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Contributions individuelles des maisons * Manufacturers' own contributions
Contribuciones individuales de las casas * Beiträge einzelner Firmen



F. Blumer & Cie, Schwanden

Carrés pure laine, imprimés à la main.
Pure wool hand printed squares.

Panoletas de lana pura, estampadas a mano.

Reinwollene handbedruckte Kopftücher.

Photo Droz

Pâtisseries Nivôses

CUISINE PROVENCALE

Tomates Provençales

Langoustes à la nage

Salade Nivôse

Spaghetti

ALLA NAPOLETANA

...SALSA DI FEGATINI

...SALSA CON FUNGHI

Ossobuco alla milanese

[POUR 4 PERSONNES]

PIZZA

LA PIZZA NAPOLITAINE.

SOUPE A L'OIGNON

Ches Julif

Le Maître des Métiers

CALORIES



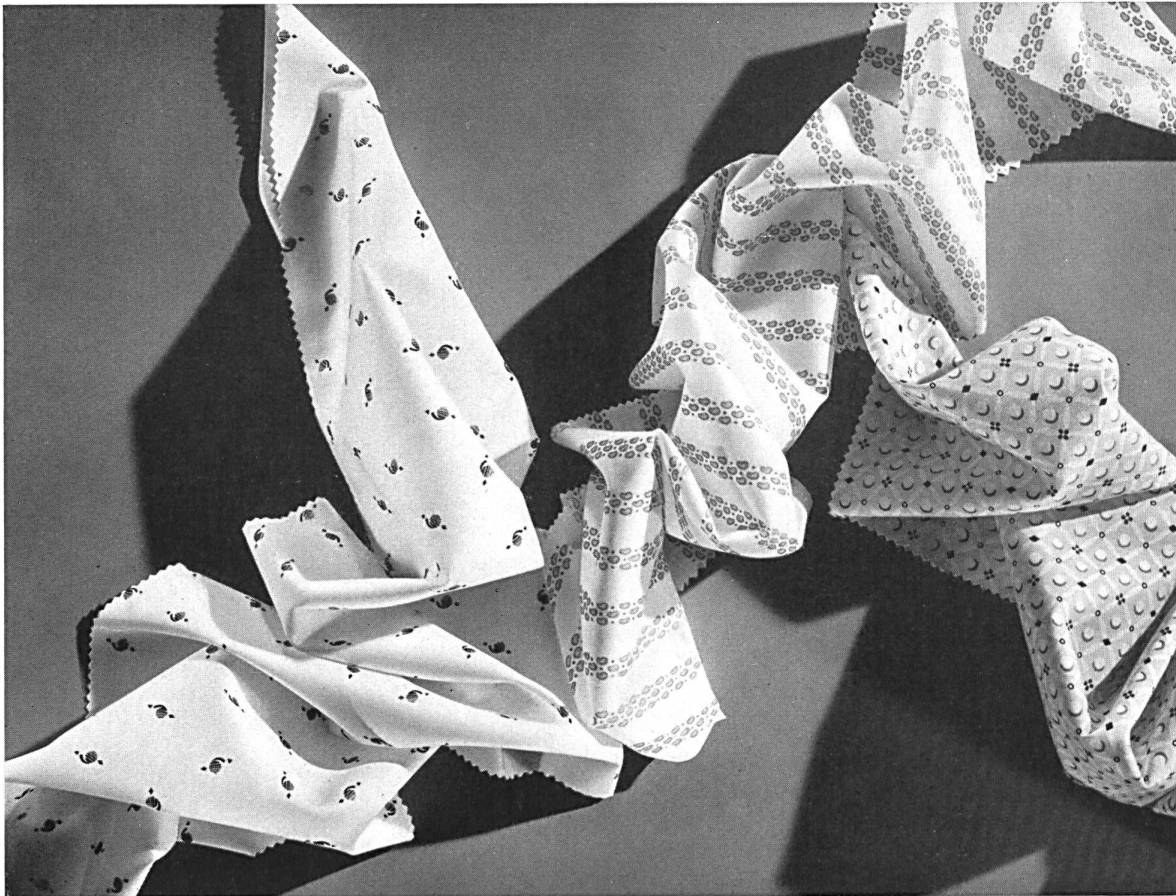
Max Kreier Co., Saint-Gall

Napperons, pur fil. — Pure linen napkins. — Mantelillos de hilo. — Leinen Deckeli.



Max Kreier Co., Saint-Gall

Nouveautés en mouchoirs ; carrés mode en soie, laine, coton.
 Novelty handkerchiefs ; fashionable squares in silk, wool and cotton.
 Novedades en pañuelos ; pañolones de moda, de seda, lana, algodón.
 Neuheiten in Taschentüchern ; modische Carrés aus Seide, Wolle und Baumwolle.



Haas & Co., Zurich

« HASLA »

Popeline imprimée pour blouses, mercerisée, infroissable.
 Printed, mercerised and crease-resisting poplin for blouses.
 Popelina estampada, mercerisada e inarrugable para blusas.
 Blusen-Popeline, bedruckt, mercerisiert, knitterfrei.

Photo Wyden

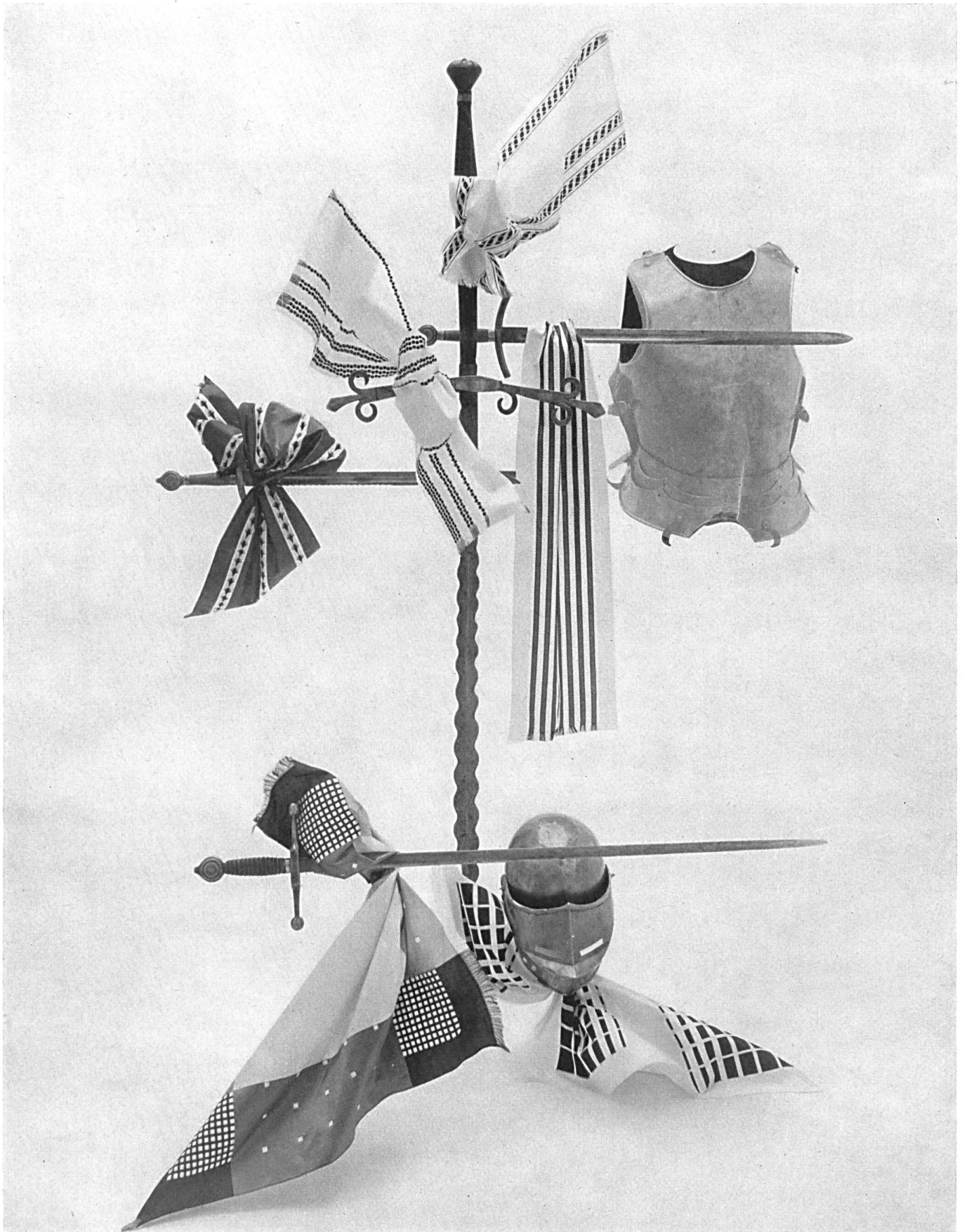
Photo Wyden

Reichenbach & Co., Saint-Gall

« RECO »

Broderies sur mousseline de laine.
 Embroidered wool challis.
 Muselina de lana bordada.
 Wollmousseline-Stickereien.





R B C SOIERIES S.A., ZURICH

Création r b c Brauchbar

Carrés et écharpes pure soie façonnés et brochés de la collection de printemps 1956.

Pure silk figured and brocaded squares and scarves from the 1956 spring range.

Pañoletas y chales pura seda labrados y brochados, de la colección de primavera 1956.

Maquette Tamborini
Photo Matter



Photo Droz

Gebr. Schneidinger, Zurich

« WYSADA »

Tissus acétate et fibranne. — Acetate and staple fibre fabrics. —
Tejidos mezclados de acetato y fibrana. — Mischgewebe aus Azetat
und Zellwolle.

1) Cashmere Jacquard — 2) Kirman Jacquard — 3) Matelassé —
4) et 5) Etamine laine et soie/wool and silk/lana y seda/Wolle mit
Seide.

Berthold Guggenheim Fils & Cie, Zurich

« bégé »

- 1) Casablanca 100 % coton/cotton/algodón/Baumwolle.
- 2) Mousseline, 100 % laine/wool/lana/Wolle.
- 3) Concorde, douppion pure soie/pure silk/seda pura/reine Seide.
- 4) Scala, rayonne et Lurex.

1

2

Photo de Jongh



3

4

Stoffel & Co., Saint-Gall

« STOFFELS »

Tissus exclusifs pour chemises.

Distinctive shirtings.

Tejidos exclusivos para camisas.

Aparte Hemdenstoffe.

Photo de Jongh

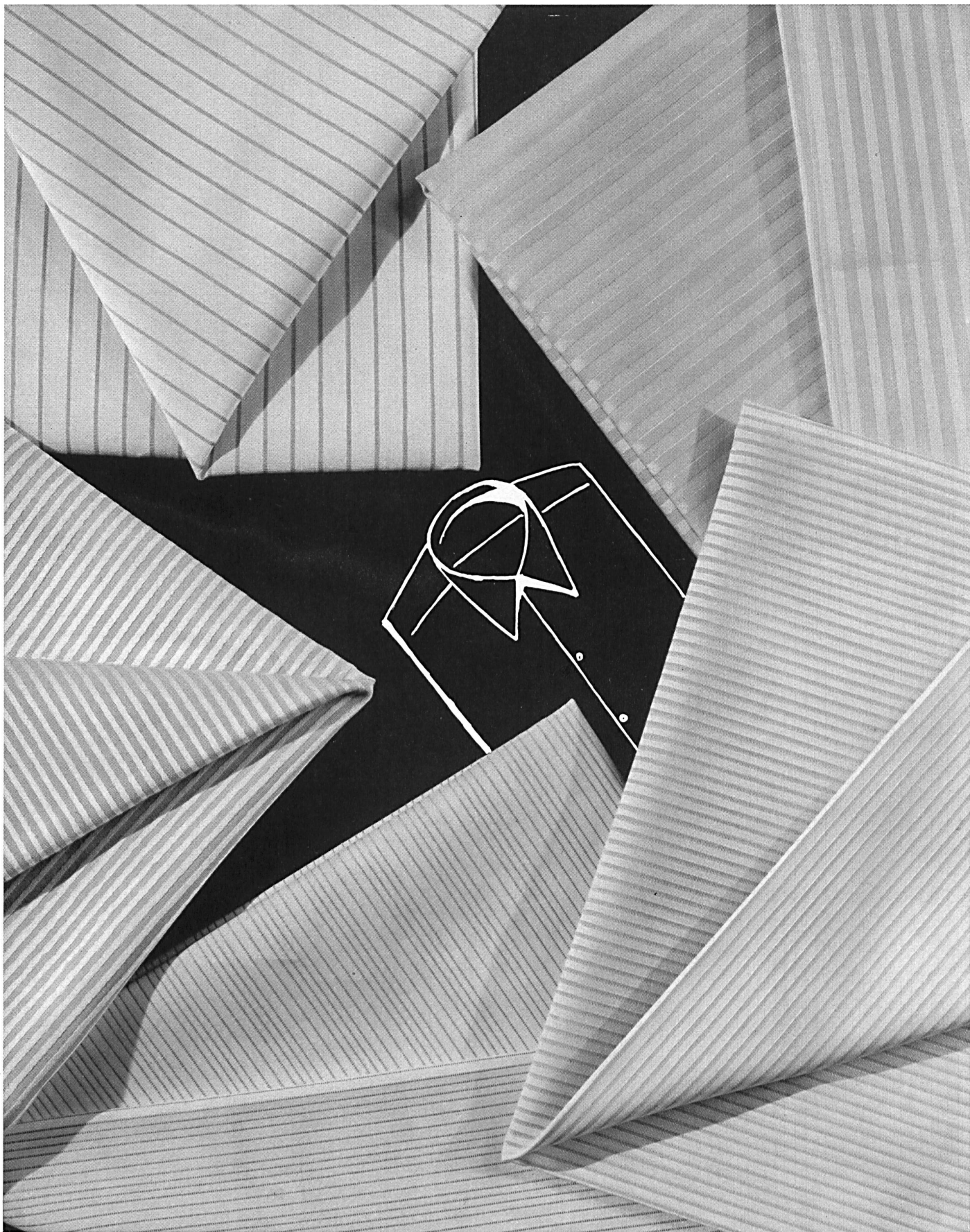




Photo Hans Entzeroth

Otto Steinmann & Cie S.A., Wohlen
« OSCOSA »

Sacs de dames.
Ladies' handbags.
Bolsas para señora.
Damenhandtaschen.

B. Ammann, Kirchberg (SG)

- 1) Napperon de guipure coton./Cotton guipure lace napkin./Mantelillo de guipur de algodón./Baumwoll-Guipure Deckeli.
2) Napperon de nylon brodé./Embroidered nylon napkin./Mantelillo de nylon bordado./Besticktes Nylon Deckeli.
3) Napperon de lin avec bordure en guipure de coton./Linen napkin with cotton guipure lace./Mantelillo de hilo con encaje guipur de algodón./Leinen Deckeli mit Baumwollguipure-Spitze.

Photo de Jongh





Theodor Locher & Co., Saint-Gall

Photo Wyden

1. Laize guipure. - Guipure allover. - Encaje guipur. - Aetz Allover.
2. Organza pure soie brodée. - Embroidered pure silk organza. - Organza de pura seda bordada. Bestickter Seiden-Organza.
3. Satin brodé en couleurs. - Colour embroidered satin. - Satén bordado en colores. - Farbig bestickter Satin.
4. Toile brodée. - Embroidered linen. - Lino bordado. - Besticktes Leinen.



Photo Droz

Ed. Sturzenegger A.-G., Saint-Gall

Laize broderie anglaise et guipure en coton et nylon, blanches et de couleur. Galons guipure en-coton et-en-nylon-en-toutes-largeurs.

White and coloured cotton and nylon allovers of broderie anglaise and guipure. Cotton and nylon guipure galoons in all widths.

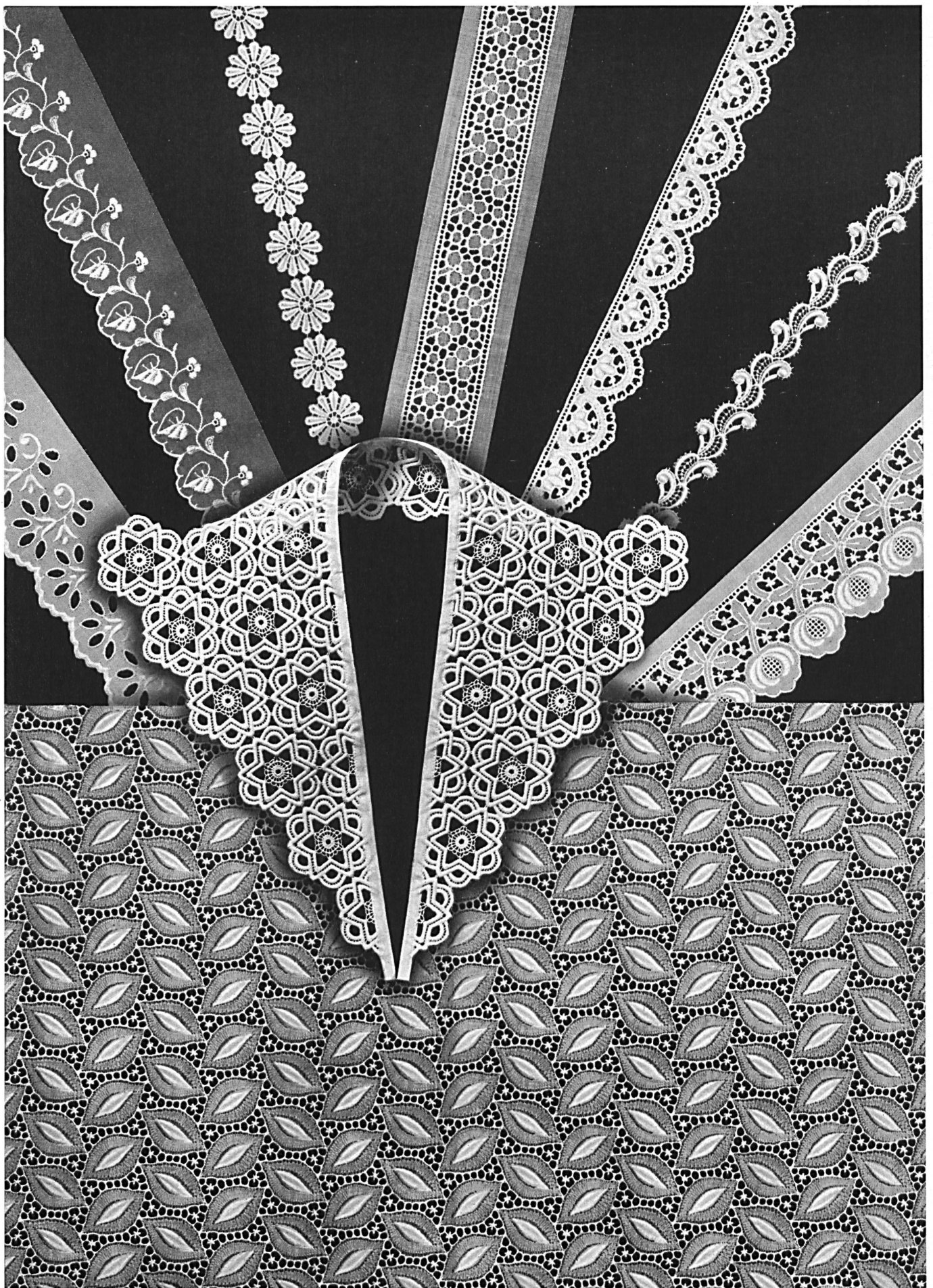


Ed. Sturzenegger A.-G., Saint-Gall

Photo Droz

Telas bordadas en punto inglés y guipur de algodón y de nylon en blanco y color.
Galones guipur de algodón y de nylon, de todos los anchos.

Gestickte Stoffe in Loch- und Aetzstickerei aus Baumwolle und Nylon in weiss und
farbig. Besatz-Galons in Aetzstickerei aus Baumwolle und Nylon in jeder Breite.



Eisenhut & Cie, Gais

Laizes de batiste brodée, cols guipure, bandes, entredeux, galons guipure et galons sur batiste et nylon.
 Allovers, neckwear, edgings, insertions, etched lace, batiste and nylon galoons.

Telas bordadas de batista, cuellos, encajes guipur, galones de guipur y sobre batista y nylon.

Bestickte Batist-Allovers, Damenkragen, Band, Galonen und Einsätze in Guipure, Batist und Nylon.

THE SUCCESS OF OPTIMISM



« Here is \$ 100, send me the equivalent in samples of knitwear when you get back to Switzerland. »

Such was an American retailer's answer to an unknown young man who had come to offer him hand-knitted articles. This took place in 1922 and the retailer in question is still a good client of the firm that sent him a hundred dollar's worth of samples. *Fred. W. Geiser*, who made his first sales in the United States, must have been a very good salesman to have pulled off such a promising deal, but the hand-knitted articles too had to be of extremely good quality to make such an impression and keep their place on the market for over thirty years.

The firm had been founded in 1905 by Mrs. Geiser, mother of the present owner. The latter, after spending two years in San Francisco to gain business experience, returned to Switzerland. Before leaving the United States he had, as we have seen above, sounded a few American clients. Business prospered thanks to the good quality of the exclusive hand-knitted articles of a type that only experienced

knitters could make. The employees of this firm now number some 70 women working in their homes while 12 knitters are employed on machines knitting articles of a more standard type in demand on certain markets ; there are in addition another 50 women who are employed solely in assembling by hand the pieces knitted by machine. Each year this concern consumes 10 tons of Australian raw wool (3 for the hand-knitted articles and the remainder for those made by machine) which Mr. Geiser buys direct himself.

The whole of the output consists of clothes for babies and small children. In addition to the hand-knitted and machine-knitted articles, the firm has just put on the market a mixed article combining the advantages of both systems : the decorated parts are knitted by hand, while the back and sleeves are machine knitted. These original models are naturally lower in price than those made entirely by hand. A single collection is planned at the beginning of each year ; then the buyers from a dozen or so countries in Europe and overseas come to choose the models they require.

Five years ago, Mr. Geiser had a stroke. His only thought at the time was, « I must not die »—and he recovered, after being in a coma for two months. Although he was left partly paralysed, his optimism and cheerful energy, enabled him to overcome all obstacles and, admirably assisted by his wife, he once more took over the reins of his firm. His personal prestige is such that his best clients—among them many Americans, who have a reputation for always being in a hurry !—think nothing of coming all the way to Huttwil to see him personally in order to explain their problems and their requirements. This contented man, whose great success is due to his optimism and energy, is affectionately known to his clients as « the king of babies' knitwear », a nickname of which he is very proud.

R. C.

Original models, hand knitted by
Geiser Co. Ltd., Huttwil.



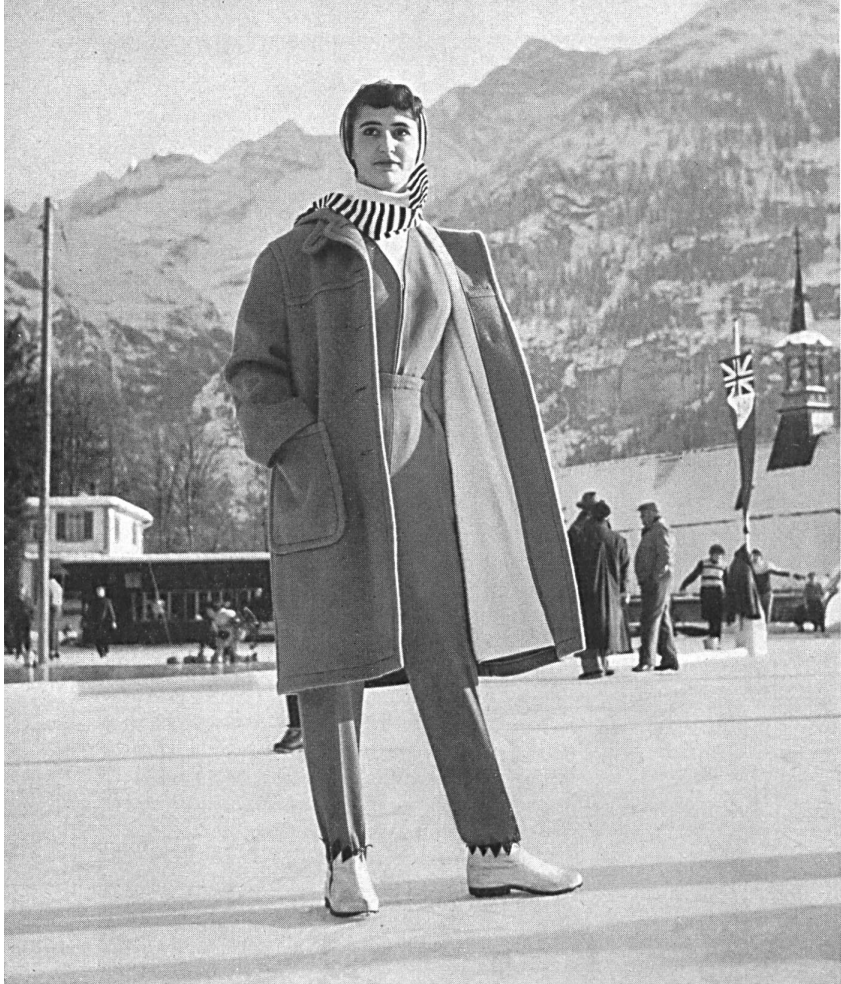
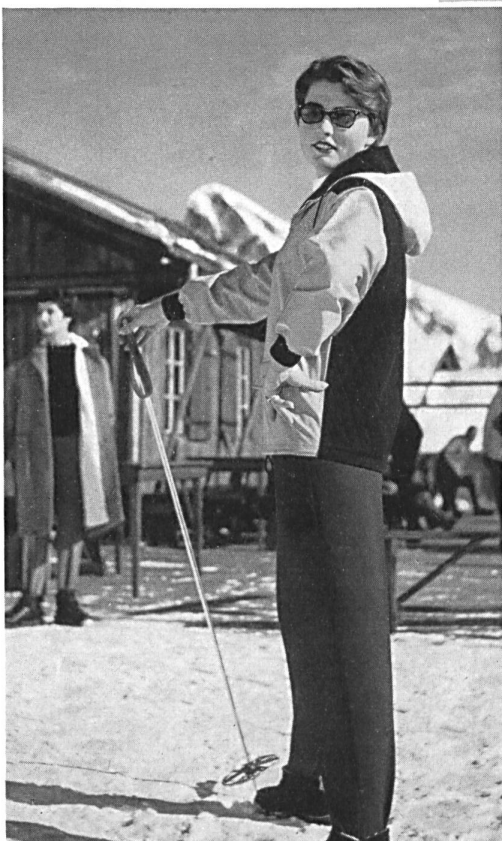
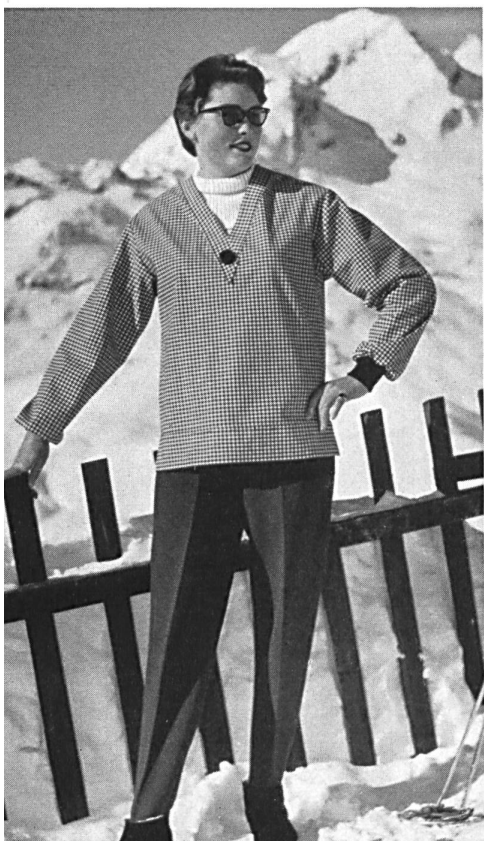


Photo Alex. Grindelwald

Kneubühler & Cie, Zofingue

Fabrication de vêtements de sport et de manteaux.
 Manufacturers of sport garments and coats.
 Fabricantes de vestidos de deporte y de abrigos.
 Sportkleider- und Mäntelfabrik.



USA Office : Box 67, Newburyport, Mass.



Blouse en satin de coton brodé de bouquets.
 Flower embroidered cotton satin blouse.
 Blusa de satén con ramilletes bordados.
 Bluse aus Baumwollsatén mit Blumen bestickt.



Blouse en satin de coton avec broderie nouvelle en relief.
 Cotton satin blouse with new style raised embroidery.
 Blusa de satén de algodón con bordado moderno en relieve.
 Bluse aus Baumwollsatén mit neuartiger Reliefstickerei.

Moden S. A., Montreux
 « SAMODE »



Robe en organza de soie, brodée de boutons de roses
 en teintes pastel.
 Silk organza dress embroidered with rosebuds in
 pastel shades.
 Vestido de organza de seda con dibujos de capullos
 de rosa bordados.
 Kleid aus reinseidenem Organza mit Rosenknospen
 in Pasteltönen bestickt.

1



1. Farida, Fabrique de lingerie et de blouses, Uster

Blouse en popeline brodée avec effet de couleurs.
Colour embroidered poplin blouse.
Blusa de popelina bordada en colores.
Bluse aus bestickter Popeline mit farbigem Effekt.

Photo Siegfried

**2. Jean Muller S. A., Strengelbach & Wohlen
« STREBA »**

Pullover pure laine de ligne jeune, avec encolure originale.
Youthful pure wool pullover with original neckline.
Pulóver pura lana de silhueta juvenil con escote original.
Reinwollener Pullover mit jugendlicher Kragengarnitur.

Photo Schmutz

2



**Oscar Rohrer S. A., Speicher
« TREFLE »**

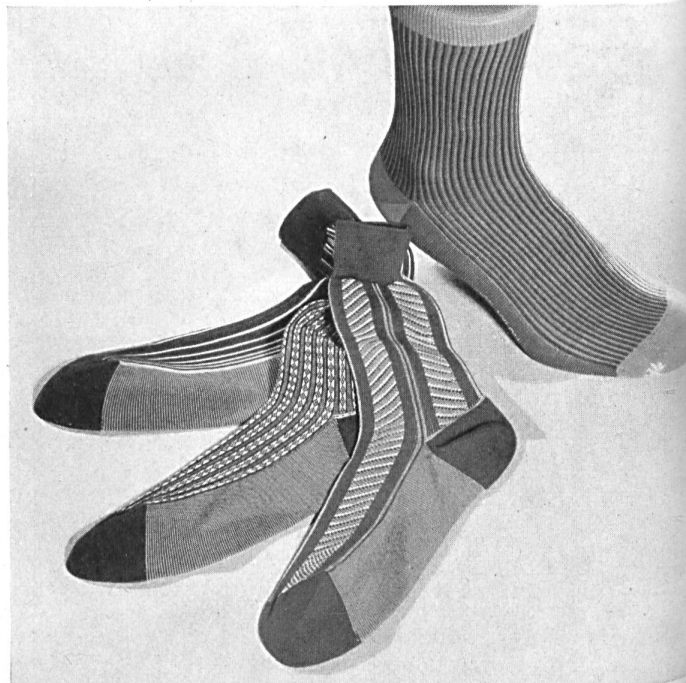
Chaussettes pour messieurs, qualité très soignée, en laine, coton et nylon «Hélanca», en diverses combinaisons de couleurs mode.

Fine quality men's socks in wool, cotton and «Helanca»-Nylon in various combinations of fashionable colours.

Calcetines de caballero de primera calidad, de lana, de algodón y de nylon-«Helanca» en distintas combinaciones de colores.

Herrensocken erster Qualität aus Wolle, Baumwolle und «Helanca»-Nylon in verschiedenen modischen Farbstellungen.

Photo Wyden





Hochuli & Co. S. A., Safenwil
«HOCOSA»

Elégant pullover, livrable en teintes pastel à la mode.

Smart pullover, available in many fashionable pastel shades.

Elegante pulóver obtenible en tonos pastel de moda.

Eleganter Pullover, erhältlich in modischen Pastellfarben.

Photo Schmutz

Jean Muller S. A., Strengelbach & Wohlen
«STREBA»

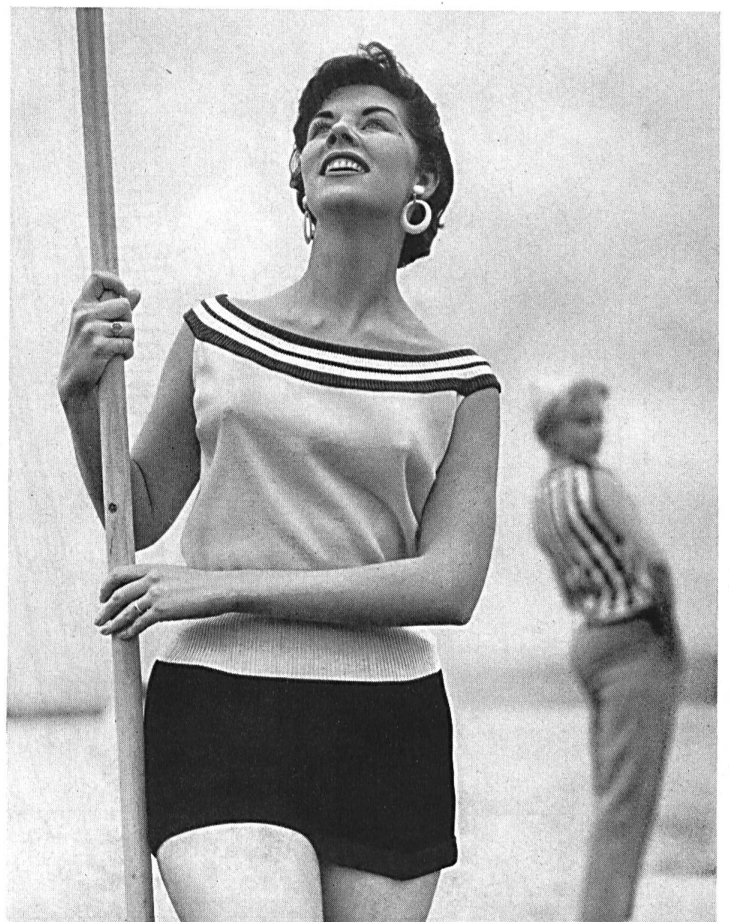
Pullover sportif en coton mercerisé, teinture indanthrène.

Sporty mercerised cotton pullover in indanthren colours.

Pulóver deportivo, de algodón mercerizado, teñido con indanthren.

Sportlich wirkender Pulli aus mercerisierter und indanthrengefärbter Baumwolle.

Photo Schmutz



Hasler & Co., Frauenfeld

« HABELLA »

Chemise de nuit en nylon 40 deniers non transparent, avec riche garniture de dentelles; se fait en diverses teintes mode.

Non-sheer 40 denier nylon night-dress with attractive lace trimming; available in various fashionable colours.

Camisón de dormir, de nylon 40 deniers, no transparente, con suntuosa guarnición de encaje; obtenible en distintos colores de moda.

Undurchsichtiges Nachthemd aus 40 Denier-Nylon mit reicher Spitzen-Verarbeitung, in modischen Farben erhältlich.

