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très décolletés et traités en sandales. Les bouts ouverts et les brides rappellent les années trente. Les matières sont somptueuses: le brocart et le crêpe satin ainsi que la combinaison de daim et de cuir, parfois même avec ornements de strass. Quant au secteur hivernal le plus important, celui des bottes, il est aussi traité selon la mode chez Bally. Des chaussures ajustées montant au genou, dans le style des bottes de cheval, sont en cuir lisse; les modèles élégants sont en daim élastique, ajusté. Dans ce genre aussi, on aime les effets deux tons et les talons hauts

(58 mm). La collection est complétée par des bottines qui se portent principalement sous le pantalon et peuvent remplacer les bottes dans cette application. Quant à la chaussure masculine, on lui trouve en général, chez Bally, des formes plus fines et plus étroites. Les modèles sportifs eux-mêmes sont caractérisés par des lignes plus élancées. La matière la plus utilisée est le cuir lisse très soigneusement mis en œuvre mais l'on trouve encore du cuir verni et un peu de daim pour le soir et pour quelques modèles spéciaux.

lette", 112/15 cm, 125/30 g, pure polyester — 7. Plain Tushan, 150 cm, 310/20 g, 92 % spun viscose/8 % silk — 8. "Risolino", 140 cm, 184/88 g, 66 % polyester/34 % spun polyester — 9. "Bajazzo Uni", 140/41 cm, 275/85 g, 86 % staple fibre/14 % linen — 10. Faille "Caresse", 140 cm, 120/30 g, 55 % acryl/45 % Tersuisse® — 11. Crêpe de Chine, 90 cm, 55/8 g, pure Tersuisse® — 12. Indian crêpe, 115 cm, 170 g, 91 % acetate/9 % nylon — 13. "Mishka", 114/115 cm, 140/45 g, pure Tricel®.

TRANSLATIONS

(P. 24) PARIS READY-TO-WEAR: THE EMPHASIS ON FEMINITY AND ELEGANCE

Parisian ready-to-wear collections for the autumn/winter 1974/75 show a logical development of the elegantly feminine line that has been in fashion for some time now. Flattering materials, soft lines and a comfortable but slenderizing width are the main features of most of the collections. Skirts are making a great comeback. They come in every possible variation, but mostly cut on the bias, also often close-fitting over the hips and flaring out below in a swirl of pleats. The length varies from just below the knee to right down to the ankle. The return to shirts has led to a revival of blouses, twinsets and cardigans, offering great scope for combinations in keeping with the present fashion for coordinates. The fabrics most widely used are jerseys.

Softly flowing dresses in supple materials discreetly emphasizing the body's contours are very much to the fore. Particularly popular here are pure silk or silk-look jerseys, as well as cashmere and angora fabrics, and fine woollens. The novelties include girlish pinafore dresses as well as the pullover dress, body-moulding at the top and flaring out below. Another fashion highlight is the newly discovered Russian look, while peasant styles are also popular. The wool crêpe "peasant dress" decorated with embroidered braids, will be ideal next winter worn with boots, for both day and evening. The loose-top dress gathered at the waist, with straight pleated skirt provides a contrast to the sack dress. Classical lines, long loose or fitted jackets, often with a waistcoat, and swinging skirts are the main features of the new suits. Coats will be very full, tent-like or pleated. The soft materials, used here as everywhere else, favour sporty belted effects. For the evening there will be floor-length capes, with or without hoods.

The range of colours is very wide. The favourites are reds and rusts as well as green. There are also a great many light blues, beige and clarets. What is striking is that the range of colours is very quiet and subtle, never loud, suggestive rather of an autumn landscape lightly veiled in mist.

Charlotte Kummer

(P. 40) THE SWISS SILK INDUSTRY TODAY by Hans Georg Rhonheimer

The Swiss silk industry, with its glorious past and recent profound structural changes that have reduced it to its present size, this year experienced a very special satisfaction. The fashion trends of the last few years led almost inevitably in the spring 1974 fashions to an unheard of new lease of life for silks. The preference that has been growing stronger for some time now for lighter and lighter fabrics, and the trend towards soft flowing materials give women today the unique possibility of following a really feminine fashion and at the same time owning extremely practical dresses for today's active life. This tendency seems likely to stay and will undoubtedly give fresh impetus to the creation of new qualities of silk, rayon and synthetics.

The tremendous rise in the price of all raw textiles, caused mainly by the large speculative and stock purchases of the Japanese at the end of 1972 and 1973, as well as being part of the general price explosion in 1973 and the result of the petrol crisis, raises new extremely difficult problems for the fibre converting industry, especially the Swiss fabric industry, owing

to its modest size typical of Swiss high quality production in general.

For some time now there has been a very definite return to natural fibres. This tendency affects not only wool and cotton but also silk, especially as the chemical fibre industry has continually endeavoured to manufacture fabrics resembling silk.

Under these circumstances, one may well wonder about future developments in the field of fabric production, especially silk, whose share in the total tonnage of all fibres used is no more than 3%. In spite of this, Switzerland produced 18.7 million metres of silk and chemical fibre fabrics in 1973, i.e. 1.4 million metres more than the previous year. The total turnover amounted to 220 million francs, of which 2/3rds was accounted for by exports. The total value of pure silk fabrics alone amounted to 28 million francs, i.e. slightly more than in the previous year. We are at present going through a transition period, in which the prices of all textile raw materials should gradually settle down. First of all, China, which today is Europe's main supplier of raw silk, will not want to let this important source of foreign currency dry up and, second, silk fabric manufacturers will want to find ways and means of keeping the price of finished silks at a reasonable level capable of attracting custom. As everyone knows, a European advertising campaign has been launched: financed by China, carried out by a Swiss advertising agency under Swiss auspices, it aims to create an image of silk that will make it popular with the young too.

Silk will always remain the most beautiful of natural fibres and even the publicity of the chemical fibres industry—which has sometimes gone too far—has not succeeded in depriving it of its almost magical attraction. When a Swiss fabric manufacturer in the silk branch presents his collection, in any part of the world, curiosity is always first shown as to what he is offering in the way of pure silks, whether printed or plain. And every fabric manufacturer will continue to try and include a few pure silk novelties in his collection, even if the situation is otherwise unfavourable.

Swiss products are able to gain a firm footing on world markets only thanks to their superior quality combined with excellent taste, and nowhere does this apply more clearly than in the fashion and textile branches. Attempts are continually being made to imitate the remarkable specialities of the Swiss textile industry. However as efforts are constantly being made to give new creative impulses to the production of fashion, so the silk industry—in spite of all technical and economic difficulties—will remain an example of what can be achieved by tradition, experience and a sense of quality.

CAPTIONS

(P. 42) STÜNZI SONS LIMITED, HORGEN

Manufacturing programme: Switzerland: wide range of fabrics for women's clothing, men's shirts and men's fashionable clothing. Heavier weights: silk polyester fabrics (Tersuisse®).

France: Fashionable plain qualities. Heavier weights: crêpes in viscose/acetate and acetate/nylon (washable). England: large selection of plain fabrics, prints and jacquards, mainly in polyester.

Captions: 1. "Country Style", 112/15 cm, 110/14 g, pure cotton — 2. + 3. "Pandora", 112/15 cm, 45/6 g, pure polyester — 4. "Taffetas Feu", 140 cm, 70/4 g, pure textured Tergal® — 5. "Campana", 160 cm, 280/90 g, 94 % polyester/6 % cupra rayon — 6. "Fril-

(P. 43) DUBLANC & CO., ZURICH, sales: ALFATEXIL LTD., ZURICH

Manufacturing programme: Natural and synthetic fabrics, woven and knitted, plain, coloured and printed. For women's clothing: blouses, dresses and linings. For men's clothing: fashionable linings—plain, colour-woven and jacquard.

Captions: 1. "Duchesse Romantique", 138/40 cm, 90/5 g, pure Dorosuisse® trilobal polyamide — 2. + 3. + 5. + 6. "Soierette" print, pure Dorosuisse Edlon® textured polyamide — 4. "Enka-Crêpe", 140 cm, 85 g, pure polyamide — 7. + 8. "Castel", pure trilobal polyamide, printed.

(P. 44) SIBER-WEHRLI LTD. VOLKETSCHWIL-ZURICH

Manufacturing programme: Range of plain, printed and jacquard fabrics. Sporty and classical novelties in synthetics, acetate and viscose, mixtures of natural and synthetic fibres. Plain and skein-dyed jacquards. Rich collection of prints. Specializing in crêpes of all kinds, textured fabrics, blouse fabrics, chiffon, spun articles, fabrics for bridal wear.

Men's clothing: crêpes for sports jackets, shirts and trousers.

Captions: 1. "Crêpe Lavable" — 2. + 6. Foam crêpe print in viscose — 3. Heavy double crêpe in viscose/acetate — 4. "Siwesa Satin charme", pure polyester — 5. + 9. "Siwesa la douce", pure polyester — 7. "Siwesa Futura", easy-care crêpe — 8. "Siwesa Twill", pure polyester.

(P. 45) SIBER-WEHRLI LTD. VOLKETSCHWIL-ZURICH

Manufacturing programme: Range of plain, printed and jacquard fabrics. Sporty and classical novelties in synthetics, acetate and viscose, mixtures of natural and synthetic fibres. Plain and skein-dyed jacquards. Rich collection of prints. Specializing in crêpes of all kinds, textured fabrics, blouse fabrics, chiffon, spun articles, fabrics for bridal wear, Women's clothing: dresses, suits, blouses, coats, leisure, cocktail and evening dresses.

Men's clothing: crêpes for sports jackets, shirts and trousers.

Captions: 1. Heavy double crêpe — 2. Chiffonyl, pure Nylsuisse® — 3. + 4. + 5. Chiffonyl variant, pure Nylsuisse® — 6. + 7. Foam crêpe print — 8. "Siwesa sablé", pure polyester.

(P. 46) H. GUT & CO. LTD., ZURICH

Manufacturing programme: Wool crêpe and mousseline prints, Lurex® jersey print, plain and printed viscose clipcord fabric, figured crêpe de Chine, jacquard fabrics for cocktail and evening wear.

Captions: 1. Pure silk crêpe de Chine — 2. + 6. "Silka", pure silk pongée — 3. + 7. "Arabella", pure silk twill — 4. "Quiana" — 5. "Tussah", pure silk — 8. "Messina", cotton crêpe — 9. "Sorrento", printed cotton satin with jacquard — 10. "Palmas", spun rayon/linen.

(P. 47) WEISBROD-ZÜRRER LTD., SILK MILLS, HAUSEN a.A.

Manufacturing programme: Novelties in pure silk, viscose, staple fibre, synthetics, acetate, wool, cotton and mixtures. Yarn- and piece-dyed, plain and colour-woven. Jacquards, prints and jerseys. Women's wear: coats, dresses, suits, blouses, leisure wear, cocktail and evening dresses. Men's wear: pure silk and synthetics.

Captions: 1. "Lorca", 90 cm, 175 g, 93 % spun viscose/7 % linen — 2. "Madeira", 90 cm, 175 g, 93 % spun viscose/7 % linen — 3. "Sunflower"-voile, 90 cm, 70 g, pure cotton — 4. "Monrose", 90 cm, 200 g, pure cotton — 5. "Murano", 150 cm, 210 g, 73 % spun viscose/7 % linen/20 % polyester — 6. "Vulcano Turquoise", 150 cm, 220 g, 69 % spun viscose/12 % linen/19 % polyester — 7. "Smyrna Karo", 150 cm, 345 g, 3 % silk/97 % spun viscose — 8. "Smyrna Rayé",

150 cm, 345 g, 4 % silk/96 % spun viscose — 9. + 10. "Pescara", 90 cm, 145 g, pure cotton — 11. "Carmen", 140 cm, 200 g, pure polyester — 12. "Nanking", 90 cm, 215 g, pure spun viscose — 13. "Voile Fantaisie", 140 cm, 158 g, pure cotton — 14. "Toile Baccarat Abricot", 90 cm, 180 g, pure silk.

(P. 51) RIBA SILKS LTD., ZURICH

Manufacturing programme: Printed silks, printed cottons, fabrics for cocktail dresses, novelties.

Captions: 1. Pure silk jersey — 2. + 6. + 9. "Poesie", pure silk twill — 3. "Carina", pure cotton jacquard print — 4. "Giselle", cotton jacquard, 63 % cotton/35 % acetate/2 % polyamide — 5. "Satin Mimosa", pure cotton — 7. Pure silk chiffon, hand-painted — 8. "Coronella", pure cotton-voile.

(P. 52) STEHLI SILKS LTD., OBFELDEN
Dept. clothing fabrics

Manufacturing programme: Women's high fashion clothing fabrics, plain and colour-woven.

Captions: 1. Crêpe, 140 cm, pure Tersuisse® — 2. "Rosita", 140 cm, viscose crêpe — 3. + 4. "Incognito", 90 and 140 cm, spun rayon — 5. + 6. "Fandango", 90 cm, pure silk — 7. + 8. + 9. "Trianon", 90 and 140 cm, viscose/spun rayon — 10. "Incognito Brodé", 90 cm, pure spun rayon — 11. "Toile Rustique", 90 cm, pure spun rayon — 12. "Flammé", 140 cm, Tersuisse®/linen — 13. "Toile Fantaisie", 90 cm, viscose/acryl — 14. "Karo Imprime", 90 cm, pure spun rayon — 15. "Incognito Rayé", 90 cm, pure spun rayon — 16. "Crêpe Etamine", 90 cm, pure viscose — 17. "Bouclé", 140 cm, viscose/spun rayon. Women's clothing: dresses, suits, blouses, coats, leisure, cocktail and evening dresses.

(P. 53) E. SCHUBIGER & CO. LTD.
SILK MILL WINTERTHUR, UZNACH

Manufacturing programme: High fashion plain fabrics in silk, mixed fibres and synthetics for dresses, blouses and ties. Lining fabrics and industrial fabrics.

Captions: 1. "Safari", 90 cm, 144/50 g, 140 cm, 225/35 g, 25 % spun rayon/75 % polyester — 2. "Sahara (SW)", 90 cm, 190/220 g, spun rayon — 3. "Organza Ondé", 112 cm, 115/25 g, 25 % silk/75 % spun rayon — 4. "Organza Quadrillé", 112 cm, 34/6 g, pure silk — 5. "Manila", 140 cm, 320/35 g, pure spun rayon — 6. "Tussah Tailleur", 90 cm, 235/50 g, pure silk, discharged — 7. Pick-and-pick cloth, 90 cm, 66/70 g, pure silk — 8. + 9. + 10. "Satin Figuré Soie", 90 cm, 56/8 g, pure silk — 11. + 12. + 13. + 14. Mousseline Chiffon, 93 cm, 18/20 g, pure silk.

(P. 54) ROBT. SCHWARZENBACH & CO. LTD.
THALWIL

Manufacturing programme: Novelties for the medium and better qualities, woven and knitted, plain, jacquard and printed, in silk, cotton, wool, synthetics and mixtures.

Captions: 1. "Mistral", cotton clipcord, printed — 2. "Mongol", pure silk shantung — 3. + 10. "Escort", pure silk twill — 4. + 5. + 6. + 8. "Party", 140 cm, polyester jersey — 7. "Delphin", mixed fabric, 150 cm, viscose/linen — 9. "Carola", pure cotton satin print — 11. "Atlantic", 150 cm, jacquard fabric in Tersuisse®.

(P. 66) HAUSAMMANN TEXTILES LTD.
WINTERTHUR

Manufacturing programme: Collection of high quality novelties in pure cotton (satin qualities, jacquards, voiles, etc.), as well as an attractive range of textured polyesters. Large collection of cotton prints for shirts/blouses and leisure wear. Lingerie fabrics.

Captions: 1. "Osa Crêpe", 90 cm, bark crêpe, pure cotton — 2. "Osa Voile", 90 cm, full voile, pure cotton, crease-resistant/Sanfor® — 3. "Iriseta", 90 cm, pure cotton satin — 4. "Florida", 90 cm, full voile print, pure cotton — 5. "Comtesse", 90 cm, pure cotton jacquard print — 6. "Opera", 90 cm, pure cotton beaded satin print — 7. "Limba", 90 cm, pure cotton clipcord print — 8. "Madame", 90 cm, pure cotton jacquard piqué print.

(P. 67) "NELO" J. G. NEF & CO. LTD.
HERISAU

Manufacturing programme: Fashionable fabrics in cotton, synthetics and wool, plain, colour-woven and printed. Embroidery novelties.

Captions: 1. + 14. "Jasmin", pure Terylene® crêpe — 2. "Fantasia", pure cotton clip-cord, printed — 3. "Arlette", fine pure cotton fabric, printed — 5. + 6. + 7. + 8. "Quiana", pure Quiana print — 9. + 11. "Vacances", pure Crimplene®-jersey — 10. "Cotton-Jersey", pure cotton print.

(P. 68) TACO LTD., GLATTBRUGG

Manufacturing programme: Fabrics for women's dresses, men's shirts, leisure and beach wear, children's clothes, blouses and cocktail dresses—printed, colour-woven, embroidered and plain—in cotton, staple fibre, viscose, wool, silk- and nylon-organza.

Caption: A few designs on satin, voile and jersey from the fashionable TACO collection of pure cotton prints.

(P. 69) GUGELMANN & CO. LTD.
DEPT. JERSEY, LANGENTHAL

Manufacturing programme: Women's wear: jersey novelties for coats, jackets, trousers, suits, dresses and blouses. Men's wear: fabrics for coats, trousers, sportswear and shirts.

Captions: 1. + 10. Fine knitted lace designs in cotton — 2. Pure cotton knitted piqué — 3. + 4. + 5. Cocktail dress and blouse fabrics in Tersuisse®/metalized — 6. + 7. + 8. + 9. Light, colourful stripes and checks as well as fancy designs in about 70 % cotton.

(P. 70) ALWIN WILD, ST. MARGRETHEN

Manufacturing programme: Fashionable jersey fabrics in various qualities for men's, women's and children's wear.

Captions: Modern jerseys with easy-care properties from the new summer collection in Tersuisse®, mixed yarns and cotton. Fashionable jacquard designs in quiet colours complete the high quality plain lines.

(P. 71) RORBAS KNITTING LTD., RORBAS

Manufacturing programme: Fashionable plain, jacquard and printed jerseys, for women's clothing, children's wear and leisure wear: suits, skirts, trousers, dresses, blouses, cocktail and evening dresses.

Captions: 1. "Serata"-damask, pure Tersuisse®-trilobal — 2. "Elysée", pure Trevira® — 3. "Caravelle", pure Trevira® — 4. "Serata"-plain, pure Tersuisse®-trilobal — 5. "Renaissance", Trevira®/spun rayon — 6. "Dorana" print, pure Dorosuisse® — 7. "Serata"-jacquard, pure Tersuisse®-trilobal — 8. "Concorde", Trevira®/cotton — 9. + 10. "Serata"-print, pure Tersuisse®-trilobal.

(P. 72) METTLER & CO. LTD., ST. GALL

Manufacturing programme: Cotton shirting collection, printed, colour-woven, plain; batistes, voiles and jerseys.

Women's wear range in printed and plain crêpe; jacquards with matching plain articles. Novelty prints on satin, shantung, voile. Fancy piqués, batistes and structured linens.

Captions: 1. "Deborah", pure cotton jersey — 2. + 6. "Sarazena", pure cotton voile — 3. "Soraya", pure cotton satin — 4. "Cocktail", piqué in 96 % cotton/4 % nylon — 5. + 7. "Tanissa", pure cotton shantung.

(P. 73) FILTEX LTD., ST. GALL

Manufacturing programme: Novelty department: Rich collection of prints for women's wear in a wide variety of fine cotton fabrics. The designs feature geometric as well as floral motifs. A few designs on a silk crêpe de Chine article complete the general picture of the collection.

Embroidery department: highly finished fine fabrics in cotton, voile, satin, batiste — mainly in Swiss Minicare® finish — are used as ground fabrics for the richly varied embroidery collection. Large range of polyester and viscose crêpes as well as polyester/cotton mixed fabrics. Exquisite collection of silk organza, pure cotton and fancy fabrics for bridal and cocktail dresses. A great many novelties for women's and children's wear. An outstanding speciality: trimmings in guipure, organdy and nylon. Attractive range of bed-linen novelties.

Captions: 1. + 2. Cut-out allovers in silk organza with appliqué effects — 3. Nylon allover with appliqué guipure motifs — 4. Cotton voile print — 5. Voile-twist print — 6. + 7. Black allover embroidery on check batiste in Minicare® finish — 8. Voile satin print — 9. Cotton satin print.

(P. 74) BISCHOFF TEXTILES LTD., ST. GALL

Captions: 1. Embroidered organza braid with superimposed guipure — 2. + 4. Embroidered braid on tulle — 3. Embroidered batiste braid with original net effect — 5. Embroidered batiste braid with rich openwork — 6. Embroidered insertion.

(P. 75) JACOB ROHNER LTD., REBSTEIN

Manufacturing programme: Embroideries for women's clothing, both full width and trimmings. Embroideries for women's lingerie, home textile (especially bedlinen), men's shirts, children's clothing, leisure and sports wear. A particular novelty: iron-on embroidery motifs. Embroidered handkerchiefs.

Captions: 1. Etched lace medallion for insertions — 2. Insertions of modesty-pieces for décolletés on satin — 3. Single-tone cotton insertion on tulle — 4. Single-tone etched braid in very light execution — 5. + 7. + 9. Broderie anglaise striped fronts with false tucks — 6. Multicoloured rayon embroidery on synthetic crêpe — 8. Multicoloured rayon embroidery with appliqué work on cotton voile.

(P. 76) BLEICHE LTD., ZOFINGEN

Manufacturing programme: Women's wear: fabrics for dresses, suits, coats, trousers, skirts, trouser-suits; jersey for dresses, skirts, trouser-suits.

Captions: 1 to 10. "Como", 150 cm, 370 g, mixed fabric in 55 % Trevira®/45 % virgin wool — 11. Mixed fabric, 150 cm, 310 g, 39 % Trevira®/32 % wool/29 % viscose.

(P. 92) KNITTED FABRICS
WITH A SILK-LOOK

The extraordinary popularity enjoyed by silk fabrics opens up tremendous opportunities for the success of soft and flowing, very fine mesh jersey, even when made of pure cotton or polyester. Forster Willi, at St. Gall, which has been manufacturing jerseys for more than two years now specialized, right from the start, in the finer qualities. The firm's output immediately gained a footing on markets both overseas and in Europe. After the already well-established "Smeralda" quality in cotton with a silken handle, a mixed cotton/polyester article—with a special finish to stop it from pilling—is now arousing great interest. The jacquards feature figurative designs, stylized flowers and classical geometric motifs. These fine designs, which also include pinhead effects combined with figurative or floral motifs, are ideal for youthful softly draping dresses and blouses. A large range of shirting jerseys with small patterns completes the very high quality programme that offers every kind of fabric that could possibly be needed for the new soft line in dresses, shirtwaist blouses and top quality shirts for men. Recently the pure polyester silk-look jersey "Canasta" with its discreet sheen has been completed by a second quality, "Canasta satiné". These two softly flowing articles come in distinctive plain colours, with a powdered look. Couture too makes lavish use of these soft silky articles, in versions embroidered with dainty little flowers.

CAPTIONS

(P. 96) TUCHFABRIK WÄDENSWIL LTD.
WÄDENSWIL

Manufacturing programme: High fashion men's clothing fabrics in Trevira®/virgin wool, in Trevira®/virgin wool/viscose and in pure virgin wool (Woolmark quality) for suits, jackets, trousers and coats.

Captions: 1. "Safari", 150 cm, 320/30 g, 60 % Trevira®/15 % new wool/25 % viscose — 2. + 8. "Lunar K", 150 cm, 320/30 g, 60 % Trevira®/30 % new wool/10 % viscose — 3. "Stella K", 150 cm, 400 g, 60 % Trevira®/25 % new wool/15 % viscose — 4. + 5. "Stella K", 150 cm, 400 g, 60 % Trevira®/30 % new wool/10 % viscose — 6. "Safari", 150 cm, 320/30 g, 55 % Trevira®/45 % new wool — 7. "Lunar K", 150 cm, 320/30 g, 55 % Trevira®/40 % new wool/5 % viscose — 9. "Lunar K", 150 cm, 320/30 g, 50 % Trevira®/30 % new wool/15 % natural silk/5 % viscose — 10. "Lunar", 150 cm, 320/30 g, 55 % Trevira®/45 % new wool — 11. "Madison K", 150 cm, 380 g, 60 % Trevira®/15 % new wool/25 % viscose — 12. + 17. + 18. + 19. "Safari", 150 cm, 380/420 g, 60 % Trevira®/25 % new wool/15 % viscose — 13. "Madison", 150 cm, 430 g, 55 % Trevira®/45 % new wool — 14. + 15. + 16. "Mondial L", 150 cm, 380 g, 55 % Trevira®/45 % new wool.

(P. 98) F. HEFTI & CO. LTD., HÄTZINGEN

Manufacturing programme: Men's clothing fabrics in classical, semi-fashionable and fashionable lines for trousers, blazers, jackets and suits as well as light clothing. Special collection for overseas markets. Women's clothing fabrics: classical plain range for coats, trousers and trouser suits. Specialities: materials for ski-wear and hiking, especially two-way stretch qualities for functional clothing.

Captions: 1. Window check on cavalry twill — 2. Fancy check on thrown ground — 3. Acetate effects in Fresco — 4. Pick-and-pick ground — 5. Glencheck in tropical fabric with flammé effects — 6. Pin stripes on tropical fabric — 7. Hairline — 8. Panama fabric with acetate effects.

(P. 99) BLEICHE LTD., ZOFINGEN

Manufacturing programme: Bleiche Co. Ltd's range of men's clothing fabrics: woven and knitted fabrics. Woven fabrics of about 320/530 g in pure virgin wool and mixed with Diolen® and Trevira®. Knitted materials of about 360/410 g in 100% synthetics from the "Crimplene® for men" line and in mixtures of wool with Trevira® and Crimplene® (about 20/30% wool with polyester). The firm has its own worsted spinning mills, dyeworks, knitting and finishing departments.

Captions: 1. + 2. + 11. + 12. + 13. + 18. "Ambassador", 150 cm, 500 g, 55% Diolen®/45% virgin wool — 3. + 4. + 7. + 9. + 17. "Swiss Twist", 150 cm, 530 g, pure virgin wool — 5. + 6. "Ticino", 150 cm, 430 g, 55% Trevira®/45% virgin wool — 8. + 10. + 15. + 16. Pure wool fabric (Woolmark quality), 150 cm, 440 g — 14. Mixed fabric, 150 cm, 430 g, 78% Crimplene®/22% wool.

(P. 103) "NELO" J. G. NEF & CO. LTD. HERISAU

Manufacturing programme: Fashionable fabrics in cotton, synthetics and wool, plain, colour-woven and printed. Embroidery novelties.

Captions: 1 to 7. "Arlette", men's pure cotton printed shirtings with wash + wear finish.

(P. 104) REICHENBACH & CO. LTD. ST. GALL

Manufacturing programme: Fine cotton fabrics like voile, batiste, percale, crêpe and sackcloth, both plain and printed, for men's shirts and women's blouses. Fancy dyed and printed cotton fabrics for dresses and blouses, embroidery novelties.

Captions: 1. + 2. + 5. + 6. "Recovoile", pure cotton voile print — 3. "Recolux-Fantaisie", cotton voile print with satin stripes — 4. "Voile-Clipcord", pure cotton voile with check and clipcord effect — 7. "Batiste Souplesse", pure cotton batiste print — 8. "Recolux-Fantaisie", pure cotton voile with clipcord effect.

(P. 105) A. & R. MOOS LIMITED WEISSLINGEN

Manufacturing programme: Collection of piece-dyed, striped and checked cotton fabrics for women's blouses, men's day and leisure shirts, as well as pyjamas. Mixed wool/cotton fabrics: LANELLA, 50% wool/50% cotton with non-felting and crease-resistant finish in a wide range of colours and classical designs.

Captions: Wash + wear pure cotton fabrics: 1. "Milford", original check with double-satin effect — 2. "Obidos", ribbed check on structured ground — 3. "Manolas", piece-dyed check, on full-twist voile ground — 4. "Orlando", allover clipcord on fine batiste — 5. "Osasco", selftoned satin stripes — 6. "Garrison", mixed patterned brocade with satin and pick-and-pick effects — 7. "Domino", elegant satin stripes — 8. "Flavia 1", satin check on batiste ground — 9. "Flavia 2", groups of stripes on dark batiste ground.

(P. 106) HAUSAMMANN TEXTILES LTD. WINTERTHUR

Manufacturing programme: Collection of high quality novelties in pure cotton (satin qualities, jacquards, voiles, etc.), as well as an attractive range of textured polyesters. Large collection of cotton prints for shirts/blouses and leisure wear. Lingerie fabrics.

Captions: 1. + 3. + 4. + 5. + 6. "Obango", pure cotton batiste print shirting — 2. "Rallye", pure cotton voile print shirting with satin stripes — 7. Colour-woven 67% polyester/33% viscose — 9. Mixed fabric in classical design, 50% polyester/50% cotton — 9. Gabardine, spun worsted, wash + wear, 67% polyester/33% viscose.

(P. 107) R. MÜLLER & CO. LTD., SEON

Manufacturing programme: Shirts/blouses: fashionable pure cotton fabrics (batiste, zephyr, satin, fancy voile, jacquard), colour-woven, piece-dyed, printed. Fine cotton jersey (full twist). Leisure wear: Collection for leisure shirts, coordinated with special qualities for jeans/jackets; colour-woven, piece-dyed, printed. Pure cotton and mixtures. Seon-soft suede finish.

Captions: "Country-Look": 1. "Hilton", cord check on wash + wear pure cotton honan ground — 2. "Haiti", floral print on wash + wear pure cotton linen structured fabric — 3. "Miami", linen structured fabric for jeans suits, polyester/cotton/linen, wash + wear — 4. "Fiorellino", clipcord motif on wash + wear pure cotton linen structured fabric — 5. "Mon-reale", clipcord design with shaded effect and satin check, pure cotton, wash + wear — 1920's "Great Gatsby"-look: wash + wear pure cotton fabric — 6. "Prezioso", figured stripes on pick-and-pick ground — 7. "Superbo", chambray jacquard with allover patterns — 8. "Punch", striped effects on pick-and-pick ground — 9. "Superbo", iridescent jacquard.

(P. 108) TACO LTD., GLATTBRUGG

Manufacturing programme: Fabrics for women's dresses, men's shirts, leisure and beach wear, children's clothes, blouses and cocktail dresses—printed, colour-woven, embroidered and plain—in cotton, staple fibre, viscose, wool, silk- and nylon-organza.

Caption: A small selection of designs on pure cotton batiste from the fashionable Taco shirting collection.

(P. 109) METTLER & CO. LTD., ST. GALL

Manufacturing programme: Cotton shirting collection, printed, colour-woven, plain; batistes, voiles and jerseys. Women's wear range in printed and plain crêpe; jacquards with matching plain fabrics. Novelty prints on satin, shantung, voile. Fancy piqués, batistes and linen structured fabrics.

Captions: 1. "Princesse", pure cotton with woven and clipcord effects — 2. + 7. + 8. "Zingara", pure cotton jersey — 3. + 4. "Catania", pure cotton with satin stripes and clipcord effects — 5. "Cabiria", romantic printed design on pure cotton — 6. "Candella", pure cotton bark crêpe — 9. "Cordoba", pure cotton colour-woven fabric with satin stripes — 10. "Magali", pure cotton voile — 11. "Sevilla", pure cotton clipcord.

(P. 110) ALBRECHT & MORGEN LTD. ST. GALL

Manufacturing programme: High quality shirt and pyjama fabrics in pure cotton, plain and patterned, piece-dyed and colour-woven. Poplin, voile, zephyr, batiste, Oxford, tucked fabric.

Captions: 1. "Oxford", two-toned check — 2. "Arolla", stripes and pick-and-pick on zephyr twist — 3. "Arolla", dobby-loom pattern in zephyr twist — 4. "Superior", plain voile poplin, in three colours — 5. "Arolla", fine gauze on zephyr twist — 6. "Triunfo", satin stripes on pyjama poplin — 7. "Marina", full twist with brocade effects — 8. "Arioso", imitation gauze and satin on full voile — 9. "Pigalo", classical satin check on full voile — 10. "Medina", satin stripes on batiste.

(P. 111) BAERLOCHER & CO. LTD. RHEINECK

Manufacturing programme: Women's lingerie fabrics—home wear—beachwear with fashionable printed designs on pure cotton qualities. Wool-crêpes, plain and printed. Helanca®-prints. Very high quality collection of men's shirtings, fine cotton fabrics like batiste and voile, fancy weaves, prints and clipcord effects.

Captions: "Tutorette", pure cotton print — 2. "Extra-Stark", pure cotton fine batiste — 3. + 7. + 9. Sanfor® pure cotton clipcord batiste — 4. Cotton batiste shirting with check effect — 5. Fine cotton batiste for blouses, shirts finish — 6. Helanca® batiste print for lingerie, Minicare® — 8. Cotton batiste shirting with satin checks.

(P. 112) BÄCHTOLD & CO. LTD., HERISAU

Manufacturing programme: Sewn blouse fronts and jabots. Embroideries for men's shirts and children's wear.

Caption: A few samples from the rich collection of jabots and shirt- and blouse-fronts. Rich embroideries, velvet bands, and ruching—sometimes in luminous colours—as well as superimposed guipures set the fashion note for this textile speciality.

(P. 118) BALLY SHOES FOR THE AUTUMN/WINTER 1974/75

Both the sporty and dressy shoes at Bally have an even finer line this year, in keeping with the general trends of fashion. Great play is made of colour combinations and the use of two different types of leather, creating balanced contrasts. Dainty buckles, metal ornaments and straps are the highlights of the new collection. Heels vary in height mainly between 58 and 64 mm, although the dressier models go as high as 80 mm or more, which must be considered an absolute necessity for obtaining the right proportions, with today's skirts and dresses coming down below the knee.

The typically sporting shoe features a crêpe sole and a 58 to 64 mm crêpe-covered heel. Slender forms and a fine square toe add the fashionable look to the casual town shoe without which no modern wardrobe is complete. The elegant sporty walking shoe and pump have the edge of the sole slightly emphasized, a 64 mm heel, often with a high upper and rather square line. A novelty of Bally's is the "Bally Relax", a comfortable casual shoe designed specifically for walking. Here, use is made mainly of soft and supple suede. The chief colours in the sporty sector are loden, olive-green and all the rust tones as well as muted and rather dark browns. "Bally International" and "Bally Madeleine" also stand out in this collection with their eminently fashionable elegance. The line here emphasizes graceful square toes for the elegant sporty style and narrow, rounded forms for the dressy shoe. The latter features Louis XV heels (height 72 to 80 mm), narrow straps, appliquéd leather ornaments and fine perforations. The colours—often in two-toned effects—are muted. They include slate or marble, vicuna or watercress green, an amethyst shade called Etna, and blue tones named Atlantic and Pan. The new trend for pastel shades is marked by a rosewood shade called Cajou. Evening shoes are very open, in the style of sandals. The open toes and straps remind one of the 30's. The materials are rich: brocade and satin crêpe as well as a combination of suede and leather, sometimes even with strass ornaments. The most important winter item—boots—is also given highly fashionable treatment by Bally. Knee-high riding-style boots are made of smooth leather; elegant models moulding the leg come in elastic suede. Here too, there are attractive two-toned effects and high heels (58 mm). The collection is completed by low boots worn mainly under trousers instead of high boots.

As for men's shoes, at Bally they tend to be finer and narrower. The sporty models too feature more slender lines. The most popular material is very carefully worked smooth leather although patent leather and a little suede are still used for evening wear and a few special models.