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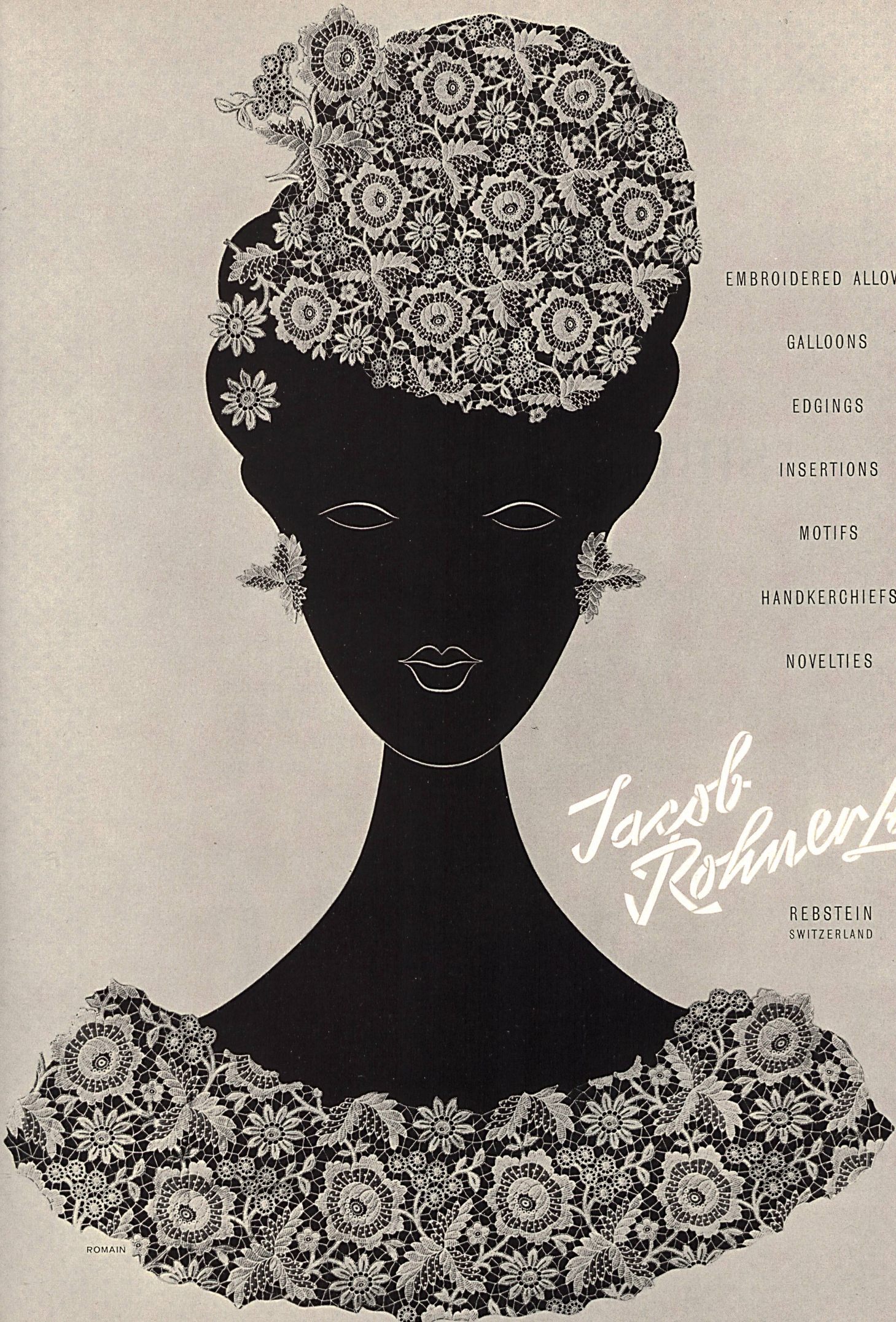
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## *Le Geai paré des plumes du Paon*

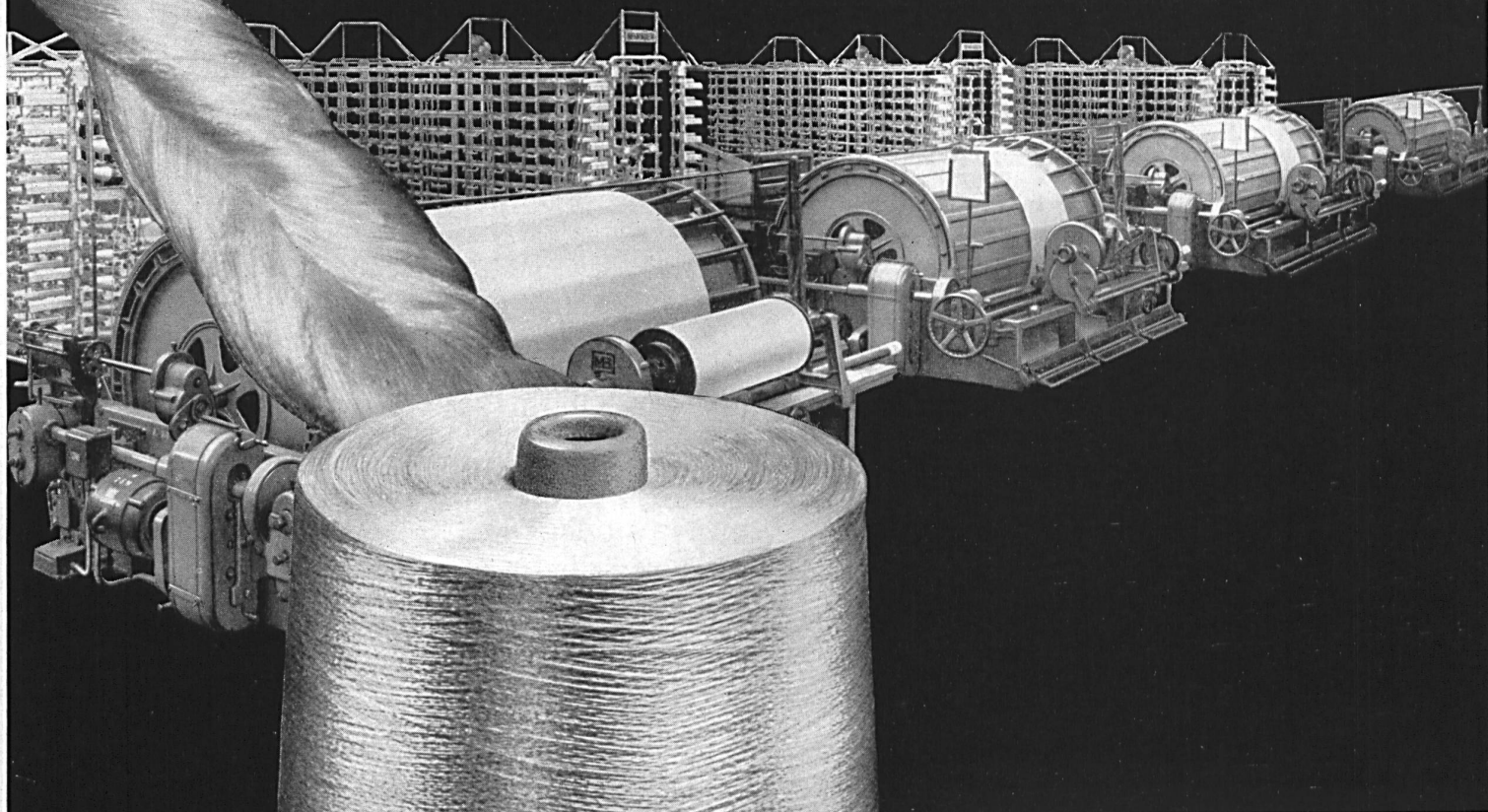
Un paon muoit: un geai prit son plumage;  
Puis après se l'accommoda;  
Puis parmi d'autres paons tout fier se panada,  
Croyant être un beau personnage.  
Quelqu'un le reconnut: il se vit bafoué,  
Berné, sifflé, moqué, joué,  
Et par messieurs les paons plumé d'étrange sorte;  
Même vers ses pareils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



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## 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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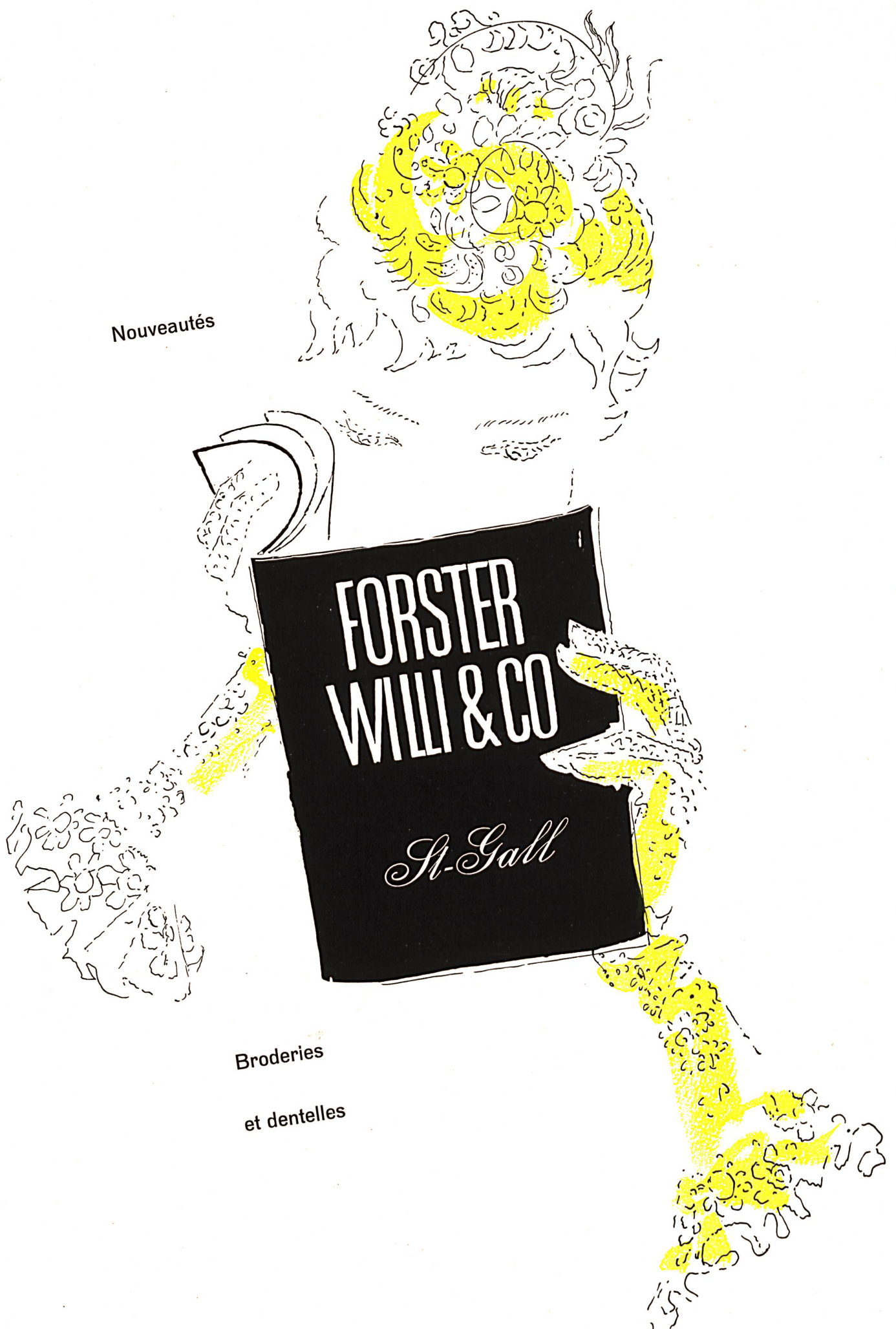
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Photo Bauty

Some products of the Feldmühle Ltd.

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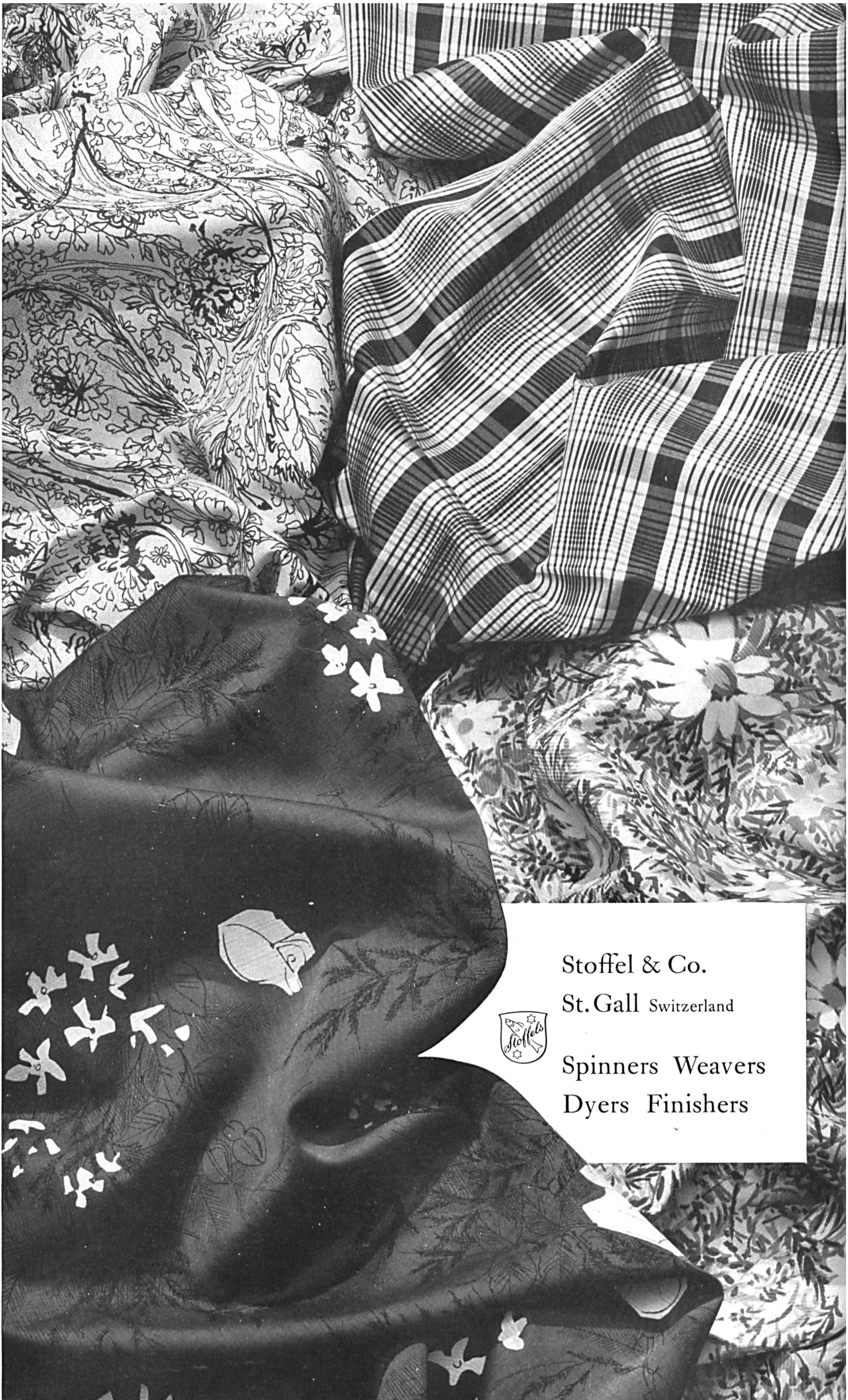
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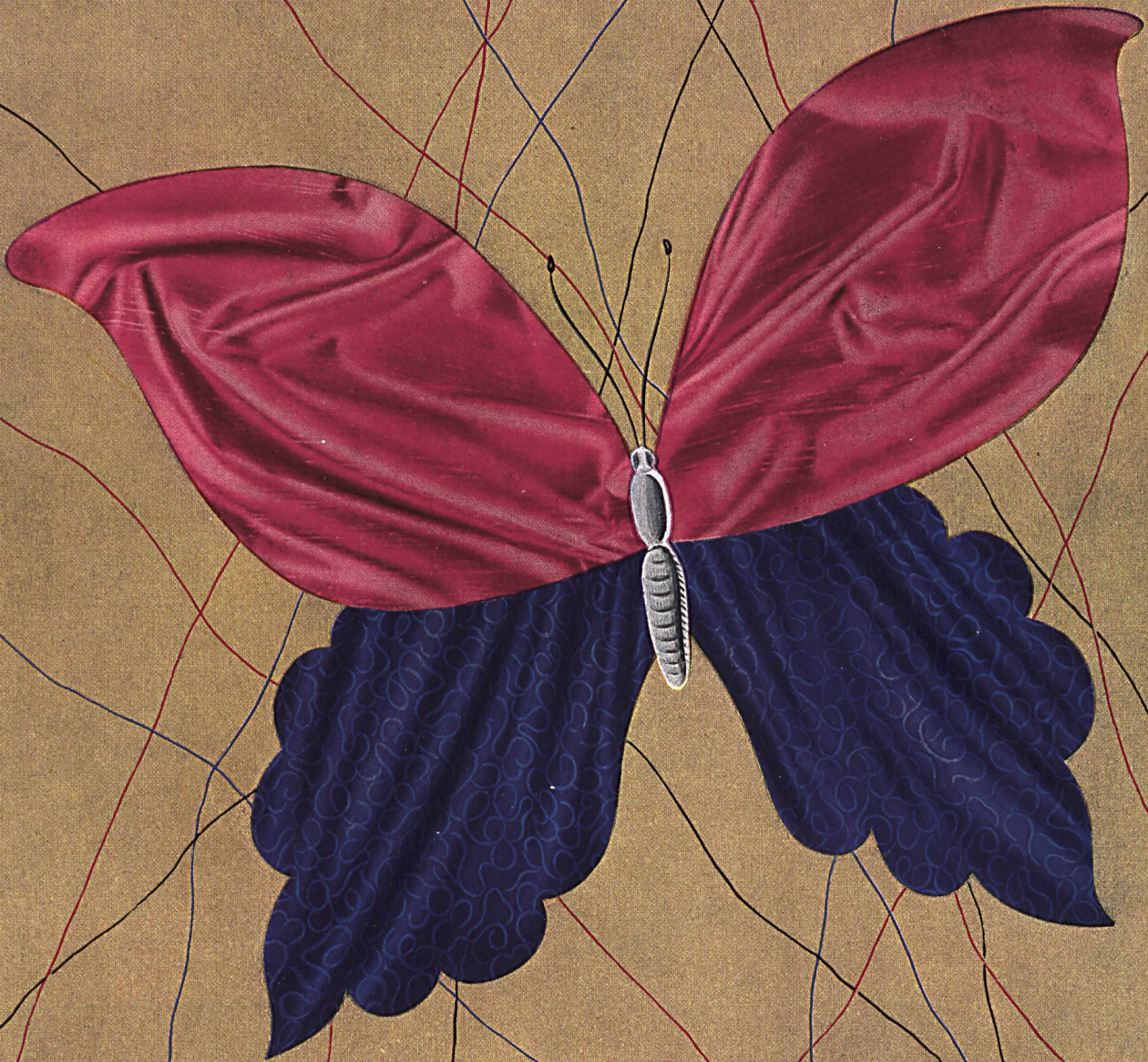


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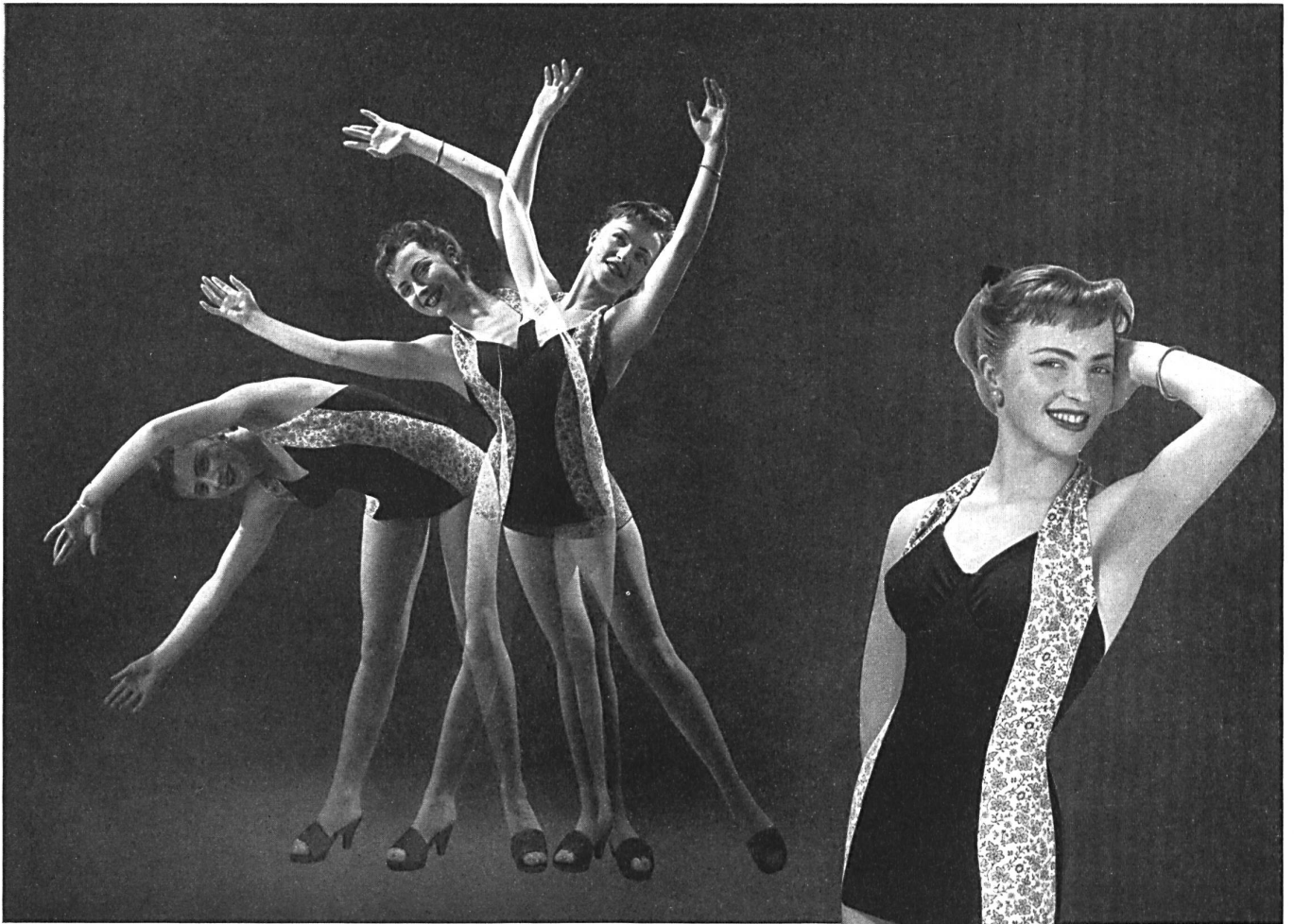
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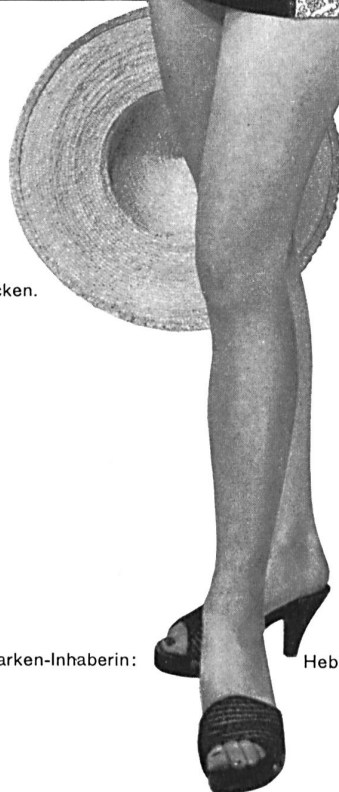
«Helanca» — der Linie zuliebe...



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

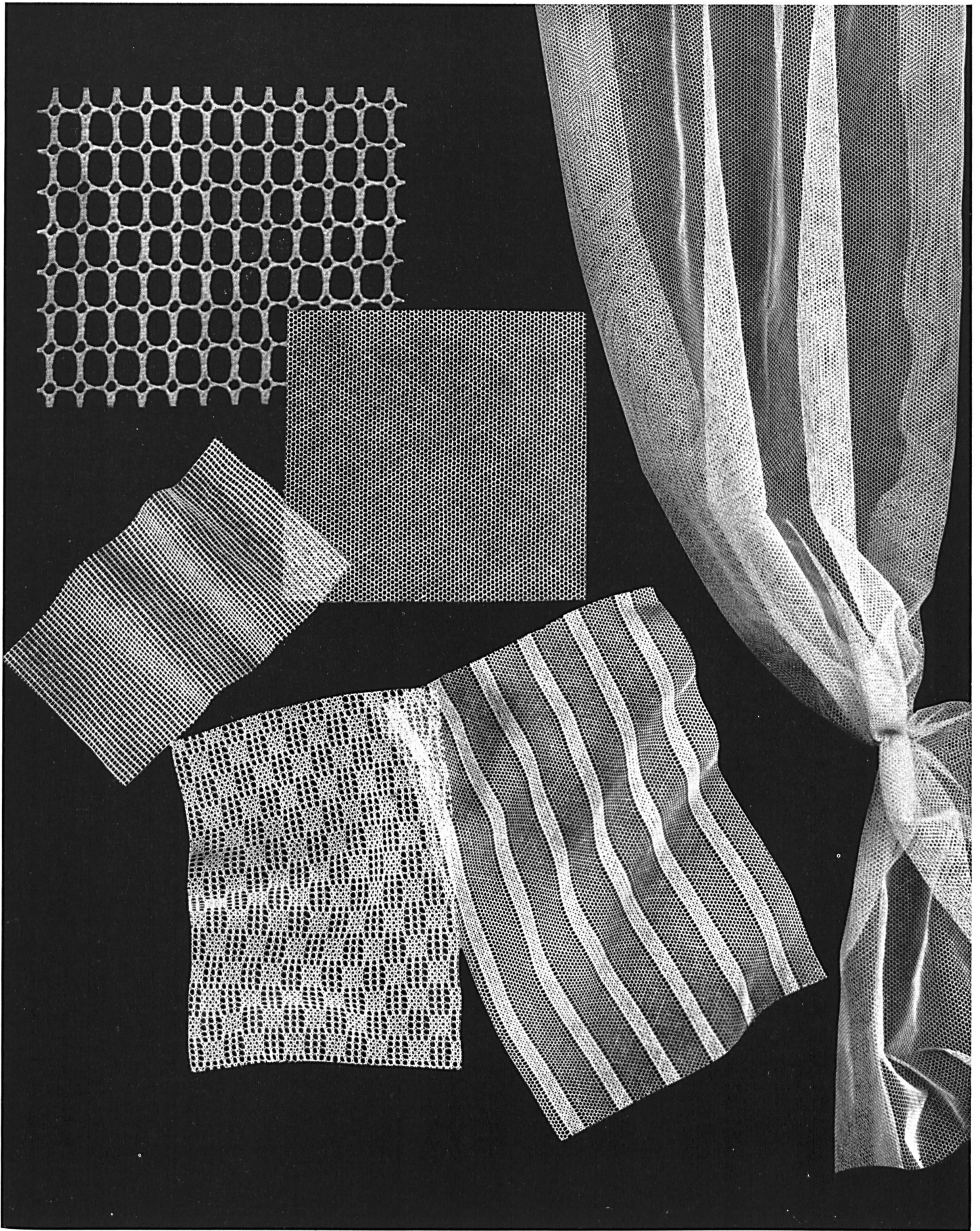
Die Etikette für Qualität und Wohlbefinden

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

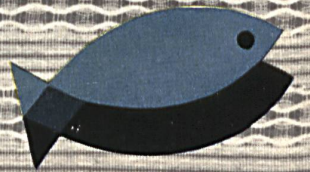
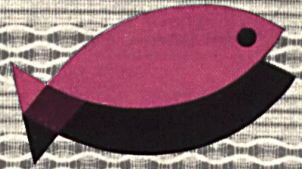
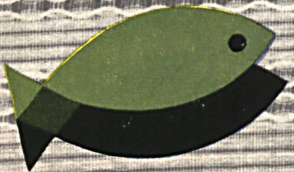




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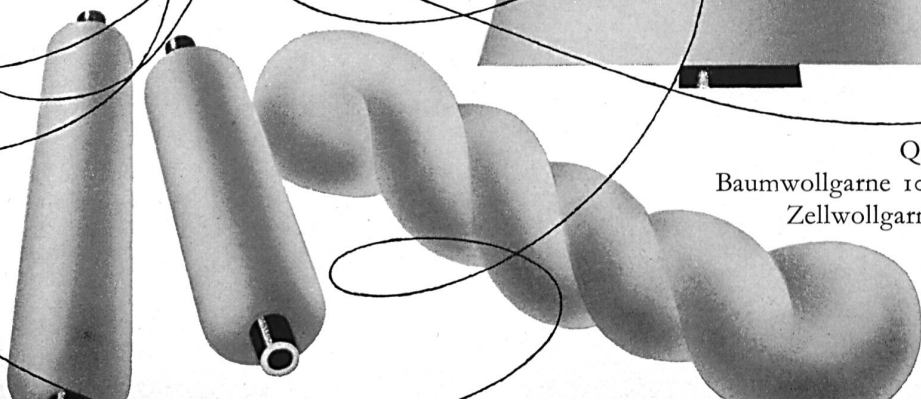
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