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# Daring and Loyalty

In 1835, George Philippe Heberlein set up on his own in Wattwil, a village where he had found employment some years previously as a journeyman dyer. He specialised mainly in the dyeing of yarns used in colour weaving, an industry that was well-established in the district of Toggenburg. It is 125 years therefore since the foundation of Heberlein & Co. Ltd., a large firm known all over the world today. Naturally the firm soon extended its activities beyond the initial dyeing of yarns. Towards the end of the 19th century, various revolutionary inventions completely modified the work of textile dyeing and finishing and gradually turned it into a new branch, based on scientific principles. Run with intelligence and energy by the descendants of George Philippe Heberlein who grew from empirical craftsmen into industrialists and scientists, the firm developed steadily in spite of every vicissitude. The proof of this is that today it employs over one thousand five hundred people and pays out a sum of about thirteen million francs annually (U.S. \$3,250,000) in wages, salaries and social benefits. We must just mention here the world-wide success of the famous « Helanca » yarns (Regd. trade mark); the « Helanca » process was first applied to the treatment of continuous nylon yarns shortly after the end of the war and immediately became an outstanding success. Today, Helanca yarns are produced not only in Switzerland by Heberlein & Co. Ltd., but in numerous other countries, by about a hundred firms working under license.

The 125th anniversary of the big Wattwil concern was commemorated in a fitting manner. In September, the firm celebrated its anniversary in the company of the commune and its personnel. On this occasion, the commune of Wattwil inaugurated a fountain in honour of the Heberlein concern, representing, above a granite pool in the shape of a dyeing vat, a dyer in the costume worn by George Philippe one and a quarter centuries



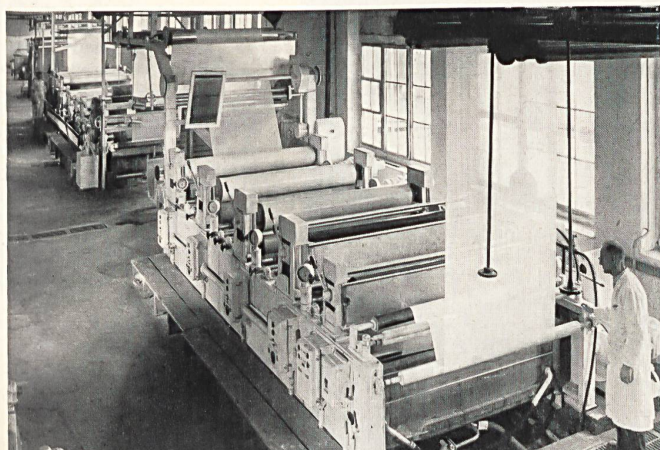
The dyer's statue, on the Heberlein fountain, at Wattwil

Photos Heberlein

ago. The board of directors of the firm showed their gratitude to their personnel and the commune of Wattwil by making various gifts: two hundred thousand Swiss francs to the personnel's Pension Fund, one hundred and fifty thousand for a special jubilee bonus and fifty thousand for the renovation of the Parish Hall.

Finally in November, several hundred guests representing the authorities, vocational training and higher education circles, the army, the textile industry, various workers' and employers' associations, customers, business friends and the press were invited to a reception at Wattwil by the jubilee firm. This was the occasion for various speakers to recall the firm's history and to point out its merits, whose secret may be summed up in the words « Daring and Loyalty », which Mr. George Heberlein, the president of the board of directors, has made the firm's motto. By devoting every care to the improvement of existing processes and the creation of new ones for the treatment of textiles, the Wattwil concern is an invaluable member of Swiss industry, to the high quality of whose products it has made and continues to make an important contribution. The anniversary banquet was followed by a showing of models made of fabrics printed in the Heberlein factory and a visit to the industrial plant. A final word, to call attention to the publication of a fine commemorative booklet, of very modern artistic conception, which does credit to the firm it so worthily represents.

Machine for the manufacture of « transparent » fabric



Modern screen-printing machine

