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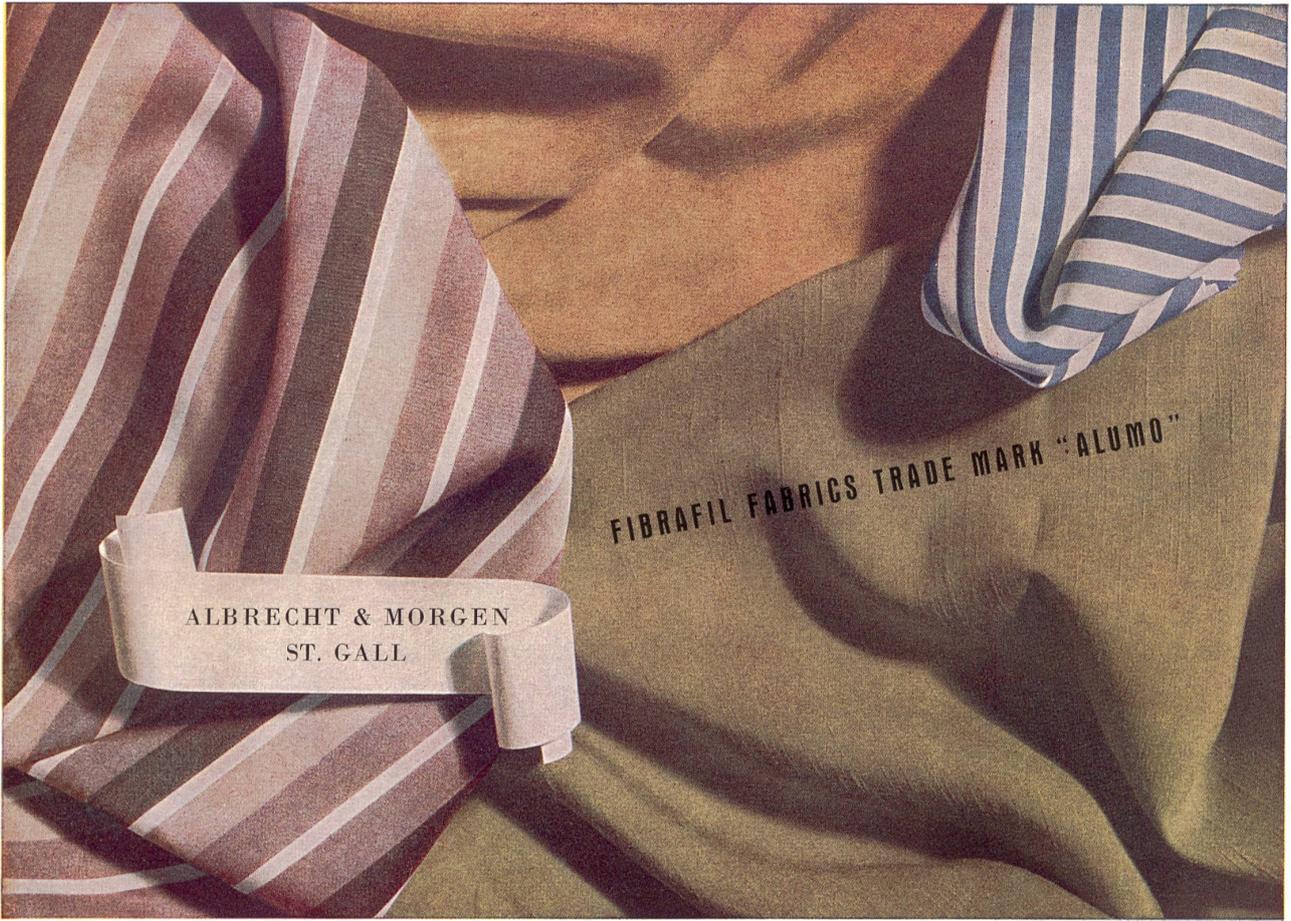
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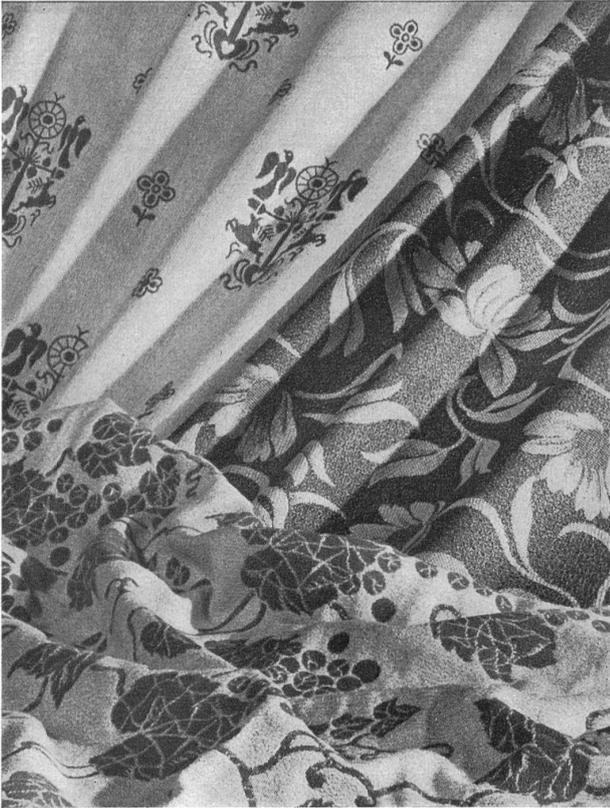
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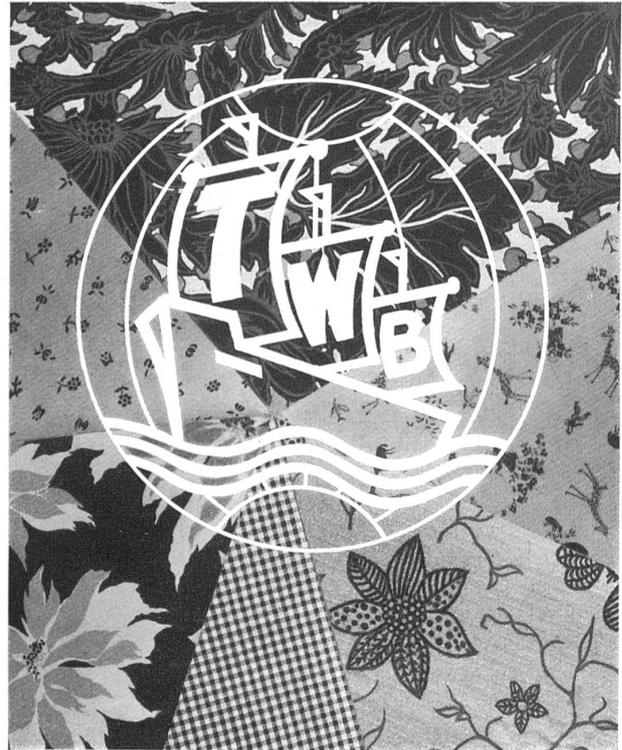


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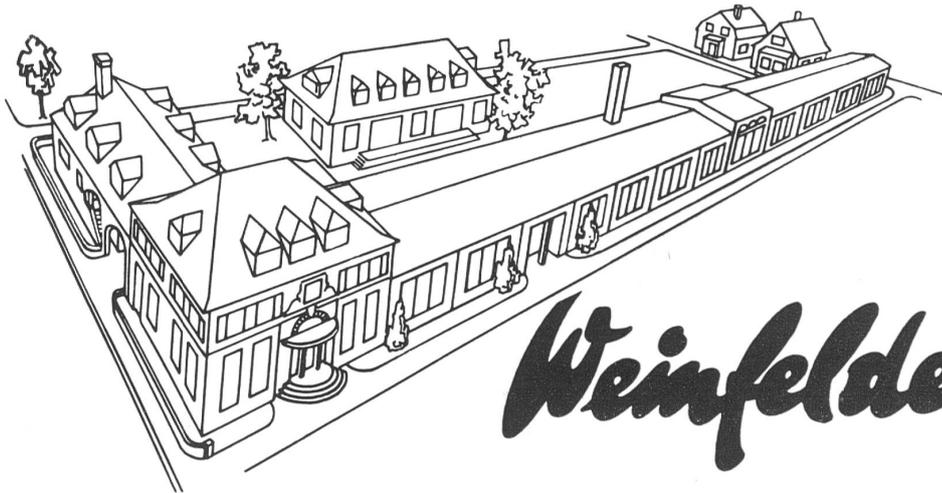
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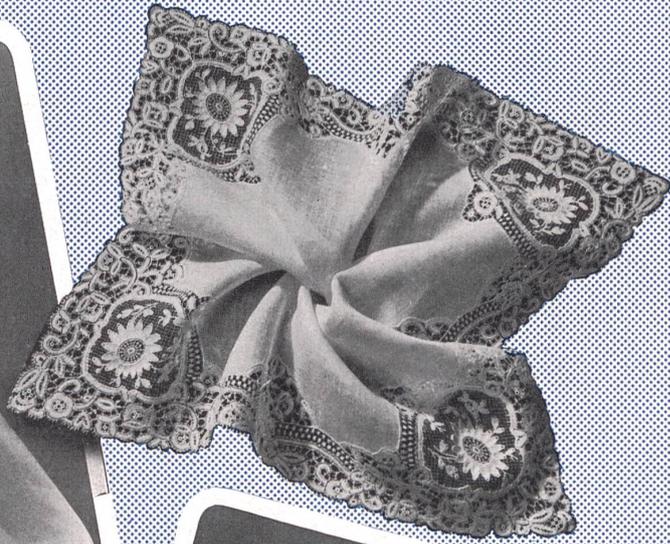
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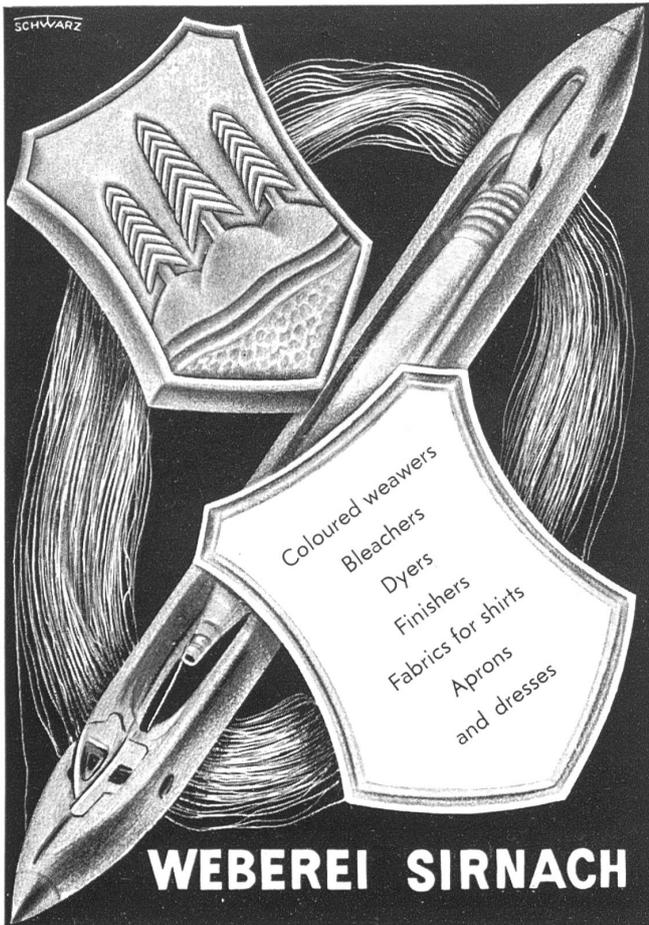
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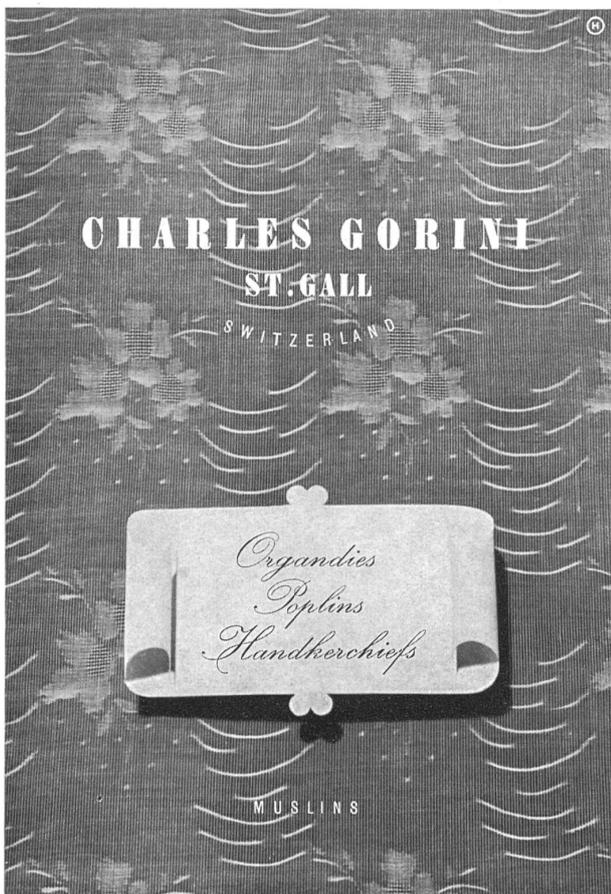
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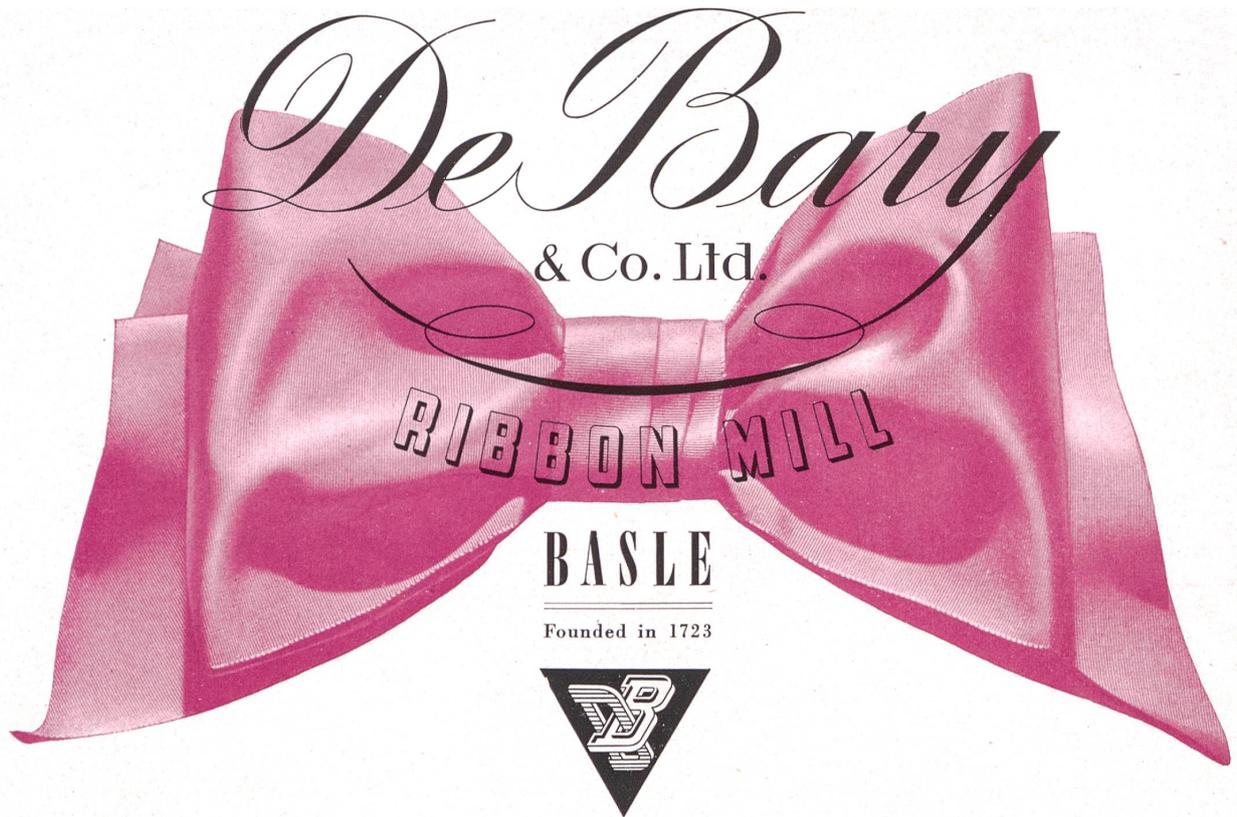
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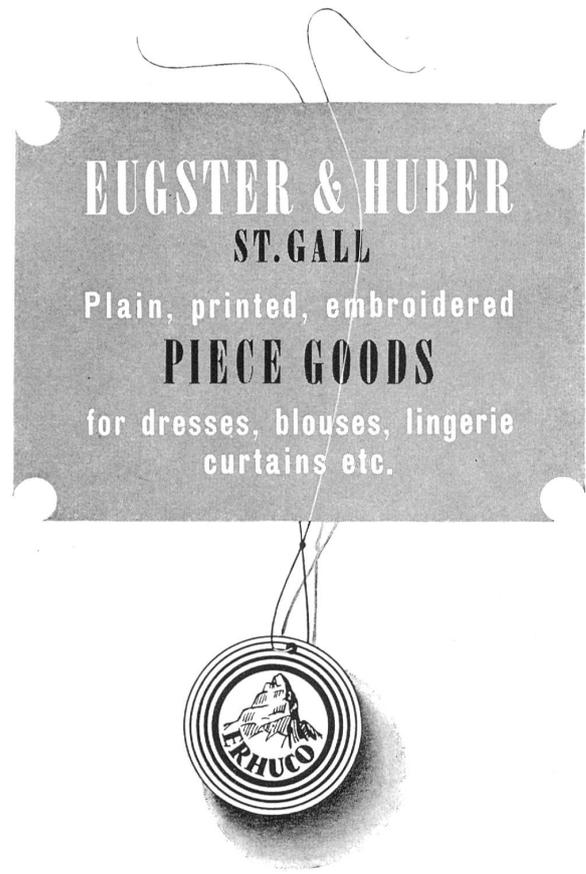
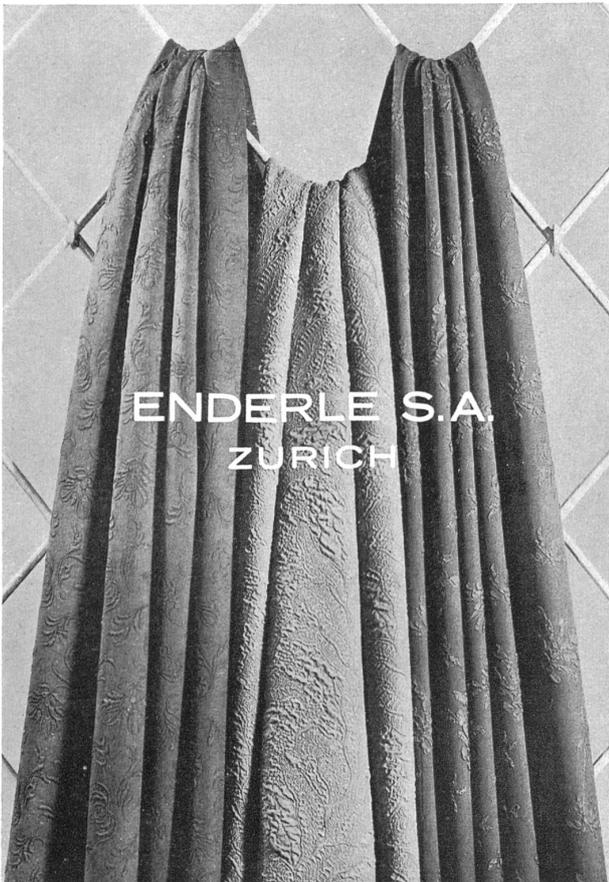
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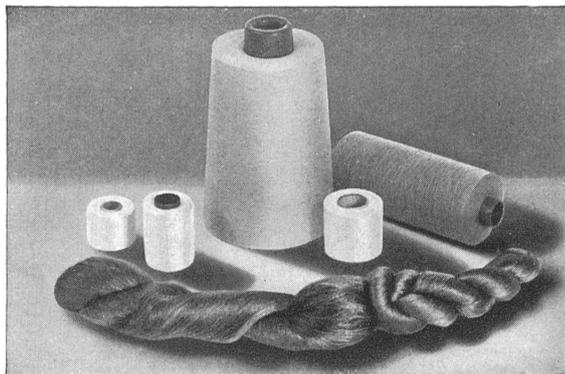
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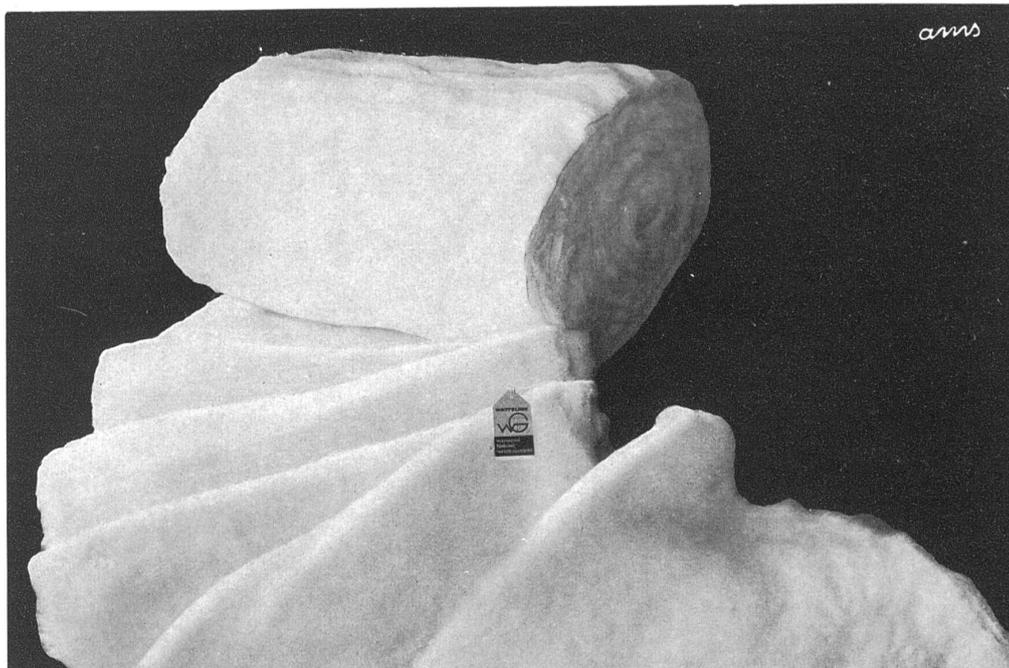
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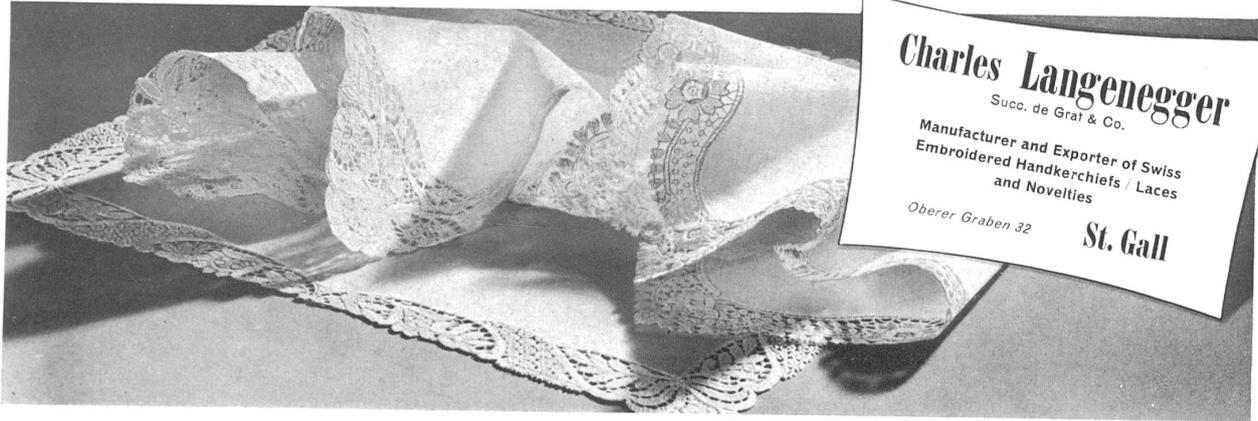


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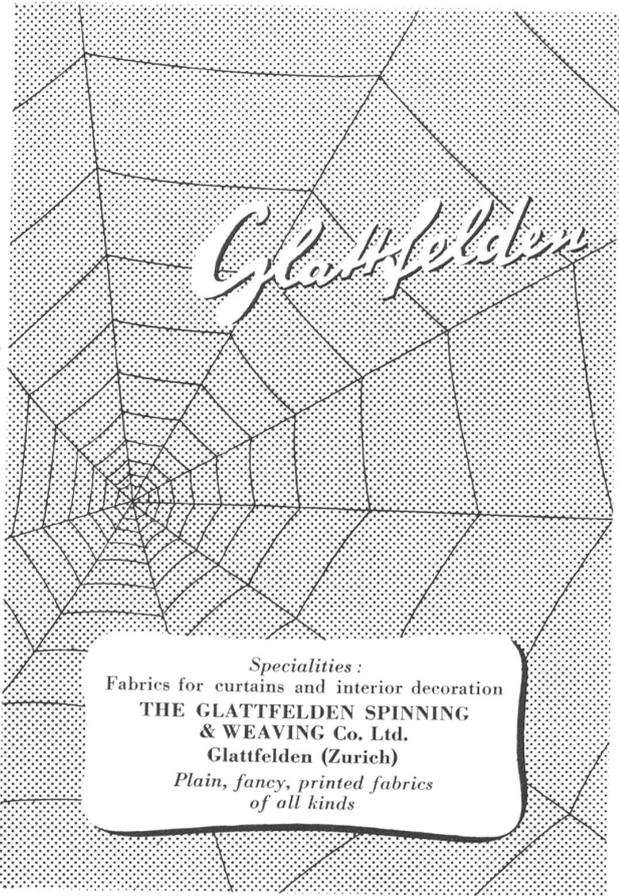
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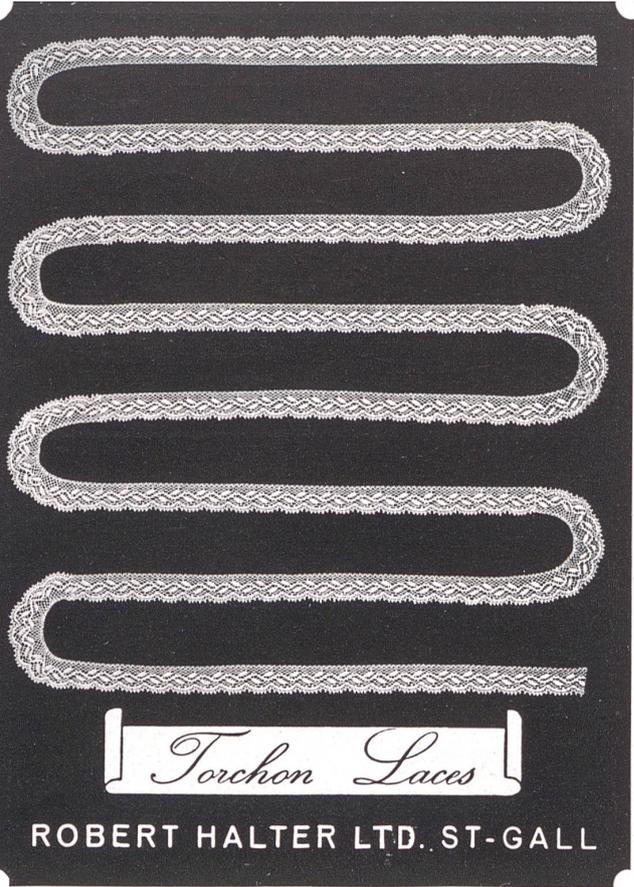
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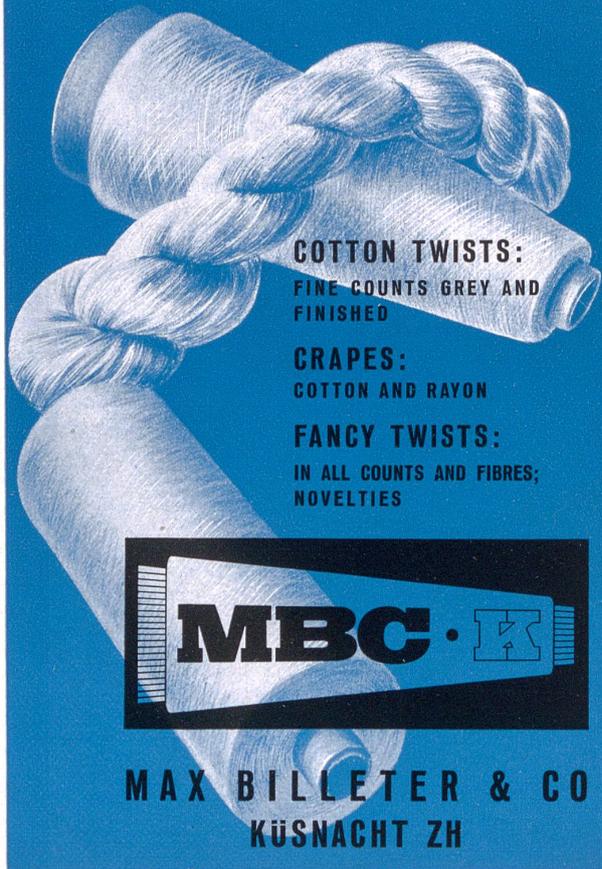
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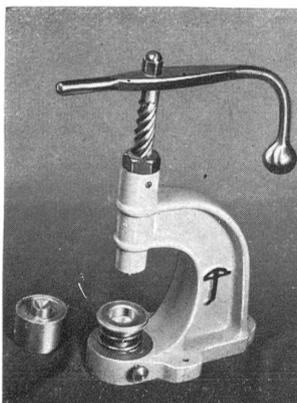
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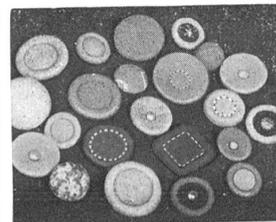
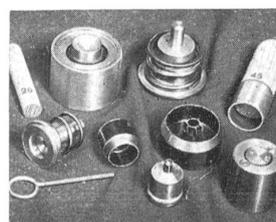
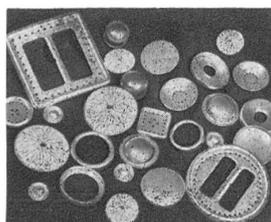
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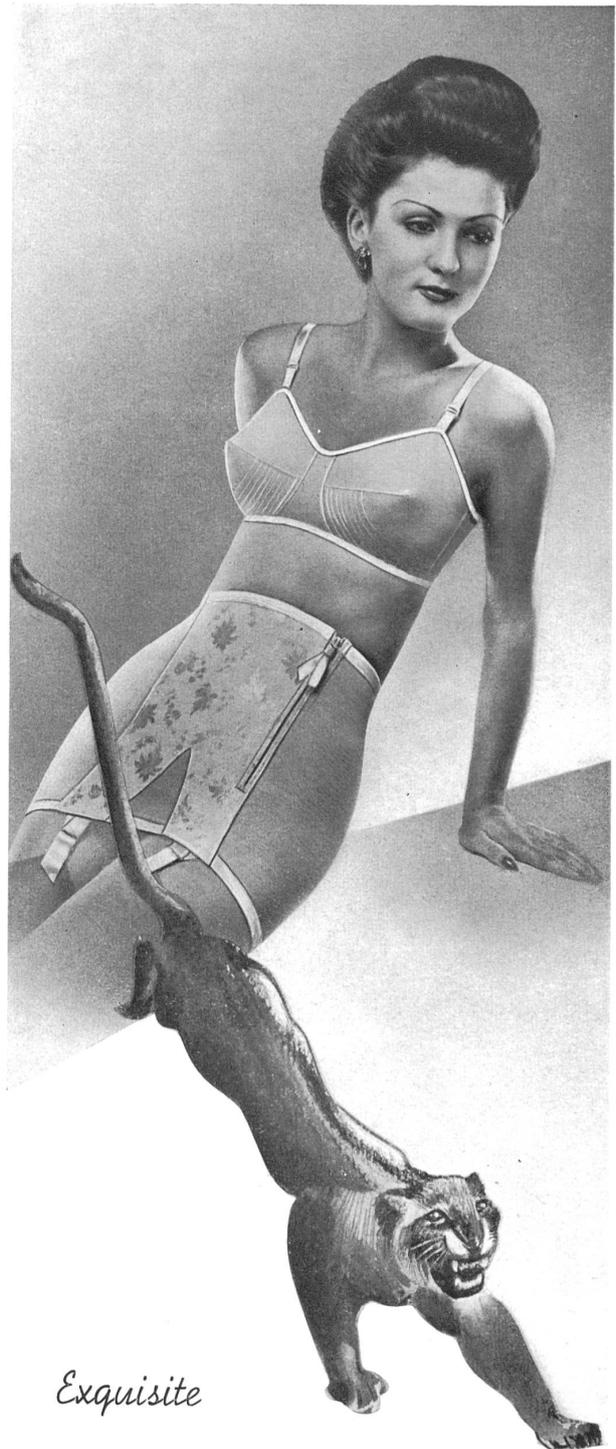
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M. Bruggisser & C° Ltd., Wohlen VI (Switzerland)

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illustrations of the most successful models
of our Spring Collection:*

page 28	model	Grès
» 31	»	Rose Valois
» 32	»	Rose Valois
» 33	»	Rose Valois
» 36	»	Balenciaga
» 36	»	Jane Blanchot
» 37	»	Janette Colombier
» 37	»	Legroux Sœurs
» 42	»	Legroux Sœurs
» 42	»	Legroux Sœurs
» 46	»	Jeanne Lanvin
» 46	»	Legroux Sœurs
» 48	»	Paulette
» 49	»	Garnitures de Bruggisser
» 62	»	Jeanne Lanvin
» 63	»	Balenciaga
» 65	»	Balenciaga
» 67	»	Bruyère
» 67	»	Blanche et Simone
» 77	»	Janette Colombier
» 86	»	Legroux Sœurs

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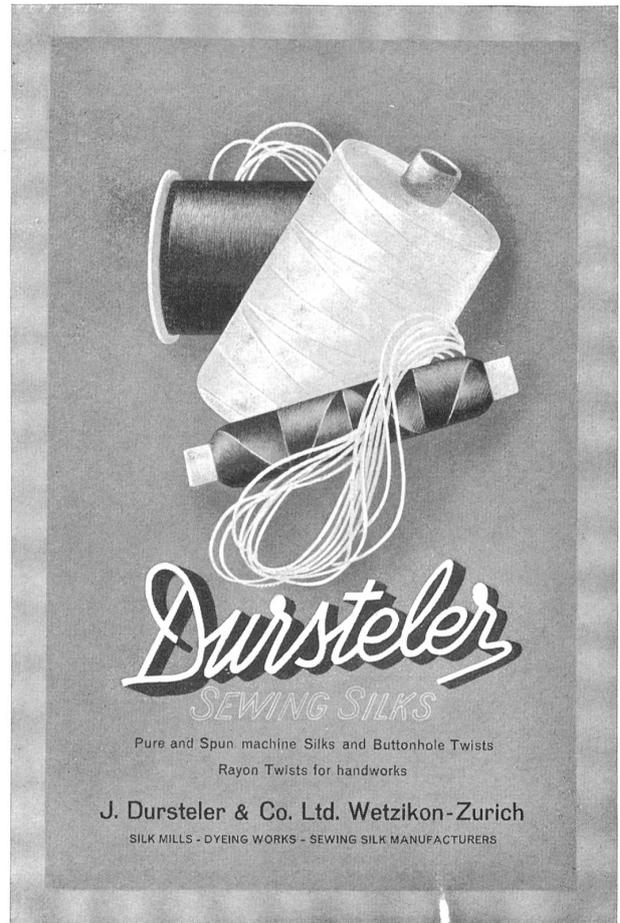
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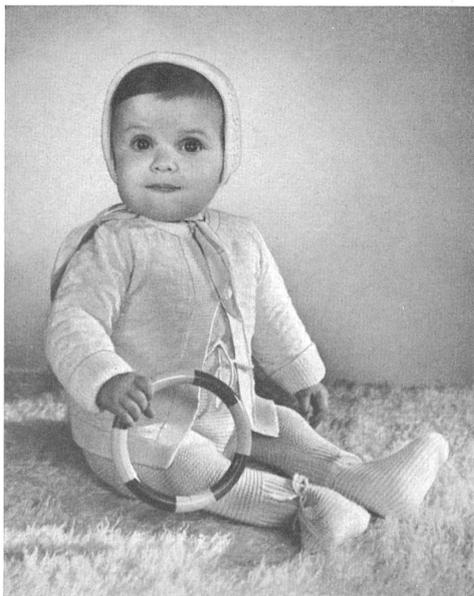
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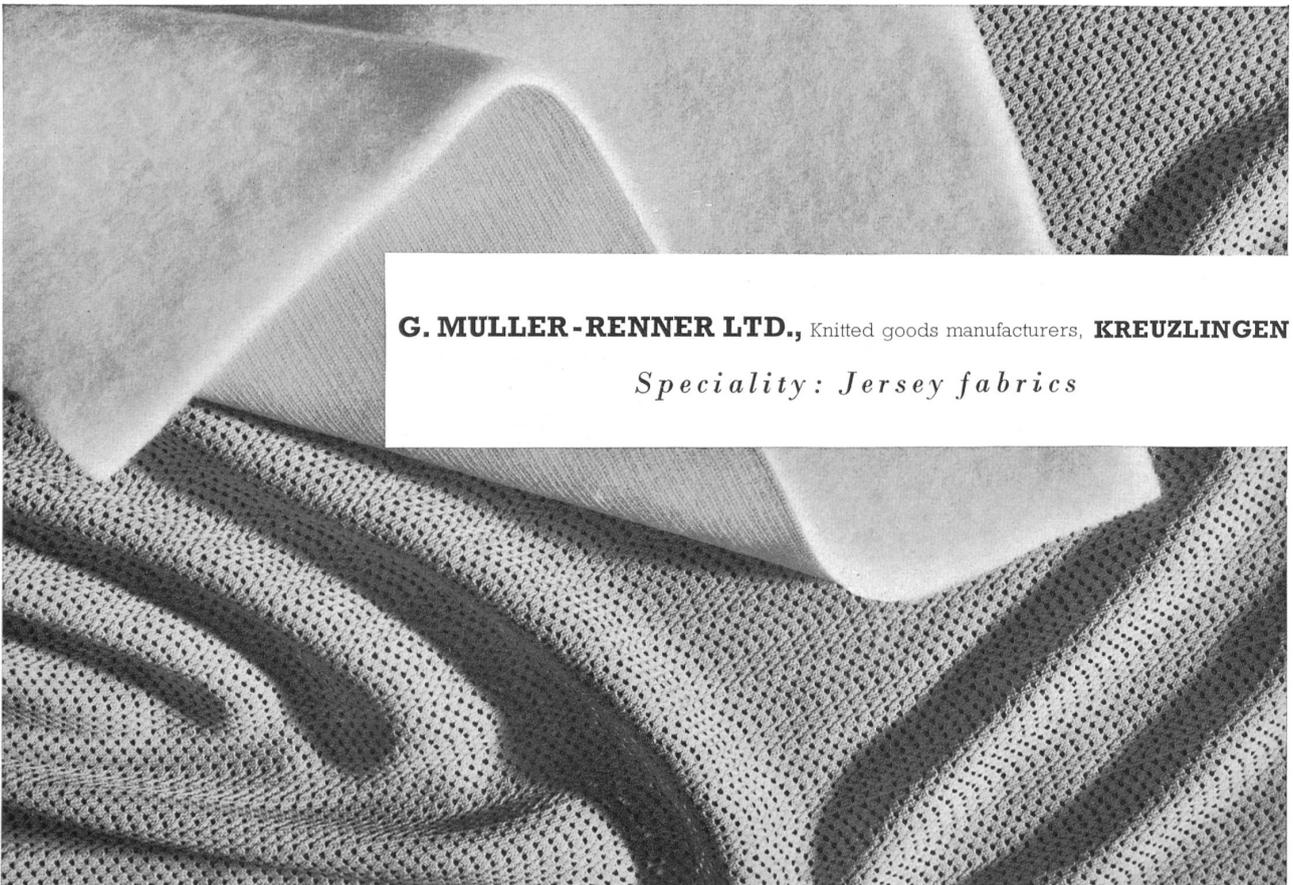
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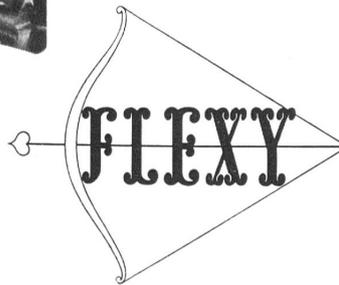
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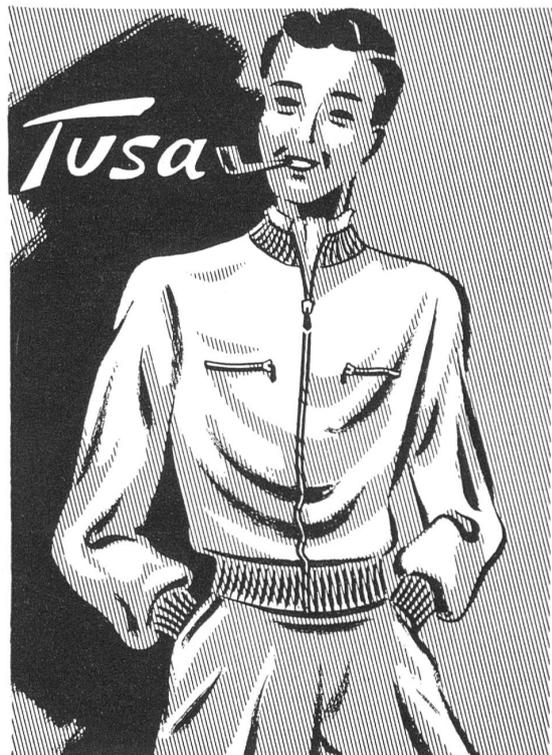
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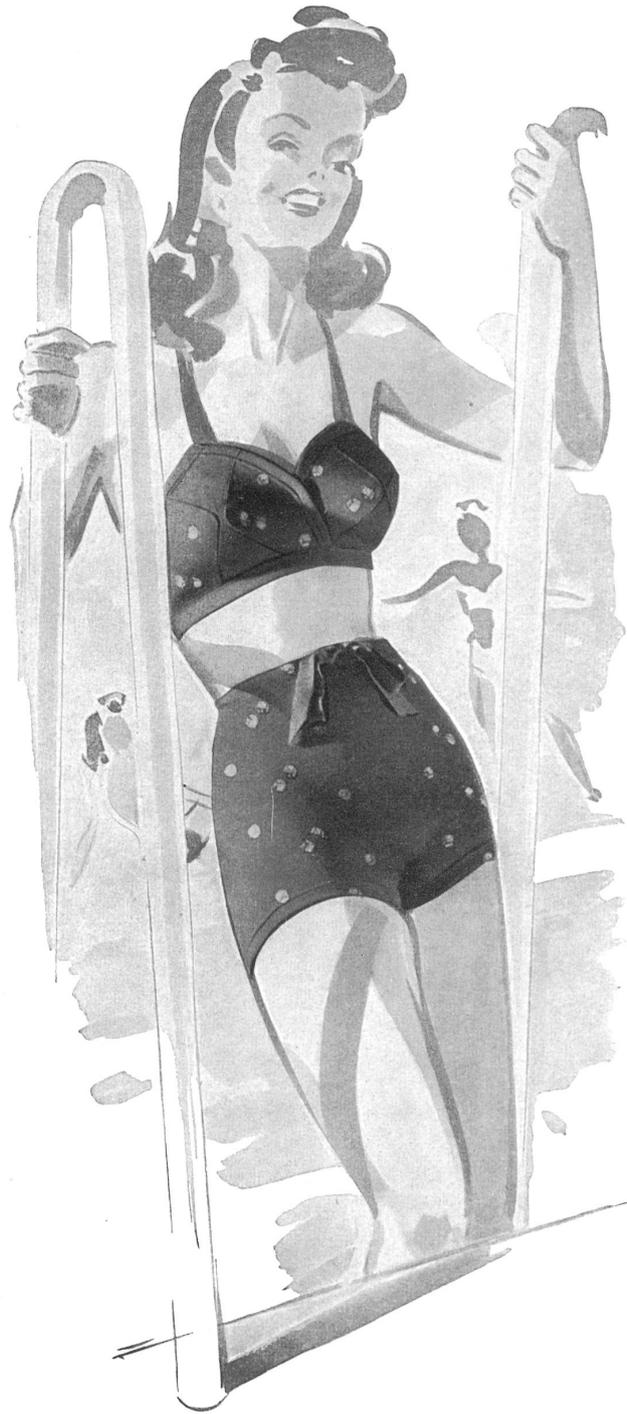
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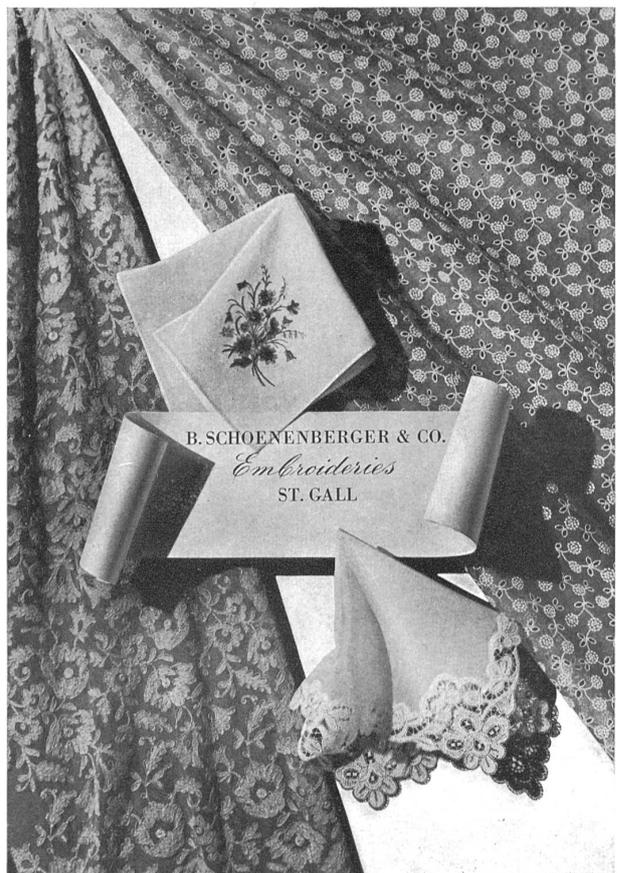
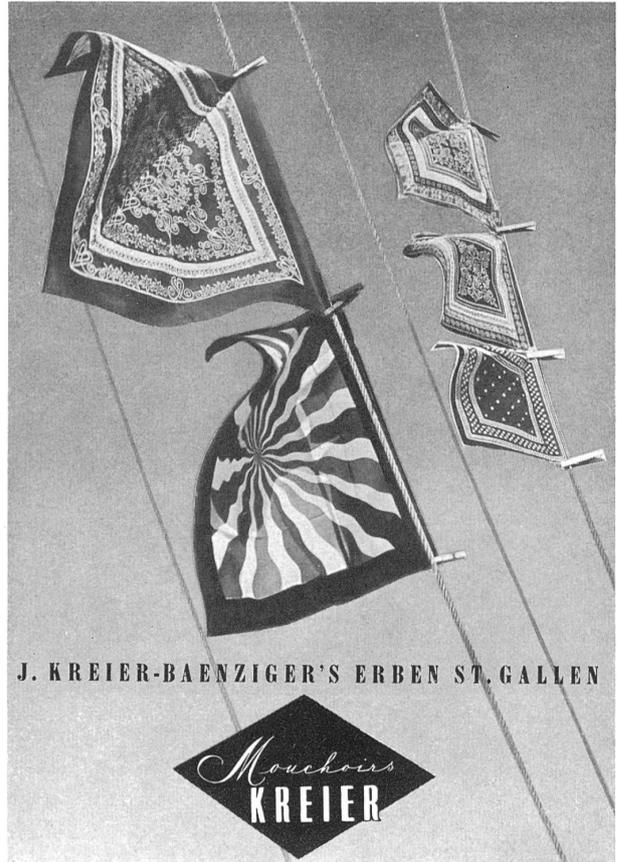
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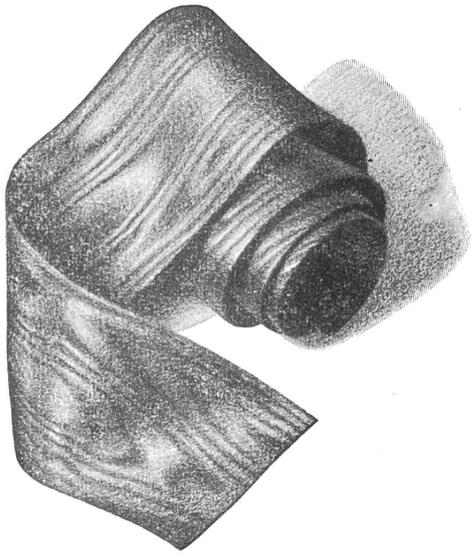




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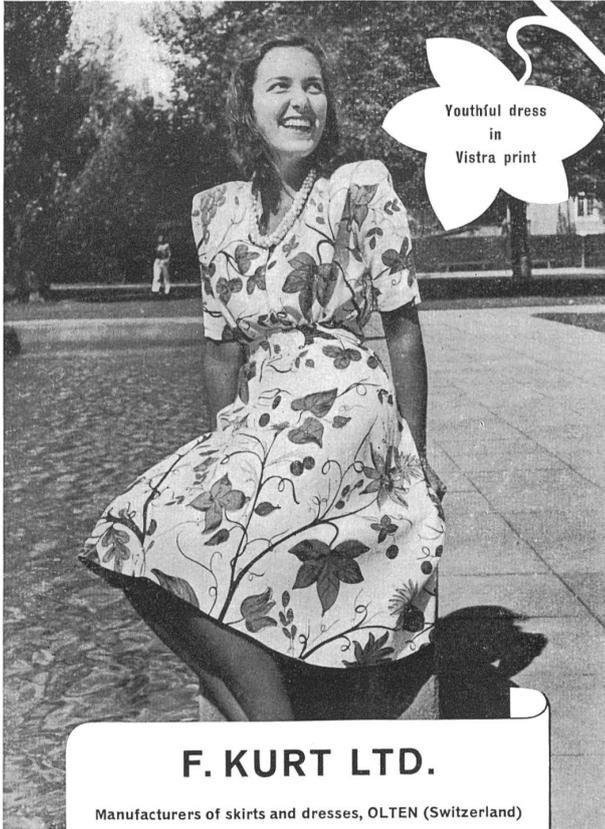


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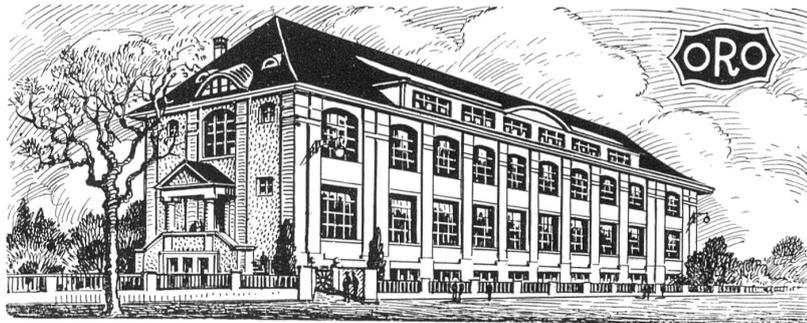
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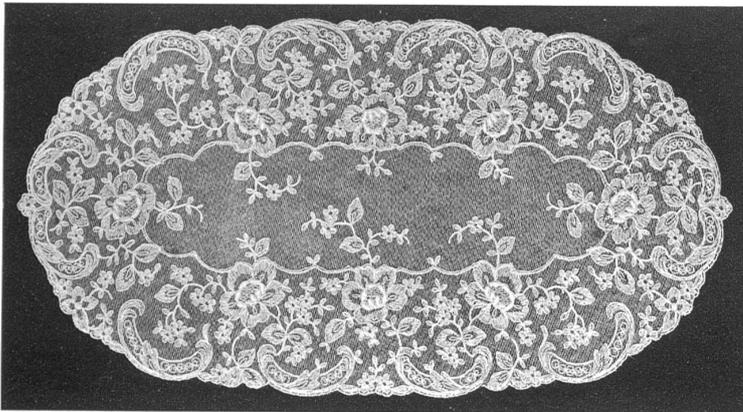
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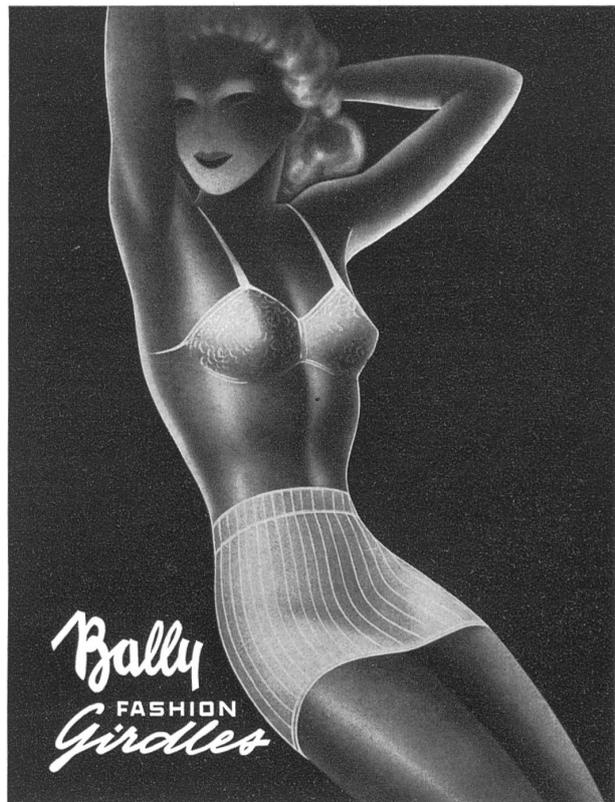
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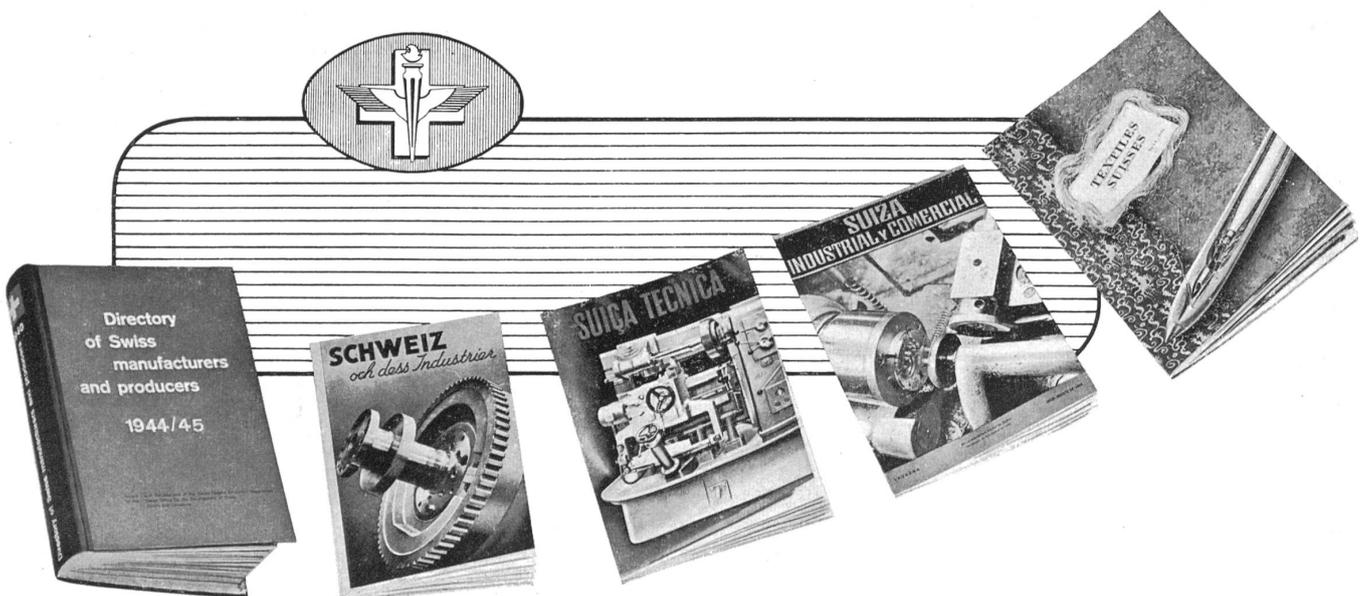
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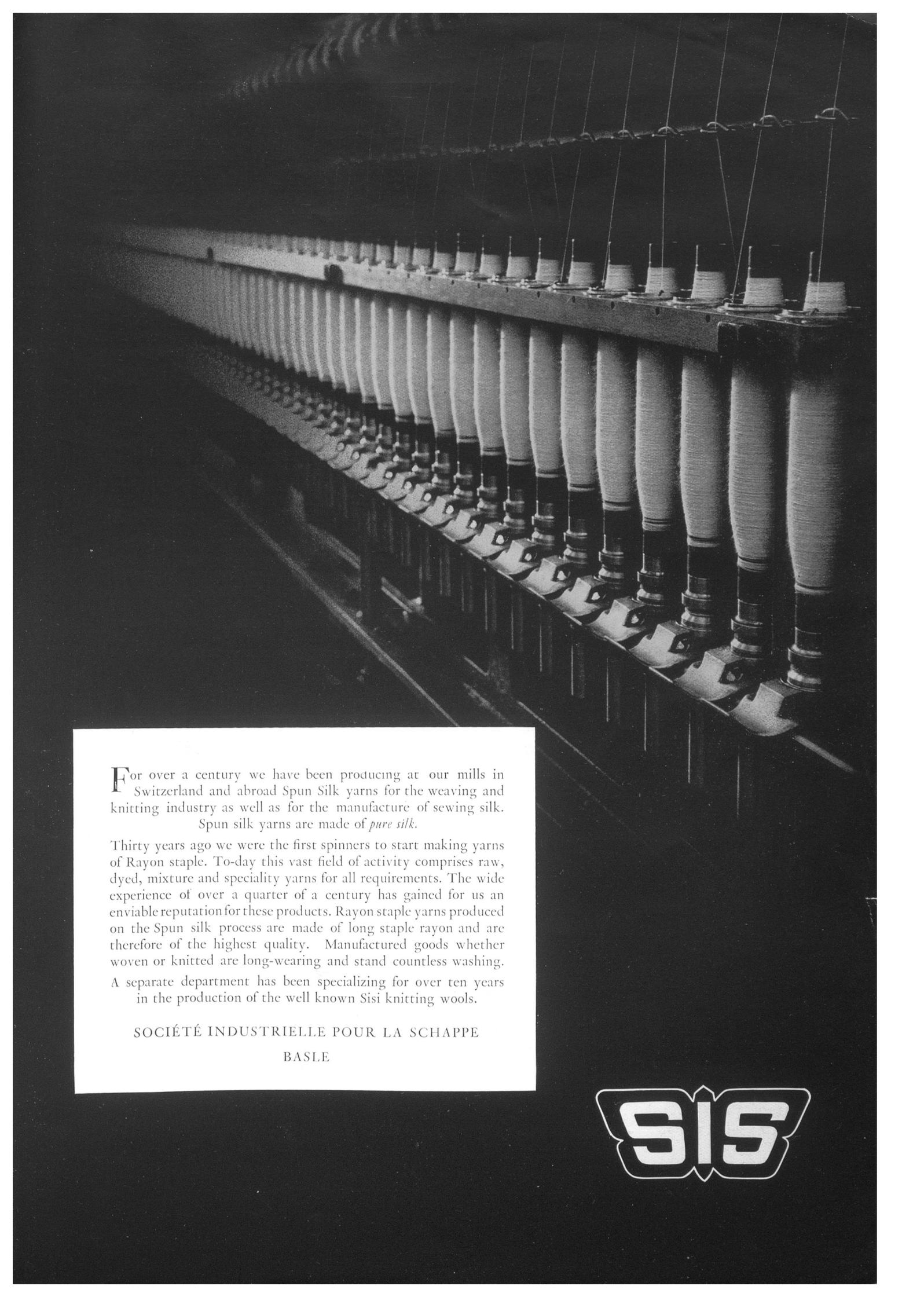
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Spun silk yarns are made of *pure silk*.

Thirty years ago we were the first spinners to start making yarns of Rayon staple. To-day this vast field of activity comprises raw, dyed, mixture and speciality yarns for all requirements. The wide experience of over a quarter of a century has gained for us an enviable reputation for these products. Rayon staple yarns produced on the Spun silk process are made of long staple rayon and are therefore of the highest quality. Manufactured goods whether woven or knitted are long-wearing and stand countless washing.

A separate department has been specializing for over ten years in the production of the well known Sisi knitting wools.

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BASLE

SIS



How is it possible to obtain a colouring matter from these distillation products of coal-tar? Let us consider a very simple example!

First of all, benzene is "nitrated", i.e., it is treated with nitric and sulphuric acids to form nitrobenzene, which is then "reduced" to yield aniline. Aniline itself is not a dyestuff; it must be converted, in its turn, into sulphanilic acid by sulphonating with concentrated sulphuric acid. By means of nitrous acid this is then diazotized to form a highly reactive, but still colourless, substance.

Commencing with naphthalene, another derivative of coal-tar, beta-naphthol is now prepared. Although this chemical possesses many other properties, it, too, is colourless.

And now the miracle occurs: on pouring the colourless solution of diazotized sulphanilic acid into the equally colourless solution of beta-naphthol, "coupling" – as the chemist terms it – takes place, and red clouds of fine colour particles form in the liquor. The synthetic dyestuff has been born.

But this crude dyestuff is by no means a finished product. It must first be isolated by filtration, then purified, dried, and powdered before it is ready to be used in dyeing bright orange shades on wool or silk.

This is merely an example of how the simplest colour can be manufactured under ideal laboratory conditions. Modern dyestuff manufacture, however, is a very much more complicated affair. Subsequent advertisements will try to show you what problems our chemists and engineers have to contend with before the world-famous Ciba colours are ready for delivery to our customers.

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