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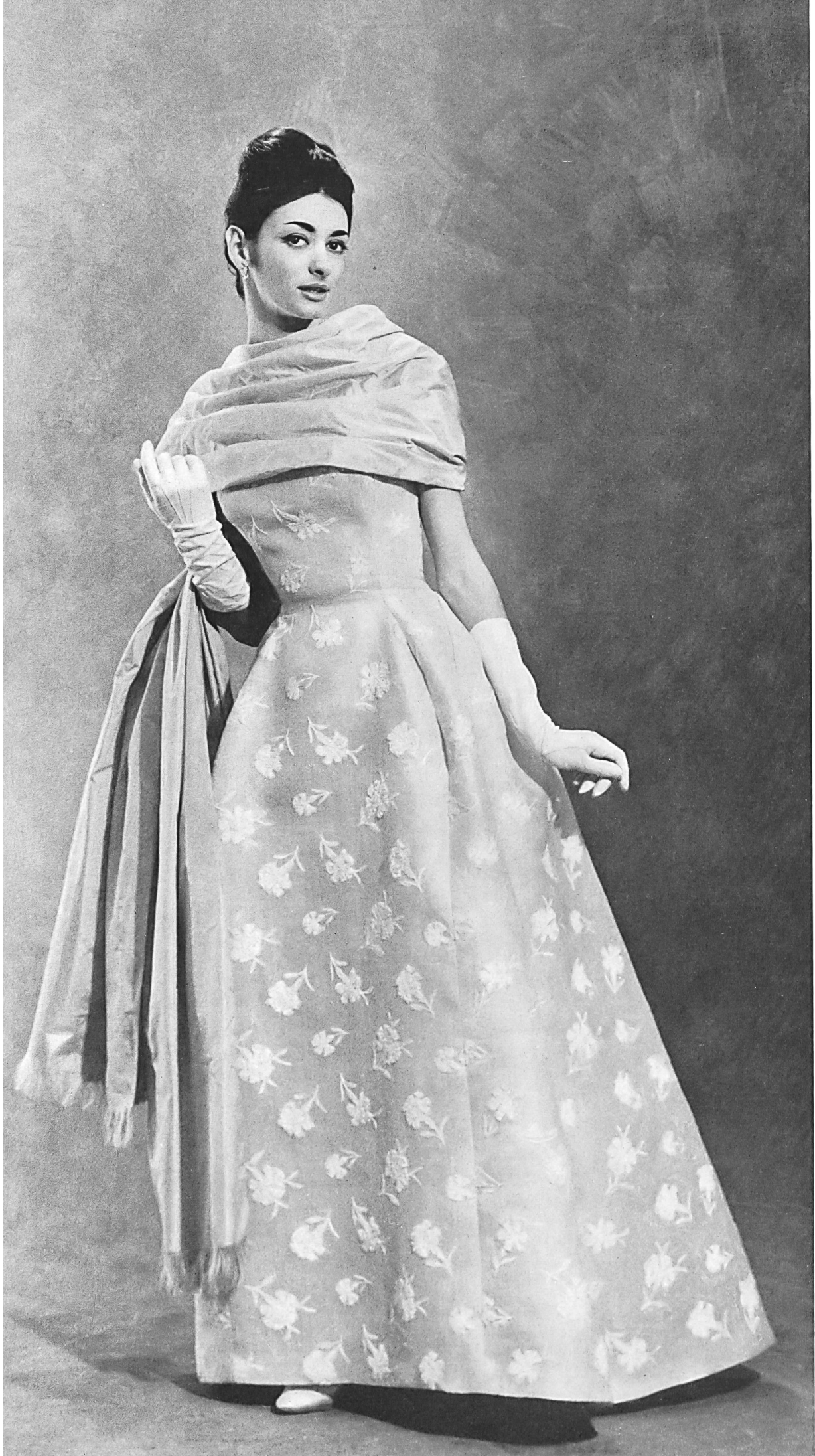
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# Other Fabrics

NEUBURGER & CO. S. A., SAINT-GALL

Devants de blouses brodés  
Embroidered blouse fronts  
Pecheras bordadas para blusas  
Bestickte Blusenfronten





L. ABRAHAM & CIE,  
SOIERIES S. A., ZURICH

« Gazar » pure soie, brodé  
(embroidered pure silk /  
seda pura bordada / reine  
Seide, bestickt)  
Modèle H. Haller & Co.,  
Zurich  
Photo Rev





THEODOR LOCHER & CO., SAINT-GALL

Organdi de soie noir, brodé  
Embroidered black silk organdy  
Organdi de seda negro, bordado  
Schwarzer, bestickter Seiden-Organdy  
Modèle Macola S. A., Zurich



SOCIÉTÉ SUISSE DE L'INDUSTRIE TULLIERE S. A.,  
MUNCHWILEN

Nylon Permatulle imprimé (printed / estampado / bedrukt)  
Modèle Marty & Co., Zurich  
Photo Lutz





SOCIÉTÉ SUISSE DE L'INDUSTRIE TULLIERE S. A., MUNCHWILEN

Tulle de coton imprimé  
Printed cotton net  
Tul de algodón estampado  
Baumwolltüll bedruckt  
Modèle Laternser, Saint-Gall  
Photo Schmutz



NEUBURGER & CO. S. A., SAINT-GALL

Guipure blanche  
 White guipure lace  
 Encaje de guipur blanco  
 Weisse Guipurespitze  
 Modèle Cafader & Co., Zurich  
 Photo Schmutz

REICHENBACH & CO., SAINT-GALL  
 « RECO »

Robe en pure soie imprimée au cadre  
 Pure silk screen-printed dress  
 Vestido pura seda estampado con estarcido  
 Kleid aus reiner Seide, Filmdruck  
 Modèle Ecole de mode, Saint-Gall  
 Photo Schmutz







REICHENBACH & CO., SAINT-GALL  
« RECO »

Robe en organdi pure soie brodé  
Embroidered pure silk organdie dress  
Vestido de organdí pura seda bordado  
Kleid aus reinseidenem Organdy bestickt  
Modèle Ecole de mode, Saint-Gall  
Photo Schmutz

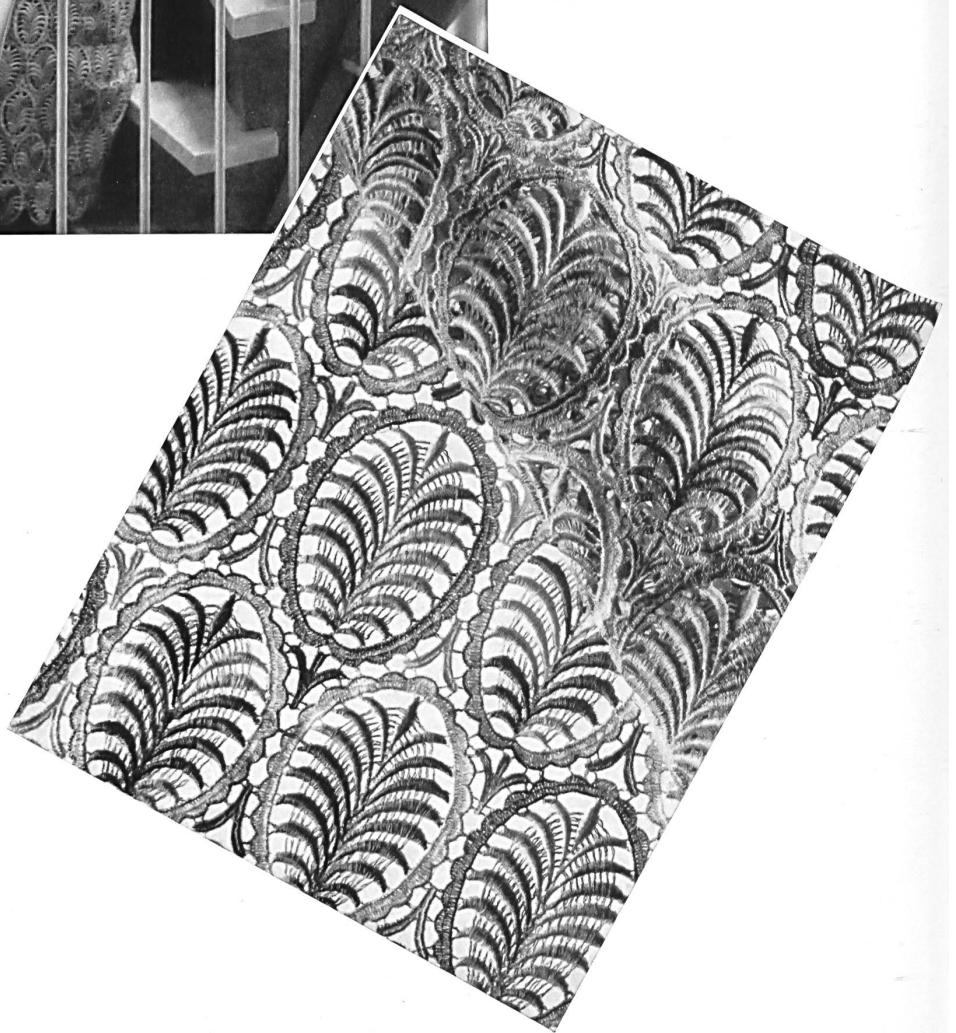
REICHENBACH & CO., SAINT-GALL  
« RECO »

Robe en coton fantaisie avec effets de fils coupés  
Fancy cotton dress with clip-cord effects  
Vestido de algodón fantasía con efectos de vainica  
Kleid aus Baumwollfantasiegewebe mit Scherli-  
Effekt  
Modèle Ecole de mode, Saint-Gall  
Photo Schmutz



JAKOB SCHLAEPFER, SAINT-GALL

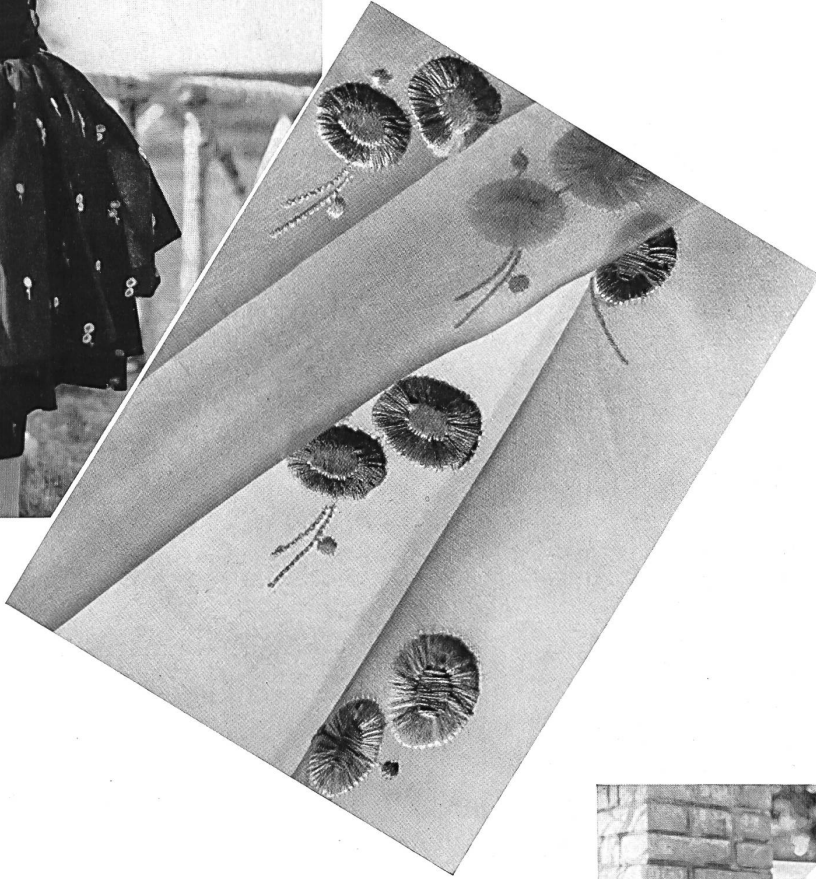
Laize de guipure  
Guipure allover  
Bordado guipur de toda la ancha  
Photo Gallivaggi





JAKOB SCHLAEPFER, SAINT-GALL

Organdi de soie brodé  
Embroidered silk organdie  
Organdi de seda bordado  
Seidener bestickter Organdy  
Photo Schmutz



JAKOB SCHLAEPFER,  
SAINT-GALL

Laize de batiste brodée  
Embroidered batiste allover  
Batista bordada de toda la ancha  
Bestickter Batist-Allover  
Photo Jack Malaise





## A NOVELTY:

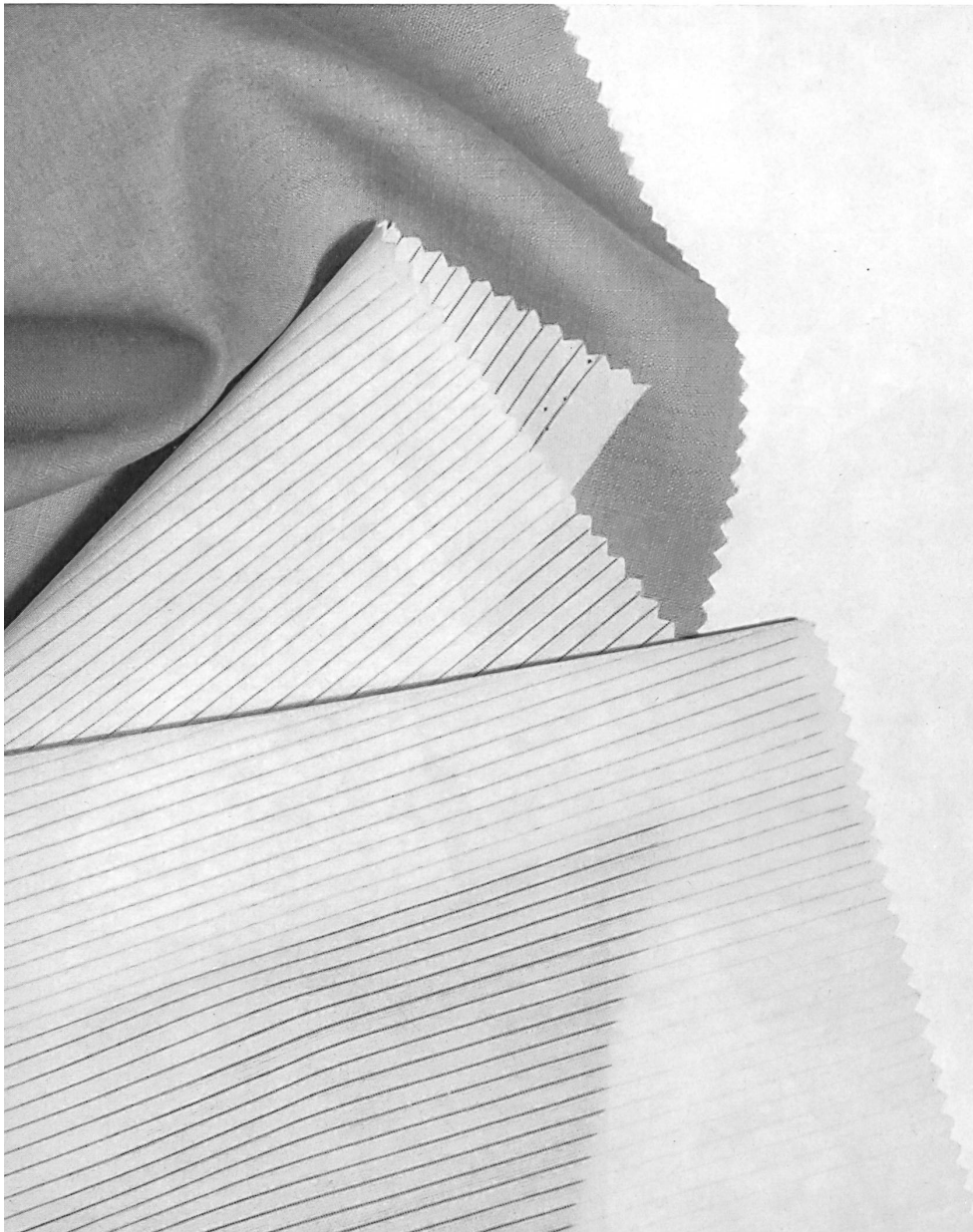
### « COTTON + TERYLENE »

Something that was thought completely impossible a short while ago has now been achieved. The exceptional wearing qualities of the synthetic fibre terylene, manufactured by ICI (Imperial Chemical Industries Ltd.) have now been added to the comfort of the natural fibre cotton. The St. Gall firm of Stoffels has succeeded in producing a new fabric, composed of an optimum mixture of 33 % cotton and 67 % terylene, possessing all the advantages of the two fibres without any of their drawbacks.

The new fabric could just as easily be taken for a

non-crease, quick-drying cotton, resistant to breaking and abrasion, as for a synthetic fabric possessing all the advantages of a natural fibre: good absorption of perspiration, pleasant to the touch, no risk of piling or causing allergic troubles.

This fabric's extraordinary resistance to creasing is due to its terylene content. If by any chance a crease is formed, it disappears completely of its own accord once the garment has been hung up for a moment to air, or it vanishes even while being worn, under the effect of the



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1 The emphasis placed today on « wash and wear » should not make the well-dressed man forget the comfort of a cotton shirt. Stoffels « cotton + terylene » poplin can be boiled and is pleasant to wear ; furthermore it is as strong and crease-resistant as the famous terylene fibre and dries just as quickly. These two ultra-light and particularly porous fabrics for shirts and blouses are as fresh as a sea breeze.

2 Yesterday a wild dream, today a reality : Stoffels has succeeded in printing on a mixed « cotton + terylene » fabric and shows here a selection of attractive designs on dress fabrics.

heat of the body. All pleats and gathers however are permanent, that is to say are removed neither by washing nor boiling. For, just like cotton, « cotton + terylene » fabrics can be boiled without any risk : these fabrics are also sanforized, thus preventing any possibility of shrinking and nothing is to fear from ironing either. Furthermore «cotton + terylene» is resistant to chlorine water and does not turn yellow as sometimes happens with fabrics treated with synthetic resins. The iron should never be used too hot however, in order not to harm the terylene.

Stoffels « cotton + terylene » is outstanding not only for its technical characteristics ; it is made in a wide range of charming varieties, including light fabrics for blouses and shirts, and a grained quality like linen for extremely smart dresses and prints, for Stoffels has solved the difficult problem of printing on « cotton + terylene » ! In addition to the traditional qualities of poplin, the « 2 + 1 » fabrics launched last year and a heavy fabric treated with silicone for raincoats, the Stoffels collection also contains very original structural fabrics for dresses.

BISCHOFF TEXTILES S. A., SAINT-GALL  
« MATADOR »

Ravissante robe estivale en coton.  
Dainty cotton summer dress  
Bonito vestido veraniego de algodón  
Reizendes Baumwoll-Sommer-Kleidchen  
Photo Lutz



BISCHOFF TEXTILES S. A., SAINT-GALL  
Broderies / embroideries / encajes / Stickereien  
Modèle G. Muller-Renner A.-G., Kreuzlingen  
Photo Lutz