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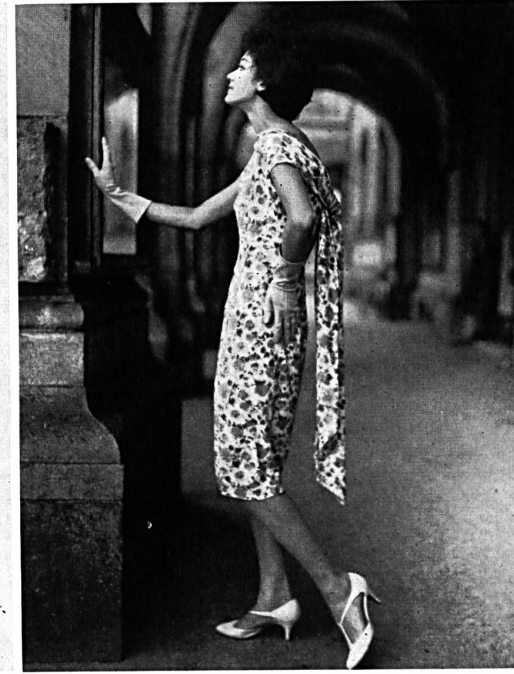
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Orlon gains ground in Switzerland

Orlon (registered trade name) was presented officially in Switzerland for the first time a year ago. Since then, it has made great headway: today there are 103 Swiss firms using Orlon — imported in the form of raw fibre — whereas a year ago the number was only 67.

At a well-attended fashion show (over 700 people, it is estimated), the firm that imports this acrylic fibre made by Du Pont showed Swiss textile experts over a hundred models made of this revolutionary fibre, including swimsuits, beach and sports wear, cardigans and pullovers, blouses, pyjamas, suits, dresses, children's wear, coats, etc. All these articles had been made in Switzerland by hosiery and underwear factories or ready-to-wear manufacturers, from fabrics made in Switzerland. It should be remembered that Orlon is available not only in filament form but also in spun yarns and that its main features — lightness, elasticity, ease of dyeing, etc. — make it a fibre that is used, both alone and mixed, for an increasingly wide variety of purposes.



1. EL-EL S. A., ZURICH

Robe / Dress / Vestido / Kleid. Tissu de : / Fabric by : / Tejido de : / Gewebe von :
Weberei Ebnat A.-G., Ebnat. Photo Gallivaggi.

2. ARTHUR SCHIBLI S. A., GENEVE

Manteau / Coat / Abrigo / Mantel. Tissu de mailles de / Knitted fabric by : / Tejido de malla :
Maschengewebe von : Sallmann & Co., Amriswil. Photo Gallivaggi.

3. « SNAKY », OUMANSKY & CO., GENEVE

Costume en orlon et Lurex / Suit in orlon with Lurex / Traje de orlón con Lurex / Kostüm aus
Orlon mit Lurex.

SISAF, SOCIÉTÉ ANONYME DE FILATURES DE SCHAPPE, KRIENS
SOCIÉTÉ INDUSTRIELLE POUR LA SCHAPPE, BALE

Orlon filé schappe / Schappe spun orlon / Orlón hilado schappe. Photo Gallivaggi.

4. HUMBERT ENTRESS S. A., AADORF

Robe de tricot imprimé / Printed knit fabric dress / Vestido de malla estampado / Bedrucktes
Tricotkleid.

SISAF, SOCIÉTÉ ANONYME DE FILATURES DE SCHAPPE, KRIENS
SOCIÉTÉ INDUSTRIELLE POUR LA SCHAPPE, BALE

Orlon filé schappe / Schappe spun orlon / Orlón hilado schappe. Photo Gallivaggi.

5. « WIELER », PIUS WIELER SÖHNE, KREUZLINGEN

Maillot de bain / Bathing suit / Traje de baño / Badeanzug. Photo Guniat.

