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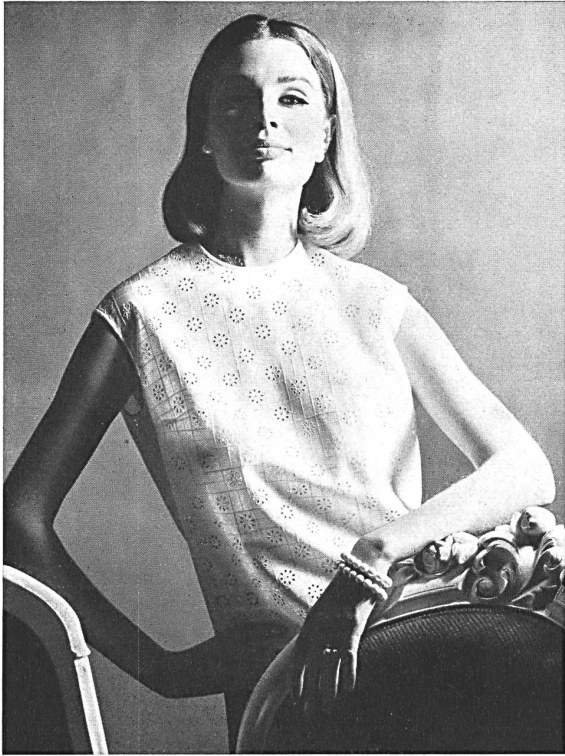
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Swiss Fabrics in «Terylene»



Blouses brodées en pur «Térylène», «Sedusa Schappe Quality»
Modèle: Metzler S.A., Saint-Gall

The success met with by synthetic fibres has led to the appearance of a new trend: propaganda at the raw material level, undertaken by the producers of the raw material. This new move has led to a series of publicity campaigns and exhibitions which have the advantage of enabling clothing manufacturers to select the fabric that suits them in any particular material, from among the products of all the weavers using it.

An exhibition was recently held in Zurich showing «Terylene» based fabrics produced in all EFTA countries; the exhibitors included 40 Swiss manufacturers. The creations in «Sedusa», a fine batiste type fabric in pure «Terylene», which is used for the production of easy-care embroideries, came in for a great deal of praise. Among the pure «Terylenes», let us also mention the elastic fabrics and the knitted articles in the new structured yarn known as «Crimplene». In the mixed fabrics, let us call attention to those which — thanks to a new finishing process — have a soft, wool-like handle, the numerous designs in mixtures with wool and the fabrics for rainwear in mixtures with wool, cotton or rayon, impregnated and often foambacked as well as a new «Terylene» cotton satin.

Deux-pièces de sport en «Hélanca», 100 % «Térylène»
Modèle: Jacob Weil & Co., Zurich
Photos Tenca

