

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

Autor(en): [s.n.]

Objektyp: **Article**

Zeitschrift: **Swiss textiles [English edition]**

Band (Jahr): - **(1953)**

Heft 4

PDF erstellt am: **14.07.2024**

Persistenter Link: <https://doi.org/10.5169/seals-799268>

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern.

Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.

Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

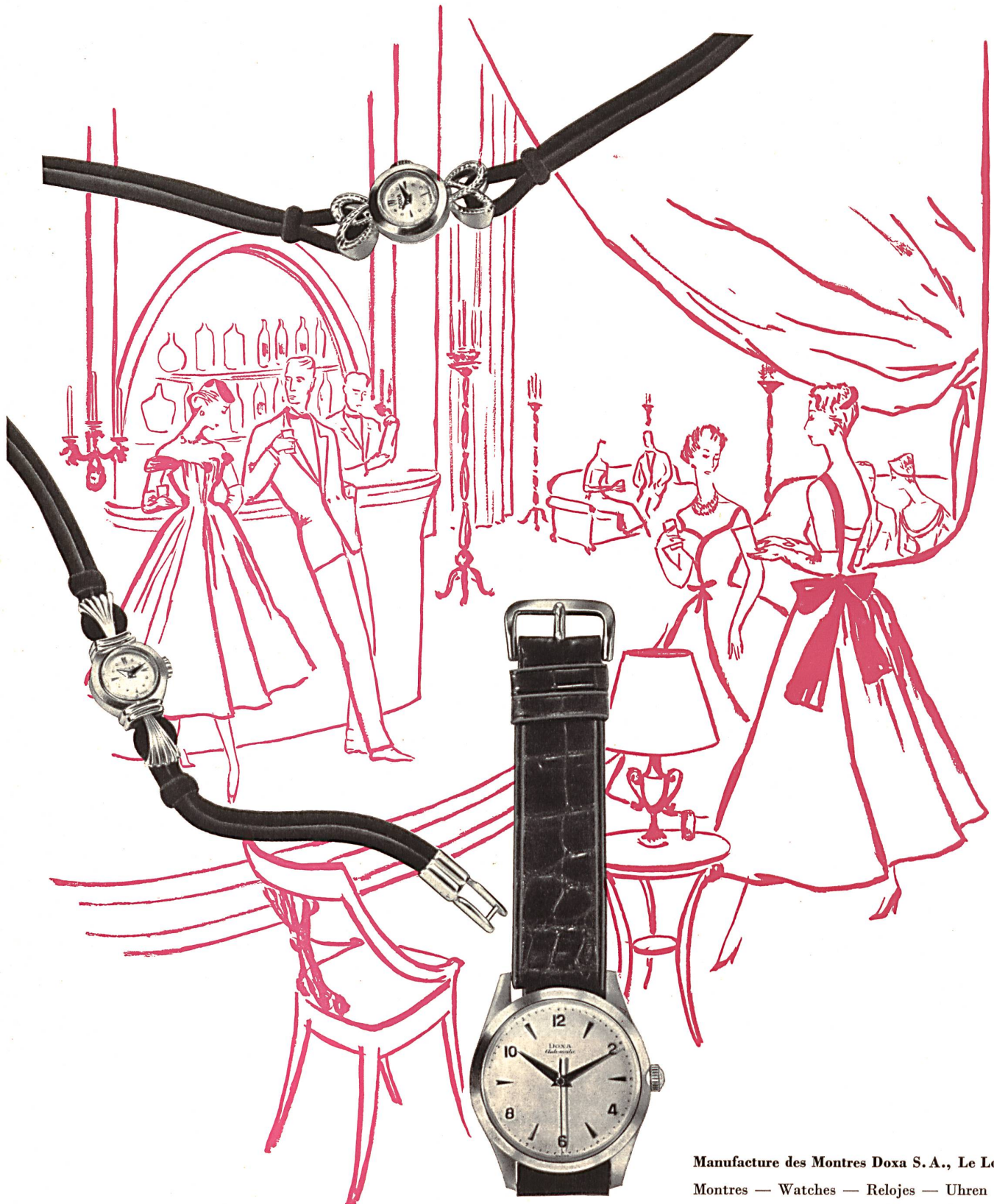
Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

Contributions individuelles des maisons — Manufacturers' own contributions

(pages 98, 101-113)

(p. 98, 101-113)

Contribuciones individuales de las casas (p. 98, 101-113) — Beiträge einzelner Firmen (Seiten 98, 101-113)



Manufacture des Montres Doxa S. A., Le Locle

Montres — Watches — Relojes — Uhren

Index des annonceurs et des maisons mentionnées dans la partie rédactionnelle

Index of Advertisers and Firms contributing to the Editorial Features of this Number

Indice de los anunciantes y de las casas mencionadas en las páginas de texto

Verzeichnis der Inserenten und der im redaktionellen Teil erwähnten Firmen

BOUTONS - BUTTONS - BOTONES - KNÖPFE

| | |
|-------------------------------------|-----|
| Kaspar Humbel, Uetikon a. See | 128 |
| Matter Frères S. A., Kœlliken | 132 |

BRODERIES ET DENTELLES - EMBROIDERIES AND LACES - BORDADOS Y ENCAJES - STICKEREIEN UND SPITZEN

| | |
|--|-----------------------------------|
| Jacob Bänziger S. A., St-Gall | 114 |
| Bischoff Textil A.-G., St-Gall | 16 |
| Eisenhut & Co., Gais | 115 |
| Eugster & Huber, St-Gall | 118 |
| Christian Fischbacher Co., St-Gall | 26 |
| Filtex S. A., St-Gall | 11 |
| ForsterWilli & Cie, St-Gall | 3, 47, 48, 49, 50, 51, 52, 59, 69 |
| H. Frei & Cie, Diepoldsau | 11 |
| R. & W. Graf, Rebstein | 115 |
| Hausammann & Cie, Winterthur | 18 |
| Honegger & Cie S. A., St-Gall | III |
| Hufenus & Cie, St-Gall | 117 |
| E. Mettler-Muller S. A., Rorschach | 114 |
| A. Naef & Cie, Flawil | 52, 53 |
| Reichenbach & Cie, St-Gall | 116 |
| Jacob Rohner S. A., Rebstein | 21, 108 |
| E. Roelli & Cie S. A., St-Gall | 10 |
| Sailer & Schoensleben, St-Gall | 129 |
| Max Sandherr, Berneck | 117 |
| Jakob Schläpfer, St-Gall | 123 |
| Walter Schrank & Co., St-Gall | 50 |
| Ed. Sturzenegger S. A., St-Gall | 117 |
| Sturzenegger & Tanner & Co. S. A., St-Gall | 11 |
| Union S. A., St-Gall | 46, 54, 55, 115 |

COLORANTS - DYESTUFFS - COLORANTES - FARBSTOFFE

| | |
|----------------------------------|----|
| Ciba Société Anonyme, Bâle | IV |
|----------------------------------|----|

CRAVATES - NECKTIES - CORBATAS - KRAWATTEN

| | |
|--|----------|
| Charles Malignon, Genève | 11 |
| Artes S. A., Genève | 106, 124 |
| Manufacture de cravates Croix d'Or S. A., Genève | 106, 124 |
| Ferrin-Racloz & Cie, Genève | 107 |
| S. Kirschner, Zurich | 105 |

DIVERS - MISCELLANEOUS - DIVERSOS - VERSCHIEDENES

| | |
|---|-----|
| Feldmühle S. A., Dépt Cellux, Rorschach | 132 |
| Swissair, Zurich | 121 |

ÉCHARPES ET CARRÉS - SQUARES AND SCARVES - CUADRADOS Y ECHARPES - SCHÄRPFEN UND VIERECK- TUCHER

| | |
|--|--------|
| Emil Anderegg S. A., Weinfelden | 26 |
| F. Blumer & Cie, Schwanden | 22, 93 |
| Ferrin-Racloz & Cie, Genève | 107 |
| Filtex S. A., St-Gall | 11 |
| Christian Fischbacher Co., St-Gall | 26 |
| Honegger & Cie S. A., St-Gall | III |
| Siber & Wehrli S. A., Zurich | 1 |
| Stoffel & Cie, St-Gall | 20 |
| Arthur Vetter & Cie, Zollikon | 114 |

CONFECTION ET LINGERIE EN TISSU - WOVEN READY- MADE WEAR AND UNDERGARMENTS - ROPAS HECHAS Y ROPA INTERIOR DE TEJIDO - KONFEKTION UND WÄSCHE AUS STOFF

| | |
|---------------------------------------|-------|
| Emil Anderegg S. A., Weinfelden | 8, 10 |
| Baerlocher & Co., Rheineck | 11 |

| | |
|---|-----|
| Kneubühler & Cie, Zofingue | 130 |
| Sanco S. A., Zurich | 127 |
| El-El S. A., Zurich | 74 |
| Schellenberg, Sax & Co., Trübbach | 127 |

FIŁS ET RETORS - YARN AND TWISTS - HILADOS Y TORCIDOS - GARNE UND ZWIRNE

| | |
|---|----------|
| Filature de laines peignées d'Ajoie S. A., Alle | 97, 120 |
| Bäumlin, Ernst & Co., St-Gall | 125 |
| Boppart & Co. A.-G., Goldach | 132 |
| Max Billeter & Cie, Küssnacht-Zurich | 11 |
| Heberlein & Co. A.-G., Wattwil | 2 |
| Nef & Co., St-Gall | 11 |
| Salzmann & Cie, St-Gall | 11 |
| Spinnerei an der Lorze, Baar | 15 |
| E. Mettler-Muller S. A., Rorschach | 128 |
| Textil-Export S. A., St-Gall | 11 |
| Trub & Cie S. A., Uster | 10 |
| Emil Wild & Co., St-Gall | 11 |
| R. Zinggeler A.-G., Zurich | 113, 129 |
| Zwicky & Cie, Wallisellen | 117 |

FIŁS A COUDRE - SEWING THREADS - HILOS DE COSER - NÄHFADEN

| | |
|--|---------|
| E. Mettler-Muller S. A., Rorschach | 10, 128 |
| Zwicky & Cie, Wallisellen | 117 |

LAINES - WOOL - LANA - WOLLE

| | |
|---|---------|
| Filature de laines peignées d'Ajoie S. A., Alle | 97, 120 |
| Tissages Bleiche S. A., Zofingue | 95, 121 |
| Gattiker & Steinmann, Richterswil | 78, 94 |
| Heffli & Co. S. A., Hätzingen | 95, 119 |
| Tuchfabrik Lotzwil A.-G., Lotzwil | 121 |
| A.-G. A. & R. Moos, Weisslingen | 96 |
| Pfenninger & Cie S. A., Wädenswil | 94, 120 |
| Reichenbach & Co., St-Gall | 96 |
| Schild S. A., Berne/Liestal | 23 |
| Vereinigte Kammgarnspinnereien Schaffhausen und Derendingen, Derendingen | 119 |

MONTRES - WATCHES - RELOJES - UHREN

| | |
|--|--------|
| Manufacture des Montres Doxa S. A., Le Locle | 17, 98 |
|--|--------|

MOUCHOIRS - HANDKERCHIEFS - PAÑUELOS - TASCHENTÜCHER

| | |
|---|---------|
| Jacob Bänziger S. A., St-Gall | 114 |
| Baerlocher & Co., Rheineck | 11 |
| Albin Breitenmoser S. A., Appenzell | 102 |
| Filtex S. A., St-Gall | 11 |
| Christian Fischbacher Co., St-Gall | 26, 101 |
| Honegger & Cie S. A., St-Gall | III |
| Mavir, Zurich | 103 |
| Jakob Rohner S. A., Rebstein | 21 |
| Sailer & Schoensleben, St-Gall | 129 |
| Stoffel & Cie, St-Gall | 20 |
| Ed. Sturzenegger S. A., St-Gall | 117 |
| Union S. A., St-Gall | 115 |

RUBANS - RIBBONS - CINTAS - BÄNDER

| | |
|---|-----|
| Bally Brothers Ltd., Schoenenwerd | 118 |
| Seiler & Cie S. A., Bâle | 129 |
| Senn & Cie S. A., Bâle | 128 |

TEINTURIERS, IMPRIMEURS, FINISSEURS - DYERS, PRIN- TERS, FINISHERS - TINTOREROS, ESTAMPADORES, APRESTADORES - FÄRBER, DRUCKER, APPRETEURE

| | |
|--------------------------------------|-----|
| Heberlein & Co. A.-G., Wattwil | 2 |
| Stoffel & Cie, St-Gall | 20 |
| Zwicky & Cie, Wallisellen | 117 |

TISSUS DE COTON, SOIE, LIN, RAYONNE, NYLON ET FIBRANNE — COTTON, SILK, LINEN, RAYON, NYLON AND STAPLE-FIBRE FABRICS — TEJIDOS DE ALGODÓN, SEDA, LINO, RAYON, NYLON Y FIBRANA — STOFFE AUS BAUMWOLLE, LEINEN, SEIDE, KUNSTSEIDE, ZELLWOLLE, NYLON

| | |
|--|------------------------------------|
| Abegg Frères, Horgen | 10 |
| L. Abraham & Cie, Soieries S. A., Zurich | 30, 40, 41, 42, 43, 44, 45, 57, 58 |
| Emil Anderegg S. A., Weinfelden | 8, 10 |
| Jakob Baenziger S. A., St-Gall | 114 |
| Baerlocher & Co., Rheineck | 11 |
| Adolphe Bloch Söhne, Zurich | 12 |
| Rudolf Brauchbar & Cie, Zurich | 7, 39, 56, 62, 68, 83 |
| Burgauer & Co. S. A., St-Gall | 10, 89 |
| Elsaesser & Cie S. A., Kirchberg/Be | 10 |
| Emar S. A., Zurich | 9, 82 |
| Eugster & Huber, St-Gall | 78 |
| Export S. A., St-Gall | 103 |
| Filtex S. A., St-Gall | 11 |
| Christian Fischbacher Co., St-Gall | 26, 84 |
| H. Gut & Cie S. A., Zurich | 28 |
| Haas & Cie, Zurich | 79 |
| Hausamann & Cie, Winterthur | 10, 18, 76 |
| Heer & Cie S. A., Thalwil | 14, 67, 69, 70, 86, 91 |
| Hirzel & Cie S. A., Zurich | 122 |
| Honegger & Co. S. A., St-Gall | 10, III |
| Max Kirchheimer, Zurich | 4, 61 |
| Leemann & Schellenberg S. A., Zurich | 125 |
| Charles Malignon, Genève | 11 |
| Mavir, Zurich | 103 |
| Mettler & Cie S. A., St-Gall | II, 10, 77 |
| A.-G. A. & R. Moos, Weisslingen | II, 24, 88 |
| Naef Frères S. A., Zurich | 13, 85 |
| J. G. Nef & Cie, Herisau | 27, 80 |
| Palma & Cie S. A., Zurich | 90 |
| Reichenbach & Cie, St-Gall | 56, 75, 116 |
| Reiser & Cie, Zurich | 69 |
| The Ruti Silk Co., Zurich | 122 |
| Max Sandherr, Berneck | 117 |
| Paul Schafheite & Co., Zurich | 123 |

| | |
|---|-----------|
| Karl Schoch & Co., Zurich | 11 |
| Ernst Schurpf & Cie S. A., St-Gall | 124 |
| Robt. Schwarzenbach & Co., Thalwil | 29, 60 |
| Siber & Wehrli S. A., Zurich | 1 |
| Weberei Sirnach, Sirnach | 11 |
| Stoffel & Cie, St-Gall | 20, 81 |
| S. A. Stünzi Fils, Horgen | 5, 37, 39 |
| Surzenegger & Tanner & Co. S. A., St-Gall | 11 |
| Etabl. A. Uehlinger, Bâle | 11, 179 |
| Union S. A., St-Gall | 115 |
| Tissage Wallenstadt, Wallenstadt | 25 |
| Weisbrod-Zurrer Söhne, Hausen a/A. | 38, 87 |
| Wila S. A., Zurich | 122 |
| Winzeler, Ott & Cie S. A., Weinfelden | 77, 123 |

TRICOT ET JERSEY (VÊTEMENTS ET LINGERIE — KNITTED AND JERSEY GOODS (APPAREL AND UNDERWEAR) — ARTICULOS DE PUNTO (VESTIDOS Y ROPAS INTERIOR) — TRIKOT UND JERSEY (KONFEKTION UND WÄSCHE)

| | |
|---|----------|
| Aspor S. A., Porrentruy | 10 |
| Farida, Uster | 112, 131 |
| Geiser S. A., Huttwil | 19, 110 |
| Hasler & Cie, Frauenfeld | 113, 130 |
| Hochull & Cie, Safenwil | 112, 126 |
| Jakob Laib & Cie, Amriswil | 10 |
| Johann Muller S. A., Strengelbach | 126 |
| A. Naegeli, Trikotfabriken Berlingen und Winterthur, Winterthur | 10, 128 |
| A. Ruckstuhl, Wil | 10 |
| Ruegger & Cie, Zofingue | 126 |
| Ruepp & Cie S. A., Sarmenstorf | 10, 109 |
| Ryf & Cie S. A., Berne | 131 |
| Jos. Sallmann & Cie, Amriswil | 130 |
| Vollmoeller, Wirkwarenfabrik, Uster | 111, 131 |
| Alwin Wild, St. Margrethen | 11 |

TULLE — NET — TUL — TÖLL

| | |
|--|--------|
| Société suisse de l'industrie tullière S. A., Münchwilen | 6, 104 |
|--|--------|

Where to subscribe to «TEXTILES SUISSES»

Subscriptions run from the date of receipt by the editor. No back number can be supplied.

| | | | |
|------------------------------|---|-----------------------------|--|
| Australia. | Oversea Trade Co., Victoria House, 83, Pitt Street, Sydney. | Norway. | A/S Norwesens Kloskkompani P. O. B. 125, Oslo. |
| British West Africa. | Consulate of Switzerland, P. O. B. 359 Swanmill, Station Road, Accra (Gold Coast). | Pakistan. | Legation of Switzerland, Clifton No 98 off Partab Singh Sethi Road, Karachi. |
| Canada. | Mr. R. J. Taber, 99, King Street West, Toronto (Ont.). Swiss Sales Agencies, 417, St. Peter Street, Beardmore Building, Montreal. | Philippines. | Consulate of Switzerland, Calle Juan Luna, 402, Wilson Building, Manila. |
| China. | Legation of Switzerland, 8 C. Nan Ho Yen, Pekin. Consulate General of Switzerland, 87, Mowming Road, Grosvenor House, Shanghai. Swiss Chamber of Commerce, 87, Mowming Road, Grosvenor House, Shanghai. | Rhodesia (North). | Swiss Office for the Development of Trade, B. P. 1153, Elisabethville (Belgian Congo). |
| Cyprus. | Mr. Shukuroglou, Swiss Consular Agency, P. O. B. 123, Nicosia. | South Africa. | Legation of Switzerland, 1031, Church Street, Pretoria. Consulate of Switzerland, 601, International House, Cor. Loveday & Kerk Street, Johannesburg. |
| Denmark. | A. C. Illum Handelshus A/S Ostergade 52-54, Copenhagen. | Straits Settlements. | Consulate of Switzerland, Union Building, Collyer Quai, Singapore. |
| East Africa. | Consulate of Switzerland, P. O. B. 102, Tanga (Tanganyika) B. E. A. | Sweden. | Nordiska Kompaniet, Hamngatan 18-20, Stockholm. |
| Egypt. | Swiss Chamber of Commerce, 8, Abdel Khalek Saroit Pacha Street, B. P. 352, Cairo. Swiss Chamber of Commerce, 40, Safia Zaghibul, B. P. 836, Alexandria. | Switzerland. | Swiss Office for the Development of Trade, place de la Riponne 3, Lausanne. |
| Ireland | Eason & Son Ltd., 79-82, Middle Abbey Street, Dublin. | Thailand. | Legation of Switzerland, 75, Phya Thai Road, Bangkok. |
| Great Britain. | S. F. & Partners Ltd., Bloomsbury Square 4 a, London W. C. 1. | U. S. A. | The International News Company, 131, Varick Street, New York 13 (N. Y.). Legation of Switzerland, 2900, Avenue Cathedral N. W., Washington 8 (D. C.). Consulate General of Switzerland, 444, Madison Avenue, New York 22 (N. Y.). Consulate of Switzerland, Lincoln tower, 75, East Wacker Drive, Chicago 1 (Illinois). Consulate of Switzerland, Atlas Bank Building 901, Walnut Street 518-524, Cincinnati 2 (Ohio). Consulate of Switzerland, 511, W. M. 740 South Broadway, Los Angeles 14 (Cal.). National Publications Company, 1151, South Broadway, Los Angeles 15. Consulate of Switzerland, 607, Gravier Street - 505, International Building, New Orleans 12 (La.). Consulate of Switzerland, 226, S 16th Street, Philadelphia 2 (Pa.). Consulate of Switzerland, 55, New Montgomery Street, San Francisco 5 (Cal.). Consulate of Switzerland, 1331, Third Av., Seattle 1 (Wash.). Consulate of Switzerland, 1012, Ambassador Building, 411, N. 7th Street, St. Louis (Mo.). |
| India, Ceylon, Burma. | Swiss Trade Commissioner for India, Ceylon and Burma, Gresham Assurance House, Sir Phirozshah Mehta Road, Box 102, Fort-Bombay. | | |
| Indonesia. | Legation of Switzerland, Djalan Diponegoro 5, Diakarta - Java. | | |
| Israël. | Groupement Suisse pour le Commerce avec Israël (GSI), P. O. B. 2117, 28, Ahad Haam St., Tel Aviv. | | |
| Japan. | Mr. Seiichi Fukui, No 2/192, Takaa-cho, Higashiumiyoshi-ku, Osaka. Meiji-Shoho, Publisher & Bookseller, 4-2, chome Swugadai, Kanda Tokyo. | | |
| New Zealand. | Universal Business Directories Ltd., 44-46, Kingston Street, Auckland. | | |
| Netherlands. | Nederlandsch - Zwitsersche Kamer van Koophandel, Keizersgracht 753 a., Amsterdam. | | |

Subscribe to «TEXTILES SUISSES» («Swiss Textiles»)

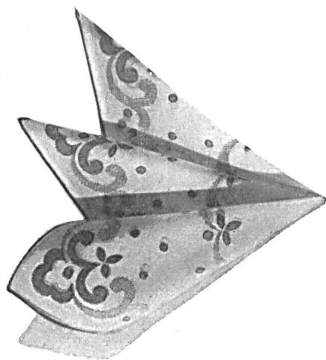
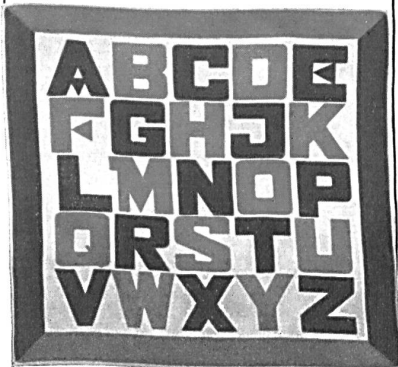
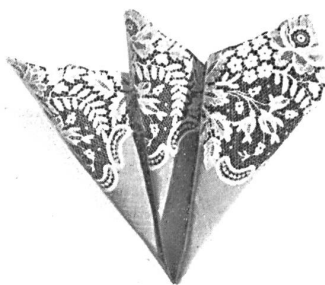
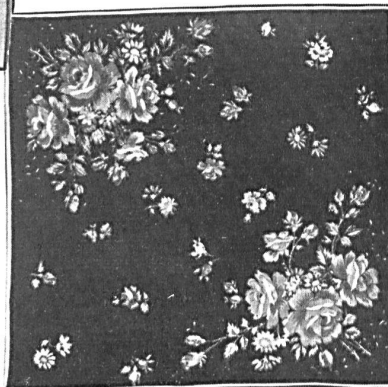
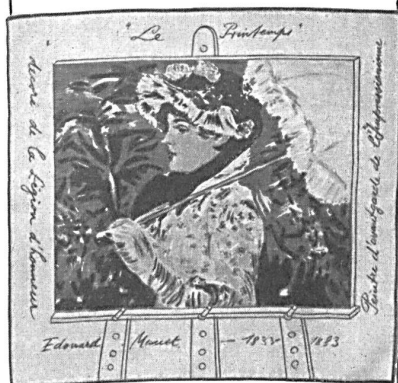
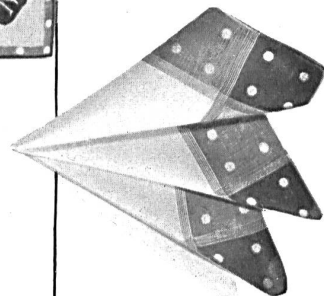
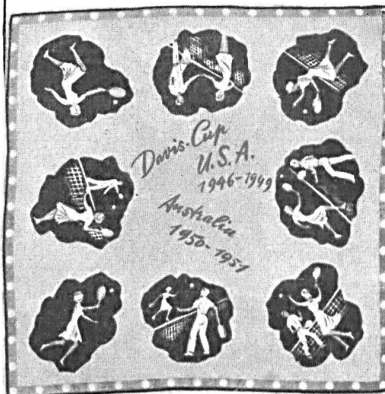
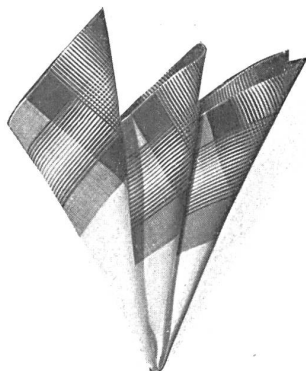
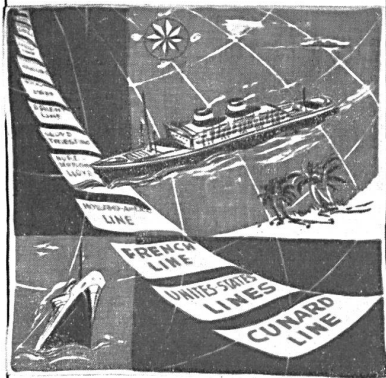
and we shall be happy to register your name on our mailing list!



Christian Fischbacher Co., St-Gall
« FISBA »

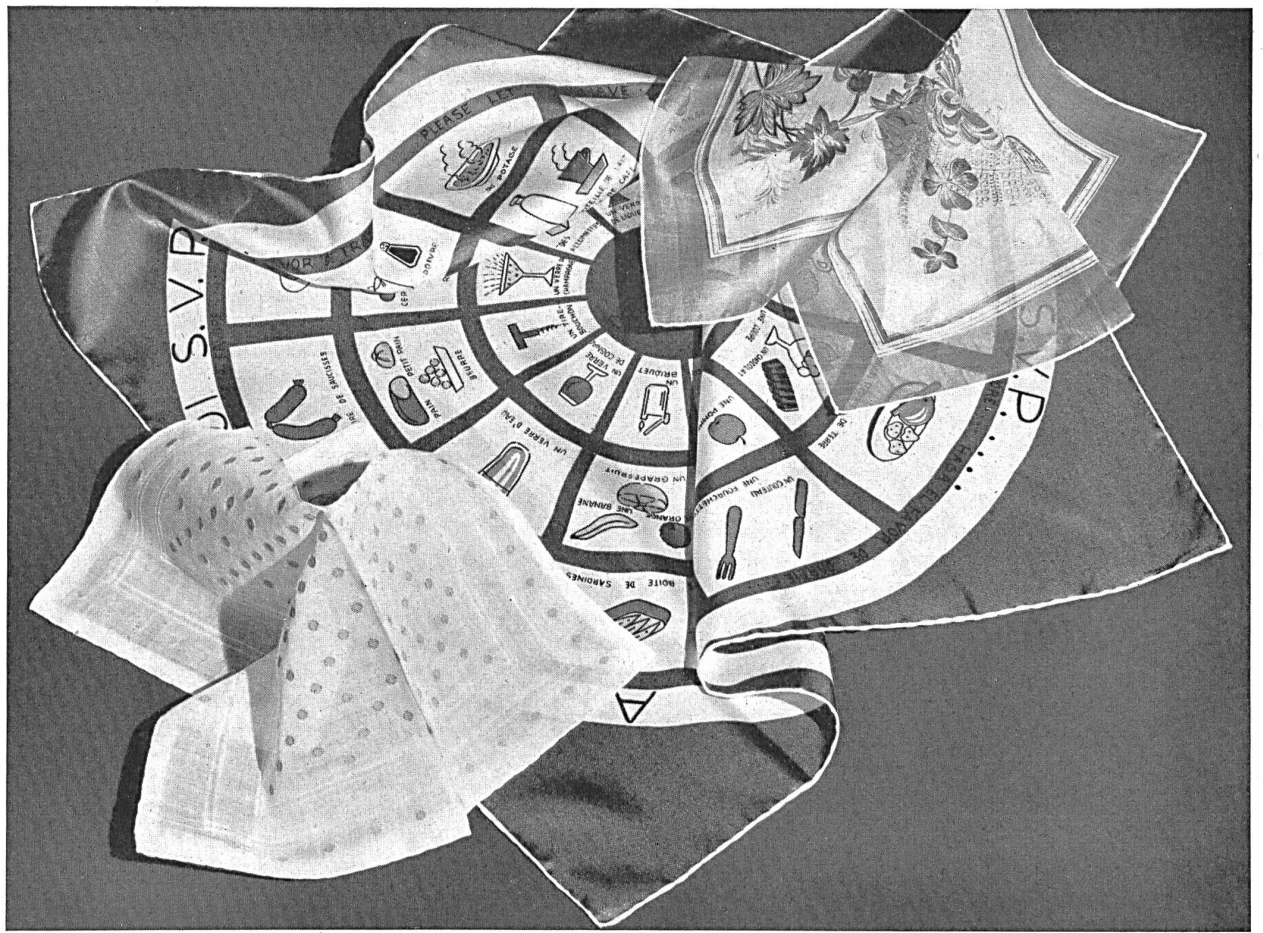
Mouchoirs nouveauté tissés en couleurs.
Colour woven novelty handkerchiefs.
Pañuelos tejidos en colores de moda.

Buntgewobene modische Neuheiten aus der Taschentuchkollektion.



Albin Breitenmoser S. A., Appenzell

Fabrication de mouchoirs, blancs, tissés en couleurs, imprimés, brodés main ou machine, dentelle.
Tissage et fabrication dans la maison.
Manufacturers of handkerchiefs, white, colour-woven, printed, hand or machine embroidered, and in lace.
Weaving and manufacture in own factory.



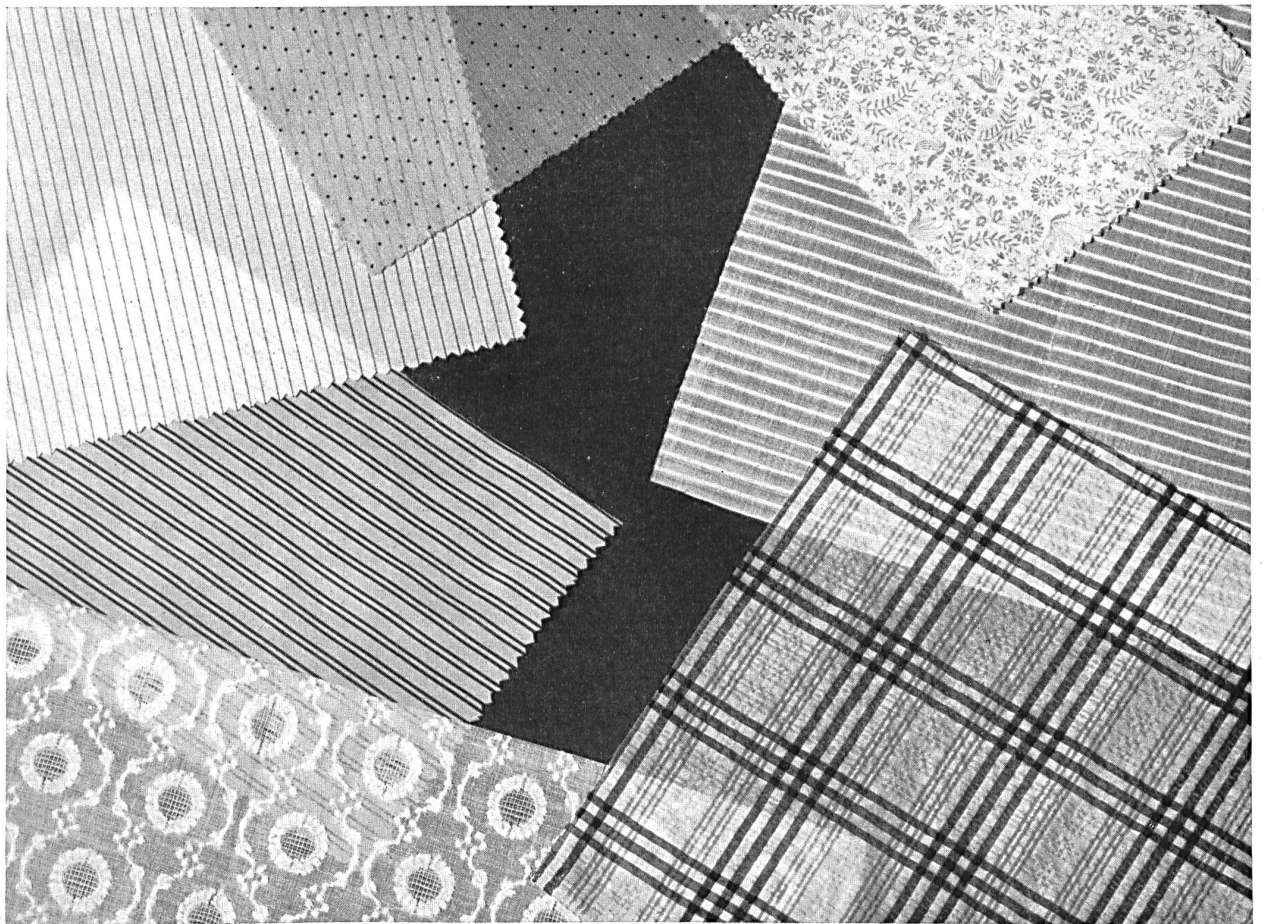
Mavir, Zurich

Nouveautés en pochettes et gavroches.
 Novelty handkerchiefs and « Gavroche »-handkerchiefs.
 Pañuelos y pañuelos « Gavroche » de novedad.
 Neuheiten in Tüchli und Pullover-Tüchli.

Société anonyme d'exportation, St-Gall

Batiste lingerie, pur coton. Nylon rayé pour chemises et blouses. Coton à rayures tissées pour blouses. Ramages plumetis. Nylon quadrillé pour blouses et lingerie.
 Pure cotton lingerie cambric. Striped nylon for shirts and blouses. Cotton fabric with woven stripes for blouses. Dotted swiss flower work. Squared nylon for blouses.

Photos Droz



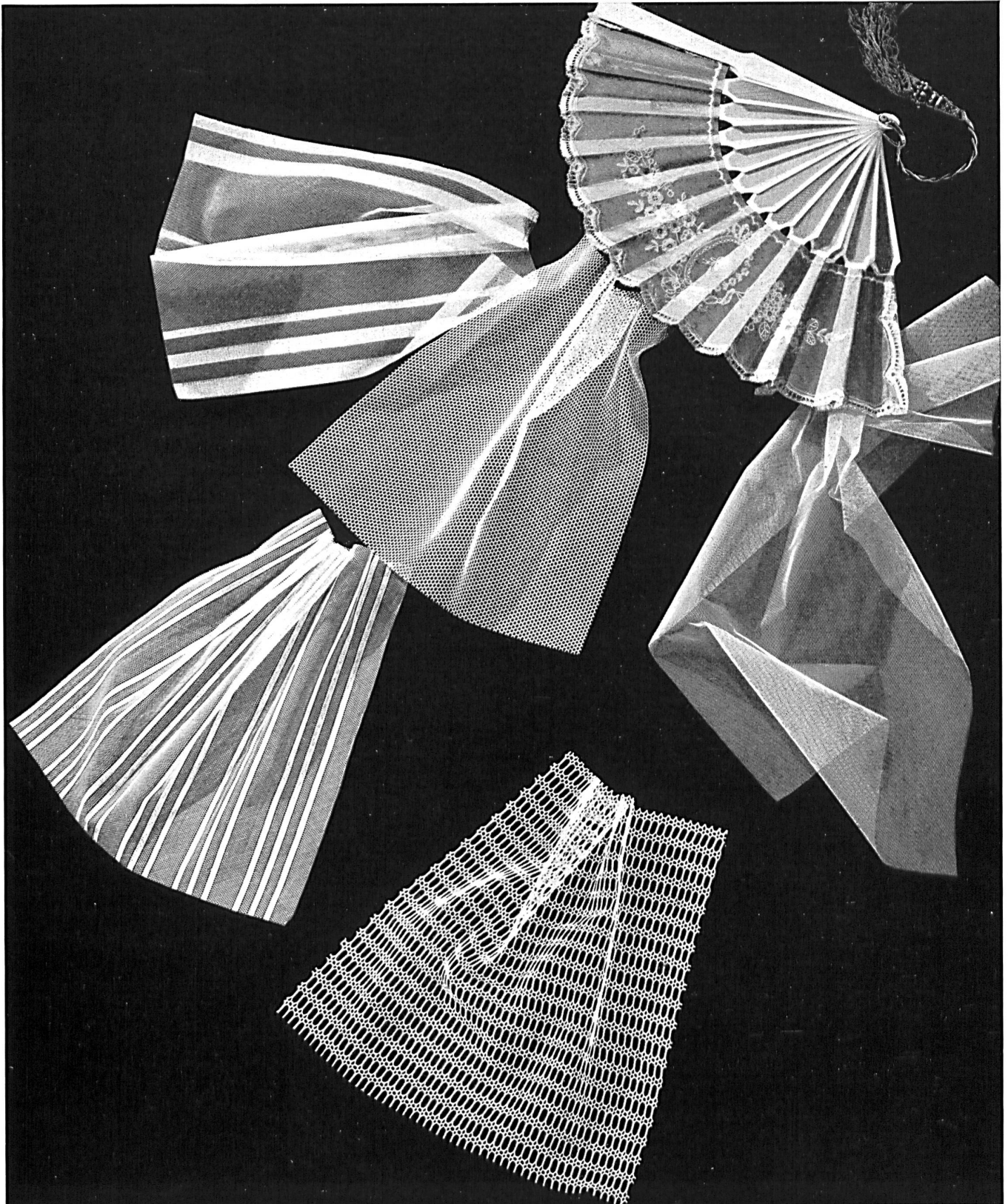
Société suisse de l'industrie tulleuse S. A., Munchwilen

Tulles de coton unis et fantaisie pour rideaux ; tulles de nylon, de soie et de rayonne pour robes ; tulles de soie et de rayonne pour voiles ; tulles divers pour la broderie, la lingerie, etc.

Plain and fancy cotton nets for curtains ; nylon, silk and rayon nets for ladies' dresses ; silk and rayon nets for veillings ; various nets for the embroidery and the lingerie industries.

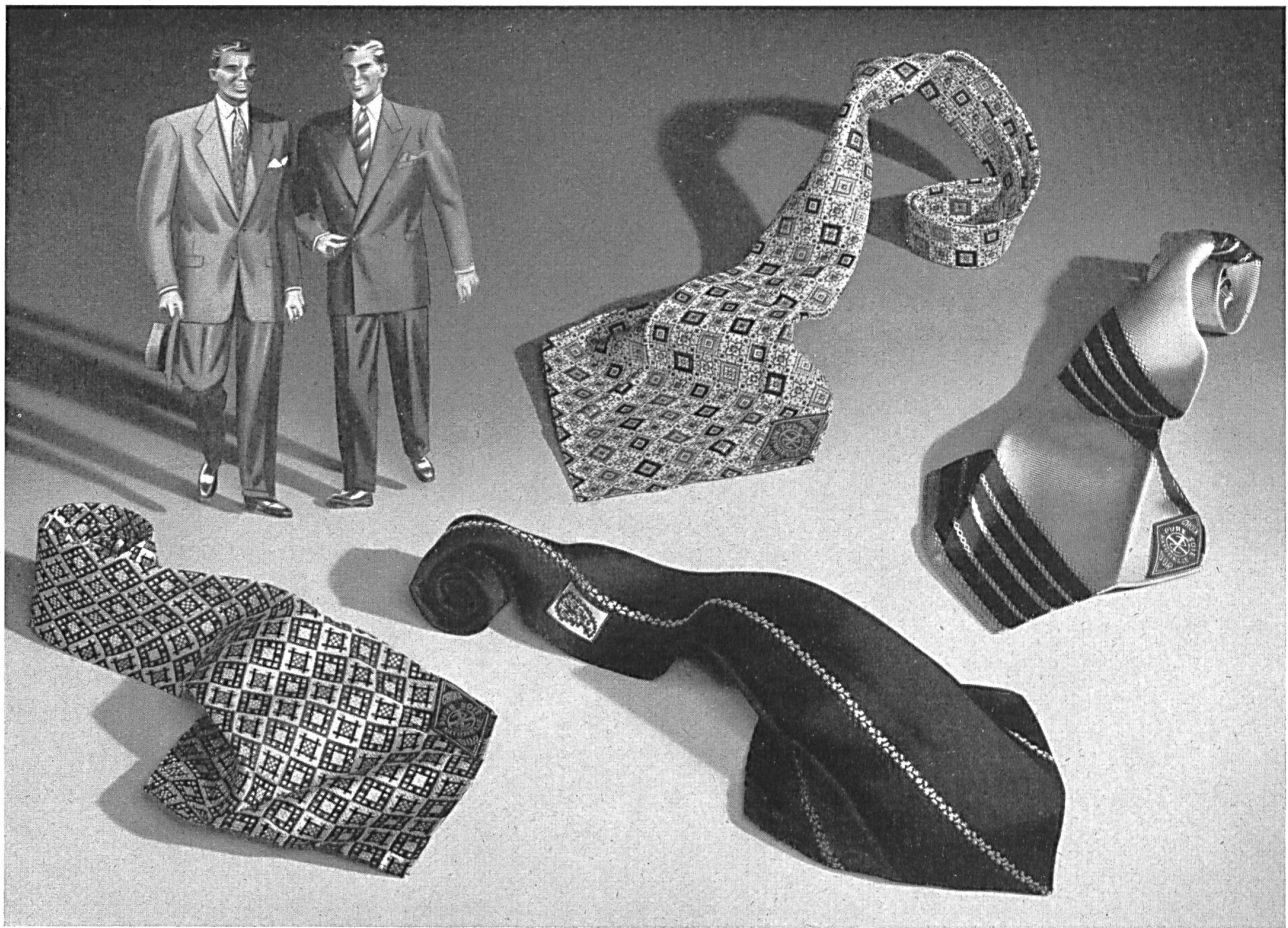
Tul de algodón unido y fantasía para cortinas ; tul de nylon, de seda y de rayón para vestidos ; tul de seda y de rayón para velas ; tul para bordados, lencería, etc.

Glatte und Fantasie-Baumwolltulle für Vorhänge ; Nylon-, Seiden- und Rayonnetulle für Damenkleider ; Seiden- und Rayonnetulle für Schleier ; diverse Tulle zum Besticken, für Wäschszwecke, usw.





S. Kirschner, Zurich
Fabrique de cravates.
Photo Droz



Manufacture de cravates Croix d'Or S. A., Genève

Photos Droz

Artes S. A., Manufacture de cravates, Genève





Ferrin, Raeloz & Cie, Genève

Echarpes et cravates.
Squares and neckties.
Echarpes y corbatas.
Schärpen und Krawatten.

Photo Droz

Jacob Rohner S. A., Rebstein

Guipure « Carrickmacross » rebrodée, avec applications lin.

« Carrickmacross »-Guipurespitze mit Leinenapplikation und Aufnähten.

Photo Wyden





« ALPINT »
Ruepp & Cie S. A., Sarmenstorf
Tricots et jerseys.
Photo Lutz



Geiser S. A., Huttwil

Vêtements d'enfants, en pure laine, tricotés main.

Children's clothing, pure wool, hand-knitted.

Vestidos para niños, de lana pura, malla de punto a mano.

Kinderbekleidung aus reiner Wolle, handgestrickt.

Photos Droz

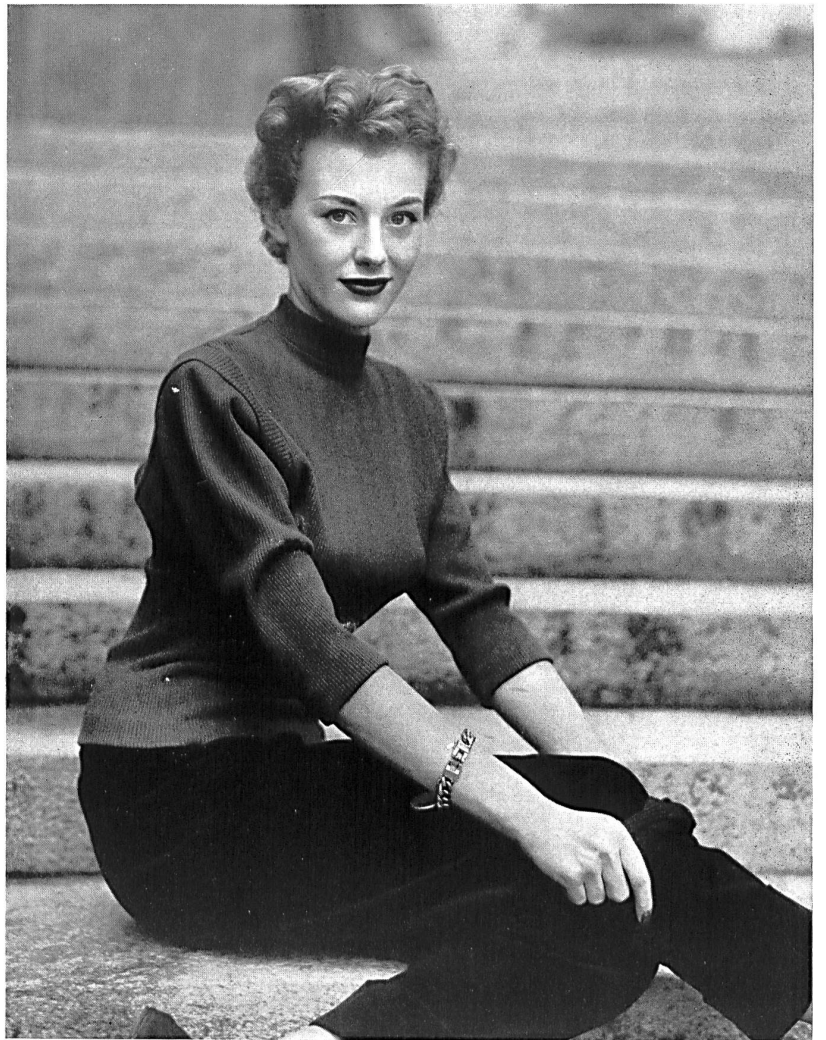




Vollmøller, Uster

Fabrique de bonneterie.
Knitting Works.
Wirkwarenfabrik.

Photos Schmutz





Fabrique de lingerie Farida, Uster
 Ravissante chemise de nuit en
 nylon imprimé.
 Dainty printed nylon night-gown.
 Hermosa camión de dormir de
 nylon estampado.
 Hübsches Nachthemd aus bedruck-
 tem Nylon.

Photo Lutz

**Hochuli & Cie S. A.,
 Safenwil**

« HOCOSA »

Parures de laine avec
 garnitures de broderie
 et de dentelle.

Wool underwear sets
 trimmed one with emb-
 roidery and the other
 with lace.

Juegos de ropa interior
 de lana con guarnición
 de bordado y de encaje.

Wollgarnituren mit
 Stickerei- und Spitzen-
 verzierung.

Photo Wyden



Lingerie today



Helanca yarns have opened up new and very exciting possibilities for the lingerie industry. The great elasticity of this new product (see page 73) together with the already well-known properties of nylon make it possible to manufacture men's and women's underwear combining great practical advantages with a most attractive appearance. We want to call attention to underwear of the «Nylfix» series, a name used to designate articles in nylon or grilon Helanca yarns with the «HABELLA» trade mark. Nylfix briefs for women and men are unique in that they are very small in size but are capable of stretching to such an extent that they can fit persons of very different sizes. This elasticity, let us hasten to add, is absolutely permanent and when they are not being worn, the briefs immediately go back to their original size. This results in a remarkably good, comfortable fit, the undergarment never being too tight or making creases and never, thanks to its fineness, making any bulges even under the thinnest of dresses. To these advantages are added those already possessed by nylon, such as resistance to tensile strains and friction, ease of washing and speed of drying, etc., as well as those that are peculiar to Helanca yarns, that is, apart from their stretching



properties, their softness to the touch, a very high power of thermal insulation and an attractive and becoming appearance. Men's and women's underpants are made either in the form of briefs or with short, medium or long legs. The briefs are packed in delightful

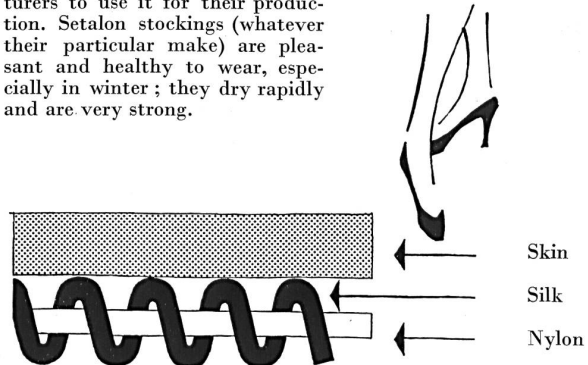
modern wrappings: a small transparent plastic tube for women and a giant match-box for men. Nylfix products with the HABELLA trade mark are made by Messrs. Hasler & Co. Ltd., Frauenfeld (Switzerland).

A rivalry with a happy ending...

...is the title that should be given to the story of «Setalon»; the rivalry in question being that between silk and nylon in the field of stockings. Since each of these fibres possesses certain definite advantages of its own which have won it faithful followers, a manufacturer had the brilliant idea of combining the two materials, in such a way however as to safeguard their main characteristics. The problem then was to make a yarn combining the resistance of nylon to tensile strains and friction and its lack of affinity to water, with the softness, warmth, porousness, the pleasantly alive feel and the quiet and distinguished sheen of pure silk.

The yarn that fulfils these conditions in a really ideal manner is SETALON which is made by twisting a natural silk thread round a nylon core, as indicated in the diagram opposite. In this way it is only

the silk that actually comes into contact with the skin, the invisible nylon lending its incomparable strength to the yarn. The excellent results obtained with this new product have encouraged some of the best Swiss stocking manufacturers to use it for their production. Setalon stockings (whatever their particular make) are pleasant and healthy to wear, especially in winter; they dry rapidly and are very strong.



Setalon yarns are made by R. Zinggeler Co. Ltd., Silk Twisters, Zurich.