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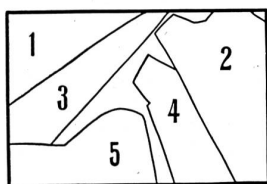
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You can never have too much...

We are no longer surprised today at the great number and variety of fabrics on the market, whether they differ from the point of view of material, weave, design, colour or finish and its accompanying advantages. The invasion of the synthetic or man-made fibres has been so sudden and so abundant that we have become blasé and are no longer likely to be surprised by anything in this field. New chemical fibres are still announced from time to time but they no longer arrive, thank goodness, in copious showers. The manufacturers can now devote their efforts to studying the characteristics of the different fibres and the best way to use them. But the new textiles that have appeared during the last ten years or so have by no means succeeded in supplanting the traditional materials. Victor Hugo's famous dictum: « This will kill that », which some people considered might be applied to

synthetic fabrics, has proved to be false in this case and that is why we can now choose the fabric best suited to every use, a fabric in which, as often as not, a new fibre combines its qualities with those of a natural textile. We are about to witness an ever increasing development of the new fibres and modern finishes, and designers will have an ever wider range of interesting materials from which to choose and with which to give free rein to their fancy with regard to colours and designs.

In the following pages we give a very brief glimpse of some collections for 1956 in which silk, wool, cotton and linen are found side by side, and even mixed, not only with rayon and acetate but also with nylon, orlon, terylene and other chemical fibres, to the great benefit of the customer, for in fabrics as well as in life, « you can never have too much of a good thing ! ».



TISSAGE BLEICHE S. A., ZOFINGUE

Petit aperçu d'une très riche collection de tissus de laine :

A glimpse of a very wide range of woollen fabrics :

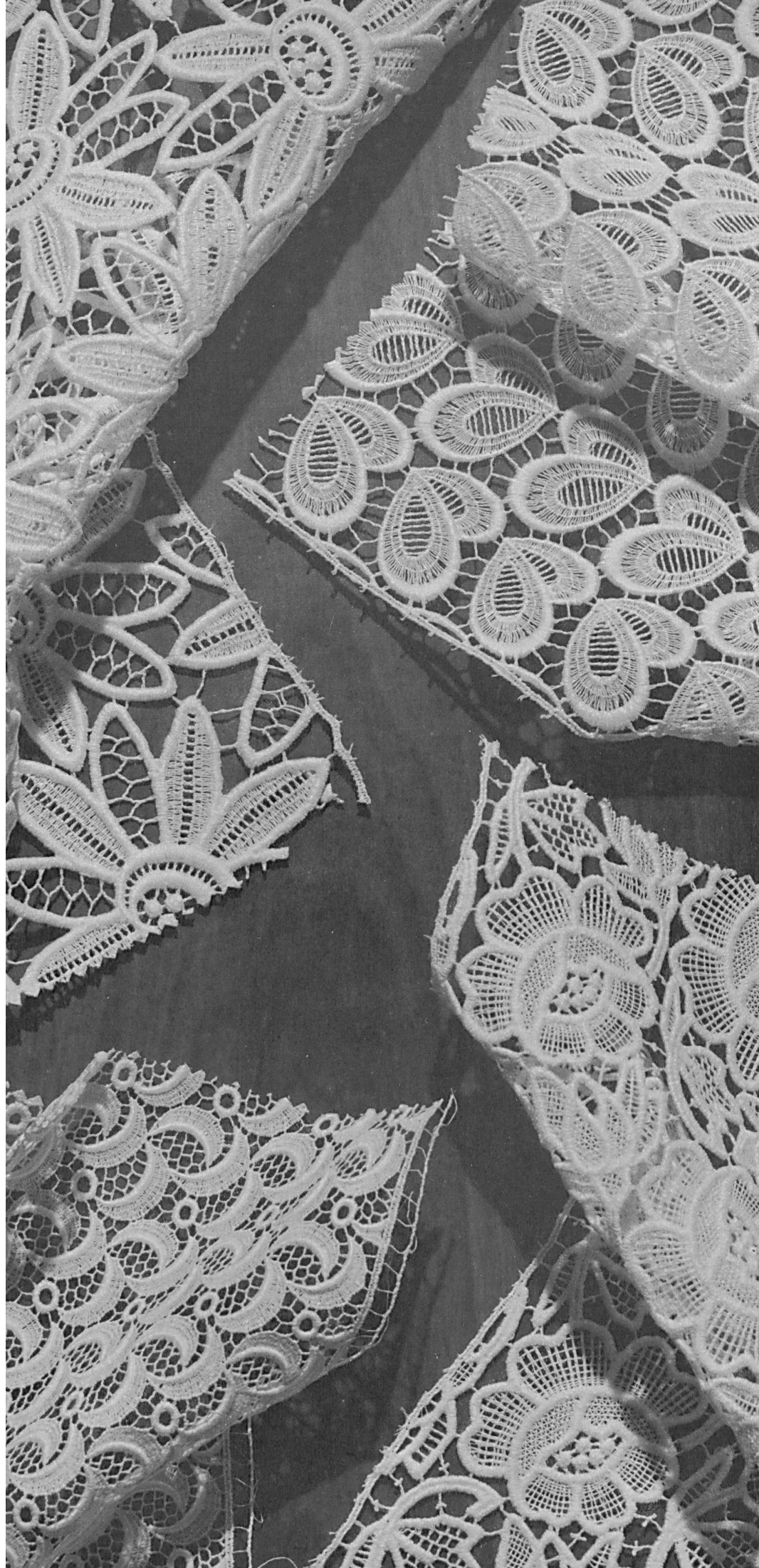
Pequeña selección de una surtidísima colección de tejidos de lana :

1, 2) Nouveautés mode pour robes pour le printemps 1956 — Fashionable novelty dress fabrics for the spring of 1956 — Novedades de moda para vestidos de primavera 1956.

3, 4, 5) Tissus nouveauté pour costumes — Novelty fabrics for suits — Telas novedad para trajes.

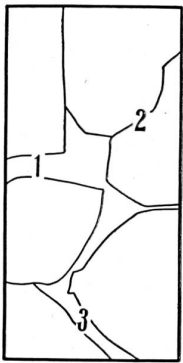
PHOTOS DROZ





**HAUSAMMANN & Co.,
WINTERTHUR**

Quelques échantillons de la collection de guipure coton « Oronosa » — Some samples from the « Oronosa » cotton guipure lace collection — Algunas muestras de la colección de encajes guipur de algodón « Oronosa » — Einige Muster aus der Kollektion « Oronosa », Baumwoll-Guipures.



**REICHENBACH & Co.,
SAINT-GALL**

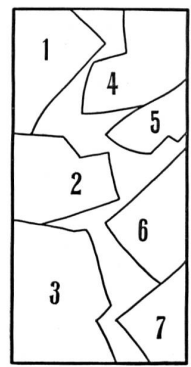
« RECO »

1) Popeline brodée avec cordonnet rayonne — Popelin embroidered with rayon twist — Popelina bordada con cordoncillos de rayón — Popeline mit Kunstseiden-Schnürli bestickt.

2) Popeline brodée coton — Cotton embroidered popelin — Popelina bordada de algodón — Popeline mit Baumwolle bestickt.

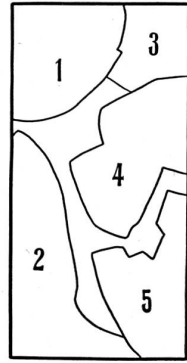
3) Organza pure soie brodé rayonne — Rayon embroidered pure silk organza — Organza pura seda bordada de rayón — Reinseiden-Organza mit Kunstseide bestickt.





SETARTI S. A., ZURICH

- 1) Laize d'organza nylon brodée en couleurs — Colour-embroidered nylon organza allover — Tela bordada de organza de nylon con bordado en colores.
- 2) Satin Duchesse brodé — Embroidered duchess satin — Raso duchesse bordado.
- 3) Organza nylon brodée en couleurs. — Colour-embroidered nylon organza — Organza nylon bordado en colores.
- 4) Soie de Chine imprimée — Printed Chinese silk — Seda chinesca.
- 5) Ottoman tailleur imprimé — Printed Ottoman suit — Otomán sastre estampado.
- 6) Jacquard relief — Raised Jacquard — Tejido Jacquard en relieve.
- 7) Jacquard noppé — Knotted Jacquard — Tejido Jacquard con nudos.



**MAX KIRCHHEIMER FILS
& Cie, ZURICH**

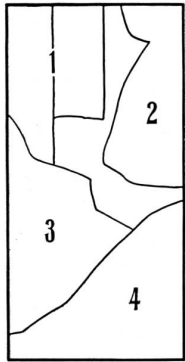
1) Rusticana
Effets brochés nouveaux sur
coton genre lin — Original
brocaded effects on linen-type
cotton — Nuevos efectos bro-
chados sobre algodón imitando
lino — Neuartige Broché-
Effekte auf leinenähnlicher
Baumwolle.

2) Nearco
Shantung pure soie imprimé —
Printed pure silk shantung —
Shantung pura seda estampado
— Bedruckter reinseidener
Shantung.

3) Brodana
Satin de coton lourd avec
motifs Jacquard genre bro-
derie — Heavy cotton satin
with imitation embroidery
Jacquard designs — Satén de
algodón tupido con dibujos
Jacquard estilo bordado —
Schwerer Baumwollsatin mit
Jacquardmotiven im Broderie-
genre.

4) Linor Lance
Mi-lin tissé Jacquard — Half-
linen Jacquard fabric — Tejido
Jacquard de lino mezclado —
Jacquardgewobene Leinen-
Mischqualität.

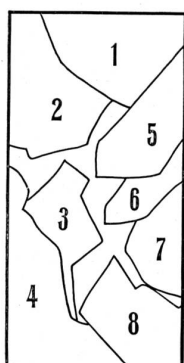
5) Corviglia
Impression à la main sur coton
d'un genre nouveau — Hand-
print on a new type of cotton
— Estampado a mano sobre
algodón de una clase nueva —
Handdruck auf neuartiger
Baumwollgrundware.



**RUDOLF BRAUCHBAR & Cie,
ZURICH**

- 1) Tailleur fantaisie coton — Fancy cotton suiting — Traje hechura sastre fantasía, de algodón.
- 2) Honan imprimé — Printed Honan — Honán estampado.
- 3) Taffetas ombré façonné soie et Bemberg — Silk and Bemberg figured and shaded taffeta — Tafetán sombreado y labrado, de seda y rayón Bemberg.
- 4) Taffetas chiné, soie et Bemberg — Warp printed silk and Bemberg fabric — Tafetán chiné de seda y rayón Bemberg.





**EMAR, TISSAGE DE SOIERIES
S. A., ZURICH**

1, 2) Impressions sur coton —
Printed cotton fabrics — Tejidos
de algodón estampados — Baum-
wolldrucke.

1) Toile Tahiti (genre shantung —
shantung-type — tipo shantung —
Shantung Imitation).

2) Popeline (finissage soyeux —
silk finish — con acabado sedoso —
mit Seidentoucher).

3) Chinella nopé, Jacquard (rayon-
ne et fibranne — rayon and staple
fibre — rayón y fibrana).

4) Cittadina (100 % fibranne —
100 % staple fibre — pura fibrana
— 100 % Stapelfaser).

5-7) Impressions sur pure soie —
Printed pure silk — Seda pura
estampada — Reinseiden-Druck.

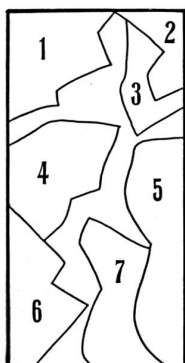
5) Honan véritable — Genuine
Honan — Honan genuino — Ori-
ginal Honan.

6) Shantung.

7) Toile magique (taffetas —
taffeta — tafetán — Taft).

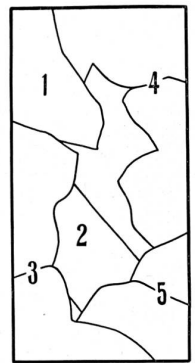
8) Nylon et coton — nylon and
cotton — nilón y algodón — Nylon
Baumwolle.





**HEER & Cie S. A.,
THALWIL**

- 1) Toile nacrée (fibranne — staple fibre — fibrana — Zellwolle).
- 2) Terylène Vigoureux (laine et térylène — Terylene and wool — lana y terileno — Wolle und Terylen).
- 3) Shantung doppi (soie naturelle — pure silk — seda pura — reine Seide).
- 4) Organza (imitation broderie, pure soie — pure silk imitation embroidery — pura seda, imitando bordado).
- 5) Jardin d'été (pure soie imprimée — printed pure silk — seda pura estampada — reine Seide bedruckt).
- 6) Organza filigrane (soie et rayonne — silk and rayon — seda y rayon — Seide und Kunstseide).
- 7) Terylène barré (100 % terylène — 100 % terylen — 100 % terileno).

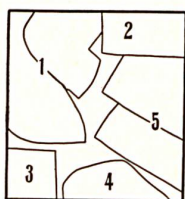


**STEHLI & Cie,
ZURICH**

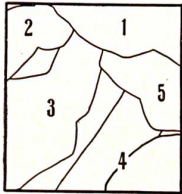
- 1, 2) Façonné rayonne —
Figured rayon — Rayon
labrado.
- 3) Nylon craquelé imprimé —
Crinkled printed
nylon — Nylon cuarteado
estampado.
- 4) Taffetas Papillon pure
soie, imprimé — Pure silk
printed Butterfly taffeta
— Tafetán Mariposa, pura
seda, estampado.
- 5) Twill de rayonne im-
primé — Printed rayon
twill — Twill de rayon
estampado.



TISSAGES DE SOIERIES NAEF FRÈRES S. A., ZURICH



- 1) Soie Ginette (pure soie imprimée — printed pure silk — seda pura estampada — reine Seide bedruckt).
- 2) Crispé façonné, Jacquard (acétate, viscose, coton — acetato, viscosa, algodón).
- 3) Matelassé façonné, bouclé, Jacquard (viscose et coton — viscosa y algodón).
- 4) Linon Jacqueline, Jacquard (lin et viscose, imitation chiné — linen and viscose, warp print imitation — lino y viscosa, imitación chiné).
- 5) Corso (tissu imprimé infroissable, imitation chiné — crease resistant printed fabric, warp print imitation — tejido estampado inarrugable, imitación chiné).



BERTHOLD GUGGENHEIM FILS & Cie, ZURICH

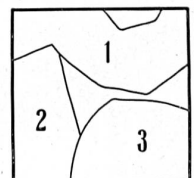
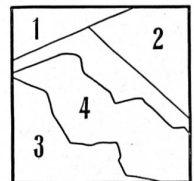
- 1, 2, 3) bégé-Concorde (soie — pure silk — seda pura — reine Seide).
4) bégé-Faille Monaco (tissu mixte — mixed fabric — tejido mezclado — gemischtes Gewebe).
5) bégé-Sytex (coton — cotton — algodón — Baumwolle).





**BERTHOLD GUGGENHEIM
FILS & Cie, ZURICH**

- 1) bégé-Derby (tissu mixte — mixed fabric — tejido mezclado — gemischtes Gewebe).
- 2) bégé-Auteuil (coton — cotton — algodón — Baumwolle).
- 3) bégé-Concorde (soie naturelle — pure silk — seda pura — reine Seide).
- 4) bégé-Atlantic (coton — cotton — algodón — Baumwolle).



HAAS & Cie, ZURICH
« HASLA »

Tissus imprimés infroissables —
Uncrushable printed fabrics —
Tejidos estampados inarrugables —
Bedruckte knitterfreie Gewebe :

1. Piqué Côte de cheval.
2. Faille-coton.
3. Coton façonné tissé couleurs, infroissable — Colour woven crease-resistant figured fabric — Algodón labrado, tejido en colores y inarrugable — Fassionierte buntgewobene Baumwolle, knitterfrei.



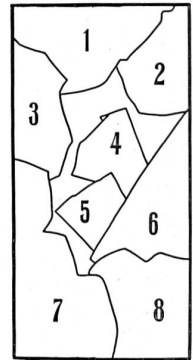
**STOFFEL & Co.,
SAINT-GALL**

Nouveautés en coton pour
1956 : une fête pour les yeux !

Cotton novelties for 1956 :
a feast for the eyes !

Novedades de algodón para
1956 que encantarán a la vista !

Baumwoll-Nouveautés für
1956 : ein Fest für Ihre Augen !



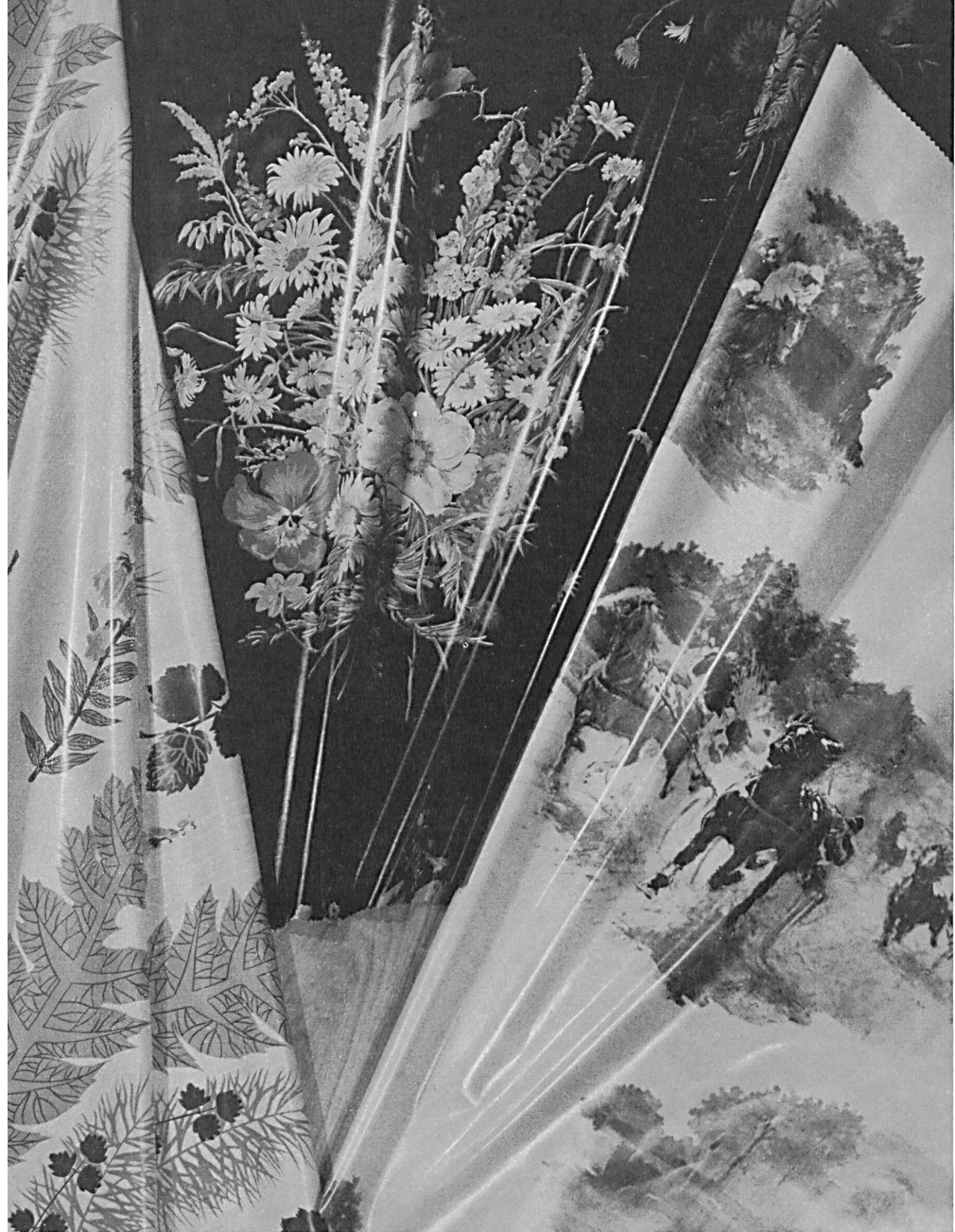
**CHRISTIAN FISCHBACHER Co.,
SAINT-GALL**

Tissus de coton infroissables pour robes — Crease-resistant cotton fabrics for dresses — Tejidos de algodón inarrugables para trajes — Knitterfreie Baumwollgewebe für Kleider.

1, 2, 3, 6, 7) Tissus fantaisie — Fancy fabrics — Tejidos de fantasía — Fantasie-Gewebe.

4) Satin de coton, impression machine — Machine printed cotton satin — Satén de algodón estampado a máquina — Baumwoll-satin, Rouleaudruck.

5) Shantung de coton, impression machine — Machine printed cotton shantung — Shantung de algodón estampado a máquina — Baumwollshantung, Rouleaudruck.



J. G. NEF & Cie S. A., HERISAU
 « NELO »

Nelorido Pierosa.

Tissus pour rideaux en chintz permanent.
 Curtaining fabrics in chintz with a permanent finish.

Tejidos para cortinas, de chintz permanente.

Gardinstoffe aus permanentem Chintz.

Silcosa DISCIPLINED

Tissus de coton imprimés pour robes —
 Printed cotton fabrics for dresses —
 Tejidos de algodón estampados para
 trajes — Bedruckte Baumwoll-Kleider-
 stoffe.



**EMILE ANDEREGG S. A.,
WEINFELDEN**

Quelques échantillons remarquables de la collection de rideaux de cette maison.

A few of this firm's remarkable collection of curtaining fabrics.
Algunas muestras notables de la colección de cortinas de esta casa.
Grosszügige Muster aus der reichhaltigen Gardinen-Kollektion dieser Firma.

