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Manufacture des Montres Doxa S. A., Le Locle

Montres — Watches — Relojes — Uhren

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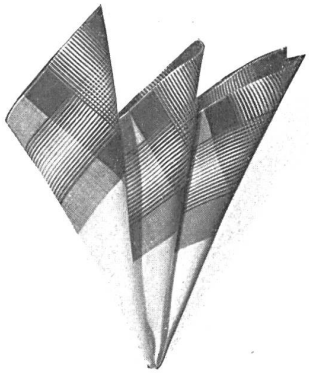
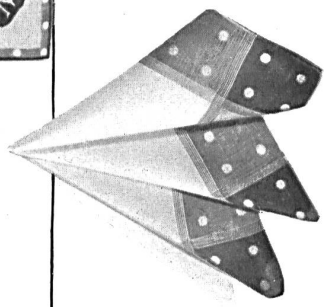
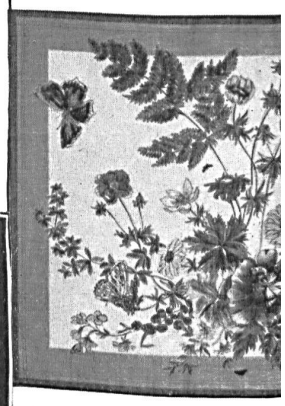
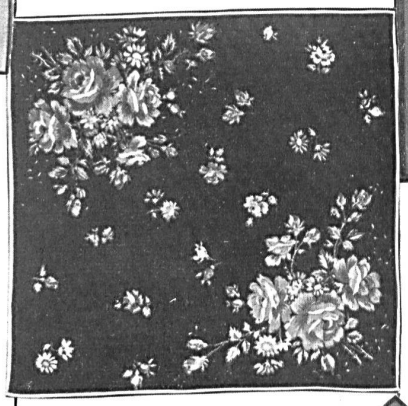
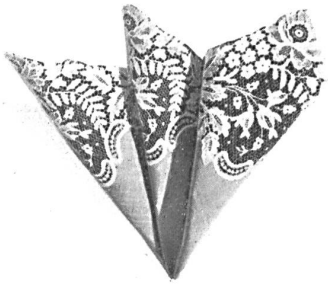
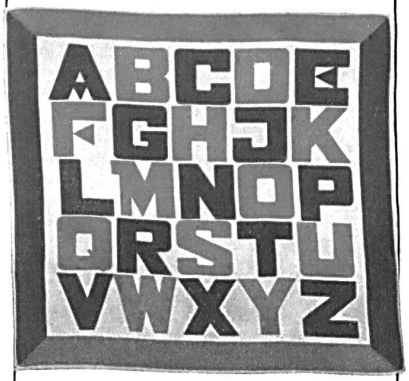


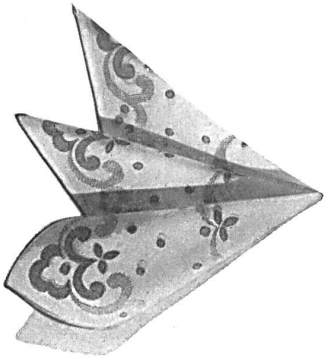








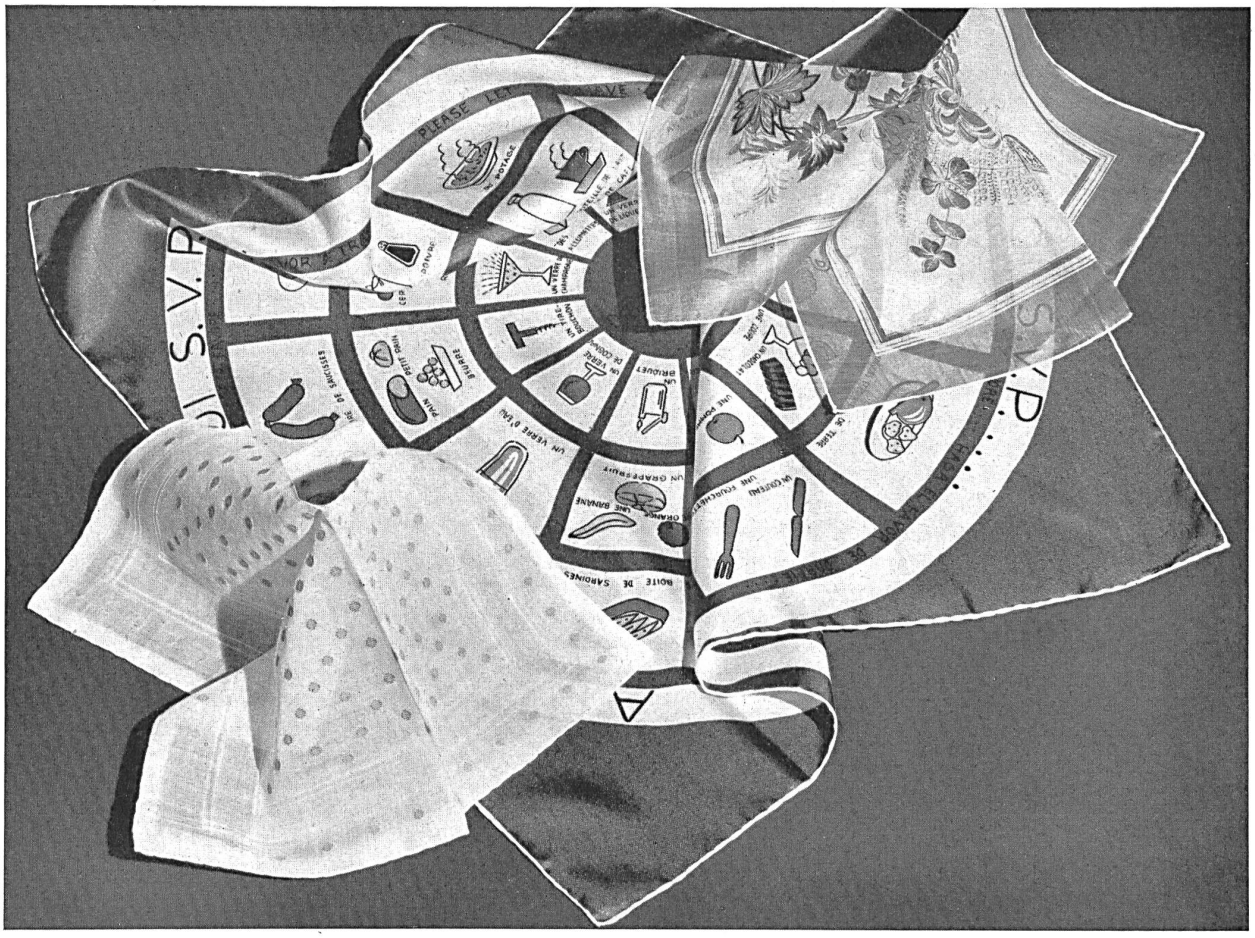




Albin Breitenmoser S. A., Appenzell

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.



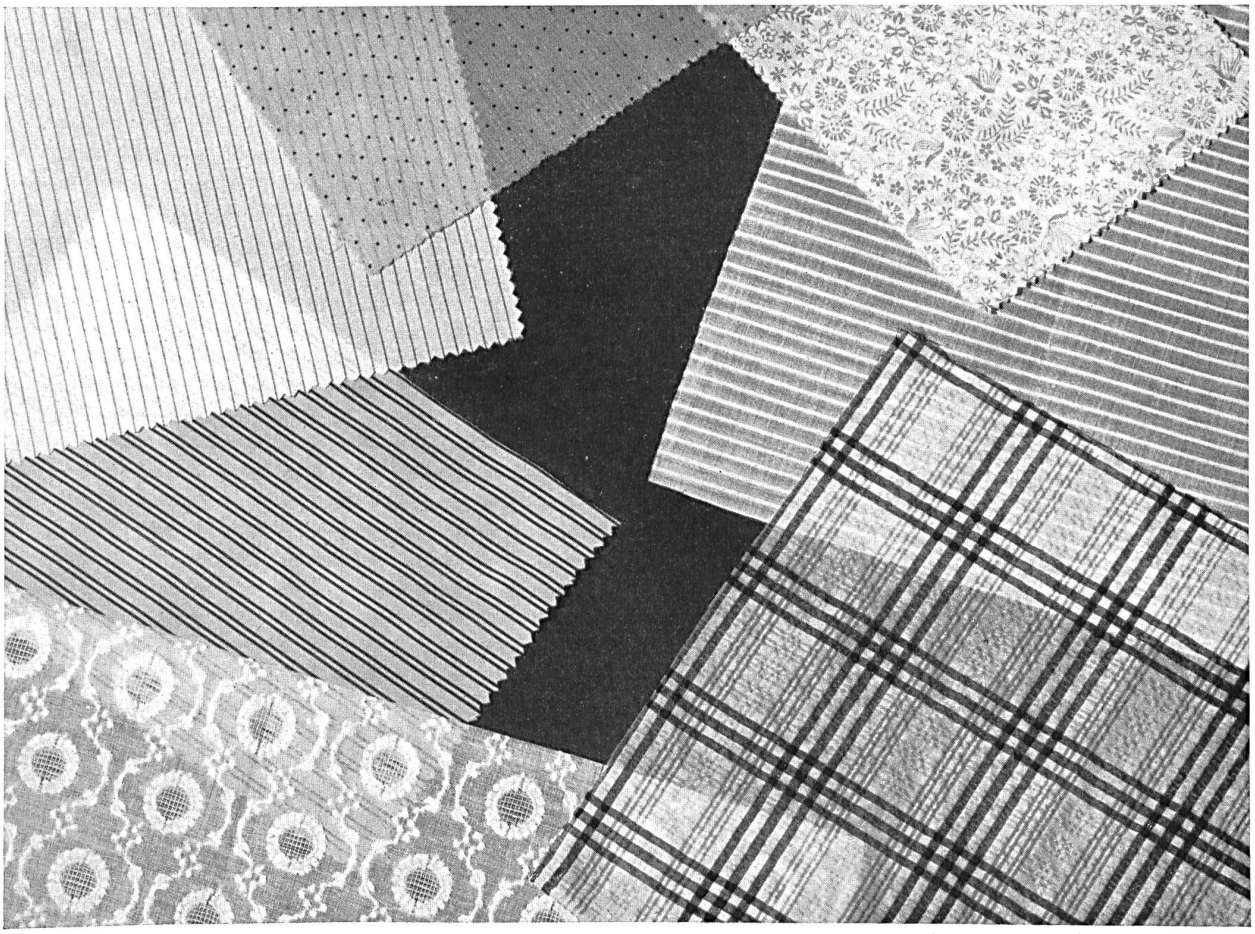
Mavir, Zurich

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

Photos Droz

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.



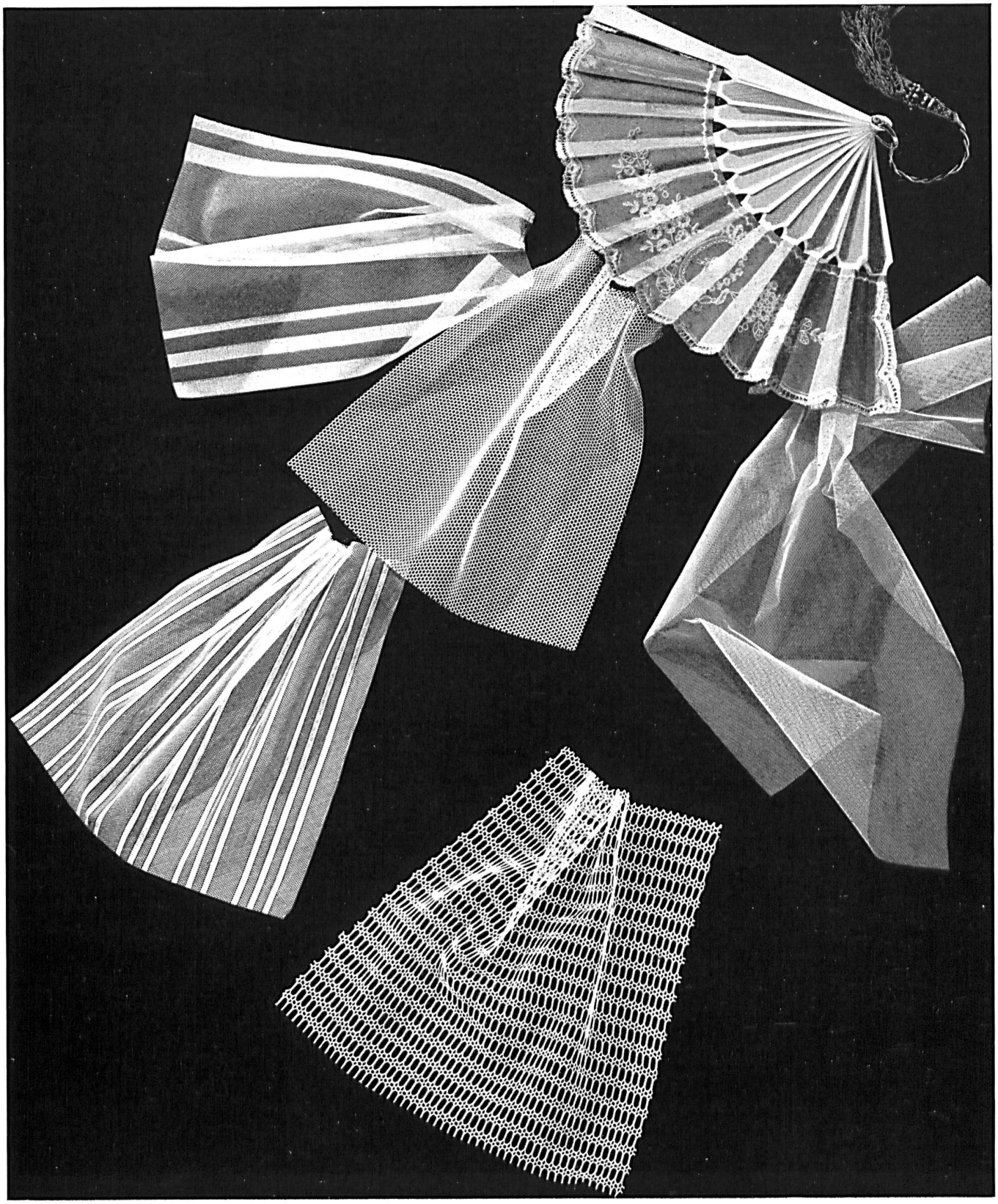
Société suisse de l'industrie tullière S. A., Munchwilen

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 veilings ; various nets for the embroidery and the lingerie industries.

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

Glatte und Fantasie-Baumwolltülle für Vorhänge ; Nylon-, Seiden- und Rayonnetülle für Damenkleider ; Seiden- und Rayonnetülle für Schleier ; diverse Tülle zum Besticken, für Wäschezwecke, 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

Photo Droz

Ferrin, Racloz & Cie, Genève

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

Jacob Rohner S. A., Rebstein

Guipure « Carrickmacross » rebrodée, avec applications lin.

« Carrickmacross »-Guipurespitze mit Leinenapplikation und Aufnähteilen.

Photo Wyden

« ALPINIT »
Ruepp & Cie S. A., Sarmenstorf

Tricots et jerseys.

Photo Lutz

Geiser S. A., Huttwil

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

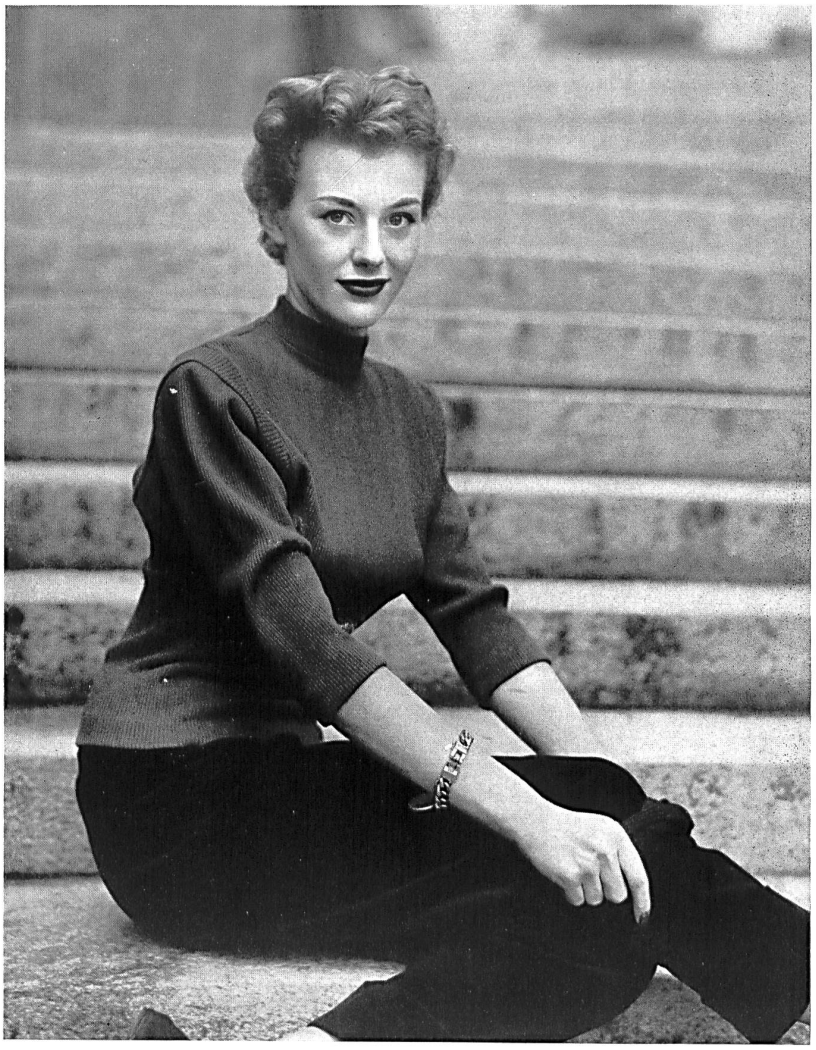
Children's clothing, pure wool, hand-knitted.

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

Kinderbekleidung aus reiner Wolle, handgestrickt.

Photos Droz

Vollmœller, 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 camisón de dormir de nylón estampado.

Hübsches Nachthemd aus bedrucktem Nylon.

Photo Lutz

Hochuli & Cie S. A., Safenwil

« HOCOSA »

Parures de laine avec garnitures de broderie et de dentelle.

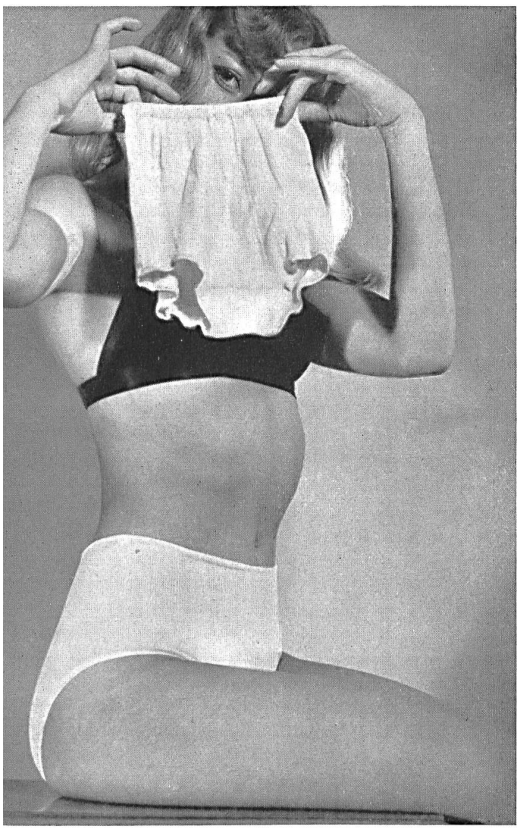
Wool underwear sets trimmed one with embroidery and the other with lace.

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

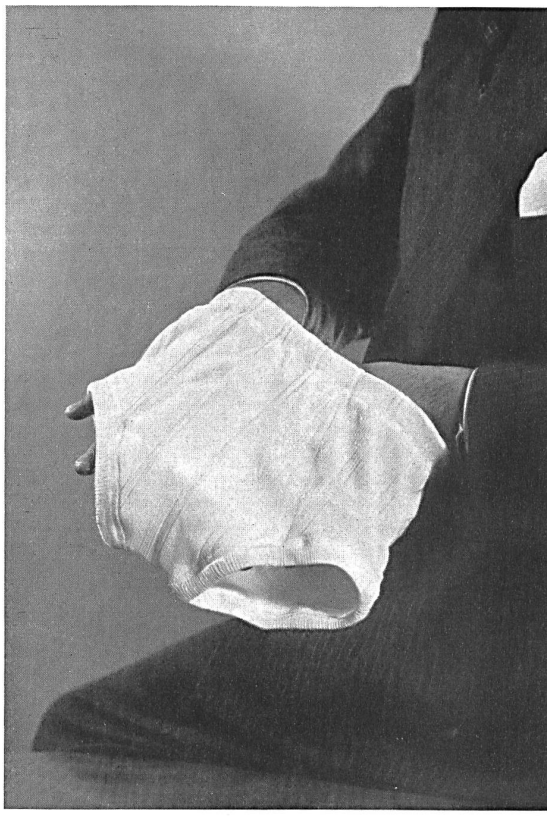
Wollgarnituren mit Stickerei- und Spitzenverzierung.

Photo Wyden

Lingerie today



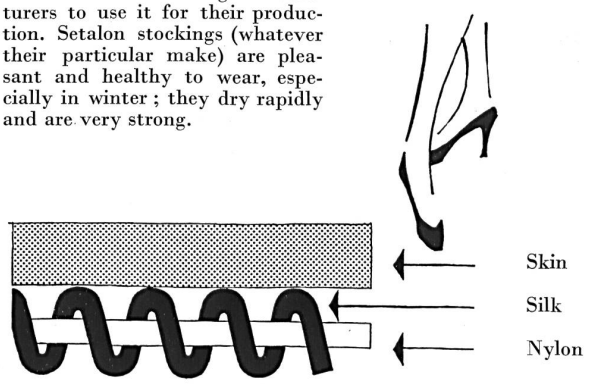
Helanca yarns have opened up new and very exciting possibilities for the lingerie industry. The great elasticity of this new product (see page 73) together with the already well-known properties of nylon make it possible to manufacture men's and women's underwear combining great practical advantages 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.**