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Easy-Care Swiss Embroideries

Seven Swiss firms have joined forces to present a novelty which is bound to meet with great success in the field of embroidery for women's clothing. It consists of embroideries that can be washed, then worn almost at once after a very short period for drying, without any need for ironing. These embroideries are made entirely of Terylene, that is to say that they are embroidered with a Terylene yarn on a pure Terylene fabric called SEDUSA. The Terylene yarn is supplied by Schappe Co. Ltd., in Basle, and woven according to its instructions by two Swiss silk mills, Cubega Ltd. in Zurich, and E. Schubiger

& Co. Ltd., at Uznach; the SEDUSA fabric is then embroidered by four embroidery firms in Eastern Switzerland: Altoco Ltd., Alex Bauer & Co., Eugster & Huber Ltd., and Willy Zurcher Ltd., all four of St. Gall. The collaboration of the four embroidery firms which maintain their complete independence in regard to creation and sales has the advantages of simplifying the range of colours and cutting cost prices, thanks to purchases and finishing carried out in common.

All garments made of « SEDUSA Schappe Quality » are sold with a label or tag guaranteeing their origin.

SEDUSA

fond et broderie en pur
« Térylène »

ground fabric and em-
broidery in pure « Tery-
lene »

tela de fondo y bordado
de puro « Terylene »

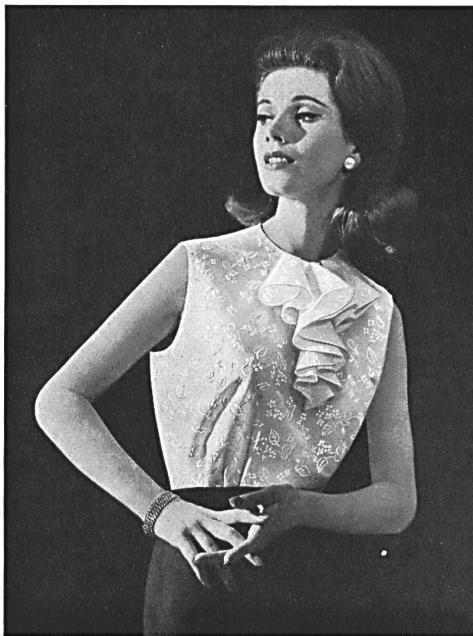
Grundstoff und Stickerei
aus reinem « Terylene »



1



2



3



4

1. 2 Modèles Boutique Corona,
Zurich
3. 4 Modèles Metzler AG.,
Saint-Gall
Photos Tenca