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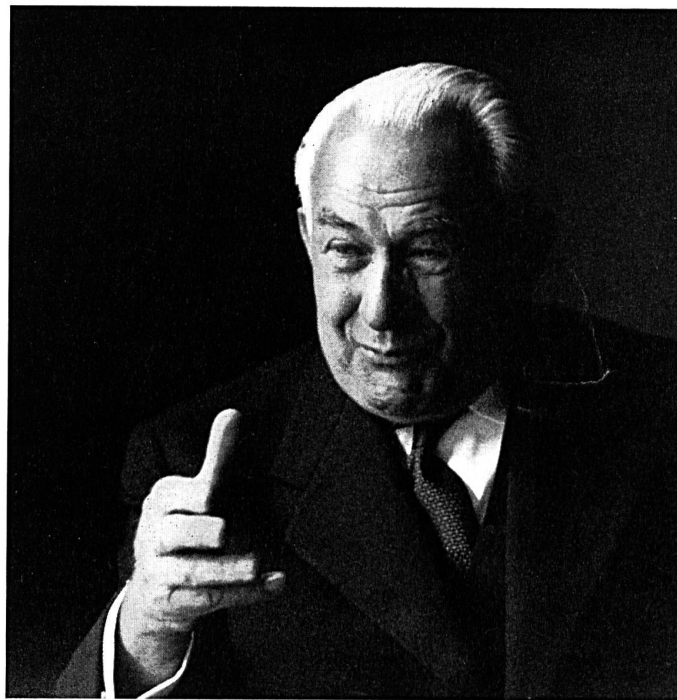
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A lifetime of service to embroidery

Mr. Max O. Zurcher, a youthful octogenarian who has represented Saint-Gall embroidery in Paris since 1901.



In May 1959, Mr. Max O. Zurcher celebrated his eightieth birthday in Paris, where he has lived since the beginning of the century and where he continues most brilliantly to represent Saint-Gall embroidery with Haute Couture.

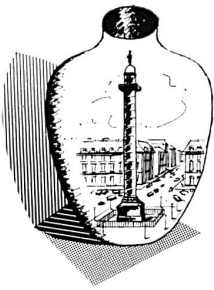
To see him, still so upright and alert, one would never credit him with his four score years, and those who meet him at fashion parades, in workrooms and offices, at receptions or at the races — wherever, in fact, fashion is created or on display — take him for a diplomat, a couturier perhaps, but always for a dyed in the wool Parisian... And yet, even though he is a credit to the Paris where he was trained, where his clear gaze has taken on a more mischievous gleam, where he learned that elegant sense of tact which makes him both a shrewd businessman and a man of the world, he has nevertheless remained faithful to his homeland, Switzerland, and above all to the home of embroidery in Switzerland, Saint-Gall, which he has so well represented and championed in the capital of fashion.

In 1901, Max Hoffman, the head of a big embroidery manufacturing and export concern in Saint-Gall who realised the great importance of Paris for textile designing, decided to send Max Zurcher there. But his youthful representative succeeded in being more and better than a mere agent acting on his behalf. He seemed to incarnate the industrious qualities of his small homeland and succeeded in promoting its interests. He successfully mastered the secrets of that most mysterious and disconcerting aspect of fashion — creation; thank to his tact and great personal charm, he succeeded in gaining admission everywhere and, by bringing all his qualities to bear, in becoming more than a representative — an ambassador, a liaison agent, an invaluable collaborator, taking an active part in creation with his suggestions, his advice and his orders.

In addition to all this — which represents a tremendous amount of work and personal contacts that it is almost impossible to estimate — Max Zurcher took a very real interest in the activities of the Swiss colony; he was one of the promoters of the Swiss Hospital in Paris, towards which he contributed much by his own personal endeavour. This is a typical example of the generous civic spirit of this native of Appenzell.

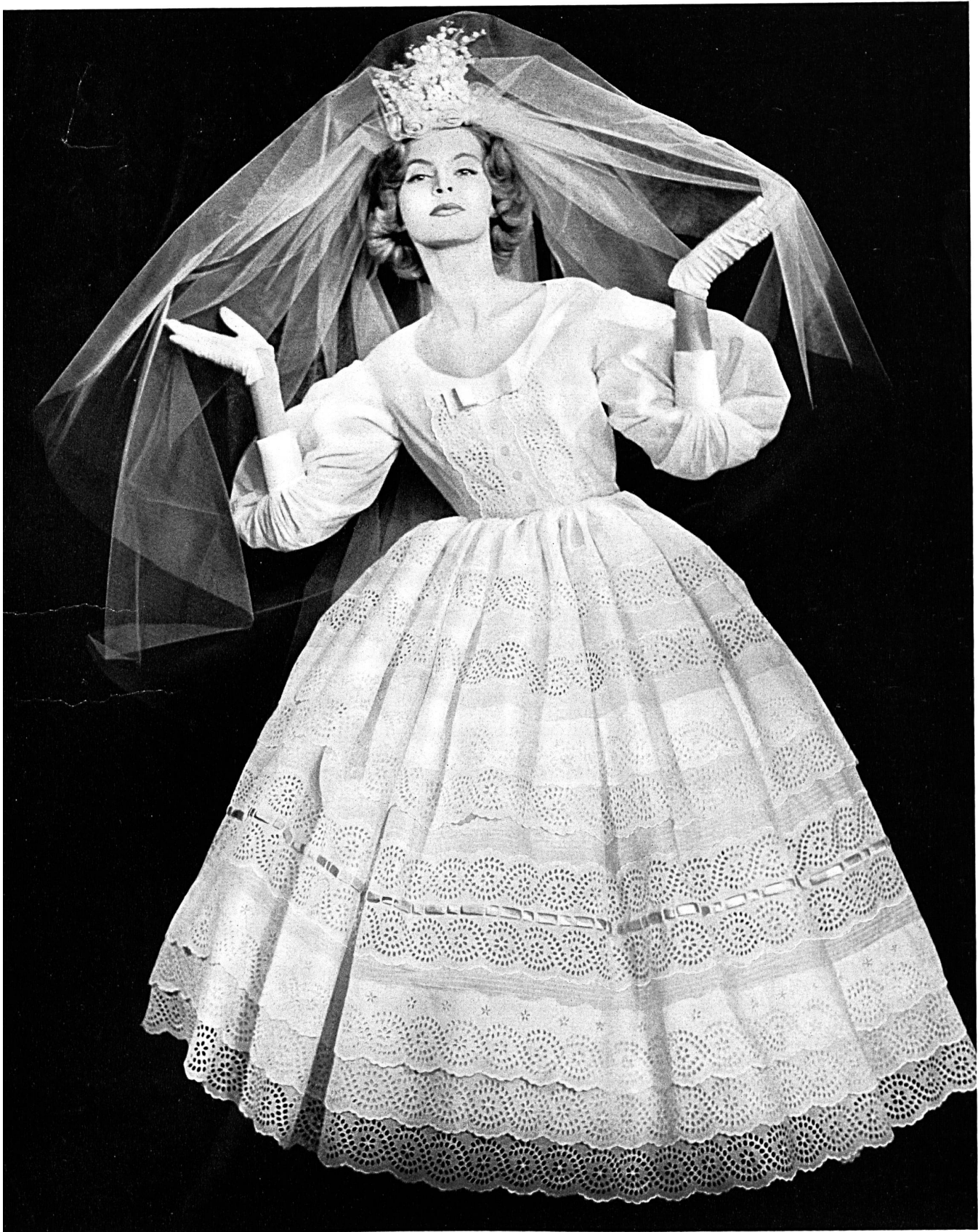
For many years too, Max Zurcher has been a loyal adviser and a faithful friend to our periodical, whose Paris correspondent he is. He has always been ready to intervene in order to obtain a piece of information, to undertake a tricky negotiation, to have a door opened to « Textiles Suisses », to suggest a new line of activity... and always with the greatest courtesy, tact and kindness.

The Swiss Office for the Development of Trade and its textile periodical take great pleasure therefore in joining in the numerous expressions of friendship and esteem received by Max Zurcher on his eightieth birthday and in extending to him here their congratulations, profound gratitude and sincere good wishes.



*Dans la couture et
Printemps*

Broderies et cotons



MAGGY ROUFF
Broderie anglaise de Walter Schrank & Co., Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove

la mode parisiennes

Été 1959

fins de Saint-Gall



MADELEINE DE RAUCH
Broderie anglaise de Walter Schrank & Co., Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove



CATHERINE SAUVE

Volants en broderie anglaise sur organdi de Union S.A., Saint-Gall
Grossiste à Paris: Pierre Brivet S.à r.l.
Photo Rév

CARVEN

Organdi brodé de Reichenbach & Co., Saint-Gall
Distribué par la maison Montex, Paris
Photo Paul Marai





CARVEN

Broderie sur tulle de Forster Willi & Co., Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove

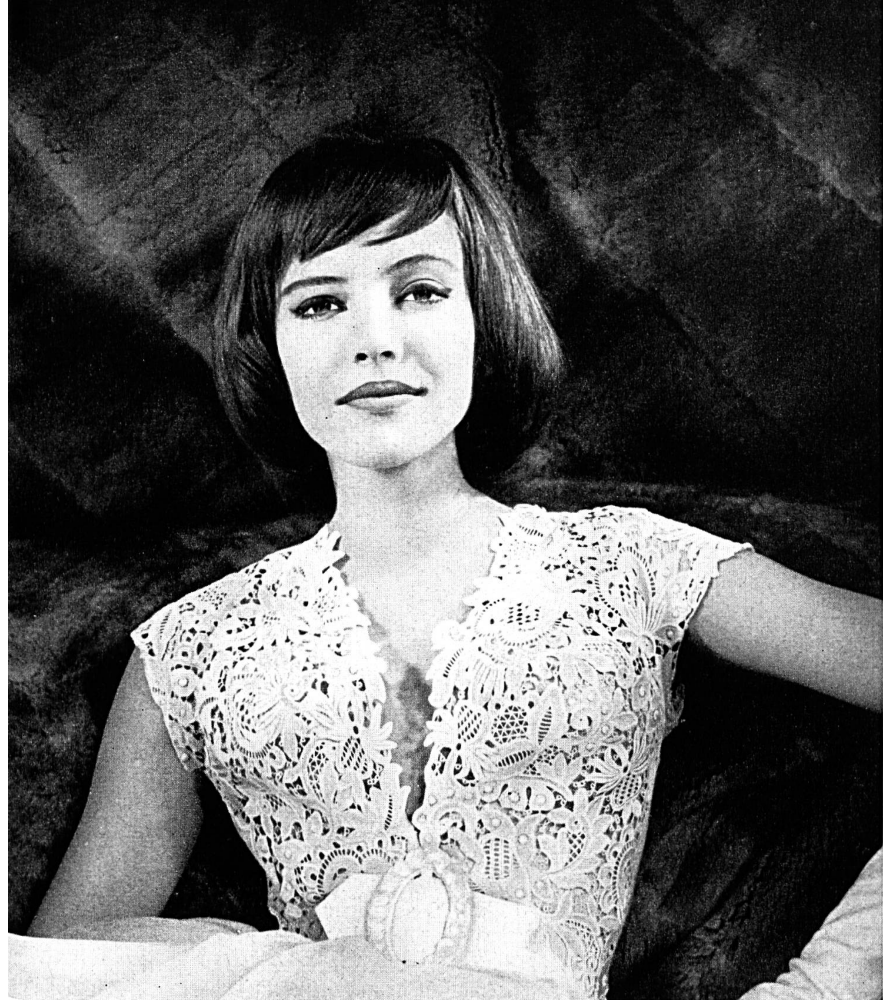
PIERRE CARDIN

Broderie: applications découpées à la main sur organdi
de Union S.A., Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove

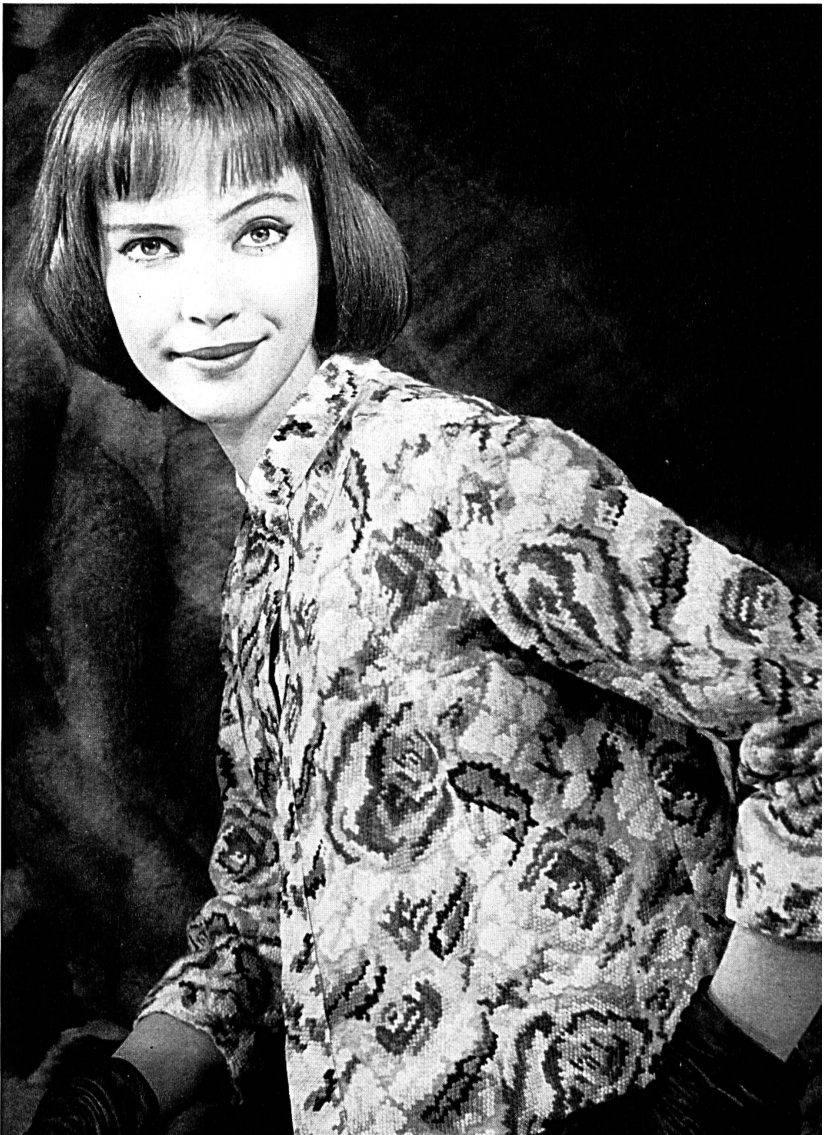




CHRISTIAN DIOR
(Boutique)
Nansook brodé ton sur ton de Union S.A., Saint-Gall
Photo Seeberger



PIERRE BALMAIN
Guipure de Forster Willi & Co., Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove



GUY LAROCHE
Organdi brodé genre Gobelin
de Forster Willi & Co., Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove

MADELEINE DE RAUCH

Organdi brodé de Forster Willi & Co., Saint-Gall
Grossiste à Paris: Pierre Brivet S.à r.l.
Photo Tenca



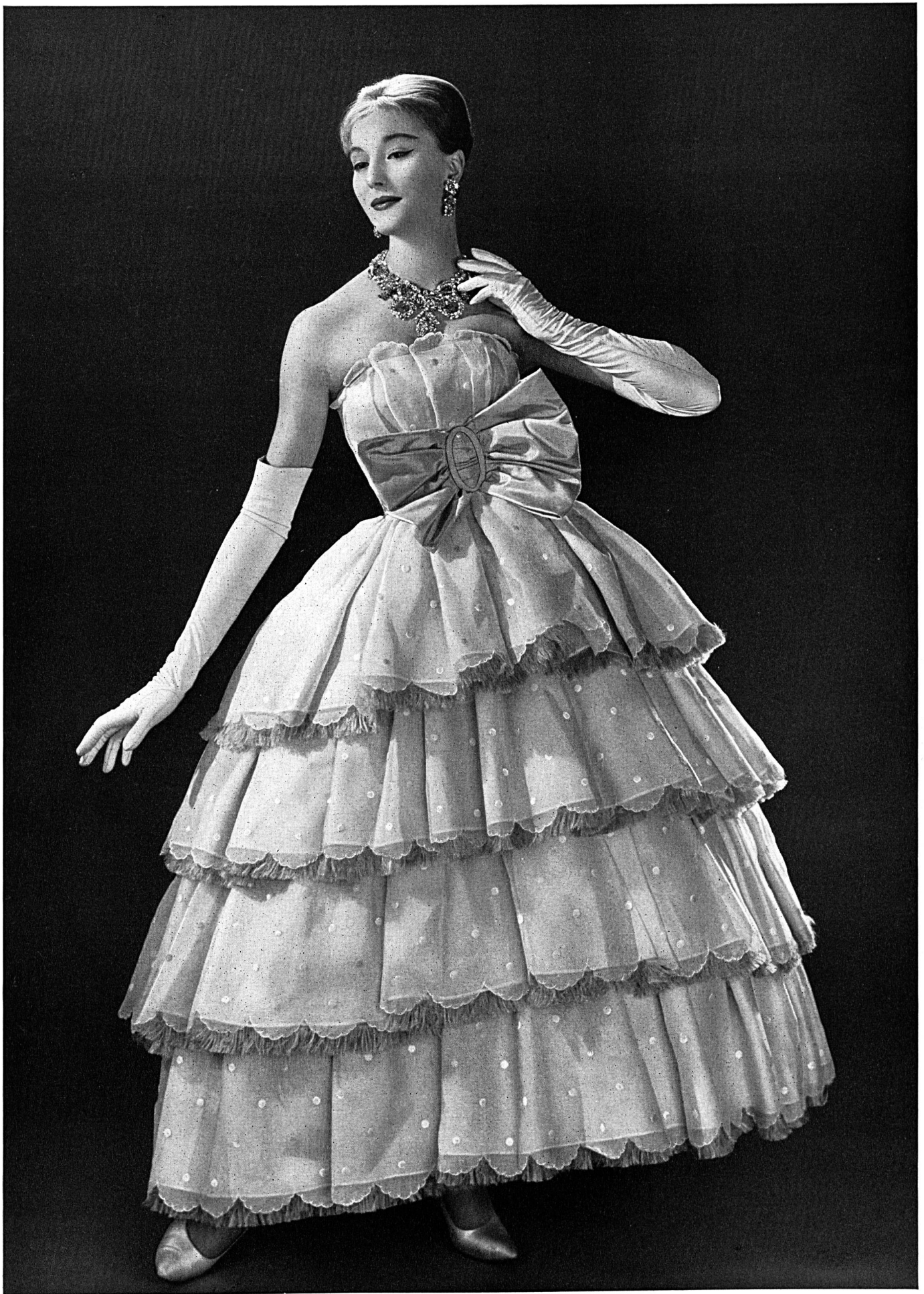


NINA RICCI
Laize de guipure de Forster Willi & Co., Saint-Gall
Grossiste à Paris : Les Tisseurs B. de M.



PIERRE CARDIN

Organdi brodé de Forster Willi & Co., Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove



MAGGY ROUFF
Volants d'organdi brodé blanc blanc de Union S.A., Saint-Gall
Photo Seeberger

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▶
JEAN PATOU

Robe en organdi de soie, brodé couleurs,
de A. Naef & Co., Flawil/Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove

JACQUES GRIFFE

Robe en organdi brodé blanc de A. Naef & Co., Flawil/Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove





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CATHERINE SAUVE

Broderie de coton de A. Naef & Co., Flawil/Saint-Gall

Grossiste à Paris: Pierre Brivet S.à r.l.

Photo P. A. Constantin





MANGUIN

Recocharme, popeline de coton avec impression au cadre de Reichenbach & Co., Saint-Gall
Distribué par la maison Montex, Paris



CARVEN

Batiste minicare de Reichenbach & Co., Saint-Gall
Distribué par la maison Montex, Paris
Photo Paul Marai



PIERRE BALMAIN
(Boutique)

Broderie de coton de A. Naef & Co., Flawil/Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove



BRUYERE

Volants de broderie anglaise
de Forster Willi & Co., Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove

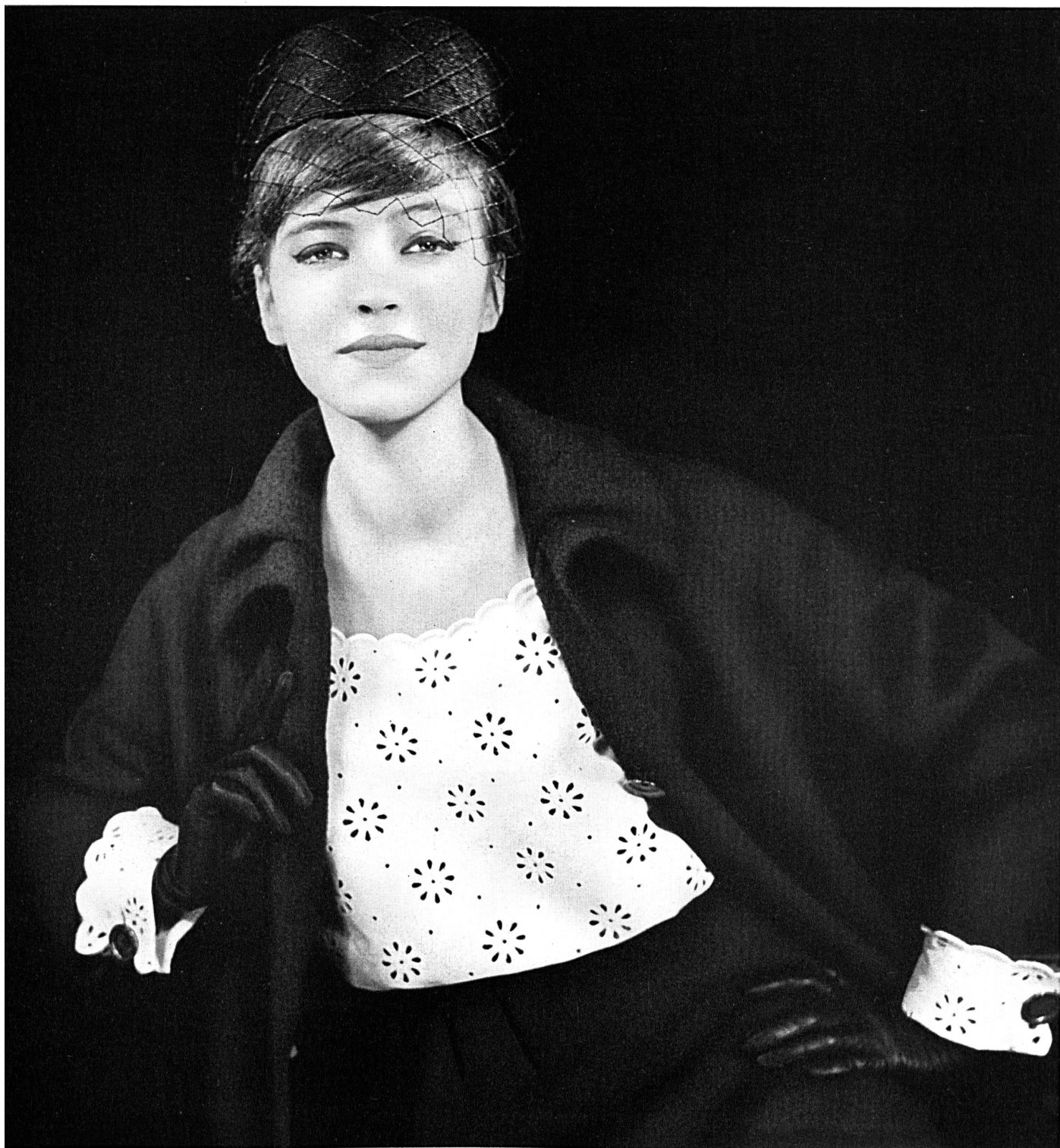


LANVIN CASTILLO

Guipure avec fleurs détachées
de Forster Willi & Co., Saint-Gall
Grossiste à Paris: Les Tisseurs B. de M.
Photo Tenca

MADELEINE DE RAUCH

Broderie anglaise sur piqué de coton rayé blanc
de Union S. A., Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove





BERNARD SAGARDOY
Tulle de coton brodé,
fond blanc / broderie rouge,
de Jacob Rohner S.A.,
Rebstein
Agent à Paris: Lafferanderie
Photo Joseph Grove



BRUYERE
« Nelo », broderie Nelita, 100 % coton
de J.G. Nef & Co. S.A., Hérisau



BRUYERE
Recolinon fantaisie
de Reichenbach & Co., Saint-Gall
Distribué par la maison Montex, Paris



BERNARD SAGARDOY
Galon de guipure de Rau S.A., Saint-Gall
Grossiste à Paris: Robert Burg & Co.
Photo Joseph Grove



CHRISTIAN DIOR
(Boutique)
Volants de coton brodé
de Forster Willi & Co., Saint-Gall
Photo Joseph Grove



CHRISTIAN DIOR
(Boutique)
Broderie anglaise
de Walter Schrank & Co., Saint-Gall

CHRISTIAN DIOR
(Boutique)

Volants de coton brodé
de Forster Willi & Co., Saint-Gall
Photo Joseph Grove



CHRISTIAN DIOR
(Boutique)
Plumetis brodé couleurs
de Forster Willi & Co., Saint-Gall
Photo Joseph Grove

Soeries de Zurich



BALENCIAGA
Photo Kublin

BALENCIAGA
Photo Kublin

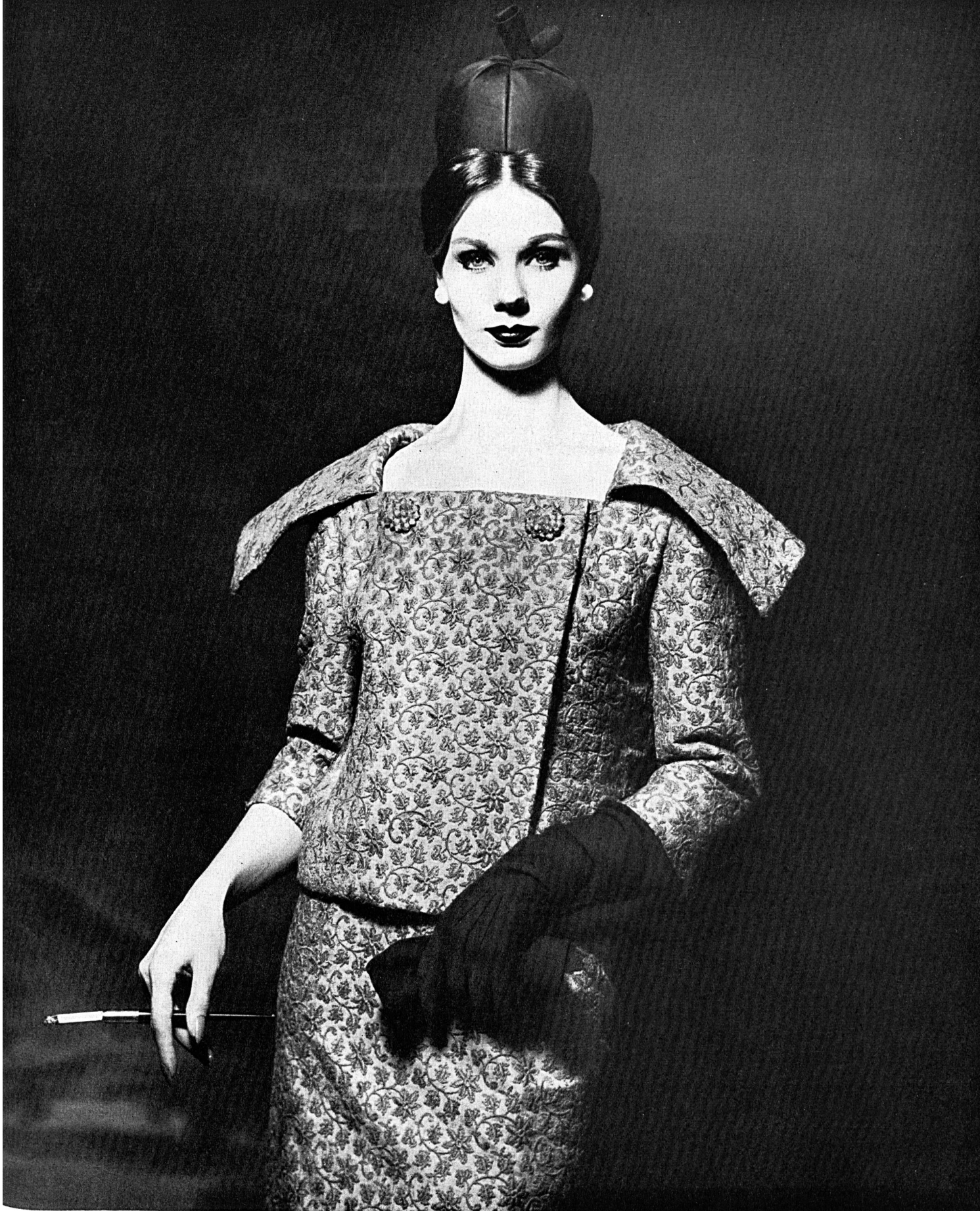




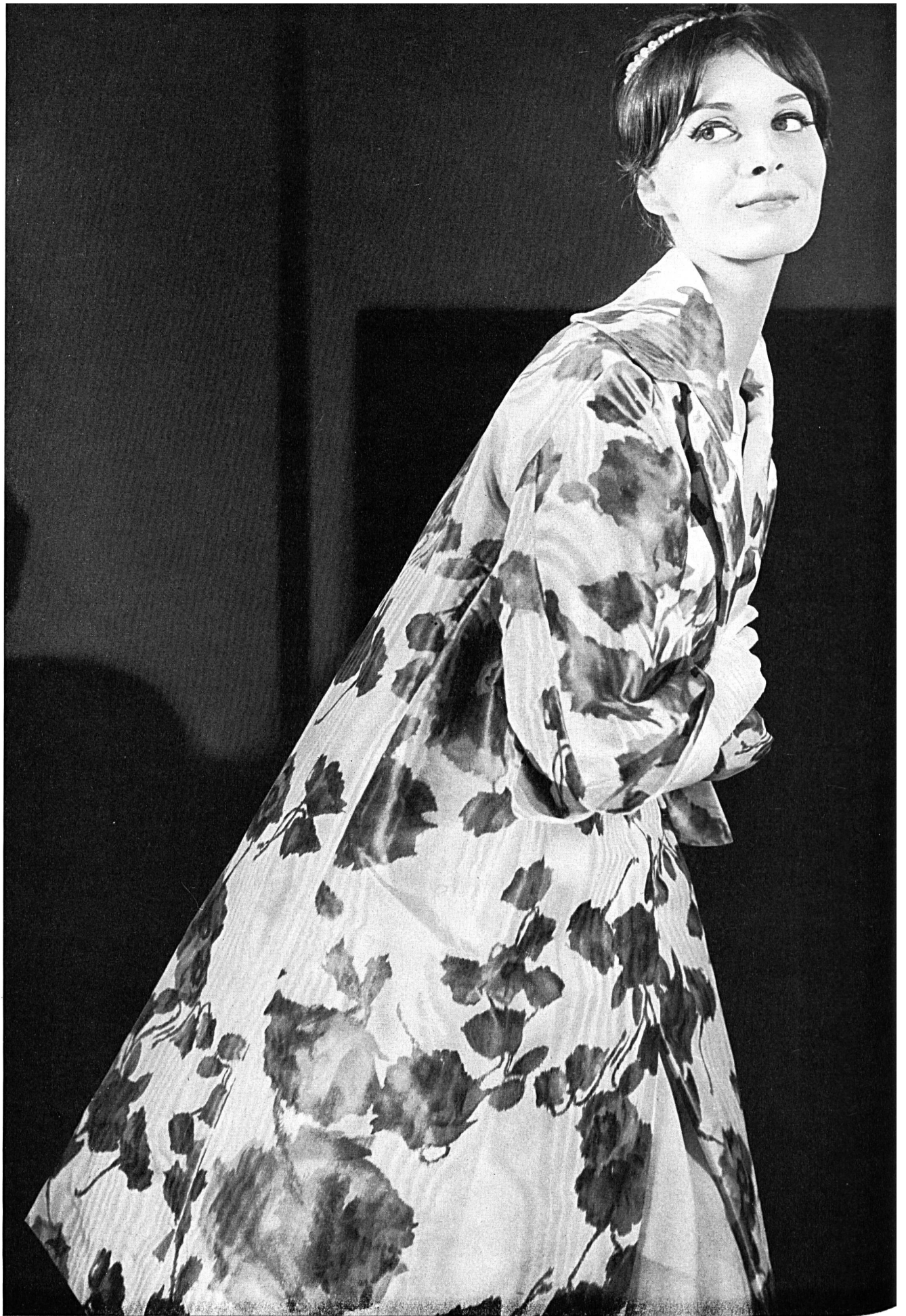
BALENCIAGA
Photo Kublin



HUBERT DE GIVENCHY
Photo Kublin



HUBERT DE GIVENCHY
Photo Kublin



CARVEN

Faille moirée, impression chaîne, de
Soieries Stehli S.A.,
Zurich
Photo Joseph Grove



JACQUES GRIFFE
Façonné matelassé coton de
Soieries Stehli S.A.
Zurich
Photo Joseph Grove



NINA RICCI

Poult de soie noire de la
S.A. Stünzi Fils,
Horgen
Photo André Ostier

JEAN PATOU

Façonné matelassé
coton de
Soieries Stehli S.A.,
Zurich
Photo Joseph Grove





CHRISTIAN DIOR

(Boutique)

Taffetas imprimé pure soie de
Rudolf Brauchbar & Cie S.A.,
Zurich



BERNARD SAGARDOY

Imprimé tout soie de
Soieries Stehli S.A.
Zurich
Photo Joseph Grove