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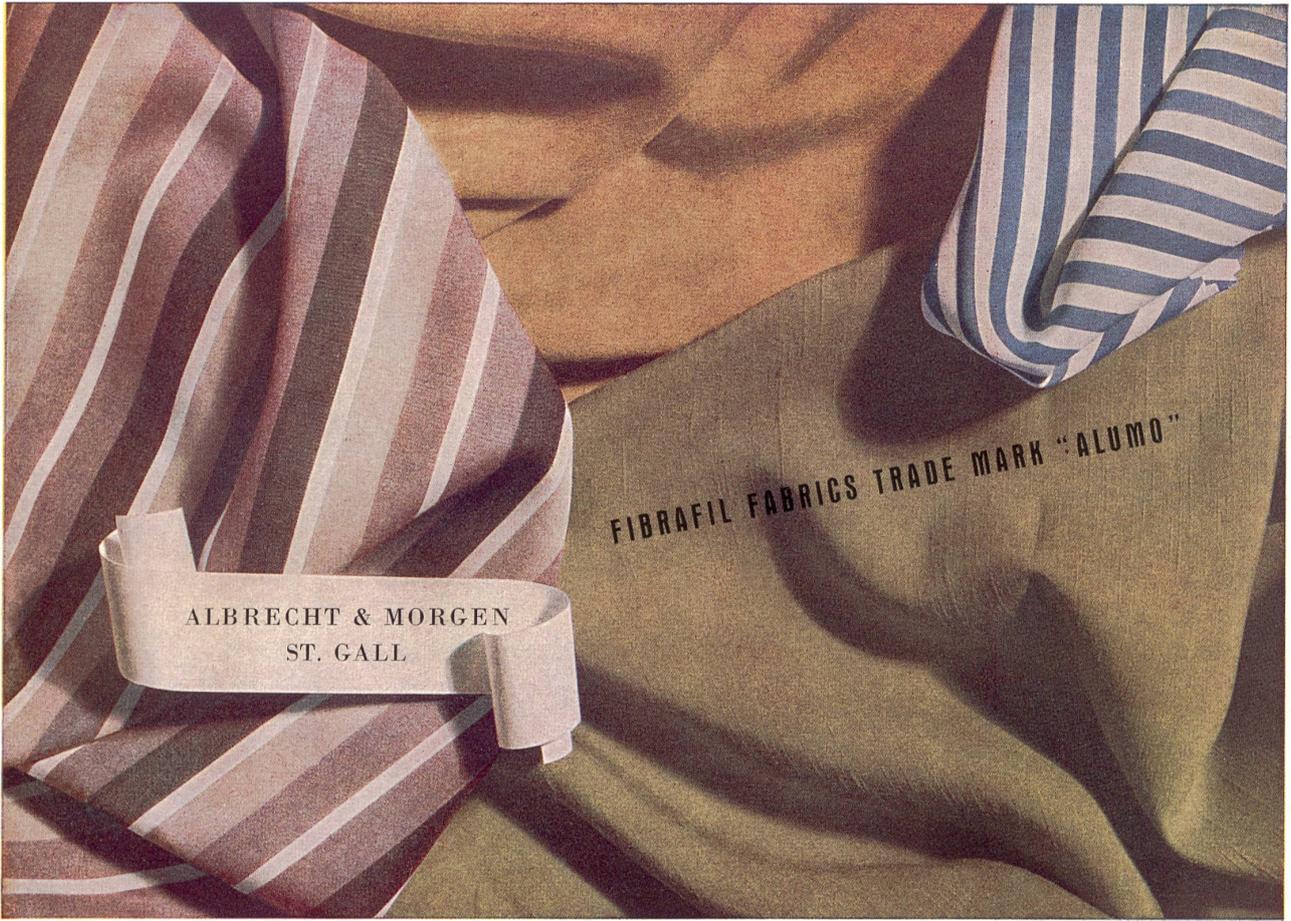
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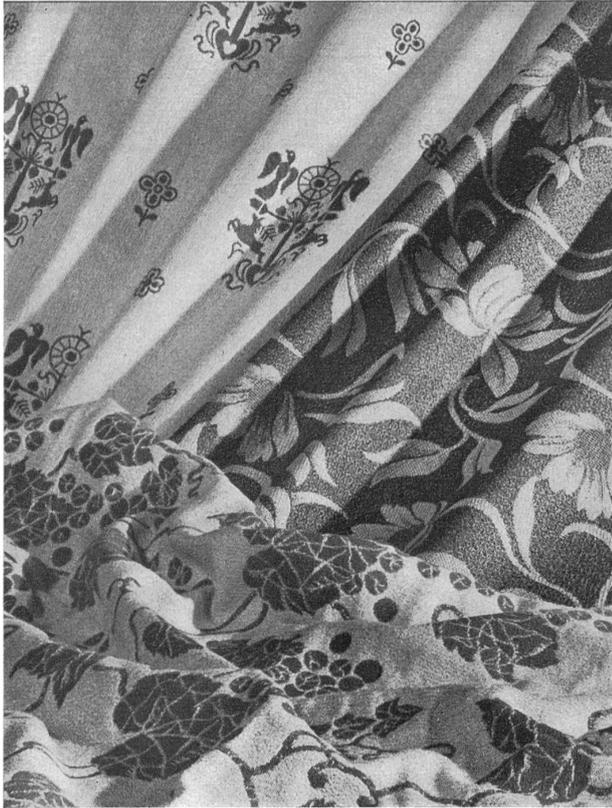
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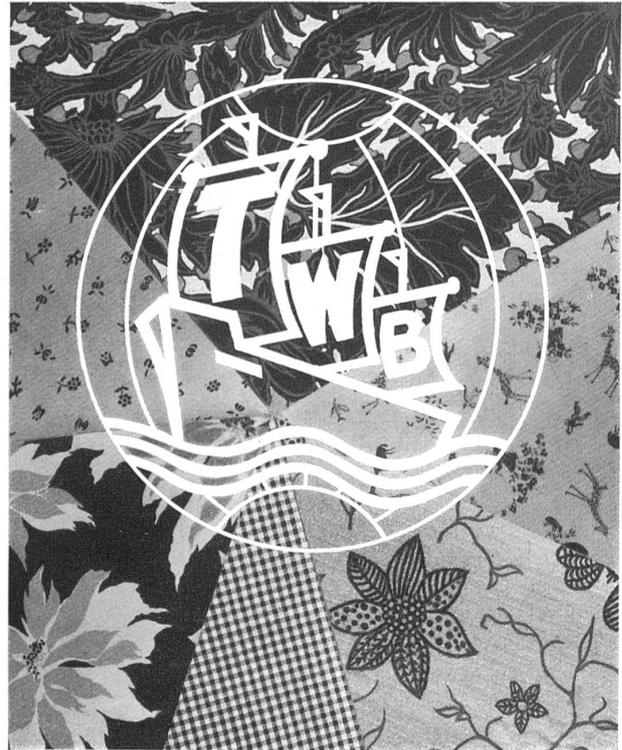


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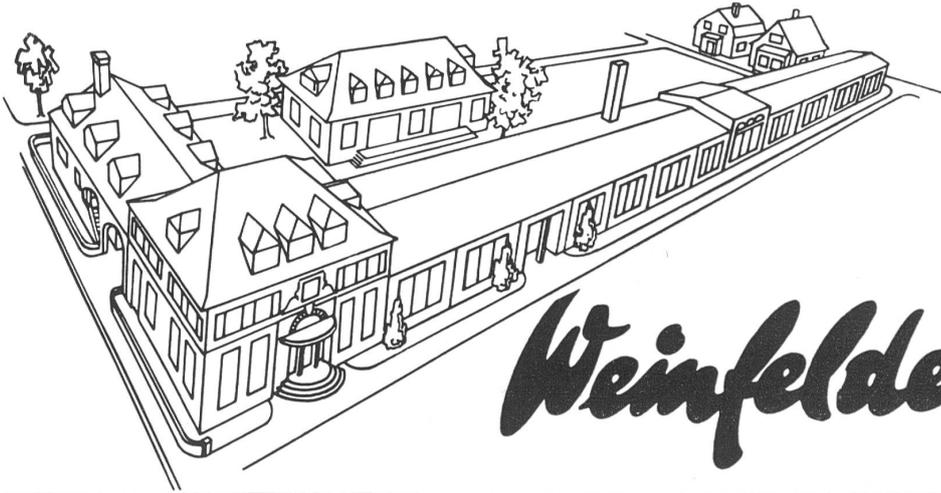
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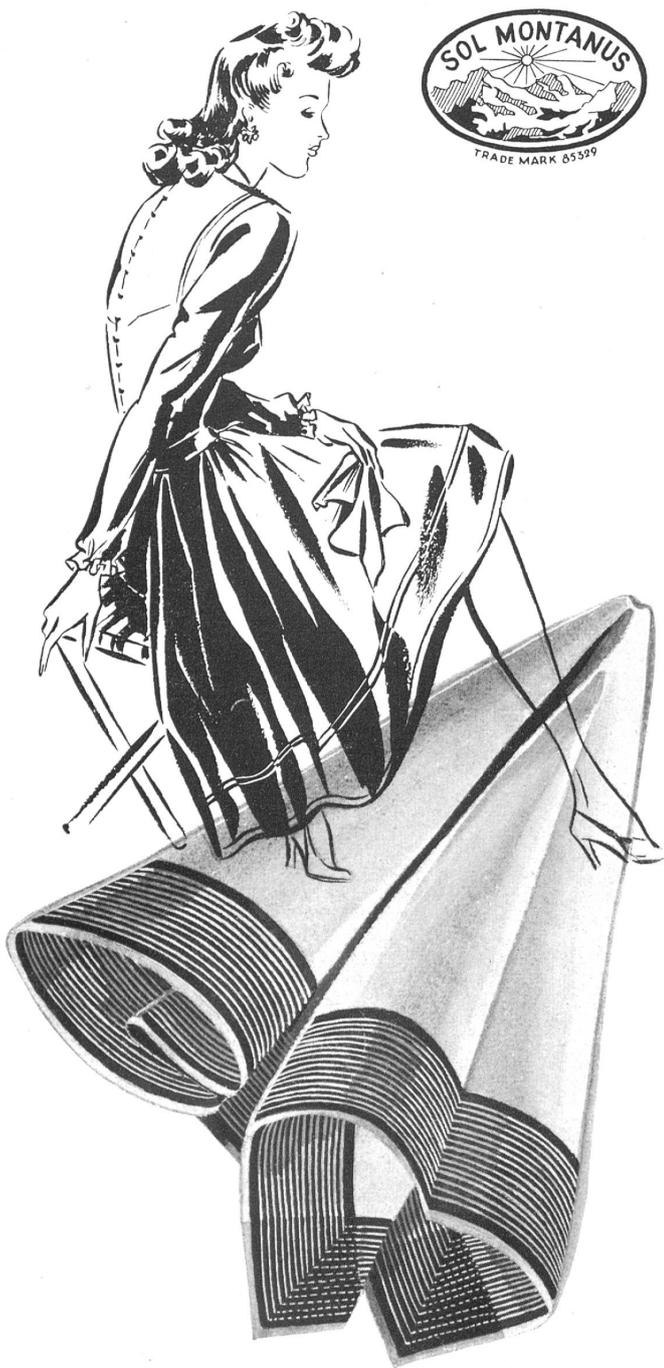
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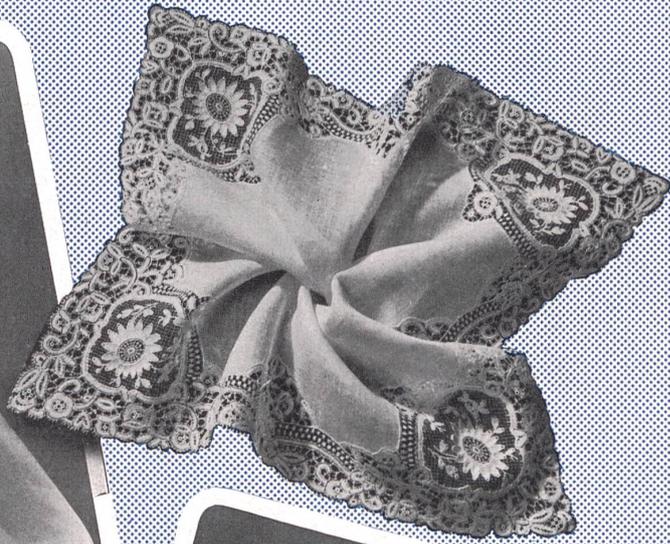
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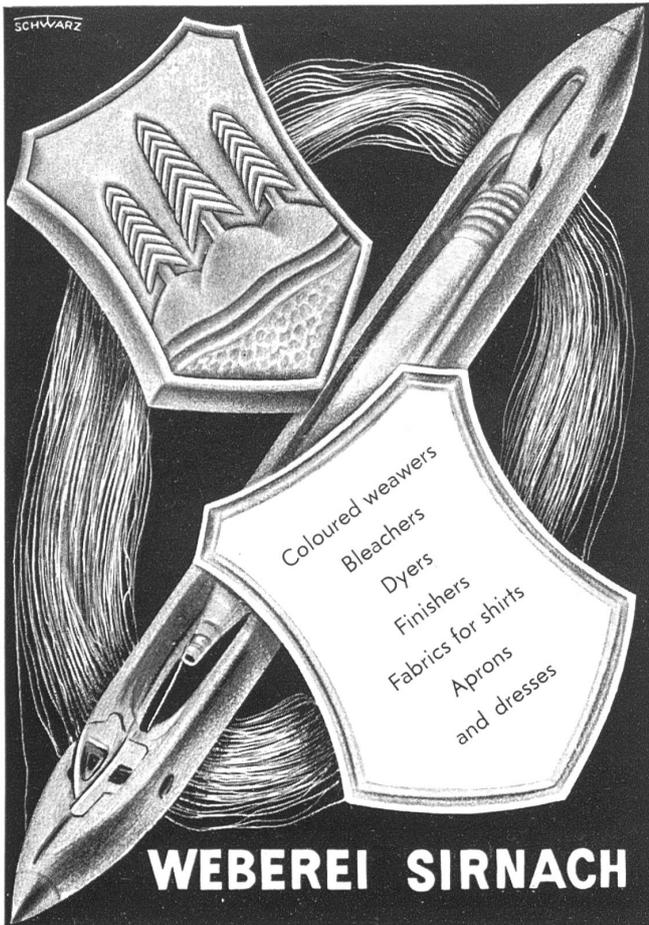
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Walter Stark
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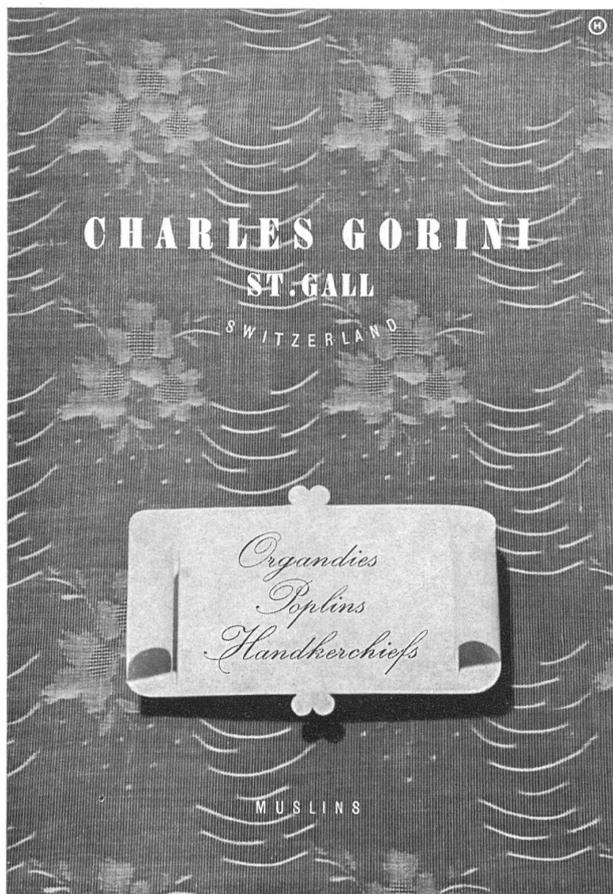
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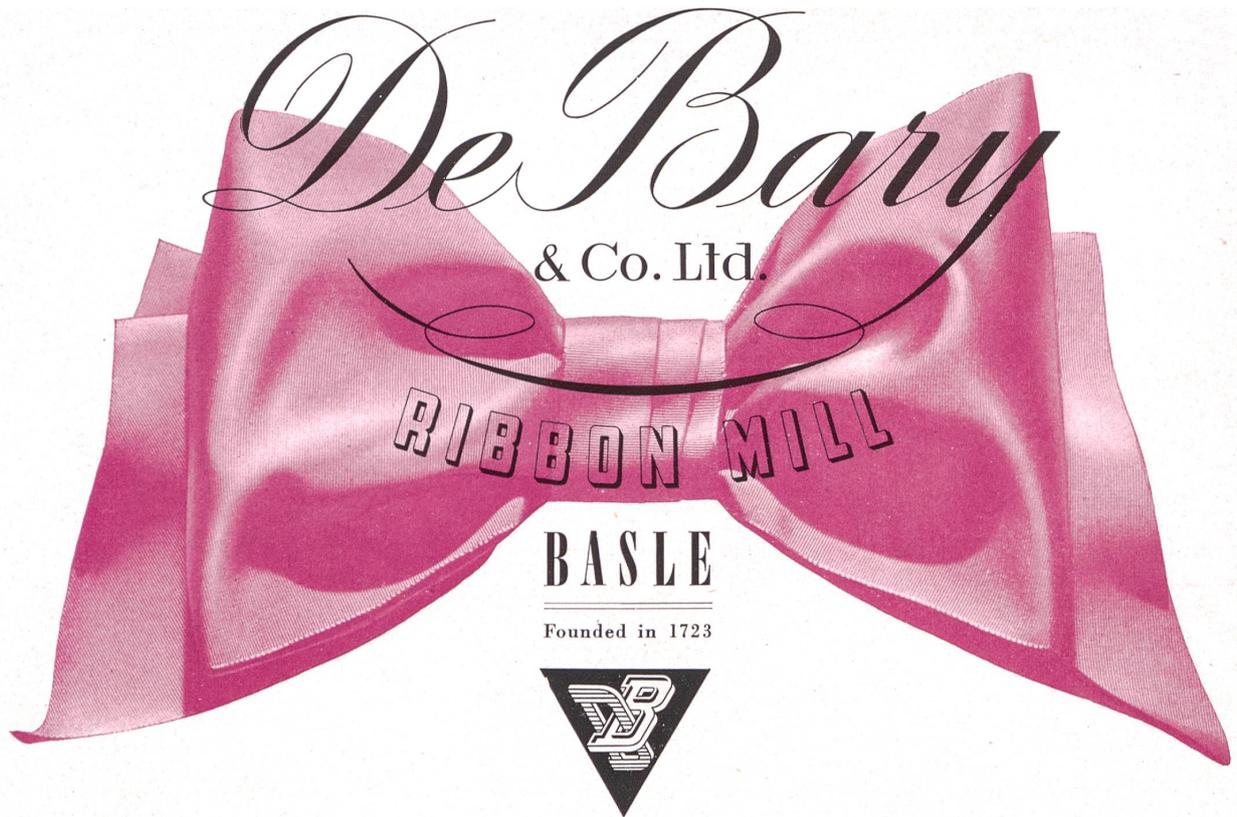
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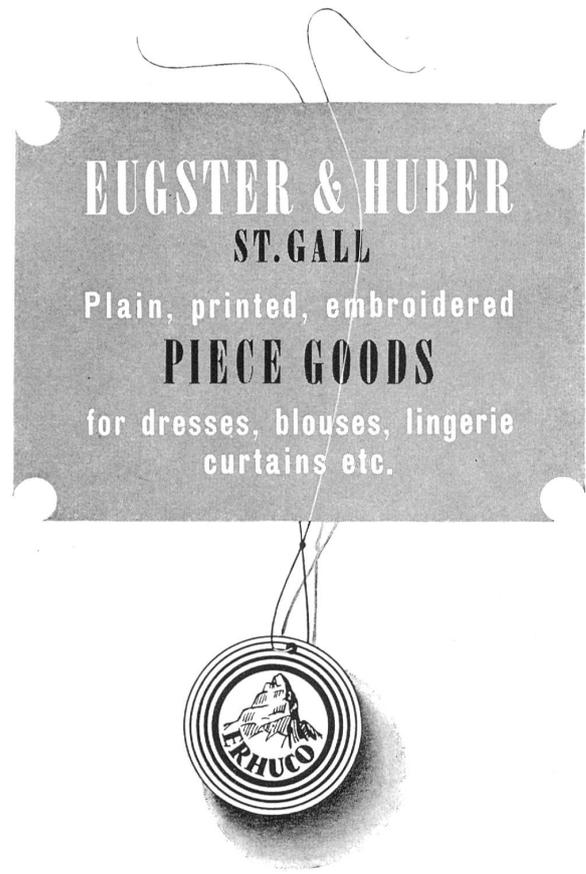
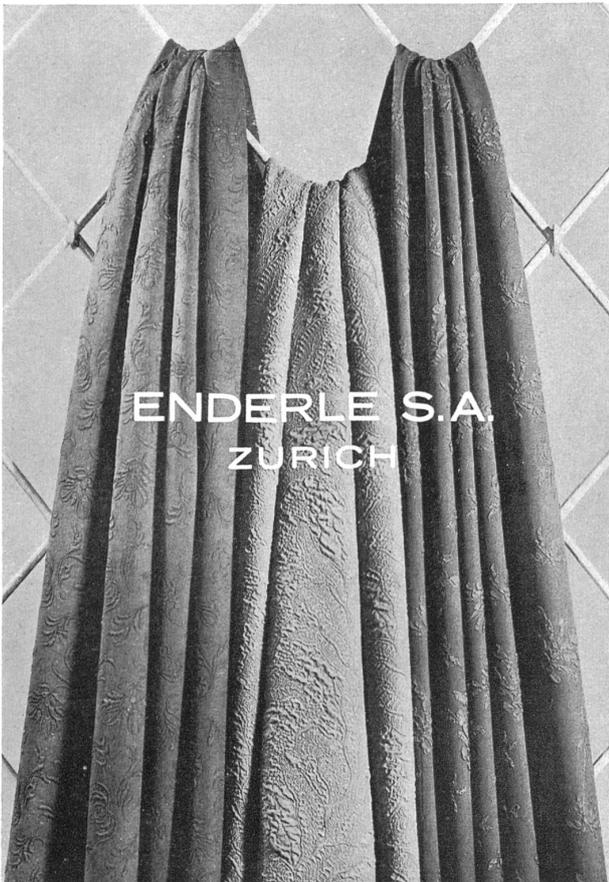
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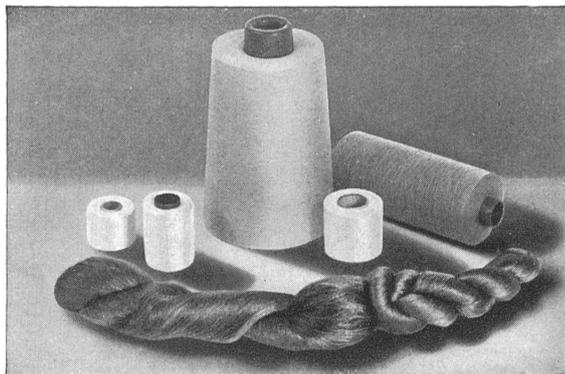
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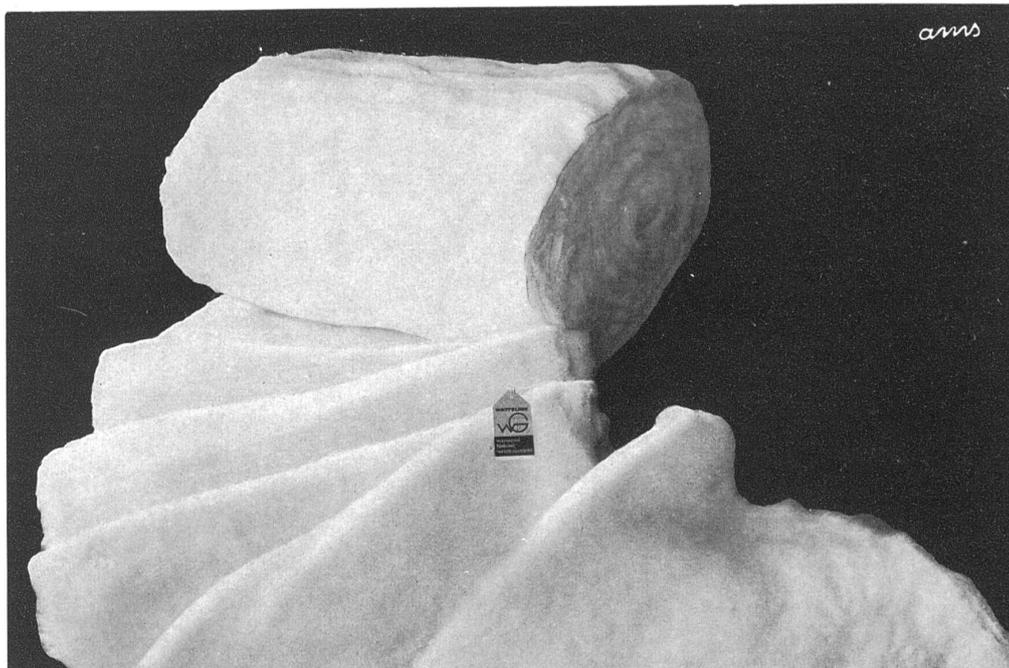
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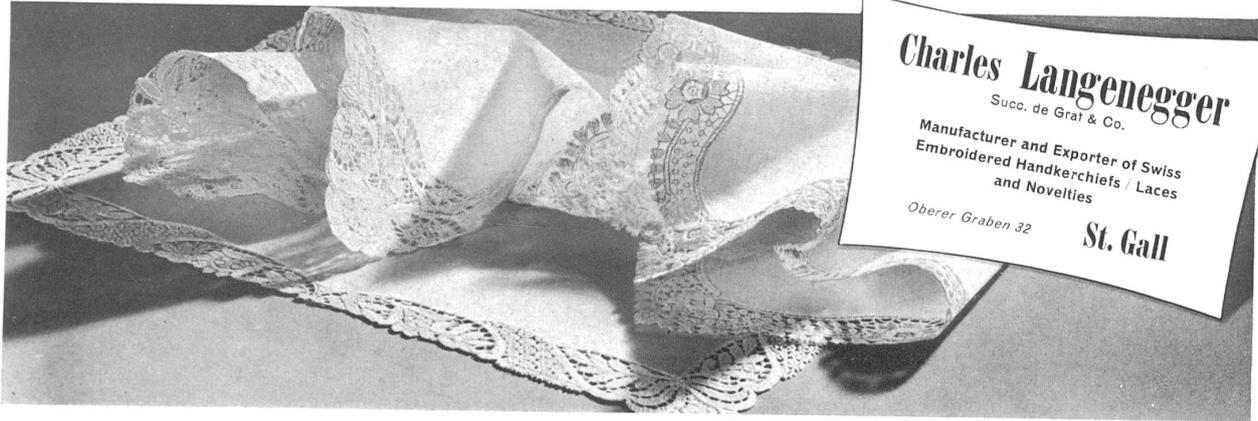


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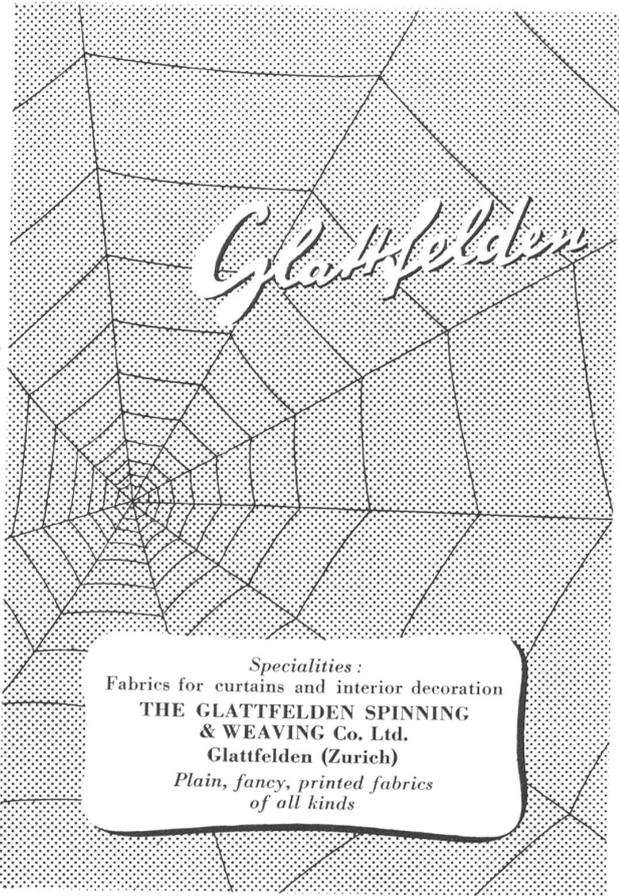
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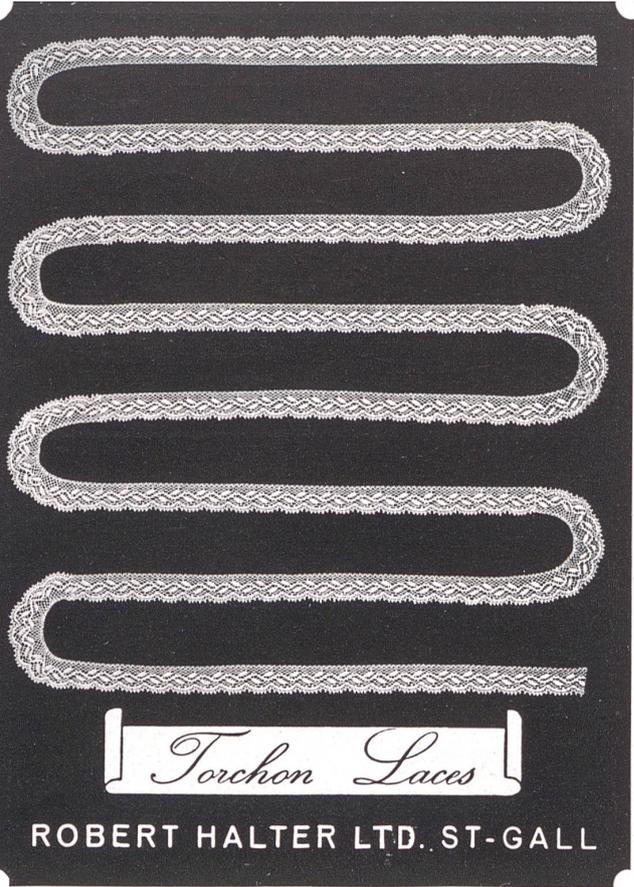
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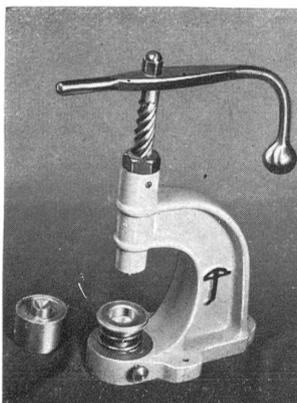
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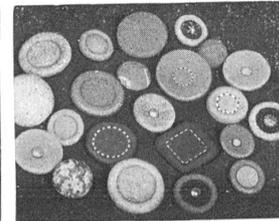
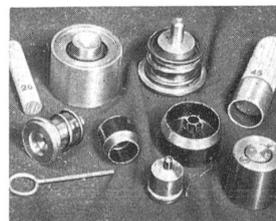
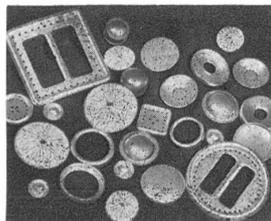
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Material for the manufacture of footwear
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Handplaits.

Stäger & Co. Ltd., Villmergen

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Braid and allover of the new material

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Model Bähler Ltd., Bern
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Model Carl Müller Ltd., Zurich
Photo Schmutz & Weider, Zurich



JACQUES ISLER & CO. LTD.

*** WOHLER ***

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

*In the following pages will be found
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
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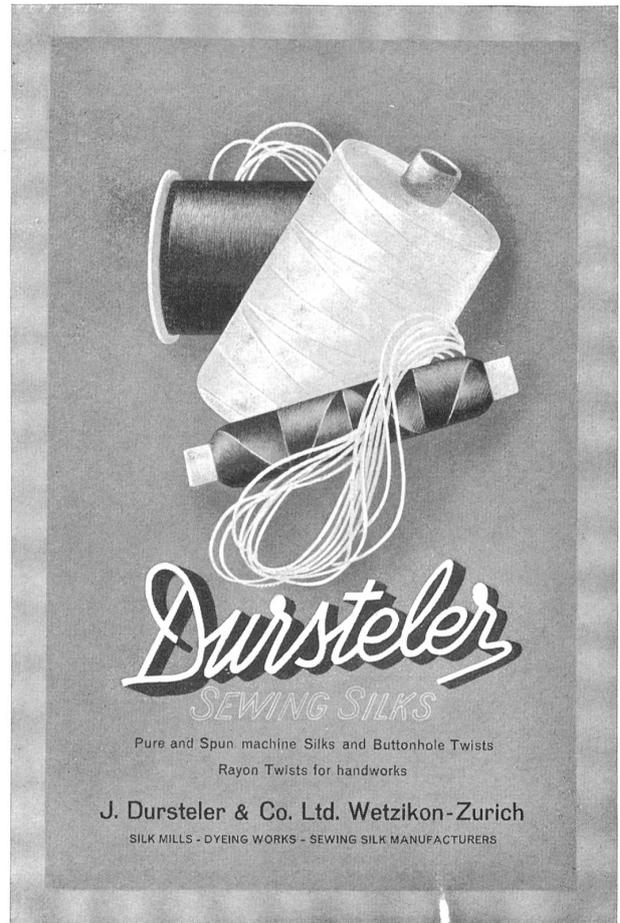
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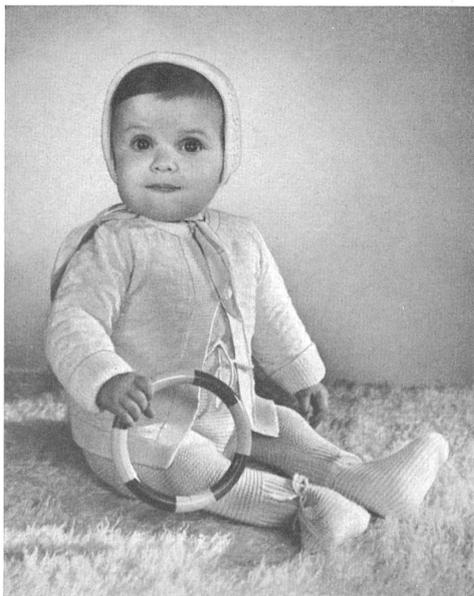
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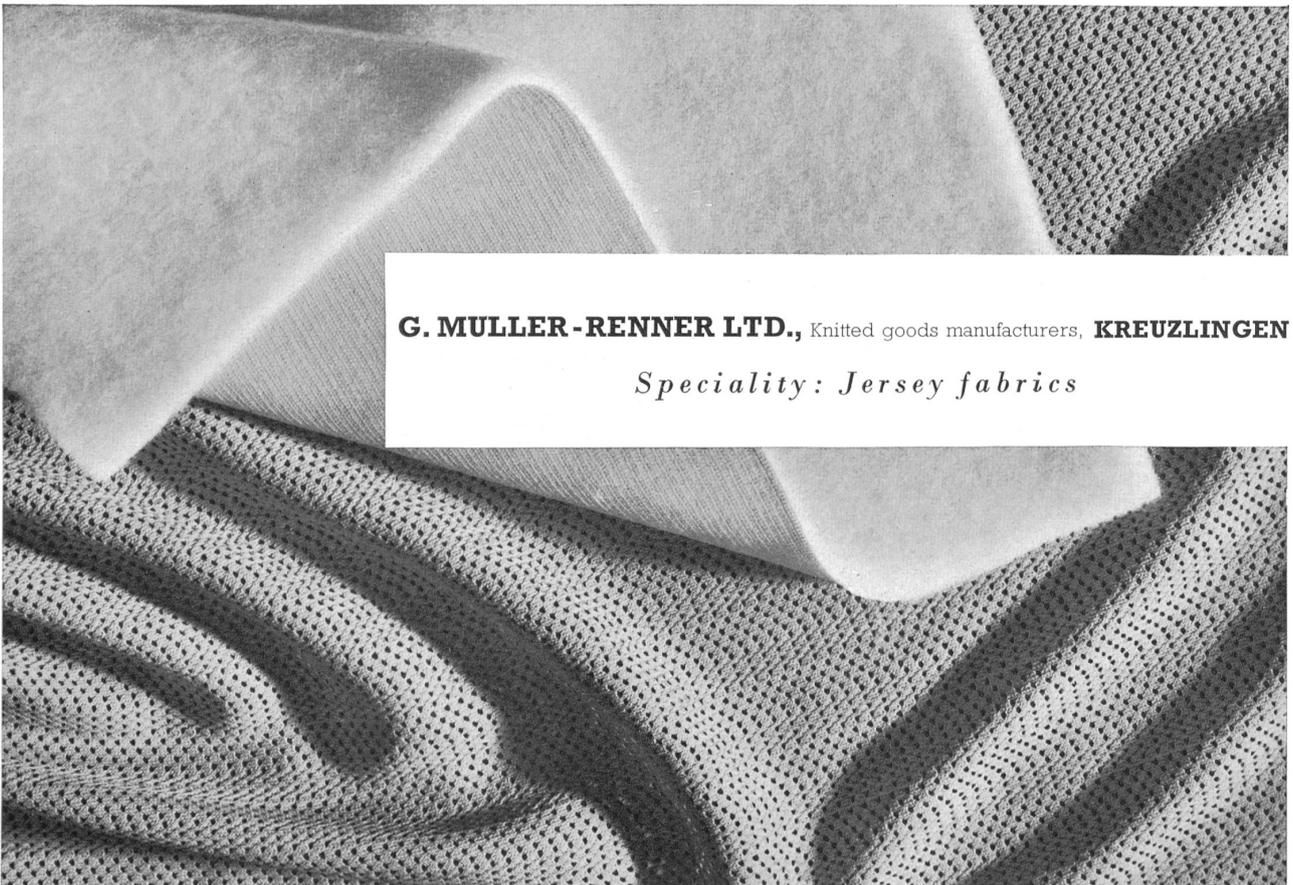
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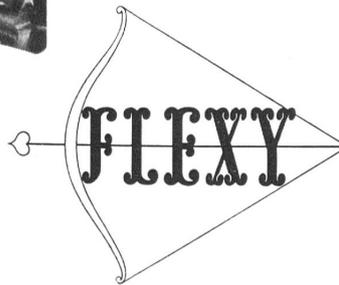
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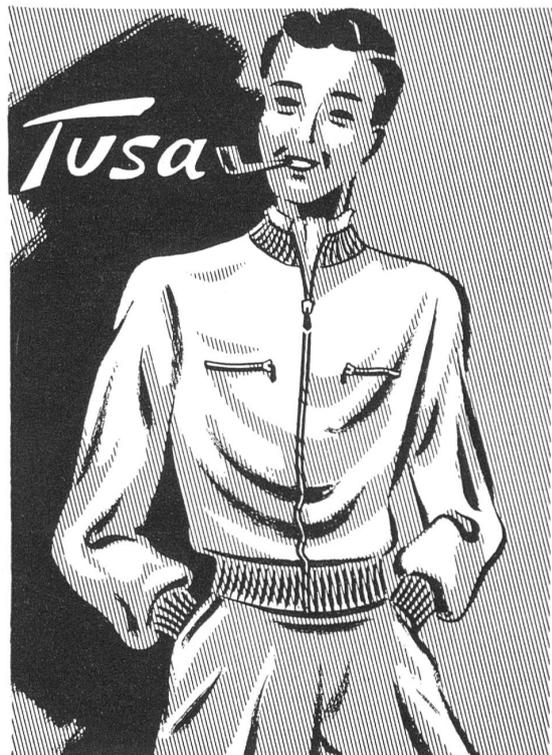
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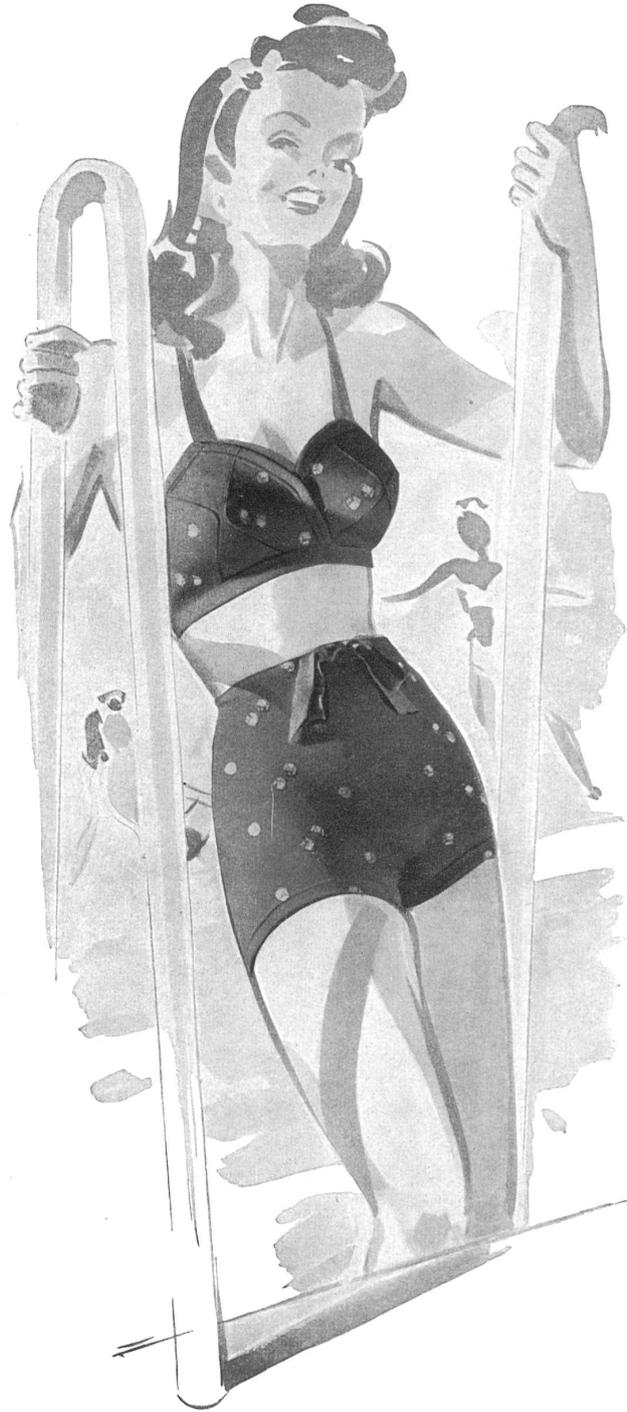
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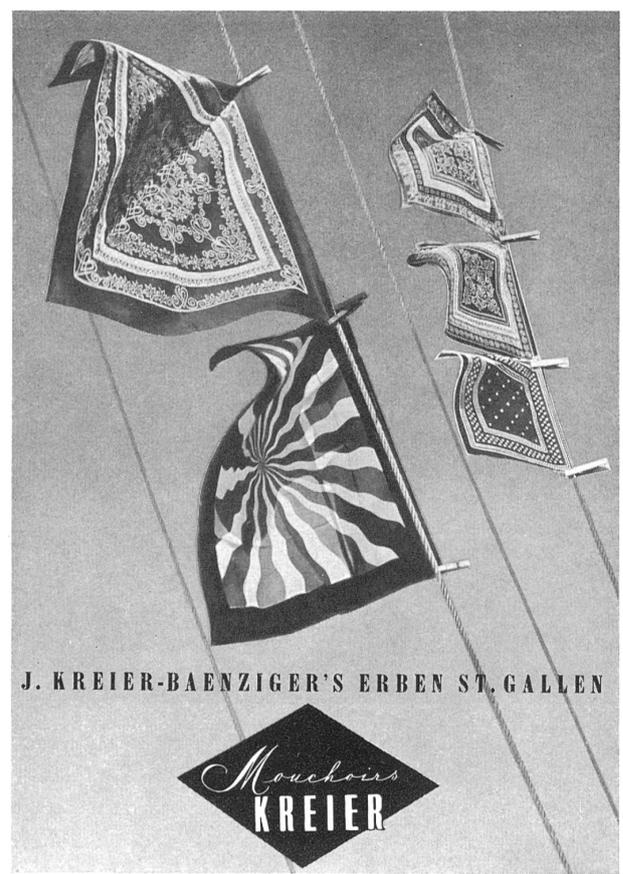
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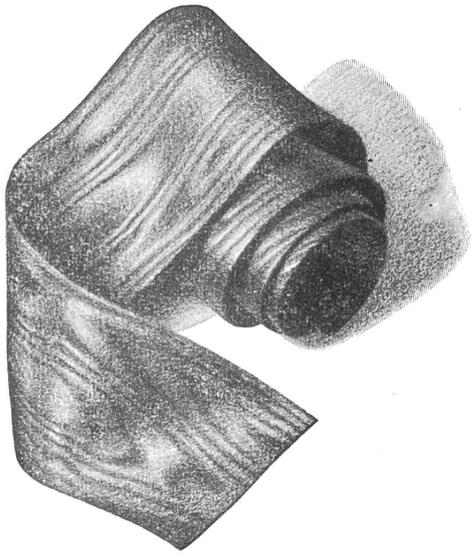




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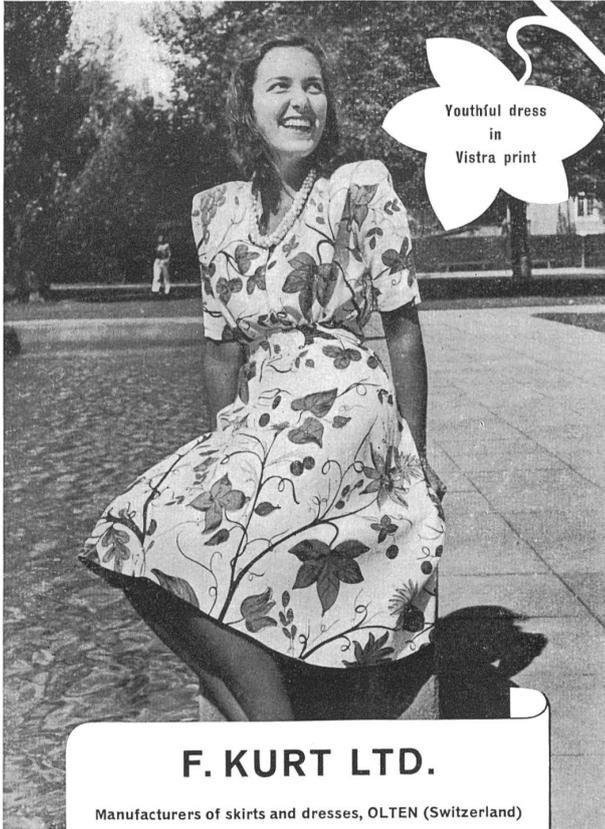


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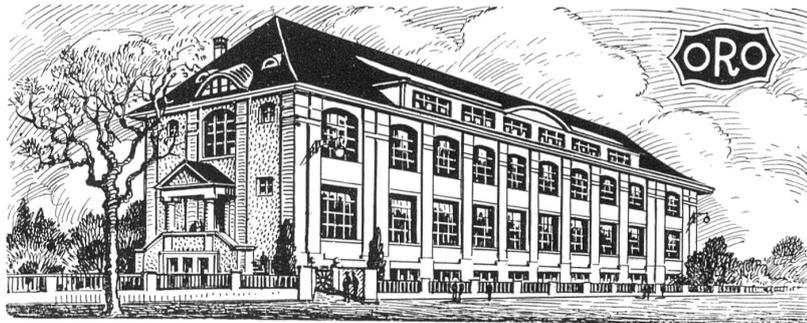
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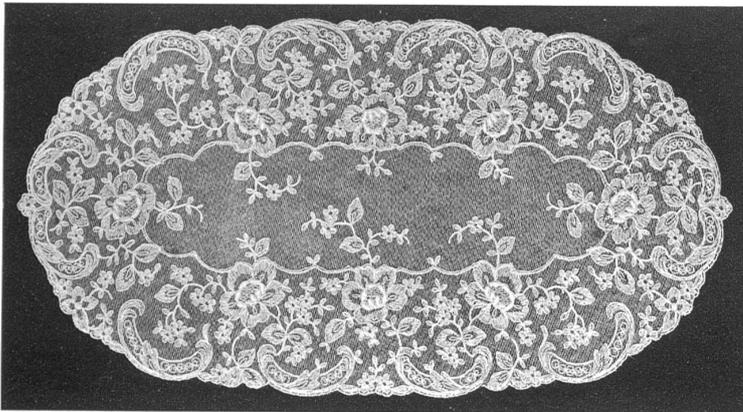
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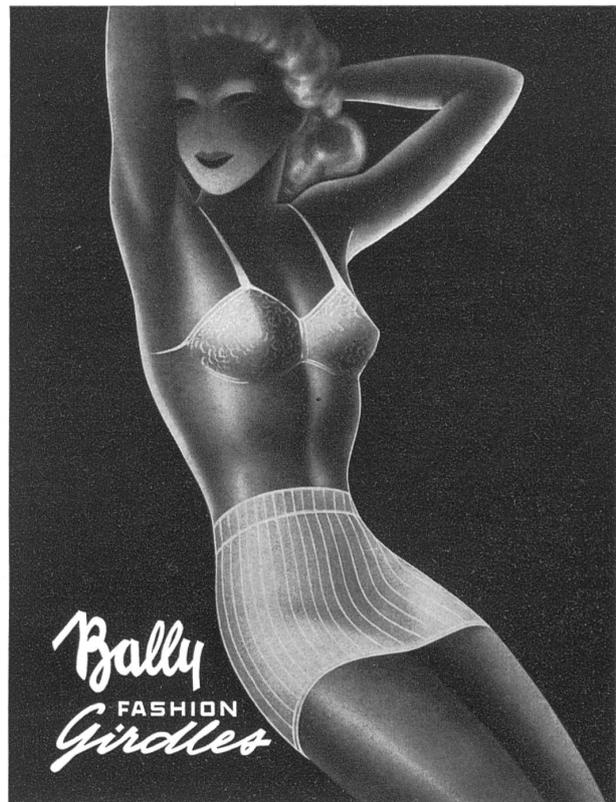
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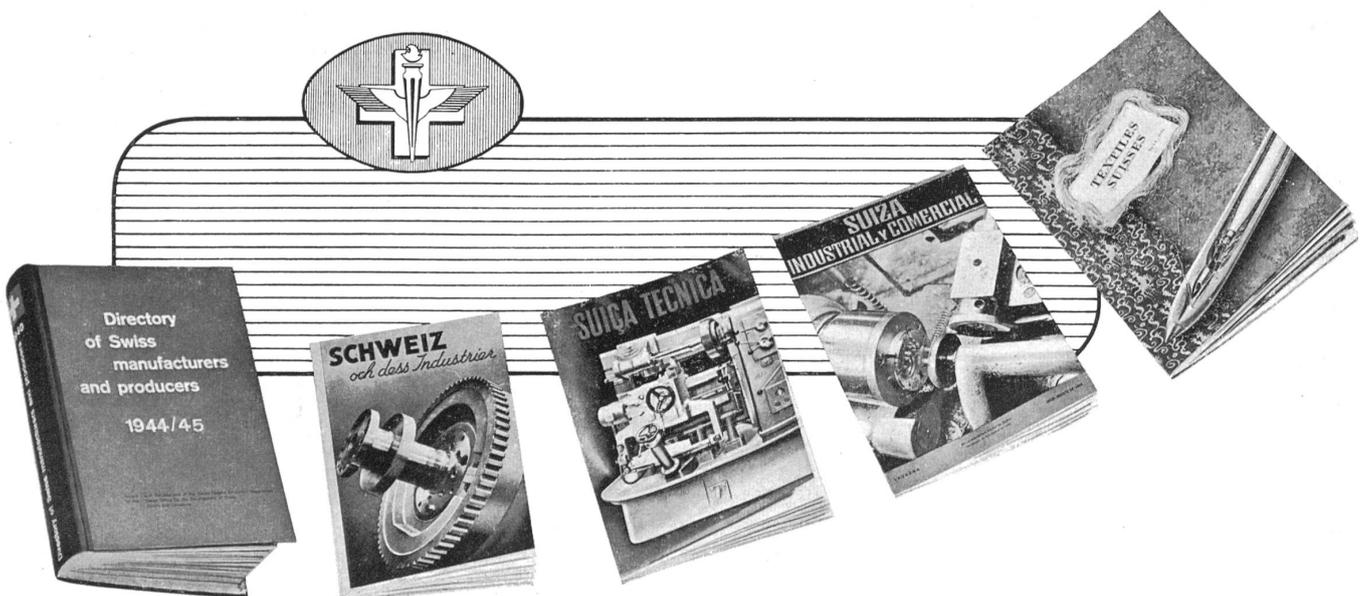
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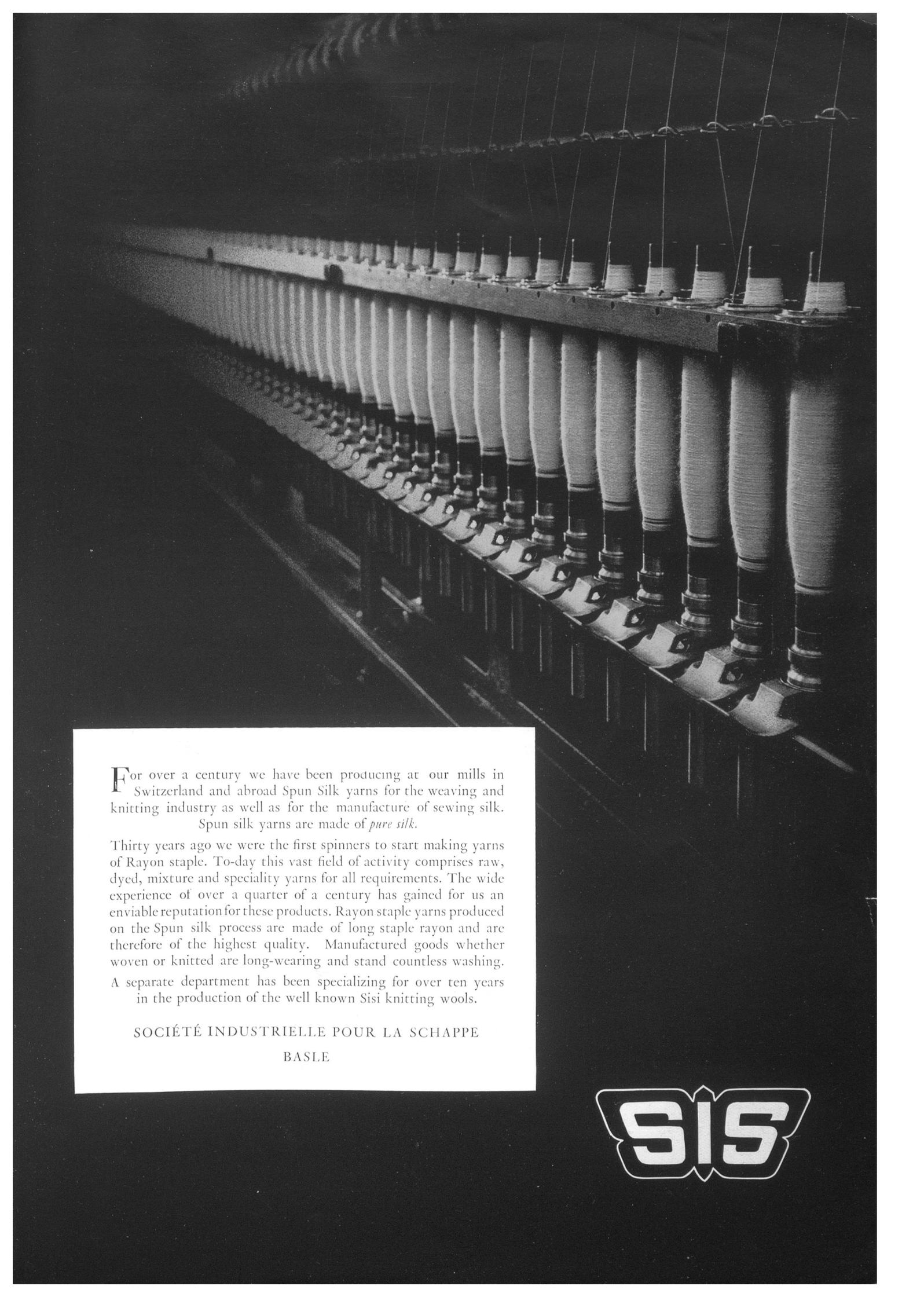
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Spun silk yarns are made of *pure silk*.

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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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