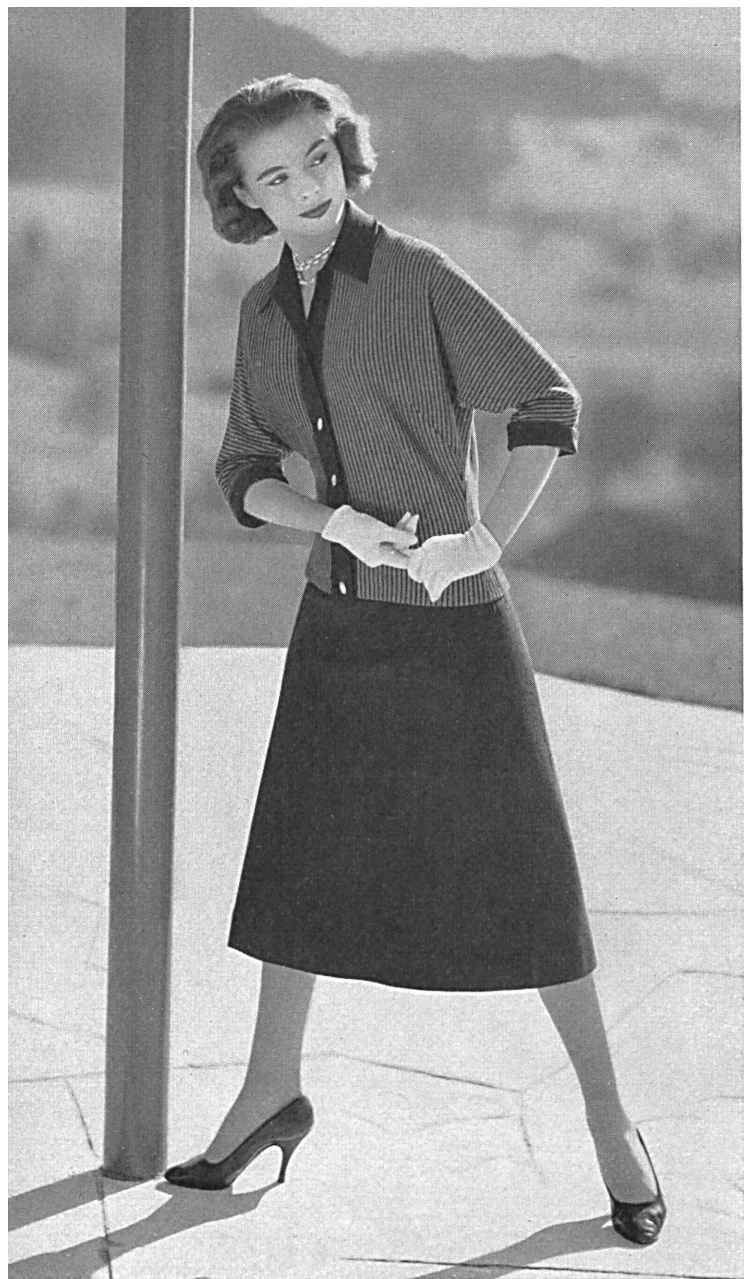
JAKOB LAIB & Co., AMRISWIL

Pullover pure laine en fin tricot, avec élégante garniture de broderie.

Finely knitted pure wool pullover with attractive embroidery trimming.

Reinwollener, feingestrickter Pullover mit modischer Stickerei verziert.





« PRIORA »

JOH. LAIB & Cie S.A., AMRISWIL

Fabrique de bonneterie.

Knitwear manufacturers.

Strik- und Wirkwarenfabrik.

Photos Lutz







« ALPINIT »

RUEPP & CIE S. A., SARMENTORF

Tricots et jerseys.

Photo Lutz



« EGEKA »

**KRÄHENBUHL & Cie, CLARENS-MONTREUX**

Fabrique de bonneterie.

Knitwear manufacturers.

Strickwarenfabrik.

Costumes, robes, jupes, pulls et cardigans.

Suits, dresses, skirts, pullovers and cardigans.

Kostüme, Kleider, Röcke, Pullovers und Jacken.

Deux-pièces « Rocaille ».

Photo Lutz



ZÜRICH PRESENTE  
ZÜRICH ZEIGT  
ZÜRICH PRESENTS



**R. ANDERES S. A., SAINT-GALL**

Robes et costumes ; spécialistes en nouveautés jersey et wevenit.

Ladies' dresses and suits ; specializing in jersey and wevenit novelties.

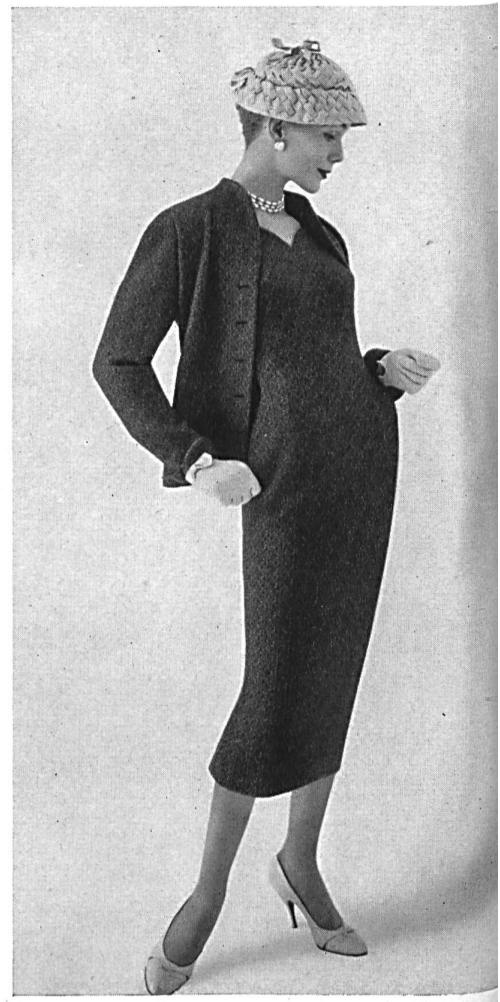
Damenkleider und -Kostüme ; Spezialisten in Jersey- und Wevenit-Neuheiten.



« SWISSNIT »  
 SWISS KNITTING Co.  
 KNECHTLI & Cie S. A.,  
 ZOLLIKOFEN-BERNE

Photos Lutz

ZURICH PRESENTE  
 ZÜRICH ZEIGT  
 ZURICH PRESENTS







**NABHOLZ S. A., SCHOENENWERD**

Fabrique de tricotages.  
Jersey manufacturers.  
Tricotfabrik.

Robes - Jupes - Pullovers.  
Dresses - Skirts - Pullovers.  
Kleider - Röcke - Pullovers.

Photo Lutz

« SNAKY »

BELFA-OUANSKY & Co., GENÈVE

« Tri-co-tiss » relief, type grosse guipure. Modèle et dessins déposés.

Photo Tenca







ZÜRICH PRESENTE  
ZÜRICH ZEIGT  
ZÜRICH PRESENTS

« SNAKY »

BELFA-OUANSKY & Co., GENÈVE

« Tri-co-tiss » exclusif, inspiré de la boucle de cheveux. Modèle déposé.

Photo Tenca