

Fabrics of to-day

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FABRICS OF TO-DAY



L. Abraham & Cie,
Soieries S.A., Zurich.

A selection of designs
from the exclusive
range of new fab-
rics, House Mark
«L. A. C.»

Photo Lutz.



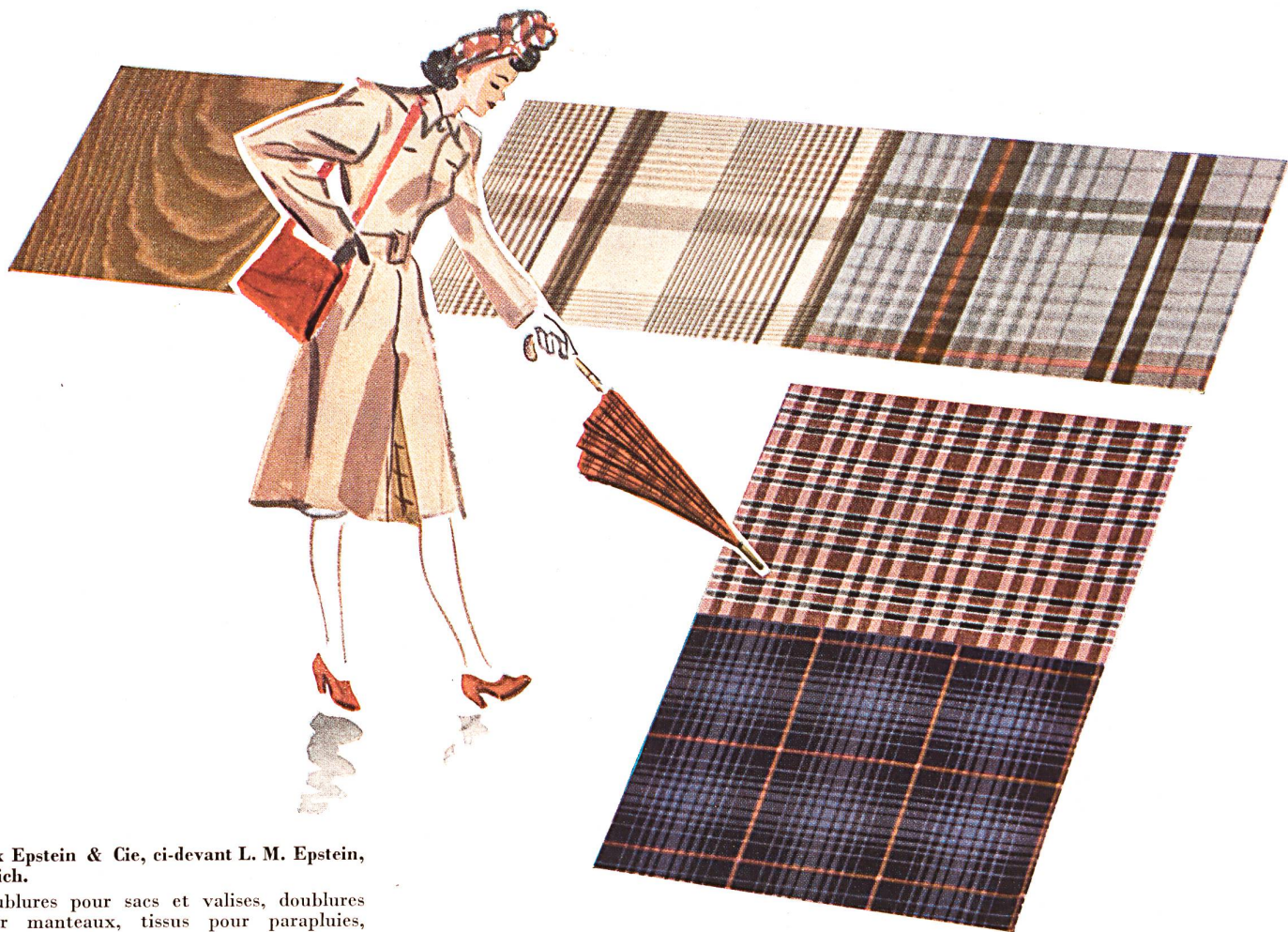
Stoffel & Cie, St-Gall.

Trois nouvelles créations tirées d'une importante collection d'imprimés pour l'été.

Three new designs from a large summer-collection of printed fabrics.

Tres creaciones nuevas de una importante colección de tejidos estampados para el estio.

S. T. Studio.



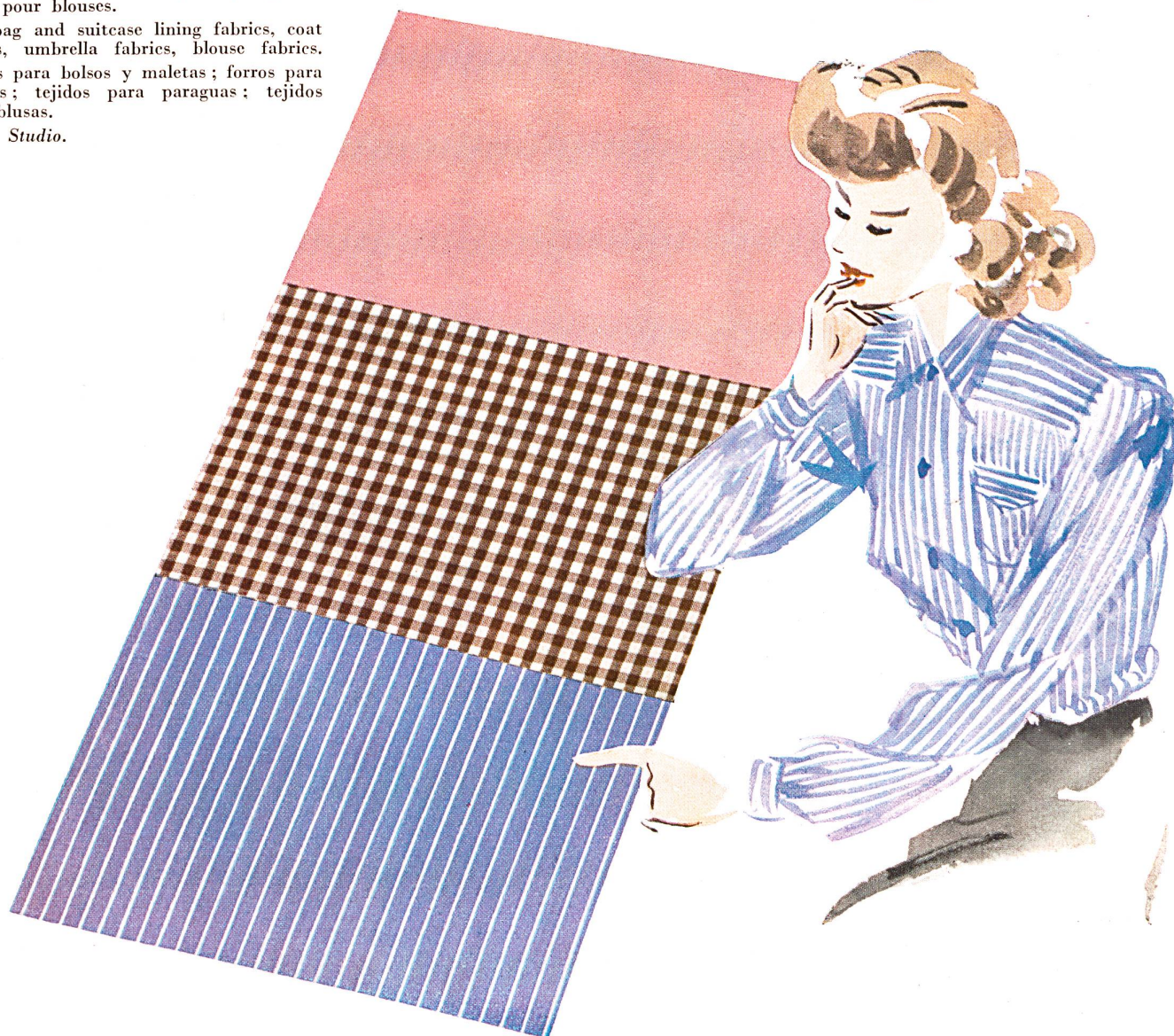
Max Epstein & Cie, ci-devant L. M. Epstein, Zurich.

Doublures pour sacs et valises, doublures pour manteaux, tissus pour parapluies, tissus pour blouses.

Handbag and suitcase lining fabrics, coat linings, umbrella fabrics, blouse fabrics.

Forros para bolsos y maletas; forros para abrigos; tejidos para paraguas; tejidos para blusas.

S. T. Studio.





Julius Stitzel, Zurich.

Nº 1, 2, 3, 4 :
Pure silk, rayon and staple fibre
fabrics, plain and printed.

S. T. Studio.

Haas & Cie, Zurich.

Nº 5, 6 :
« FLAMETTA » mat crêpe,
100 % rayon.
Washable crêpe, 100 % rayon.



Heer & Cie S. A., Zurich.

1. Crêpe "pavé", 100 % staple fibre.
2. Crêpe "sillon", 100 % rayon.
3. "Imago" satin, 100 % rayon.
4. Faille moiré, 100 % silk.
5. Lingerie satin, 100 % pure silk.

S. T. Studio.



St. Gall.

Mettler & Cie S. A., St-Gall.

Deux cents ans de fabrication textile en Suisse orientale.
Two hundred years of textile manufacture in East-Switzerland.
Dos cientos años de fabricación textil en Suiza oriental.

Atelier Kern.



**Paul Schafheitle
& Cie, Zurich.**

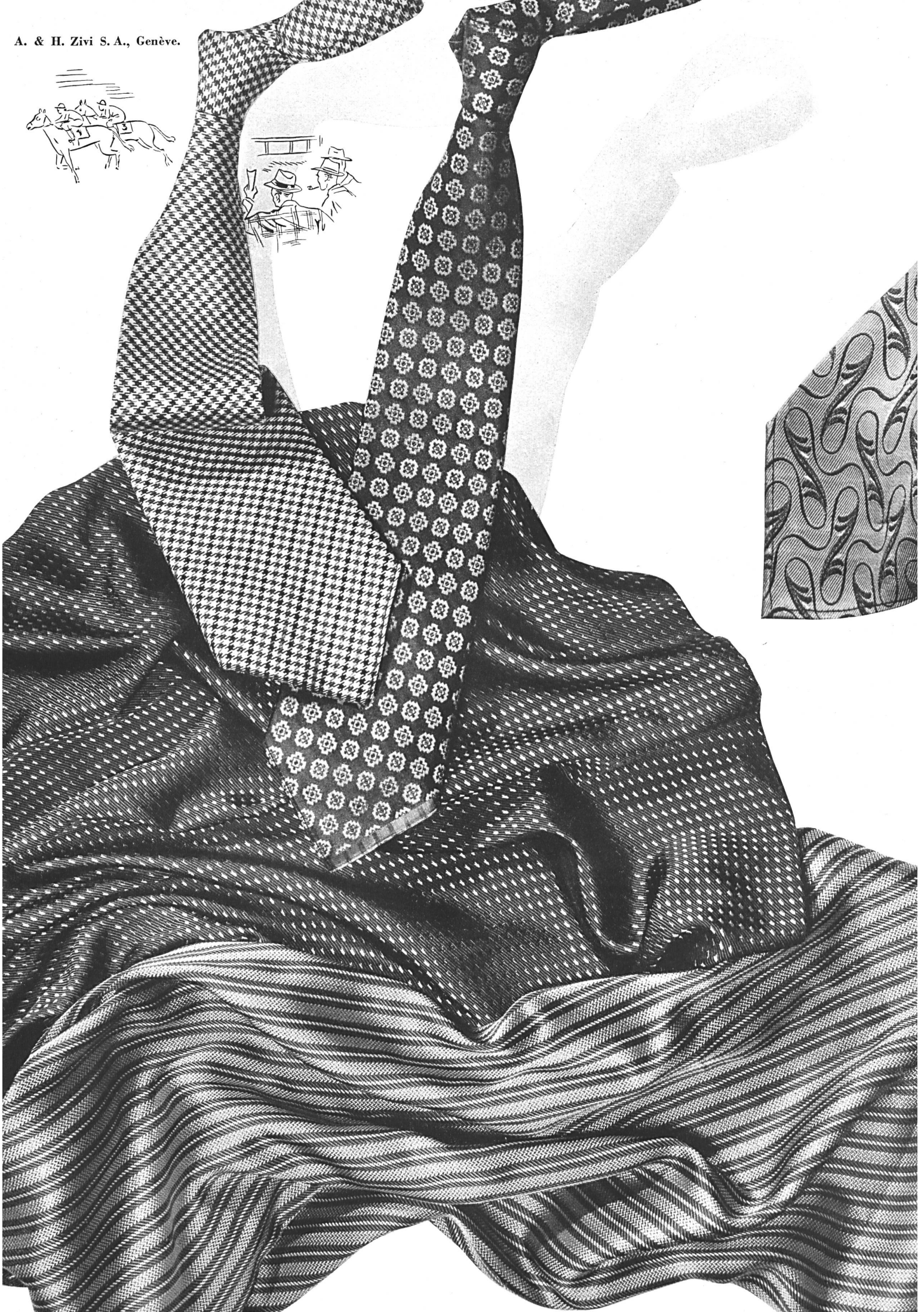
Nouveautés.

Novelties.

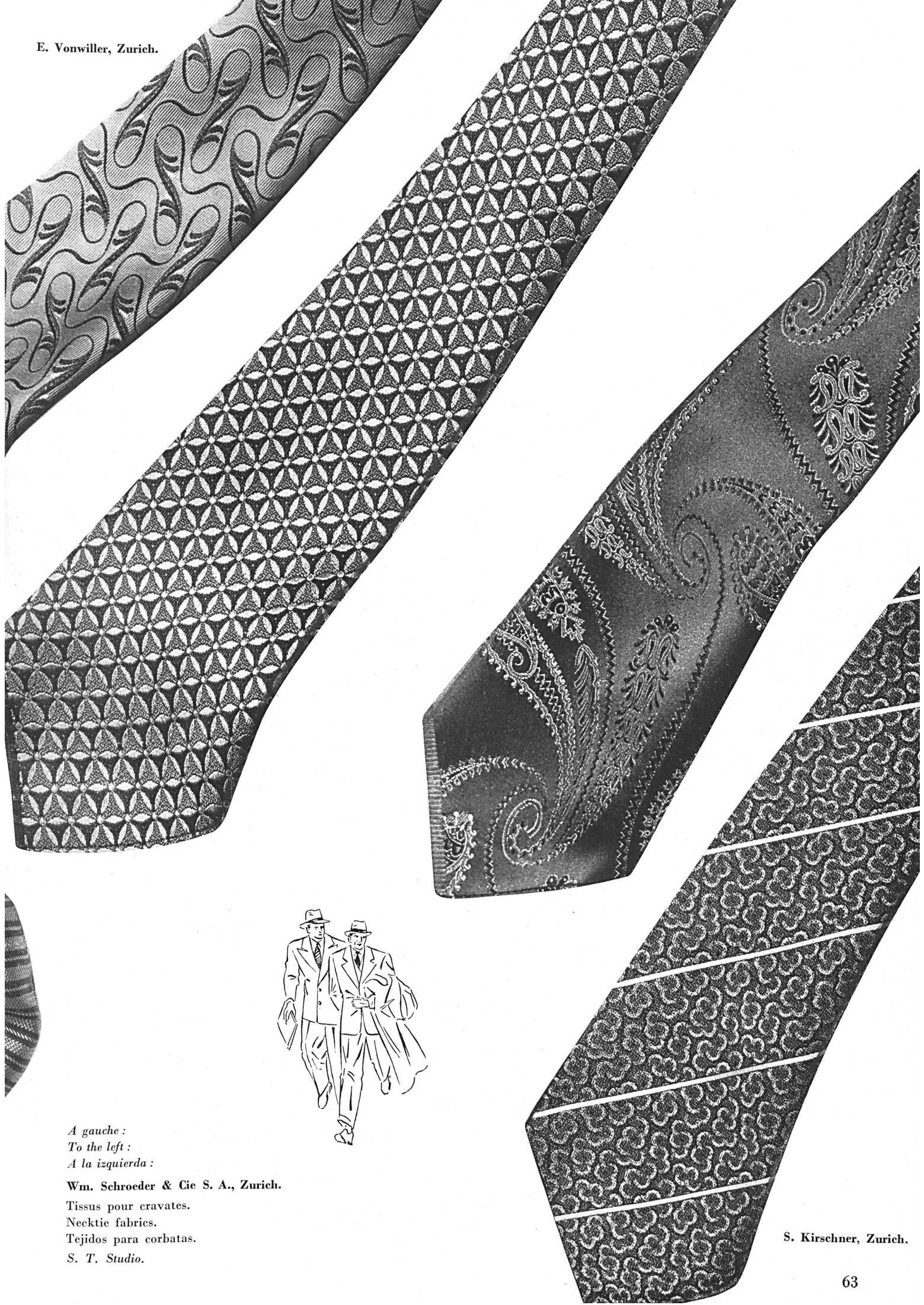
Novedades.

Photo Wolgensinger.

A. & H. Zivi S. A., Genève.



E. Vonwiller, Zurich.



A gauche :
To the left :
A la izquierda :

Wm. Schroeder & Cie S. A., Zurich.

Tissus pour cravates.
Necktie fabrics.
Tejidos para corbatas.
S. T. Studio.

S. Kirschner, Zurich.



The Tissages de soie, ci-devant Näf Frères S.A., Zurich, are presenting their 1945 collection which includes a wide range of new and interesting qualities in plain fabrics. Their latest and most extensive collection of prints is, as usual, of extremely high quality, and meets all the requirements of new fashion trends as regards designs and colourings. Among the fashioned fabrics, the well-known speciality of the house, a number of novelties and designs are most remarkable and proving a great success. This year, for the first time, the firm is also producing a selection of necktie fabrics. From the outset, the aim of this new line is to offer current qualities and original designs which will be classed among the best of the type.

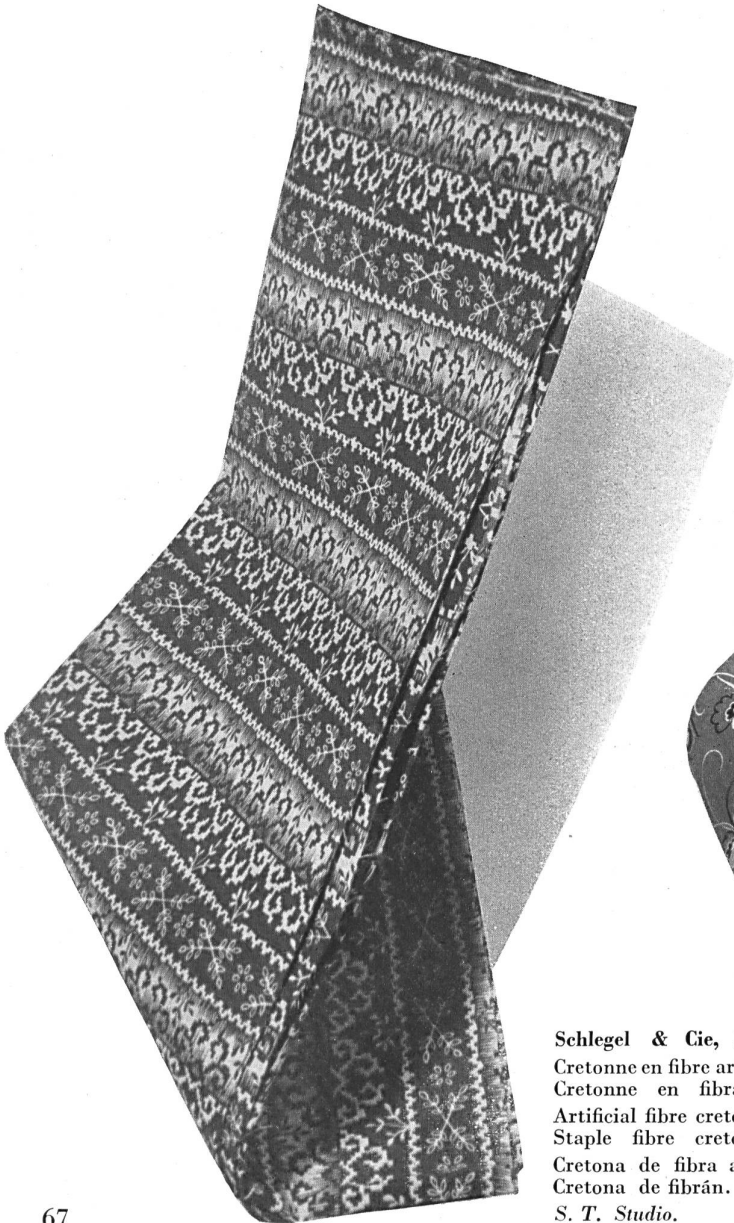
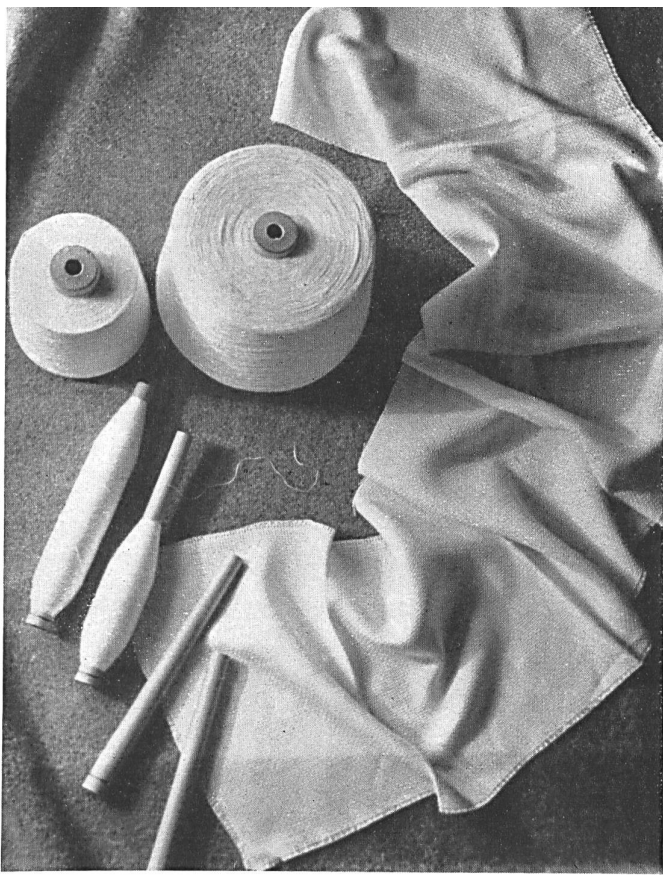


F. Blumer & Cie, Schwanden.
Trois carrés imprimés à la
main, pure soie.
Three pure silk hand-printed
squares.
Tres pañoletas cuadradas, de
pura seda, estampadas a mano.
S. T. Studio.



Société anonyme A. & R. Moos, Weisslingen.
« LANELLA » — a sanforized staple fibre flannel
fabric for blouses and dresses — as soft and fine
as wool and universally popular.
A few samples from the latest selection of 100 %
staple fibre fabrics for blouses, dresses and aprons.
S. T. Studio.

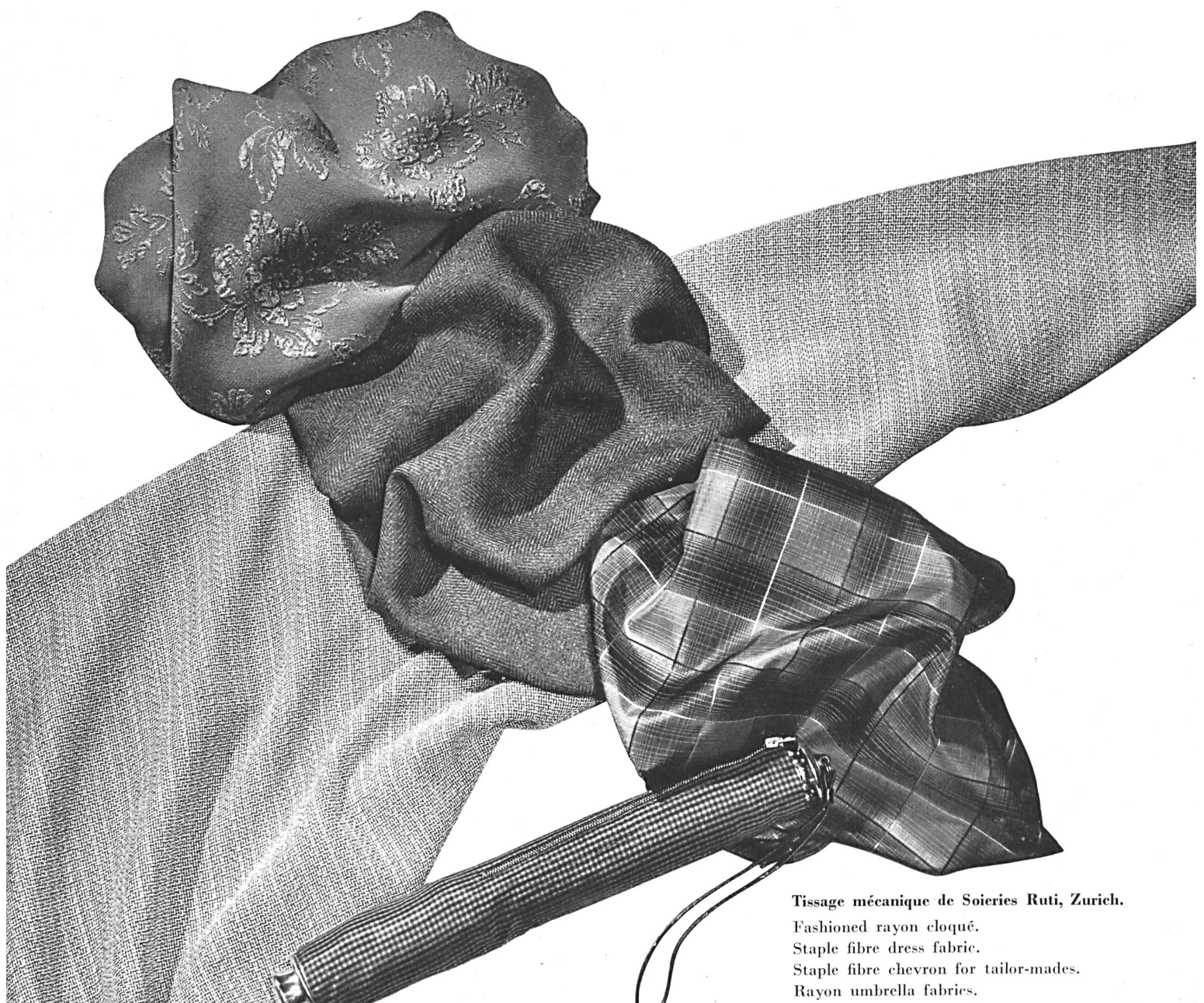
Fabrics manufactured by
Tejidos de los
Tissages Réunis Sernftal, Engi (Glaris).



Schlegel & Cie, Bâle.
Cretonne en fibre artificielle.
Cretonne en fibranne.
Artificial fibre cretonne.
Staple fibre cretonne.
Cretona de fibra artificial.
Cretona de fibrán.
S. T. Studio.



Tissage Sirnach, Sirnach.
Tissus de fibranne pour robes et tabliers.
Staple fibre fabrics for frocks and aprons.
Telas de fibrán para vestidos y delantales.
Photo Burk.



Tissage mécanique de Soieries Ruti, Zurich.
Fashioned rayon cloqué.
Staple fibre dress fabric.
Staple fibre chevron for tailor-mades.
Rayon umbrella fabrics.



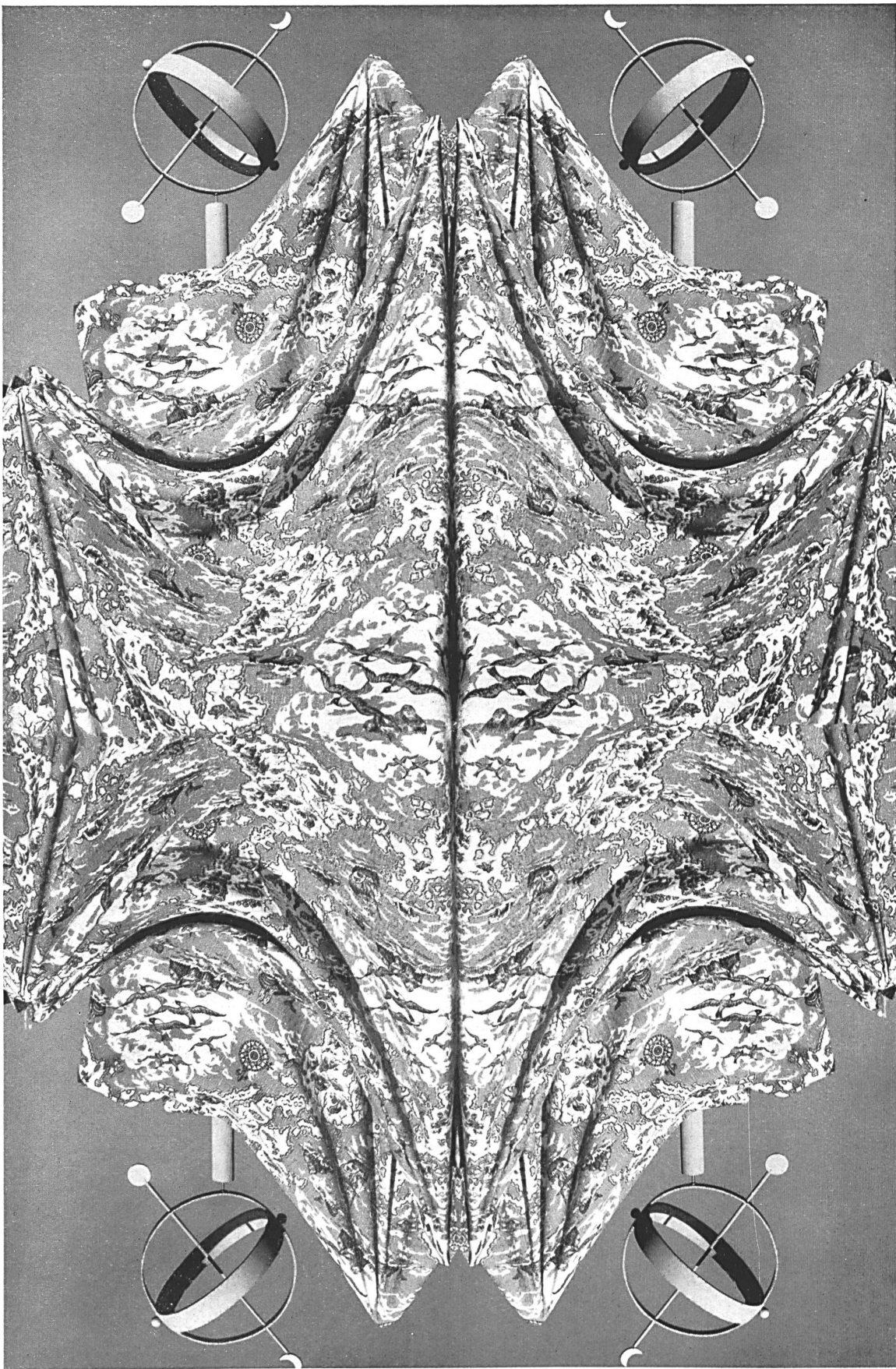
Stehli & Cie, Zurich.

Nouveautés en tissus imprimés pour le printemps 1945.

New prints for the 1945 Spring Season.

Novedades en telas estampadas para la primavera de 1945.

Photo Droz.



Reichenbach & Cie, St-Gall

have written us as follows about their « MAPPAMUNDI » (100 % staple fibre) collection :

« In days gone by when, beyond the narrow frontiers of civilization, the world still held boundless unexplored territories to lure Man to adventure and stimulate his imagination, old-time cartographers, whose artistic sense eschewed mere surmise as to yet undiscovered lands, peopled unknown regions with fabulous creatures.

The spirit of man fears the unknown about which the fancy plays extravagantly. And so, in the undiscovered oceans and virgin continents sprang up that strange and grotesque race of marine monsters, pygmies and savages which people the pages of old maps.

We thought it might prove amusing to seek in the venerable in-folios placed at our disposal by the obliging and learned librarians of the Abbey Library and Vadian Library of St. Gall, those fantastic creatures which, in the minds of men to whom science itself was perceived through the prism of poesy, peopled the world. We made many discoveries, but have only used those which are merely amusing, leaving aside all incongruous or monstrous creations — and in this the feminine world will surely appreciate our care for what is truly elegant. »

S. J. Bloch Fils & Cie S. A., Zurich.

Crêpe « ONDINE », imprimé.

Crêpe « ONDINE », printed.

Crepe « ONDINE », estampado.

S. T. Studio.



Rudolf Brauchbar & Cie,
Zurich.

Crêpe « ROVETTE » et crêpe
« YVONNE » pour lingerie fine,
imprimés en toutes teintes mode.

Crêpe « ROVETTE » and Crêpe
« YVONNE » for dainty lingerie ;
printed in all fashionable colours.

Crepe « ROVETTE » y crepe
« YVONNE » para ropa fina,
estampados en todas las tintas
de moda.

Photo Guggenbuhl.

Weisbrod-Zürcher Söhne, Hausen a.A.

Pied de poule (100 % rayonne), rayures classiques (rayonne et fibranne), écossais (fibranne) et cloqué (rayonne).

Dog-tooth-fabric (100 % rayon), classic striped materials (rayon and staple fibre), plaids (staple fibre) and cloqué (rayon).

« Pied de poule » (100 % rayón), listas clásicas (rayón y fibrán); escocés (fibrán) y « cloqué » (rayón).

S. T. Studio.





J. & A. Gardiol, Genève.
 Crêpes, taffetas et « FIBROFLAMM », imprimés.
 Printed crêpe, taffeta and « FIBROFLAMM ».
 Crepe, tafetán y « FIBROFLAMM », estampados.
 S. T. Studio.



Wagner & Cie, Gelterkinden.
 « LINCO », a quality rayon,
 colour-woven.
 Plain and printed fabrics, rayon
 and staple fibre.
 S. T. Studio.



A droite :
To the right :
A la derecha :

Emile Anderegg S. A., St-Gall.

Voile fantaisie pour rideaux.
Tissu pour décoration.
Voile imprimé.
Echarpes et carrés.
Fancy curtain voile.
Soft furnishing fabric.
Printed voile.
Scarves and neck-squares.
Velo fantasía para cortinas.
Tela para decoración.
Velo estampado
Echarpes y pañoletas cuadradas.

Tissage Sirnach, Sirnach.

Popeline et zéphir pour pyjamas.
Poplin and zephir for pyjamas.
Popelina y céfiro para pyjamas.

Photo Burk.



Berthold Guggenheim, Zurich.

Dessins nouveaux de la collection de tissus « BÉGE » en rayonne lavable et infroissable.
New designs from the collection of « BÉGE »-fabrics crush and laundry resisting rayon.
Diseños nuevos de la colección de los tejidos « BÉGE » en rayón inarrugable y resistente al lavado.

Photo Lutz.

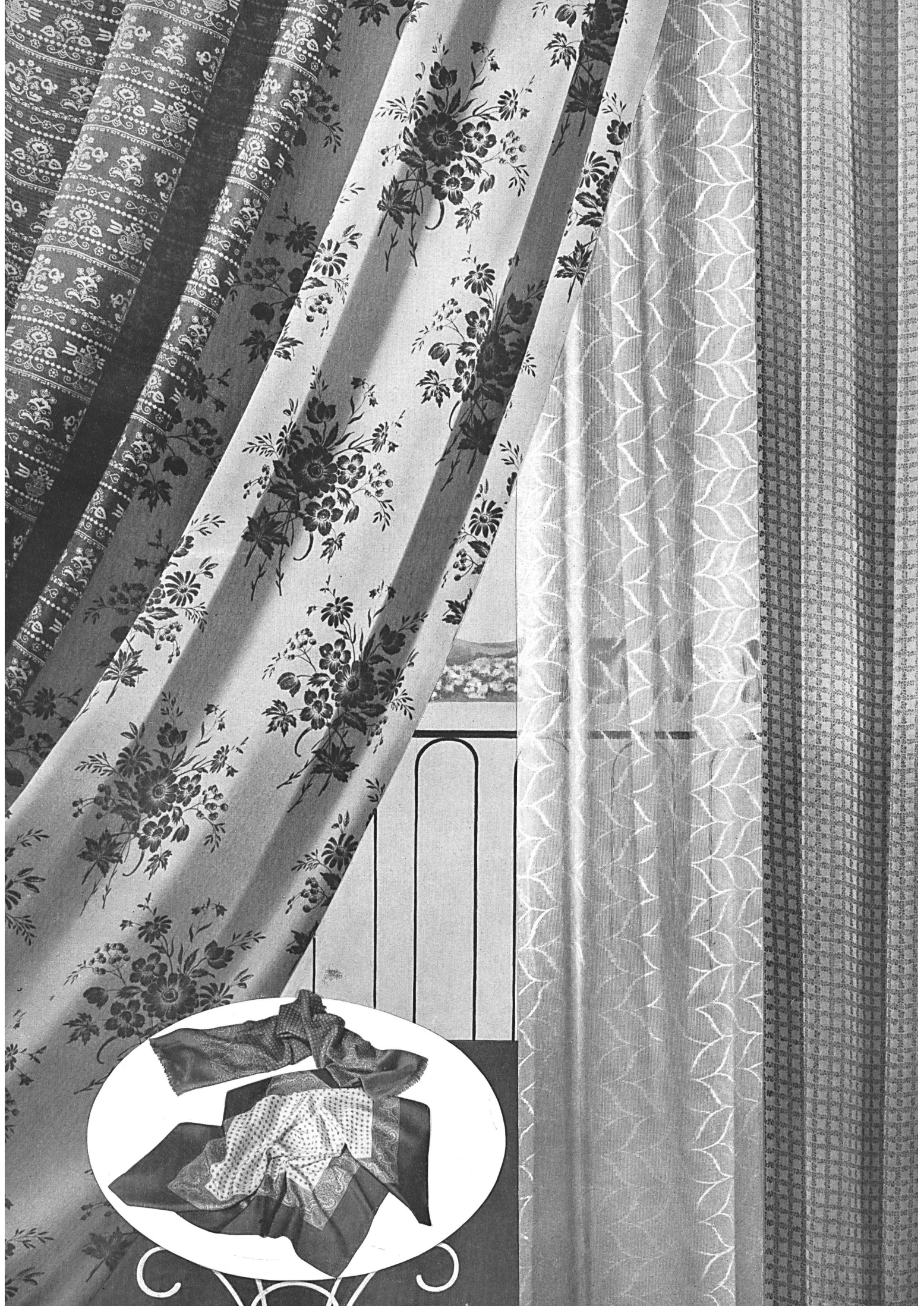


Table Linen of Messrs. Schmid & Cie, Berthoud.

In olden days white linen table cloths with white napkins to match were, so as to say, classical, and such table linen will probably always be in the best of traditions. In recent years, however, taste and fashions have somewhat changed. We are admiring nowadays the coloured table linen made of artificial fibres which gives so much charm to the table. They are made of rayon and staple fibre of best Swiss quality and of highest technical perfection, and an unlimited number of varieties in tasteful designs and colours can be produced.

This is the reason why we are increasingly finding such pretty coloured table linen for lunch and tea, which gives an intimate touch and warmth to the interior of a room.

There is a great variety of charming designs in sweet tones such as rose, skyblue, champagne, and others to be obtained, and these are meeting with an ever increasing demand in Switzerland and abroad

S. T. Studio.



Baumann-Grütter Söhne, Langenthal.

Nappages au mètre ou confectionnés.

Table-cloths by the piece or finished.

Manteles de mesa al metro o confeccionados.

S. T. Studio.



Palma & Cie, Zurich.

Style curtains or with new designs, printed, embroidered and
Jacquard weaves.
Printed table-covers, light and laundry resistant.



Albert Geser S. A., St-Gall.
Broderies, mouchoirs, textiles.
Embroideries, handkerchiefs, textiles.
Bordados, pañuelos, textiles.
S. T. Studio.