

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1956)  
**Heft:** 4

**Artikel:** Beach fashions  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-798630>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 01.04.2026

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

## Beach fashions

Textile production, like the weather, seems to take no heed of the calendar. And since it is necessary in the height of winter to start manufacturing and selling the swimsuits and beachwear that the fair sex will be sporting on the beaches six months hence, «Textiles Suisses» is publishing some photographs of these fashions in its number that comes out at Christmas — which is, of course, the beginning of summer for our readers in the southern hemisphere.

Manufacturers have need of inexhaustible inspiration to be able year after year to produce models that are

always different and varied, although necessarily limited in scope. And yet, they do not do so badly to judge by the models shown on the following pages. Naturally these models have many hidden advantages, to which we should perhaps call attention — all the good wearing qualities possessed by the natural or synthetic fibres of which they are made or bestowed on them by special finishing processes, such as colours resistant to sea or chlorinated water, to sun and perspiration, moth-proof wools, shape preserving and crease-resistant fabrics, etc.



« HOCOSA »

Hochuli & Cie S. A.,  
Safenwil

Maillot de bain mode en Lastex  
coton tricoté.

Fashionable bathing suit in  
knitted cotton Lastex.

Traje de baño, de moda, en  
punto de Lastex de algodón.  
Modischer Badeanzug aus  
gestricktem Baumwoll-Lastex.

Photo Stwolinski

« WIELER »

**Pius Wieler Söhne, Kreuzlingen**

Maillot de bain en Hélanca.  
Badeanzug aus Helanca.



« WIELER »

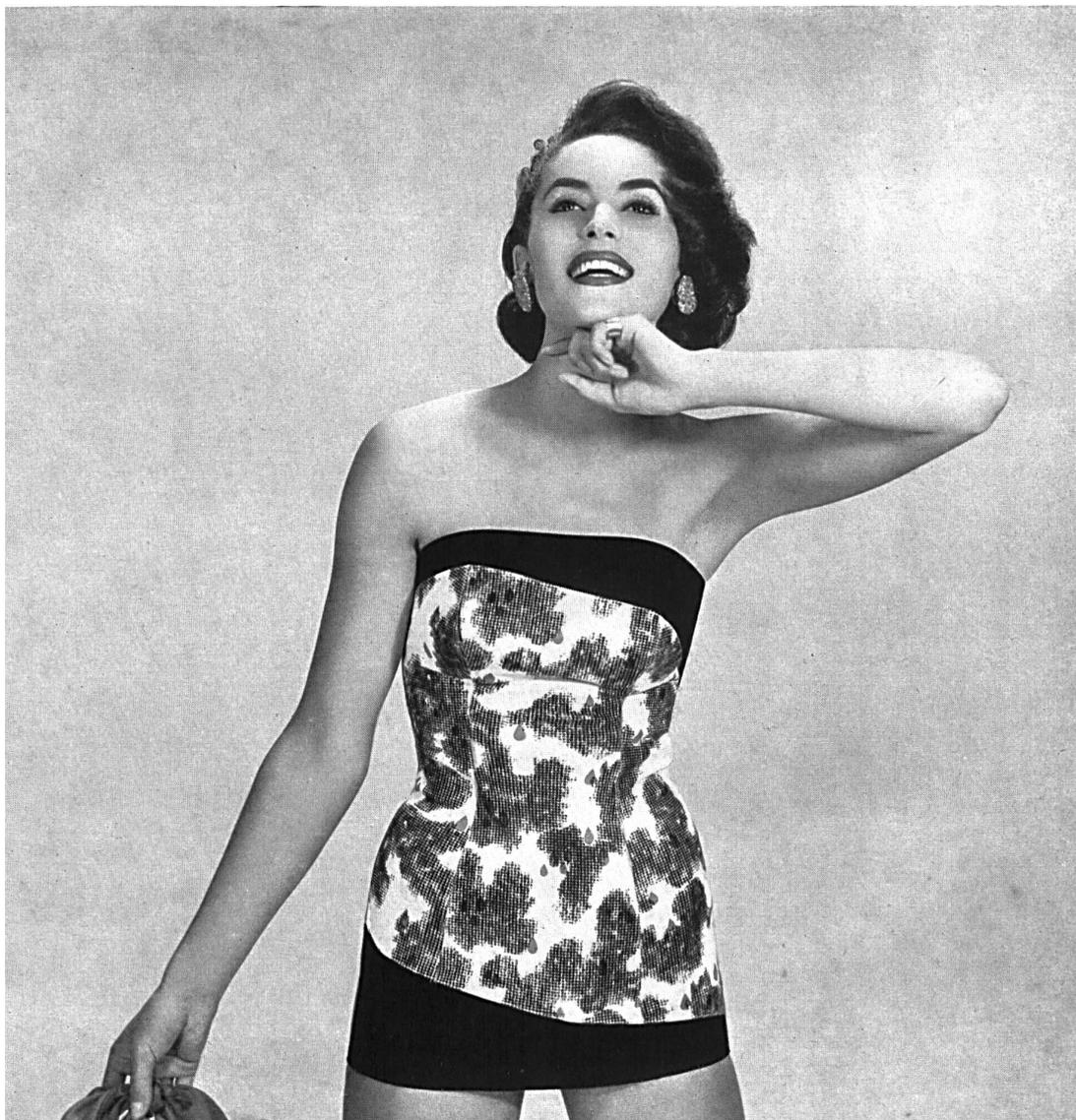
**Pius Wieler Söhne, Kreuzlingen**

Maillot de bain en Hélanca.  
Badeanzug aus Helanca.

Photos Tenca

**Nabholz S. A., Schoenenwerd**

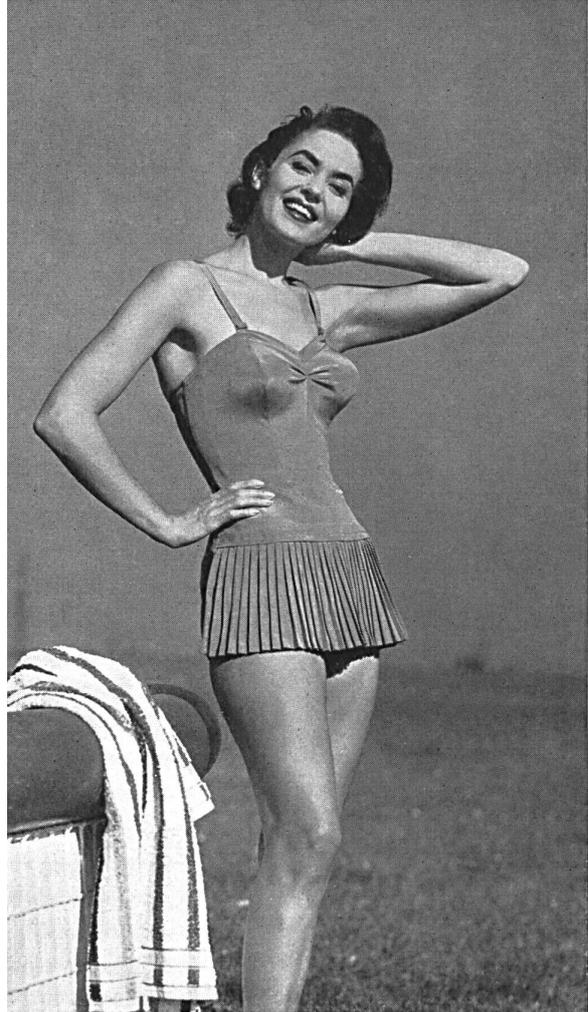
Jaquette de plage originale en tricot éponge imprimé.  
Original beach jacket in printed brushed jersey.  
Chaqueta de playa original de punto de felpa  
estampado.  
Originelle Strandjacke aus bedrucktem Frotté-  
Tricot.



**Nabholz S. A.,  
Schoenenwerd**

Maillot de bain très élégant  
et exclusif en filés « Héalanca ».  
Very smart and exclusive  
swimsuit in Helanca yarn.  
Traje de baño elegantísimo  
y exclusivo de hilos  
« Helanca ».  
Sehr apartes, elegantes Bad-  
kleid aus « Helanca »-Garn.

Photos Lutz



« ROBORO »

**J. F. Rohrer-Bolliger S. A., Romanshorn**

Élégant maillot de bain en taffetas Lastex avec devant plissé mode.

Smart taffeta Lastex swimsuit with fashionable pleated skirt front.

Elegante traje de baño, de tafetán Lastex con delantalito plisado.

Eleganter Badeanzug aus Taft-Lastex mit modischem, plissiertem Vorderteil.



« PORELLA »

**C. Burgi & Cie, Kreuzlingen**

Maillot de bain très mode à culotte bouffante.

Very fashionable bloomer-type swimsuit.

Traje de baño muy de moda con pantalones bombachos.

Badekleid in der neuerdings beliebten Pumphöschchenform.

Photo Schmutz

« ROBORO »

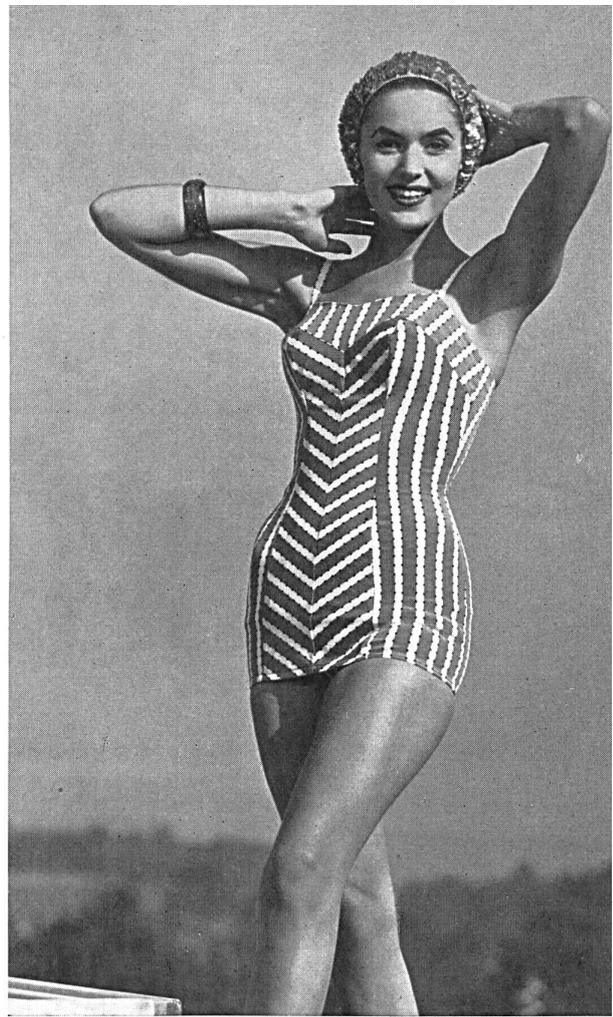
J. F. Rohrer-Bolliger S. A., Romanshorn

Maillot de bain sportif amincissant, en Lastex.

A Lastex swimsuit with a very slimming effect.

Traje de baño deportivo de Lastex, que hace svelto.

Sportlicher, schlankmachender Badeanzug aus Lastex.



« PORELLA »

C. Burgi & Cie, Kreuzlingen

Gracieux maillot de bain offrant un amusant jeu de contrastes.

Graceful swimsuit with amusing contrasts.

Gracioso traje de baño agradablemente contrastado.

Ansprechendes Badekleid in kontrastreicher Komposition von Tupfen und uni.

Photo Schmutz

# Index des annonceurs et des maisons mentionnées dans la partie rédactionnelle

## Index of Advertisers and Firms contributing to the Editorial Features of this Number

## Indice de los anunciantes y de las casas mencionadas en las páginas de texto

## Verzeichnis der Inserenten und der im redaktionellen Teil erwähnten Firmen

### BRODERIES ET DENTELLES — EMBROIDERIES AND LACES — BORDADOS Y ENCAJES — STICKEREIEN UND SPITZEN

Bischoff Textiles S. A., St-Gall .....	13
Bosshardt & Co. S. A., St-Gall .....	28
Eisenhut & Co., Gais .....	123
Eugster & Huber S. A., St-Gall .....	24
Filtex S. A., St-Gall .....	28
Christian Fischbacher Co., St-Gall .....	15, 81
Forster Willi & Cie, St-Gall .....	6, 38, 39, 78, 83
H. Frei & Cie, Diepoldsau .....	28
Aug. Giger & Cie, St-Gall .....	124
Carl Gorini, St-Gall .....	28
R. & W. Graf, Rebstein .....	122
Hausammann Textiles S. A., Winterthur .....	5, 24, 70
Honegger & Cie S. A., St-Gall .....	24
Hufenus & Cie, St-Gall .....	122
E. Mettler-Muller S. A., Rorschach .....	16
A. Naef & Cie, Flawil .....	37
J. G. Nef & Co. S. A., Hérisau .....	79, 84, 89
Rau S. A., St-Gall .....	40
Reichenbach & Cie, St-Gall .....	20, 58, 80, 88, 112
E. Roelli & Cie S. A., St-Gall .....	123
Jacob Rohner S. A., Rebstein .....	4, 64, 81, 119
Paul Sailer & Co., St-Gall .....	123
Jakob Schläpfer, St-Gall .....	120
Ed. Sturzenegger S. A., St-Gall .....	123
Tobler Söhne & Co., Teufen .....	28
Unlon S. A., St-Gall .....	27, 64, 82
Wetter & Cie, Hérisau .....	8, 28
Willy Zurcher S. A., St-Gall .....	118

### COLORANTS — DYESTUFFS — COLORANTES — FARBSTOFFE

Ciba Société Anonyme, Bâle .....	1V
J. R. Geigy S. A., Bâle .....	1, 2
Sandoz S. A., Bâle 13 .....	11

### CONFECTION ET LINGERIE EN TISSUS — WOVEN READY- MADE WEAR AND UNDERGARMENTS — ROPAS HECHAS Y ROPAS INTERIOR DE TEJIDO — KONFEKTION UND WÄSCHE AUS STOFF

Emile Anderegg S. A., Weinfelden .....	24
Baerlocher & Co., Rheineck .....	24
Benazzi S. A., Zurich .....	20
Farida, Uster .....	126
Kneubühler & Cie, Zofingue .....	124
Mylady S. A., Rheineck .....	24
Roth, Iseli & Cie, Zofingue .....	110, 125

### CRAVATES — NECKTIES — CORBATAS — KRAWATTEN

Ferrin, Racloz & Cie, Genève .....	111
------------------------------------	-----

### DIVERS — MISCELLANEOUS — DIVERSOS — VERSCHIEDENES

Siegfried Bollag & Co., Buying Agents, Zurich .....	27
---	----

### ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ECHARPES — SCHÄRPFEN UND VIERECK- TÜCHER

F. Blumer & Cie, Schwanden .....	7, 113
Ferrin, Racloz & Cie, Genève .....	111
Filtex S. A., St-Gall .....	28
Christian Fischbacher Co., St-Gall .....	15
Honegger & Cie S. A., St-Gall .....	24
Mavir, Zurich .....	112
Siber & Wehrli S. A., Zurich .....	14
Stoffel & Cie, St-Gall .....	9
Arthur Vetter & Co., Zollikon .....	120

### FILÉS ET RETORS — YARNS AND TWISTS — HILADOS Y TORCIDOS — GARNE UND ZWIRNE

Boppart & Co. S. A., Goldach .....	125
Braschler & Co., Zurich .....	28
Heer & Cie S. A., Oberuzwil .....	124
E. Mettler-Muller S. A., Rorschach .....	16
Hans Städler S. A., St-Gall .....	28
Trub & Cie S. A., Uster .....	24
Emil Wild & Co., St-Gall .....	28
Zwicky & Cie, Wallisellen .....	28

### FILS A COUDRE — SEWING THREADS — HILOS DE COSER — NÄHFADEN

E. Mettler-Muller S. A., Rorschach .....	16, 24
Zwicky & Cie, Wallisellen .....	28

### FILS, RUBANS ET TISSUS ÉLASTIQUES — ELASTIC YARNS, RIBBONS AND FABRICS — HILOS, CINTAS Y TEJIDOS ELÁSTICOS — ELASTISCHE FÄDEN, BÄNDER UND GEWEBE

Chaussures Bally S. A. Dép.: Tissus élastiques, Schönenwerd .....	21
--	----

### LAINE — WOOL — LANA — WOLLE

Tissage Bleiche S. A., Zofingue .....	57, 125
E. Schubiger & Cie S. A., Uznach .....	120

### MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS — TASCHENTÜCHER

Baerlocher & Co., Rheineck .....	24
Bischoff Textiles S. A., St-Gall .....	13
Filtex S. A., St-Gall .....	28
Christian Fischbacher Co., St-Gall .....	15
Honegger & Cie S. A., St-Gall .....	24
Mavir, Zurich .....	112
Jakob Rohner S. A., Rebstein .....	4
Paul Sailer & Co., St-Gall .....	123
Stoffel & Cie, St-Gall .....	9
Ed. Sturzenegger S. A., St-Gall .....	123
Tobler Söhne & Co., Teufen .....	28
Unlon S. A., St-Gall .....	27

**TEINTURIERS, IMPRIMEURS, FINISSEURS — DYERS, PRINTERS, FINISHERS — TINTOREROS, ESTAMPADORES, APRESTADORES — FÄRBER, DRUCKER, APRETEURE**

Baumann & Co., Langenthal	124
Heberlein & Co. S. A., Wattwil	11
Heer & Cie S. A., Oberuzwil	124
S. A. A. & R. Moos, Weisslingen	18
Stoffel & Cie, St-Gall	9
Weberel Sirmach, Sirmach	28
Alwin Wild, St. Margrethen	28
Winzeler, Ott & Co. S. A., Weinfelden	121
Zwicky & Cie, Wallisellen	28

**TISSUS DE COTON, SOIE, LIN, RAYONNE, NYLON ET FIBRANNE — COTTON, SILK, LINEN, RAYON, NYLON AND STAPLE-FIBRE FABRICS — TEJIDOS DE ALGODÓN, SEDA, LINO, RAYÓN, NYLÓN Y FIBRANA — STOFFE AUS BAUMWOLLE, LEINEN, SEIDE, KUNSTSEIDE, ZELLWOLLE, NYLON**

Abegg Frères, Horgen	24
L. Abraham & Cie, Soieries S. A., Zurich	30, 41, 42, 43, 46, 47, 48, 50, 52, 73, 74, 76
Emile Anderegg S. A., Weinfelden	24
Baerlocher & Co., Rheineck	24, 66
Baumann & Co., Langenthal	124
Burgauer & Cie S. A., St-Gall	12
Emar S. A., Zurich	10, 92
Eugster & Huber S. A., St-Gall	24
Filtex S. A., St-Gall	28
Christian Fischebacher Co., St-Gall	15, 60, 85, 87
Charles Gorini, St-Gall	28
Berthold Guggenheim Fils & Cie, Zurich	22, 69
H. Gut & Cie S. A., Zurich	26
Haas & Cie, Zurich	59
Hausmann Textiles S. A., Winterthur	5, 24, 70
Heer & Cie S. A., Thalwil	19, 72, 93, 94
Honegger & Co. S. A., St-Gall	24
Max Kirchheimer Söhne & Co., Zurich	111
Leemann & Schellenberg S. A., Zurich	8, 66

Mettler & Cie S. A., St-Gall	24, 75, 88, 116
S. A. A. & R. Moos, Weisslingen	18, 59
Naef Frères S. A., Zurich	3, 71, 117
J. G. Nef & Cie S. A., Hérissau	23, 62, 63, 79, 84, 89
Raytex S. A., Zurich	115
Reichenbach & Cie, St-Gall	20, 58, 80, 88, 112
Jacob Rohner S. A., Rebstein	4
Sager & Cie, Dürrenäsch	114, 121
E. Schubiger & Cie S. A., Uznach	120
Robt. Schwarzenbach & Co., Thalwil	29
Setarti S. A., Zurich	68
Siber & Wehrli S. A., Zurich	14
Weberel Sirmach, Sirmach	28
Stehli & Co. S. A., Zurich	44, 45, 51, 67
Stoffel & Cie, St-Gall	9, 61, 86, 87, 91
S. A. Stünzi Fils, Horgen	49
Tissage Wallenstadt, Wallenstadt	25
Wetter & Cie, Hérissau	28, 122
Winzeler, Ott & Co. S. A., Weinfelden	58, 121

**TRICOT ET JERSEY (VÊTEMENTS ET LINGERIE) — KNITTED AND JERSEY GOODS (APPAREL AND UNDERWEAR) — ARTÍCULOS DE PUNTO (VESTIDOS Y ROPAS INTERIOR) — TRIKOT UND JERSEY (KONFEKTION UND WÄSCHE)**

Aspor S. A., Porrentruy	24
C. Burgi & Cie, Kreuzlingen	104, 105
Egger, Eisenhut & Co., Aarwangen	24
Hochuli & Cie, Safenwil	101, 126
Jakob Laib & Cie, Amriswil	24
Joh. Muller S. A., Wohlten	122
A. Naegeli S. A., Trikotfabriken Berlingen und Winterthur, Winterthur	24, 108
Nabholz S. A., Schönenwerd	103
J. F. Rohrer-Bolliger S. A., Romanshorn	104, 105, 126
Ruegger & Cie, Zofingue	121
Ruepp & Cie S. A., Sarmenstorf	17, 109, 110
Sager & Cie, Dürrenäsch	121
Pius Wieler Fils, Kreuzlingen	102
Alwin Wild, St. Margrethen	28

**Where to subscribe to «TEXTILES SUISSES»**

<b>Australia.</b>	Oversea Trade Co., Victoria House, 83, Pitt Street, Sydney.	<b>Pakistan.</b>	Legation of Switzerland, Clifton N° 98 off Partab Singh Sethi Road, Karachi.
<b>British West Africa.</b>	Consulate of Switzerland, P. O. B. 359 Swanmill, Station Road, Accra (Gold Coast).	<b>Philippines.</b>	Consulate of Switzerland, 232, A. Mabini Street, Ermita, Manila.
<b>Canada.</b>	Mr. R. J. Taber, 99, King Street West, Toronto (Ont.), Simon News Agency 3815 Dupuis Ave Montreal 26	<b>Rhodesia (North).</b>	Swiss Office for the Development of Trade, B. P. 1153, Elisabethville (Belgian Congo).
<b>China.</b>	Legation of Switzerland, 8 C. Nan Ho Yen, Peking. Consulate General of Switzerland, 87, Mowming Road, Grosvenor House, Shanghai.	<b>South Africa.</b>	Legation of Switzerland 818 George Av. P. O. B. 2289, Pretoria Consulate of Switzerland, 601, International House, Cor. Loveday & Kerk Street, Johannesburg.
<b>Cyprus.</b>	Mr. Shukuroglou, Swiss Consular Agency P. O. B. 123, Nicosia.	<b>Straits Settlements.</b>	Consulate of Switzerland, Union Building, Collyer Quay, Singapore.
<b>Denmark.</b>	A. C. Illum Handelshus A/S Ostergade 52-54, Copenhagen.	<b>Sweden.</b>	Nordiska Kompaniet, Hamngatan 18-20, Stockholm.
<b>East Africa.</b>	Consulate of Switzerland, P. O. B. 102, Tanga (Tanganyika) B. E. A.	<b>Switzerland.</b>	Swiss Office for the Development of Trade, Place de la Riponne 3, Lausanne.
<b>Egypt.</b>	Swiss Chamber of Commerce, 8, Abdel Khalek Saroit Pacha Street, B. P. 352, Cairo. Swiss Chamber of Commerce, 40, Safia Zaghibul, B. P. 836, Alexandrie.	<b>Thailand.</b>	Legation of Switzerland, 125/1, Savankaloke Road, Bangkok.
<b>Ireland.</b>	Eason & Son Ltd., 79-82, Middle Abbey Street, Dublin.	<b>U. S. A.</b>	The American News Company, 131, Varick Street, New York 13 (N. Y.). Classique Modes Co., Imported Fashion Publications, 202, West 40 Street, New York 18 (N. Y.). French & European Publications, Inc 610 Fifth Avenue, New York 20 (N. Y.) Legation of Switzerland, 2900, Avenue Cathedral N. W., Washington 8 (D. C.). Consulate General of Switzerland, 444, Madison Avenue, New York 22 (N. Y.). Consulate of Switzerland, Lincoln tower, 751 East Wacker Drive, Chicago 1 (Illinois). Consulate of Switzerland, Atlas Bank Building 901, Walnut Street 518-524, Cincinnati 2 (Ohio). Consulate of Switzerland, 511, W. M. 740 South Broadway, Los Angeles 14 (Cal.). National Publications Company, 1151, South Broadway, Los Angeles 15. Consulate of Switzerland, 236 International Trade Mart, New-Orleans 12 (La.). Consulate of Switzerland, 226, S 16th Street, Philadelphia 2 (Pa.). Consulate of Switzerland, 55, New Montgomery Street, San Francisco 5 (Cal.). Consulate of Switzerland, 1331, Third Av., Seattle 1 (Wash.). Consulate of Switzerland, 1012, Ambassador Building, 411, N. 7th Street, St. Louis (Mo.).
<b>Great Britain.</b>	S. F. & Partners Ltd., Bloomsbury Square 4 a, London W. C. 1.		
<b>India.</b>	Swiss Trade Commissioner for India, Gresham Assurance House, Sir Phirozschah Mehta Road, Box 102, Fort-Bombay.		
<b>Indonesia.</b>	Legation of Switzerland, Djalan Diponegoro 5, Diakarta - Java.		
<b>Irac.</b>	Legation of Switzerland, Saadun Street No 3/1/2, Alwiyah, Bagdad.		
<b>Israël.</b>	Groupement Suisse pour le Commerce avec Israël (GSI), P. O. B. 2117, 28, Ahad Haam St., Tel Aviv.		
<b>Japan.</b>	Fukuichi Co., Ltd., P. O. Box 96, Higashi, Osaka No 7, 1 — chome, Awajimachi, Higashi-ku, Osaka. Meiji-Shobo, Publisher & Bookseller, 4-2, chome Surugadai, Kanda Tokyo.		
<b>New Zealand.</b>	Universal Business Directories Ltd., 44-46, Kingston Street, Auckland.		
<b>Netherlands.</b>	Nederlandsch - Zwitsersche Kamer van Koophandel, 146 Singel Amsterdam.		
<b>Norway.</b>	A/S Norwesens Klokkompan P. O. B 25, Oslo.		

Subscribe to «TEXTILES SUISSES» («Swiss Textiles») and we shall be happy to register your name on our mailing list!