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Contributions individuelles des maisons
Manufacturers' own Contributions
Contribuciones individuales de la casas
Beiträge einzelner Firmen



MAVIR, ZURICH

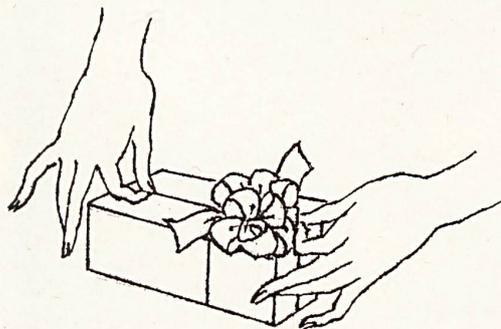
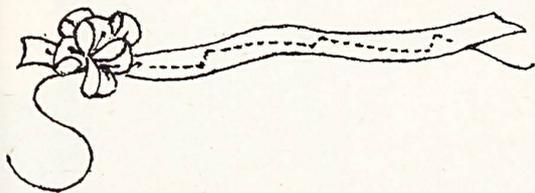
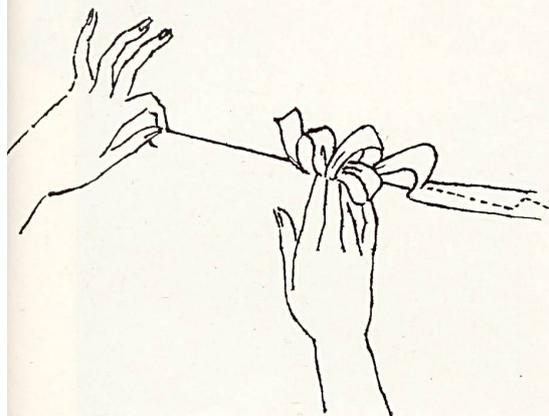
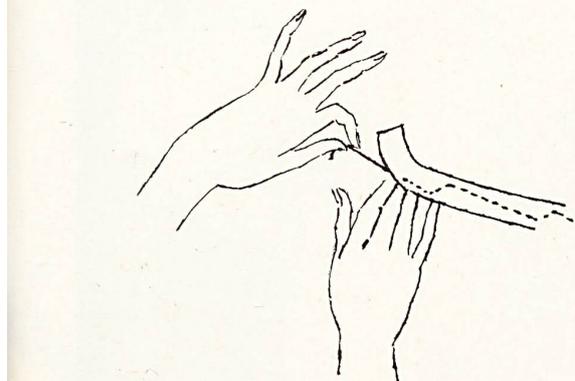
Nouveautés en mouchoirs et carrés pour dames, messieurs et enfants.
Novelties in handkerchiefs for men, women and children
Novedades en pañuelos y pañoletas para señora, caballero y niño
Neuheiten in Taschen- und Kopftüchern für Damen, Herren und Kinder

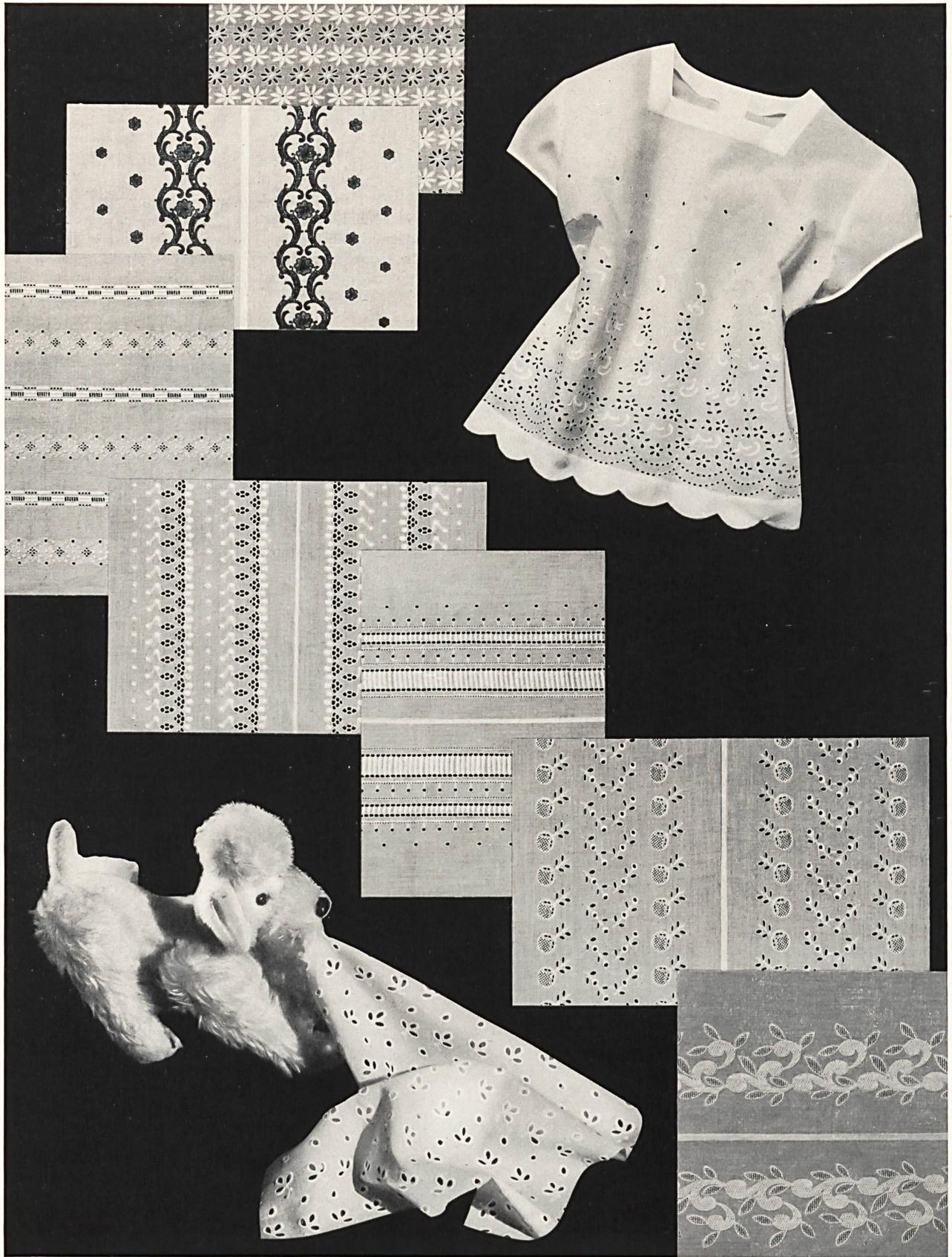
Useful ribbon novelties

Although launched a few years ago and well established now on several markets, «SUSIfix» ribbons may still be considered a novelty. «SUSIfix» is a patented ornamental ribbon which allows beautiful bows to be tied for gift wrappings in the twinkling of an eye and without requiring any particular skill on the part of salesgirls or others. In fact, thanks to the special design of this ribbon, the bow almost forms itself. Along the top of the ribbon runs a loose cord held to the ribbon by stitches approximately every twelve centimeters. The «SUSIfix» ribbon is rolled on a card or reel, and is simplicity itself to use: one just cuts off the required length and, while holding one of the ends of the cord with one hand, as shown in the illustrations opposite, one pushes the ribbon half way along with the other, until it forms a number of loops; the same is done from the other side, so that the ribbon, which is now bunched in the middle of the cord, forms a very regular sort of bow. All that remains now is to tie the cord to prevent the bow from coming undone; the cord is then ready for tying up an extremely decorative parcel, the whole operation taking only a few seconds. It should be added that the «SUSIfix» ribbon, which is available in several widths, is woven in pure silk, while the extremely strong tying cord is made of rayon and is also available with a lamé effect. This article was awarded the quality mark of the Swiss Institute for Household Research; it is a Swiss invention, made in Switzerland as well as under licence in various other countries. It is in very great demand, both in the specialised retail trades and the big stores as well as in chocolate and candy factories and all branches needing decorative wrappings.

Another Swiss invention in the field of ribbons also deserves notice. It is a patented ribbon for shoulder straps made of an ideal combination of nylon and «Hélanca», with the face that is intended to come into contact with the skin being made of «Hélanca» nylon with a special weave, giving it a soft velvety touch. In this way, shoulder straps made with this ribbon do not cut into the shoulders, do not slip and unlike many other ordinary ribbons, remain flat and do not wrinkle up until they are like a piece of string, so that they are comfortable to wear and ideal for brassieres, slips and vests. This article also bears the SIHR quality mark.

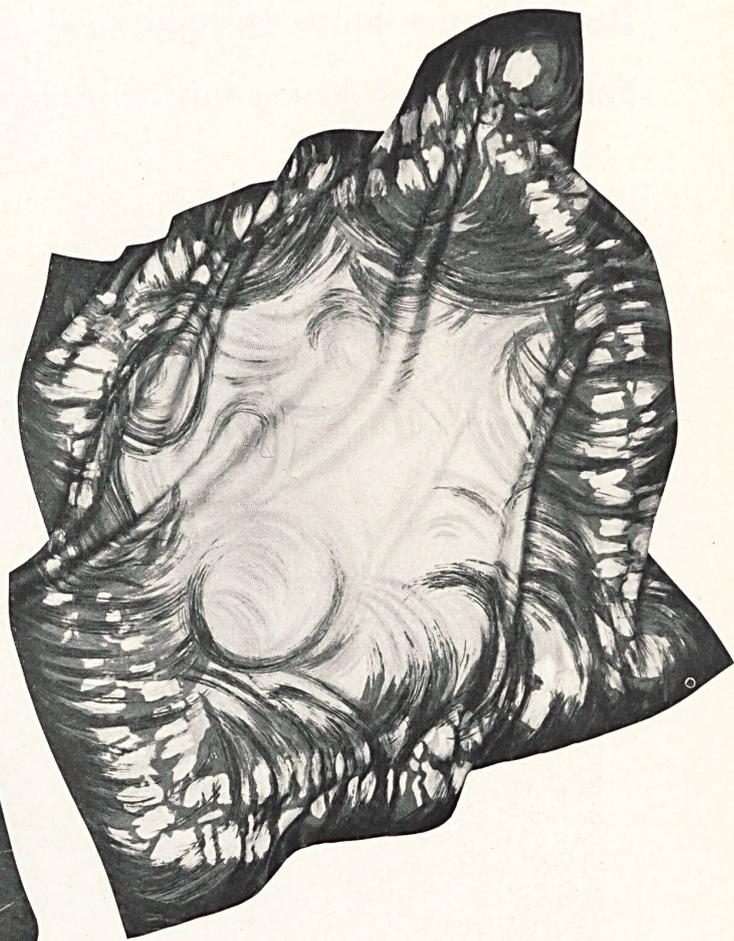
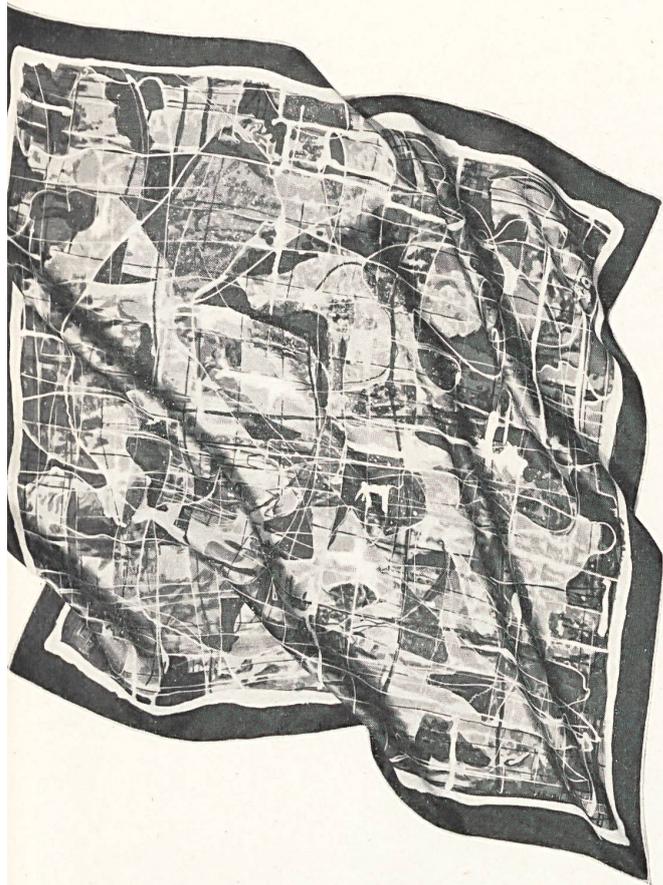
The Swiss firm that manufactures the two above-mentioned articles also produces standard qualities of ribbons of all types, in pure silk, rayon, nylon, Hélanca, cotton, staple fibre and linen for industry and the retail trade.





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