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«Helanca» here,
there and everywhere

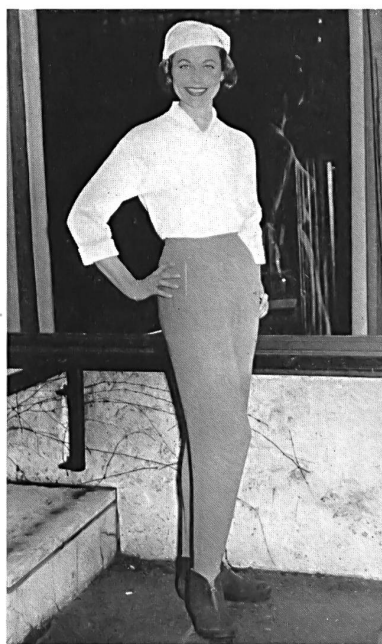
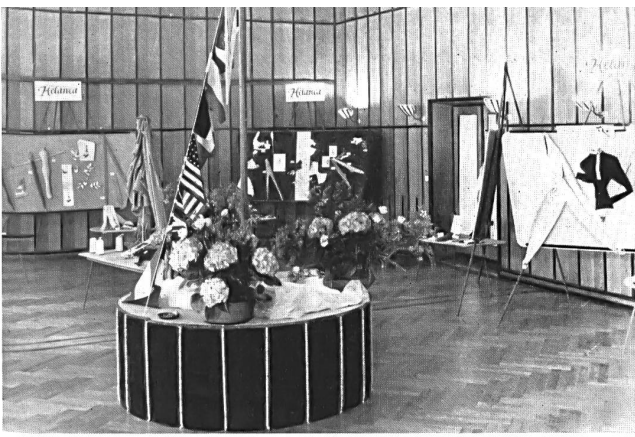
Since its creation a few years ago, «Helanca»* yarn has made a great name for itself in the textile world. Everyone knows (or ought to know by now!) that it is a continuous filament — of nylon or some other synthetic material — treated according to a thermo-physical process which gives it a permanent crinkle. This crinkle gives it particular qualities, above all an elasticity amounting to as much as 200 to 400 % depending on the number of the yarn, a high power of thermal insulation, a particular softness and suppleness not possessed by untreated nylon filament.

Almost unknown in 1951, this invention of the Swiss firm of *Heberlein & Co.*, at *Wattwil* (Canton of St. Gall) is produced under licence by 43 concerns in Europe and 20 in America among others. The present world output of «Helanca» yarns amounts to over 14 million lb. a year, which represents enough yarn for 350 million pairs of socks.

At first, «Helanca» yarn was used almost exclusively for the manufacture of socks, stockings and underwear, but as a result of experiments carried out in the industry it is used today for a variety of other purposes. In order to show the great possibilities of use of this miracle yarn, Heberlein & Co. organised in Zurich this spring an exhibition and fashion parade showing a wide range of articles

made of «Helanca», such as swimsuits, track suits, tennis outfits, trousers, ski-pants, tights for gymnastics, sweaters, shirts, jackets and blouses, fancy skirts, cocktail and evening dresses, gloves, hats, caps, etc. — a very impressive demonstration of the great scope of this Swiss invention.

* Trade Mark.



A new sewing aid

The present trend in women's fashions and men's clothing is partly towards comfort and lightness, partly towards very feminine, graceful lines. Now it is obviously not so easy to create a man's or a woman's suit that is comfortable and light and yet keeps its shape and its line — even after the inevitable washing — or again a full skirt or a crisp blouse that is not weighed down with stiffening devices.

In an attempt to solve this contradictory problem, the Schlieren Dyeworks (Zurich), a firm that has been finishing fabrics for almost three centuries now, undertook intensive research and succeeded in producing the answer, which it has now put on the market under the name of « Flexarmit ». This product is a new stiffening cloth based on the use of synthetic resins and ideal for dressmaking, the clothing industry, millinery, etc. It is a strong fabric, adhering perfectly to the material it is required to stiffen, and has the advantage of being light, easy to use and wash-resistant.

Flexarmit is therefore a stiffening cloth that can be used industrially or in the home to stiffen, give permanent shape and consistency to all kinds of clothes and parts of clothes: collars, cuffs, turn-ups, lapels, belts, basques, pocket flaps, blouses, hems, etc. This stiffening cloth is simply impregnated with a special resin. Placed beneath the part of clothing to be stiffened, it is put on with a hot iron using adequate pressure. If care is taken to select the appropriate quality of Flexarmit, the correct heat for the iron and the right pressure corresponding to the fabric to be worked with, one obtains a permanent stiffening, adhering permanently to the fabric, which can be made up and cleaned, either by washing (and even boiling) with soap or detergents or by dry cleaning.



Made of pre-shrunk material, Flexarmit will not shrink with washing. Having very little affinity for water, it is also suitable for the manufacture of raincoats.

Flexarmit is available in different qualities corresponding to the various uses to which it can be put: either a heavy quality for woollen or cotton fabrics or coarse linens, for dresses, tailormades, men's wear, overcoats, belts and millinery; a medium quality for summer dresses, blouses, light two-piece outfits, evening dresses, etc. as well as fine silk, rayon, cotton, nylon, perlon fabrics, etc.; and finally, a special quality used as an inner lining for shirt collars. It is highly appreciated not only by housewives but also by tailors, dressmakers, milliners and ready-to-wear manufacturers, whom it enables to achieve all kinds of permanent effects, easily, permanently and at prices not hitherto possible. *Flexarmit* is a product of *Färberei Schlieren A.-G., Schlieren/Zürich.*

Photos Lutz

The photographs above show the perfect shape of collars, lapels, pleats, pockets, bows, basques, etc., stiffened with « Flexarmit ».

Modèles Walter Kriesemer & Co. S. A., Saint-Gall