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Réalisations suisses en tissus suisses
Swiss Made with Swiss Materials
Realizaciones suizas en tejidos suizos
Schweizer Ausführung mit Schweizer Geweben

« ZÜRRER », WEISBROD-ZÜRRER SÖHNE, HAUSEN a.A.
Shantung « Catania » pure soie / pure silk / seda pura / reine Seide
Confectionné par El-El S. A., Zurich
Photo Lutz





**THEODOR LOCHER & CO.,
SAINT-GALL**

Organdi de soie brodé
Embroidered silk organdie
Organdí de seda bordado
Bestickter Seidenorgandy
Modèle Hugo Brandeis A.-G.,
Zurich
Photo Tenca



**NEUBURGER & CO. S. A.,
SAINT-GALL**

Broderie ton sur ton avec effet de
broderie anglaise
Self-coloured embroidery with
eyelet embroidery effect
Bordado sobre fondo del mismo
color, con efecto de bordado cala-
dos en punto inglés
Ton in Ton Stickerei mit Loch-
stickerei-Effekten
Modèle Max Lattmann, Zurich



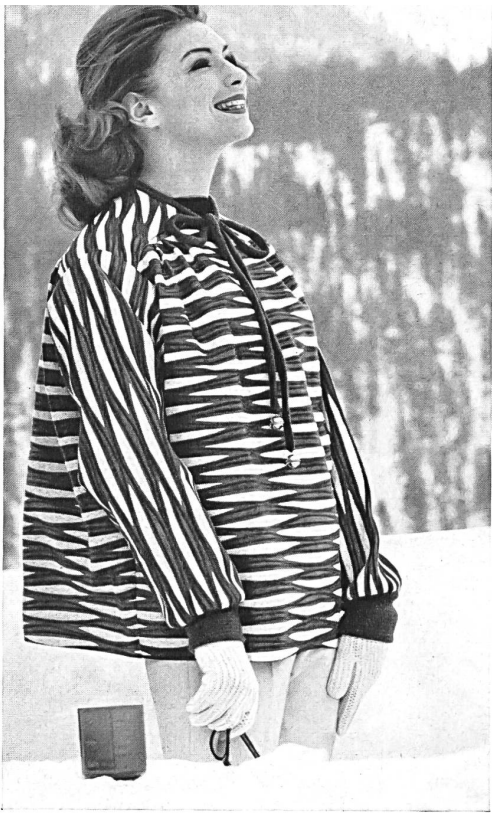
HEER & CO. S. A., THALWIL

Kolibri (soie naturelle / pure silk / seda pura / reine Seide)
Modèle Eugen Braunschweig A.-G., Zurich
Photo Lutz



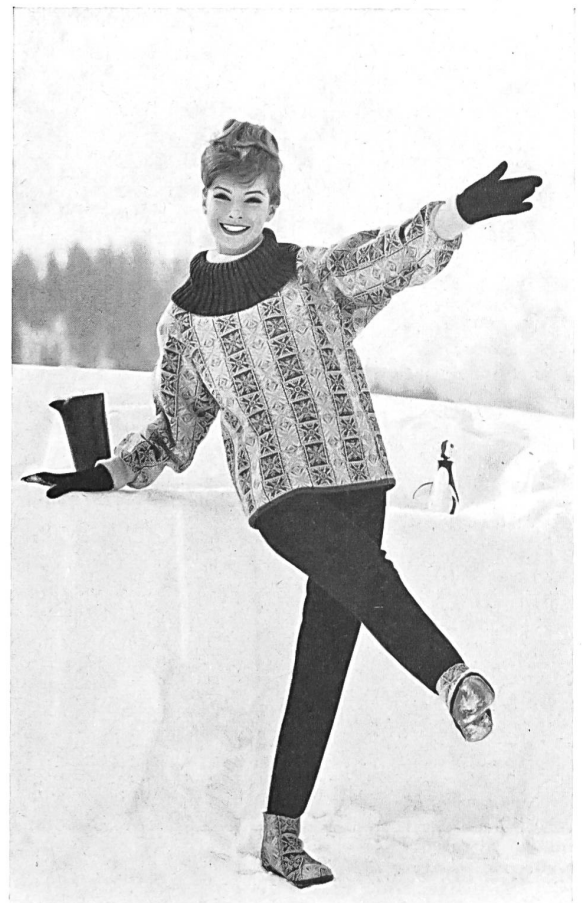
HEER & CO. S. A., THALWIL

Faille Dubarry, acétate
Modèle Rolf Cafader & Co., Zurich



ROBT. SCHWARZENBACH & CO., THALWIL

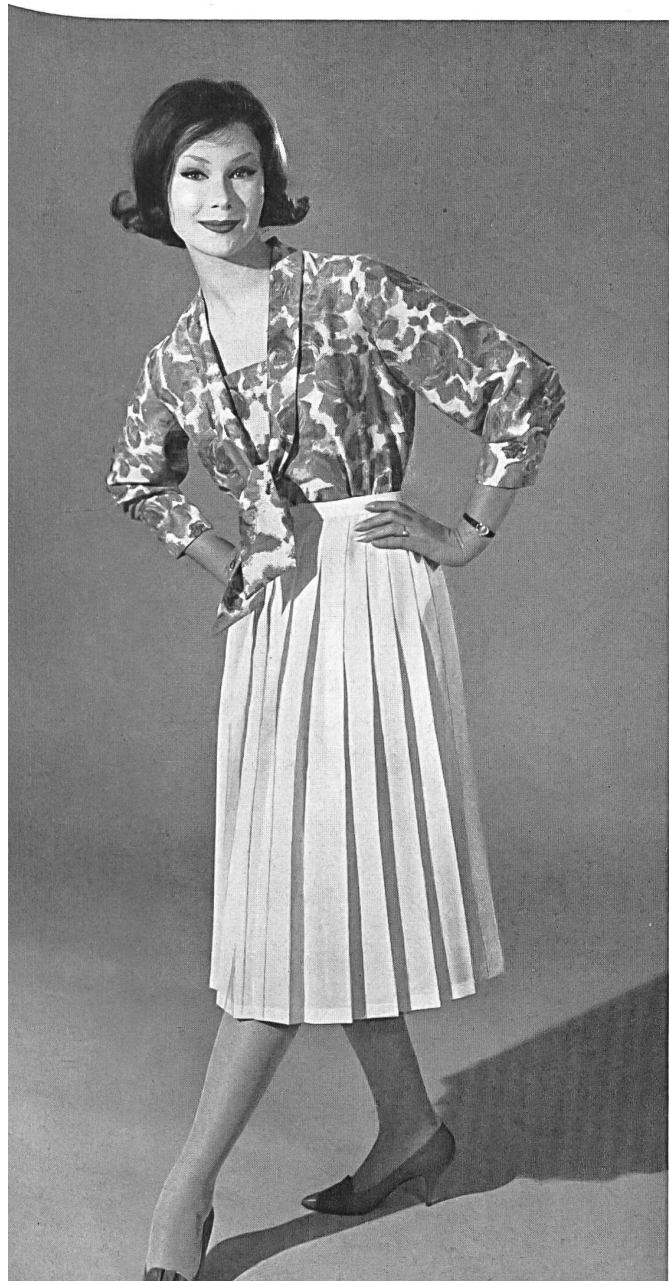
Tissus de coton mélangés jacquard haute nouveauté
 High novelty mixed cotton jacquard fabrics
 Tejidos Jacquard de algodón mezclado de alta novedad
 Hochmodische Baumwoll-Jacquard-Mischgewebe
 Photos Lore Wolff



Modèles Orig. Geny Spielmann, Zurich — (Dessins exclusifs)

HEER & CO. S. A., THALWIL

Mohair lamé
(Soie, rayonne, laine et métal / Silk, rayon,
wool and metal / Seda, rayón, lana y
metal / Seide, Kunstseide, Wolle und
Metall)
Modèle Mylord S. A., Châtel-Saint-Denis
Photo Lutz



HEER & CO. S. A., THALWIL

Térylène imprimé (blouse); térylène et
laine (jupe)
Printed terylene (blouse); terylene and
wool (skirt)
Terylene estampado (blusa); terylene
y lana (falda)
Terylen bedrukt (Bluse); Terylen und
Wolle (Rock)
Modèle Renommée S. A., Montreux
Photo Tenca

S. A. JACOB SCHERRER, ROMANSHORN

Pullover pure laine, entièrement diminué, imprimé
à la main en 10 couleurs

Fully-fashioned pure wool pullover, hand-printed
in 10 colours

Pulóver de pura lana, completamente disminuído,
estampado a mano en 10 colores

Reinwollener ganz geminderter Pullover mit
10 Farben-Handdruck

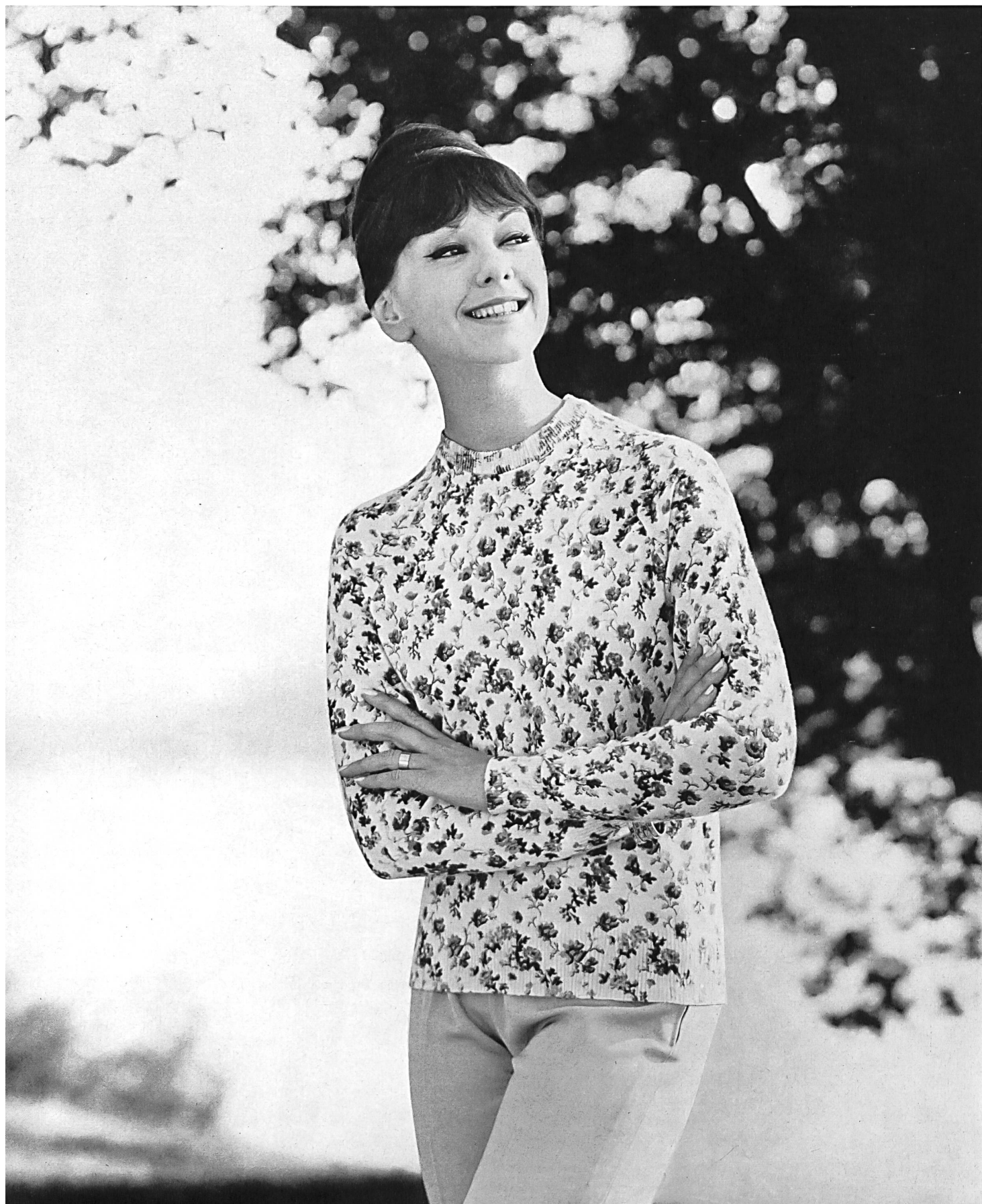
Photo Guniat

Contributions individuelles des maisons

Manufacturers' own Contributions

Contribuciones individuales de la casas

Beiträge einzelner Firmen



LAHCO S. A., BADEN

Elégant maillot de bain en coton imprimé à jupette plissée et jupe assortie
Attractive printed cotton swimsuit with little pleated skirt and separate skirt to match

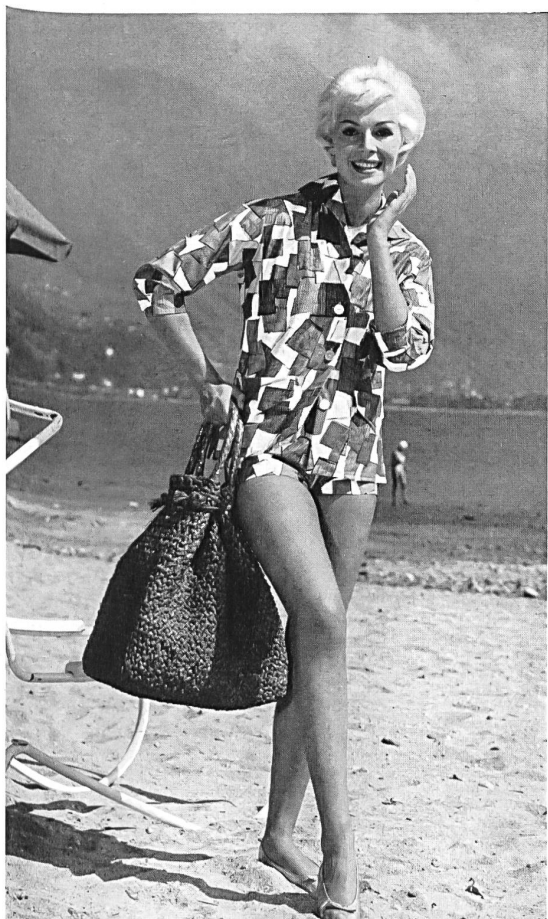
Elegante bañador de algodón estampado, con faldoncillos y falda haciendo juego
Eleganter Badeanzug aus Baumwollstoff bedruckt mit plissiertem, kokettem Röckchen und dazu passendem Jupe



LAHCO S. A., BADEN

Short et blouse de plage en tissu de coton imprimé
Beach shorts and blouse in printed cotton fabric

Short y blusa para la playa, de tela de algodón estampada
Short und Jacke für den Strand aus buntbedrucktem Baumwollstoff
Photos Stwolinski

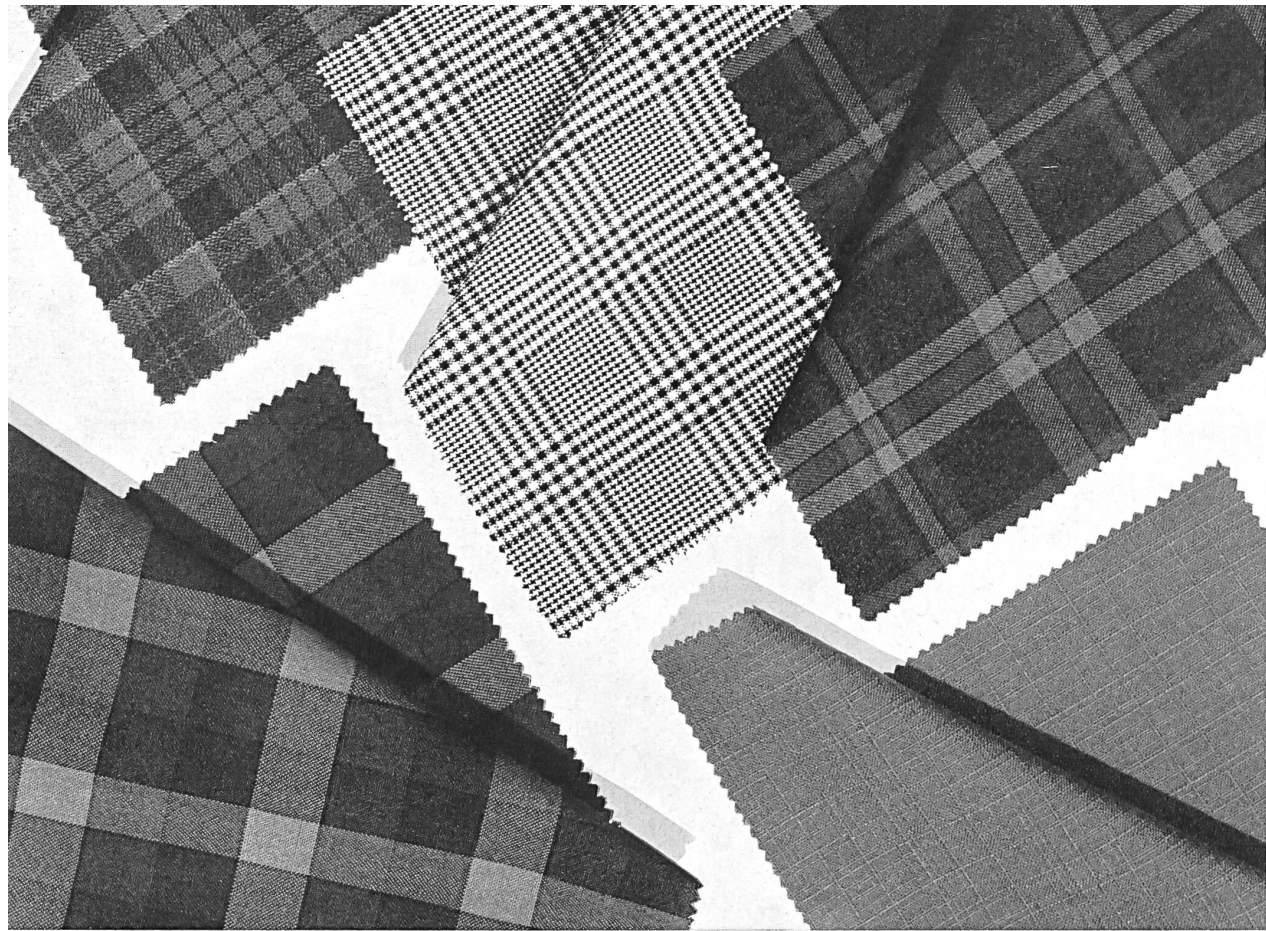


LAHCO S. A., BADEN

Maillot de bain en coton, imprimé de couleurs vives, bretelles amovibles
Brightly coloured printed cotton swimsuit, with detachable straps

Bañador de algodón, estampado en colores muy vivos, con hombrecas amovibles

Buntbedruckter Baumwoll-Badeanzug in leuchtenden Farben mit abnehmbaren Trägern



« KWB »,
TISSAGE
BLEICHE S. A.,
ZOFINGUE

Tissus laine peignée et Trévira, légers, élastiques et infroissables, en divers dessins et structures pour complets de messieurs, costumes de dames, robes, jupes à plissage permanent, etc. en couleurs mode

Light, elastic and crease-resistant worsted and Trevira fabrics in various designs and structures for men's and women's suits, dresses, permanently pleated skirts, etc., in fashionable colours

Tejidos de lana peinada y Trevira, ligeros, elásticos e inarrugables, de varios colores y estructuras, para ternos de caballero, trajes de señora, faldas con plisado permanente, etc., en los colores a la moda

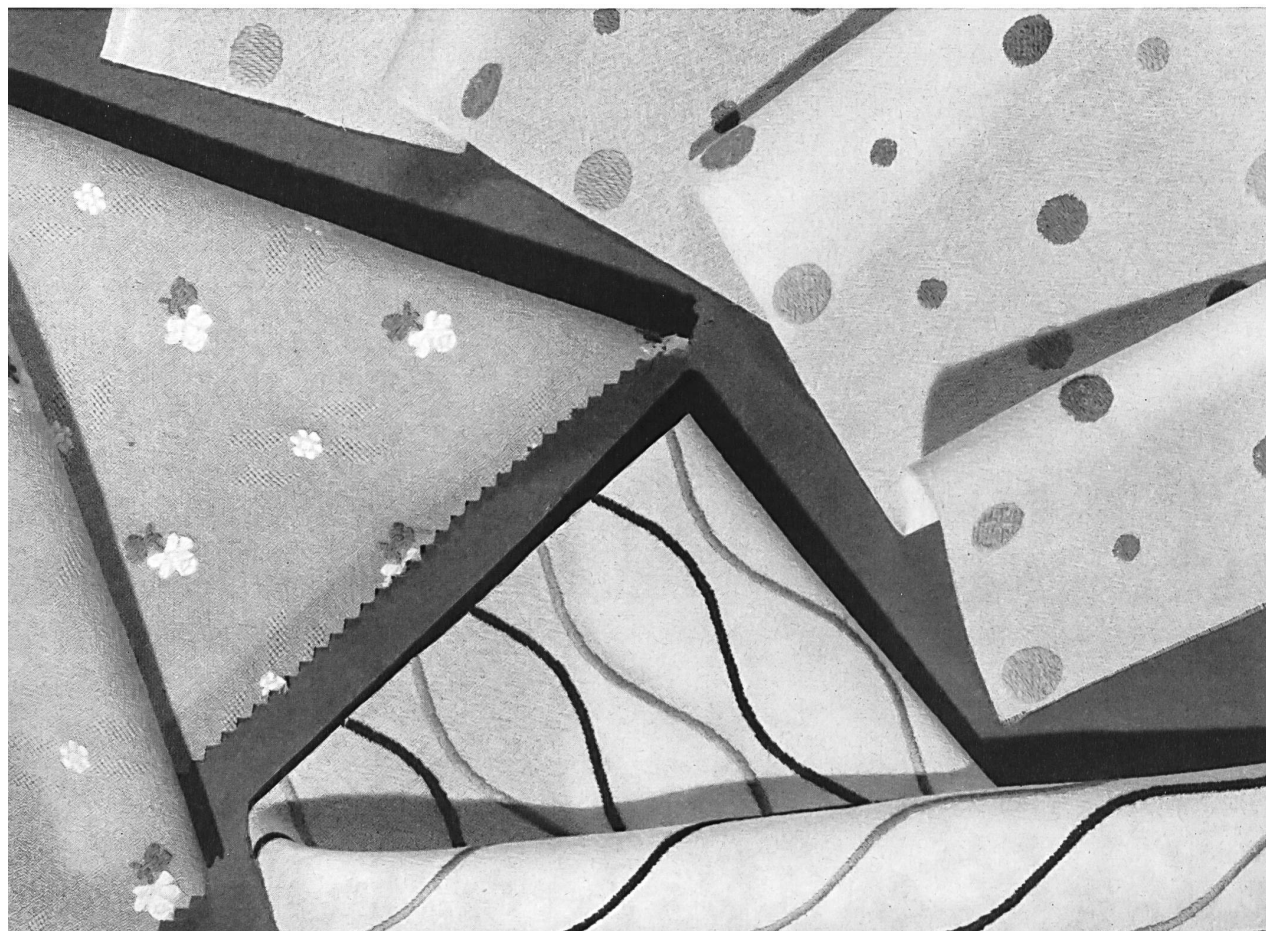
Mischgewebe aus Kammgarn und Trevira, leicht, elastisch, knitterfrei, in verschiedenen Mustern und Bindungen für Herrenanzüge, Damen-Kleider, Damen-Kostüme, permanent plissierte Jupes usw. in modischen Farbtönen

Crêpe pure laine nouveauté avec effets jacquard pour robes d'enfants, blouses et lingerie fine

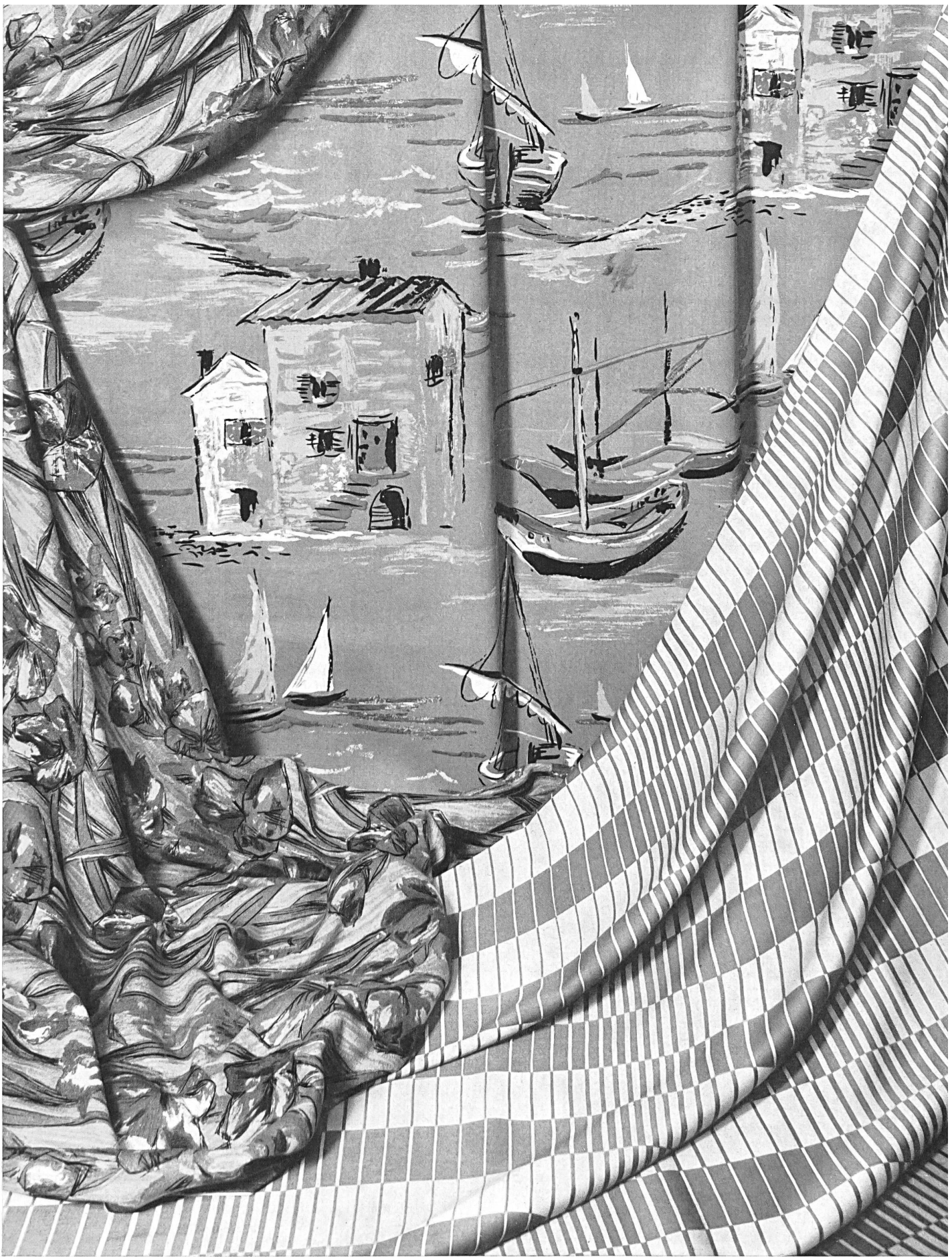
Original pure wool crêpe with Jacquard effects for children's wear, blouses and fine lingerie

Crespón pura lana novedad, con efectos jacquard, para vestidos de niño, blusas y lencería fina de señora

Neuartiger reinwollener Crêpe mit Jacquard-Effekten für festliche Kinderkleider, Blusen und Damenwäsche



FILTEX S. A.,
SAINT-GALL



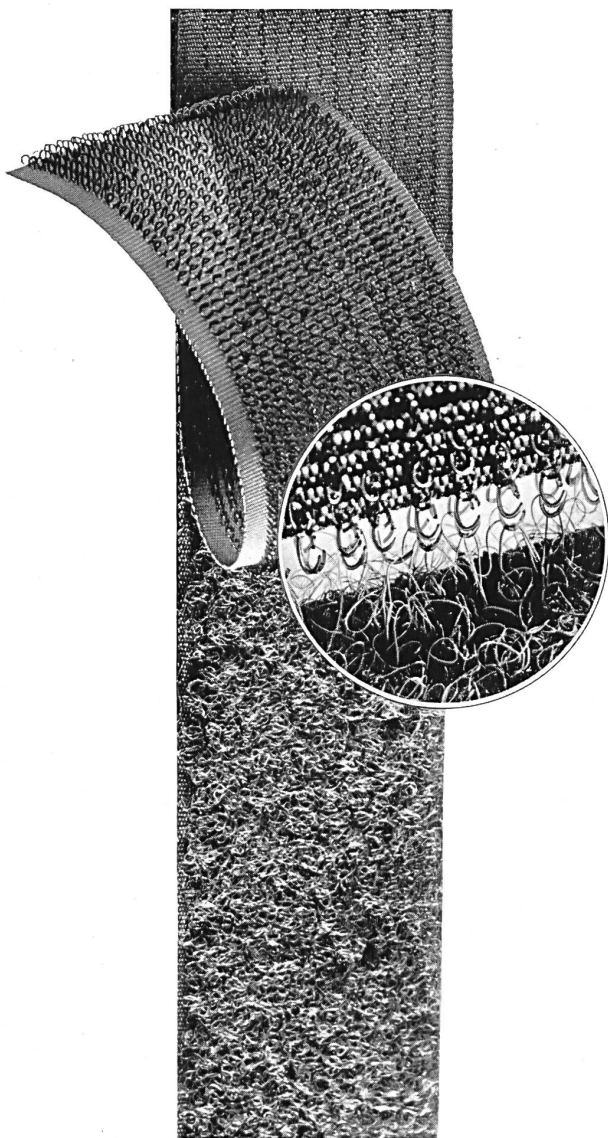
R. E. ZINGGELER, ADLISWIL

Tissus imprimés main pour l'ameublement : impression sur tous tissus ; coloris au choix du client ; quantités minimales limitées. Deux collections par an ; grand choix en dessins classiques et modernes. Impression à façon
Hand-printed furnishing fabrics : prints on all fabrics ; colours to suit customer's requirements ; limited minimum quantities. Two collections a year ; wide selection of classical and modern designs. Printing to order
Tejidos decorativos estampados a mano para tapicería : estampado sobre toda clase de tejidos ; colores a voluntad del cliente ; cantidades mínimas muy reducidas. Dos colecciones anualmente ; gran surtido de dibujos clásicos y modernos. Estampación a jornal
Handbedruckte Dekorationsstoffe : Druck auf Grundstoffe aller Art ; Farben nach Wunsch des Kunden ; beschränkte Minimalquantitäten. Jährlich zwei Kollektionen ; grosse Auswahl in modernen und klassischen Dessins. Ausführung von Lohndruckaufträgen

A revolutionary new fastener

Two nylon ribbons

*pressed together form a 100% reliable,
perfectly safe fastening*



The Velcro closure consists of two nylon tapes. One has over 3,200 tiny loops to the sq. in. The other more than 640 minute hooks.

To fasten

Lightly pressing the two ribbons together makes the hooks fit into the loops and ensures a completely reliable fastening.

To open

A slight outward pull is sufficient to separate the ribbons. The new Velcro closure is arousing great interest.

It is already manufactured in eight different European countries as well as massproduced in the United States and Canada.

This simple, practical fastener can be opened and closed tens of thousands of times. Consequently it outlives the clothes on which it is sewn.

The Velcro closure is very strong, its strength being distributed evenly over the whole surface of the tape instead of on two or three points only. A Velcro ribbon withstands a pull of 7 lb. per sq. in.

It is sewn on like any other ribbon. It can be boiled without any risk of damage and is unharmed by all normal washing products and chemical cleaners, provided it is in the closed position.

It is available in a wide range of colours, in 20, 30 and 50 mm. widths (i.e. 0.86 / 1.18 / 1.97 inches).

Clothes fitted with a Velcro closer are extremely comfortable to wear, for they may be tightened or let out as required, simply by moving one of the ribbons further in or out before pressing together.

It has a very wide scope of applications ; here are some of the uses which have already proved most successful :

Various articles of clothing : rainwear — pyjamas and shirts — dressing gowns — trousers — skirts — dresses and blouses — shorts — swimsuits — sports jackets — pockets.

Underwear : corsets — brassieres — underpants.

All children's and maternity clothes on which buttons or other fasteners were formerly used.

Sanitary articles for children and women, layettes.

Leather goods : footwear — sandals — handbags — travel articles — belts, etc. Orthopedics : dressings — belts — corsets — bandages — surgical stockings.

Furnishings : fastening of pelmets or curtains for ease of removal for cleaning, reliable and invisible fastening of covers for armchairs, sofas and cushions ; fixing carpets to the floor.

The builders of the ocean-going liner *France* as well as leading airline companies such as « Air France », « SCAS », « KLM » and « Swissair » have made wide use of Velcro.

The Velcro closure

has great appeal for the public

This fastener is so new, it opens and closes so mysteriously that it is a constant source of wonder.

Velcro S. A., Nyon