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## News

### *Embroideries and a calendar*

We have before us this year's edition of the attractive calendar that Jacob Rohner Ltd. at Rebstein sends to its clients every year. This welcome gift, with its gay cover decorated with two beautiful colour photographs, contains an agenda with space for short daily jottings and illustrated with a number of colour photographs showing typical Swiss scenery during the four seasons. The illustrations also include several couture models made of the firm's embroidered fabrics. An attractive form of publicity, and in the best of good taste!

### *New name*

The firm of Berthold Guggenheim Sons & Co., makers of the highly popular «bégé» novelties, has changed its name to

**BÉGÉ LTD., NOVELTY FABRICS MANUFACTURERS, ZURICH**

This firm's new owners, Messrs. Léon Bollag and Max A. Furler, both friends of the late Marcel Guggenheim, had been his close collaborators for a very long time. Consequently the firm of «Bégé» Ltd. will continue its activity along the same lines as before.

### *Charm 1961*

«Charm» — a diary with space for a number of daily jottings : appointments, or shopping lists, illustrated with portraits of film stars ; pages for addresses and telephone numbers ; a collection of amusing anecdotes ; a few interesting notes about the movie world ; some coloured illustrations on the same subject ; the whole presented most attractively, in a cloth or leather binding, in a small case of the same material and fitting easily into a lady's handbag. This diary for the smart woman, now in its seventeenth edition, is edited by N.O. Scarpi and published by Neher Ltd. in Berne, in separate French and German versions.

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