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Aug. Giger & Co.
St-Gall

Hautes Nouveautés
en
Colifichets et Guipures



EMAR

EMAR

Tissage de Soieries S.A.
case Postale

ZURICH 39

Tissus de Soie,

Rhodia, Rayonne
et Fibres synthétiques

pour Robes

Blouses

Doublures

Nouveautés en Coton
pour Blouses et Vestes

Robes d'Enfants

Confection Lingerie Chapeaux

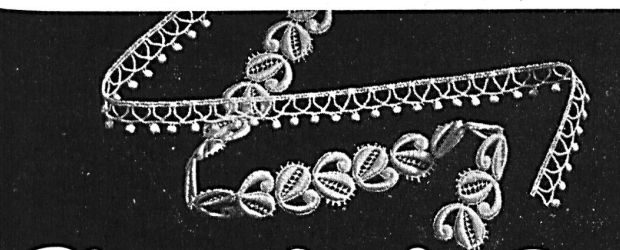
Tissus pour Cravates

Soie, Rhodia, Rayonne

Fibres Synthétiques

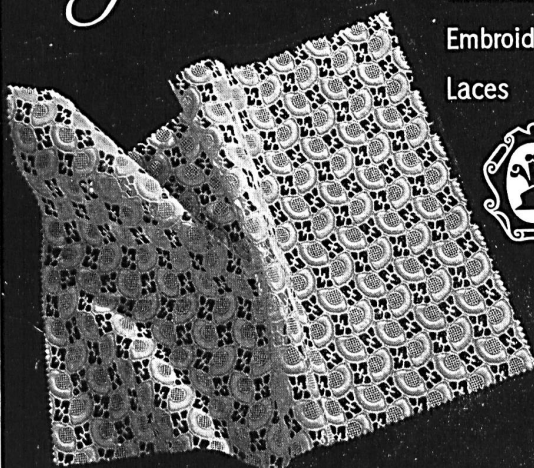
Emar Tissage de Soieries
OBERARTH (CT. DE SCHWYZ)

BESA



Eisenhut+Co
Gais

Neckwear
Embroideries
Laces



O. EUGSTER & CO.

Strickwarenfabrik

TROGEN
bei St. Gallen



Neuheiten aus Wolle

*Stolas - Drei- und Vierecktücher
Echarpen - Mützen
Feine gestrickte Handschube
Sporthandschube*

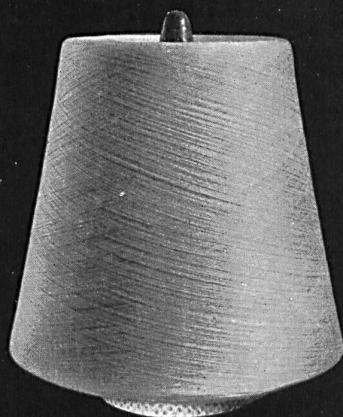
Novelties in Wool

*Stoles - Squares - Triangles
Scarves - Caps
Fine knitted gloves
Sport gloves*

Nouveautés en laine

*Etoles - Carrés - Triangles
Echarpes - Bonnets
Gants tricotés fins
Gants de sport*

Retorderie Zwirnerie Doublers



BOPPART & CO AG
Goldach Suisse

Leumann, Boesch & Co. Ltd.

Kronbuehl - St. Gall
(Switzerland)

Manufacturers of

Embroideries and Laces
Plain Cotton Piece Goods
Children's Frocks and Blouses
Ladies' and Children's Underwear

Elbeco
TRADE MARK

Plain Cotton Piece Goods



Children's Frocks and Blouses



Ladies' and Children's
Underwear

WOLLWATTELINE - DAS IDEALE MANTELFUTTER



Grossmann & Co AG

THALWIL / SCHWEIZ



Nouveautés für
Kleider
Jupes
Costumes
Mäntel

A.-G. Mietlich
vorm. Gattiker & Steinmann
Richterswil / SCHWEIZ
Telefon 051 / 96 01 66



Mouchoirs et Broderies

Oertle & Co. Teufen
SUISSE



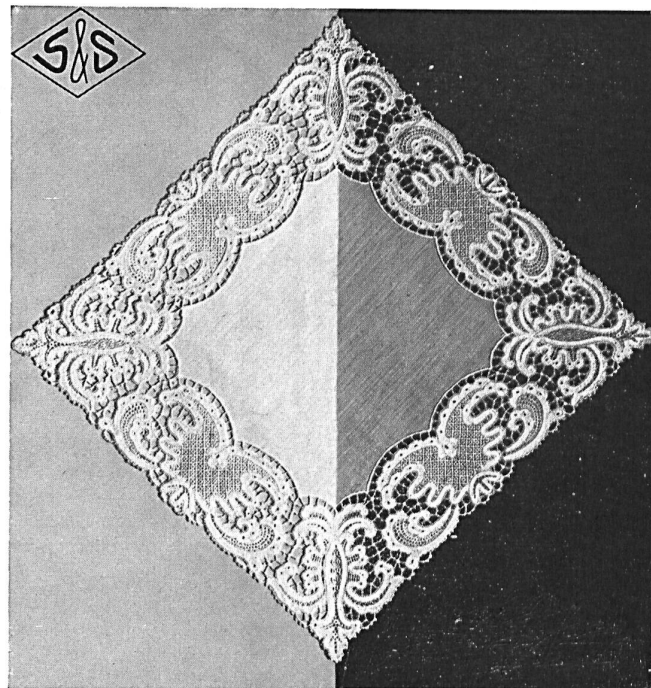
Engster & Huber

Cotton Piece Goods
Embroideries

Co. Ltd. St. Gall

This chic ensemble by Vollmoeller Uster comprises a $\frac{3}{4}$ sleeve V-Neck jumper with permanent pleated skirt, giving that well-dressed casual look. Both garments are wash and wear finished in 100 % Schappespun Orlon.

Vollmoeller Knitting Works Ltd., Uster, Switzerland



Embroidered and Lace
Handkerchiefs

Embroidered Piece Goods
and Laces

PAUL SAILER & CO.
Successors to
Sailer & Schoensleben
ST. GALL

Textilveredlung



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GLATTEN- UND FANTASIEGEWEBEN**

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Bleicherei
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Ätzerei
Filmdruck
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Transparent
Opal
Everglaze
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Minicare (no Iron)

A.-G. AUSRÜSTWERKE STEIG

HERISAU / SCHWEIZ
Telefon (071) 5 16 41/42/43

NEUBURGER & CO.

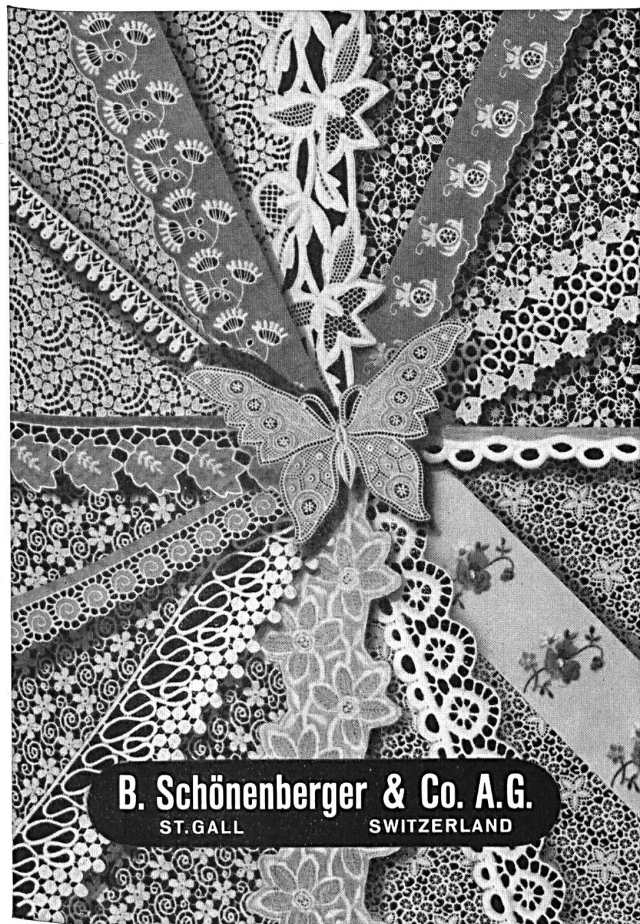
S. A.

ST-GALL



Fabricants de Nouveautés

Dentelles et Broderies

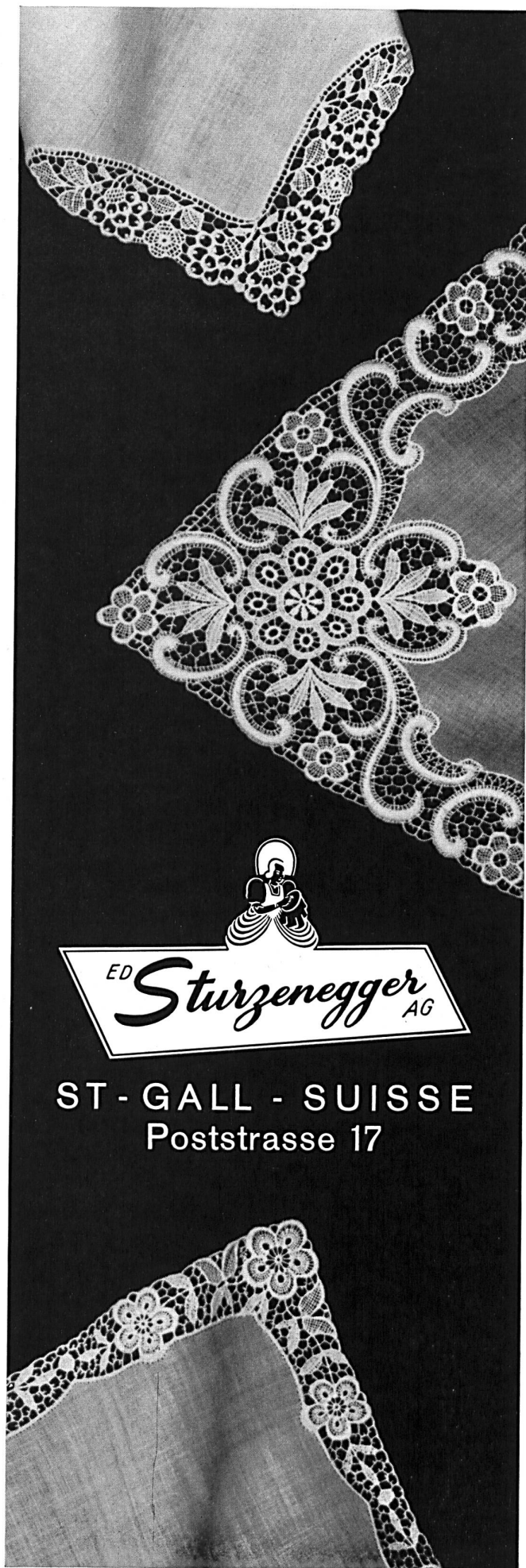


B. Schönenberger & Co. A.G.
ST. GALL SWITZERLAND



Die modische Tricotwäsche mit dem tadellosen Sitz
und der exakten Verarbeitung — La lingerie mode
en jersey nylon et rayonne; exécution impeccable,
coupe parfaite

JAKOB LAIB & CO. AMRISWIL



HUFENUS & Cie S.A.

ST-GALL

FABRICANTS DE
HAUTES NOUVEAUTÉS
EN
DENTELLES ET BRODERIES

MAISON FONDÉE EN 1885



HOCHULI & CO. Ltd.
SAFENWIL Switzerland

*Ladies' and children's
underwear
Superior quality*

Kocosa

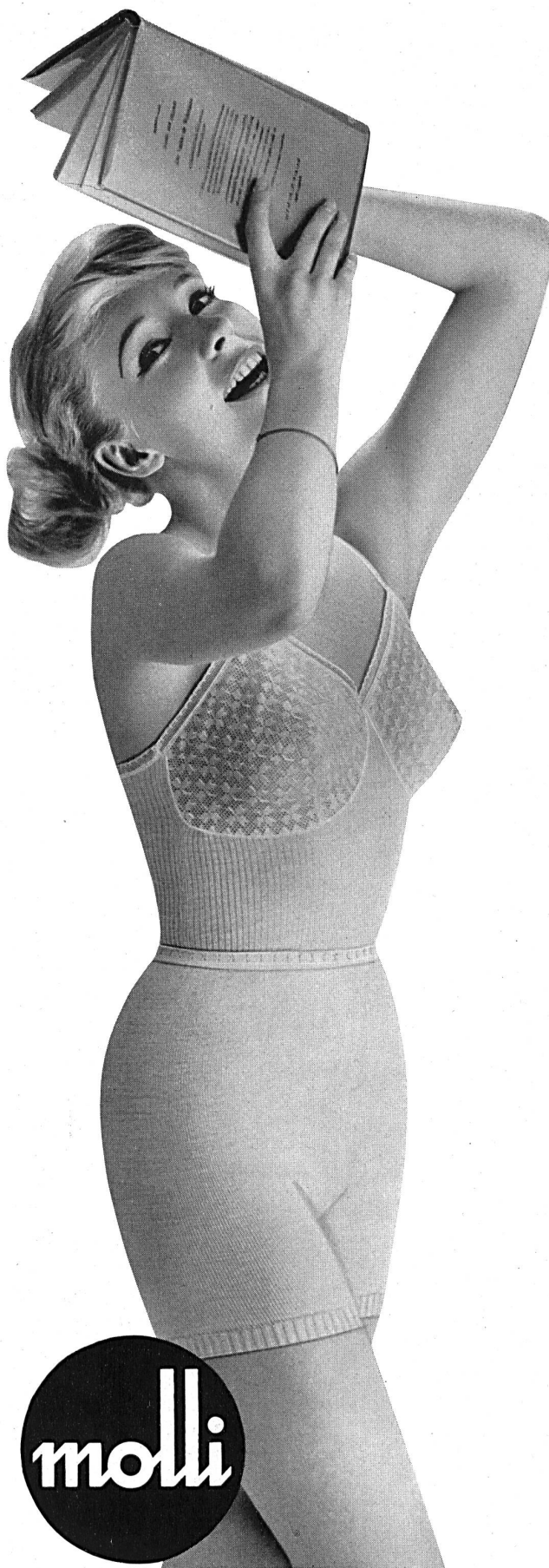


Kleinberger & Co., St-Gall

*Manufacturers of embroidered
handkerchiefs
Gift packages a speciality*

R. & W. Graf
REBSTEIN
(Switzerland)

Manufacturers of
embroidered trimmings
(edgings,
insertions etc.)
embroidered allover,
guipure embroideries,
nylon embroideries



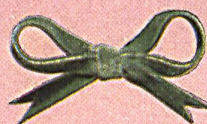
molli

*Sous-vêtements tricotés en laine fine, mi-laine, fil d'Ecosse léger,
spun Orlon ou soie naturelle*

RUEGGER & Cie, ZOFINGUE
SUISSE

WINZELER, OTT & CO. LTD.,
WEINFELDEN (Switzerland)

WEAVERS D Y E R S
PRINTERS FINISHERS



SENN + C^o Ltd.
BASLE

Bänder

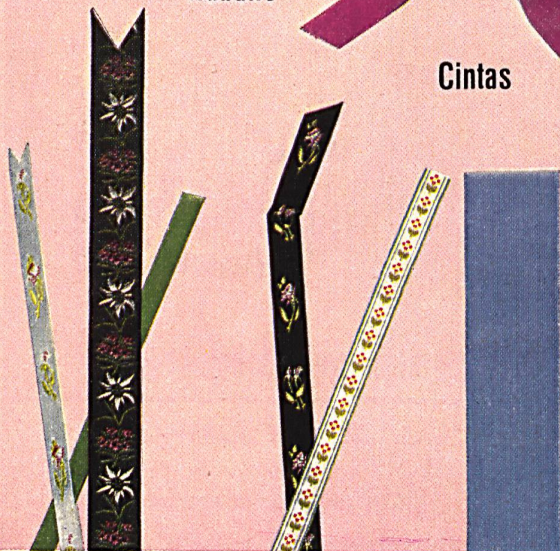


Ribbons

Rubans



Cintas



Schneidinger Brothers Zurich

Wysada

SILK MANUFACTURERS
FABRICATION DE SOIERIES

Exclusive novelties,
plain, fancy and printed, in silk,
mixture fabrics, cotton and nylon.

Créations

Arthur Vetter & Co., Zollikon (ZH)



*Carrés et écharpes imprimés à la main
en pure soie,
laine, fibranne, etc.*

*Fabrication de tissus pour la mode
spécialité: laizes / fournitures
pour chapeaux / rubans / écharpes*

Sager & Cie
Dürrenäsch (Suisse)

SISAF's great new achievement

Immaculately smooth and flat are collar and buttoning edges of our «Avantage» the new SISAF Spun Nylon blouse thanks to the unique SISAF process.



Sanitized

«Avantage» will enchant even the most exacting customer.

Please ask for our offers.

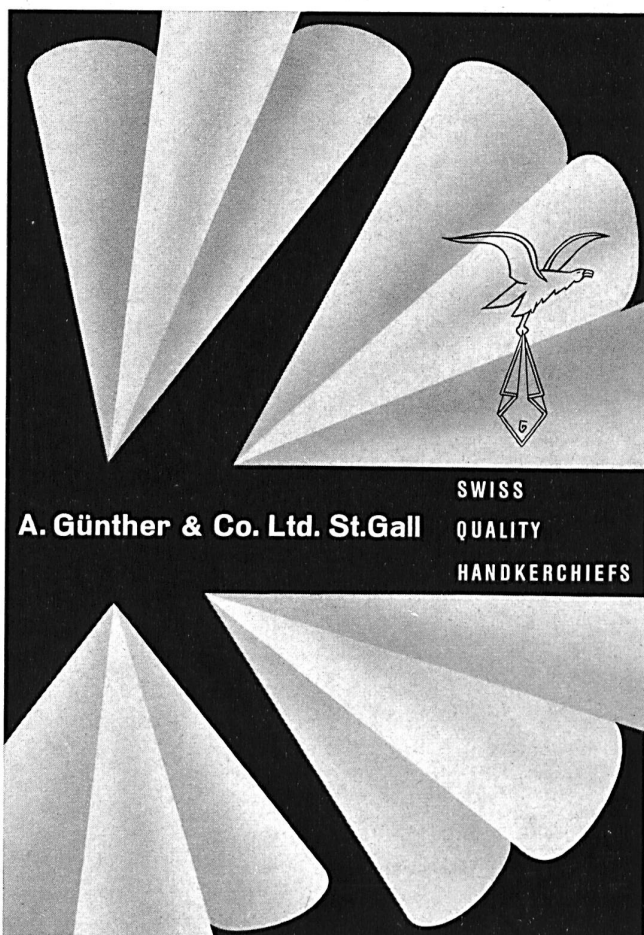
Renommée Ltd.,
Montreux (Switzerland)



Les chemises Rexy sont réputées de qualité suisse irréprochable. Leur tissu témoigne d'une sélection sévère, leur col raffiné et leurs manchettes sont d'exécution impeccable. De coupe très élégante, elles sont admirablement seyantes, et celui qui les porte est certain de rester à la page.

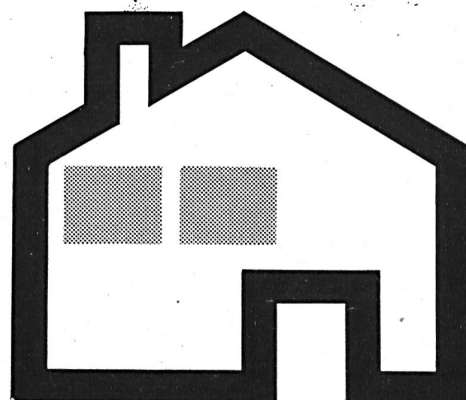
Les modèles Rexy en Iroperm sont aussi les premières chemises pour messieurs qui ne doivent pas être repassées mais qui peuvent être lavées dans la machine et même cuites.

SCHELLENBERG, SAX & CIE SA, TRÜBBACH ST-GALL



A. Günther & Co. Ltd. St. Gall

SWISS
QUALITY
HANDKERCHIEFS



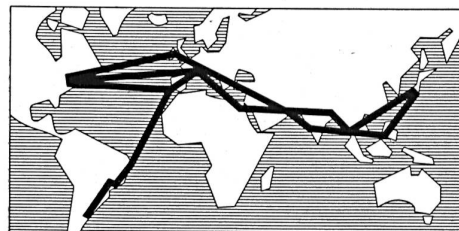
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Wherever you board one of Swissair's modern planes — in New York, in South America, in Europe, or the Near or Far East — you'll find something different, you'll like the friendly, helpful cabin attendants. You'll be greeted as a welcome guest. And you'll enjoy the same hearty hospitality that has made Switzerland's best hotels famous throughout the world.

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SWISSAIR

HANDKEBCHIEFS

GOITZ



HABIGS

PLAIN

KNITTING

*Honegger & Co. Ltd.
St. Gall*

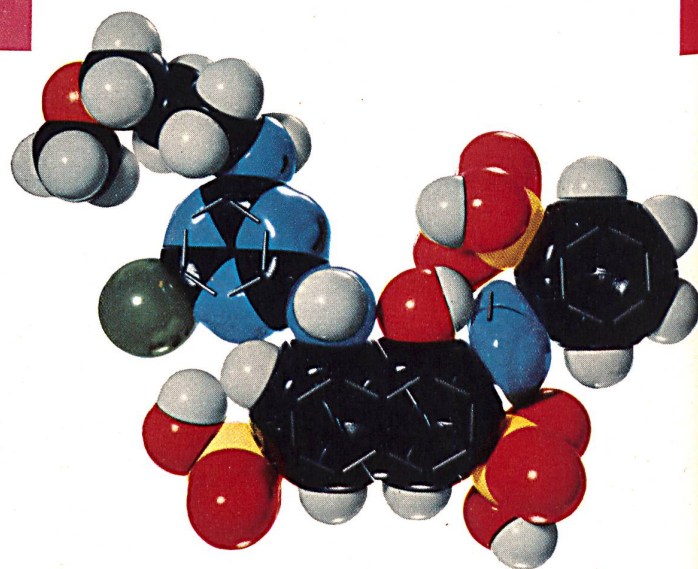
EMBROIDERIES

Brilliant, fast shades on cotton, linen, viscose rayon, and wool offer a wealth of new possibilities in textile design

® Cibacron Dyes

Original CIBA products

C I B A



Colour, and harmonious combinations of colour – this is something we all love. Colour brightens our everyday life in the eye-appealing textiles we use for clothing and home. From time immemorial, man has felt the need to adorn himself and his surroundings with colour and, until the advent of synthetic dyes some 100 years ago, this he did with the products Nature provided – plants, insects, molluscs. Brilliant though the colours were, they were not «fast» in the sense we use the word to-day; their brilliance faded in the sun's light.

Synthetic dyes have now replaced the natural products, but, even though the range available has expanded tremendously since Perkin discovered mauveine in 1856, it was not until very recently that **great brilliance** could be united with **high fastness** – not until CIBA developed the **Cibacron** dyes.

With Cibacron dyes the dyer and printer can produce very fast shades of great brilliance on cellulosic fibres and wool, e.g.

dress materials	track suits
raincoat materials	scarves
blouse materials	shoe canvas
velvets	flock-printed materials
corde	towelings
knitted goods for outerwear and underwear	ribbons
swimsuits	and a variety of other styles
bath robes	

Cibacron dyes – novel, fast, and brilliant – a true chemical bond link dye with cellulosic or wool fibre.