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Contribuciones individuales de las casas
Beiträge einzelner Firmen

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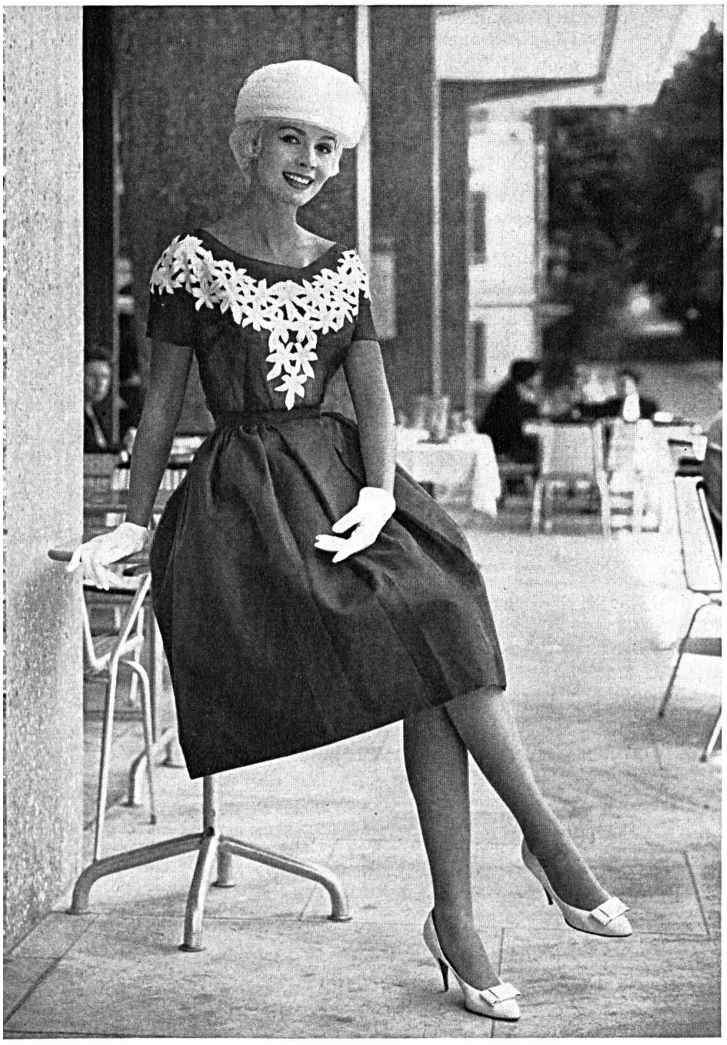

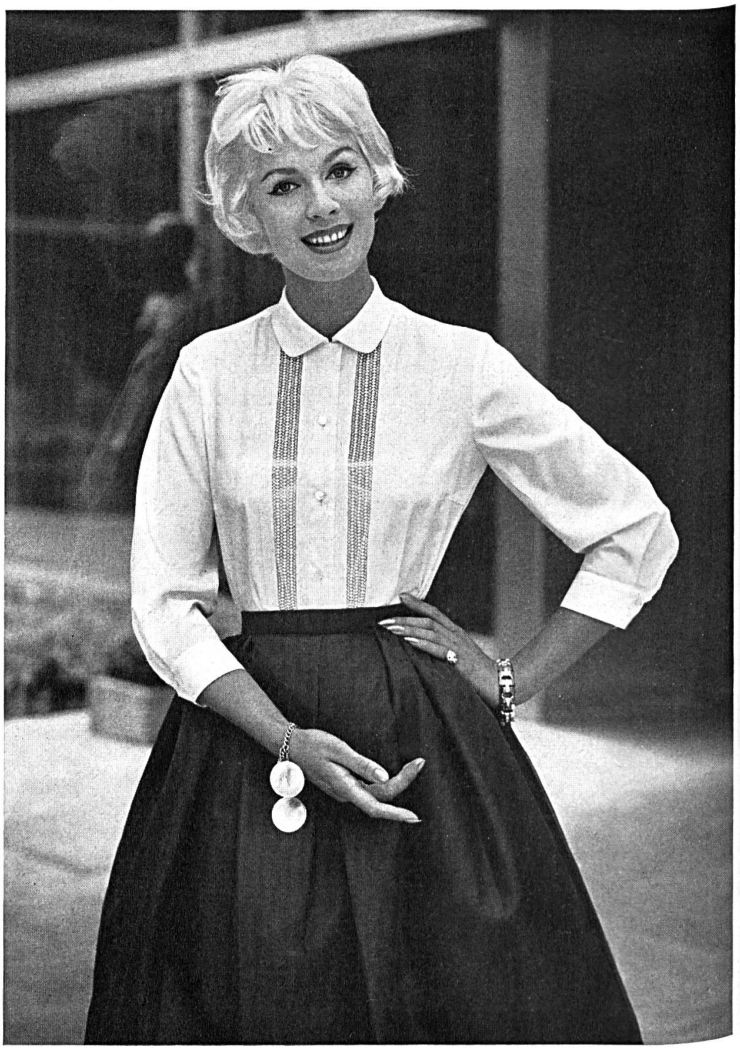

WILLY ZURCHER S. A., SAINT-GALL

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Aplicaciones de bordado sobre organdí de seda azul marino.
Stickerei, appliziert auf marineblauem Seidenorgandy
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Entre-deux de guipure mode sur blouse en batiste de Térylène.
Fashionable guipure insertion on blouse in Terylene Batiste.
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Canada. Consulate of Switzerland, 100 University Avenue Suite 1102, *TORONTO 1.*

China. Embassy of Switzerland, 8c. Nan Ho Yen, *Pekin.*
Consulate General of Switzerland, Apartment 1004, Huai Hai, Road Central 1202, *Changhaï.*

Cyprus. Mr. Shukuroglou, Swiss Consular Agency, P. O. B. 123, *Nicosia.*

Denmark. A. C. Illum Handelshus A/S, Ostergade 52-54, *Copenhagen.*

East Africa. Consulate of Switzerland, King Street, *Tanga* (Tanganyika) B. E. A.

Egypt. Swiss Chamber of Commerce, 8, Abdel Khalek Saroit Pacha Street, B. P. 352, *Cairo.*
Swiss Chamber of Commerce, 40, Safia Zaghloul, B. P. 836, *Alexandrie.*

Ghana. Consulate General of Switzerland, « Ghana House » 4th floor, Post Office Square P.O.B. 359, *Accra.*

Great Britain. S. F. & Partner Ltd., 20 & 21 Bloomsbury Way, *London W. C. 1.*

India. Swiss Trade Commissioner for India, Gresham Assurance House, Sir Phirozschah Mehta Road, Box 102, *Fort-Bombay.*

Indonesia. Embassy of Switzerland, Dialan Diponegoro 5, *Djakarta* - Java.

Iraq. Legation of Switzerland, Saadun Street No 3/1/2, Alwiyah, *Bagdad.*

Ireland. Eason & Son Ltd., 79-82, Middle Abbey Street, *Dublin.*

Israël. Groupement suisse pour le Commerce avec Israël (GSI), P. O. B. 2117, 28, Ahad Haam St., *Tel Aviv.*

Japan. Fukuichi Co., Ltd., P. O. Box 96, Higashi, *Osaka.*
Meiji-Shobo, Publisher & Bookseller, 4-2, chome Surugadai, *Kanda Tokyo.*

Kenya. Consulate of Switzerland, « Cargen House », Coronation Avenue and Government Road, *Nairobi.*

Liberia. Consulate General of Switzerland, Fairground Road, *Monrovia.*

Netherlands. Nederlandsch - Zwitsersche Kamer van Koophandel, 146 Singel *Amsterdam.*

New Zealand. Universal Business Directories Ltd., 44-46, Kingston Street, *Auckland.*

Norway. A/S Narvesens Litteraturtjeneste, Postboks 115, *Oslo.*

Pakistan. Embassy of Switzerland, Clifton No 98, *Karachi 6.*

Philippines. Legation of Switzerland, 610 San Luis Street, P. O. Box 2515, *Manila.*

Federation of Rhodesia and Nyasaland. Swiss Office for the Development of Trade, B. P. 1153, *Elisabethville* (Belgian Congo).
Consulate of Switzerland, Linquenda House Baker Avenue, *Salisbury C. 1* (S. Rhodesia)

South Africa. Legation of Switzerland, 818 George Av. P. O. B. 2289, *Pretoria.*
Consulate of Switzerland, 75, Manners Mansions, Corner Jeppe and Joubert Streets, *Johannesburg.*
Consulate of Switzerland, 634, South African Mutual Building, 14 Darling Street, *Capetown.*

Straits Settlements. Consulate of Switzerland, Union Building, Collyer Quai, *Singapore.*

Sweden. Nordiska Kompaniet, Hamngatan 18-20, *Stockholm.*

Switzerland. Swiss Office for the Development of Trade, Bellefontaine 18, *Lausanne.*

Thailand. Legation of Switzerland, 746, Soi Phya Nak off Phya Thai Road, *Bangkok.*

U. S. A. The American News Company, 131, Varick Street, *New York 13* (N.Y.).
Foreign Fashion Publications, 202 West 40th Street, *New York 18,* (N.Y.)
French & European Publications, Inc. 610 Fifth Avenue, *New York 20* (N.Y.).
Overseas Publishers' Representatives, 29 West 34th Street, *New York 1* N.Y.
Mady Jenney, European Fashion Magazine Service 1457, Broadway — RM. 1008, *New York 18* (N.Y.).
Embassy of Switzerland, 2900 Cathedral Avenue N. W., *Washington 8* (D. C.).
Consulate General of Switzerland, 444, Madison Avenue, *New York 22* (N. Y.).
Consulate General of Switzerland, 199 Washington Street, *Boston 8* (Mass.).
Consulate General of Switzerland, 75 East Wacker Drive, Lincoln Tower, *Chicago 1* (Illinois).
Consulate of Switzerland, 2068 Carew Tower, 5th and Vine Streets, *Cincinnati 2* (Ohio).
Consulate general of Switzerland, 740 South Broadway, *Los Angeles 14* (Cal.).
National Publications Company, 1151, South Broadway, *Los Angeles 15.*
Consulate of Switzerland, 236 International Trade Mart, *New Orleans 12* (La.).
Consulate general of Switzerland, 226, S 16th Street, *Philadelphia 2* (Pa.).
Consulate general of Switzerland, Jones Building, 55, New Montgomery Street, *San Francisco 5* (Cal.).
Consulate of Switzerland, 1331, Third Av., *Seattle I* (Wash.).
Consulate of Switzerland, 1012, Ambassador Building, 411, 7th Street, *St. Louis* (Mo.).

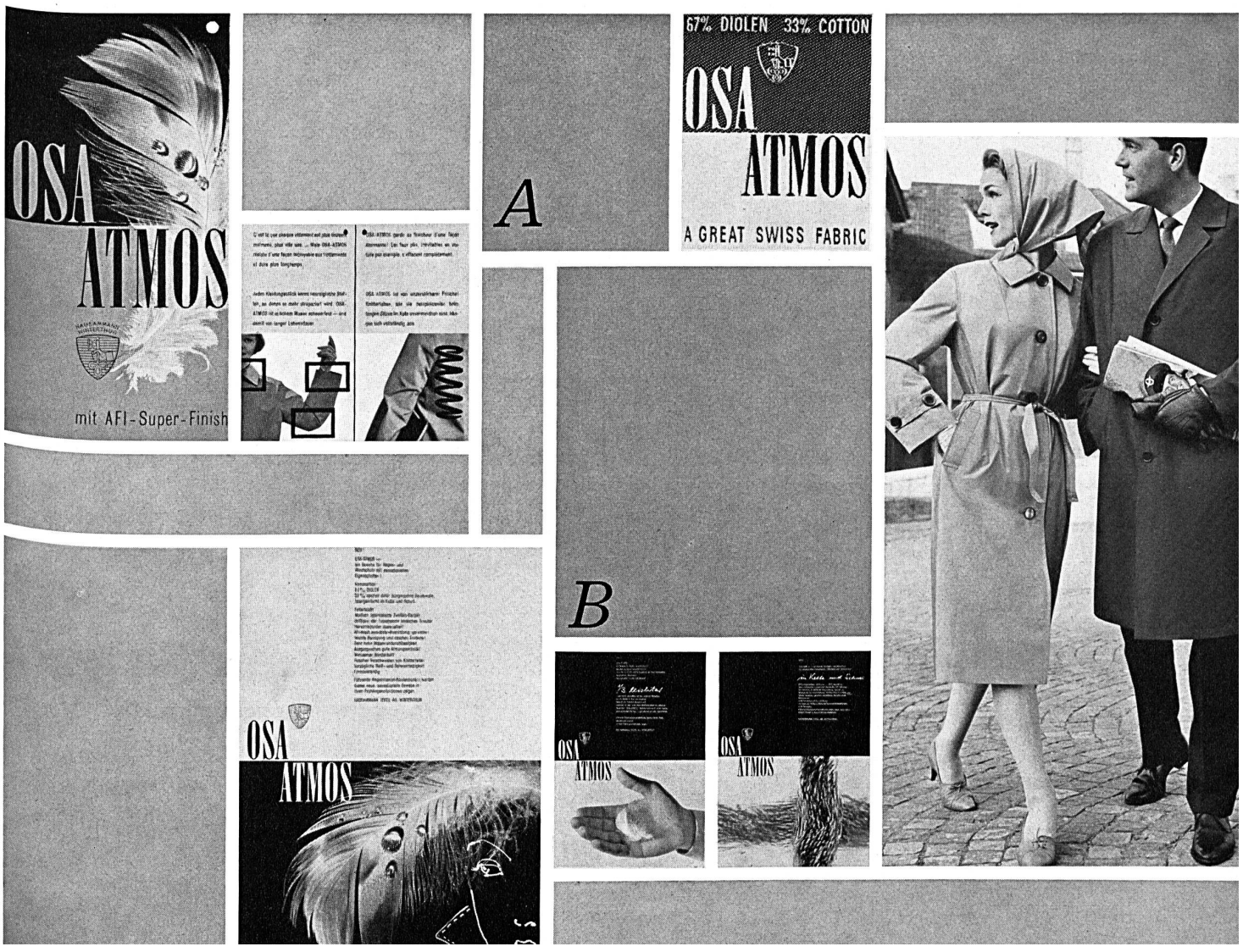
Presentation of an Article

We thought it might be interesting for once, instead of writing in this trade journal about fabrics — the raw material of all fashion designing — to consider the way in which an article is presented and to examine modern advertising trends and the methods used to launch a new article. And if by way of example we refer to the launching in Switzerland of the new OSA-ATMOS fabric, this is no mere coincidence but deliberate stressing of a consistently maintained line — rarely found in textile publicity.

Let us first of all take a look at the product to be promoted.

OSA-ATMOS is a fabric produced from a mixture of 67 % DIOLEN (polyester fibre) and 33 % specially selected cotton. A special finish, known as AFI-Superfinish, places this fabric for smart raincoats and new-type sports clothes in the top quality range. It has at least ten outstanding advantages. It is very light, weighing a third less than the best fabrics of the same kind ; it has an extraordinary power of « resilience » making even the strongest creases disappear completely ; it feels like tussah, hangs very naturally and has a distinctive gloss. AFI-Superfinish simplifies upkeep and allows the material to dry very rapidly — water forms beads on it without wetting. OSA-ATMOS requires no ironing and is extremely agreeable to wear. Furthermore, although it affords excellent protection against the wind, it does not prevent the skin from breathing freely. Its tensile strength and resistance to abrasion are high. Also, OSA-ATMOS coats never lose their shape.

This long list of advantages was both an asset and a danger. Such arguments are invaluable and even decisive when used by a skilled salesman, for they can be brought home whenever needed in the sales talk. In anonymous publicity, however, which is intended for mass consumption, this long list may constitute a handicap. In fact, the layman consumer at whom this type of advertising is aimed, is very seldom in a position to absorb and understand all these arguments practically at the same time. Furthermore, it



may happen that he does not become conscious of the most important arguments at all.

To avoid this danger, the use of the full list of advantages has been confined to technical reports and advertisements in textile periodicals (B), intended to inform the retail trade only, while for the general public a selection is made and given in small booklets attached to the garment itself.

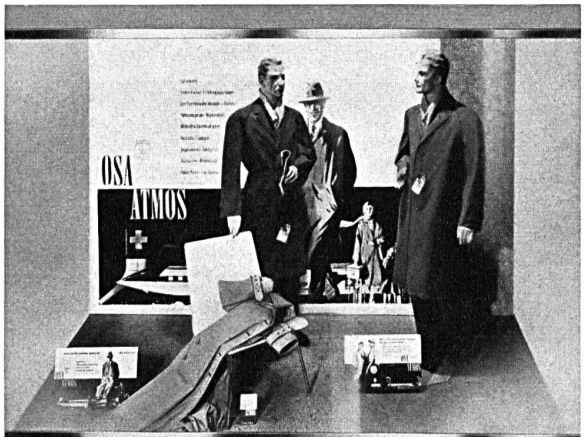
The manufacturer of the fabric supplies two elements of information with his product (A) : the woven black-and-silver sew-in label representing a quality guarantee and a booklet attached to a button of the raincoat. This small 16-page pamphlet is an original variation of the customary hang-tag ; it contains illustrated information on the merits of the fabric and tips on how to look after the garment. This booklet has a twofold purpose : in the first place, it is intended to inform sales personnel and supply arguments for use in sales promotion, in the second place, by repeating the same points, to assure the buyer that he has made a wise purchase. It also enables the owner of the coat to make himself familiar with these arguments and to use them in his turn in conversations with friends and acquaintances, this providing yet another link in the advertising chain. A satisfied customer, once he is sure of the article he has bought, is only too pleased to be able to quote a few technical details to back his claims when talking to friends.

All OSA-ATMOS advertising has a kind of family likeness in its presentation : each element is divided, from top to bottom, into two contrasting halves, one light, the other dark. This « leitmotif », very simple in itself, establishes a kind of connection between the different advertising elements and is expected to remain effective for a considerable time.

Our illustration shows how the basic idea has been adhered to in the « Information » (C) for retailers' instruction. The window display material consists of small stand-up labels which can be used in different ways, such as for marking

C

D



E

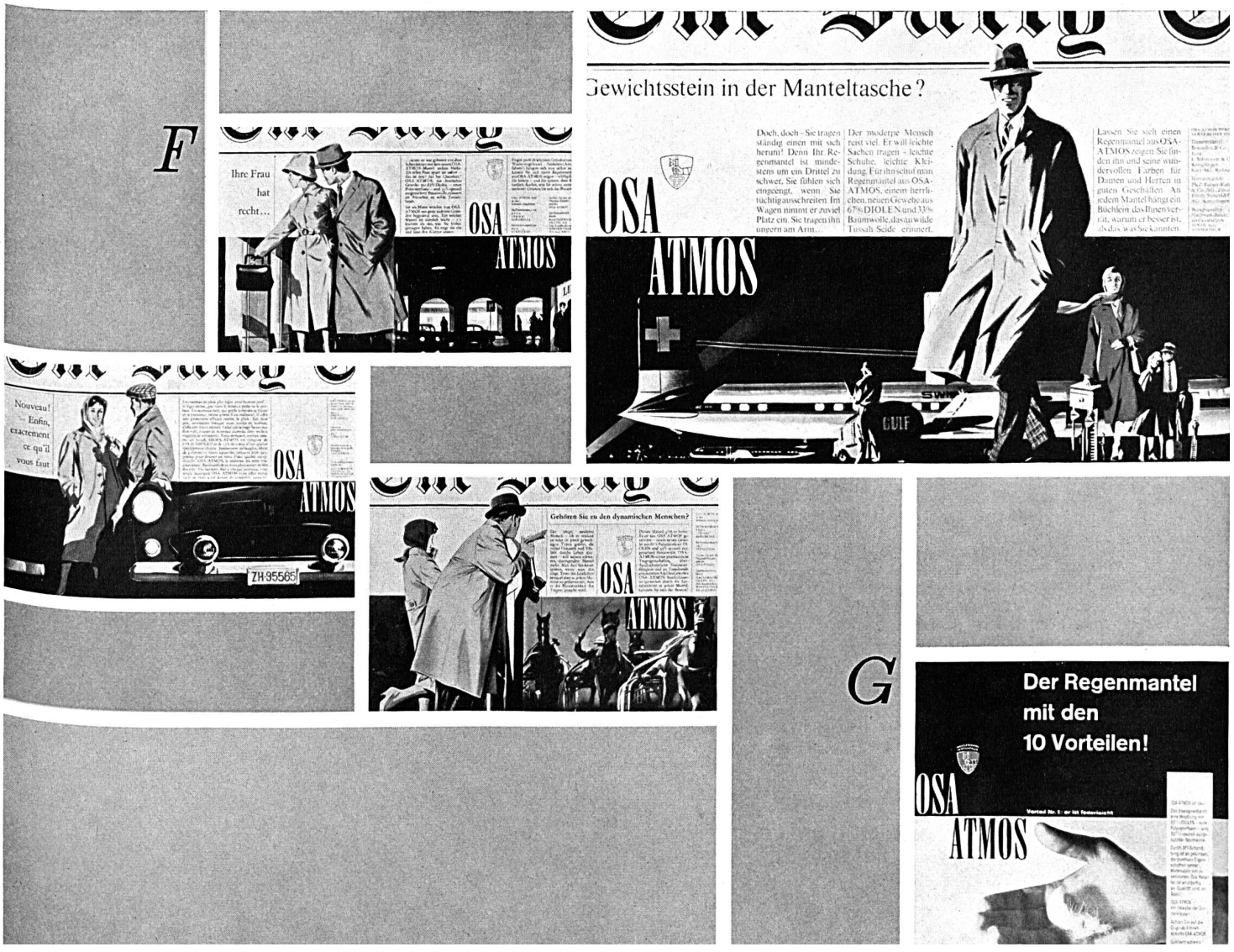
coats displayed, or for sticking in coat pockets, etc. The « Airport » and « Automobile » advertisement themes have been used in the form of show-cards. Finally, this traditional advertising material (D) was supplemented by a giant poster, new in its type, as a show-window background. Four posters of « Raisin 4 » size (standardised in Switzerland under the name « world size ») are placed next to each other to form a « Raisin 16 » poster (101 inches wide by 71 inches high). Printed in black and white only, this background is an excellent foil for the superb shades of OSA-ATMOS fabrics.

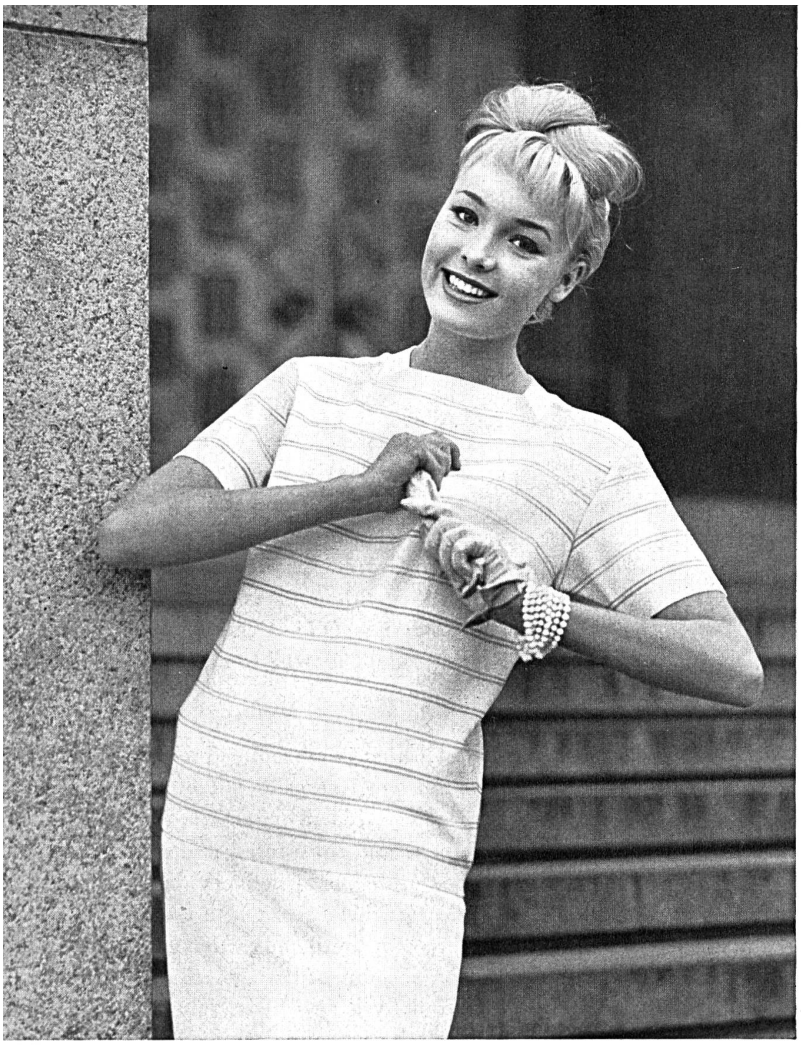
In order to provide retailers with additional useful advertising material, four different four-colour post-cards (E) were designed, showing garments made of OSA-ATMOS, with an invitation on the back to visit the retail store at the beginning of the season. It was left to retailers to send these post-cards to their clients whenever they thought best.

As mentioned above, the double-page magazine advertisements (F) did not list all the advantages of the fabric. They concentrated rather on stressing certain essential arguments in appropriate thematic illustrations, so as tacitly to convey the idea that OSA-ATMOS is the raincoat of today, created to meet the highest requirements.

Advertisements in daily newpapers, one of which is reproduced here (G), had to be stopped as sales got off to a start which surpassed all expectations, exhausted stocks and confronted makers-up with serious problems of delivery dates.

The foregoing represents not merely a pattern of a textile advertising campaign, but an account of the remarkable success achieved by a new Swiss fabric from the moment it was launched.



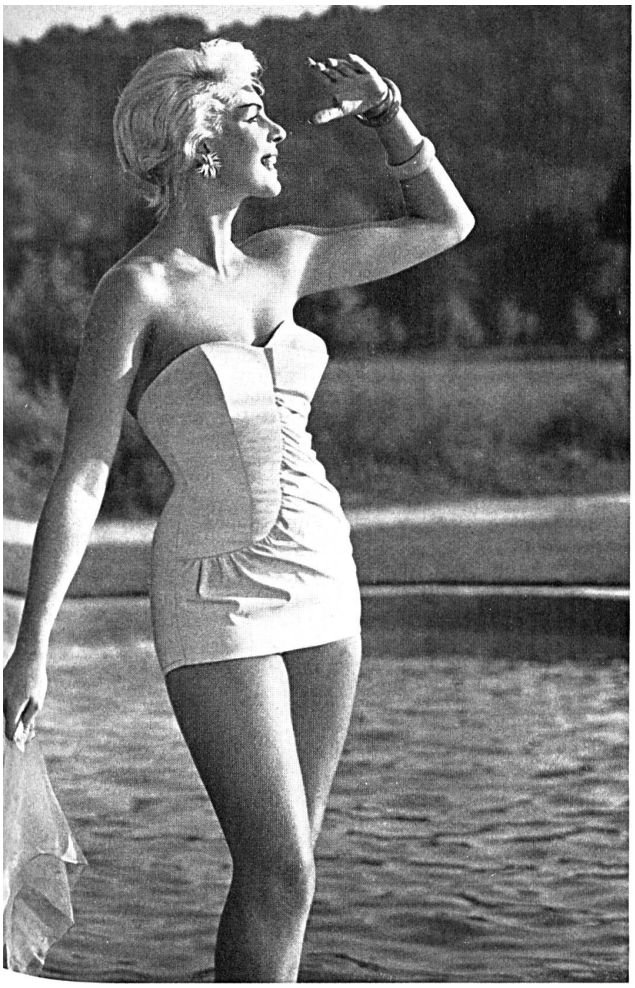


« STREBA », JOHANN MULLER S. A., WOHLEN

Pullover blanc rayé couleur pour toutes occasions, en pure laine décatie et mitinisée.
Pure unshrinkable and mothproofed wool pullover in white with coloured stripes to wear on all occasions.
Pulover blanco con listas de color, para todas las ocasiones, de lana deslustrada y « mitinisada » (contra la polilla).
Weisser Pullover mit farbigen Streifen, herrlich für ungezählte Gelegenheiten, aus dekatierter, mitinisierter Baumwolle.
Photo Lutz

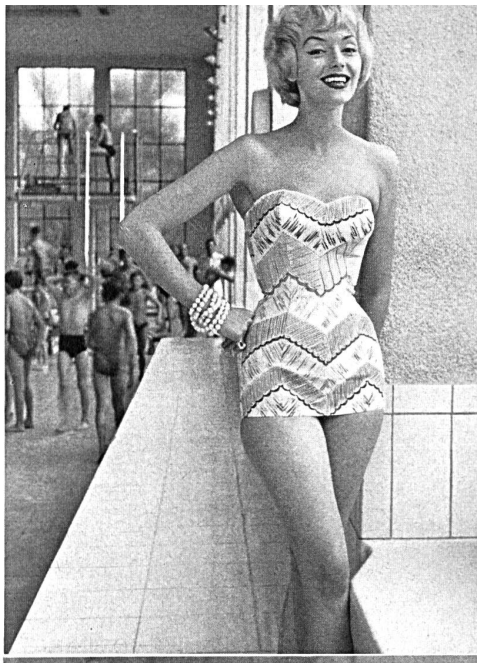
« STREBA », JOHANN MULLER S. A., WOHLEN

Déshabillé élégant composé d'une chemise de nuit et d'un saut-de-lit en nylon double épaisseur, richement garni de broderie de Saint-Gall ; se fait en plusieurs couleurs.
Smart deshabillé consisting of a night dress and wrap in two thicknesses of nylon, richly trimmed with St-Gall embroidery ; available in several colours.
Elegante « déshabillé » compuesto de un camisón de dormir y de un salto de cama, de nylón doble espesor, profusamente adornado con bordado de San-Galo ; puede obtenerse en distintos colores.
Elegantes Ensemble bestehend aus Nachthemd und Déshabillé aus seidenweichem Nylon in zwei Stoffschichten mit reicher St. Galler-Spitzengarnitur; erhältlich in verschiedenen Farben.
Photo Lutz

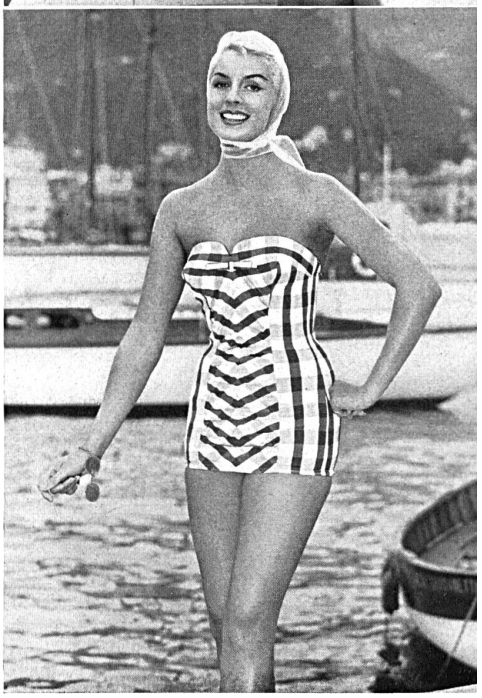


Maillot de bain en taffetas Lastex avec effet drapé.
Lastex taffeta swimsuit with draped effect.
Bañador de tafetán de Lastex con efecto drapado.
Badeanzug aus Taft-Lastex mit raffinierter Drapierung.

Maillot de bain en Lastex, dessin original.
Lastex swimsuit, original design.
Bañador de Lastex con dibujo original.
Lastex Badeanzug mit originellem Dessin-Effekt.



Maillot de bain mode en Lastex avec panneau froncé.
Fashionable Lastex swimsuit with gathered panel.
Bañador a la moda de Lastex con tabla fruncida.
Modischer Lastex Badeanzug mit gerafftem Vorderteil.



LAHCO S. A., BADEN

Maillot de bain en coton imprimé avec volant.
Printed cotton swimsuit with flounce.
Bañador de algodón estampado con volante.
Elegantes Badekleid aus buntbedrucktem Baumwollstoff mit Volant.

Maillot Lastex imprimé avec culotte coupe short.
Printed Lastex swimsuit with short style trunks.
Bañador de Lastex estampado con perneras estilo short.
Bunt bedruckter Lastex-Anzug in Short-Form.
Photos Stwolinski

NABHOLZ S. A.,
SCHOENENWERD

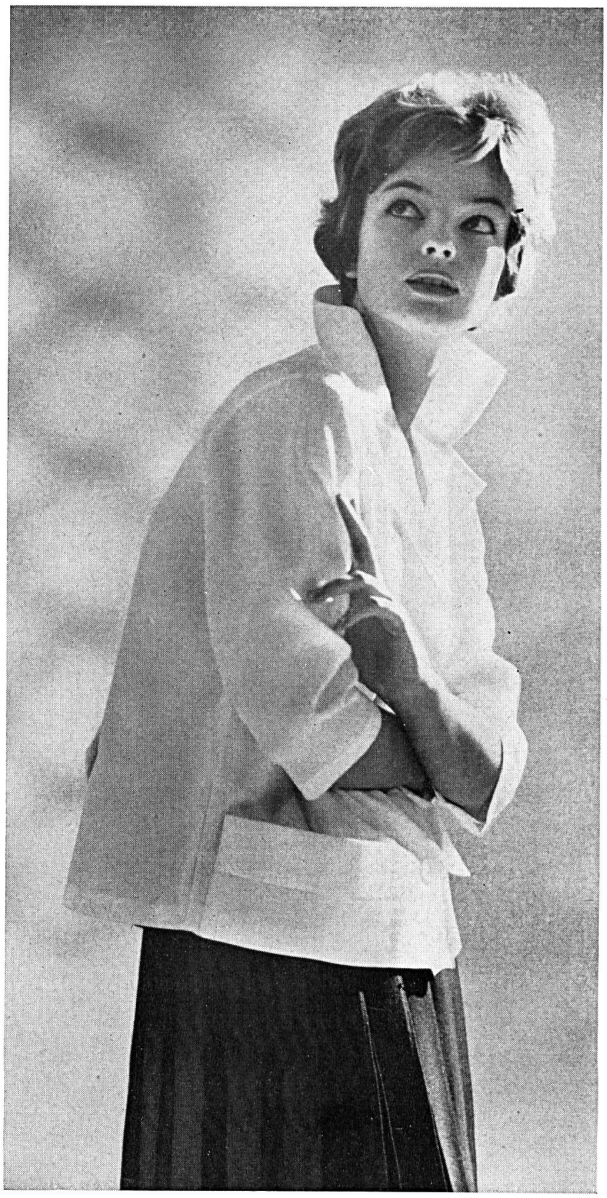
Robe habillée en fin jersey de laine, avec riche garniture de guipure.
Smart dress in fine wool jersey, with rich guipure trimming.
Elegante vestido de punto jersey fino, de lana, con suntuoso adorno de guipúr.
Habillé-Kleid aus feinem Wolljersey mit Guipure reich verziert.
Modèle Willy Roth, couture, Berne.
Photo Kurt Kriewall.

NABHOLZ S. A., SCHOENENVERD

Robe de jour en jacquard wevenit, à col détaché. Se fait en 12 combinaisons différentes de coloris.
Daydress in Jacquard wevenit, with standaway collar. Available in 12 different combinations of colours.
Vestido para el día, de punto jacquard wevenit, con cuello despegado. Se fabrica en 12 combinaciones de colores distintas.
Wevenit-Jacquard Alltagskleid mit halsfernem Kragen. Erhältlich in 12 verschiedenen Farbkombinationen.

« ZURRER »
WEISBROD-ZURRER FILS,
HAUSEN s. A.

Tissu de spun nylon « sanitizé ».
Sanitized spun nylon fabric.
Tejido de spun nylon con acabado sanitized.
Sanitized spun nylon Gewebe.



KNEUBÜHLER & CIE,
ZOFINGEN

Elégant manteau sportif.
Smart sports coat.
Elegante abrigo de estilo deportivo.
Eleganter sportlicher Mantel.

HEER & CIE S. A., THALWIL

Tissu/fabric/tejido/Gewebe:
Maroca bouclé (rayonne et fibranne / rayon and staple-fibre / rayón y fibrana / Rayonne und Zellwolle).
Modèle R. Cafader & Co., Zurich.
Photo Tenca

HEER & CIE S. A., THALWIL

Tissus / fabrics / tejidos / Gewebe :
Térylène-Mousse (jupe / skirt / falda / Rock).
Térylène — Blouse (blouse).
Modèles Haury & Co. S. A., Saint-Gall.
Photo Kriewall

HEER & CIE S. A., THALWIL

Tissu / fabric / tejido / Gewebe :
Kirian (rayonne et lamé).
Modèle H. Haller & Co., Zurich.
Photo Tenca

STOFFEL & CO., SAINT-GALL

Elégant tissu de coton imprimé.
Smart printed cotton fabric.
Elegante tejido de algodón estampado.
Eleganter Baumwoll-Druck.
Modèle Walter Kriesemer & Co. A.-G., Saint-Gall.
Photo Lutz

SETARTI S. A., ZURICH

Tissus brodés en finissage Minicare, pour blouses.
Embroidered fabrics with Minicare finish for blouses.
Elegantes tejidos bordados con acabado Minicare para blusas.
Bestickte Blusenstoffe mit Minicare Ausrüstung.
Photo Droz

JACOB ROHNER S. A., REBSTEIN

Broderie sur organdi.
Embroidered organdie.
Organdí bordado.
Bestickter Organdy.
Modèle Willy Roth, Berne
Photo Gallivaggi

WALTER STARK, SAINT-GALL

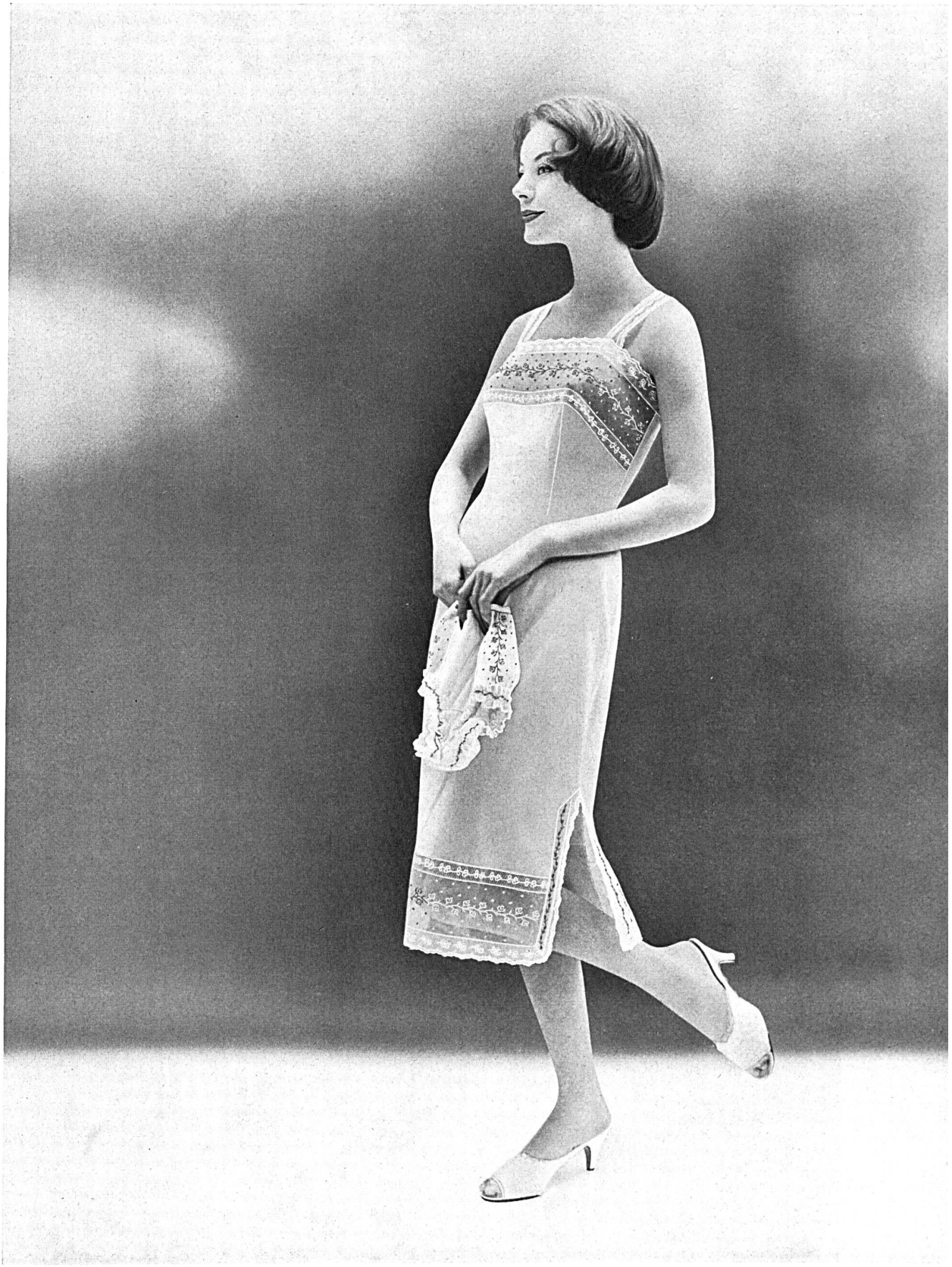
Blouse brodée en organdi pure soie.
Silk organdie embroidered blouse.
Blusa bordada de organdi de seda pura.
Bestickte Bluse aus reinseidenem Organdy.
Photo Saas

ED. STURZENEGGER A.-G., SAINT-GALL

Organdi brodé pour robes d'enfants.
Embroidered organdie for children's dresses.
Organdi bordado para vestidos de niño.
Bestickter Organdy für Kinderkleidchen.

Robes d'enfants en organdi brodé.
Children's dresses in embroidered organdie.
Vestidos de niño en organdi bordado.
Kinderkleidchen aus besticktem Organdy.

Photo Droz

BISCHOFF TEXTILES S. A., SAINT-GALL

Broderies sur charmeuse de nylon blanche.
Embroidered white nylon charmeuse.
Bordados sobre charmeuse de nylon blanca.
Stickereien auf weisser Nylon-Charmeuse.
Modèles Hufenus & Co. S. A., Saint-Gall
Photo Lutz