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A hundred years and a great deal of work



Mr. Otto Fehlmann, President of the Board of Directors welcoming the guests

Once upon a time... there was a poor peasant's son who trudged round France, his bundle on his back, in search of work as a journeyman saddler. On his return to Switzerland, he continued to ply his trade but at the same time sought means of increasing his income by taking on other activities. In this way, in 1863, Jacob Fehlmann started up a workshop in Schöftland (canton of Aargau) making farmer's smocks. Production expanded, Fehlmann's three sons joined their father's modest concern and finally, at the beginning of this century, took it over, under the name it bears today. Meanwhile, manufacture spread to all types of work-clothes, trousers and subsequently shirts. In 1906 the firm employed 129 men and women; in 1916 it installed a refectory for its staff and purchased a weaving mill and a dye-works. And so it went on, the firm steadily expanding, year after year, in spite of wars and other difficulties. In 1919 it was converted into a limited-liability company; in 1925 it adopted its trade mark « Lutteurs » (Wrestlers); in 1958, with a registered capital of 1,800,000 Swiss francs, it decided to give its personnel a share in the proceeds; in 1960, it founded Fashion and Leisure Ltd., a company for the creation and sale of sports- and leisure-wear; and finally in 1963 it was awarded the contract for the exclusive use throughout Europe of the American trademark McGregor. It is interesting to note that the centenary firm today employs some 1,300 men and women

divided among 13 establishments in the cantons of Aargau, Lucerne and the Ticino, and that its manufacturing programme covers 5 sectors: shirts, trousers, work-clothes, work-aprons for women, sports- and leisure-wear. In the course of the years, this firm has founded 5 branches, which have subsequently become independent and go in for the production of quilting and mattresses, ready-to-wear clothing and ski-trousers for men, raincoats for men and women, men's overcoats, etc. From the welfare point of view, in addition to the share it has given its personnel in the proceeds, the firm has built rest homes and canteens for the workers, accommodation too, and founded a number of welfare institutions. Its products are exported to 11 European countries and some 15 countries overseas, on all continents.

To celebrate their centenary, Fehlmann Sons Ltd. have published an interesting illustrated booklet, giving a host of information on the development and progress of the industry, showing that in spite of its long tradition, this firm has not been prevented from adopting the most modern industrial and commercial methods. The firm, which is run today by representatives of the third and fourth generations of Fehlmanns, invited many business friends and members of the press to its centenary celebrations and organized similar festivities for its personnel.

To close, we present our heartiest congratulations to this thriving centenarian and our best wishes for the continuation of its fruitful activities.

Ironing the cuffs by machine



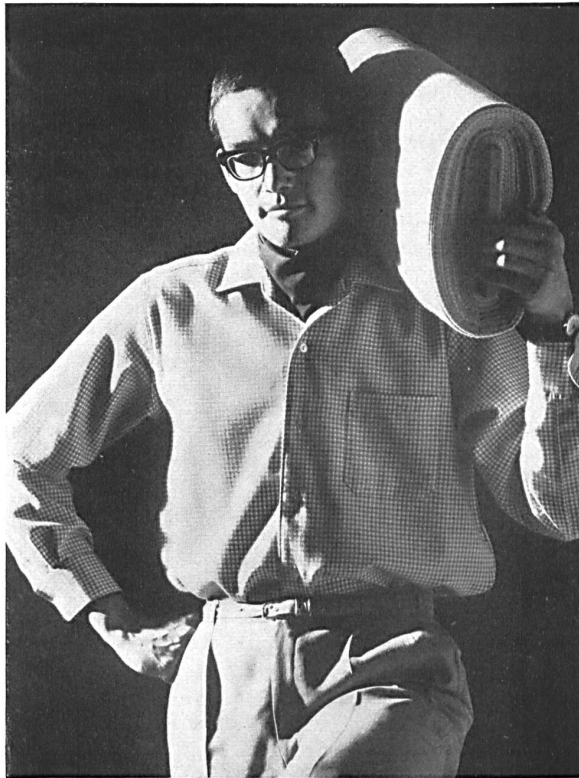
Preparing the layers of fabric prior cutting shirts

Team of workers for the rational production of shirts



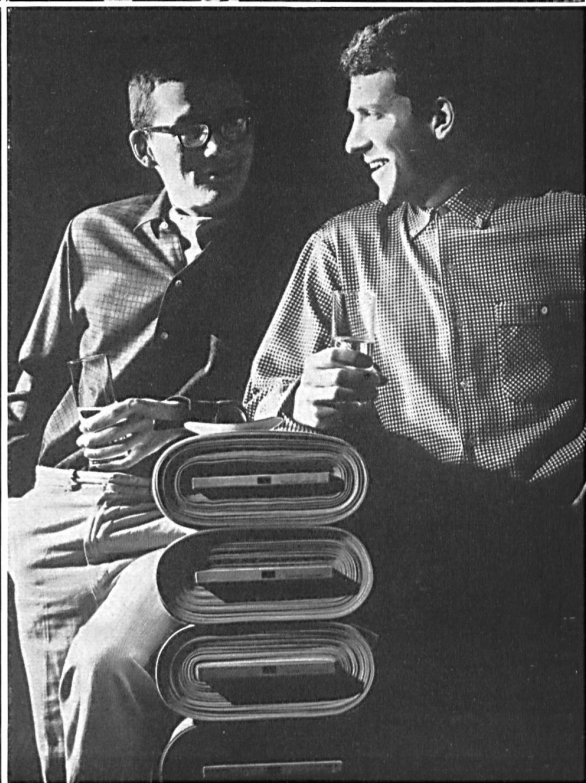
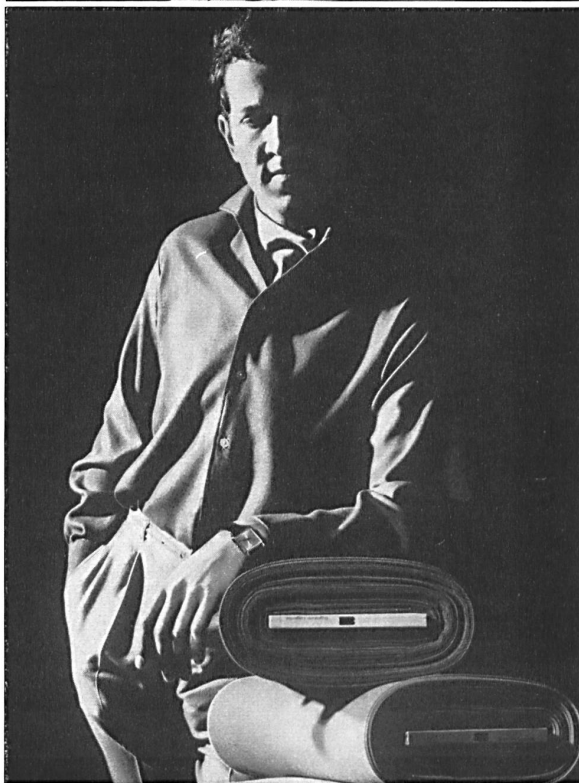
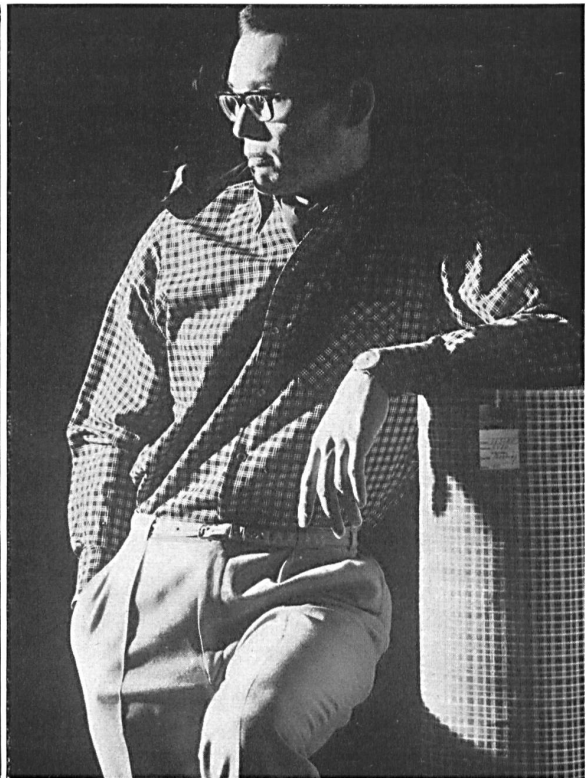
GUGELMANN & CIE S. A., LANGENTHAL

« Aggamousse » flanelle mi-laine pour chemises
 « Aggamousse » half-wool flannel for shirts
 « Aggamousse » franela de lana mezclada para camisas
 « Aggamousse » ein hochveredelter Halbwollflanell
 Modèle « Saphir », Zurschmiede A.G., Wädenswil



GUGELMANN & CIE S. A., LANGENTHAL

« Aggalux » tissu en coton peigné pour chemises
 « Aggalux » combed cotton shirting
 « Aggalux » tejido de algodón peñado para camisas
 « Aggalux » gekämmte Baumwolle für Hemden
 Modèle S. A. Gustave Metzger, Bâle



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 « Aggamousse » franela de lana mezclada para camisas
 « Aggamousse » ein hochveredelter Halbwollflanell
 Modèle Herbert Brülisauer, Mendrisio

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 Modèles Lavelli & Maiocchi, Lugano
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