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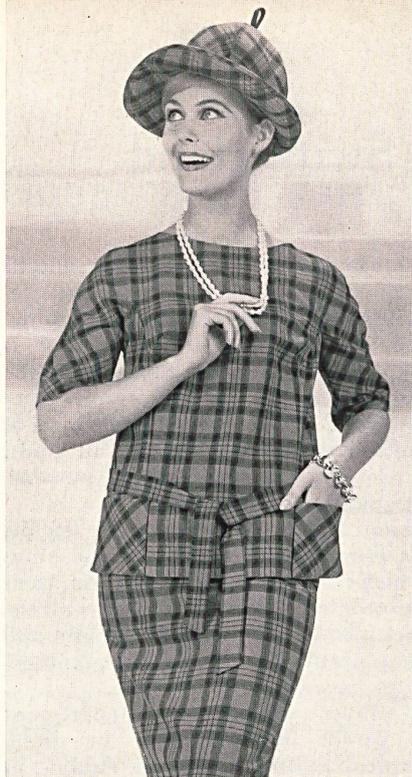
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A Quality Mark for Orlon

As everyone knows, orlon is an acrylic fibre of the American Company of Du Pont de Nemours, which now has a testing centre in Geneva (Switzerland) for checking the quality of orlon products made abroad. Du Pont de Nemours International Ltd. recently introduced an entire new testing programme which will be applied to all articles made of this acrylic fibre from the autumn of 1960 in a number of countries, and from the spring of 1961 in others. In order to enable retailers and their customers to be sure of the quality of the orlon products they sell or buy, the company producing the fibre reserves the right therefore to test these articles before allowing manufacturers to use the new quality label. Knitting and hosiery manufacturers will be permitted to use this label as a certificate, thus guaranteeing that the articles marked with it have been approved by Du Pont, according to the agreements made between this company and the distributors of its fibres. The Geneva testing laboratory, which is equipped with the very latest machinery and possesses a team of highly specialised technicians, will carry out the tests. This laboratory will also be able to count on the collaboration of the main Du Pont laboratory in the United States. To certify that the test has been carried out, every article satisfying the conditions laid down by the producer of the fibre will bear a label in the form of a safety seal marked with a registered number indicating the manufacturer of the article, the country of origin of the article and the words „quality certified“. This new system will be invaluable to all orlon fibre users, whether ready-to-wear manufacturers, wholesalers, retailers or consumers. Under normal conditions of use, all articles bearing the quality label will possess the characteristics inherent in this acrylic fibre.

Finally let us point out that Du Pont de Nemours International Ltd. have organised a fashion parade devoted to orlon, in several countries. Those taking part in this



«ZURRER»
WEISBROD-ZURRER FILS,
HAUSEN s. A.

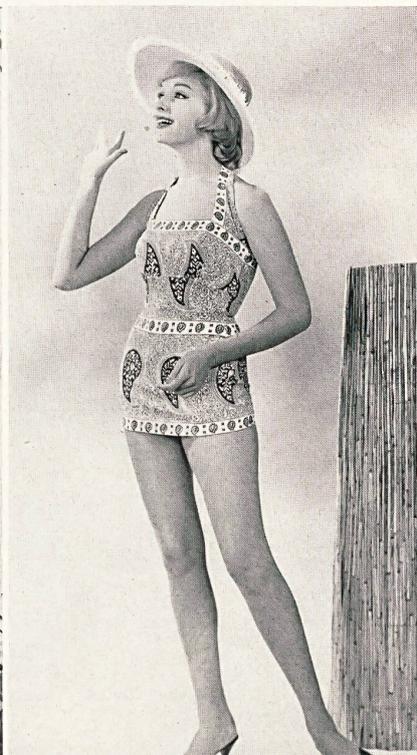
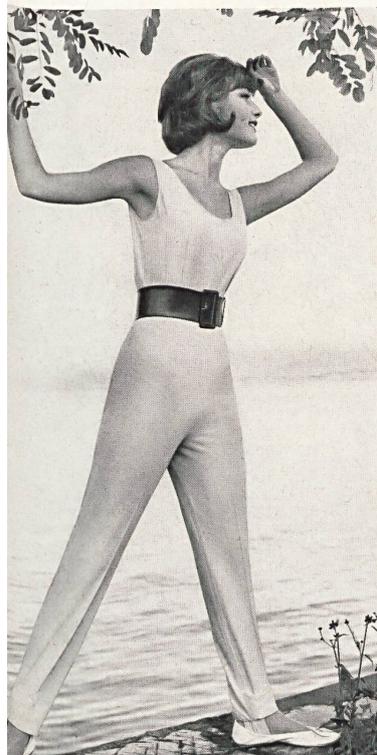
Orlon/rayonne
Modèle : Brüllmann & Co., Zurich



SCHMID A.G.,
GATTIKON
Orlon/laine
Modèle :
Arthur Schibli S. A.,
Genève

show included a fairly large number of Swiss knitted garment and ready-to-wear manufacturers and, indirectly, Swiss fabric manufacturers. This fashion show, which featured everything from swimsuits to cocktail dresses and coats including pullovers and clothes for lounging, gave a very good idea of the extremely varied possibilities of using orlon in today's fashions.

Photos : Attilio Gallivaggi



MYLORD S. A.,
CHATEL-SAINT-DENIS

Ensemble de loisirs en
orlon « Hélanca »

PIUS WIELER SÖHNE,
KREUZLINGEN

Maillot de bain en orlon
imprimé main

ROBT.
SCHWARZENBACH
& CO., THALWIL

Blouse en tissu jacquard
et pantalon en orlon/coton
Modèle: A. Blum & Co.,
Zurich



Photos : Attilio Gallivaggi