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SWISS TEXTILES

1944

Special publication of the

Swiss Office for the Development of Trade, Zurich and Lausanne

N° 2

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Chief editor : CHARLES BLASER, Lausanne.

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An Association for furthering the development of foreign trade ; gives free information concerning Swiss products and puts buyers into contact with manufacturers ; edits sundry publications : see page 88 b.

The documentary film « Cradle of Fashion » gives a general survey of the Swiss textile industry. The film « The Rise of a World Industry » illustrates strawbraid manufacturing processes employed in the Wohlen industry. « La fibranne, produit suisse » is a film illustrating the manufacture of synthetic textile fibres, namely, rayon and staple fibre, and their possibilities of utilization. Ask for booking conditions.

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Asociación para el desarrollo del comercio exterior ; informa gratuitamente sobre la producción suiza y pone en relaciones a compradores y fabricantes. Edita diversas publicaciones : vease página 88 b.

La película documental « Para las hijas de Eva » da una idea general de la industria textil suiza. La película « El trenzado suizo, capricho femenino » muestra la fabricación del trenzado de la paja en Wohlen. La película « La fibranne, produit suisse », ilustra la fabricación de las fibras textiles sintéticas, es decir del rayón y de la fibranne, y sus posibilidades de utilización. Pídanse las condiciones de presentación.

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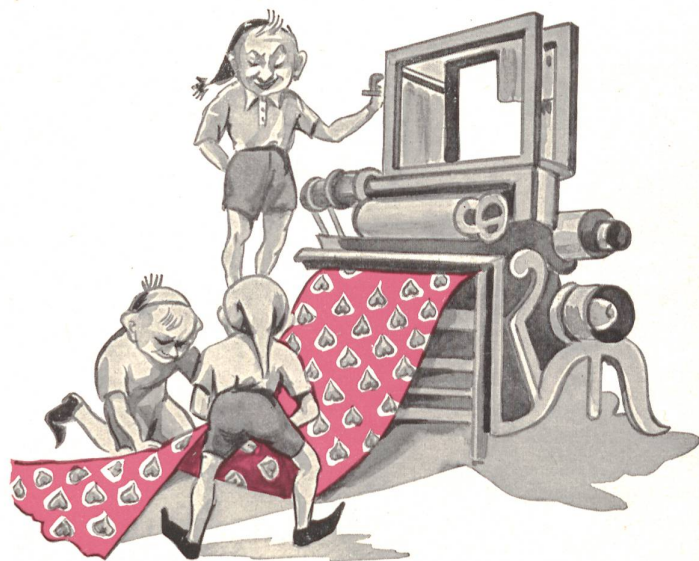
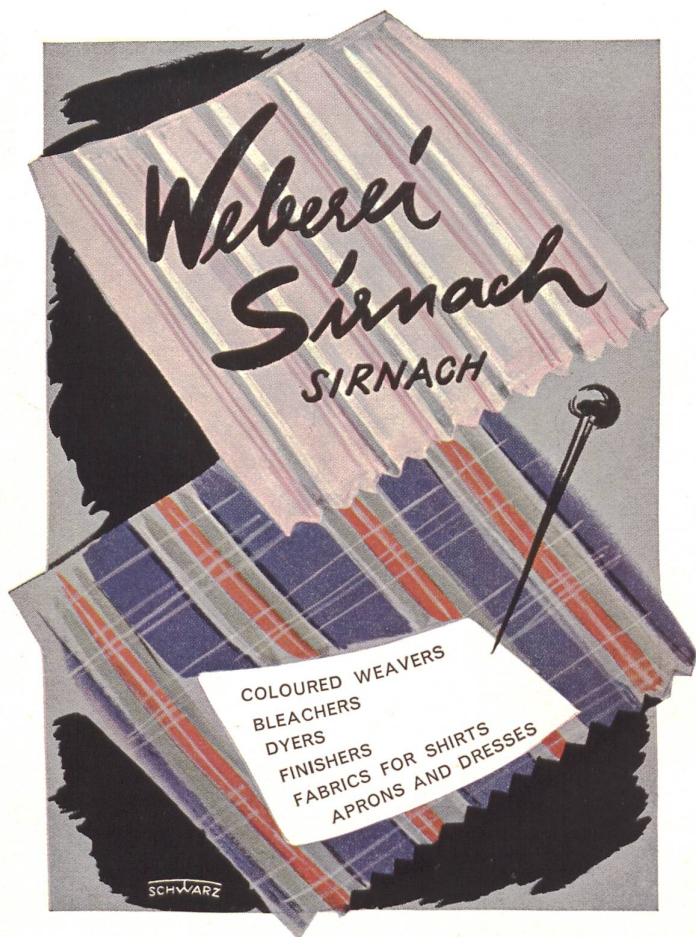
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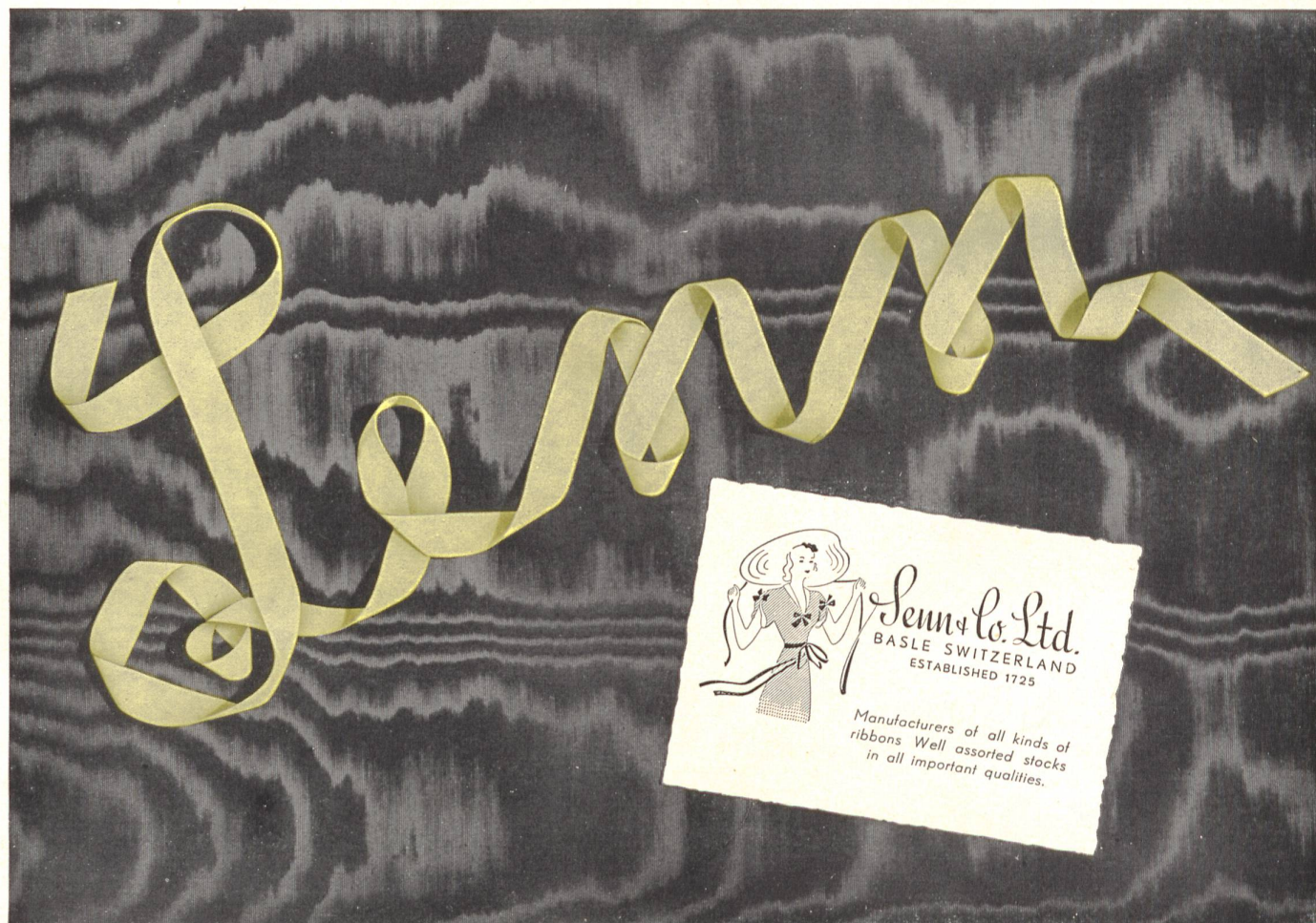
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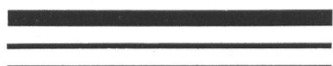
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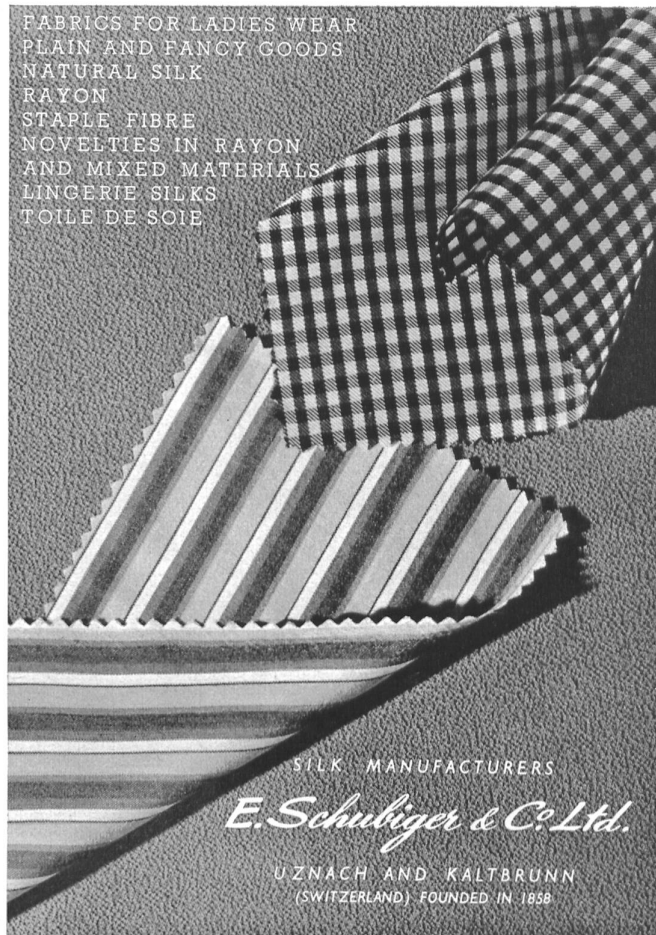
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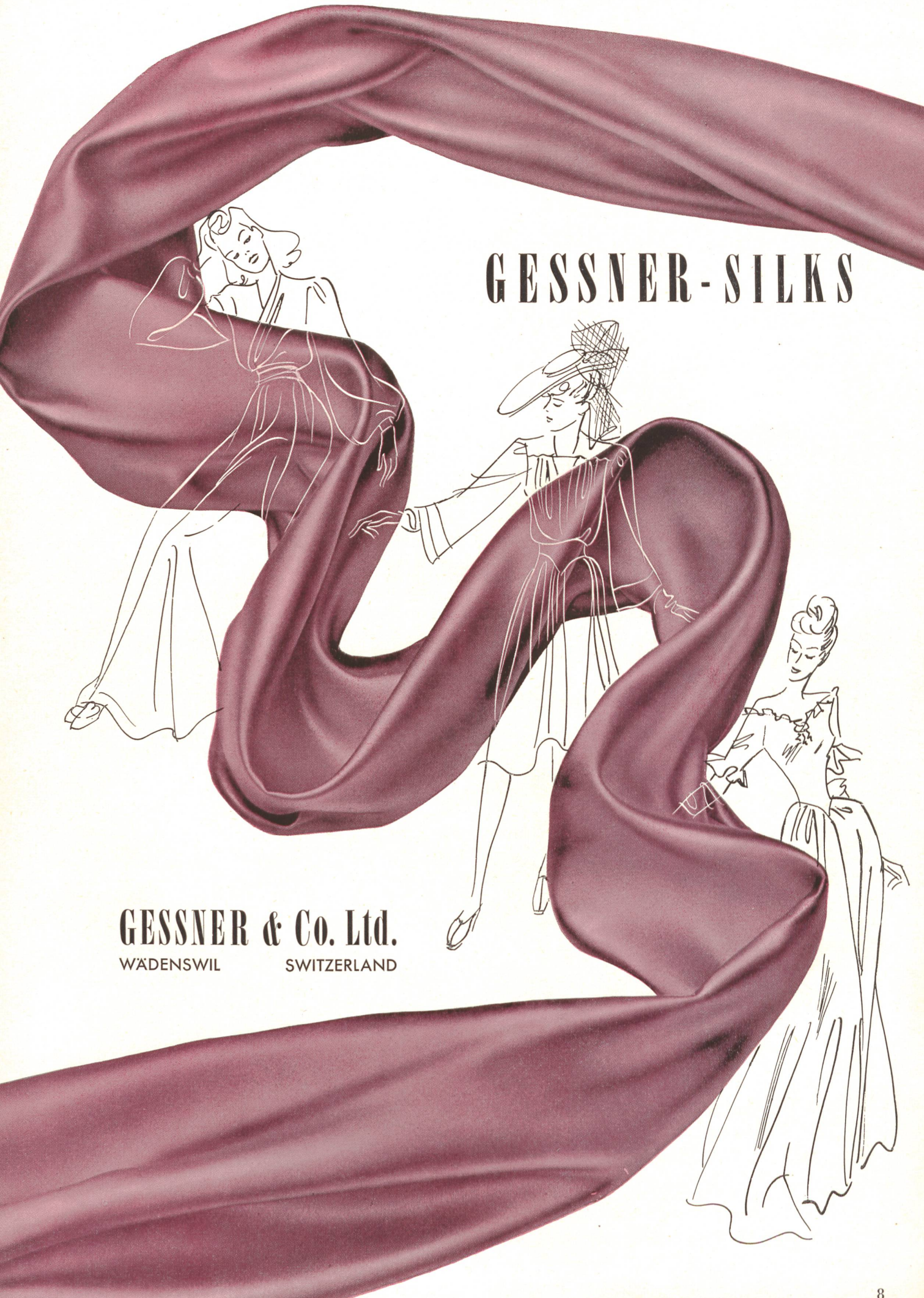
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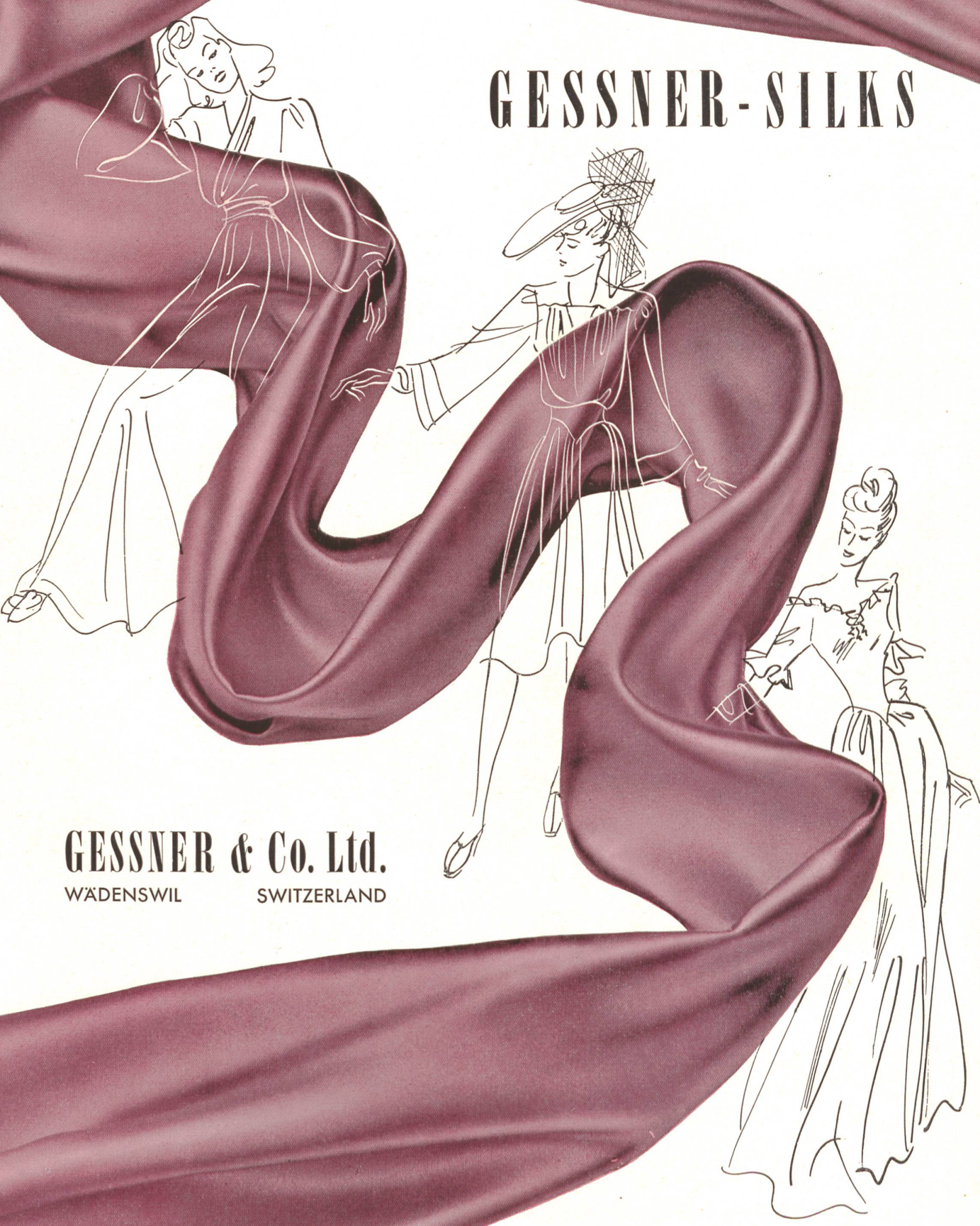
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Swiss Industries Fair

Basle, 22nd April — 2nd May 1944

The Swiss Industries Fair in Basle includes, as usual, a special Textile, Fashion and Clothing Section. We give below a list of exhibitors and a supplement showing a few of the articles and striking novelties exposed.

EXHIBITORS IN GROUPS IV AND V: "TEXTILES, FASHION, CLOTHING"

(List established as at 21st March by the Fair's Secretary)

Aebi & Zinsli, Sennwald, St. Gallen.
Walter Arm, Biglen.
Pierre Ausoni, Lausanne.
Bally Schuhfabriken A.-G., Schönenwerd.
Bata Schuh A.-G. Möhlin, Aargau.
Becker & Wolf, Pelzwarenfabrik, Badenerstr. 120, Zürich.
H. Berger S.A., Eclépens, Vaud.
Bündner Wolldeckenfabrik Hch. Schwendener jun., Sils-Albula.
Georges Calame, maroquinier, Espagnier, Neuchâtel.
Color Metal A.-G., Zürich.
J. Dürsteler & Co. A.-G., Wetzikon-Zürich.
H. Ernst & Cie A.-G., Wattwil.
Fritz Fahrner, Abt. Stepperei, Uster.
Edouard Foehr, rue du Mont-Blanc 9, Genève.
Fürst & Cie, Mützenfabrik, Eintrachtstrasse, Wädenswil.
Fritz Gegaufs Söhne A.-G., Steckborn.
J. R. Geigy A.-G., Basel.
Gesellschaft für Chemische Industrie in Basel, Basel.
Joseph Göggerle, Wasserdichte Schürzen für alle Berufe, Basel.
Gebr. Grämiger A.-G., Knopffabrik, Bazenheid, St. Gallen.
Gebr. Grenacher, Etzgen.
Gugelmann & Cie A.-G., Langenthal.
Jacques Guggenheim, Wachstücher und Kunstleder, Bederstr. 1, Zürich 2.
Oscar Haag, moderne Gummifäden, Küsnacht-Zürich.
M. Händel, Lederwarenfabrik, Waldenburgerstrasse 1, Basel.
Heberlein & Co. A.-G., Wattwil.
F. Hefti & Cie A.-G., Hätzingen.
Herfeld A.-G., Metallwarenfabrik, Stein am Rhein.
Hirt, Kunstleder G.m.b.H. Zürich.
J. Huber-Lehner, Kopf- und Halstücher, Appenzell.
Ernst Huber, Neuheiten, Neuengasse 37, Bern.
Hungerbühler & Co., Gartenstrasse 32, Zürich II.
E. Hubacher, Basel.
Imobersteg & Cie, Leinenweberei, Huttwil.
Kara-Patent (Max Karasek, Scheuchzerstrasse 84), Zürich.
Kaufmännisches Direktorium, Gallustrasse 16, St. Gallen.
Kollektivaussteller: Schweiz. Spinner-, Zwrner- und Weber-Verein, Zürich.
Verband der Schweiz. Textil-Veredlungs-Industrie, St. Gallen.
Vereinigung Schweiz. Stickerei-Exporteure, St. Gallen.
Verein Schweiz. Baumwollgarn- und Tücherhändler, St. Gallen.
Kollektivaussteller: Argo A.-G., Wohlen.
Bandweberei Lostorf, Lostorf.
Batteriefabrik Brunnadern, Brunnadern.
H. Bitterlin, Zürich.
Boppart, Kontrolluhren, Thalwil.
Bruggisser & Co. A.-G., Wohlen.
Bürstenfabrik Ebnat A.-G., Ebnat.
Bürstenfabrik Triengen A.-G., Triengen.
Condor Fahrradwerke, Courfaivre.
Dierauer Strumpffabrik, Zürich.
Hilfiker & Co., Zürich.
Kammgarnweberei Bleiche A.-G., Zofingen.
Kirchhoff, elektrische Apparate, Zürich.
Kroko A.-G., Mümliswil.
Etabl. R. R. Lévy, Biel.
Liga A.-G., Solothurn.
Loga Calculator A.-G., Uster.
Maschinenfabrik Bechler, Moutier.
E. Mettler-Müller A.-G., Rorschach.
Jacques Meyer & Co. A.-G., Wohlen.
Pinselfabrik Ebnat A.-G., Ebnat.
Etabl. Roch, Rolle.
A. Sallmann, Amriswil.
Schmid & Co., Zürich.
Aug. Schneider & Co., Bern.
Steinmann & Co. A.-G., Wohlen.
Strumpffabrik Ruckstuhl, Wil.
Wisa Gloria Werke, Lenzburg.
Zündholzfabrik, Düdigen.

Kollektivaussteller: Zwicky & Co., Wallisellen.
Zwirnerei Denzler & Co., Wetzikon.
Kotva-Export-Import A.-G., Bahnhofquai 7, Zürich.
Kroko A.-G., Mümliswil.
H. Kuny & Cie., Plüschweberei, Küttigen, Aargau.
Jakob Laib & Co., Tricotfabrik, Amriswil.
J. Lüthi & Co., Schuhwaren, Burgdorf.
C. Massa & Cie, Reissverschlüsse und Aluminium-Oxydation, Melano, Tessin.
Rosa Manhart, Zürich.
« Au Menuet », Blanche Ris, Grand-Quai 30, Genève.
A.-G. Gust. Metzger, Basel.
Meyer & Cie, Moudon.
Max Meyer-Gasser A.-G., Artikel für die Schuh- und Lederfabrikationen, Basel 12.
H. Moersdorff, Scherer A.-G., Ankerstrasse 112, Zürich.
A.-G. A. R. Moos, Weisslingen, Zürich.
Nabholz A.-G., Schönenwerd.
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N. Pedolin's Erben A.-G., Chur.
Pfenninger & Cie A.-G., Wädenswil.
A.-G. Posamentenfabrik Zofingen, Zofingen.
Protector A.-G., Basel.
Ernst Rheinhard, vorm. E. Graf & Co., Kornhausstrasse 51, Zürich.
RiRi A.-G., « Felsenhof », Pelikanstrasse 6, Zürich.
G. Rohner, Damen-, Herren- und Kinderunterwäsche, Urnäsch, Appenzell.
E. Rutishauser, Schuhbedarf, Sägestrasse 20, Kreuzlingen.
Ryna A.-G., Bern.
Gerold Schappi, Arbon.
Schild A.-G., Tuch- und Deckenfabriken, Bern und Liestal.
Gebr. Schneider A.-G., Leder- und Riemenfabrik, Biglen.
Kollektivaussteller: W. Bratteler & Co., Winterthur.
Henke & Co. A.-G., Stein am Rhein.
Minerva, manufacture de chaussures S. A., Porrentruy.
Schuhfabrik Zurzach A.-G., Zurzach.
Schuhfabriken Elgg A.-G., Zürich.
Walder & Cie, Brüttisellen.
Schweiz. Decken- und Tuchfabriken Pfungen-Turbenthal A.-G., Pfungen.
Schweiz. Nähmaschinenfabrik « Helvetia » A.-G., Luzern.
Seilerwarenfabrik A.-G., Lenzburg.
Sommer & Co., Zofingen.
E. Spindler A.-G., Überkleiderfabrik, Laufen (B. J.).
Spinnler & Cie, Liestal.
A. Staub & Cie, Seewen, Schwyz.
Sträuli-Sport, Werdstrasse 31, Zürich.
Strub & Co., Zürich.
F. & E. Stucki's Söhne, Steffisburg.
Emil Sutter-Giezendanner, Kleider- und Schürzenfabrik, Gallustrasse 25, Wil, St. Gallen.
Tavaro S.A., Machines à coudre portatives électriques « Elna », Genève.
Textil A.-G. Huttwil, Huttwil, Bern.
Tschudi & Cie, Ennetbühls, Glarus.
Ad. Tschudin, Fahnenfabrik, Sternengasse 15, Basel.
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Walliser Tuchfabrik Hossen Imsand, Sitten.
Basler Webstube, Verein für Jugendfürsorge, Basel.
Winzeler, Ott & Cie A.-G., Weinfelden.
E. M. Wyss, Montreux.
Max Zürcher & Co., Sonnengartenstrasse 6, St. Gallen.

The 28th Swiss Industries Fair will be held from April 22nd to May 2nd 1944. The number of exhibitors far exceeds our greatest expectations; it may therefore be assumed that, of all the annual fairs held so far in Basle, this year's will be the largest and the most complete. The textile industry, that oldest and most characteristic branch of Swiss industrial life, will be well to the fore.

In this respect, it is particularly encouraging to note that all the leading manufacturers of textile machinery, which has long enjoyed an excellent reputation on world markets, are to group their exhibits this year.

The management of the fair is delighted to see that the fine trade journal *Swiss Textiles* has once again been used unreservedly as a medium to promote still further the success of the textile industry's display at the Basle Fair.

Success, both material and moral, cannot fail to attend the combined efforts of so many who strive to a common end.

SWISS INDUSTRIES FAIR, BASLE

The director :

Dr. Th. Brogle

Prof. Dr. Th. Brogle.



It is comforting to find that, in our machine-loving age, there is still an appreciation of beautiful and well-made things. Among the handicrafts which have survived in the textile industry, tapestry work can claim a very long and very noble descent. Mme B. Ris, « Au Menuet », Geneva, has successfully strived to revive this art. Mme Ris possesses a rich collection of old-fashioned designs and ornamental motifs on which to draw, but she has not neglected modern sources of art, and she can, therefore, satisfy all tastes. The tapestries are either worked entirely in Mme Ris' workshop, or partly embroidered by those of her clients who practice this pleasant art.

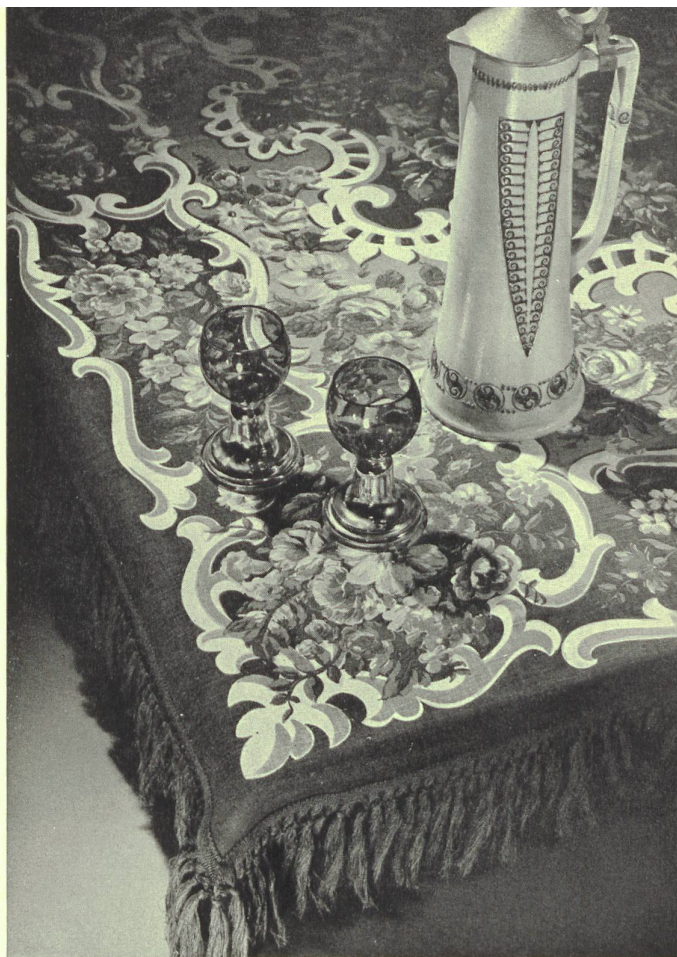


Messrs. E.-M. Wyss, of Montreux, are specialized in hand-worked blouses and fronts. These luxury articles — such as the dicky of batiste trimmed with Valenciennes lace and St. Gall embroidery — are always in vogue, whatever the vagaries of fashion, and are appreciated for their unsurpassed workmanship and classic distinction.



«LINCO» is a fine rayon, resistant to boiling, light and perspiration, besides being unshrinkable and crease-proof. With square or stripe designs, it is most suitable for ladies' and children's clothing, blouses, lingerie, etc. Knotted «LINCO» shantung is obtainable in fashionable colours, plain or printed with charming motifs. This is a knotted staple fibre, guaranteed unshrinkable. «LINCO» is a product of Messrs. **Wagner & Co., Gelterkinden.**

Although their fabrication schedule includes piece-dyeing, finishing and printing, Messrs. **Winzeler, Ott & Co. S.A., Weinfelden,** are exhibiting only one article this year, namely, printed tablecloths. The tablecloth with old-fashioned design illustrated above gives an excellent idea of the wealth of motifs chosen and the fine craftsmanship of the finished article. A single «WOCO» products gives as eloquent a proof of quality as would do a whole collection.



This Princess petticoat in rayon «YALA-FIXCOLOR» charmeuse is light and laundry fast. It is a model presented by Messrs. **Jakob Laib & Co. of Amriswil;** a practical, smart yet sober style with its charming embroidery and dainty laces. The carefully studied cut is new and very becoming.

An inexhaustible imagination and skilful hands have created the new collection shown by Messrs. **G. Rohner, Manufacturers of ribbed and knitted goods, Urnäsch.** The novel nightgowns and lingerie sets in charmeuse and printed fabrics are masterpieces of charm and beauty. Great variety of choice, exquisite styles and perfect cut — all add to the success of «AMILA» products.



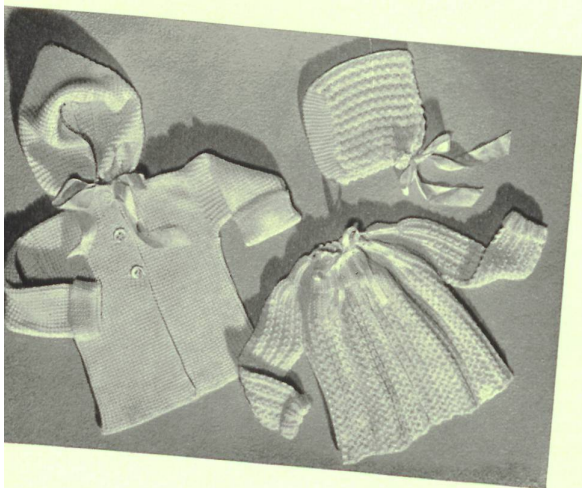


The invention of an elastic rubber thread which can be used for sewing or knitting has opened out many new possibilities in the world of fashion. For instance, new pleated effects, at once practical and charming, can be obtained with these materials. Messrs. Oscar Haag, of Küsnacht (Zurich), manufacturers of the well-known «TRICLASTIC» knitting elastic thread and «SWISSLASTIC» sewing elastic thread, present the sweet little dress illustrated above; the charming pleats obtained with «Swisslastic» allow the child complete freedom of movement and yet gives a very trim line to the garment.

«HELANCA», the modern knitting yarn which has so swiftly conquered the market, offers innumerable possibilities for knitting of all kinds. It is most suitable for hand-knitted children's clothes and layettes. Every fibre of «HELANCA» yarn is crinkled like sheep's wool and thus ensures a high degree of thermic isolation; «HELANCA» knitwear therefore possesses excellent warmth-giving properties. It is also soft and cosy and does not irritate the skin; nor does it shrink, nor lose its shape in the wash. «HELANCA» yarns are obtainable in many charming shades. Sole patentees and manufacturers: Heberlin & Co., Wattwil.



Textile S.A., Huttwil, manufacturers of «MON BIJOU» products, present a complete collection of hand and machine-knitted babies' wear: jackets, brassières, dresses, bonnets, etc., and plush coats. The quality of these models and the softness of their texture is the best recommendation possible for new material such as viscose, acetate, etc.



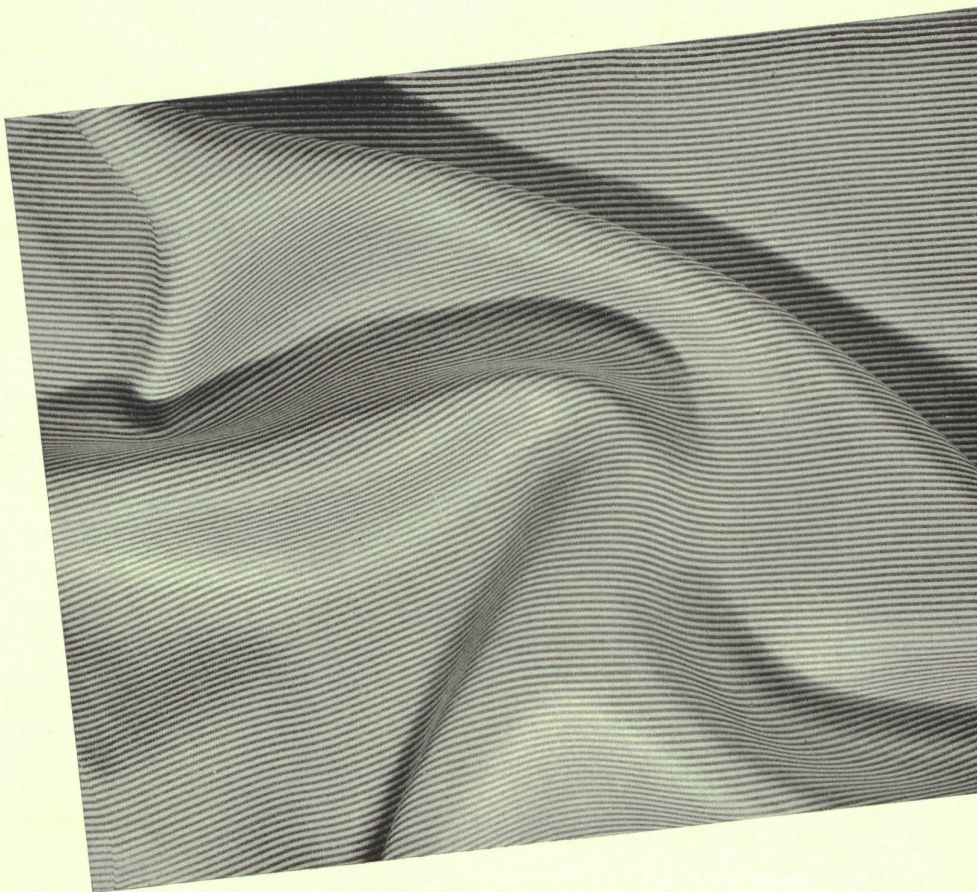
The fine collection presented by Messrs. Nahholz S.A., of Schoenenwerd, includes the whole range of jersey and knitwear goods. For example, ladies', men's and children's underwear, ladies' and children's dresses, swimsuits, polo shirts and training suits.

Messrs. **H. Moersdorff-Scherer S.A., Zurich**, are specialists in the manufacture of hand-knitting wools. This may appear an unimportant article, but visitors to the firm's remarkable stand are amazed to see the fine display which a well-known firm has reserved for quality products such as «**MOERSDORFF WOOL**» and «**SCHAFFHOUSE WOOL**», the «**LA FILEUSE**» brand and «**TRICLASTIC MOERSDORFF**», the elastic knitting thread.

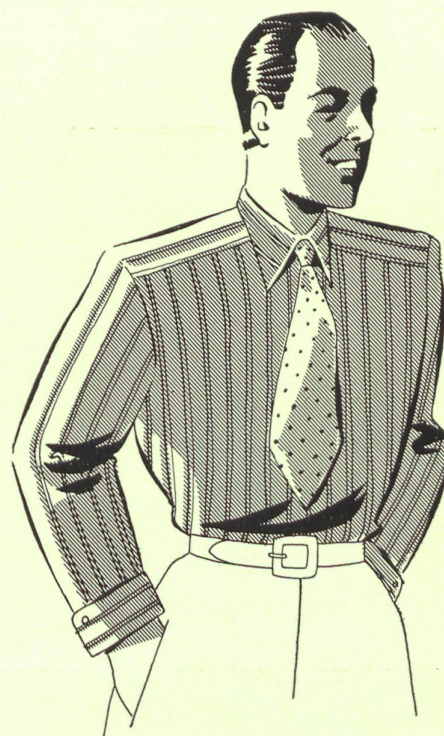
Work clothes are important factors in daily life just now. Messrs. **Sommer & Co., Zofingen**, are specialists in the manufacture of such articles and their patented two-piece combination suits «**SOCO-SPORT**» have had wide sales these last few years. The «**SOCO-LAVORO**» overalls («**FARMER**» trousers combined with blouse) are greatly appreciated by women land and factory workers. The same firm also manufactures men's overalls, dust coats, «**SOCO**» shorts for men and children and, a recent addition to the fabrication schedule, ladies' skirts. All these departments are developing rapidly, which is the best proof of the quality of their products.

Ltd. A. & R. Moos, Weisslingen (Zurich), spinners, weavers, dyers and finishers, present shirt and pyjama fabrics, blouse, dress and apron fabrics, soft furnishing materials and linings.

The collection presented by **Th. Tuchschnid, of Amriswil**, knitwear manufacturers, includes a complete range of knitted and jersey underwear for ladies and men, in wool and cotton, or rayon and staple fibre mixtures, and also charmeuse lingerie; light-weight yet cosy blouses, perfect in cut and finish; polo and sports shirts for men, summer and winter weights; «**TUSA**» training suits; ladies' sweaters for sports wear; ladies' gym suits.



Modern equipment and rational working methods allow Messrs. **Bila S.A., of Lausen**, to manufacture faultless products. Their semi-stiff, carefully-studied collars, manufactured according to a special process, are extremely durable. This firm accepts fabrics supplied by the customer for inland or foreign orders of fashioned collars.





The rich display presented by Messrs. Bally S. A., Footwear Manufacturers, Schönenwerd, shows the new trends in feminine footwear fashions for walking shoes, afternoon and « cocktail » shoes, the latter superceding the pre-war evening slipper. Lines are tending to be less heavy, square toes to grow more round ; stitching, seams and eyelets are less prominent, less marked. The rubber sole has disappeared completely and has been replaced by

the new BMP synthetic rubber sole, which is more resistant and supple, a creation of the Bally workshops. This summer will witness the return of cork soles and wooden clogs. The footwear illustrated above are registered Bally models.

Why do « ILCOfix » shoes give such a feeling of comfort ? Because they are fitted with an inner plastic sole so that the foot does not rest in a flat, unnatural position, but on a surface which is anatomically correct. This special sole offers the same kind of support as does soft soil (sand) in which Nature meant us to walk. Messrs. J. Lüthi & Co., Berthoud, present a collection of models of all types, each with carefully studied shape and finish. All « ILCO » boots and shoes are fitted with the plastic sole, which represents a great achievement.



Messrs. Schneider Bros. S.A., Biglen, have perfected a process which lengthens the durability of leather and, at the same time, makes it proof against the effects of damp and heat. This firm presents leathers and soles, all bearing the guarantee, together with a wide range of footwear of all kinds, manufactured by various Swiss firms. These boots and shoes are all stamped with the Mark guaranteeing that the soles are water and heat proof. At the same stand, interesting practical demonstrations show the exceptional qualities of leather tanned by the GSB process by which goods of high economic interest are obtained.

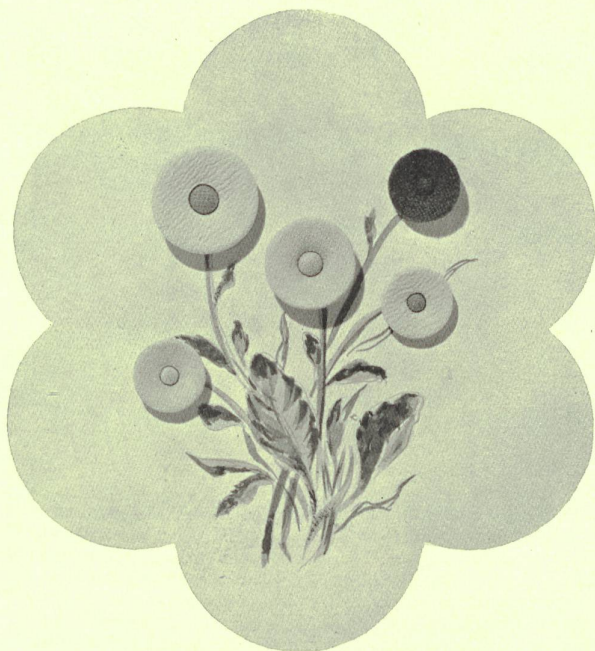


«ELEX» ladies' handbags stand out by their perfect elegance, their sobriety and unsurpassed finish. These registered models are original creations of Messrs. **Hungerbühler & Co., Zurich**. Only special and carefully selected Swiss fabrics are used for these articles.

Portfolios of all types, music cases, school satchels, reticules, beach bags, handbags with zip fasteners, travelling bags, school pencil-cases, purses, men's belts, etc. A fine selection of all these articles, in cloth and real or imitation leather, is presented by Messrs. **M. Haendel, Basle**.



«IDÉWÉ» stockings are famed for their sheerness and transparency, those indispensable auxiliaries of real elegance. Only raw silks from the Far East, still used exclusively for the pure silk qualities, can give these stockings such properties, and a durability and elasticity which ensures their moulding the leg like a sheath. The wide range of hosiery shown by Messrs. **J. Dursteler & Cie., Wetzikon**, also includes some special qualities in rayon, among which must be mentioned the «TWO-TIP» stocking. This patented novelty gives hose greater durability than does mere reinforcement of toe and heel.



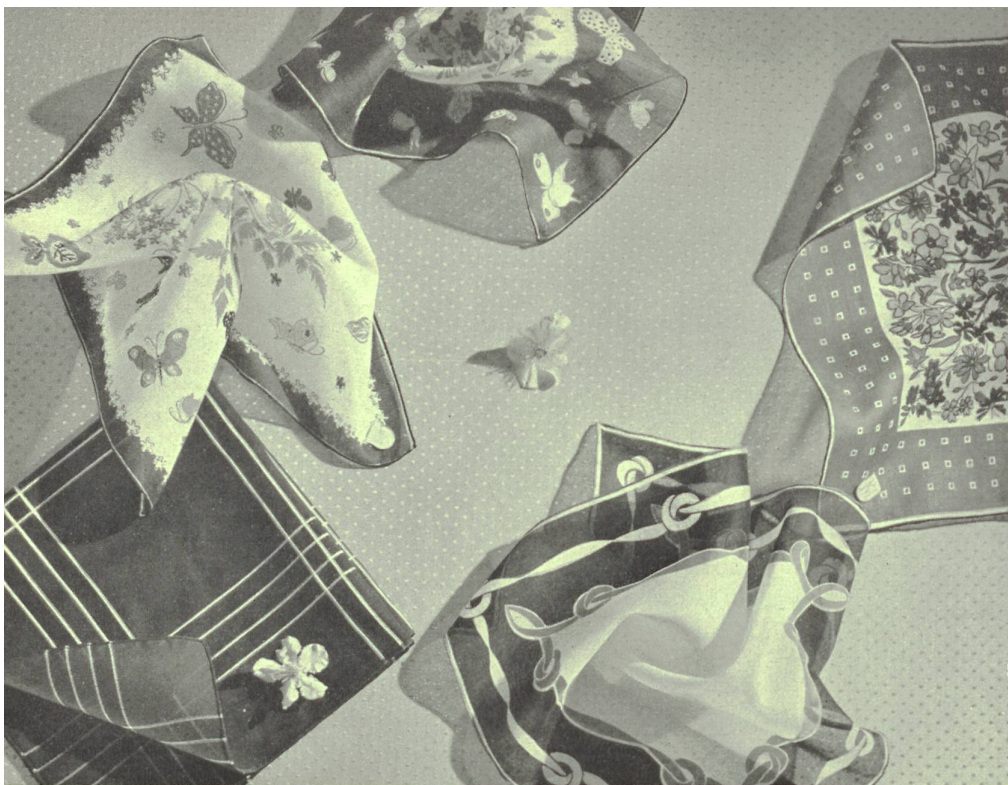
Messrs. **Kaspar Humbel, of Uetikon am See**, manufacturers of the well-known fabric buttons backed with thread, and the moulds of the «ASSIETTE» (or «PLATE») type, with perforated edges, which can be hand-covered and embroidered. This firm is placing yet another new button model on the market this year, the «FLEUR-RETTE». This is a very charming fabric button which, as its name indicates, resembles a small flower. This model can be made up in a single operation on the button press and executed in one or two colours as desired.

Proofed poplin sports jacket, for ski-ing or cycling.

Kroko S.A., Mümliswil.

Manufacturers of raincoats for ladies', men's and children's wear. Sports blouses and ski jackets of excellent cut and finish. A fine range of tailored and fancy models.



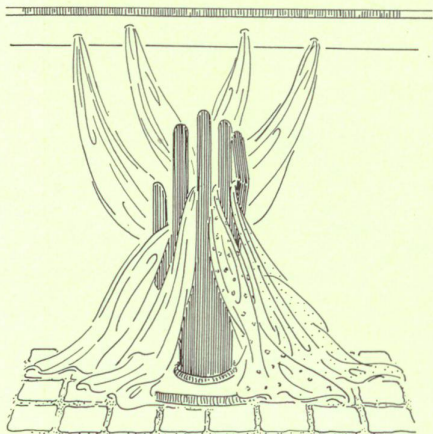


The well-known «STOFFEL» handkerchiefs with rolled, hand-sewn hem, are distinctive accessories for ladies', men's and children's wear; Messrs. **J. Huber-Lehner, of Appenzell**, present a wide range of these handkerchiefs which may be considered as models of their kind. The same firm also presents a charming no-

velty called «STOFFEL FOULARDS»; these are fichus with hand-rolled hems and new, fancy designs woven, designed and printed in the mills of Messrs. Stoffel & Co., St. Gall.

Max Zurcher & Cie., St. Gall.

Manufacturers of ladies' and men's handkerchiefs in pure linen, cotton and staple fibre. White and fancy pocket handkerchiefs in pure silk and rayon. White and colour woven or printed handkerchiefs, from current to very fine qualities.



Messrs. **Fritz Gegauf Sons S.A., Steckborn**, machine manufacturers, exhibit a wide range of their famous «BERNINA» sewing machines for home or industrial use. This year's great success is the new portable «BERNINA» with swivel arm, built in cast aluminium and which, together with its imitation leather case, only weighs 9 kilos (approximately 18 lbs.). This machine is the fruit of many years' study and experience; its lines are elegant and its construction amazingly simple. It is obtainable in 3 models: hand-driven (with lever), electric-driven (60 V. motor) or zig-zag machine with motor.

The Society of Chemical Industry in Basle presents an original display of two series of modern dyestuffs used in the textile industry, namely, «COPRANTINE» and «OREMA». Two pictures, a Botticelli madonna and a modern painting, are used as the starting point of an interesting demonstration showing how colour harmonies obtained by painters can be applied in the textile finishing industry. On the same stand, this firm also advertises its textile proofing solution «MIGASOL».



«LUTTEUR» shirts are deservedly famed for their careful workmanship, their elegant cut and fine appearance. White collars bearing the same mark offer the great advantage of allowing the tie to slip easily into place. «LUTTEUR» ski jackets guarantee absolute protection against snow and wind on the ski-ing fields and are equally pleasant to wear for after-ski pleasures. The cut and quality of the charming «IRIS» lingerie and house-frocks are greatly appreciated in the feminine world. All these articles are manufactured by Messrs. The Brothers Fehlmann S.A., of Schoefthland.



Ladies' knitted dresses and underwear

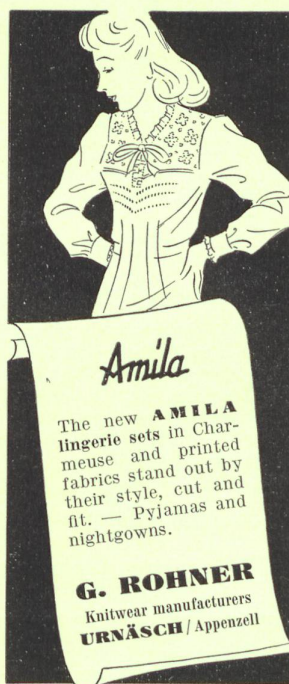
Knitted piece-goods of all kinds

Gala

Prendas interiores de jersey
Vestidos de jersey

Tejidos jersey de todos géneros

JAKOB LAIB & Co
Switzerland AMRISWIL Suiza



The new **AMILA** lingerie sets in Charmeuse and printed fabrics stand out by their style, cut and fit. — Pyjamas and nightgowns.

G. ROHNER
Knitwear manufacturers
URNÄSCH / Appenzell



A new kind of sewing-machine: The portable electrical ELNA

ELNA, the sensational product of the Swiss precision industry, is the sewing-machine of to-morrow. Made of light metal, its weight is only 6,5 kg and it can be put into its handy metal case serving at the same time as sewing-table. The ELNA is the world's first household-sewing machine with

the free arm

facilitating important work, such as the

darning of stockings. The ELNA has built-in illumination, is of an eye resting green colour and its entirely new lines express smartness. The ELNA is a masterpiece of the TAVARO Works in Geneva; owing to their accuracy, their other products have gained world fame since a long time. In Switzerland, the ELNA has stood the test splendidly since years.

TAVARO S.A., GENEVA

ELNA



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Couture

Robt. Schwarzenbach u. Co.
Thalwil

Fabric Type	Price
Crêpe lingerie soie	927
Crêpe de Chine soie	3847
Crêpe marine soie	3049
Romain satin	3567 / 4778
Crêpe satin	3377 / 4596
Crêpe Lavable	4435 / 4438
Crêpe Maitais	4754
Satin Lingerie soie	3920
Crêpe Maitais	3970
Crêpe Gerigette soie	3877

SCHWARZ

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for quality*

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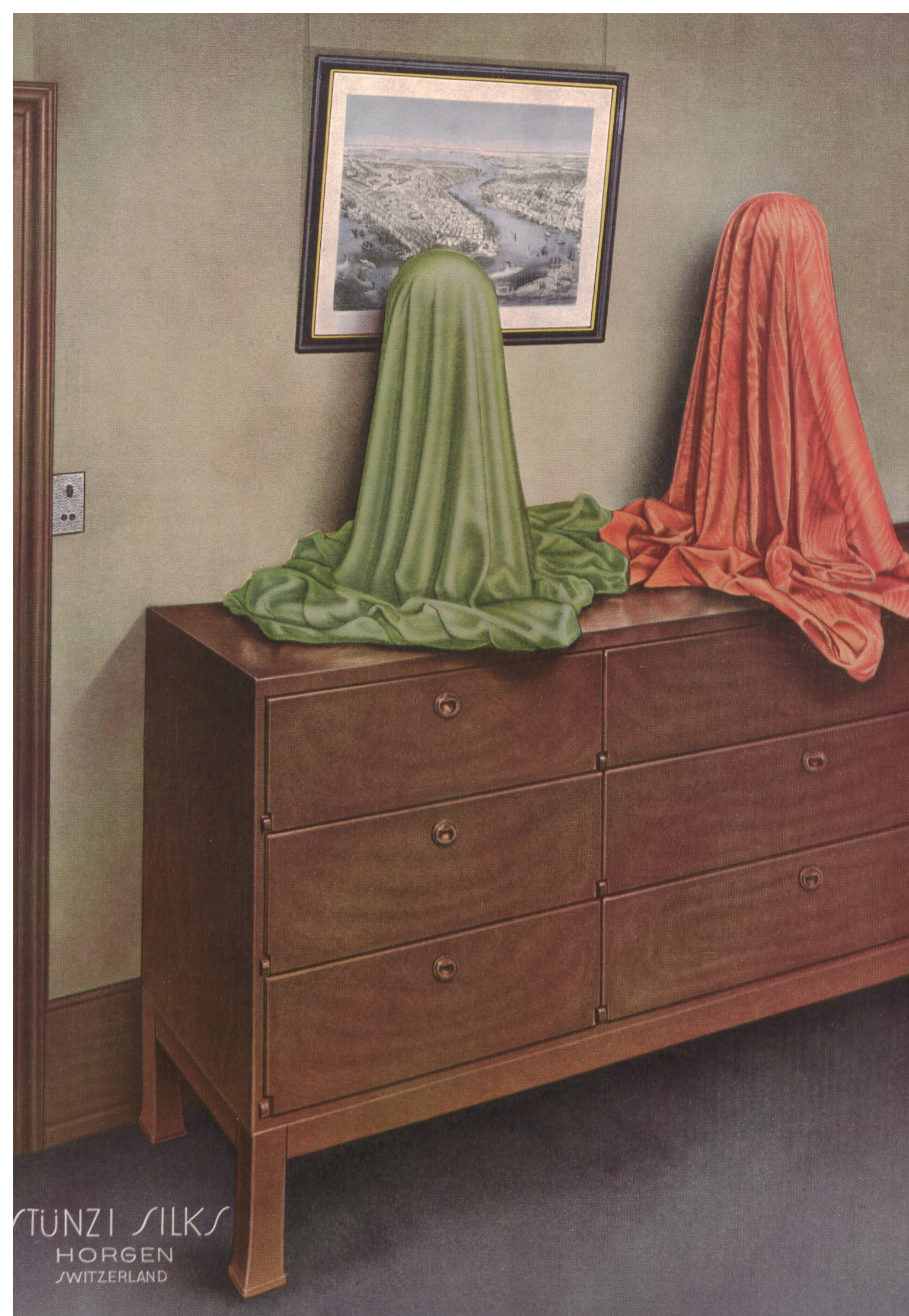
silk, rayon

and staple fibre-tissues

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DRESS MATERIALS
PLAIN, FANCIES, PRINTS
NOVELTIES IN STAPLE-FIBRE
FABRICS FOR CORSETS
AND LININGS
NECKWEAR SILKS



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Mixture yarn of wool and long-staple fibres

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Intimate blend of Viscose and Acetate spun rayon

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Long-staple, fast colour spun rayon yarn

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Owing to the **LONG STAPLE**, our yarns are stronger
Our coloured yarns are **WASH, LIGHT** and **BLEACH-FAST**

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