

*Société Française
de Cotons à Coudre*

ETABLISSEMENTS

CARTIER-BRESSON

SOCIÉTÉ ANONYME
CAPITAL: 9,200,000 FRANCS



ESTABLISHED 1824

PARIS



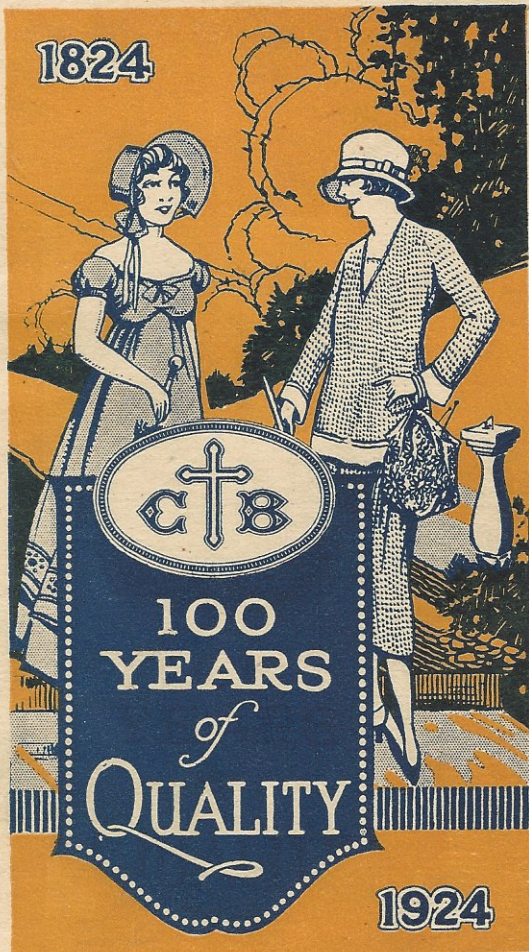
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P. LACROIX

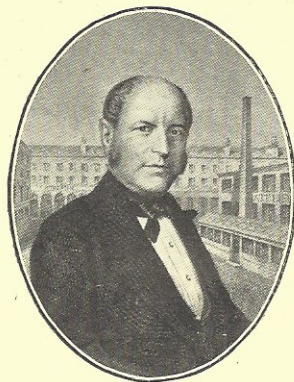
19 JEWIN STREET, LONDON, E.C. 1

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1824



One Hundred Years of Quality



M. Claude Bresson
(1802-1869)
Founder of the firm of Cartier-Bresson.

ONE hundred years ago, in 1824, a *Early Days*, M. Claude Bresson bought a small sewing-cotton factory in Paris. Upon this small foundation has been built up the huge business known throughout the world as Cartier-Bresson, which in 1897 was formed into the Société Française de Cotons à Coudre, Établissements Cartier-Bresson.

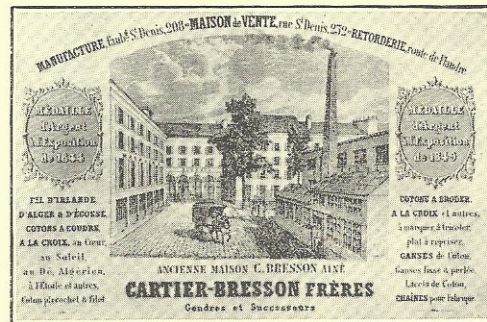
ONE HUNDRED YEARS OF QUALITY

First Steps. A definite policy was decided upon even in the early days—the improvement of every stage of manufacture until perfection of finished article had been attained. The first results of this policy were obtained three years later, in 1827, when increased business necessitated larger premises. Still later, in 1859, another factory was taken at Pantin, near Paris. This factory, now considerably altered and enlarged, is one of the largest in the suburbs of Paris.



Reproduction of Circular of 2nd January, 1843, showing the Paris Factory at that date.

ONE HUNDRED YEARS OF QUALITY



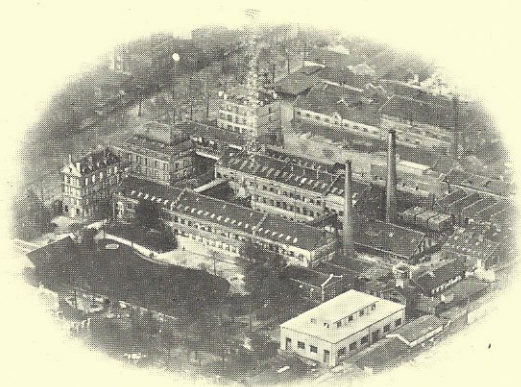
Factory at Paris of Cartier-Bresson Frères, successors to M. Claude Bresson.

IN 1862 the sales department and offices were removed to the present site, 86 Boulevard de Sebastopol, Paris. By this time a world-wide demand for C:B articles had been created. The Pantin Factory could not cope with the demand, so further factories were built in the East of France at the following places :—

World-wide demand calls for further extensions.

- 1872 Usine de Luvigny.
- 1874 Celles-sur-Puivine.
- 1875 Pierre Percée.
- 1898 Azeraillies.

THERE are reasons for the continued development of C.B. In the attainment of "C.B. quality" nothing is left to chance. The C.B. Laboratories are continually engaged in experimenting. When new articles such as the mingled shades in C.B. Brilliant Stranded Cotton are placed on the market, they are subjected to exhaustive tests. Every quality claimed for C.B. articles has been proved by tests in the C.B. Laboratories.



Photograph taken from Aeroplane of the Factory at Pantin, in the suburbs of Paris.

THE various processes of manufacture are dealt with below, from raw material to finished articles. As an indication of the quality of C.B. articles, the following awards are worthy of mention :—

1829 Paris	Mention
1839 Paris	Silver Medal
1844 Paris	Silver Medal
1849 Paris	Silver Medal
1862 Exposition Universelle, London	Silver Medal
1867 Exposition Universelle, Paris	Silver Medal
1878 Exposition Internationale, Paris	Silver Medal
1889 Exposition Universelle, Paris	Gold Medal (Threads) Silver Medal (Dyes)
1900 Exposition Universelle, Paris	Highest Award (Threads) Highest Award (Dyes)

Since the 1900 Exhibition no further Exhibitions have been held.

C.B. threads are made of the finest Egyptian cotton. Bought and spun in Lancashire, the cotton enters the Works in bales, and after being doubled and twisted it is bleached, dyed, glazed and mercerised.

Raw material

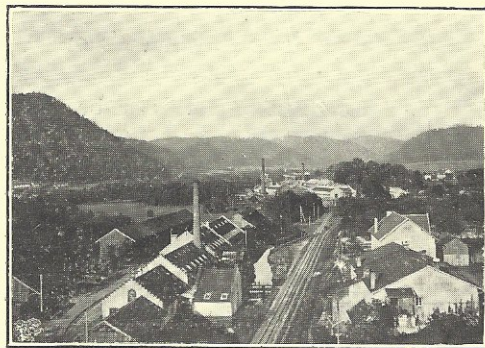
Bleaching. THE C-B special process gives to the cotton a dazzling whiteness, an elasticity without snapping, and a remarkable lustre, which keeps all its brilliance, even after the thread has been used and washed. This constitutes a speciality of the firm and is most necessary when used on articles designed for hard domestic wear. At the same time the artistic finish required for fine embroideries, lace-making work, crochet, etc., is fully brought out.

Dyeing. ONLY the best dyes are used. Each dye is most carefully tested in the laboratories and no shade is allowed to pass out until it can fulfil every claim made for it. C-B dyes are fast to wash, to light and to ordinary wear. This is a plain statement of fact which, first tested in the laboratories, is proved by the universal appreciation of C-B dyes.

Mercerisation. THE C-B process of mercerisation is a special method that results in a particularly brilliant lustre (hence the description "Brilliant" to C-B mercerised threads). A properly mercerised cotton yarn can be made to resemble real silk, and the wearing

properties are very much greater. "C-B" is a properly mercerised cotton yarn and its close resemblance to real silk in its soft lustrous texture is recognised as a triumph of mercerisation. The heat of the hand does not affect the mercerisation of C-B threads.

It is interesting to note that C-B "Putting up" and "Boxing." make their own cardboard boxes and have their own printing establishment. Thus the same uniform quality is obtained in the "putting up," banding and boxing of the various articles.



C-B Factory at Celles-sur-Plaine

THE very latest methods of "putting up" the various C.B articles are employed. The finished C.B article is as distinctive in its "putting up" as it is exclusive in quality. C.B articles are well protected against dust in well made neat boxes of C.B's own manufacture.

A specialty of C.B is the "Stock Boxes," consisting of nests of drawers for various articles. These stock boxes keep the articles clean, away from dust, and are very attractive as counter "furniture," designed as they are to promote "quick service."

THE ADVANTAGES OF SELLING C.B

RECOMMENDATION is the best advertisement. With C.B articles you have the recommendation of four generations of needlewomen. "One hundred years of quality" is a phrase with a real meaning. It gives a sense of security. Security because you can recommend C.B articles *confidently* to your customers. You are secure in the knowledge that every attribute claimed for C.B is

proved by the results obtained in the "working up" of knitting, crochet or embroidery. You receive no complaints about C.B articles—only repeat orders.

HOW OUR LONDON SALES ORGANISATION HELPS YOU

WE do not ask you to take a large *Stock.* stock. We hold a stock in London of every article in all listed shades. Delivery is *guaranteed within 48 hours.* A few boxes of each article, our well arranged shade cards and size cards, is sufficient stock for window display and immediate requirements. Our stock boxes contain a well assorted small stock, keep the stock clean and tidy, and, above all, eliminate any over-buying.

OUR Wholesale Price List is designed to help you. It gives *particulars of the use* of each article and contains a key of corresponding sizes of C.B Embroidery Cottons.

WE want you to take every advantage of our London Sales Organisation, which is there expressly to help you sell C.B.



ONE HUNDRED YEARS OF QUALITY

Retail Profit.

IN this important matter we again emphasise the security we offer our customers. C·B retail prices are *fixed* in order to eliminate undercutting. A comparison of our Wholesale and Retail Price Lists will show a handsome margin of retail profit in each article.

Sales Helps, Advertising.

WE are at all times well pleased to help our customers sell C·B Knitted and Crochet Garments are loaned for window displays. Show-cards and advertising literature are supplied free.

WE are engaged upon a national advertising campaign which includes all the popular needlework papers and the national press. The purpose of our advertising is to impress the public with the quality of C·B articles. The success of our previous advertising campaign has warranted us extending, and this year every effort is being made to help our Retail friends sell C·B. Your co-operation is sought. Show C·B as much as you can. Remember, once sold, there are "no complaints—only repeat orders."



ONE HUNDRED YEARS OF QUALITY

"YOUR customer remembers the *Quality*. quality long after the price is forgotten." To sell a cheap article is to gain a small profit, and lose a customer. To sell "C·B quality" articles is to gain bigger profits and customers for life. Selling Quality gives a business a secure standing among its customers. Remember C·B quality is of one hundred years' standing.

THE attention of your assistant *When Selling C·B* could be directed to these "sales points" with profit and advantage to you.

THE C·B range includes every article for embroidery, darning, knitting and crochet, lace threads and tapes. There is a very large range of shades, all *fast dyes* to wash and wear.

THE C·B mercerisation produces a soft silky texture and brilliant lustre. As a knitted or crochet material C·B Cotton is very warm to wear.

Doctors recommend pure cotton for next-the-skin wear because good quality mercerised cotton has the peculiar properties of retaining the

heat of the body whilst repelling the cold of the atmosphere. In hot weather cotton wear is cool because it keeps out the hot heat of day, allowing the body to retain an equable temperature.

Embroidery. AFTER your customer has chosen the piece of traced work, you are often



General View of the interior of the factory at Azeraillies.

asked, "What thread shall I use?" It is then you should recommend the best threads to produce the best results desired. If the wrong threads have been recommended the customer will feel not only dissatisfied with the work, but will be inclined to blame the person

who sold her the articles. The few points made below may prove useful when selling Embroidery work.

C-B FLOCHE (Articles Nos. 214, 215) or C-B Coton à Broder (Articles Nos. 208, 211, 227, 207) should be recommended. The former for solid results (because of the loose-

White Work.

ness in twist, ensuring the necessary binding). C-B Coton à Broder should be recommended for Riche-lieu and Broderie Anglaise.

(In the C-B wholesale price lists will be found a useful key to corresponding sizes of C-B Embroidery

Cottons.) Always recommend a needle with a larger eye than the size of the thread, it prevents a bruised appearance to the work and that aggravating snapping of the thread. When padding is required, advise C-B Special Padding Cotton (Articles 64-66).

*Flat
Embroidery.*

THE C-B small skein of Stranded Cotton (Article 201) produces an effect quite equal to real silk, whilst much harder and longer wear is obtained.

*Children's
Garments.*

MOTHER'S first thought is "will it wear well, wash well, last a long time and look well all the time," and cost as little as possible, of course.

YOU can recommend C-B Brilliant Stranded (Articles Nos. 200, 202) or Perle Cotton (Articles Nos. 203, 219) for every description of Children's Knitted or Crochet Wear. Dresses, Babies' Booties, Dutch Bonnets, Socks, Stockings, Underwear. C-B threads prove their economy by the fact that many of the garments mentioned can be made from one hank or two balls of Stranded or Perle Cotton, and

will wash again and again, neither shrinking nor breaking into holes.

MOST smart and effective jumpers and dresses are made of C-B Brilliant Stranded (Articles Nos. 200, 202) or Brilliant Perlé Cotton (Articles Nos. 219, 203). The lustrous sheen of the threads gives a soft silky effect with the additional advantage of durable wear, most essential for sports jumpers, golfing suits and all out-of-door clothes. C-B threads are highly recommended by expert needlewomen for knitting and crochet.

*Ladies'
Knitted
and Crochet
Wear.*

THE latest creation of C-B is the C-B Marl Effect Cotton (Article 200) which produces beautiful contrasting shades (all fast dyes) and is most attractive knitted up into jumpers or dresses. It is also very effective for knitting hose, ties, hat-bands, etc.

OWING to the fact that C-B Cotton is a natural product, not artificially made, it can be confidently recommended for all ladies underwear as well as jumpers, costumes, hats, gloves, stockings, etc. C-B Brilliant Stranded Cotton (Articles

*Ladies'
Underwear.*

Nos. 200, 202) is the best article to recommend for light summer underwear, it will long outlast machine woven articles. In advising C·B threads you should remember that the silky texture, lustre and colours are *unaffected by heat of the body*, washing, or continued hard wear.

Crochet.

C·B Crochet Cotton (Article 221) is the very finest cotton obtainable, it does not discolour in the wash, and is of perfectly even texture throughout. You can sell and recommend C·B Crochet Cotton with every confidence that it will produce the desired best results.

Darning.

A LONG- FELT demand for a darning cotton suitable for mending silks and artificial silk hose is met in C·B Mending Cotton (Article 265). This is a highly mercerised thread with a beautifully silky texture in every hose shade—all the most fashionable shades, as well as the usual ordinary stock colours. The “putting up” is in cards divided into three sections (Article 265). The yarn on the cards is so wound that from one thread up to as many as are required can be used easily.

Lace-making is becoming very fashionable. C·B specialise for this section with their Articles Nos. 302, 305 and 551, 505. If you are asked for a thread to make the lace on blinds, recommend Article 302 or 305 where cotton is required, and Article 551 or 505 for linen. The coarse Nos. in crochet cotton (Article 221) are also sometimes used, particularly in *écru*.

Washing.

C·B THREADS wear and last for many years, and if carefully washed will be as good as new long after similar threads are worn out or have lost their colour.

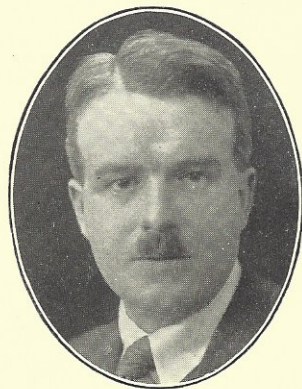
To ensure perfect washing, use hot water (not boiling), and make into a soapy lather by using soaps such as Sunlight or Lux. Carefully avoid using any soaps which contain bleaching or acid ingredients.

Do not scrub, Do not mangle.

Do not hang up to dry any knitted or crocheted garment, as it causes it to drag, but lay perfectly flat. When quite dry place a slightly damp cloth over and iron with a moderately hot iron. This makes the mercerisation as good as new.



Mr. P. Lacroix,
Sole Wholesale Agent for the British Isles (Home and Export).



Mr. T. S. Hunter,
Managing Director of Thomas Hunter (Wholesale) Ltd.,
Sole Wholesale Agents for C.B. in Northumberland,
Durham, Cumberland and Westmoreland.



Mr. G. Bevington,
Country Representative.



Mr. J. Burns,
London Representative.

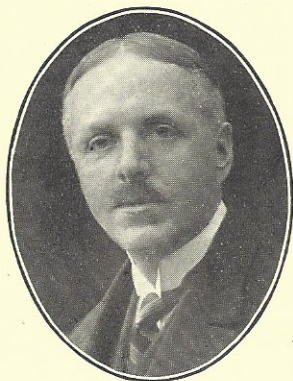


Mr. G. Hamilton, Agent for C.B.
for North Ireland (Ulster).



Mr. A. Barlow, Sole Wholesale
Agent for C.B. for South Wales.

C · B
1824



M. A. Cartier-Bresson,
Chairman and Managing Director of C·B

C · B
1924



M. Suzor,
Director of C·B



M. Biosse Duplan,
Director of C·B



ONE HUNDRED YEARS OF QUALITY

A Message from M. Cartier-Bresson

It gives me much pleasure to take this opportunity of expressing the sincere thanks of myself and the firm of C·B for the whole-hearted support given us by our retail friends and customers.

It is especially gratifying to record that in this our centenary year our English trade should be so rapidly increasing. It will ever be the constant care of my colleagues, the C·B staff, and myself, to do all in our power to assist our English customers to sell C·B articles to the mutual advantage of all.

Again many thanks and best wishes for prosperous business.

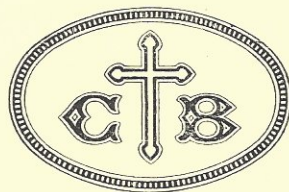
*C-B Instruction
Sheets and
Needlework
Books.*

THE sheets are fully illustrated, and great care has been taken in their preparation to ensure directions being correct. The following indicate the wide range of articles covered.

Four Children's Frocks, Nos. 6, 11,
14 and 15.
Baby's Jacket, No. 10.
Ladies' Jumpers, No. 7 and No. 12
Baby's Bonnet, No. 13.
Gentlemen's Socks, No. 9.
Boy's Suit, No. 6.

AMONG the C-B Needlework Books are authoritative works on Irish Crochet, Baby Crochet, Filet Lace, Cross Stitch, Danish Embroidery, Venetian Motifs, etc., etc. New instruction sheets are continually being added to the list, and all customers are advised immediately upon publication.

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One
Hundred Years
of
Quality

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