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1911  
1961  
**Tanner** 

*Exclusive Swiss Knitwear*

## Fashionable knitwear of yesterday and today

Do you still remember the woollen pullovers and cardigans knitted by your grandmother, in the big chair by the fireside, as the family whiled away the long winter evenings? The bulkier they were the better, and shape was of no importance as long as they were practical and kept the wearer warm. And now, take a look at what is being done today in the field of knitwear, at the fine fully-fashioned pullovers and jackets, the smart, brightly coloured sports and ski sweaters, the fashionable dresses and suits. What a long way from the garment designed merely to afford protection against the cold to the attractive creations worn by the outdoor woman of today!

One of the firms that has helped to bring about these sweeping changes is undoubtedly Victor Tanner Ltd., at St. Gall, which recently celebrated its 50th anniversary. This knitwear factory, owned by Mr. Ulrich P. Reber, is well known today and highly thought of throughout wide circles at home and abroad. It was founded in Berne in 1911 by Mr. Victor Tanner, and in 1924 was moved to St. Gall, the centre of the textile industry in eastern Switzerland. Owing to the serious illness of its founder, in 1948 the firm — which was a private company — was converted into a limited company, under the management of the present owner, Mr. U. Reber.

Half a century of service in the manufacture of fashionable knitwear creates certain obligations. It is no surprise therefore to learn that this concern's products are now known not only for their quality but also for the exclusivity and originality of the models. Today's manufacturing programme includes fashionable knitted outer garments for women and men, from fine fully-fashioned pullovers and cardigans to chunky sports sweaters and jackets, which are often the height of originality, as well as classical models, often combined with high quality suede, strikingly smart ski sweaters, dresses, two-piece outfits, and very elegant knitted suits. It should be mentioned that Tanner Ltd. is considered one of the leading producers of fully-fashioned knitwear. In 1954, the factory acquired a huge modern «Cotton» machine — the first on the continent of Europe — which enables the firm to mass-produce attractive, comfortable fully-fashioned pullovers and cardigans. In addition to these modern mastodons, which seem very far removed from grandmother's needles, the firm's St. Gall Bruggen factory is equipped with a whole series of the most up-to-date machinery for the manufacture of all types of garments. In huge, well-lit premises, teams of highly skilled men



Ski sweater in a modern jacquard design, with fashionable collar that can be worn open or done up



Sports and ski sweater in heavy two-toned knit, with roll collar fitted very low

and women workers labour with love and care on the manufacture of the most varied models of pullovers, jackets and dresses, shortly to be dispersed throughout some two dozen countries where they will be the pride and joy of countless women.