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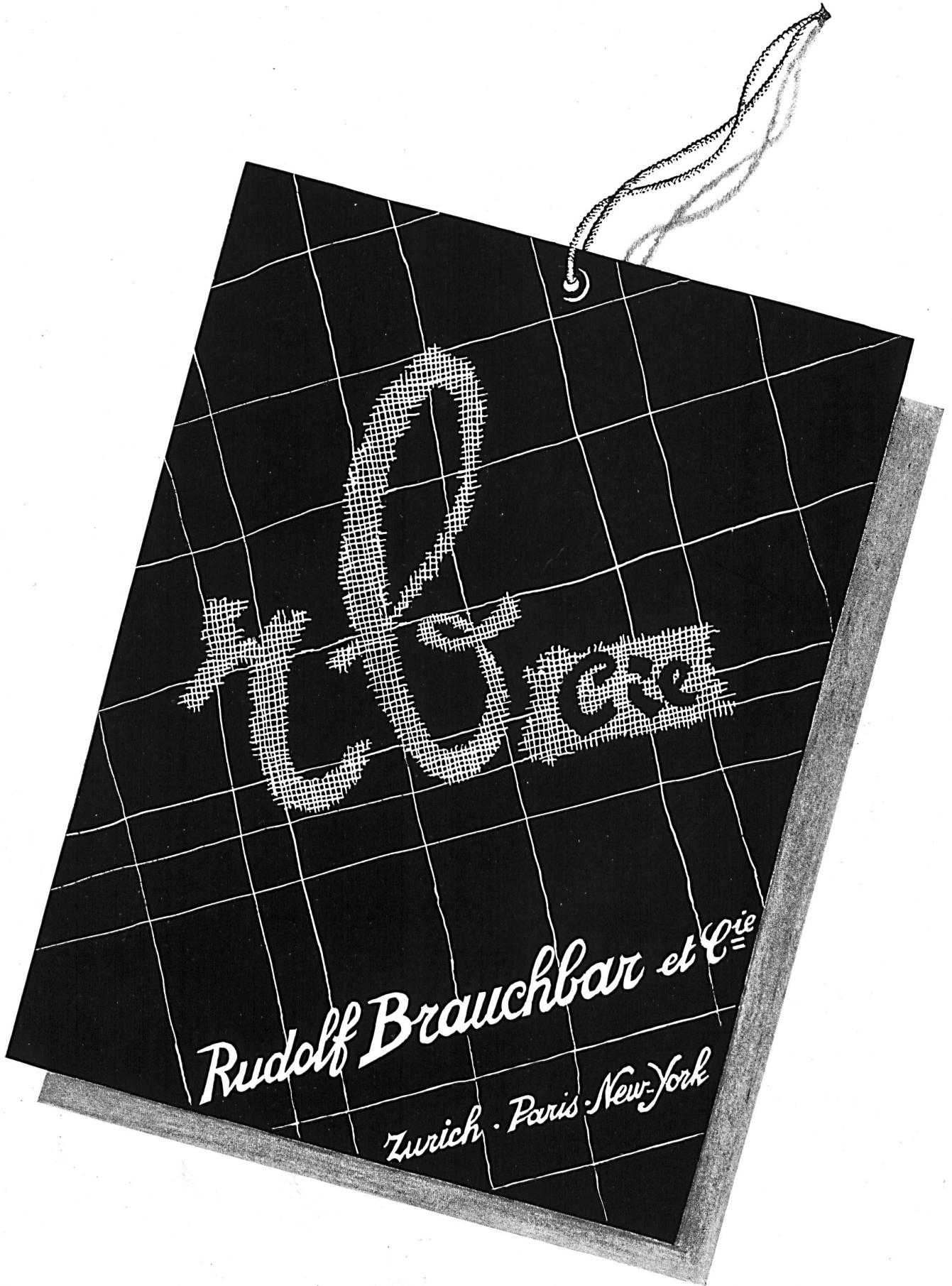
ST-GALL SWITZERLAND

*in front*

NOVELTIES IN PLAIN AND PRINTED PIECE GOODS



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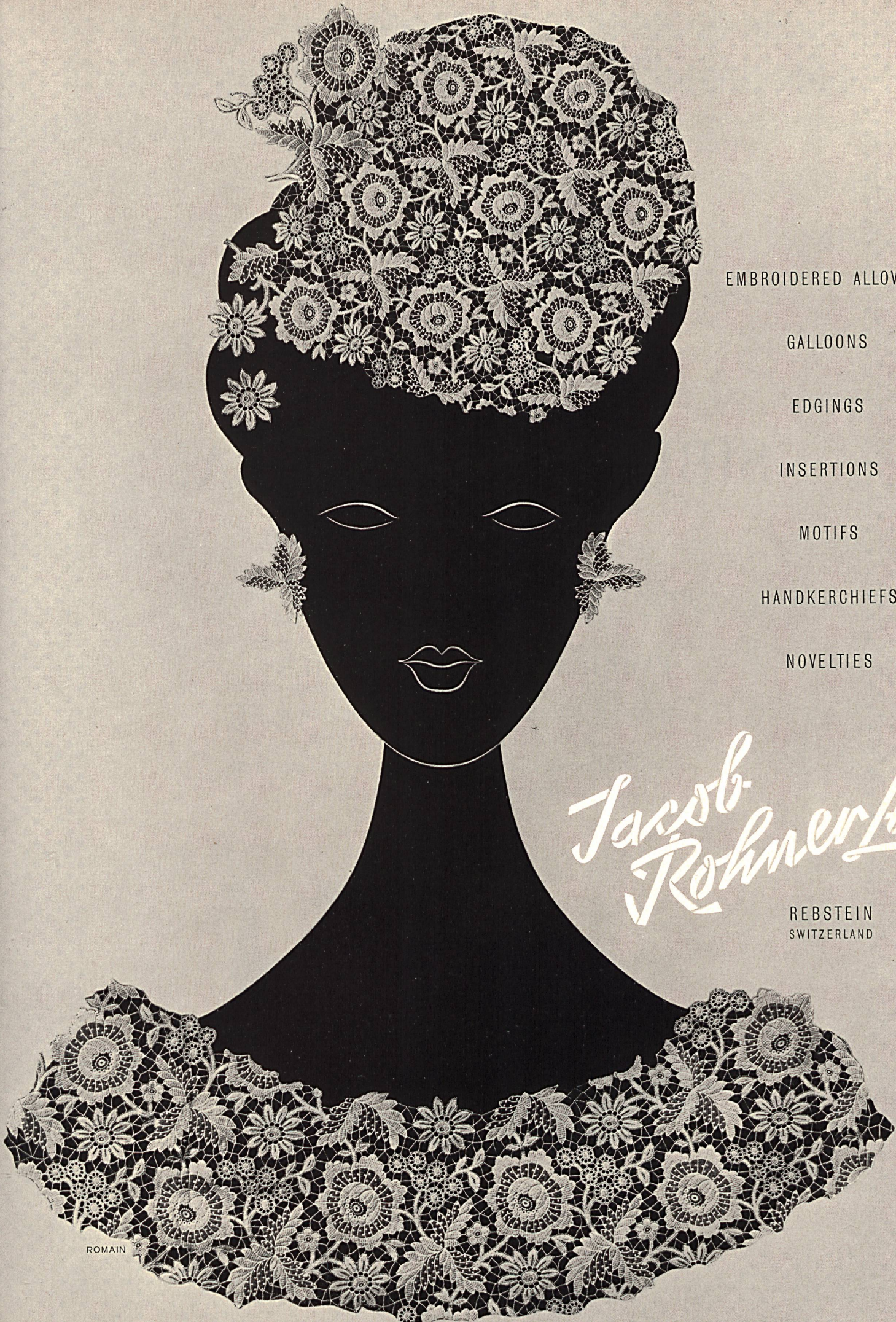
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EMBROIDERED ALLOVERS

GALLOONS

EDGINGS

INSERTIONS

MOTIFS

HANDKERCHIEFS

NOVELTIES

*Jacob  
Rohner Ltd*

REBSTEIN  
SWITZERLAND

ROMAIN



SIBER & WEHRLI S.A.

Z U R I C H

FABRICATION DE SOIERIES

SPÉCIALITÉ NYLON

ZURCHER





## *Le Geai paré des plumes du Paon*

Un paon muoit: un geai prit son plumage;  
Puis après se l'accommoda;  
Puis parmi d'autres paons tout fier se panada,  
Croyant être un beau personnage.  
Quelqu'un le reconnut: il se vit bafoué,  
Berné, sifflé, moqué, joué,  
Et par messieurs les paons plumé d'étrange sorte;  
Même vers ses pareils s'étant réfugié,  
Il fut par eux mis à la porte.

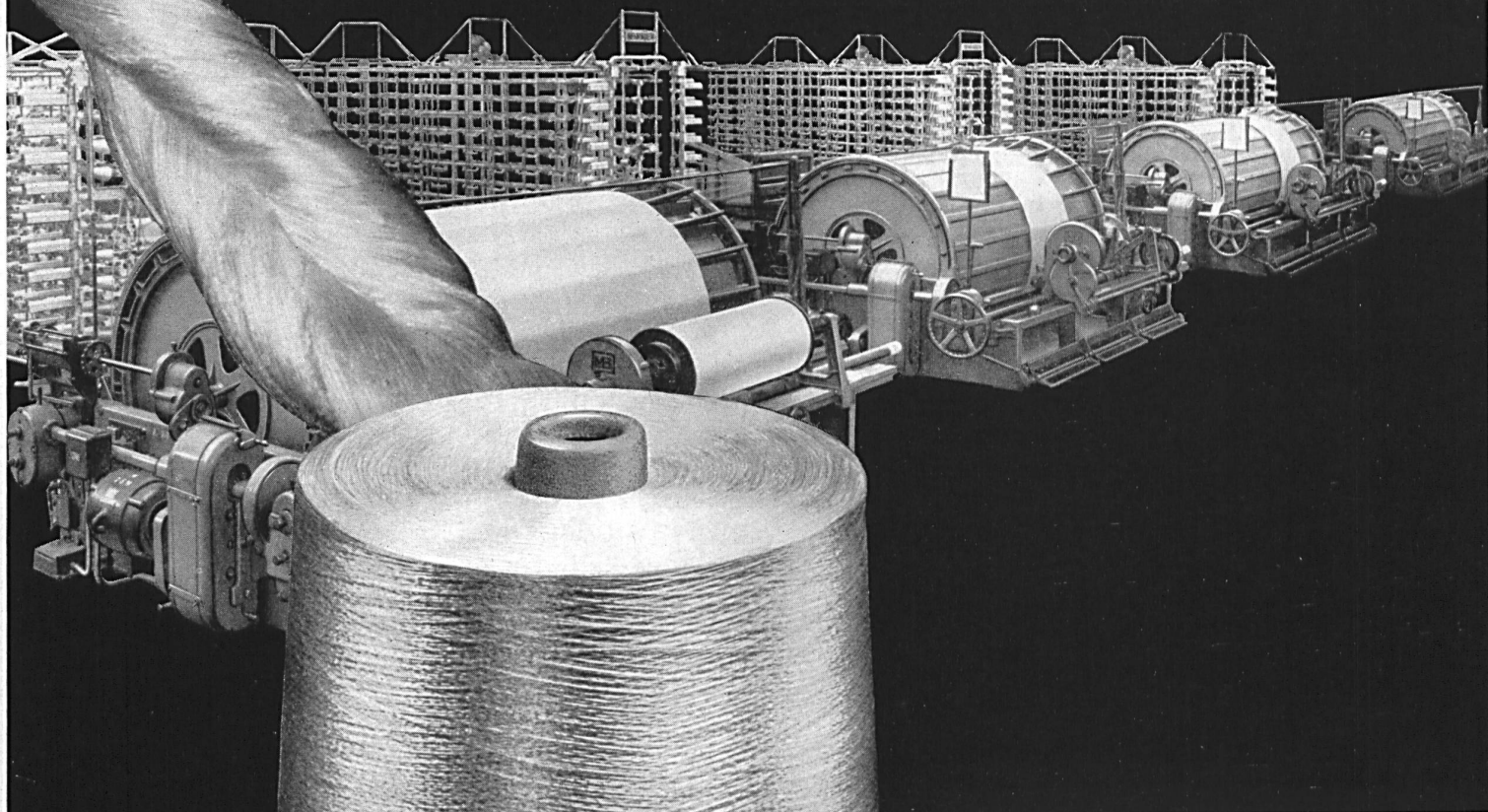
Il est assez de geais à deux pieds comme lui,  
Qui se parent souvent des dépouilles d'autrui,  
Et que l'on nomme plagiaires.  
Je m'en tais, et ne veux leur causer nul ennui:  
Ce ne sont pas là mes affaires.



Le Tissage Wallenstadt Wallenstadt/Suisse,  
vous offre la troisième page d'une série de Fables de La Fontaine



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Produzent kunstseidener Garne  
für Weberei, Wirkerei und  
Strumpffabrikation

Spezialität: Crepegarne

S C H W E I Z · S U I S S E · S U I Z A · S W I T Z E R L A N D



## Origin and development of a big enterprise in the artificial fibres industry

In the open fields of the farming village of Rorschach, on the banks of the Lake of Constance, stood an old mill which dated back to the Middle Ages.

About the year 1880, some enterprising businessmen bought the mill, which was no longer in use, and used it to house hand-embroidering machines. This was the start of the firm of Feldmühle (in German this word means mill in the fields — Editor's note). This embroidery firm developed rapidly, the industrial premises were greatly enlarged and, with a residential quarter for the workers, soon covered a wide area. The embroidery factory reached the height of its prosperity between 1900 and 1918.

When the crisis in the embroidery industry occurred in 1920 owing to the change in the trend of fashions, the firm decided to take up the manufacture of viscose rayon. All the embroidering machines were scrapped and replaced by new machinery.

Rayon yarns, the new products manufactured by this firm, soon met with success under the trade names « Sasfiga », « Bodana », « Bodanella », « Bodanita » and « Sarfa », in weaving, hosiery, knitting and the manufacture of stockings both at home and abroad; they are considered among the best quality yarns. The factory also produces top-grade *crêpe* yarns on the most up-to-date twisting machines.

The annual production of rayon yarns by Feldmühle amounts to 2800 metric tons.

In addition to these yarns it also manufactures artificial straw and artificial fibres similar to bast fibres for millinery, braiding, passementerie, weaving and knitting.

The firm however continued to study new possibilities of development and in 1930 added to its manufacturing programme the production of « Cellux » sheets of transparent viscose, whose many possibilities of use are well known. The entire production is absorbed by the home market.

Among the articles made by the firm of Feldmühle, let us also mention the viscose sponges called « Spungo » for both toilet and industrial use.

Let us add too that in order to keep abreast of present-day industrial development, Feldmühle Ltd. is going to start up this year manufacture of *entirely synthetic yarns*, the plant for which is already in the process of construction.

The manufacture of rayon cord and canvas for tyres is also in full development.

By keeping up with present-day demands, by adapting its manufacturing programme accordingly and by expanding and modernising its production plant, the firm of Feldmühle Ltd., which employs some 1600 men and women workers, has become an important element in the economic life of north-eastern Switzerland.

Cellux

Cellux

Cellux

a product of FELDMÜHLE S. A. BORSCHACH (Switzerland)



Photo Bauty

Some products of the Feldmühle Ltd.



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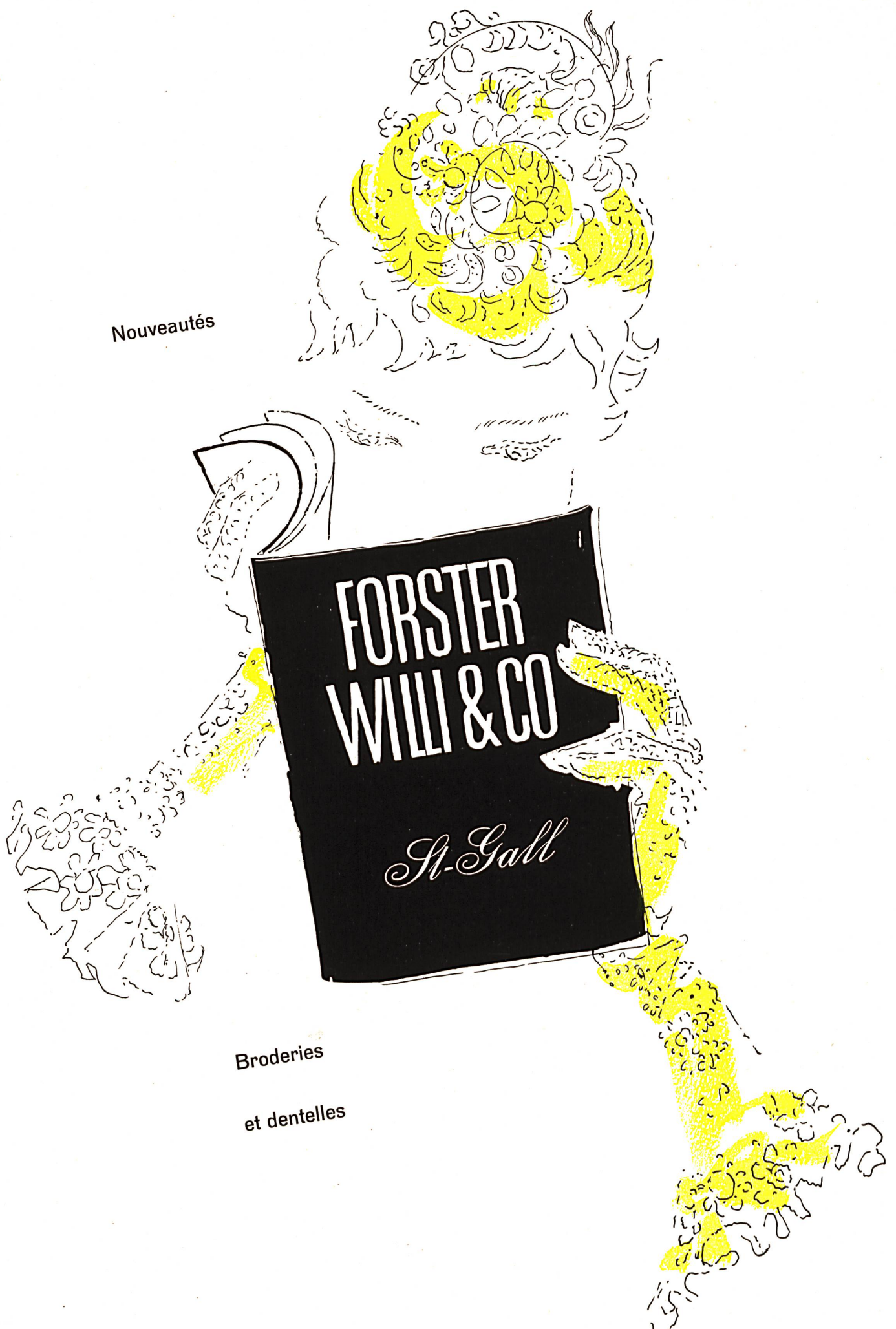


Photo Bauty

Some products of the Feldmühle Ltd.



Nouveautés



Broderies  
et dentelles



Modèle Maggy Rouff



NELO

Les tissus

Les tissus

NELO



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franges sans couture.

Pure wool hand-printed Squares,  
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Yarns for Art Needle Work

**AUB**

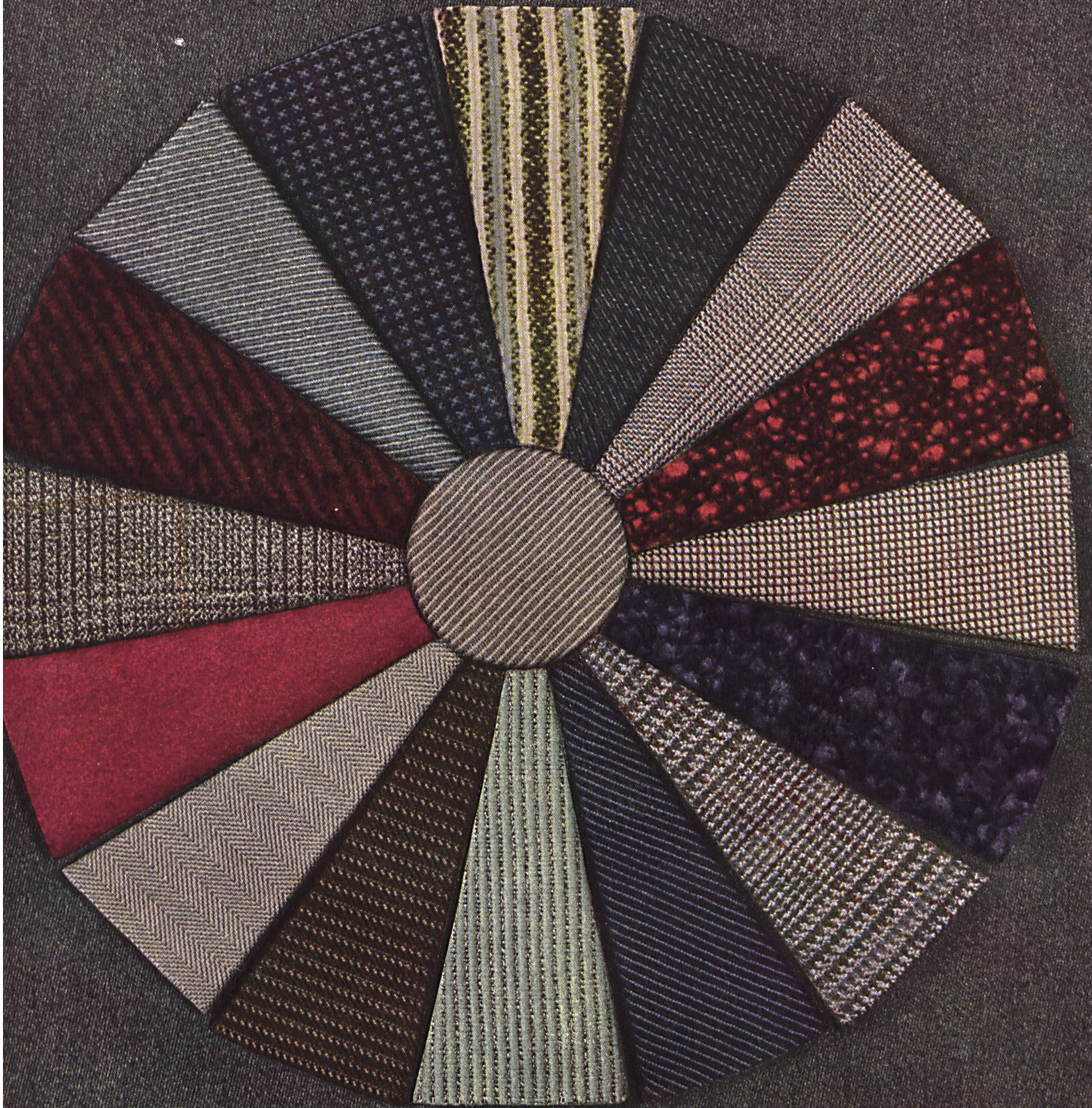
Soieries

Nouveautés

unies — imprimées — brodées  
ETS A. UEHLINGER & Co., BALE 3

**Direcciones interesantes**  
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SILURETTA

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Approximately 850 employees

**Worsted fabrics for :**

Men's clothing  
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Wool- and piece-dyed gaberdines  
Special fabrics for ski clothes.

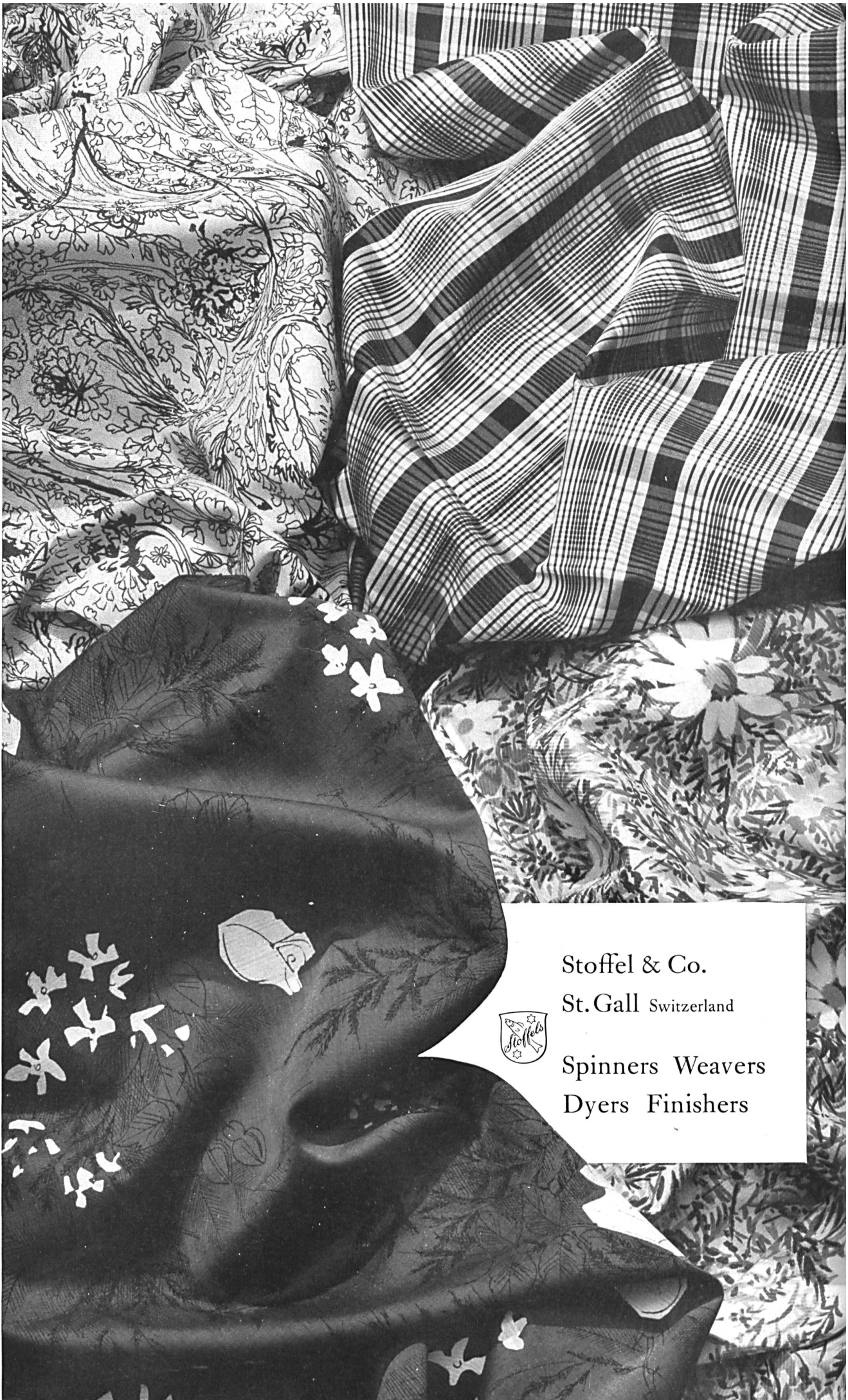
**Woollen fabrics for :**

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**Fabrics of all kinds for uniforms**



Fashionable everywhere — *Stoffels* Fine Cotton Fabrics



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Spinners Weavers

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**revolutionize wool dyeing**

The utter simplicity of applying Irgalans has 'floored' the experts – no one had ever seen the rapid exhaustion from a neutral dye-bath result in such level dyeings – no one had ever seen such complete penetration in such a short time. Tippy wool presents practically no problem – mixtures of different qualities of wool can be dyed solid – additions can be made at 190° F. without difficulty. This is nothing short of revolutionary!

Never has there been a range of dyestuffs with such uniform dyeing properties and such excellent fastness properties throughout.



J. R. Geigy S.A., Basle



# Solophenyl



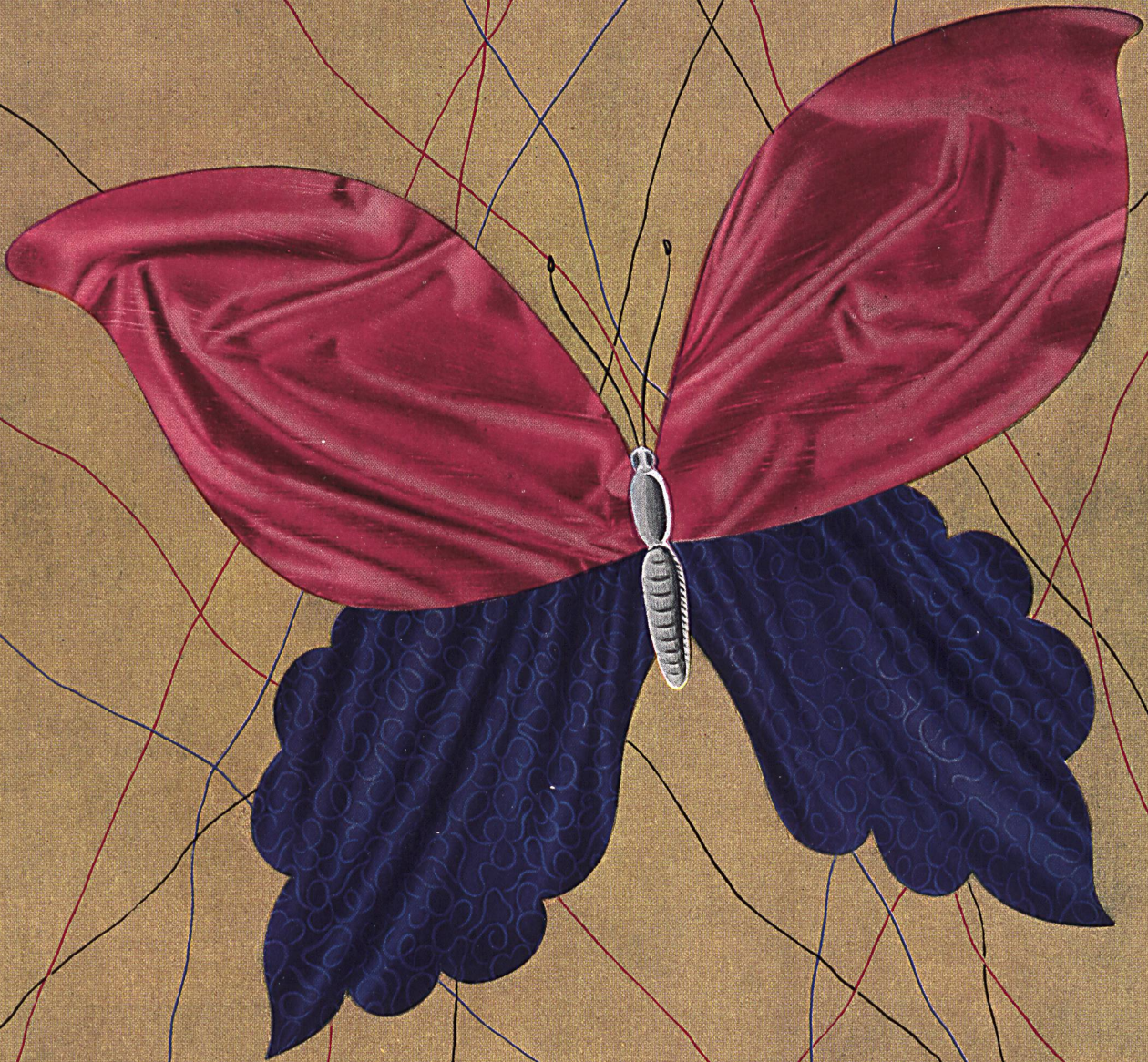
The direct dyestuffs of unequalled light fastness.

The brands of this range possess a minimum rating of 6 on the 'Blue Scale'.

The Solophenyls excel in richness of colour and brilliance.



25 YEARS  
NOUVEAUTES  
HGC



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finished in own works founded  
1815

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Knitted fabrics

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jersey  
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*Schweizer-Marken — Qualitäts-Marken*

**WEGA**

La marque suisse qui  
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High quality Swiss-cotton-thread  
Fil suisse de première qualité

**E. Mettler-Muller S. A., Ltd**  
Switzerland

STRÜMPFE

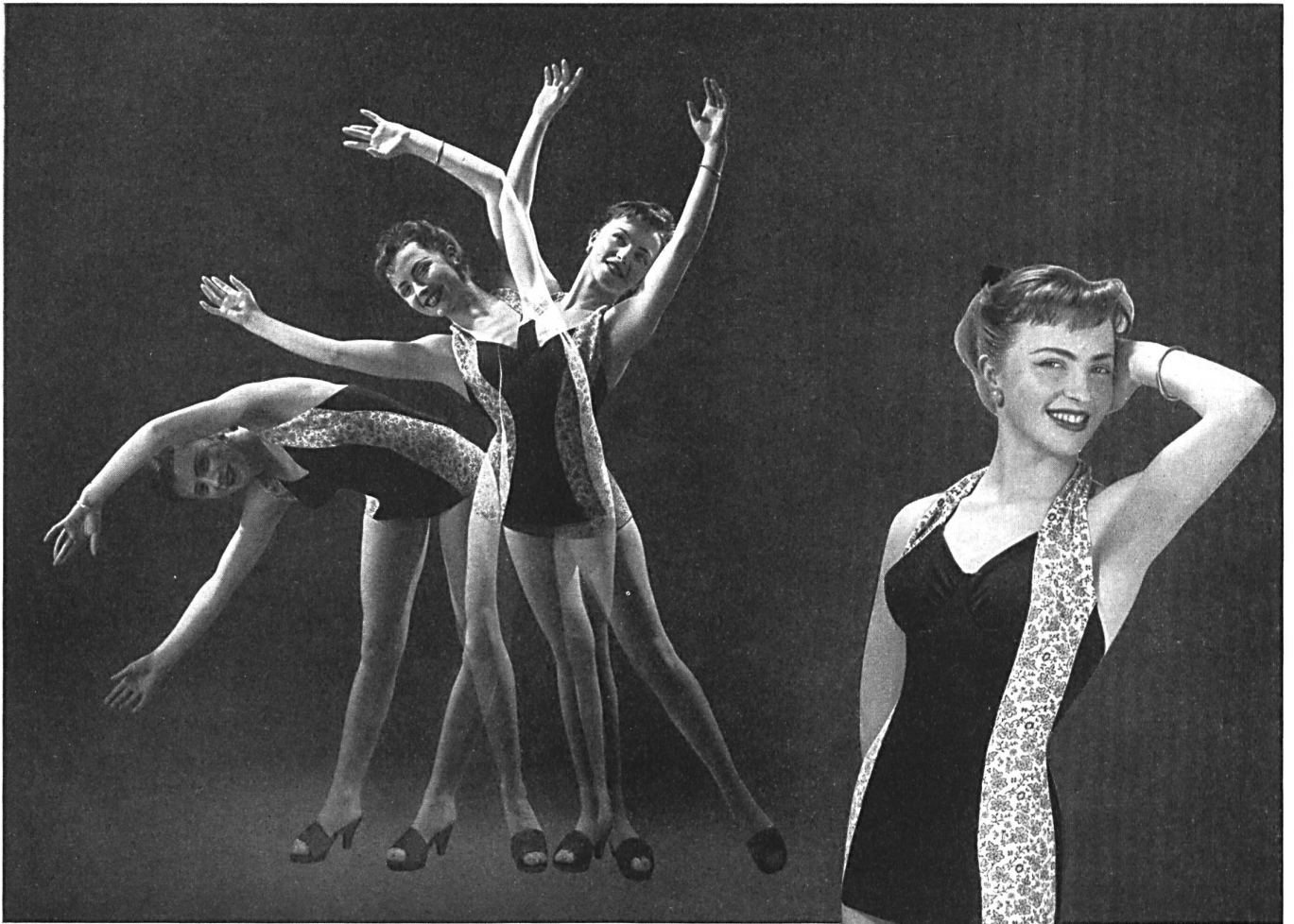
**ROYAL**

SOCKEN

**AL. RUCKSTUHL**



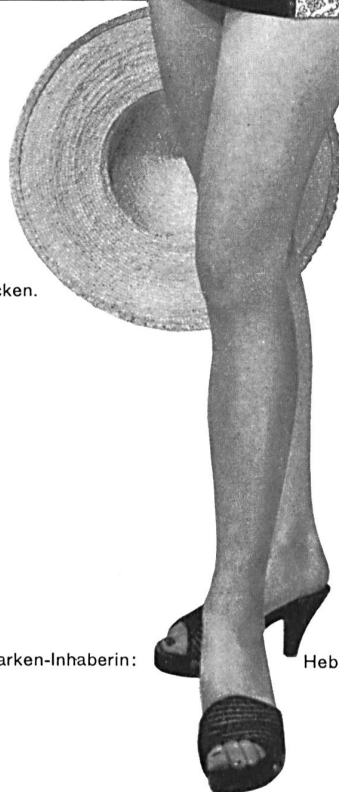
«Helanca» — der Linie zuliebe...



Jetzt endlich kann sich der Wunsch anspruchsvoller Frauen erfüllen: ein Badekleid zu tragen, das auch bei jeder Bewegung tadellos sitzt, die Figur strafft und erst noch unerreicht solid ist. Mit einem Costume aus dem einzigartigen «Helanca»-Garn.

«Helanca»-Badeanzüge sind nämlich hoch-elastisch; ohne Gummi zu enthalten, schmiegen sie sich dem Körper an und modellieren die Linie wie eine zweite Haut. Und noch etwas: Auch der nasse Badeanzug kühlt nicht und ist im Nu trocken.

Und das alles dank dem Wundergarn «Helanca», das nie ermüdet, schmutzabstossend ist, nicht filzt, und zudem den Motten widersteht.



Auch Damenwäsche, Strümpfe und Herrensocken aus dem weltberühmten «Helanca»-Garn bieten Ihnen diese unübertroffenen Vorteile.

Aus *Helanca* Garn  
Schutzmarke

Die Etikette für Qualität und Wohlbefinden

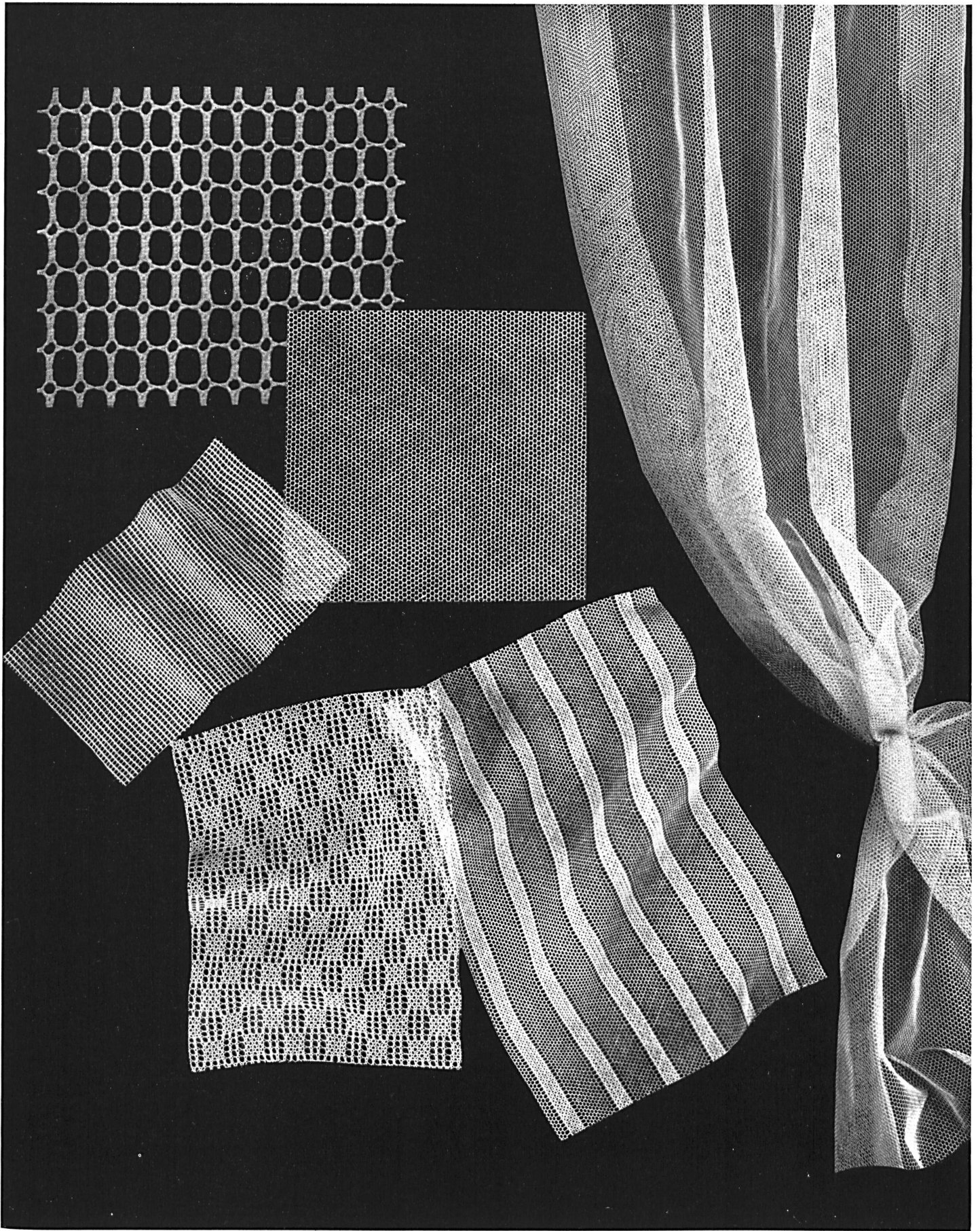
Bezugsquellennachweis durch die Schutzmarken-Inhaberin:

Heberlein & Co AG Wattwil gestattet den Gebrauch ihrer Schutzmarke «Helanca» ausschließlich bei Einhaltung bestimmter Verfahrensvorschriften und von ihr überwachter Qualitätsanforderungen für Krüselgarn und daraus hergestellte Artikel.

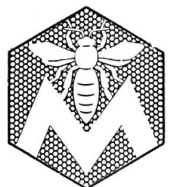
Heberlein & Co AG Wattwil





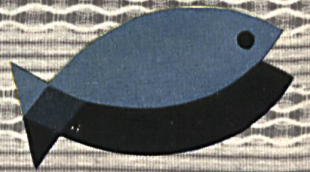
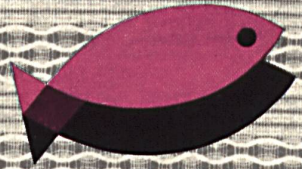
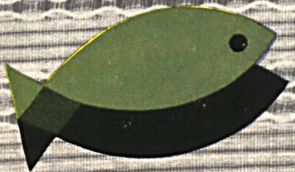


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HAUTE NOUVEAUTÉ

SOIERIES

COTON

NYLON

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UNIS

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FANTAISIE

Modèle JACQUES FATH  
Tissu « Pré Catelan », soie naturelle  
*Guggenheim Fils & Cie, Zurich*

**BERTHOLD GUGGENHEIM FILS & C<sup>IE</sup> ZÜRICH**

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Löwenstrasse 17

Télégrammes : Begugg



*Handwritten scribbles at the top of the page.*



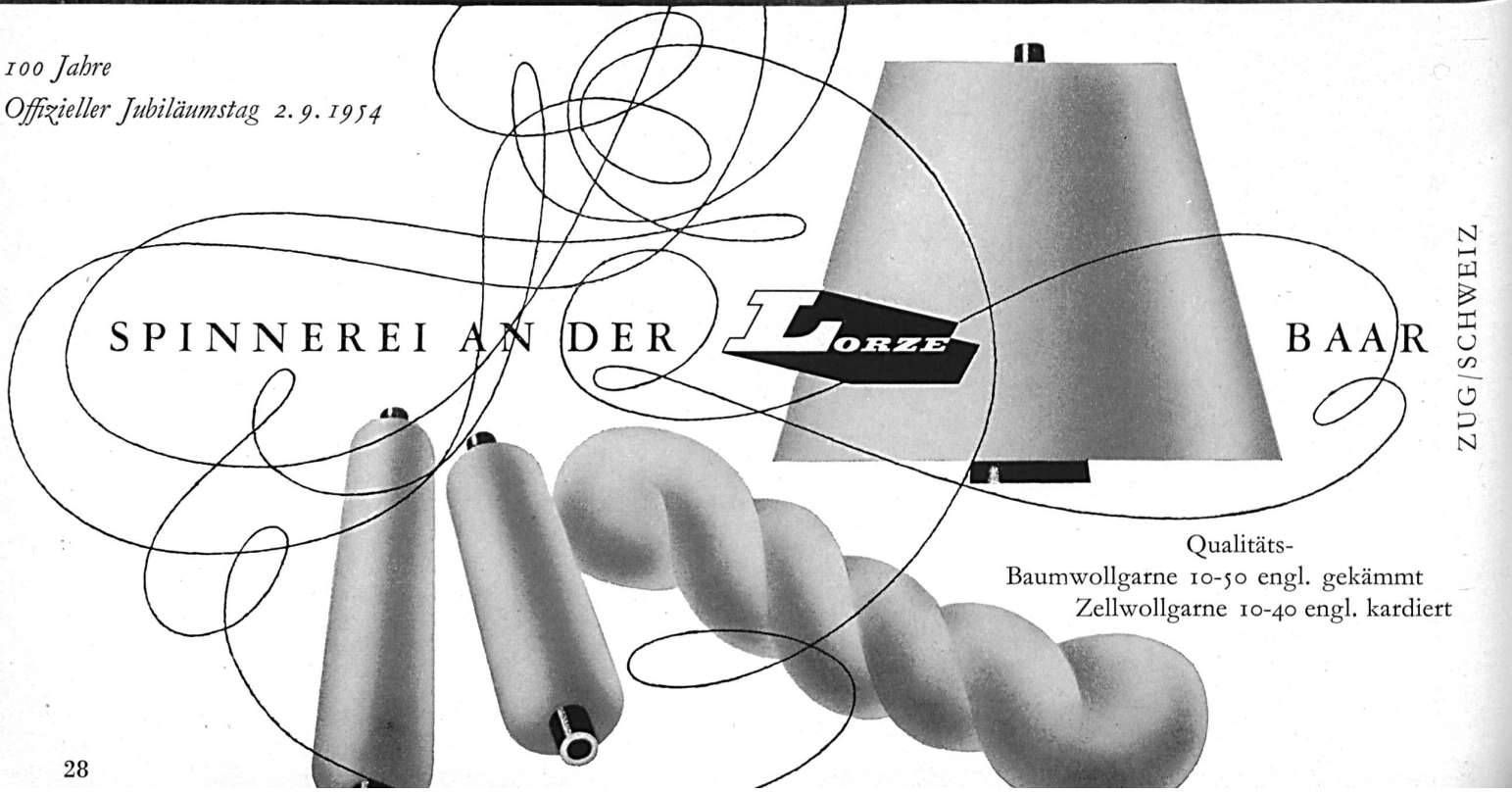
100 Jahre  
Offizieller Jubiläumstag 2.9.1954

SPINNEREI AN DER



BAAR

ZUG/SCHWEIZ



Qualitäts-  
Baumwollgarne 10-50 engl. gekämmt  
Zellwollgarne 10-40 engl. kardiert