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NYLON

**RUDOLF BRAUCHBAR
& CIE, ZURICH**

«RUBRANYL»

Tissus de nylon rayés et écos-
sais, lavables et cuisables, de la
collection de printemps.

Washable and boilable striped
and nylon fabrics from the
spring collection.

Tejidos de nylon listados y
escoceses, lavables y resistentes
a la colada, de la colección de
primavera.

Nylon-Gewebe mit Streifen-
und Schottenmustern, wasch-
und kochecht, aus der Früh-
jahrskollektion.

Photo Droz



Few products have known the success of nylon and only a few antibiotics have caused such a considerable sensation in the general public on their first appearance or have known such lasting fame and popularity and justified to such an extent the hopes placed in them. It should also be added that few products have had so much nonsense talked about them — either in their favour or against them. (It will immediately be seen from this that we are not among those who acclaim each new discovery as a miracle or who see everywhere only exaggeration and advertising propaganda.)

Nylon owes the rapidity with which it has become known and asserted itself industrially to the fact that it was born and grew up in America, and that it came just at a time when military needs called for the rapid production in large quantities of a product which, if not perfect, at least offered interesting new qualities capable of being put to immediate practical use. Half a century earlier, artificial silk had had a more difficult start !



HEER & CIE S. A., THALWIL

Shantungs de nylon rayés en travers et unis.
Plain and diagonally striped nylon shan-
tungs.
Shantungs de nylon listados al bias y lisos.
Nylon-Shantung uni und quergestreift.

Photo Wyden

Grieder & Cie, Zurich
Robe épinglée.

Photo Schmutz & Guniat

Willy Meyer S. A., Zurich

Robe de cocktail.

Photo Lutz

Couture Tschannen, Rita Kägi & Cie, Zurich
Robe du soir estivale.

Photo Hans Matter

In Europe, a great deal was heard of nylon towards the end of the war, a long time before it came into the hands of the public. Then the first stockings made their appearance, coveted by women everywhere, articles of contraband and speculation... Nylon yarn itself, which the United States could not deliver in sufficient quantities to satisfy the demands of the converters, was the object of black market deals. The fabrics were the last to come. Meanwhile, Europe had made the necessary preparations and nylon spinning started up in Switzerland. The use of nylon in weaving raised problems more complicated than those in hosiery. The particular properties of the new fibre, its handle, for example, do not allow it to be used as it is, and it was necessary to look for — and find — particular textures and finishes that would allow the excellent wearing qualities of nylon to be used to advantage in the clothing industries.

In Switzerland, a fairly large number of firms specialising in silk have included nylon articles in their manufacturing programmes and their products today are meeting with great success on markets abroad. Most of the yarns used are produced at home — this output of yarns moreover is easily absorbed by the industries of the country, and home and foreign demand is still greater than the supply. The finishing establishments, too, have an important task to fulfil, which moreover they are accomplishing to their credit. In the field of spinning too, Switzerland has adopted the new fibre, a step which is essential for it is not possible to sew nylon fabrics with thread of another material.

Swiss exports of nylon fabrics are not very great, compared with the figures for other similar items. Nevertheless several facts must be taken into consideration: first of all, world supplies of the raw material are still less than the demand, and secondly, Switzerland has not been long in the ranks of producers and her capacity of output is limited (voluntarily limited moreover since in this field, as in so many others, she prefers to confine herself to the manufacture



S. A. STUNZI FILS, HORGEN/ZURICH

Nylon barré fantaisie (nylon et fibranne).

Nylon « Peau de lézard ».

Fancy ribbed nylon (nylon and staple-fibre).

« Lizard skin » nylon.

Nylon con barras fantasia (nylon y fibrana).

Nylon « Piel de lagarto »

Photo Bauty

Blouse *Akris* de

A. Kriemler-Schoch, St-Gall

Photo Matter



HAUSAMMANN & CIE, WINTERTHOUR

« FLOCKNYL »

Impression flock sur voile de nylon.
Flock print on nylon voile.
Estampado flock sobre velo de nylon.
Flockdruck auf Nylon-Voile.

Photo Droz

« OSANYL »

Nylon craquelé uni.
Plain crinkled nylon.
Nylon cuarteado liso.
Robe d'été
Summer dress
Vestido de verano
Sommerkleid

Primella S. A., Zurich

Photo Lutz



of better quality, more exclusive articles which could not be produced in unlimited quantities). It is difficult moreover to draw any useful conclusions from the few figures in our possession, for it is only since the second half of last year that nylon has figured separately in Swiss foreign trade statistics ; until then it had been included under rayon.

It seems that in the field of synthetic fibres — or man-made fibres as they are called in America — we need no longer expect any further sensational inventions that would completely upset the positions and the knowledge already gained and oblige manufacturers to incur new expenses. The problems raised by the appearance of new materials would remain within the scope of present research. One can therefore almost certainly

BERTHOLD GUGGENHEIM FILS & CIE, ZURICH

Nylon flammé et nylon écossais de la collection d'été.

Flammé and tartan nylon from the summer collection.

Nylon flameado y nylon escoces de la coleccion de verano.

Nylon flammé und Nylon mit Schottenmuster aus der Sommerkollektion.



Photo Wyden

count on an assured future for nylon, whatever modifications it may undergo. It would be a mistake however to attribute to it qualities it does not possess and to use it for purposes for which it is not suited, to consider it a miraculous product, a sort of universal « ersatz », which would soon prove as disappointing as the extent to which it had been used wrongly.

Swiss manufacturers then, see in nylon a new product whose particular characteristics will enable it to exist alongside silk, rayon, cotton, etc., without any need for it to supplant any of these traditional fibres. Nevertheless they have tried right from the start to give their nylon fabrics the particular touch of quality and elegance that has already made the reputation of their silks and fine cottons. In addition to the crinkled and other plain fabrics that are already classic, we have seen in recent Swiss



TISSAGES DE SOIERIES CI-DEVANT NAEF FRÈRES S. A., ZURICH

Quelques échantillons de la collection de tissus de nylon.
A selection from the collection of nylon fabrics

Algunas muestras de la colección de tejidos de nylon.
Einige Abschnitte aus der Nylon-Kollektion.

Photo Droz

Robe d'intérieur en nylon craquelé imprimé.
House-dress in printed crinkled nylon.

Vestido de casa, de nylon cuarteado estampado.
Hausdress aus Nylon craquelé bedruckt.

Modèle *Amalfi* — Marguerite Guggenheimer, Bâle

Photo Lutz



Photo Bauty

A. UEHLINGER & CIE, BALE

« NYLORGANZA »

Nylon imprimé, finissage organza.

Printed nylon with organza finish.

Nylon estampado con acabado organza.

Bedruckte Nylon-Gewebe mit Organza-Ausrüstung.

collections some printed crinkled nylons and organzas, fancy voiles, piqués, mate-lassés, fine embroidered fabrics, mousselines and flock print voiles of very superior technical and artistic quality, some tartans, striped, ribbed and flammé yarn-dyed fabrics in strong, supple textures with a slightly rough handle, shantungs, etc.

Although we have already spoken of the finishers, we wish to draw attention here to the prominent part they are playing, in close collaboration with the creators, in contributing towards the richness and beauty of the Swiss collections of nylon fabrics. They have succeeded in finding the answer to several difficult problems such as, for example, printing in white on a coloured ground (discharge process) — long considered to be impossible on nylon —, metallic flock printing, permanent goffering and pleating and other novelties capable of bringing infinite variety to materials that one thought one knew already !

LEEMANN & SCHELLENBERG S. A., ZURICH

Nylon plissé.

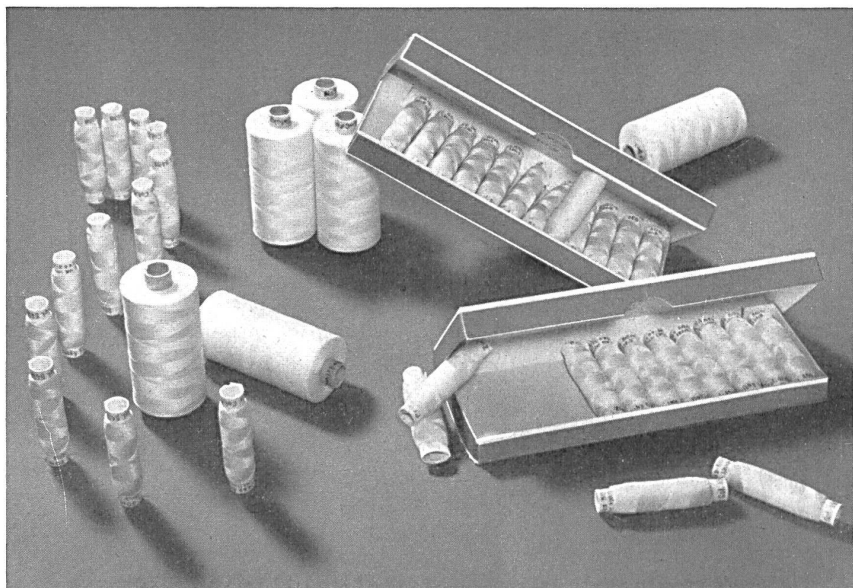
Pleated nylon.

Nylon plisado.

Blouse de Metzler S. A., St-Gall.

Photo Wyden





ZWICKY & CIE, WALLISELLEN

« PRINCESS »

Le fil de nylon s'impose pour la couture des tissus de nylon.
 N° 120/3 fils, pour la confection de blouses, de chemises pour messieurs, etc.
 N° 150/3 fils, pour l'industrie de la lingerie.
 Fusettes de 50 m pour la vente au détail et bobines croisées de 1200 ou 1500 m pour l'industrie, en 45 coloris mode.

Nylon thread alone should be used for sewing nylon fabrics.
 No. 120/3 ply for blouses, men's shirts, etc.
 No. 150/3 ply for the lingerie industry.
 Reels of 50 metres long for the retail trade and cross-wound bobbins of 1200 or 1500 metres long for industrial use, in 45 different fashionable shades.

El hilo de nylon es indispensable para coser los tejidos de nylon.
 N° 120/3 cabos, para la confección de blusas, de camisas de caballero, etc.
 N° 150/3 cabos, para la fabricación industrial de ropa interior.
 Bobinas de 50 metros para la venta al detalle, y bobinas cruzadas de 1200 o de 1500 m para usos industriales, en 45 colores de moda.

Für Nylon-Stoffe sollte nur Nylon-Nähfaden verwendet werden.
 Nr. 120/3-fach, speziell für die Konfektion von Blusen, Herrenhemden usw.
 Nr. 150/3-fach, speziell für die Wäscheindustrie.
 Die Lieferung des Princess-Nylonnähfadens erfolgt auf Kreuzwickel zu 50 m (Detailartikel) und Kreuzspulen zu 1200 bzw. 1500 m für die Industrie in 45 modernen Farben.

Photo Wyden

What are nylon fabrics used for? They are always popular for simple, practical blouses, or those that are more elegant but no less practical, and for lingerie. They are also used to make dresses, from the house-dress and the light unpretentious outfits for summer days — quickly washed, quickly dried and immediately ready to wear — to the cocktail dresses and suits in matelassé and taffeta, and the diaphanous evening dresses to which nylon lends its impeccable drape and which, by the beauty of their texture, colour and pattern, make this new fibre in to a very prominent, practical and glamorous member of fashion.

René Cadet.

Blouse nylon de
Haury & Co., St-Gall

Jupe nylon plissé de
Samuel Blum, Zurich

Photo Tenca

WEISBROD-ZURRER FILS, HAUSEN S/A.

Nylon piqué, brodé, imprimé, matelassé et matelassé imprimé or. Nylon piqué, and embroidered, printed, matelasse and gold printed matelasse nylon. Nylon en piqué, bordado, estampado, acolchado y acolchado estampado oro. Piquee-Nylon, Nylon bestickt, bedruckt, matelassiert und matelassiert mit Golddruck.

Photo Vulliemini

