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Autor: [s.n.]
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A Vast Manufacturing Programme

An Exhibition by the Société de la Viscose Suisse

In Zurich, at the beginning of June, the Société de la Viscose Suisse, of Emmenbrücke, organized an exhibition and fashion parade to present to the general public, and more especially the textile retailers, as complete a range as possible of the finished products that can be made with its yarns. Today, a fibre and yarn supplier can no longer be content merely to supply his products to industrial users, without giving any thought to their final fate. Consequently the marketing department is entrusted with numerous tasks, not only with regard to market surveys but also product research, research into new uses and the production of new manufactured articles corresponding to the needs of the retail trade and the possibilities of production.

This exhibition enabled visitors to realize the infinite uses of the chemical fibres produced by the Emmenbrücke firm, that is to say rayon and viscose staple fibre and nylon. Today's great demand for easy-care garments, made necessary by the taste for travel and strenuous leisure pursuits, has led in its turn to the creation of a great

many special yarns, fabrics and knitted fabrics which not only satisfy all demands of the ready-to-wear industry but are also extremely elegant, as proved by the fifty models shown, ranging from overalls and sports shirts to evening and cocktail dresses, as well as ski pants entirely made of synthetic fibres, all being washable, shaperetaining and non-iron.

In the exhibition of finished products, the emphasis was mainly on the possibilities of the new « Flixor » yarn in textured « Nylsuisse », for manufacturing furnishing fabrics of very high resistance to abrasion and stains and, in addition, extremely simple to clean. The « Flixor » nylon carpets manufactured by the Swiss carpet factory, Ennenda, offer the same advantages of strength while being very resilient, mothproof and extremely inexpensive.

It should be remembered that the Société de la Viscose Suisse created the « Nylsuisse-Tested Quality » label for nylon, and the « Pontesa » label for rayon and staple fibre, granted only to finished articles whose quality, tested by the Emmenbrücke firm, comes up to the highest standards.

Tricot Wevenit
« Sélection Pontesa »
Modèle: STRIMOSA, ZURICH

Velours côtelé « Nylsuisse — Qualité contrôlée »
Modèle: KURT S.A., LUCERNE
Photos Kriewall

Pullover Sport 100 % « Flixor »
Modèle: VICTOR TANNER S.A.,
SAINT-GALL

Robe chemisier en « Nylsuisse — Qualité contrôlée »
Modèle: KURT S.A., LUCERNE

