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ZURICH *Silks*



Ecclesiastical fabrics
Presented by the Swiss Silk Manufacturers' Association, Zurich.
Photo de Jongh.

The silks of Zurich pride themselves on an international reputation of long-standing and continue to maintain their position admirably in spite of much competition from foreign markets. That position is indeed assured, thanks to the renown won by the importance and variety of the collections in that branch of Swiss industries. Thus a technique acquired by long research and an experience gained by long years of tireless endeavour allow Swiss industrials to produce, in addition to the classic and usual materials, special fabrics most difficult to obtain elsewhere.



Dress Silks
Presented by the Swiss Silk Manufacturers'
Association, Zurich.
Photo de Jongh,

Emphasising the wide-spread popularity of Swiss silk goods, we may state that thousands of new models have been launched on the international markets to the general satisfaction of the clientèle in the great world centres of the « Haute Couture ». There is no kind of silk material, from the simplest lining to the richest brocade, that is not made in Switzerland. Silks and rayons, of the most

varied kind and qualities, from fabrics dyed in hanks to rich printed materials, enjoy the same distinction.

In a production so abundant in fabrics for dresses, let us cite the high qualities of dyed yarns, chinés, jacquards, beautiful impressions on woven fabrics, taffetas, ombrés and the new moirés in stripes or waves.

Dress Silks
Created by Siber & Wehrli Ltd., Zurich
Photo Bauty.





Taffetas checks,
Façonné striped and
Printed Crêpe de Chine.
Created by Robt. Schwarzenbach & Co., Thalw

The novel materials for men's ties, now being used by the « Haute Couture » to make dressing-gowns and most elegant blouses, remain most distinctive for their outstanding qualities in the ranks of Swiss articles.

Such luxury goods as men's scarfs and silk squares, plain or figured, along with printed scarfs for ladies are likewise greatly appreciated.

Specialities among the silk goods from Switzerland include the brocades, the damasks (to be had in many different patterns) for church use, and the special light and water-resisting silks for flags and banners.

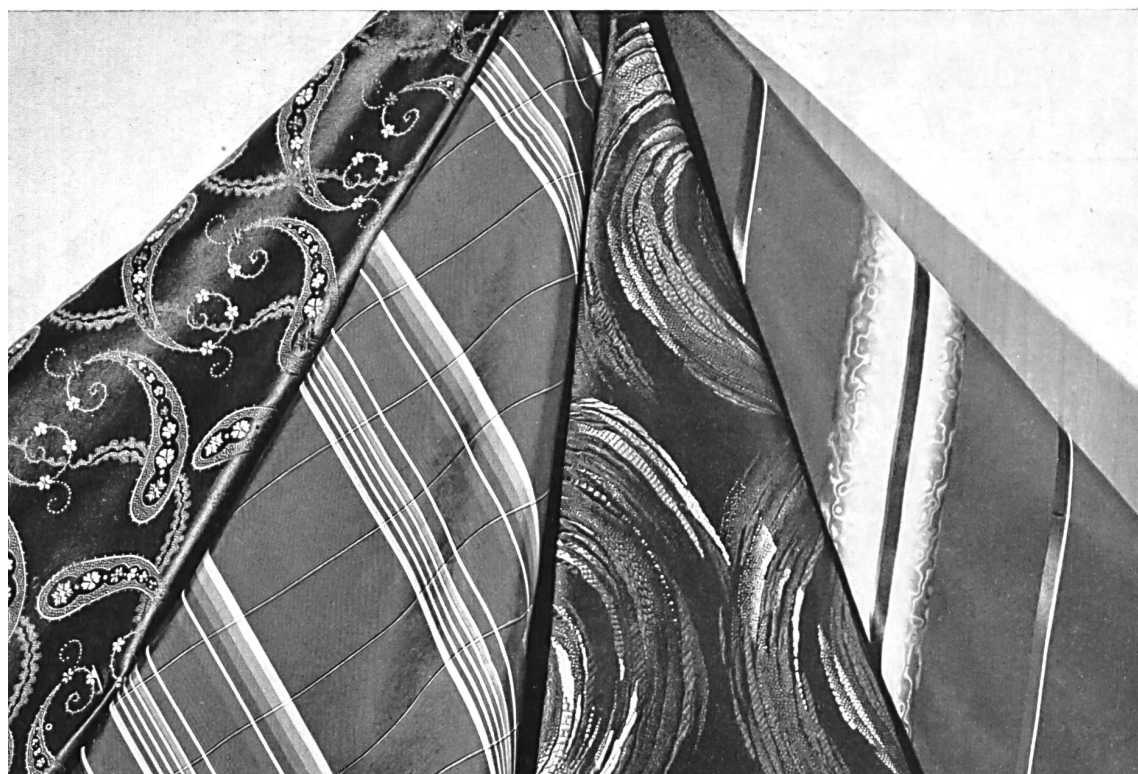


Tie Silks
Created by Siber & Wehrli Ltd., Zurich.
Photo Bauty.



Necktie
Created by W. Haus & Co., Zurich.
Photo de Jongh.

Swiss silk firms are continually augmenting their creations and have the qualities of being able to adapt themselves to the constant and requisite changes of Fashion. In spite of the formidable concurrence of large countries, Switzerland is forging ahead by the acknowledged superiority of her articles and their commercial value.



Tie Silks
Presented by the Swiss Silk Manufacturers' Association, Zurich.
Photo de Jongh.