

Summer fabrics 1960

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Summer Fabrics 1960

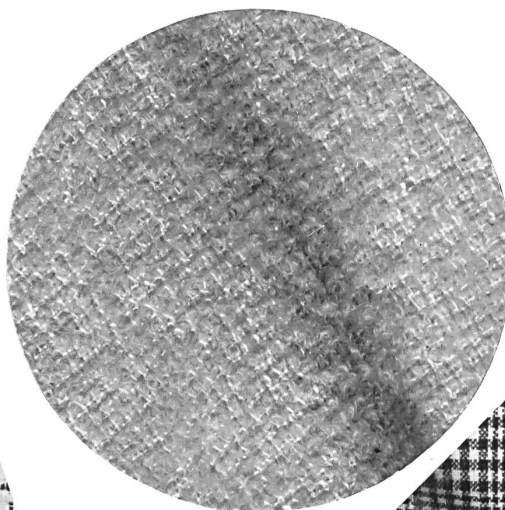
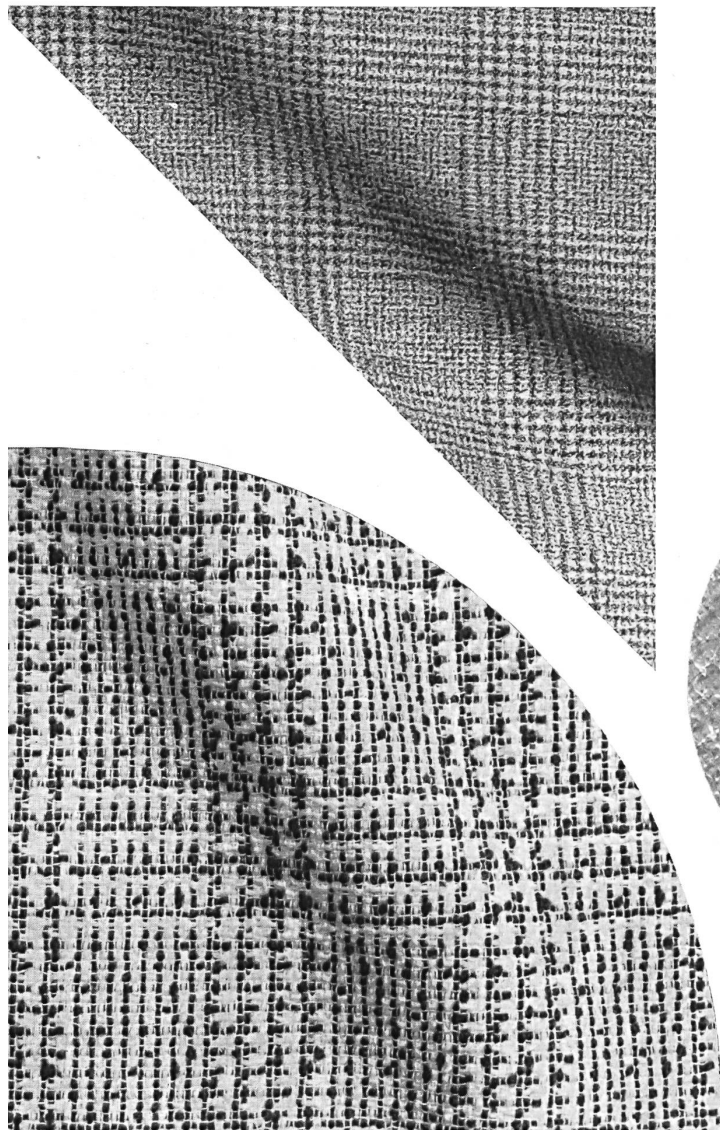
The triumph of quality

One has to resign oneself today to seeing the overthrow of the traditional classifications of the textile industry, the silk weaving mills offering woolen fabrics, cotton imitating silk and Jacquard fabrics resembling embroidery. Once we accept the idea, we find it highly gratifying to see the present vitality of the Swiss textile industry. First of all the collections are richer, more varied and more beautiful than ever and, second, in spite of keener foreign competition Swiss textiles continue to hold their own on all markets where quality is of importance. Admittedly quality must be paid for, but it also pays dividends itself, that is to say that the elegance,

good workmanship and strength that it represents are worth far more than the price that is paid for them. And the number of markets where the average consumer can afford the better-than-average article is increasing. The Swiss textile industry is therefore playing its trump-card of quality — and winning.

As they look through the pages that follow, readers of «Textiles Suisses» can gain only a slight idea of the richness of the collections. In this number for the first time however, we have tried to complete the picture by appending to the photographs a series of notes by the editor.

PHOTOS DR0



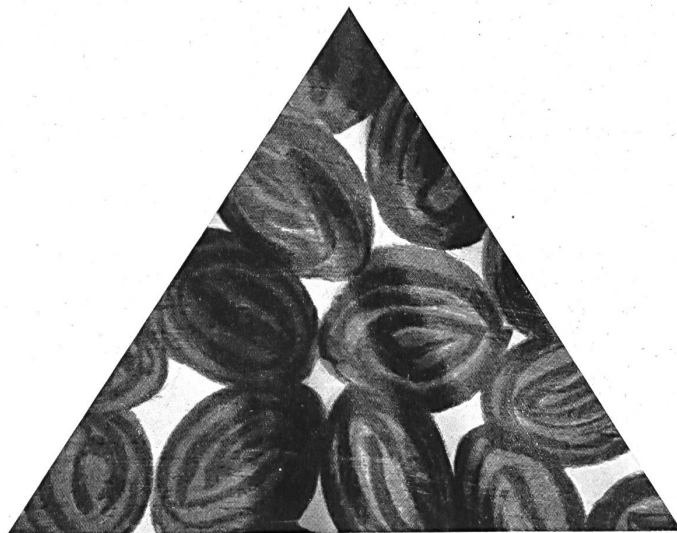
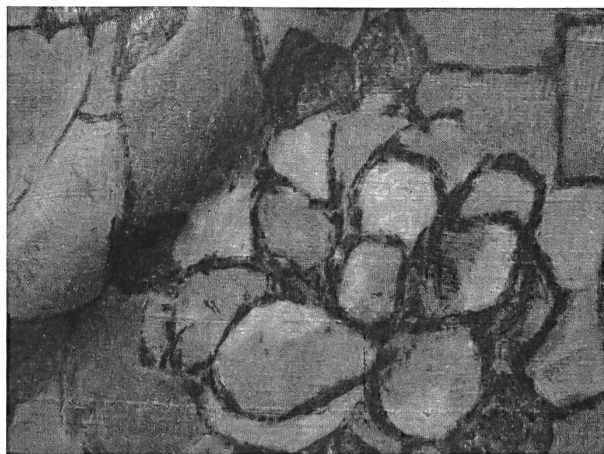
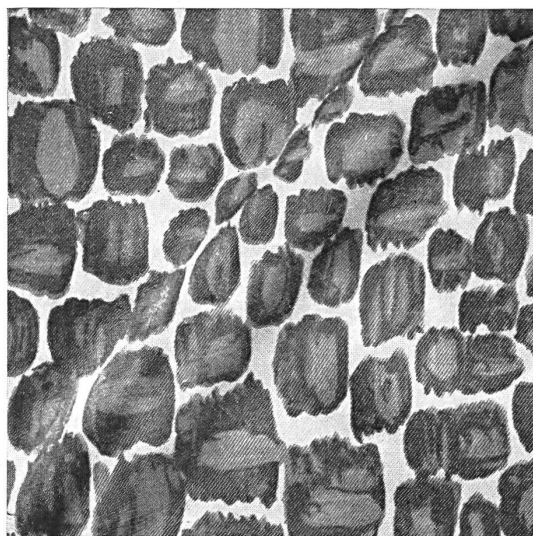
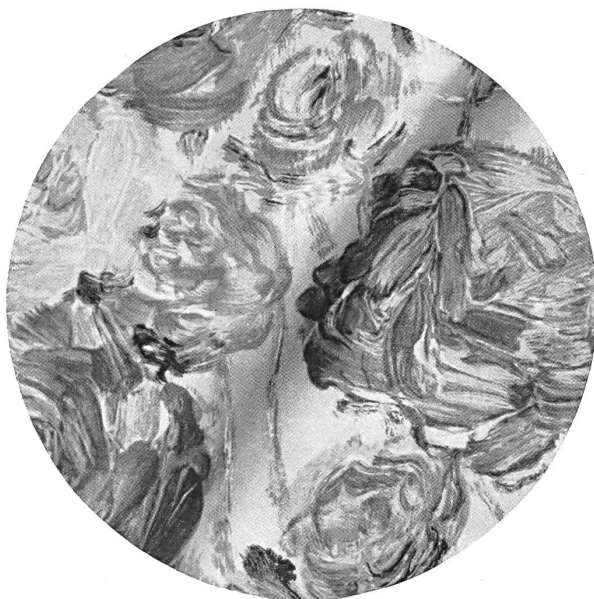
TISSAGE BLEICHE S. A., ZOFINGUE

Tissus de laine Prince de Galle et structurés pour costumes, robes, jupes et manteaux. —
* Tissu Trévira pour jupes plissées et costumes
Prince of Wales check and structured fabrics for suits, dresses, skirts and coats. — * Trevira
fabric for pleated skirts and suits

Tejidos de lana Príncipe de Gales y estructurado para trajes, vestidos, faldas y abrigos. —
* Tejidos Trevira para faldas plisadas y trajes
Prinz of Wales und Strukturgewebe aus Wolle für Kostüme, Kleider, Jupes und Mäntel. —
* Trevira-Gewebe für Plisséjupes und Kostüme

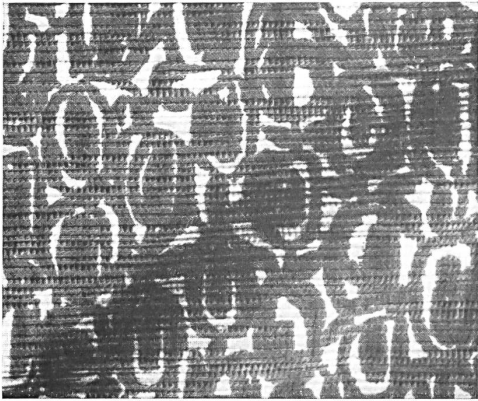
RUDOLF BRAUCHBAR & CIE S. A., ZURICH

Dessins haute nouveauté imprimés à la main sur taffetas, surah et shantung pure soie
High novelty hand-printed designs on pure silk taffeta, surah and shantung
Dibujos de alta novedad estampados a mano sobre tafetán, surah y shantung pura seda
Hochmodische Dessins, handbedruckt auf reinseidenem Taft, Surah und Shantung



« bégé », BERTHOLD GUGGENHEIM FILS & CIE, ZURICH

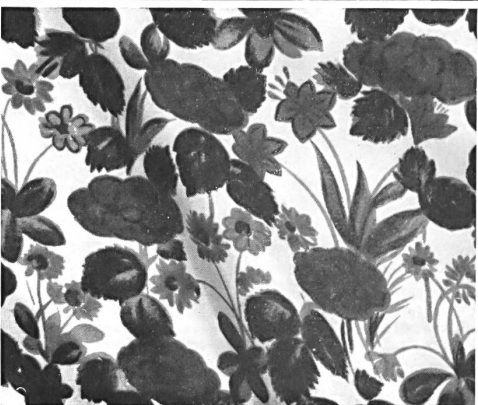
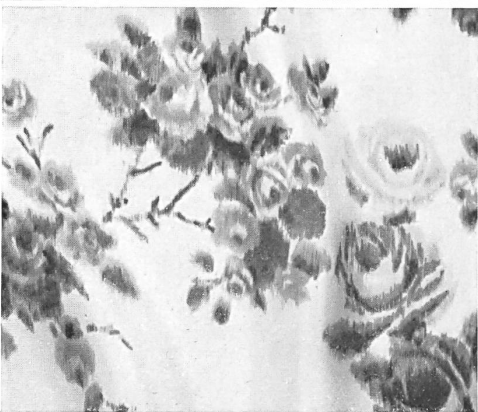
Nouveautés imprimées sur pure soie (1) et sur coton, sur coton façonné (2) et jacquard (3); coton jacquard tissé couleurs (4) et tissu mélangé chiné jacquard (5)
 Novelty designs printed on pure silk (1) and cotton, on figured (2) and Jacquard (3) cotton; colour-woven Jacquard cotton (4) and warp-printed Jacquard mixed fabric (5)
 Novedades estampadas sobre pura seda (1) y sobre algodón, sobre algodón labrado (2) y Jacquard (3); algodón Jacquard tejido en colores (4) y tejido mezclado chiné Jacquard (5)
 Bedruckte Neuheiten auf reiner Seide (1) und Baumwolle, auf fassoniierter (2) und Jacquard (3)-Baumwolle; buntgewobene Jacquard Baumwolle (4) und kettbedrucktes gemischtes Jacquard Gewebe (5)



2



1



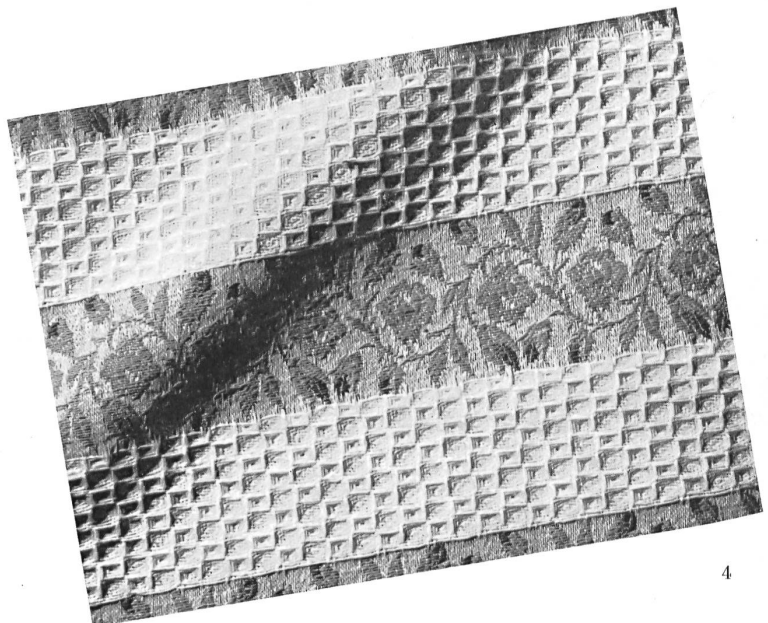
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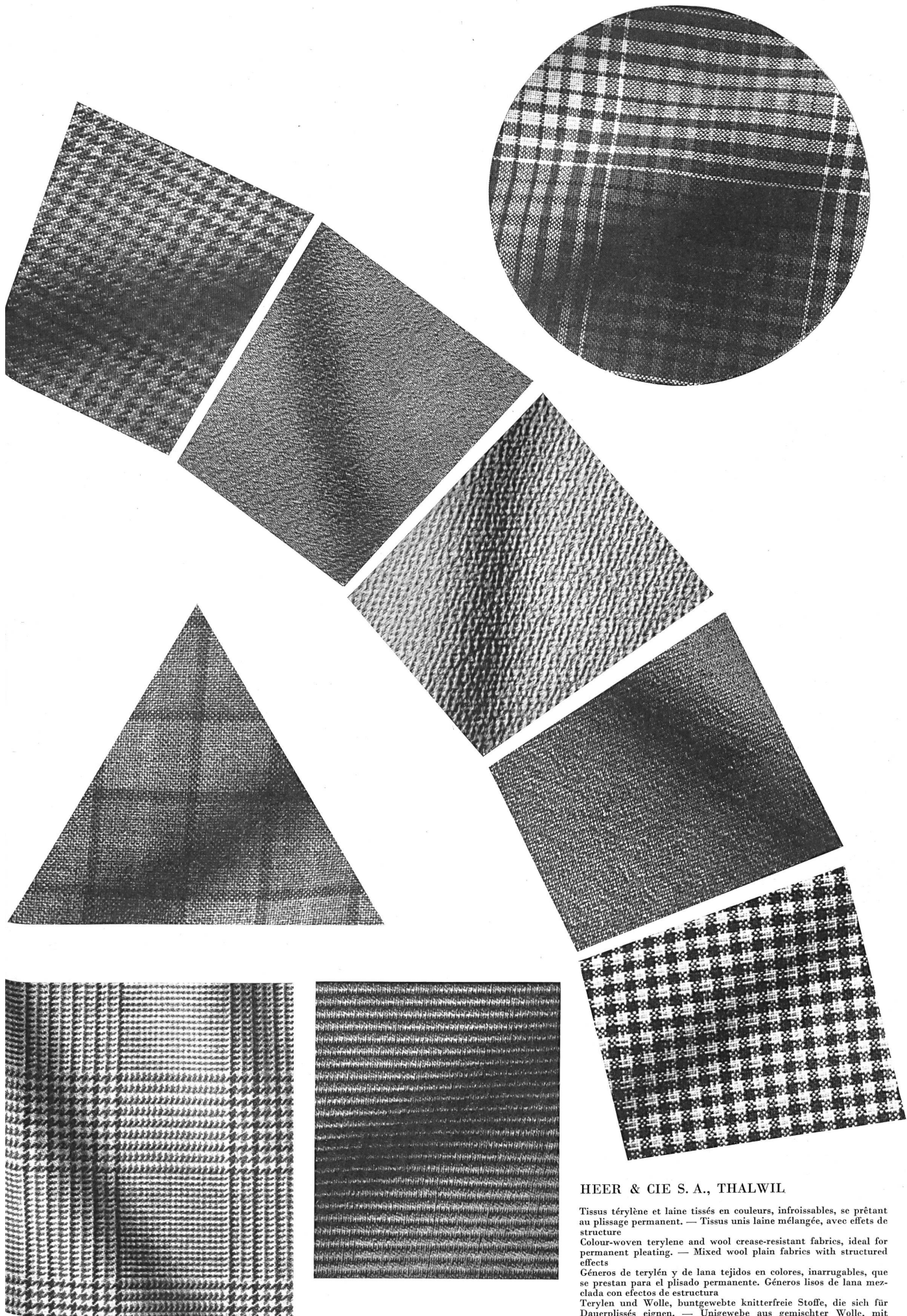
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3



4



HEER & CIE S. A., THALWIL

Tissus térylène et laine tissés en couleurs, infroissables, se prêtant au plissage permanent. — Tissus unis laine mélangée, avec effets de structure

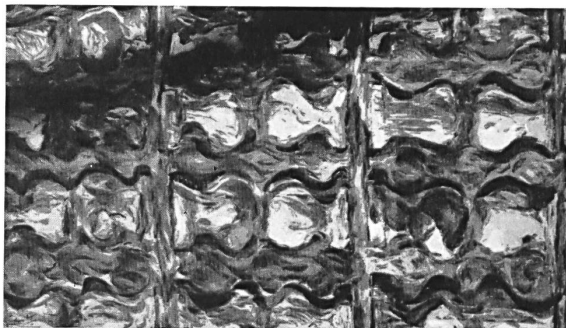
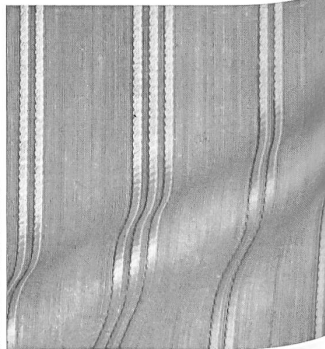
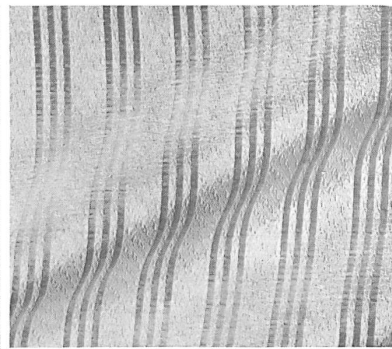
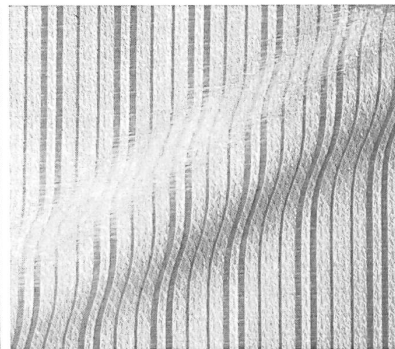
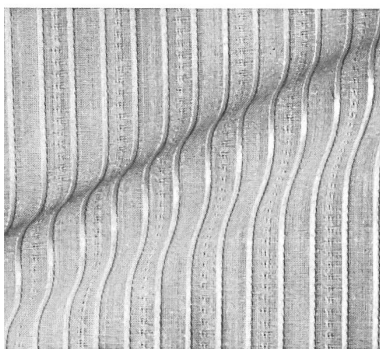
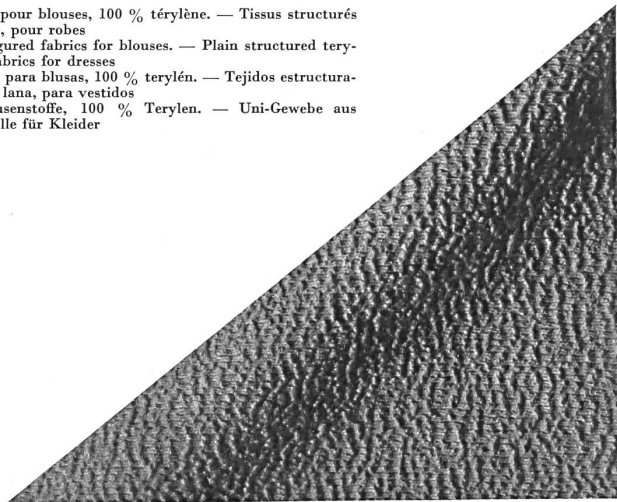
Colour-woven terylene and wool crease-resistant fabrics, ideal for permanent pleating. — Mixed wool plain fabrics with structured effects

Géneros de terylén y de lana tejidos en colores, inarrugables, que se prestan para el plisado permanente. Géneros lisos de lana mezclada con efectos de estructura

Terylen und Wolle, buntgewebte knitterfreie Stoffe, die sich für Dauerplissés eignen. — Unigewebe aus gemischter Wolle, mit Struktureffekten

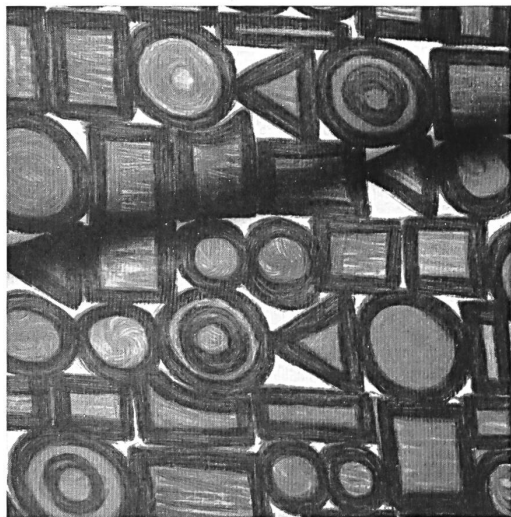
CUBEGA S. A., ZURICH

Tissus façonnés pour blouses, 100 % térylène. — Tissus structurés térylène et laine, pour robes
 Pure terylene figured fabrics for blouses. — Plain structured terylene and wool fabrics for dresses
 Tejidos labrados para blusas, 100 % terylén. — Tejidos estructurados de terylén y lana, para vestidos
 Fasonierte Blusenstoffe, 100 % Terylen. — Uni-Gewebe aus Terylen und Wolle für Kleider



HAAS & CO., INH. ROBERT GUTMANN & CO., ZURICH

Trois dessins imprimés sur ottoman et satin ottoman, pur coton infroissable
 Three printed designs on crease-resistant pure cotton ottoman and satin ottoman
 Tres dibujos estampados sobre otomán, sobre otomán y satén otomán, puro algodón inarrugable
 Drei bedruckte Dessins auf knitterfreiem Ottoman und Satin Ottoman in reiner Baumwolle





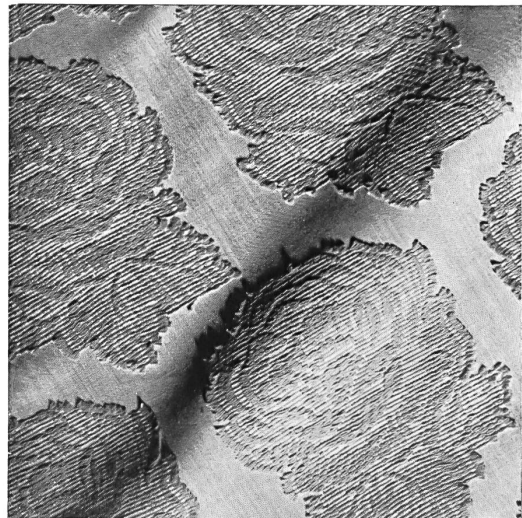
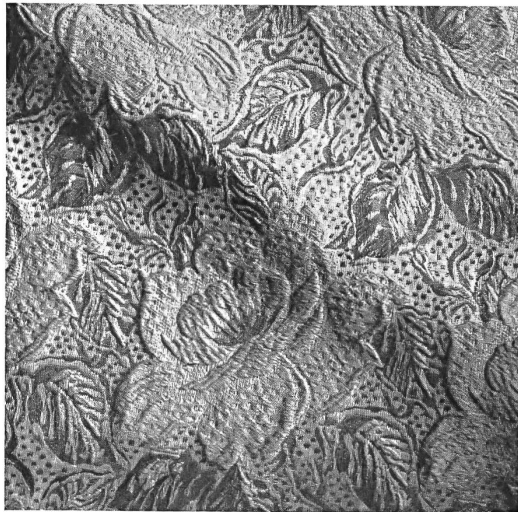
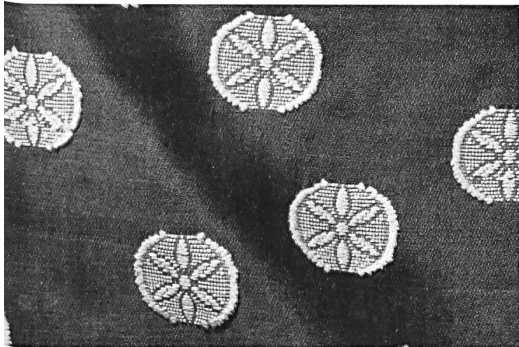
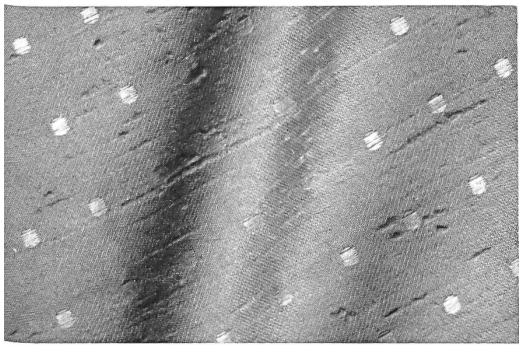
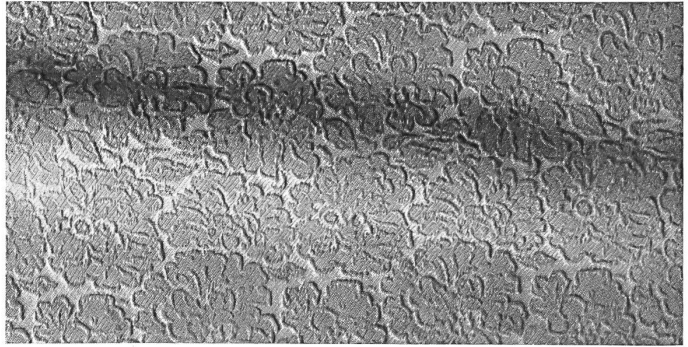
ROBT. SCHWARZENBACH & CO., THALWIL

Nouveautés et tissus classiques en unis, imprimés, façonnés, jacquard, fils coupés, en pure soie; coton et mélanges

Novelty and classical fabrics : plain, printed, figured, Jacquard and with clip -cord effects in pure silk, cotton and mixed fibres.

Novedades y tejidos clásicos en liso, estampados, labrados, Jacquard, efectos de vainica, de pura seda, algodón y mezclas

Hochmodische und klassische Gewebe in uni, fassoniert und Jacquard, mit Scherlieffekten, aus reiner Seide, Baumwolle und gemischten Fasern



TISSAGES DE SOIERIES NAEF FRERES S. A., ZURICH

Aperçu de la riche collection estivale :

Some samples of the rich summer range :

Algunas muestras de la rica colección veraniega :

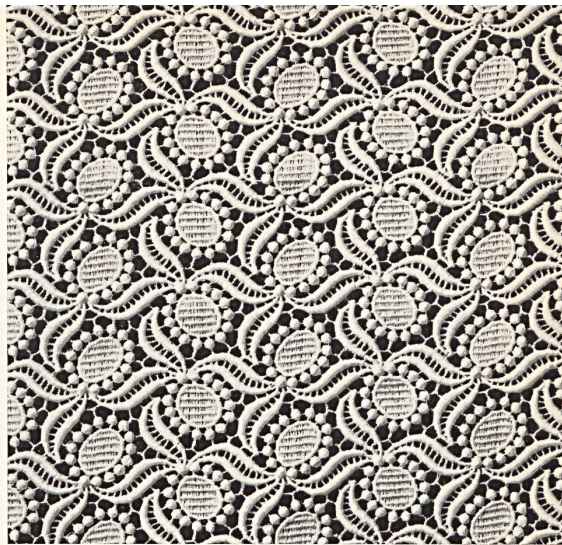
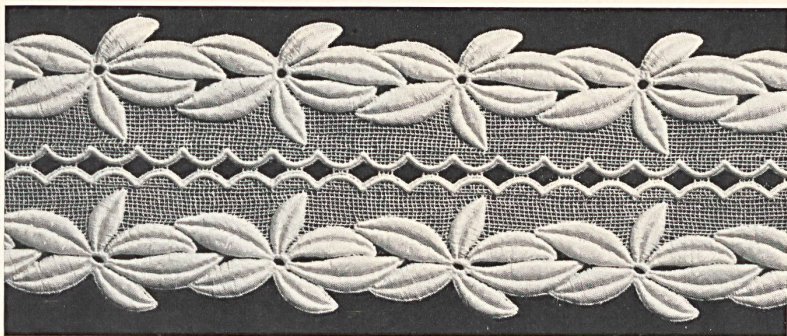
Ausschnitte aus der reichhaltigen Sommerkollektion :

Imprimés pure soie / printed pure silk / seda pura estampada / reine Seide, bedruckt : Madras (1), Gonda (2), Hirondelle (3, 7), Surprise (9) ;

Imprimé sur coton / printed cotton / algodón estampado / Baumwolle, bedruckt : Capri (5) ;

Tissus jacquard / Jacquard fabrics / tejidos Jacquard / Jacquardgewebe : Cha-cha (4), Granada (6), Erika (8).





J. G. NEF & CO. S. A., HERISAU

Imprimés nouveauté sur pur coton Minicare (satin, popeline); broderie sur organdi pure soie; galon brodé. — Laize guipure; galon guipure.

Novelty prints on pure Minicare cotton (satin, poplin); pure silk embroidered organdie; embroidered galloon. — Guipure allover; guipure galloon.

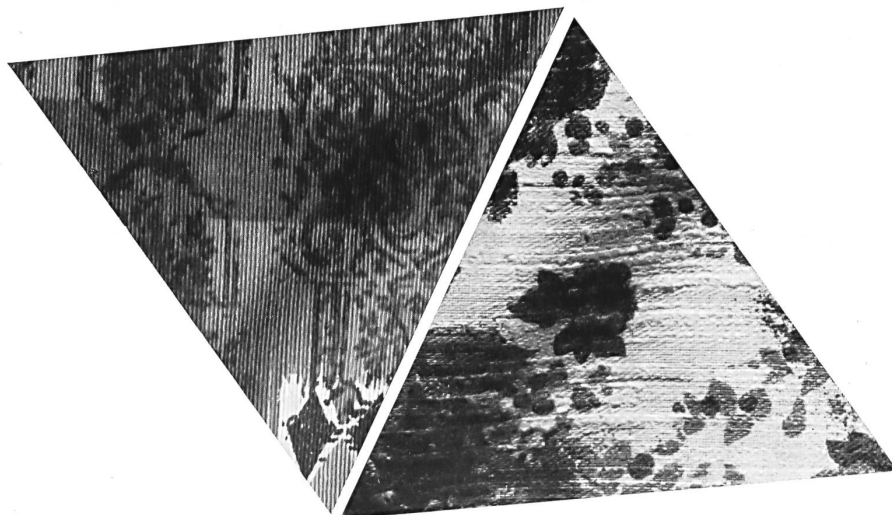
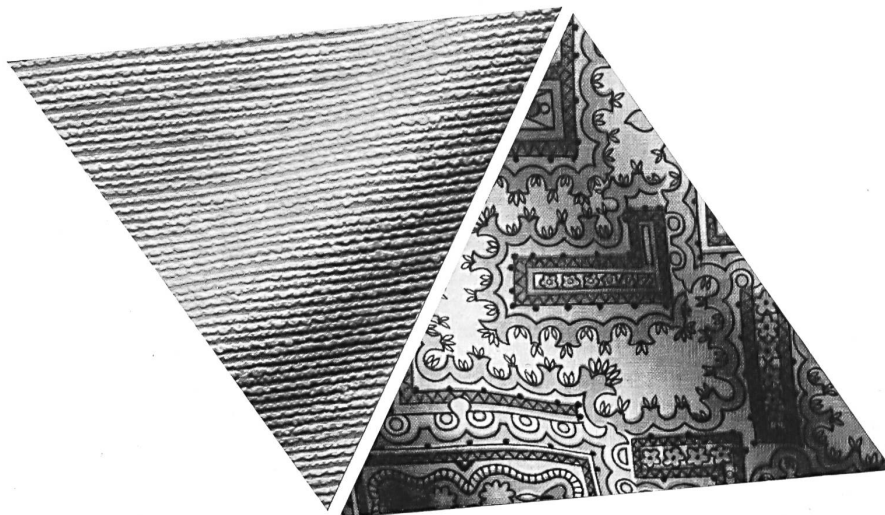
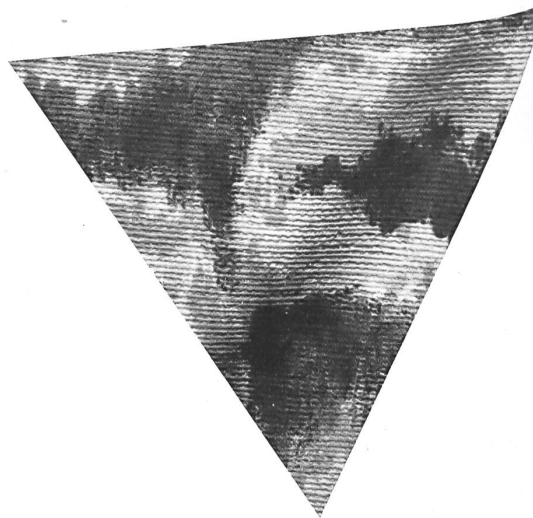
Estampados novedad sobre puro algodón Minicare (satén, popelín); bordado sobre organdí pura seda; galón bordado. Tela bordada guipur; galón guipur.

Hochmodische Dessins, bedruckt auf reiner Minicare Baumwolle (Satin, Popeline); reinseidener Organdy bestickt; bestickter Galon. — Guipure-Allover; Guipure Galon.



« FISBA », CHRISTIAN FISCHBACHER CO., SAINT-GALL

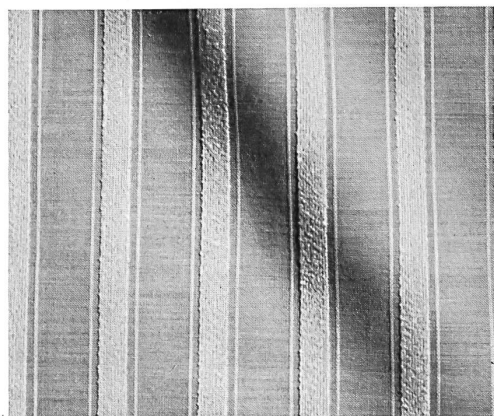
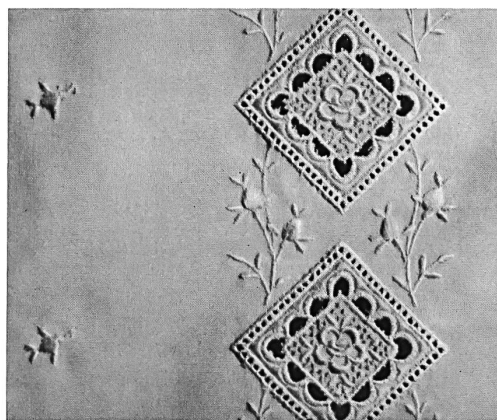
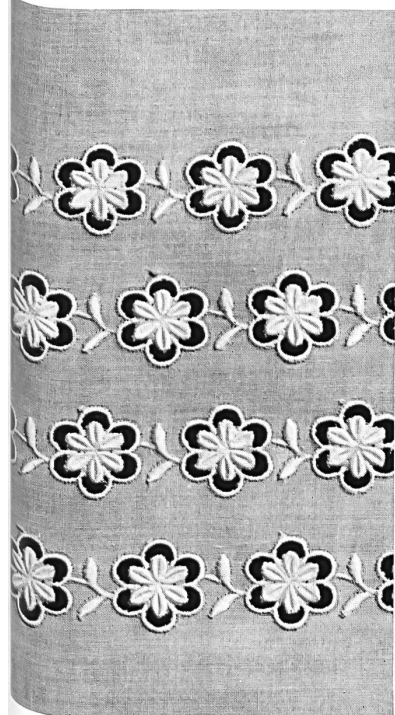
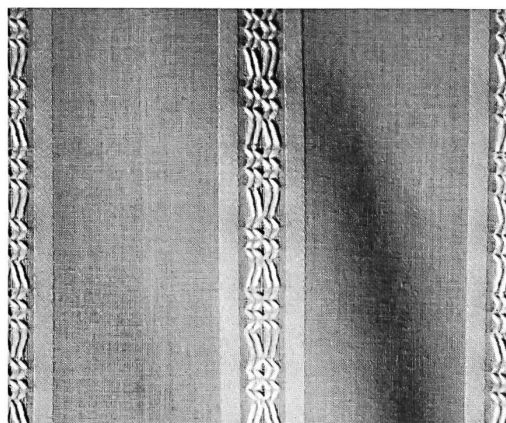
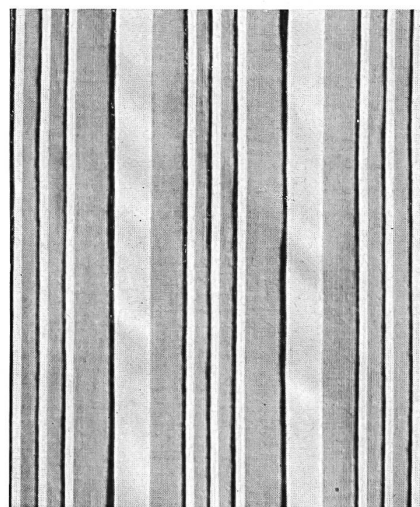
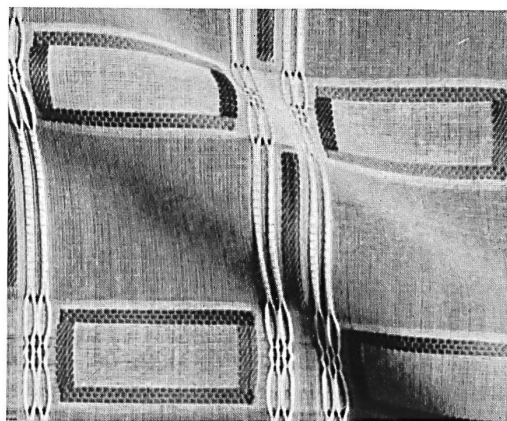
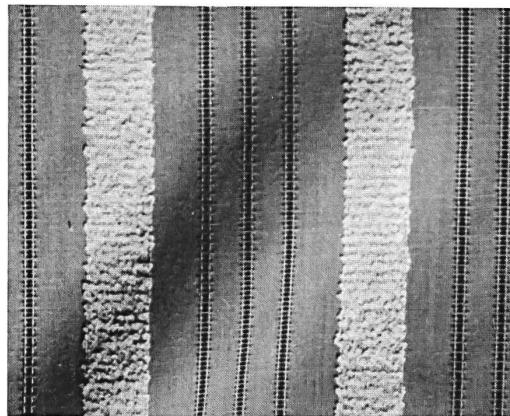
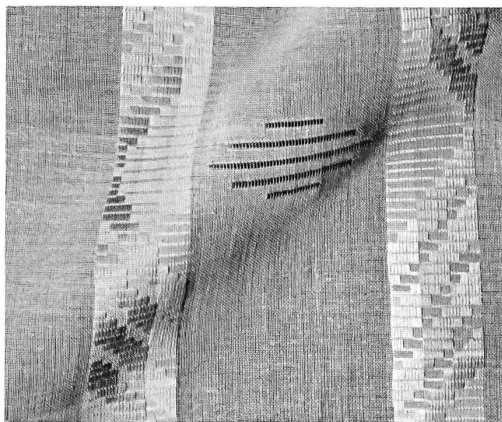
Impressions sur coton uni et structuré (satin, twill, effets bouclés, etc.) ; coton uni façonné (rayures bouclées)
 Printed plain and figured cotton (satin, twill, with bouclé effects, etc.) ;
 plain figured cotton (bouclé stripes)
 Estampados sobre algodón liso y estructurado (satén, tuill, efectos de frisado, etc.) ; algodón liso labrado (con listas frisadas)
 Modische Drucke auf glatter oder strukturierter Baumwolle (Satin, Twill, Boucléeffekte) ; fassonierte uni Baumwolle (Boucléstreifen)



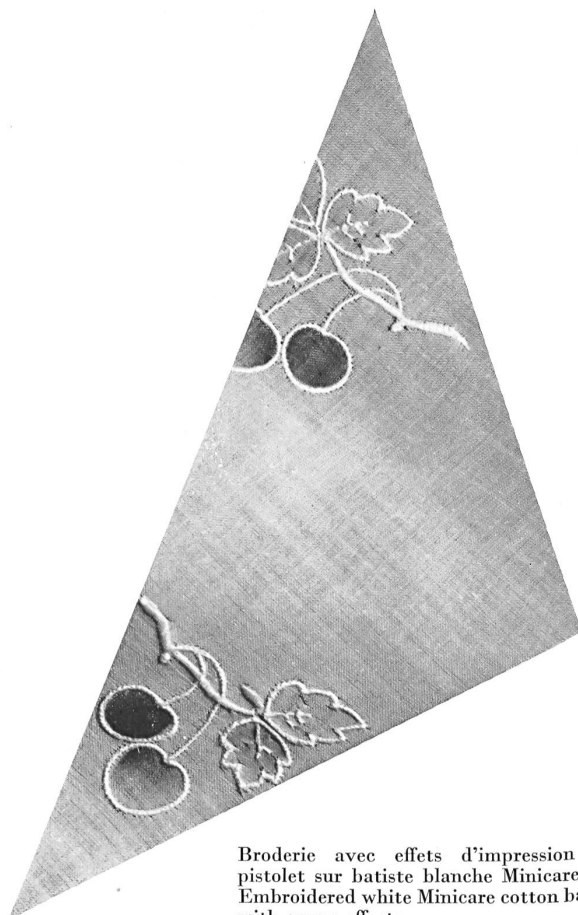
RECO », REICHENBACH & CO., SAINT-GALL

Tissus classiques et fantaisie pour blouses et robes : popeline brodée, batiste plissée, effets ficelle, effets plumetis, effets frisés, effets fils coupés, etc.
 Classical and fancy fabrics for blouses and dresses : embroidered poplin, pleated batiste, cord, beaded Swiss, frisé and clip-cord effects, etc.

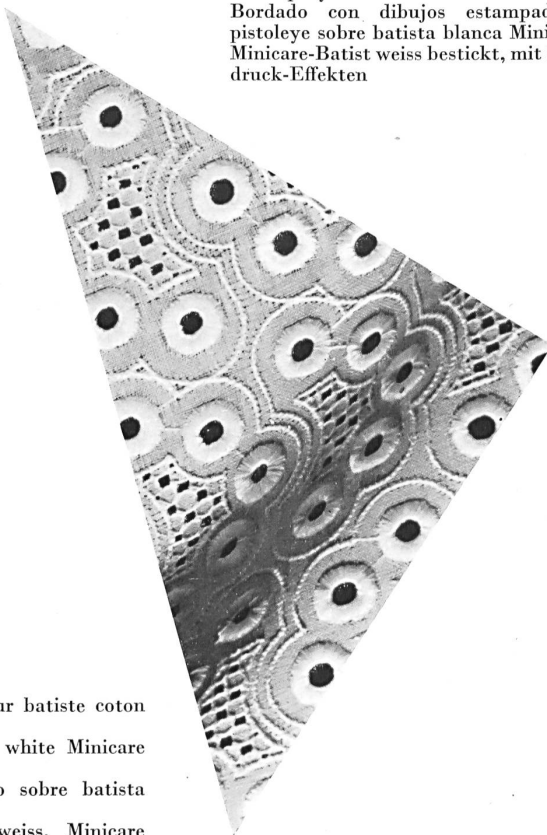
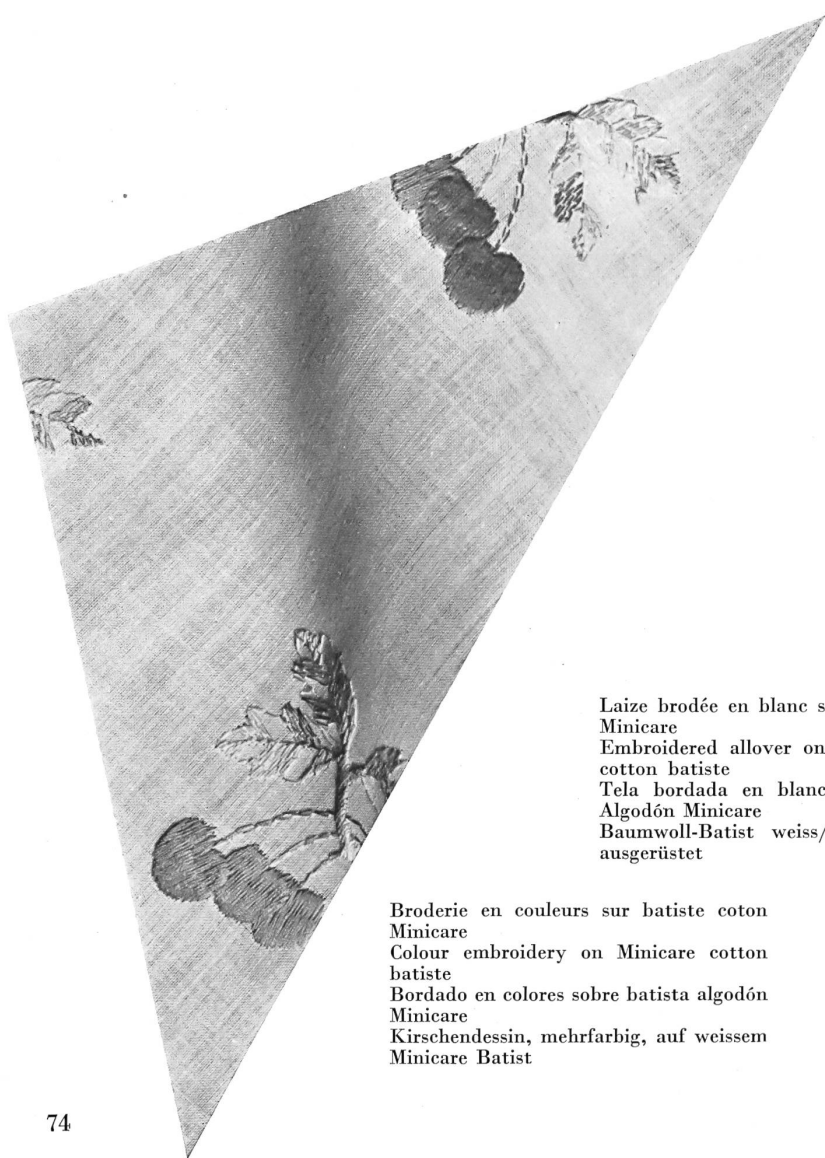
Tejidos clásicos y fantasía para blusas y vestidos : popelina bordada, batista plisada, efectos de tramilla, efectos de plumetis, efectos frisados, efectos de vainica
 Klassische und Fantasie-Gewebe für Blusen und Kleider : bestickte Popeline, plissé Batist, Drehergewebe, Plattstich-Fantasiegewebe, Frisé-Streifen, Scherlieffekte, usw.



Broderie mousse nouveauté sur organdi couleur
 Novelty moss embroidery on coloured organdie
 Bordado espuma novedad sobre organdí de color
 Farbiger Organdi mit modischer weisser Moss-Stickerei



Broderie avec effets d'impression au
 pistolet sur batiste blanche Minicare
 Embroidered white Minicare cotton batist
 with spray effects
 Bordado con dibujos estampados al
 pistoleye sobre batista blanca Minicare
 Minicare-Batist weiss bestickt, mit Spritz-
 druck-Effekten



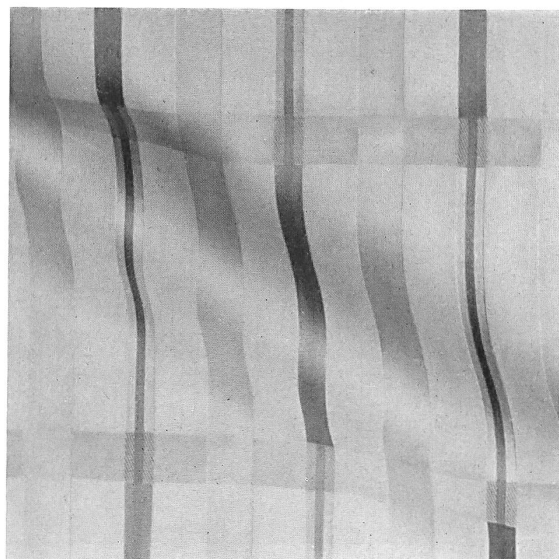
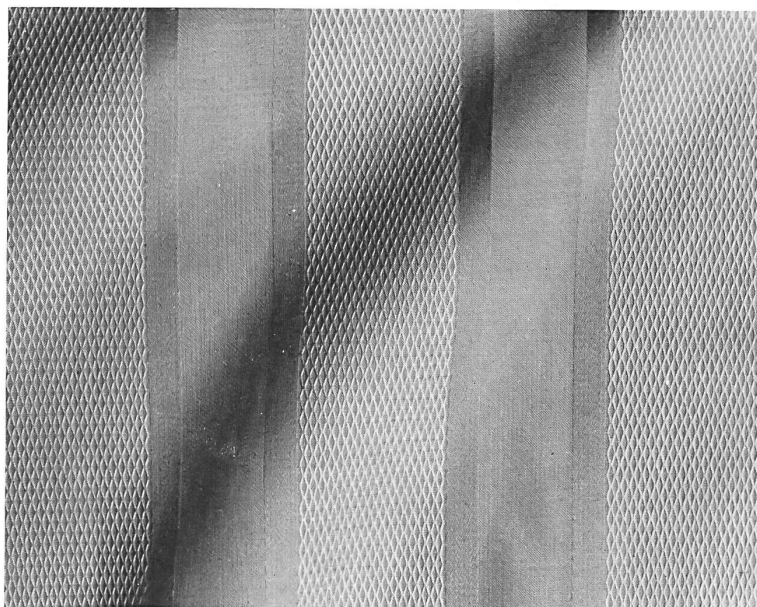
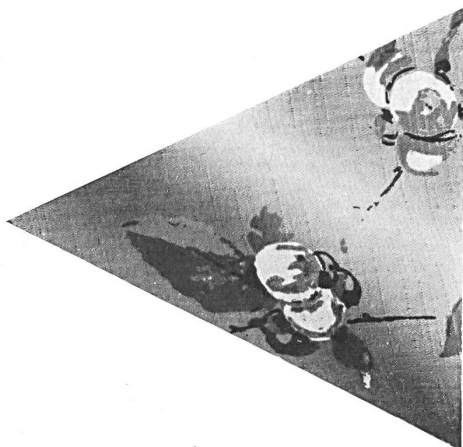
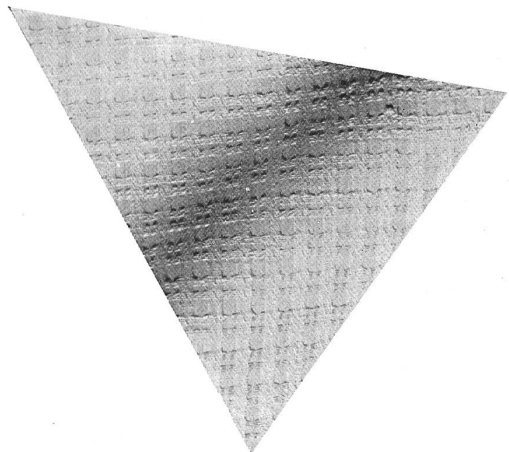
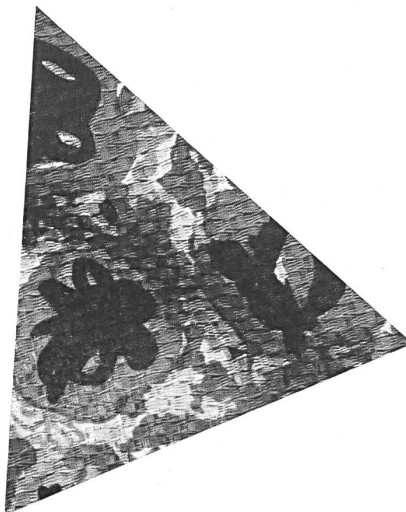
Laize brodée en blanc sur batiste coton
 Minicare
 Embroidered allover on white Minicare
 cotton batiste
 Tela bordada en blanco sobre batista
 Algodón Minicare
 Baumwoll-Batist weiss/weiss, Minicare
 ausgerüstet

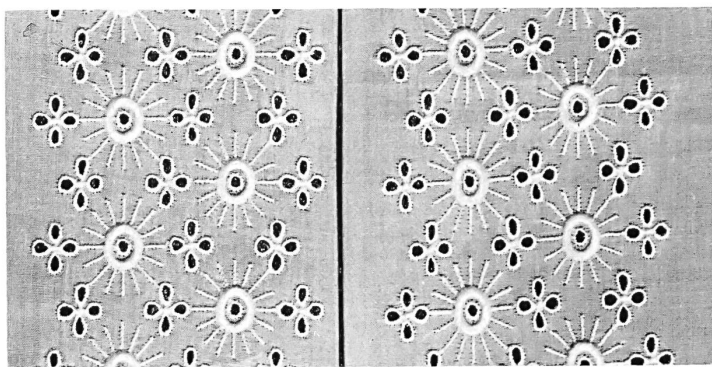
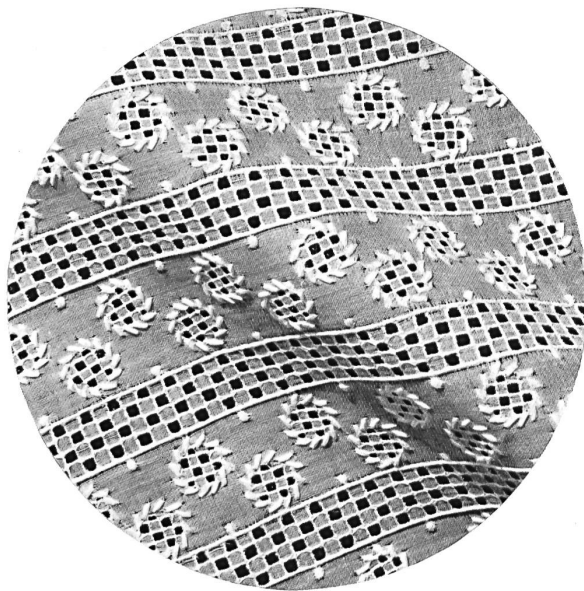
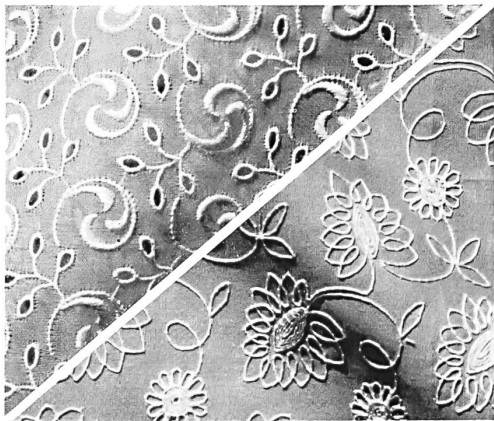
Broderie en couleurs sur batiste coton
 Minicare
 Colour embroidery on Minicare cotton
 batiste
 Bordado en colores sobre batista algodón
 Minicare
 Kirschendessin, mehrfarbig, auf weissem
 Minicare Batist

JACOB ROHNER S. A., REBSTEIN

STOFFEL & CO., SAINT-GALL

Tissus Stoffels, un régal pour les yeux !
Stoffels' fabrics, a feast for your eyes !
Tejidos Stoffels, un placer para la vista !
Stoffels Stoffe — ein Fest für Ihre Augen !





« ERHUCO », EUGSTER & HUBER A.-G., SAINT-GALL

Devants de blouses brodés ; laizes brodées sur batiste, organdi et popeline

Embroidered blouse fronts ; embroidered allover on batiste, organdie and poplin

Pecheras de blusas bordadas ; telas bordadas sobre batista, organdí y popelina

Bestickte Blusenfronten ; Allover auf Batiste, Organdy und Popeline

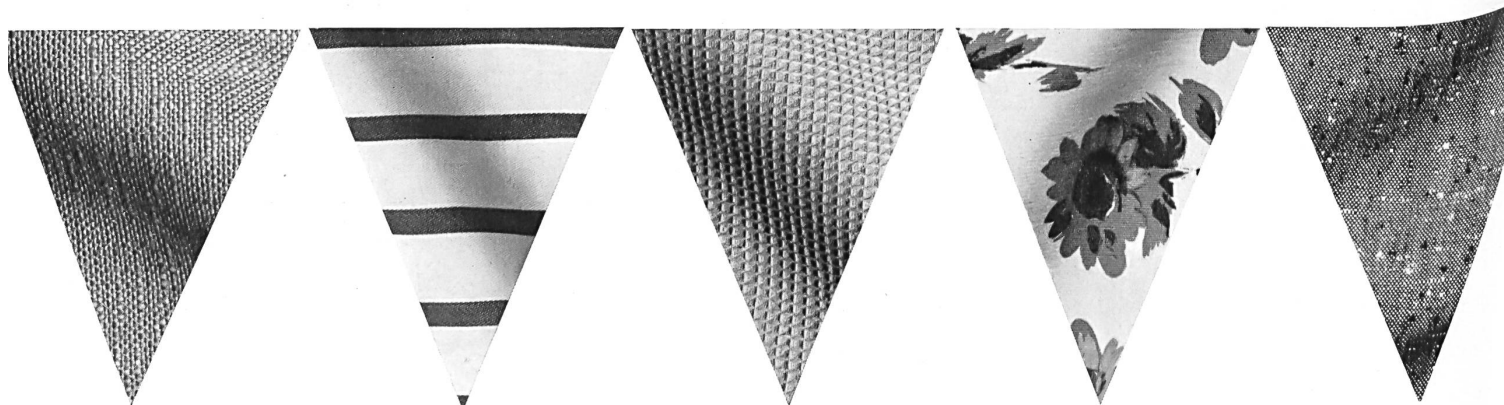
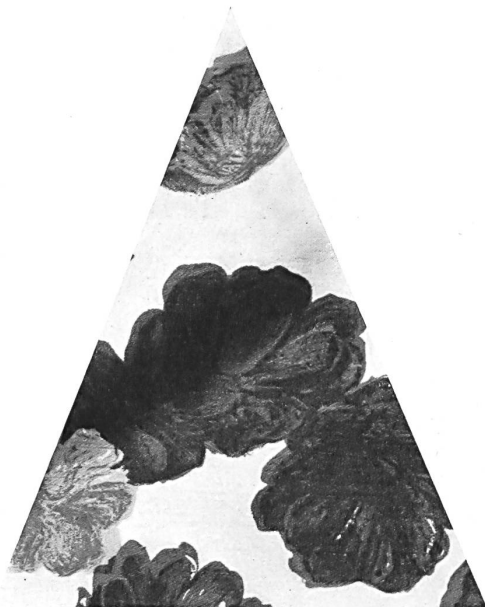
« WOCO », WINZELER, OTT & CIE S. A., WEINFELDEN

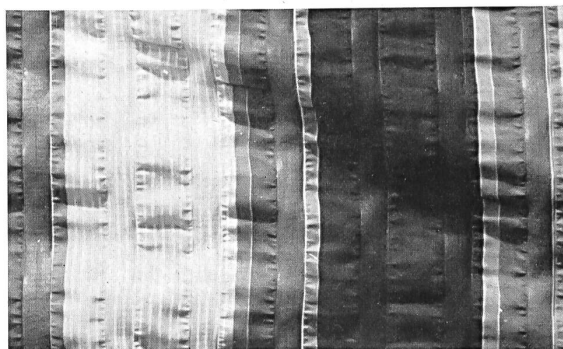
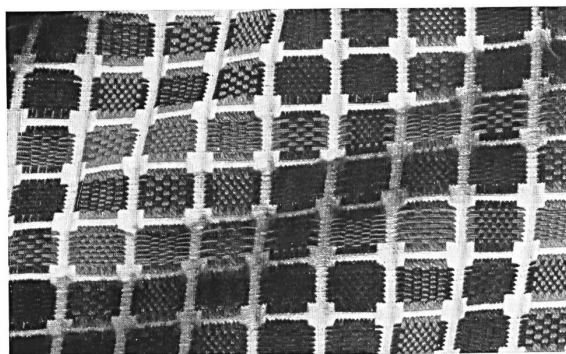
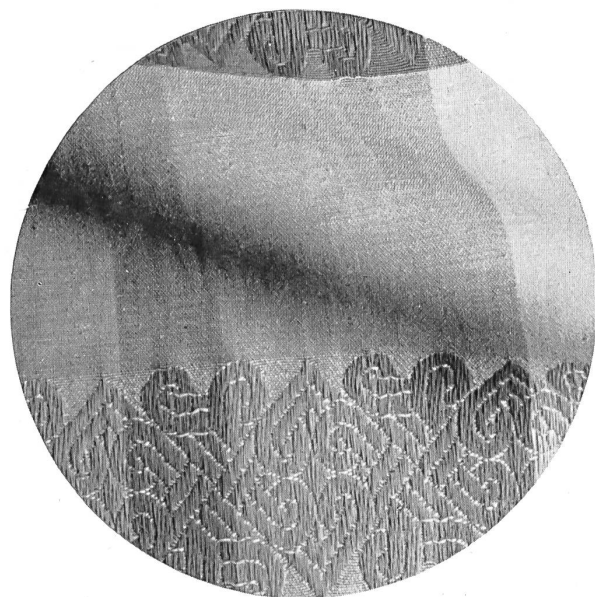
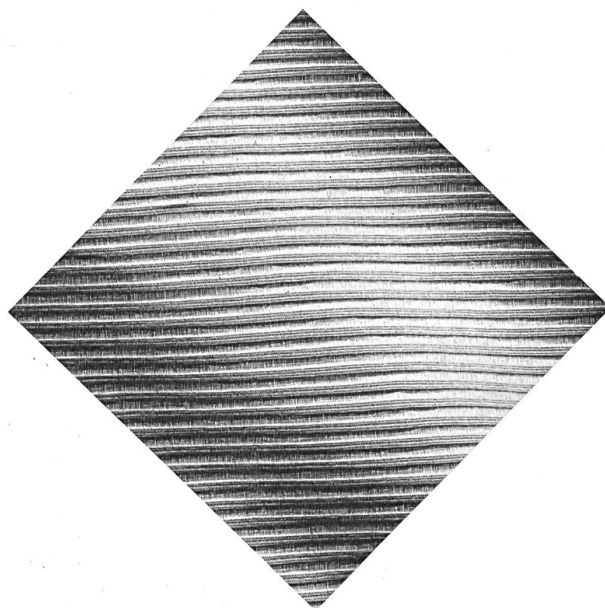
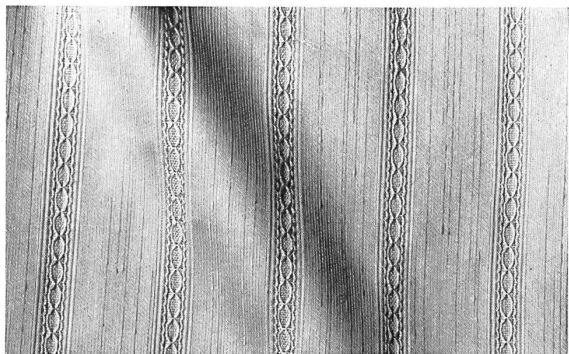
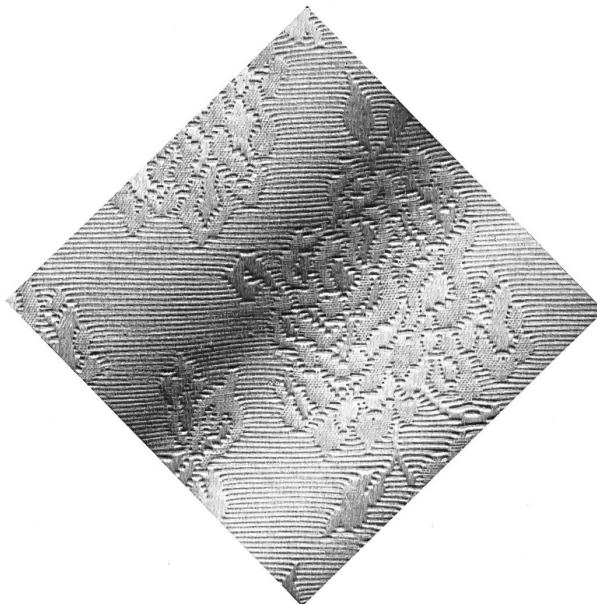
Tissus de coton ou mélangés unis, façonnés, tissés en couleurs et imprimés, finissage spécial

Pure cotton or mixed fabrics, plain, figured, colour-woven and printed, with a special finish

Tejidos de algodón o mezclas lisos, labrados, tejidos en colores y estampados, acabado especial

Baumwoll- und gemischte Gewebe, uni, fassonniert, buntgewebt und bedruckt, mit Spezialausrüstung



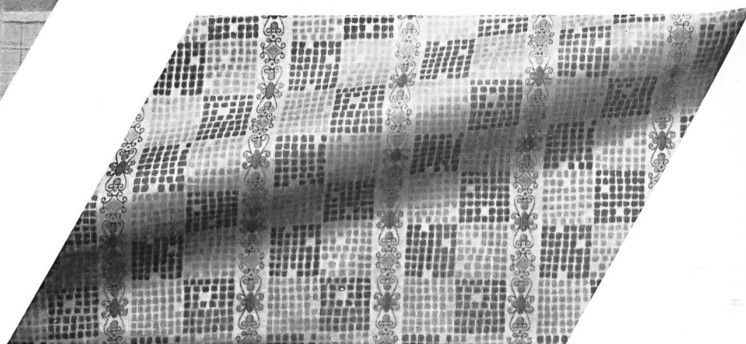
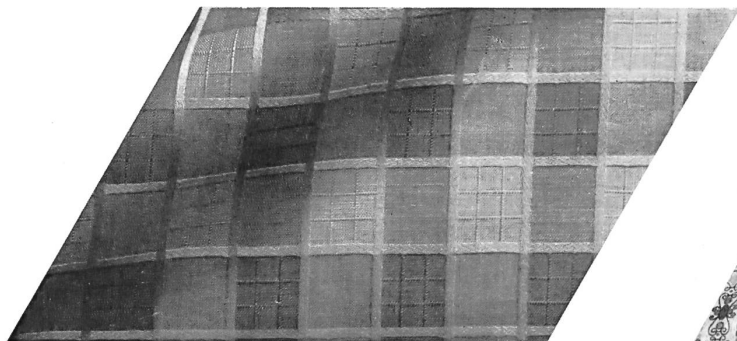
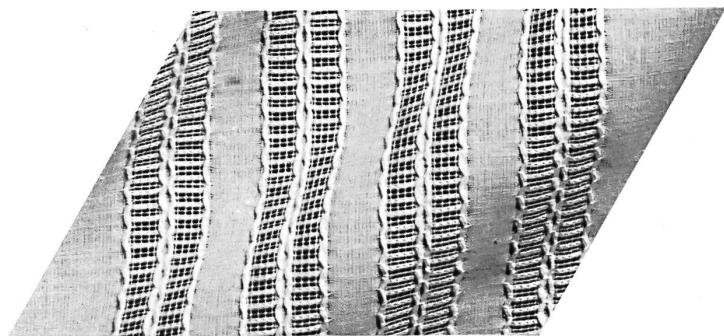
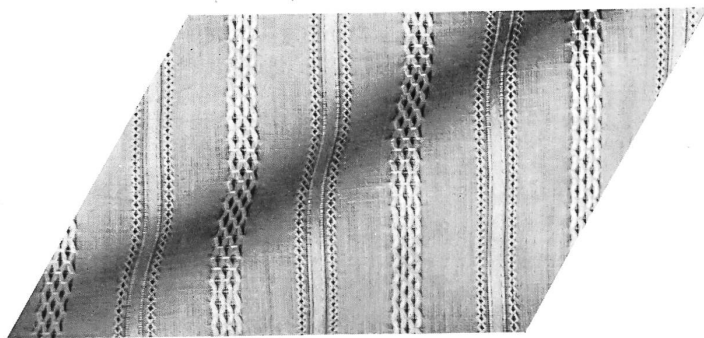
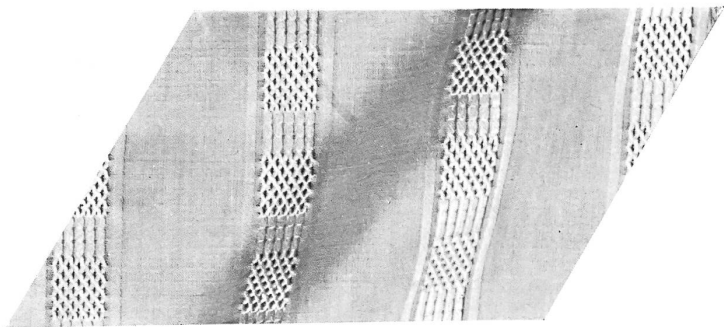
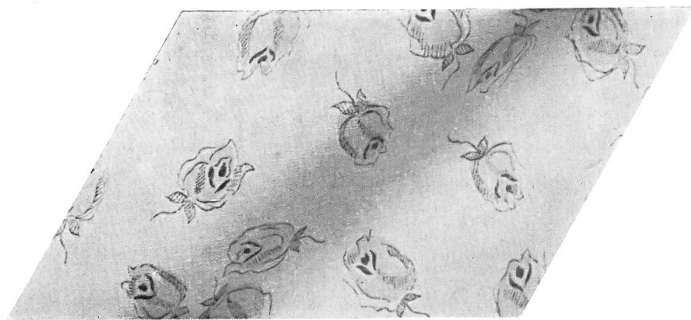


METTLER & CIE S. A., SAINT-GALL

Tissus mode en coton, imprimés, façonnés, tissés en couleurs et jacquard, irrétrécissables, infroissables ou finissage « Swiss-Minicare »
 Novelty cotton fabrics, printed, figured, colour-woven and Jacquard, unshrinkable and crease-resisting or with « Swiss-Minicare » finish
 Tejidos a la moda de algodón, estampados, labrados, tejidos en colores y Jacquard, inarrugables, inencogibles o con acabado « Swiss Minicare »
 Modische Baumwollgewebe bedruckt, gefärbt, buntgewebt und Jacquard, nicht einziehend und knitterfrei oder in « Swiss-Minicare » Veredelung

BAERLOCHER & CO., RHEINECK

Batiste et popeline pur coton imprimées, batiste fantaisie, tissus de coton avec effets ficelle, pour lingerie et modes estivales
 Pure cotton printed batiste and poplin, fancy batiste, cotton fabrics with cord effects, for lingerie and summer blouses and dresses
 Batista y popelina puro algodón estampadas, batista fantasía, tejidos de algodón con efectos de tramilla, para lencería y modas veraniegas
 Reinbaumwollene Gewebe für Lingerie und Sommermoden, wie bedruckte Batist und Popeline, Fantasie-Batist, Drehergewebe





« Muratex »

Imitation dentelle, nylon et acétate, pour robes de mariées et de cocktail ; tous coloris

Imitation lace in nylon with acetate for bridal gowns and cocktail dresses ; available in all shades

Imitación puntilla, nylon y acetato, para vestidos de novia y de cóctel ; todos los colores

Gewirkte Maschinenspitze auf Nylon mit Azetat für Braut- und Cocktailkleider ; lieferbar in allen Farben

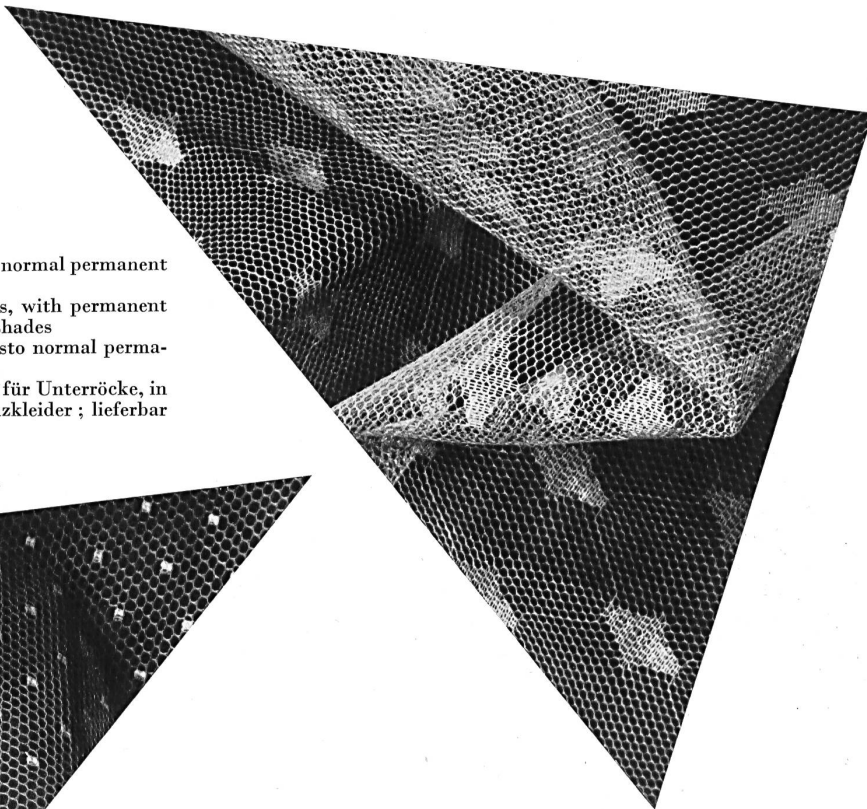
« Muratex »

Nylon et viscose ; apprêt raide pour jupons, apprêt normal permanent pour robes à danser ; tous coloris

Nylon with viscose ; with stiff finish for petticoats, with permanent standard finish for ball dresses ; available in all shades

Nylon y viscosa ; apresto tieso para enaguas, apresto normal permanente para vestidos de baile ; todos los colores

Raschel gewirkt ; Nylon mit Viscose in Steifappret für Unterröcke, in normal Permanentausrüstung für jugendliche Tanzkleider ; lieferbar in allen Farben



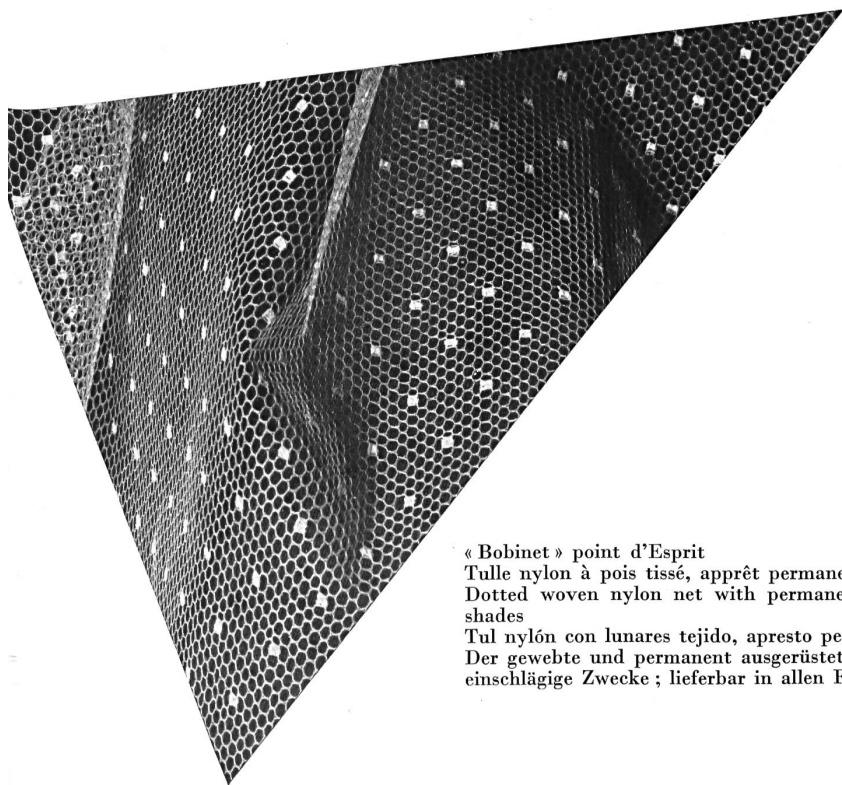
« Bobinet » point d'Esprit

Tulle nylon à pois tissé, apprêt permanent ; tous coloris

Dotted woven nylon net with permanent finish ; available in all shades

Tul nylon con lunares tejido, apresto permanente, todos los colores

Der gewebte und permanent ausgerüstete, duftige Tupftüll für alle einschlägige Zwecke ; lieferbar in allen Farben





R. E. ZINGGELER, ADLISWIL

Tissus décoration imprimés au cadre sur toutes fibres. Impressions à façon

Scree-printed curtaining fabrics in all fibres. Prints executed to order

Tejidos para tapicería estampados con estarcido sobre toda clase de fibras. Ejecución de estampados a jornal

Filmbedruckte Dekorationsstoffe aus allen Fasern. Druck im Lohnauftrag

Photo de Jongh

Summer Fabrics 1960

* Baerlocher & Co., Rheineck

This firm has specialised for many years in the manufacture of printed cotton fabrics for lingerie as well as attractive novelties for blouses and dresses. Foremost among its collection are the filmy batistes for lingerie as well as very fine crêpe qualities for winter and between seasons. In addition to the beautifully finished prints, the plain batistes in pastel shades for embroidered lingerie are meeting with growing success. The high quality fabrics with cord-effect designs produced on the firm's own looms are admirably suited to the manufacture of blouses, light summer dresses and children's garments; they are available colour woven or plain. The blouse fronts in fancy weaves are very popular particularly as the firm also makes the plain fabrics to match. The collection of plain and printed poplins for blouses and dresses is continually brought up to date. The pure wool plain crêpe 400 has become one of the firm's standard articles both for ready-to-wear manufacturers and for sale by the yard. This quality is made in a very wide range of colours, from classical shades to the latest fashionable colours. It is meeting with continually growing success, especially in the manufacture of children's wear. Finally, let us mention the manufacture of curtaining fabrics, which include not only the cotton qualities, but novelties in plain and fancy terylene marquisette. (See p. 78.)

* Kammgarn Weberei Bleiche Ltd., Zofingen

This firm is well known for its varied and always very distinctive collection of fine worsted fabrics for men's and, more particularly, women's wear. Among the fabrics for women's fashions we were especially struck by the Prince of Wales checks in various qualities, and several shades of the same colour, for youthful suits and coats as well as for skirts and even dresses; there are also designs of the same type in Trevira, which are ideal for light suits and especially for permanently pleated skirts. Among the very new articles, we find the structured fabrics that are in such great demand with couturiers; in particular there are fabrics with a bouclé surface in pastel shades on a white ground, for very fashionable coats for women, as well as linen-type structured fabrics for spring suits and coats, very lovely dress, suit and coat fabrics with knotted effects, in which the structured surface stands out against a ground of another colour, and a knotted fabric forming a Prince of Wales check, which although large is not at all conspicuous owing to the grained texture of the material. (See p. 64.)

* Rudolf Brauchbar & Cie. Ltd., Zurich

The type of fabrics produced by this firm does not vary; it is always high novelty and approximately nine-tenths of the total production consists of pure silk prints, mainly shantung, surah and very soft taffeta. The warp-printed designs, which are so popular today, are on taffeta and satin. Floral motifs are fewer in number this year; those that remain are all extremely stylised, the flowers being

represented only by splashes of colour. The ground are generally printed all over, the designs blending and fading out towards the edges. In addition there are many geometric designs, dots arranged in clusters, etc. The colours are extremely bold and include the very latest combinations of blue and green, green and violet, as well as the lovely ranges of olive tones, beiges, purples, etc. Each design is repeated in a large number of different colours. A point worthy of notice is that some designs are both warp-printed on heavy silk and printed in the normal way, in the same colours, on silk organdies; we also find plain fabrics in the dominant colour of the warp-printed design. In this way couturiers can obtain fabrics enabling them to make matching outfits.

Among the plain materials, Brauchbar offers comparatively simple fabrics such as shantungs, structured fabrics resembling linen, etc. which are outstanding above all for the richness and beauty of their colours. (See p. 65.)

* Cubega Ltd., Zurich

This firm, which is perhaps better known to readers of „Textiles Suisses“ under the name of Leemann & Schellenberg, changed its name about a year ago; its manufacturing programme has also changed entirely. This firm now produces a wide range of attractive white and light-weight blouse fabrics in synthetic fibres, in different weaves with fancy stripes — ribbed, satin, etc. — open-work and various designs. For the moment terylene is all the rage with the customer, although tomorrow no doubt the firm will be obliged to switch to some new fibre to satisfy the public's latest whim. Cubega also weaves novelty dress fabrics — plain, figured, knotted and bouclé — in various mixtures of fibres, such as wool and terylene, wool and silk, silk and terylene, etc. These articles are in great demand at the present moment both among couturiers and ready-to-wear manufacturers. Thirdly, the firm specialises in the making of special articles not shown in its collections, for they are manufactured exclusively to order for certain clients who wish in this way to ensure their monopoly of them. The concentration of production and a rational organisation enable this firm therefore to undertake the manufacture of these special articles, in comparatively limited quantities for a single client and at the same time on the most favourable terms. (See p. 68.)

* Eugster & Huber Ltd., St. Gall

The young team that has been running this old, well-established firm for about a year, has not only remained faithful to its tradition but is making a special effort to step up manufacture and exports, in particular by intensifying its personal contacts on home and foreign markets. The firm specialises mainly in the production of Minicare cotton fabrics for blouses — chiefly batistes — in the ever popular white and pastel shades. In another field, the collection includes fine embroidered dress fabrics such as organdies, silk organdies, and poplins. The classical, fine embroidered fabrics for christening robes, wedding and communion dresses have not been forgotten, nor the embroidered batistes for export. Finally, let us add that the firm specialises in medium- and low-priced articles, for the big stores and the less expensive ranges of high quality ready-to-wear manufacturers. (See p. 76.)

* Christian Fischbacher Co., St. Gall

This firm's manufacturing programme covers everything from handkerchiefs to furnishing fabrics. Nevertheless it specialises mainly in plain pure cotton fabrics. Most of these articles are treated with the Fisba Stayrite Finish, a high class treatment giving fabrics the properties required today of fastness to light and washing, crease-resistance, ease of ironing, etc. The collection includes poplins, linen type fabrics, poplin reps, satins, batistes, fabrics with structured surfaces, among which bouclés are at present all the rage; the firm also makes crêpe. Many fabrics are also used by the firm itself or its clients as bases for printing and embroidery. Among the prints mention should be made of the classical roller-printed batistes for lingerie, the percales, the crêpes, the cretonnes, etc. which make gay and attractive fabrics for youthful skirts and dresses. Nor must we forget the interesting woven blouse fronts, the flock prints on nylon made only to order and the embroidery on Helanca yarn nylon. Thanks to a big production and close calculation of its prices, Fischbacher enjoys a very strong position today in the specialities it offers wholesalers and the big stores. (See p. 72.)

* Berthold Guggenheim & Sons Ltd., Zurich

More and more these last few years, the trademark „bége“ has come to stand for high fashion novelties of very fine quality in a comparatively high price bracket. Nine-tenths of the collection consists of screen prints done by hand. The summer collection is made up of 300 to 400 different designs, with silk and cotton being almost equal in number. In pure silk, there are some very fine prints in pastel shades as well as many overall designs, with a predominance of stylised flowers in truly haute couture shades: olive, green-brown, violet-brown, as well as very bold combinations of violet and green, blue and green, etc.; the design is in soft focus, the contours blurred owing to the use of half-shades; we also admired a number of designs in rich tones on a black ground: stained-glass window blue, olive green and red as well as other combinations of blue-grey and purple-beige on a cream ground. Fabrics are mainly surahs, tussahs, satins and butterfly taffetas. The cottons used are Sea Island in light qualities, the printed designs being simpler with fewer but more vivid colours. In the fancy weaves there are structured cotton prints and combinations of bouclé Jacquard designs with prints, in heavier qualities for dresses, suits and coats. The cotton fabrics also include some fancy weaves, in particular structured bands, alternating with bands of small geometric designs, Jacquards in relief with cryolor, etc. Let us also mention a collection of embroideries on pure silk satin, in which the designer's experience of textile printing has been of great assistance by suggesting bold combinations of colours. (See p. 66.)

* Heer & Co. Ltd., Thalwil

Having won a great name for itself in the manufacture of plain fabrics, this firm has considerably modified its programme during the last few years. In addition to screen-printing on pure silk, silk and wool and pure cotton, it has begun to produce very attractive plain fabrics in pure silk and silk mixed with other fibres for haute couture, in answer to the present demand for very

exclusive structured fabrics. In quite a different field, this firm maintains a huge collection, continually brought up to date, of very resilient terylene and wool fabrics which are permanently pleated and completely crease-resistant; these colour-woven articles in Prince of Wales and other checks are in great demand for the manufacture of skirts but are also used for making dresses. Heer's third speciality is an extremely interesting collection of fabrics of mixed fibres combining the softness and suppleness of silk with the warmth and firm, elastic feel of wool, designed to meet the most exacting demands of ready-to-wear manufacturers. Furthermore, these mixtures are crease-resistant but can be ironed. These remarkable fabrics, which are something quite original in Swiss production, are in great demand at the present moment and their popularity shows no signs of waning. It should be added that they are no ordinary fabrics and that it required many years of research and tests before the producer finally succeeded in producing the yarns and textures that came up to the standard of exclusive quality he desired. The result is a number of fabrics that are not to be found elsewhere. (See p. 67.)

* Mettler & Co. Ltd., St. Gall

The 1960 collection consists mainly of very highly finished articles in cotton. The plain fabrics comprise 40 different qualities either piece-dyed or yarn-dyed. Most of the articles are made in a wide range of very fine colours (as many as 45). Among the colour-woven fabrics are 125 articles, from the lightest blouse fabrics to heavy Jacquards for fashionable coats. The collection of novelty prints, representing 25 different basic fabrics, numbers some 400 designs, each of which is available in 10 to 16 different colour combinations; there are designs not only for lingerie, blouses, dresses and skirts but also for coats. Let us mention in particular the fabrics with small designs for women's fashions, which are particularly appreciated in drapery stores. In the light qualities we noticed a highly finished batiste, a chiffon for very full summer dresses, which is also available with designs for smart lingerie. Mention must also be made of a special assortment of very fine hand-printed satin fabrics with interesting abstract designs, printed fabrics in bright colours for beach fashions, in qualities specially designed for their resistance to friction and pulling, with fast colours resistant to light, sea- and chlorinated-water. For the first time, the collection contains a series of very exclusive hand-prints on a warp satin with a slight ottoman effect which, combined with a very successful finish, gives these fabrics a velvety look. Let us call attention once again to the finish of all these fabrics, which is of particularly high quality, in many cases being the famous „Minicare“ treatment. (See p. 77.)

* Silk Mills Naef Brothers Ltd., Zurich

These silk manufacturers present a very large collection of fashionable fabrics among which particular attention should be called to the prints. The designs are very distinctive, as are also the particularly summery colours. The use of monochromatic tones gives a fine unity to the collection of prints. In addition to the plain pure silk qualities for prints such as „Hirondelle“, „Gonda“, „Madras“, mention should also be made of an imitation

Jacquard fabric called „Surprise” as well as „Capri”, a cotton quality.

This summer the Jacquards will be a little lighter than usual; in addition to the new designs of this type, this collection is completed by some very attractive classical floral motifs on a light ground. In this field too the colours are extremely fashionable and go very well together. (See p. 70.)

* J. G. Nef & Co. Ltd., Herisau

The various collections of fabrics for 1960 marketed under the trade name of „Nelo” present a very rich and varied selection. The plain and fancy fabrics include a very large assortment of fashionable colours in cotton poplin; these fabrics are all highly finished and are above all shrinkproof and crease-resistant; the colours are fast. There is also a very rich assortment of fancy fabrics for dresses and blouses, as well as for men's shirts.

In the printed fabrics, the main qualities are pure cotton poplins and satins with Minicare finishes; all these articles are available in a wide range of designs and colours. They are intended for dresses, blouses and lingerie.

This firm also produces embroideries, not only the traditional type but also in new qualities and very rich new designs destined for a most exacting clientele. These embroideries are produced on various qualities of cotton, on silk satin, silk organdie, nylon, etc. They are made in the form of allover, edgings, blouse fronts, braids and lingerie trims. (See p. 71.)

* Reichenbach & Co., St. Gall

For the 1960 summer season, this firm is showing a wide range of attractive blouse and dress fabrics with stripes on a batiste ground, on *sablé* and imitation linen grounds. This year there are many striped effects in *frisé* as well as fancy stripes with cord-effects combined with satin stripes. Other novelties include striped effects in colour produced on a dotted Swiss automatic loom as well as a number of amusing coloured designs of a very new style, on a voile ground, produced either on a dobby or a dotted Swiss automatic loom for export to the Far-East. There are also some very attractive clip-cord Jacquard designs resembling embroidery, the base fabric also having Jacquard designs. Other fabrics for blouses include numerous fancy satins, pleated batiste and percale in 120 cm. widths as well as plain poplins and voiles in a wide range of colours. This firm also makes numerous printed batistes for lingerie. It should perhaps be pointed out that the majority of the cottons used have the famous Minicare finish.

For its printing, the firm has given up machines and specialises in very exclusive screen-printed designs, on a high quality cotton, silk, wool or wool and silk base. In embroidery, Reichenbach offers exclusive Minicare novelties for blouses and dresses, at extremely attractive prices. In spite of competition, the demand is still high and these novelties cost the same as the normal article. This emphasis on high quality has proved excellent for the classical, extremely well-finished articles, as well as for classical or fancy embroideries for dresses, which are also made on high quality fabrics, not only in cotton but also in silk, silk organdie, etc. (See p. 73.)

* Jacob Rohner Ltd., Rebstein

Once again this season, Rohner continues to excel in the production of embroidered blouse fronts, which are always in great demand and which this firm produces in various types of designs, on widely varied base fabrics, some of them quite new, in particular fancy batiste; in addition there is a big selection of allover on batiste, created mainly for the manufacture of blouses.

Among the other specialities, let us mention the embroideries appliquéd on lingerie insertions with sprayed prints, galloons, allover and embroidered fronts for blouses and dresses, embroidered bands and patterns on cotton and nylon grounds, embroideries on terylene and other similar synthetic fabrics, novel designs on organdie and silk organdie and other fabrics as well as various other types of embroidery specially designed for the making of skirts. Quite a new departure in this field is the range of embroideries on a coloured imitation linen ground. (See p. 74.)

* Jakob Schlaepfer, St. Gall

The latest assortment of embroideries for „Minicare” blouses produced by this firm offers great scope for new effects. Prices and manufacturing methods have been specially studied so as to be able to offer makers-up a series of articles that are definitely superior in quality to the ordinary run of cheap goods, without the prices being much higher. The manufacturing programme includes all possible types for blouses: allover, horizontal and vertical edgings, motifs filling the whole blouse front, etc.

Swiss Minicare fabrics are always the top favourites. In addition to batiste and imitation linens, much use is made of honeycomb piqués, panama and other structured fabrics, for both dresses and blouses. For the latter, colours such as beige, lemon, lilac and abricot, also in Minicare, vie with white. The embroideries for dresses are naturally in a number of carefully chosen fashionable colours.

Mention should also be made of the „boutique novelty”, one of the favourite specialities of the firm. This range consists of a wide variety of charming articles — in excellent taste and with nothing mass-produced about them — in the form of attractive edgings on heavy imitation linen staple fibre, combinations of carefully chosen colours on elegant structured cottons, dainty ornamental work on light batistes, floral motifs on silk organdie... to list but a few of these delightful embroideries from the „boutique” collection.

* Robt. Schwarzenbach & Co., Thalwil

First of all, let us call attention to the richness and variety of this firm's manufacturing programme, one of the most abundant and varied of its type in Switzerland. In fact, in addition to novelties, Schwarzenbach produces an incredibly wide range of classical fabrics, some of which have been regularly manufactured for at least fifty years as, for example, the plain pure silk taffetas, used for the manufacture of dresses and linens, which are still produced today in 130 different colours. In addition to these, the firm also manufactures plain lingerie *crêpe de chine*, which is always in demand for the finer qualities, as well as the crease-resistant, rayon ripple *matelassés*

used for the manufacture of formal afternoon and cocktail dresses, and made in fifty different designs in various colours; other interesting fabrics are the taffetas for lining fur coats, in colours matching those of the furs, with attractive little classical or fancy brocaded motifs. These articles alone form an impressive collection, to which must be added the novelties, in particular the articles of pure silk, such as the warp-printed fabrics in 20 highly original designs, the prints, the Jacquard cotton fabrics and mixed fabrics, in which pure silk and synthetic fibres give the needed fineness and strength while cotton is used for very special effects, such as clip-cord motifs resembling embroidery. Thanks to the wealth and beauty of the designs, the number of colours used, and the quality of the dyes and workmanship in general, the firm continues to hold its own against the competition of certain Far-Eastern producers, in spite of their considerably lower prices (See p. 69.)

* Stoffel & Co., St. Gall

With regard to this firm's collections we shall mention only a few of the more outstanding novelties among the fashionable fabrics for women's wear. In the prints, the designs range from the traditional large floral motifs to abstract effects of dots and plotches; they also include countless designs with big or small, sometimes very tightly clustered, symmetrical lozenges as well as motifs in white on a coloured ground. There are also many allover designs based on floral motifs, with blurred, frequently monochromatic outlines. The base materials are cotton chiffon, organdie, structured and figured fabrics and many cotton satins, in particular a magnificent shantung satin in original muted yet very distinctive colours. In addition to pastel shades and stained-glass window tones, there are many fresh, springlike youthful colours.

Among the colour-woven fabrics, let us quote at random, the heavy Jacquard fabrics for coats and suits, with combinations of lozenges, stylised fish or aztec designs; houndstooth checks with small or large designs in various classical and fashionable colours; a Pekin satin with large bands in very bold combinations of bright or subdued shades; very juvenile Prince of Wales checks, in pastel shades on a white ground for little girls' classical dresses, a white poplin with dotted Swiss style narrow lines in various colours, a very lovely white structured fabric slashed right across with white stripes in relief, numerous Jacquard striped fabrics and blouse fabrics, mainly fancy batiste with satin stripes, cord effect bands and every other combination imaginable. Naturally all these fabrics are highly finished, crease-resistant requiring the minimum of ironing, fast to light and sun, etc. (See p. 75.)

* Weisbrod-Zürcher Söhne, Hausen a. A.

This is a collection in keeping with the present fashion trends, that is to say containing a large number of very fine pure silk fabrics. Particularly outstanding among these are the shantungs, which are also yarn dyed, in various price ranges. Many of these articles are made in very fine fashionable colours and are available from stock. The heavier qualities are used in the manufacture of men's summer suits.

The firm also stocks a lovely heavy quality of chiffon, in more than 60 different shades, a silk fabric for blouses as well as the classic failles, *peaux de soie*, and satins, all in pure silk or mixed with wool.

The staple fibre fabrics are meeting with increasing success each year, thanks to their lovely pure shades and their crease-resistant finish. In the field of synthetic fibres, we find various qualities of spun nylon, which are particularly popular for the manufacture of blouses as well as men's shirts. These fabrics are also in great demand in printed qualities for the manufacture of „wash and wear“ summer dresses; finally let us mention various extremely popular fabrics in terylene and a large number of fabrics in imitation linen Jacquards.

* Winzeler, Ott & Co. Ltd., Weinfelden

This firm's collection consists above all of crease-resistant cotton fabrics treated with a special „IROperm“ finish which makes ironing unnecessary and in addition to improving the wearing qualities of the fabric also enhances its appearance. Besides fabrics in cotton mixed with synthetic fibres, the collection also contains staple fibre, dralon and wool.

The plain and colour-woven fabrics include lovely plain gaberdines in fashionable shades or with modern stripes, piqués, heavier linen and tweed type fabrics, a warp-ribbed colour-woven fabric as well as a heavy quality of Iroperm warp satin. There are also shantung type fabrics for blouses and other structured fabrics. Let us also mention a fabric for raincoats in a cotton and polyester mixture with a water-repellent finish resistant to ordinary washing. Yet another speciality of the firm is the range of permanently pleated plain and printed cottons in various kinds of pleating.

Among the large variety of prints, we noticed a series of edgings with countless possibilities of use, dress prints with allover designs, on cotton shantung, designs with large repeats on a satin with a particularly striking finish as well as cotton satin crêpes. We must also mention the printed scarves which are frequently used today for making original dresses and skirts. To close let us just add that the manufacturing programme also includes prints for interior decoration, scarves, table-cloth, etc. (See p. 76.)

* R. E. Zinggeler, Adliswil

This firm specialises exclusively in the manufacture of printed fabrics for interior decoration. Possessing its own printing establishments, it is able to produce a very wide range of exclusive designs, all screen-printed by hand on plain or structured fabrics in cotton, in artificial fibres or mixtures. Twice a year it brings out 20 to 25 new designs, which are added to the existing stock, for the firm makes a point of keeping all its printing material. Consequently it is in a position to offer a very wide choice and is always able to carry out for a client any design he may choose in any combination of colours. This is a real advantage and we wish to call attention to the case of a client who has regularly ordered small quantities of the same design for the last ten years or so. In addition to its own production, the firm also carries out screen printing for other firms. (See p. 80.)