

New fabrics

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New fabrics

descriptions of the collections

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« Emand », Emil Anderegg Ltd., Weinfelden

In addition to the well-known qualities in cotton, this collection also includes designs with longitudinal and transversal stripes in the modern Synswissa terylene series, as well as embroideries, and the ever popular Jacquard and clipcord lines. Certain designs are also available in modern pastel shades of perfect taste so that this collection may be considered one of the best in the field of curtainings. (See page 85.)

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« Berco », Baerlocher & Co., Rheineck

In spite of a continual spate of orders, this firm is always seeking to create novelties in colour-woven and printed lingerie fabrics, without however neglecting the old favourites, its tried and proven qualities. At the head of the collection we once again find printed batistes, which are not used exclusively for lingerie but also, in appropriate designs, for cool summer dresses, particularly for countries overseas.

The new colours are as exciting as ever. A delicate fabric with a crêpe weave is meeting with considerable success in both plain and printed versions. For smart blouses there are a number of light Jacquard weave cotton fabrics and a superior quality of printed poplin.

Pure wool crêpe, already considered as classical but always shown in a continually changing range of colours, completes this superior quality, highly attractive collection. (See page 80.)

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Bégé Ltd., Zurich

This is the new name of a firm well known to readers of « Textiles Suisses », the former Berthold Guggenheim Sons & Co. Like others, the keynote of its winter 1961/62 collection is the lavish use made of « Lurex » metal threads, lavish yet discrete so as to avoid over-emphasis. It is therefore a collection of restrained elegance in which the clever use of highly perfected weaving techniques plays no small part. In addition to light fabrics with metallic effects for cocktail dresses, the same effects are found in silver, copper and gold, used in fabrics of matching colours and even occasionally self-toned. Use is also made of the contrast between shiny and dull materials. The designs are mainly floral, but rather stylised in the ornamental style. Among the Jacquard fabrics, we noticed raised motifs using silver, gold and copper threads. In the pure silks, we find heavy, tie fabrics, for smart afternoon dresses. In this style, muted shades are once again top favourites and give almost all fabrics the appearance of being plain. In the fashionable shades, bottle-green, brown and bordeaux, for example, we also saw mottled two-tone designs on a white or black warp. Finally, a series of dark fabrics for formal dresses in a wool/crylor mixture caught our attention. These fabrics in black, anthracite or various warm shades of brown are made in different patterns with contours in relief, as, for example, decorative motifs giving the appearance of lace. (See page 71.)

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« Burco », Burgauer & Co. Ltd., St. Gall

The new synthetic fabrics have proved so extraordinarily strong that weaving mills are having continually to renew their designs in order to be able to go on selling their products. That is why the bigger curtain manufacturers are producing large numbers of novelties in new designs and colours. Burgauer & Co. Ltd. is no exception and is attempting in this way to fight against the dangers of a decrease in quality, brought about by the pressure on prices, by continually improving its production. In particular it takes great pains to adapt the designs and colours of all its articles to the latest trends prevailing on all the export markets with which it deals.

In addition to the classical lines in synthetic textiles, the collection still includes articles in cotton and recently with more and more tulle effects. There is also a rich assortment of pure linen and half-linen articles in one or several colours and in the most varied styles. In modern homes these linen curtains are used on their own, to replace both the traditional net curtains and heavy drapes.

The hit of the collection is undoubtedly a fine fabric launched under the name of « Burcoseta », and available in an amazing number of variants. As its name indicates, this article contains not only synthetic fibres but also from 15 to 40 % of natural silk, depending on the patterns, which makes it possible to achieve some unique effects.

Burgauer & Co. Ltd., who specialise in curtains, also present a very rich collection of embroidered tulles and mousselines.

A very varied selection of colour-woven furnishing fabrics, from classical stripes to modern structural effects, caters not only to the tastes of the home market but also to those of markets abroad.

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Cubega Ltd., Zurich

In its winter 1961/62 collection, this firm presents a new quality of its well-known Terywool fabric made of terylene and wool blended in the yarn (55 : 45); this new quality however is much finer than the previous one; it is available plain or with the warp and weft in different colours. The same quality is also made with fancy yarns to give shantung, douppion and flammé effects. Still among the plain fabrics let us also mention satin with a silk warp and flammé wool weft, silk and wool taffeta, which also exists in a flammé version, as well as acetate satin and flammé wool. We have also seen a very fine twill, remarkable for its softness and the fineness of its handle, with a terylene warp and a weft of the finest wool obtainable; the same article is also made with a silk warp as well as in a satin weave. Among the striped fabrics, which are another of this firm's big specialities, we saw a striped pure silk douppion in wintry shades, in a wide range of stripes, for blouses. There is also a superior, softer quality of the same fabric, which has a wonderful handle and drape, and has been specially designed for dresses. The satin with an acetate warp and a wool weft is made in a great variety of very lovely transversal stripes, with fashionable muted shades prevailing; the same article is also made with a silk warp. Let us mention here that for each of these articles there correspond a number of plain fabrics of the same composition, in the colour of one of the stripes. In this way

it is possible to use a plain fabric in conjunction with a striped one to achieve interesting coordinated effects. The same quality as the striped silk (or acetate) and wool fabrics described above is also made with various structural effects; this range includes fabrics with silk/wool weaves as well as with lamé effects for cocktail dresses. As can be seen the collection of dress fabrics is an extremely rich one.

Naturally the traditional collection of terylene blouse fabrics has been enriched with new designs. (See page 72.)

✱

« Fisba », Christian Fischbacher Co., St. Gall

In a previous number we have already written at length on Fischbacher's very varied collection of fashionable fabrics and embroideries. This firm's latest « interior decoration » collection is just as rich and boldly conceived. The hand-prints in classical period designs with attractively matched fresh, soft shades are found side by side with fancy designs in tasteful colours, and patterns in the antique ornamental style. The modern 20th century trend is mainly represented by abstract designs and square patterns. This collection is further enriched with a line of plain and striped satin furnishing fabrics, in a wide range of colours with all the freshness of flowers, giving an atmosphere of cosy intimacy to homes, whether furnished in the old or modern style. (See page 76.)

✱

Gugelmann & Co. Ltd., Langenthal

This firm's designers make a special point of creating fashionable designs. The growing interest that the better ready-to-wear manufacturers at home and abroad are showing for these productions is the best proof of their success.

In addition to plain fabrics and fabrics woven in colour on dobby and Jacquard looms, the 1961 summer collection contains a number of squares and stripes in bright colours for girls and women's dresses as well as a wide range of practical cotton fabrics for children's wear. The Reggana line is made in a very large number of designs. There is also a very wide selection of the extremely popular fabrics in terylene, both plain and patterned, that are used for crease-resistant skirts and dresses.

For the winter 1961/62, this firm has produced a series of particularly feminine winter fabrics. The Dolly line, in particular, contains a number of novelties inspired by Paris, for very exclusive anoraks or cocktail dresses.

In addition to the wide choice offered for women's clothing, there is also a very rich selection of colour-woven qualities for sports shirts. One novelty is a soft, cosy American style article, which will admirably supplement the half-wool Reggana fabrics, not only for little girl's dresses and women's blouses but also for sports shirts. (See page 74.)

✱

« HGC », H. Gut & Co. Ltd., Zurich

For the autumn/winter 1961/62 season, this firm offers some particularly attractive Jacquard fabrics, in new abstract designs and the latest fashionable colours.

One fabric with a promising future before it is Carmella, a quality that is shown in a large number of combinations of different colours; in addition there are many articles with Lurex threads, qualities with relief effects that are very fashionable as well as other structured fabrics.

Nor is there any lack of the indispensable plain fabrics in various mixtures: silk, wool, crystal and terylene.

The collection is successfully completed with a number of beautifully made embroideries designed with the greatest care on new base fabrics and suitable for both day and evening wear. (See page 73.)

✱

« Hasla », Haas & Co., Zurich

This firm is now showing its 1961/62 winter collection, in which we find a rich assortment of winter cotton fabrics printed with high novelty designs for dresses, blouses, skirts, slacks, etc. There is also

a line of plain and printed fabrics in artificial and synthetic fibres for the same uses.

Again for the same purposes, the firm is presenting for the first time a small collection of mixed plain and printed fabrics such as rayon-cotton, silk-wool and wool-terylene. All these fabrics are crease-resistant and a large number of them are treated with a Minicare finish, so that they require the minimum of looking after. (See page 81.)

✱

Heer & Co. Ltd., Thalwil

In this firm's winter 1961/62 collection, which is outstanding for its great variety, we were particularly struck by a number of fabrics:

Among the pure silks, there is Crosta, with a little cable-stitch effect, for two-piece outfits and afternoon dresses, in a very fashionable range of colours; Sari, a very soft imitation honan, with the appearance of a knotted wool crêpe, in muted shades; Domina, a new type of structure with a contrast between dull and shiny materials, for light afternoon dresses; finally Satin Carmen, a firm yet elastic pure silk shantung with a satin back, giving a shot effect in very attractive combinations of fashionable stripes for each colour of which there is a matching plain quality.

In the mixtures of silk and wool: Marasco, a creation of the previous winter which has already met with great success, is now made in the new Haute Couture shades for two-piece outfits and smart coats: Gradara, an elastic fabric with a very full handle is a new development of the gabardine type, for rich, formal dresses; Cigaline, a soft quality with bold colours and a discrete « crystal » effect, is a very smart article in a whole range of fashionable colours. Among the mixed fabrics, there is Arabesque, a new structured material with a black knotted ground; this is a clever combination of an acetate warp with a staple fibre and wool weft. The same article is also made with flammé effects.

Four articles have a structure resembling bark; they are Ecamina, a light acetate and wool fabric, Alzora, with a more strongly emphasized bark appearance obtained with a mohair thrown silk on a nylon ground, Tangara, the heaviest and loveliest of the four, in viscose with a mohair effect and a full firm handle, and finally Romarin, the same article as the previous quality but enhanced with a silver thread effect given by a single filament synthetic fibre; as this fabric contains neither metal nor cellophane, it is extremely crease-resistant, easy to work with and iron.

Cristola is a crystal organdie on a black nylon warp. Malbori, a structured article in metal threads on a synthetic ground. The discrete and smart metallic effect makes this plain fabric a very fashionable article indeed.

In addition to various other articles such as Ali Baba, a fabric with a border of fine luminous colours and Lurex threads for youthful looking skirts, Gradara, a nylon and staple fibre fabric with multi-coloured squares and a discrete metal thread effect, Tartina and Tweed Multicolore, mention should also be made of the Herco line in wool and terylene in a very wide range of some ninety colours and designs.

Among the prints, we noticed the Satin Mignon line, with a great number of designs, in combinations of modern colours, on a Satina, silk and wool ground. (See page 64.)

✱

Mettler & Co. Ltd., St. Gall

The new 1961/62 winter collection is larger and more varied than the previous one. The plain materials include some all cotton fabrics in winter weights and sporting styles, as well as mixed silk and wool or terylene and wool high quality lines for smart dresses. Among others, we were particularly struck by Jacquard Florence, a new pure cotton matelassé in matching shades; two pure cotton fabrics in Prince of Wales check for sporting blouses and shirtwaist dresses; Gabardine Petrosa, a fashionable pure cotton quality particularly suitable for dresses, blouses and sporting pants; Minajo, a silk and cotton tweed style mixture; Shantung Rusty, a silk, terylene and wool tweed, which although light has a firm handle, in a wonderful selection of shades; Shantung Bamboo, a smart heavy shantung in a mixture of pure silk and wool, in all the fashionable colours; Sablé Ecadi, a Jacquard sanded fabric with the appearance of crêpe in a silk and wool mixture; Caravaga, a novelty in the field of terylene and wool mixtures. Never before has an article of this kind been so fine. It is a superior quality, completely crease-resistant fabric for blouses and shirtwaist dresses.

Among the colour-woven fabrics, there is a very wide range of cotton and mixed fabrics with water-repellent finishes, in distinctive autumn shades, for ski and after-ski blouses and skirts as well as light

pure silk and wool fabrics for cocktail dresses. Carmenna and Corviglia are two fashionable Jacquards in cotton and viscose, with very attractive designs created specially for winter sports. Maharani has a silk warp and is designed for «boutique» collections. There are also the sheer Barré and Bayadère lamés for cocktail dresses and formal occasions, with Lurex effects on a transparent ground.

Outstanding among the prints were the Tanata and Tobago cotton and wool qualities, with the handle of wool but washable like cotton. This line has a decidedly «boutique» style about it, with fourteen check designs in exclusive colours as well as a large number of very original carpet designs of oriental inspiration. Honalaine is a new pure wool fabric with a honan effect printed in lovely oriental designs as well as in elegant classical motifs. Tamonia is a Jacquard fabric with a pure silk warp and a wool weft in a new weave; Serge Crystal is an attractive fabric with a crystal effect in silk (warp), wool and acetate. There is also Grand Gala, a new, extremely attractive Jacquard print with a pure silk warp, wool weft and yarns giving a Lurex effect.

Finally, mention should be made of a line of twills for blouses, printed with tie-fabric designs. These double twist fabrics, with a silky handle, are some of the loveliest cotton prints ever made. (See page 77.)

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Silk Mills Naef Bros. Ltd., Zurich

This firm's 1961/62 winter collection, especially the Jacquards, contains a very large number of articles woven with Lurex threads. The cocktail range is particularly strongly represented.

Among the prints we see for the first time head-scarf designs for blouses on silk and woollen fabrics. The colours are very sober, so that they are ideal for both after-ski wear and cocktails. Some printed designs on moiré faille for evening wear, in lovely pastel shades, add even greater interest to this collection, which once again contains some silk and wool Jacquards in completely new colours. For cocktail fashions there are also a number of printed Jacquards in brighter shades with Lurex threads. We notice the emphasis given to these threads for evening and cocktail fashions. In this connection let us mention Mazurka, a new type of matelassé worked with gold Lurex threads. Among the Jacquards, we also admired many fabrics with a glazed effect. The fashionable shades are clear but muted — maroon, aubergine, plum, moss green, anthracite, etc. (See page 68.)

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«Reco», Reichenbach & Co., St. Gall

In addition to fine plain fabrics in pure wool (mousseline and crêpe), the 1961/62 winter collection contains fine fabrics in wool and silk, wool and cotton, and wool and terylene.

In a slightly heavier quality, for dresses, we find a series of mixed silk, wool and staple fibre fabrics with a Jacquard structure in fashionable colours, a certain number of fancy wool-silk fabrics with Jacquard designs in «boutique» styles and colours as well as a number of Jacquard designs with Persian motifs in subdued monochromes.

Jacquard-Miranda is a mixed silk and wool fabric with attractive contrasts between the plain ground and big, bold patterns on a coarse muslin weave.

Floralaine is an exclusive novelty in a fine brocaded wool crêpe with cotton dotted-Swiss effects giving it the appearance of embroidery, in fashionable colours.

The collection also contains fashionable hand-prints on high quality silk and wool grounds, in which abstract and ornamental designs prevail.

Among the embroideries, there are a large number of novelties with big designs on pure silk organdie and duchess satin, for cocktail and evening dresses, as well as some embroidered blouse fronts on «Minicare» satin and poplin in autumnal tints.

It is therefore a much bigger and more varied autumn collection than any this firm has shown previously.

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Jacob Rohner Ltd., Rebstein

For the 1961 summer season, this firm once again presents a collection that is outstanding in its variety. The fashionable embroideries for blouses and dresses are more varied and richer in designs and colours than ever before. The base fabrics used are plain, figured

and striped «Minicare» batiste, crêpe, structured fabrics, poplin and satins with a silky finish, etc. as well as synthetic and mixed fabrics.

For the Brigitte Bardot style there is a particularly rich assortment of trimmings, bands, insertions, braids and flounces, all very youthful and gay, in white, black and colours; many of these articles are available from stock.

The spray-printing department presents new ideas for lovely creations in women's lingerie, teen-agers' blouses and dresses, in the form of allovers, trimmings and dainty patterns.

The collection of embroideries for children's wear, on cotton batiste, staple fibre and nylon possesses many new features, gay edgings in white and a rich selection of combinations of shades. All these articles breathe summery freshness, in both design and colour. (See pages 84-85.)

✱

Robt. Schwarzenbach & Co., Thalwil

For the 1961/62 winter season, this firm presents a big choice of novelties not only in prints but also in plain, figured and Jacquard fabrics. Among the plain fabrics there is a large number of original fabrics with structured surfaces and a rich handle. The shades, as is fitting for the winter, are muted. Let us mention the crease-resistant, 100% rayon Amorosa crêpe with a silk handle, which is made in about twenty different colours; 100% silk crêpe mousse and a rayon crêpe with a «crystal» effect; Ninotchka, a mohair type silk and wool fabric for suits; Brillestar, a piece-dyed silk, acetate and staple fibre fabric with a rough full handle, and «crystal» type shimmer. The big hit among the plain fabrics however is a pure silk reversible duchess satin, with one side plain, the other shaded off in another tone. Among the prints, the «Grand Gala» series, a pure silk chiné duchess satin offers a sumptuous range of new designs in winter colours. The pure silk satin warp-printed Sayonara is a Jacquard weave fabric with lamé threads. The combination of the two processes and the superposition of completely different patterns produce extremely strange and striking effects. Of the same type, there is Joliana, a silk and wool print on a Jacquard ground; Brillestar, a printed fabric in muted tones, bordeaux, olive, Swissair, aubergine, etc. with predominantly geometric designs, Prince of Wales check, hounds-tooth, etc.; and finally Starlena, a monochrome print on a yarn-dyed acetate and wool Jacquard fabric with a particularly soft handle. Among the figured and the Jacquard fabrics, Lanalux — for dresses and tailormades — has a black weft of knotted wool and Lurex and a coloured warp in several colours; Ramona is a fabric with tight clusters of raised dots resembling cuff-links or other similar motifs, with an abundant use of Lurex threads; Fiesta is the same fabric, with shiny rayon yarns taking the place of lamé. We also find lamé threads in the oriental designs from Istanbul, for cocktail dresses. Let us also mention Diavolezza, a cotton Jacquard fabric with gilded viscose, in geometric designs; Corviglia, a Jacquard in which big black wool designs stand out, like embroidery, on a rayon ground with a metallic sheen in muted tones in the classical range of winter shades: duck blue, bordeaux, olive, aubergine, maroon, etc. In the same shades, Trèssport is decorated with small raised designs in black woollen Jacquard, either in bands or regularly spread over the whole surface of the fabric in vermiculated ornaments. Finally, let us mention Marly, a small cable type check, in which a sparingly used Lurex thread adds a very discrete note of brilliance. (See page 65.)

✱

Setarti Ltd., Zurich

This firm came into prominence some four years ago with the launching of embroideries on Minicare batiste, to whose success it made a decisive contribution. Its present production concentrates on cotton embroideries, practically all in the Minicare quality. In addition to the traditional blouse fronts and embroidered allovers for blouses, Setarti is having great success with its embroidered edgings for «bolero» blouses as well as for «blousons» buttoning up the back. For these models, the embroideries are used either at the hem in the case of edgings, or also horizontal but at bust-level in the case of symmetrical designs; the latter may also be used vertically, instead of the traditional fronts, for blouses buttoning up at the back. Of this type we particularly noticed the very original «Richelieu» style embroideries. This collection also includes some fancy embroideries on striped batistes for dresses, and embroideries on organdie allovers with a Minicare finish, which combine the lightness and transparency of organdie with the wearing qualities of Minicare fabrics. To complete the picture let us finally mention some particularly smart embroideries on nylon for corsetry. This firm, which specialises in a limited number of articles, offers particularly high qualities in original designs at reasonable prices. (See page 82.)

✱

Stoffel & Co., St. Gall

This firm shows a wide range of the most varied fashionable fabrics, all very highly treated, that is to say made shrinkproof, in fast colours, crease-resistant, requiring the minimum of ironing, etc. Among the prints, the Honana quality, a fabric with a silky touch that has already proved its worth, is used as a base for tie-fabric style designs on dark cloudy grounds; Teneriffa, a shantung type print with a variegated pattern is meeting with great success; Ascot, a satin with a dark ground and very fancy designs, for smart dresses; Paradise, a fine voile in a very large number of coloured designs, for summery cocktail dresses and teenagers' dresses. Cotton satin, a very well-known quality appears in pastel effects and completely new designs.

There are also a number of novelties in the rich collection of Jacquards, satins with small or large motifs, squares of various sizes, self-toned designs, classical and fancy floral motifs and, above all, a marvellous range of colours. Lovelace, is a very fine mousseline splashed with coarsely woven designs, mostly floral styles.

Among the colour-woven fabrics, we find a self-toned Trianon, which is particularly popular for summer dresses and blouses, Puzzle, a satin with small designs for smart dresses, Midsummer Dream, a wonderful series of stripes in combinations of ingenious and new colours.

Once again there are heaps of checks of all sizes and types. Among the tartans, let us mention the «Highroad» and «Chess» qualities.

Plain fabrics play an important part in this collection. The mixed cotton and terylene fabrics, in marvellous colours, are in particularly great demand, especially for their special characteristics, for they are crease-resistant, shrinkproof, easy to wash and non-iron. There are also a number of plain lines in crêpe and imitation honan. (See page 78.)

✱

Stünzi Sons Ltd., Horgen

This firm, it should be pointed out, makes no printed materials but concentrates on the production of plain, figured and Jacquard fabrics. In the winter 1961/62 collection, we were particularly struck by Kerbela, a plain crease-resistant mohair type fabric in acetate and staple fibre; this is not a new fabric but its success is extremely lasting. Among the novelties are Starina, a diagonal fabric with a «crystal» effect, Crystalaine, a plain woollen with the same effect, in muted colours such as anthracite, bottle green, moss, aubergine, etc. Sylvia is an acetate and wool poult de soie with a shantung effect and a rough handle. A yarn-dyed poult de soie with a very soft handle is available in 32 colours, and in even more if required; let us also mention Picardia, a plain staple fibre and wool fabric with a knitted effect, Isabella, a structured diagonal fabric of the same composition with a shantung effect, Plenora, a very fashionable wool (outside) and silk (inside) fabric with fine draping qualities, and Cresta, a pure silk knotted douppion. Among the classical fabrics for evening wear, mention should be made of Catalina, a duchess satin in vat-dyed acetate, which is stocked in over a hundred colours, Romantica, a shantung satin of the same composition, which is made in forty different colours, and the pure silk yarn-dyed duchess satin Gloriosa, which is available in fifty colours. Let us also mention a douppion poult de soie in fifty colours, and Fascination, a pure silk chiffon satin for the evening. Among the figured fabrics and the Jacquards, we noticed Setana, a pure silk self-toned figured fabric in light colours with a shantung effect as well as figured lamés for the evening. This range also includes Mexicaine, a Jacquard fabric in acetate, wool and staple fibre with small regular designs spread all over the surface of the fabric in black and a fashionable shade, for afternoon and cocktail dresses. Finally, there is an attractive black fabric in acetate with a figured pattern (stripes, checks, etc.) entirely interwoven with iridescent threads of all colours, which sparkle in the light like tiny fragments of rubies, emeralds, amethysts, topaz, etc. (See page 67.)

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Union Ltd., St. Gall

This firm has once again given the benefit of its wide experience to the preparation of its collections for the summer of 1961 and the following winter. Its selection of embroideries is so rich that we are compelled to confine ourselves to mentioning only a few of the more outstanding creations.

There is a wide variety of items for dresses, on linen and silk organdie, with new coloured effects.

The blouse fabrics in Minicare satin cambric are presented in a very wide range of great variety, and the richness of the designs is further emphasized by the particularly fashionable colours.

The novelties collection is once again most attractive, and the models made with these creations will be appearing in the collections presented in Paris at the end of January. They include some very light, truly summery combinations with new effects and some very attractive combinations of colours.

The range of standard articles and patterns has been enriched with a great number of interesting new fabrics.

The handkerchief collection, which has been considerably widened since this concern took over the firm of Hahn & Co., also includes a number of novelties, e. g. a big selection of two, three or six handkerchiefs in fancy gift boxes, the handkerchiefs being mainly coloured with white or coloured embroidery, with or without organdie and lace corners.

The collection has been supplemented by a very wide selection of tulle-edged lace hankies up to 40 cm. square. Finally, we must not forget to mention the fine lace hankies, a type in which the firm presents some dainty, gossamer-fine designs.

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«Zürrer», Weisbrod-Zürrer Söhne, Hausen a. A.

For the summer of 1961, this firm presents a wider range of pure silk shantungs in all weights under the general name of «Lordsilk». The Regina quality is ideally suited for tailormades, the Catania and Casablanca qualities for light dresses and two-piece outfits, while Capri is perfect for light shirtwaist dresses. All these articles are available in the same range of colours. In addition to these piece-dyed fabrics, let us call attention to a wide range of wonderful pure silk tweeds, both light and heavy. Several of these articles are also particularly well suited to men's wear.

The new Lascara series (regd. name) adds a new note of distinction to the collection, consisting as it does of high novelty staple fibre fabrics that are the fruit of many years of research. This range is not only fashionable and strikingly elegant but also extremely crease-resistant and comfortable, thus satisfying the most varied needs.

Lascara is made in various piece-dyed qualities for light summer dresses, two-piece outfits, coats and suits, in a range of over eighty colours. The same yarns are also used for skein-dyed articles, especially tweed type fabrics, which have met with great success on the market. Some are made in brightly coloured stripes and checks for beach fashions. Thanks to its modern finish, this fabric is always very cool in summer, which helps to increase its popularity for summer fashions. We must not forget to add that Lascara is also made in embroidered qualities, in a wide choice of designs and that it also exists in Jacquard designs, in gay fashionable shades.

For cocktail dresses and evening gowns we still find light nylon fabrics as well as the traditional selection of plain pure silk fabrics, particularly some lovely taffetas, Rhadimir and poult de soie as well as mixed silk and wool fabrics. (See page 66.)

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«Woco», Winzeler, Ott & Co. Ltd., Weinfelden

In the winter 1961/62 collection, as in previous years, the emphasis has been put on printed fabrics. Particular attention should be drawn to a very large range of printed fabrics for anoraks. The designs are of three main types: ornamental Finno-Karelian, cracked and geometric. The colours are generally dark, with a great deal of aubergine, Russian green and different browns. Two new qualities have been added to the ever popular cotton poplin; a feather-weight poplin in a cotton/polyester mixture and a very practical cotton piqué. An interesting detail for the maker-up: for each design, there is a plain fabric in one or several colours of the printed fabric, which makes it possible to achieve coordinated effects. This collection is completed by a small series of high novelty colour-woven fabrics, which are also ideal for the making of after-ski jackets and pants.

In order to satisfy the present trend toward lighter clothes, either in wool or a fabric resembling wool, for wear in well-heated homes during the cold weather and not only in between seasons, the Woco collection contains a line of articles in wool mousseline, dralon mousseline and orlon batiste as well as cotton with an imitation tricot structure, both in abstract and classical designs. To these must be added some muted floral designs as well as a small, very smart series of new head-scarf designs.

To sum up, it may be said that not only with regard to its printed woollen, cotton and synthetic fabrics but also the printed and colour-woven fabrics for anoraks, this collection is aimed mainly, but not exclusively, at ready-to-wear manufacturers who specialise in a youthful sporting style on the «boutique» level. (See page 79.)