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FABRICATION DE SOIERIES

SPÉCIALITÉ NYLON

ZURCHER

The left side of the advertisement features a large, abstract graphic composed of overlapping geometric shapes. It includes several triangles in blue, red, and black, along with two circular elements. One circle is white with a blue horizontal band and a black and white striped inner ring. The other circle is blue with a white horizontal band and a black and white striped inner ring. The background is a light beige color.

**¡Novedad!**

**Rojo Maxilon BL\***  
**Azul Maxilon RL\***  
**Azul Maxilon GL\***

para la tintura sólida de las  
**fibras**  
**poliacrilonitrílicas**

Indicaciones  
técnicas  
al dorso

**Geigy**

\* Patentado o en trámite  
de patente en la mayoría  
de los países industriales



Los colorantes Maxilon son nuevos colorantes cation activos (básicos) con una buena afinidad sobre fibras poliacrilonitrílicas, como por ejemplo sobre Crylor (Rhodiaceta), Dralon (Bayer), Orlon 42 (Du Pont) y Redon (Phrix).

Son muy apropiados para la tintura en piezas, así como también sobre aparato para la tintura de hilados, peinado y género en borra a la ebullición o siguiendo el procedimiento a alta temperatura. Nuestro procedimiento de tintura con Irgasol DA-Tinegal NA, está patentado o en trámite de patente en la mayoría de los países industriales.

Controlando la temperatura y la adición de agentes de igualación, se puede regular al máximo la velocidad de subida; suben regularmente al combinarlos.

Buena reserva de la lana y de las fibras celulósicas durante la tintura de mezclas de fibras poliacrilonitrílicas y lana, algodón o viscosilla.

Excelentes solideces a las operaciones de fabricación y al uso.

#### Procedimiento de tintura

Teñir con adición de 2% ácido acético 40%, 0,5–0,2 g/l Irgasol DA, 0,5–1,0 g/l Tinegal NA. Para la disolución de los colorantes, desleir con ácido acético (mitad del peso del colorante) y verter agua hirviendo por encima. La adición de Irgasol DA depende de la intensidad del matiz; los matices claros precisan más agentes auxiliares. Entrar el género a 60° C, llevar en 30 min. a 90–92° C, dejar a esta temperatura durante 15 min., luego llevar lentamente a la ebullición y teñir a esta temperatura durante 1–1½ h.

# colorantes maxilon®

para la tintura de fibras poliacrilonitrílicas  
Excelentes solideces con un método de trabajo simplificado

#### Solidez

##### Solidez a la luz:

	Rojo Maxilon BL	Azul Maxilon RL	Azul Maxilon GL
1/3 tipo auxiliar .....	7	7	7
1 tipo auxiliar .....	7	7	7
2 tipo auxiliar .....	7	7	7

##### Solidez al lavado b):

	Rojo Maxilon BL	Azul Maxilon RL	Azul Maxilon GL
cambio .....	5	5	5
descarga Orlon .....	5	5	5
descarga lana .....	5	5	5

##### Solidez a la transpiración:

	Rojo Maxilon BL	Azul Maxilon RL	Azul Maxilon GL
cambio .....	5	5	5
descarga Orlon .....	5	5	5
descarga lana .....	5	5	5

##### Solidez al plisado:

	Rojo Maxilon BL	Azul Maxilon RL	Azul Maxilon GL
(180° C, 30 seg.) .....	5	5	5

##### Solidez al fijado a vapor saturado:

	Rojo Maxilon BL	Azul Maxilon RL	Azul Maxilon GL
(15 min., 2,5 atm.) .....	5	4-5	4-5

Para más detalles,  
sírvanse consultar nuestra  
circular No. 1284

® = Marca Registrada



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Rolf Römer



the

label

with

customer

appeal

Stoffel & Co.

St. Gall

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Spinners

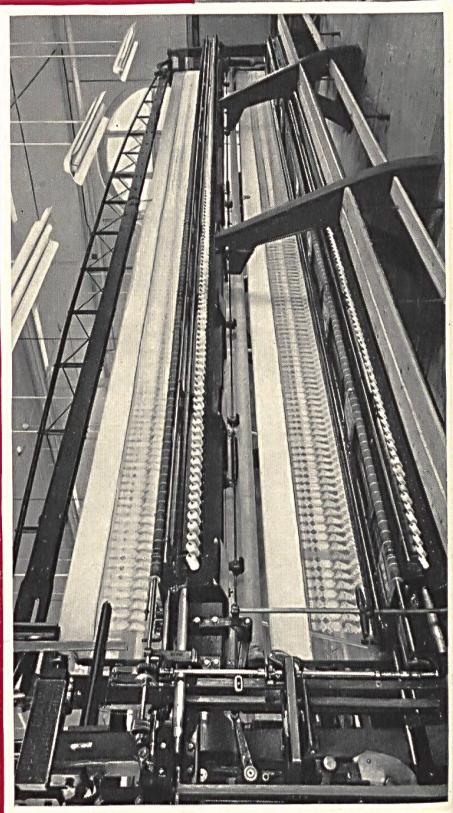
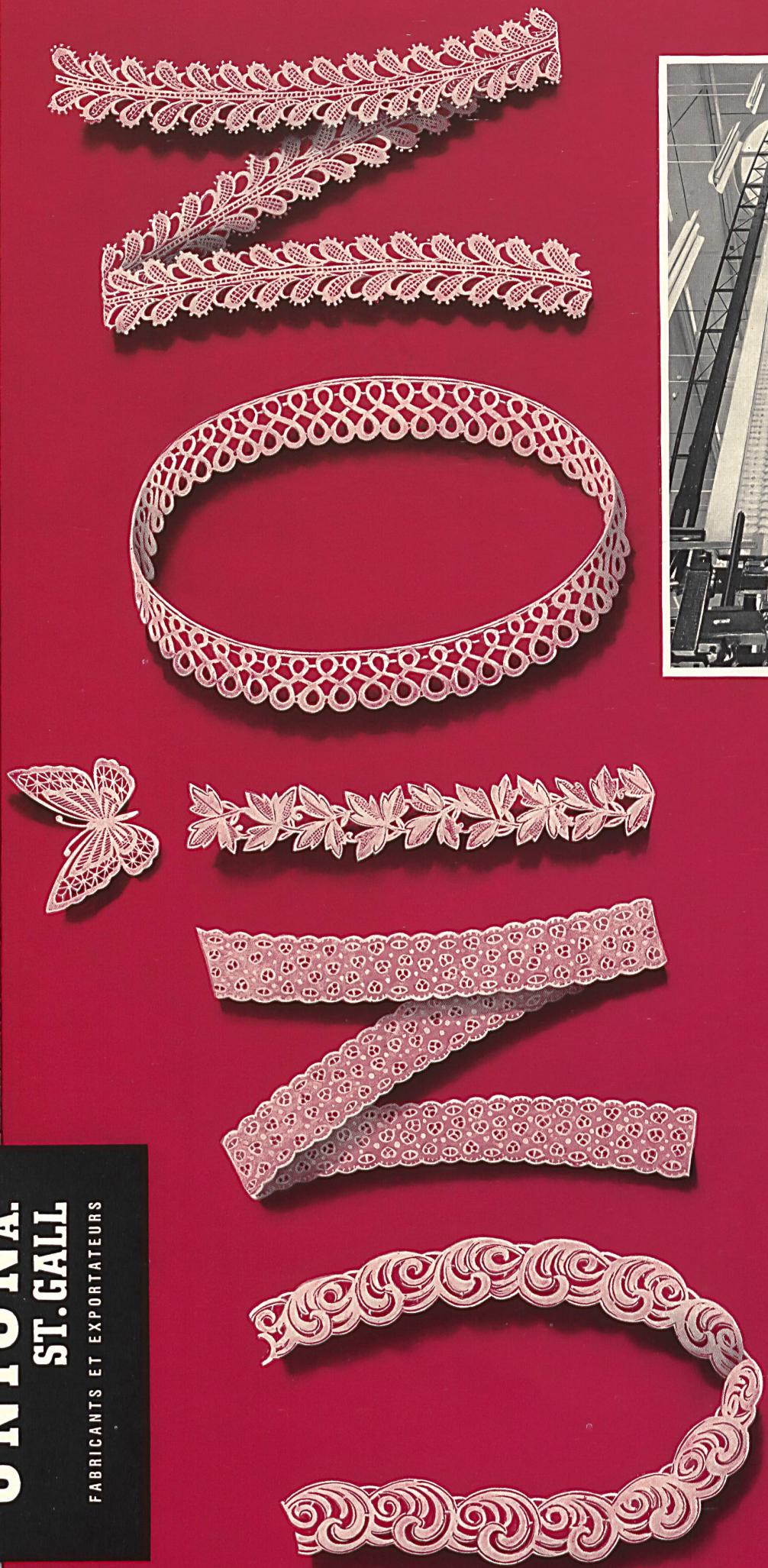
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*Reichenbach & Co*

Hautes Nouveautés St. Gall Suisse

Modèles déposés. Reproduction Interdite



Notre spécialité

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Suivi dans un assortiment de  
plus de 60 nuances

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Tissage de Soieries

Hausen a/A. Suisse

Maison en Angleterre

Zurrer Silks (Darwen) Ltd.

Anchor Mill

Darwen (Lancs)

# Schappe-Spun Nylon a world-wide success

## Facts you ought to know

### What is Schappe-Spun Nylon?

A spun yarn, as the name suggests, with a loose texture. Materials made of Schappe-Spun Nylon are silky, dull, opaque, non-shrinking, and do not crease. Schappe-Spun Nylon is very easy to wash: it dries quickly and its non-ironing property is permanent. Schappe-Spun Nylon naturally possesses all the classic "wash and wear" qualities without any additional treatment. This is an immense advantage.

### Who produces Schappe-Spun Nylon?

Long staple Schappe-Spun Nylon yarns are produced by the well-known Schappe spinning mills of the SISAF group: Société Anonyme de Filatures de Schappe, Lyon (France) and Kriens (Switzerland), Industrie-Gesellschaft für Schappe, Basle (Switzerland),

Tenay (Ain, France) and Zell i/Wiesental (Germany), Swiss Yarn Spinners, Ltd., Manchester (England).

### What articles are made up from Schappe-Spun Nylon?

Fine-quality men's shirts and elegant ladies' blouses, both plain and printed, have so far been placed on the world market. Bed linen also figures on some sales programs. Further Schappe-Spun Nylon articles are in preparation.

### Publicity for Schappe-Spun Nylon

Wherever Schappe-Spun Nylon is available it is successfully establishing its position with the backing of large-scale advertising campaigns.

Australia, Austria, Belgium, Denmark, England, France, Germany, Sweden, Switzerland. Schappe-Spun Nylon is called "Poplon", "Pipeline de Nylon" and "Nylon Fibré" in France; "Nylon Filette" in Germany.

### The SISAF-label

Schappe spinners supply makers-up of first-class Schappe-Spun Nylon articles with the SISAF-label as a protection against sub-standard and inferior products.

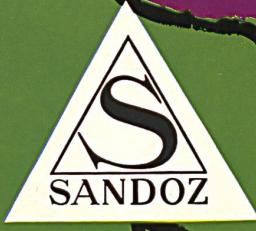
The SISAF trade-mark is publicized in all Schappe-Spun Nylon countries. To acquire the right to use the SISAF-label on finished goods, makers-up should send a sample to the SISAF Publicity Office, Basle 2, Switzerland, or SISAF Publicity Office, Boîte postale n° 8, Lyon-Grolée, France, where these will be submitted to a test. If satisfactory, the maker-up will be granted the right to use the SISAF-label and will receive a liberal supply of labels and washing instructions. For all information concerning Schappe-Spun Nylon yarns, materials, finished articles, sources of supply and publicity please apply to the Publicity Offices mentioned above.

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NYLON  
**SISAF**  
NYLSUISSE

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COTTON MUSLIN  
AND NYLON-  
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para todos los tejidos y fibras textiles  
en cada estado de ennoblecimiento

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for all textile fibres and  
fabrics in every stage of manufacture

SANDOZ LTD. BASLE  
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EDI HAVIC

## PLUVANYL

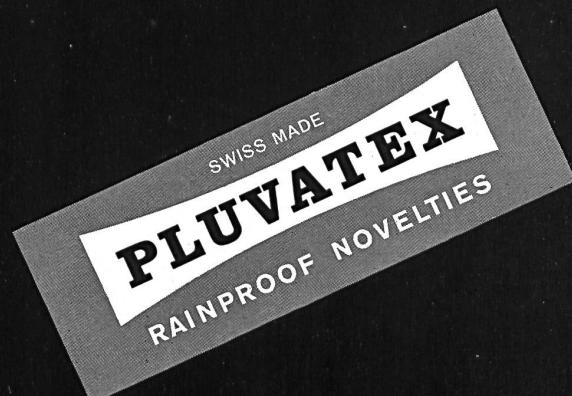
Die Raytex-Marke für ein  
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Mantelstoffe für Sonne und Regen



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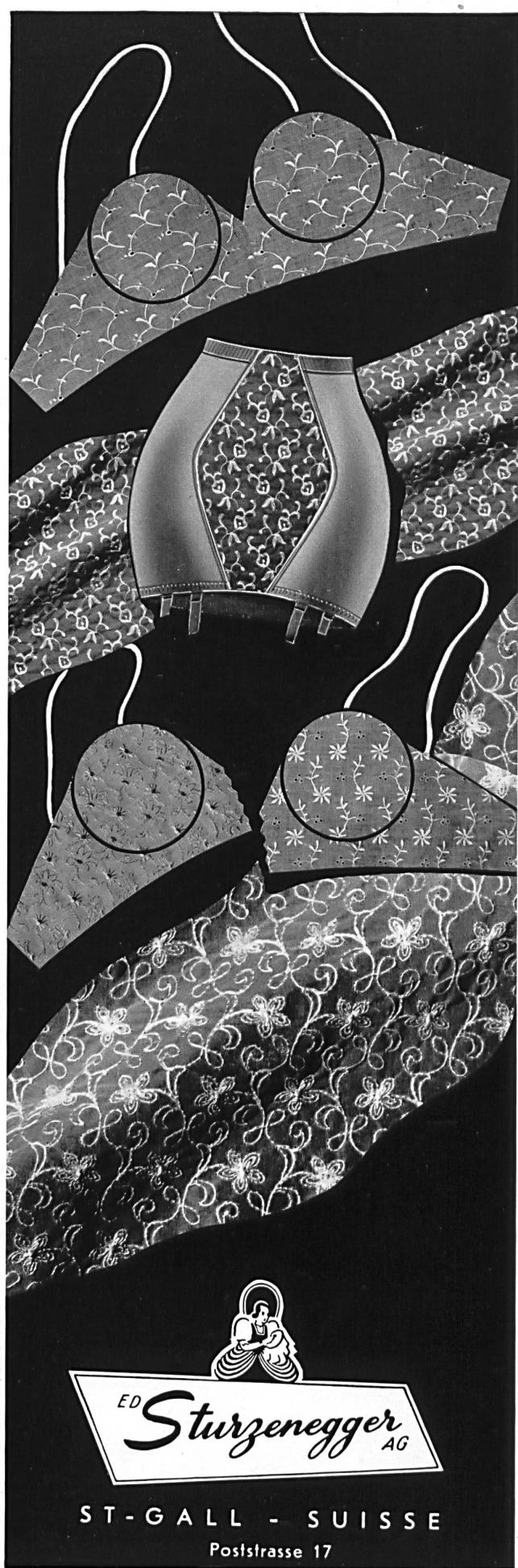


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U.S.A. Representation *M.E. Feld & Company* 1412 Broadway New York / stock available

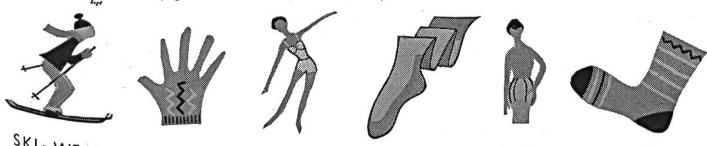


*It's no fantasy...  
it's fantastic*

**Helanca**  
REGISTERED TRADE MARK  
*the wonder yarn  
of today and tomorrow*

Remember—there are many stretch nylon yarns but there's only one HELANCA (Regd. trade mark). Remember too—HELANCA is the only guaranteed wonder-stretch yarn that has swept Europe, the U.S.A., Canada and recently Australia. Now test it for yourself — just handle a garment made of HELANCA Yarn and feel its gentle, soft and absorbent texture; then try it on and feel it become part of you stretching to fit and relax as comfortably as a wrinkle-free second skin. HELANCA Yarn is hygienic, porous and kind to even the most sensitive skin, letting it 'breathe' naturally every day of every Season. Reborn with each washing, mothproof and creaseproof — it saves on your budget for you and your family, and gives extra long wear.

*There are many stretch-yarns  
—but there's only one Helanca*  
—the registered trade mark that guarantees quality, fit and comfort



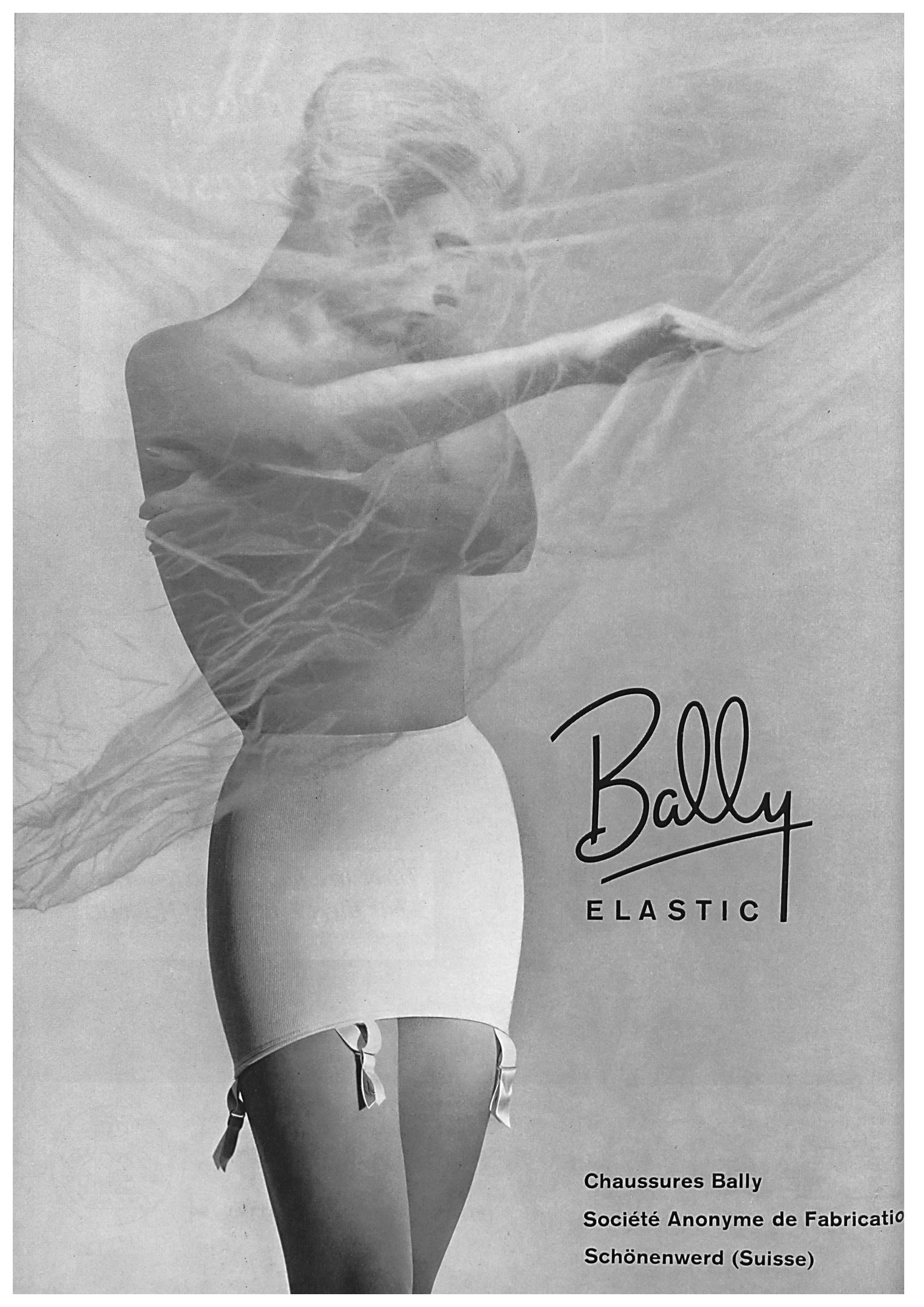
*Helanca*, the only guaranteed wonder-stretch yarn, is used for

SKI-WEAR · GLOVES · UNDIES · STOCKINGS · BELTS · SOCKS

The term «HELANCA» is a world-wide trade-mark signifying yarn processed and tested according to processes and standards controlled by its owners :

HEBERLEIN & CO. A.G. · WATTWIL / SG





Bally  
ELASTIC

Chaussures Bally  
Société Anonyme de Fabricatio  
Schönenwerd (Suisse)

ganz neu...



...und einfach  
herrlich

erhältlich in weiss und rosa

die herrlichste und  
angenehmste  
Damenwäsche,  
die es je gab —  
aus TASLON,  
dem neuen volumi-  
nösen NYLSUISSE-  
Strukturgarn

Toucher

*einzigartig fein,  
weich und angenehm*

Sitz

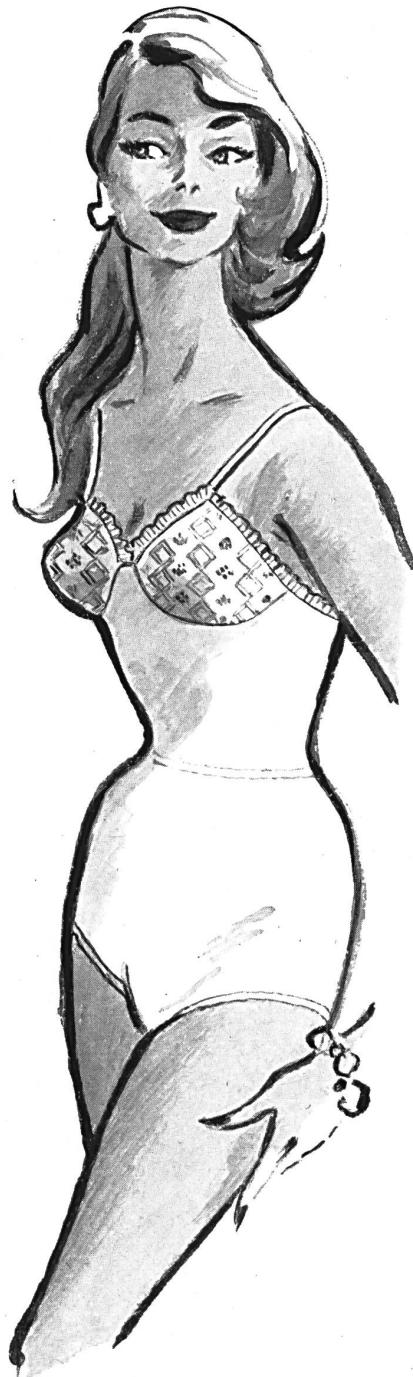
*trägt nirgends auf,  
schmiegt sich tadellos an*

Behandlung

*im Nu gewaschen, sofort  
trocken, kein Bügeln*

und dazu

*wärmeregulierend,  
formbeständig,  
dauerhaft,  
äusserst elastisch*



TASLON, das neue voluminöse Strukturgarn aus NYLSUISSE

Joh. Müller AG, Wohlen



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RUEPP & CIE S.A., SARRENSTORF

1100 Modèle déposé

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Coton

Nylon

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NOUVEAUTÉS



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SILK MANUFACTURERS

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Bler Sculp. 1742.

Cum Privilegio

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Emil Anderegg Ltd.  
Weinfelden



Known for their qualities in cotton  
and rayon piece goods  
SPECIAL DEPARTMENT : Manuf. of first  
class raincoats for ladies and gentlemen

**METTLER**  
& Co. LTD.  
ST. GALL



Novelties in plain and  
printed piece goods  
Two centuries of qua-  
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La « Clef » Hausmann  
garantit la qualité

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E. ROELLI & Co. Ltd., St. Gall  
Specialising in:  
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Nets, Marquises, Voiles  
Embroidered organdies and muslins



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Qualitätsprodukte aus Baumwolle  
Zellwolle und synthetischen Fasern

Wollmischgarne und -Zwirne



Trüb & Co. AG.  
Spinnerei und Zwillnerei  
Uster (Schweiz)

## Swiss Trade Marks — Marks of Quality



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choirs haute fantaisie - Voiles et mar-  
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veauté pour lingerie, robes et blouses

Dépt. confection:  
Fabrication d'imperméables

Geba

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HORGEN

Export von Geweben eigener Ausrichtung  
gegründet 1815

Neuheiten, Voiles,  
Marquises, Papeline,  
Regenmantelstoffe.

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All kinds of ladies'  
underwear  
Lingerie élégante pour dames

*Mylandy* A.G.  
S.A.

Rheineck  
St. Gall

Sous-vêtements dames, messieurs  
Pullovers velours  
Ladies' & Gents' Underwear  
Velvet pullovers

*Opaline*

Marque déposée

A. NAEGELI S. A.  
Fabriques de bonneterie  
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*Yala*

Knitted outerwear  
and underclothing  
Knitted fabrics

Robes et  
Pullovers jersey  
Sous-vêtements  
jersey  
Tissus jersey

Jakob Laib & Co.,  
Amriswil

*ASPOR*

S. A., PORRENTRUY (BE)  
Fabrique de Bonneterie

*Loretta*

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La marque suisse qui  
s'impose

The leading  
Swiss Trade  
Mark



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The world's finest trade mark for high class fabrics  
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La más renombrada marca del mundo para los tejidos de alta calidad



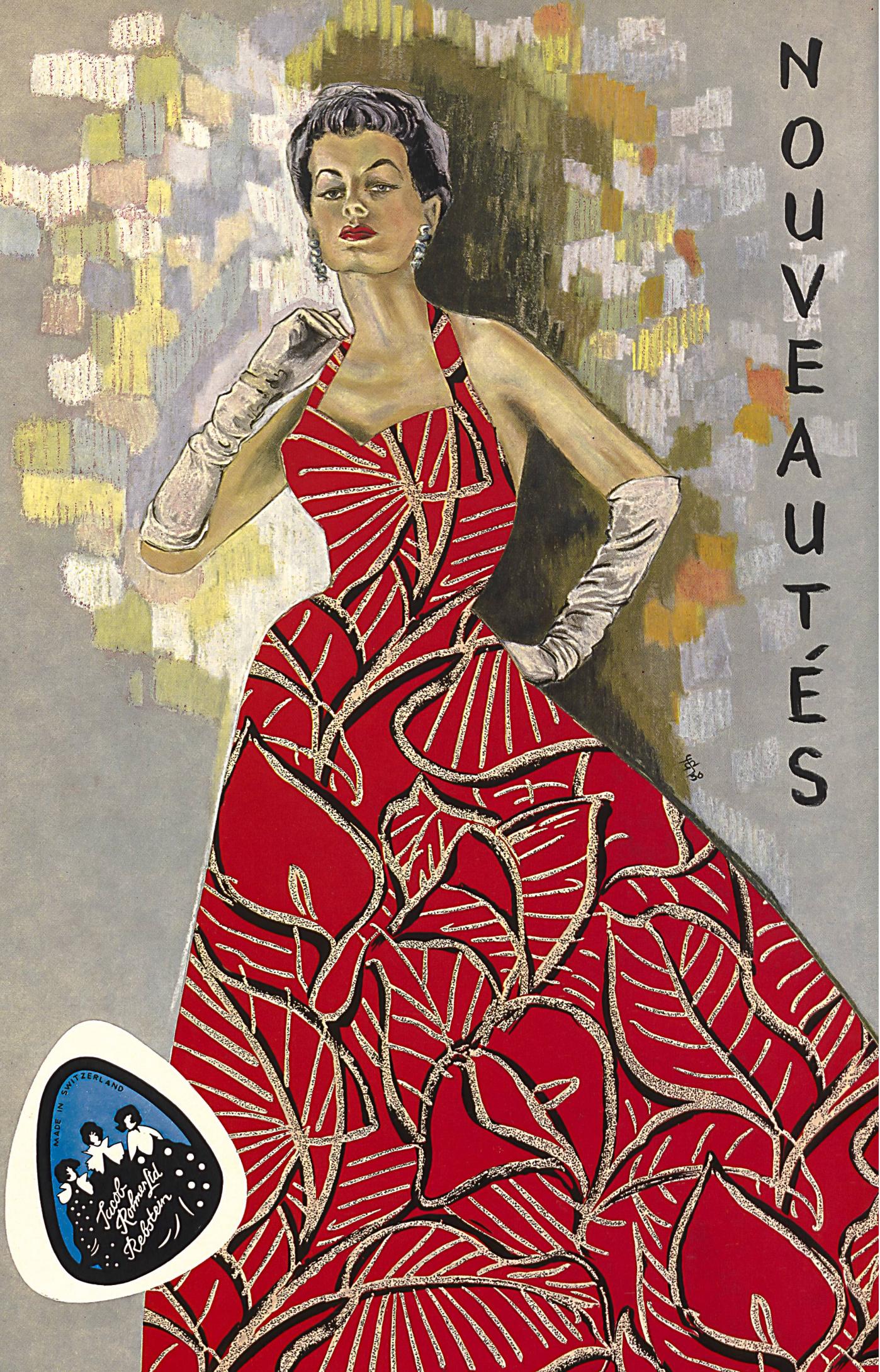
1958

W E L L T O N E S

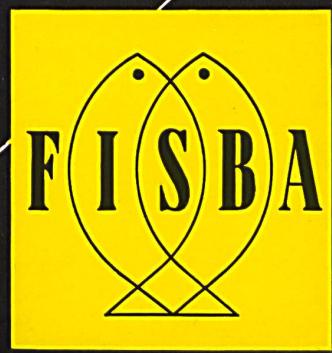
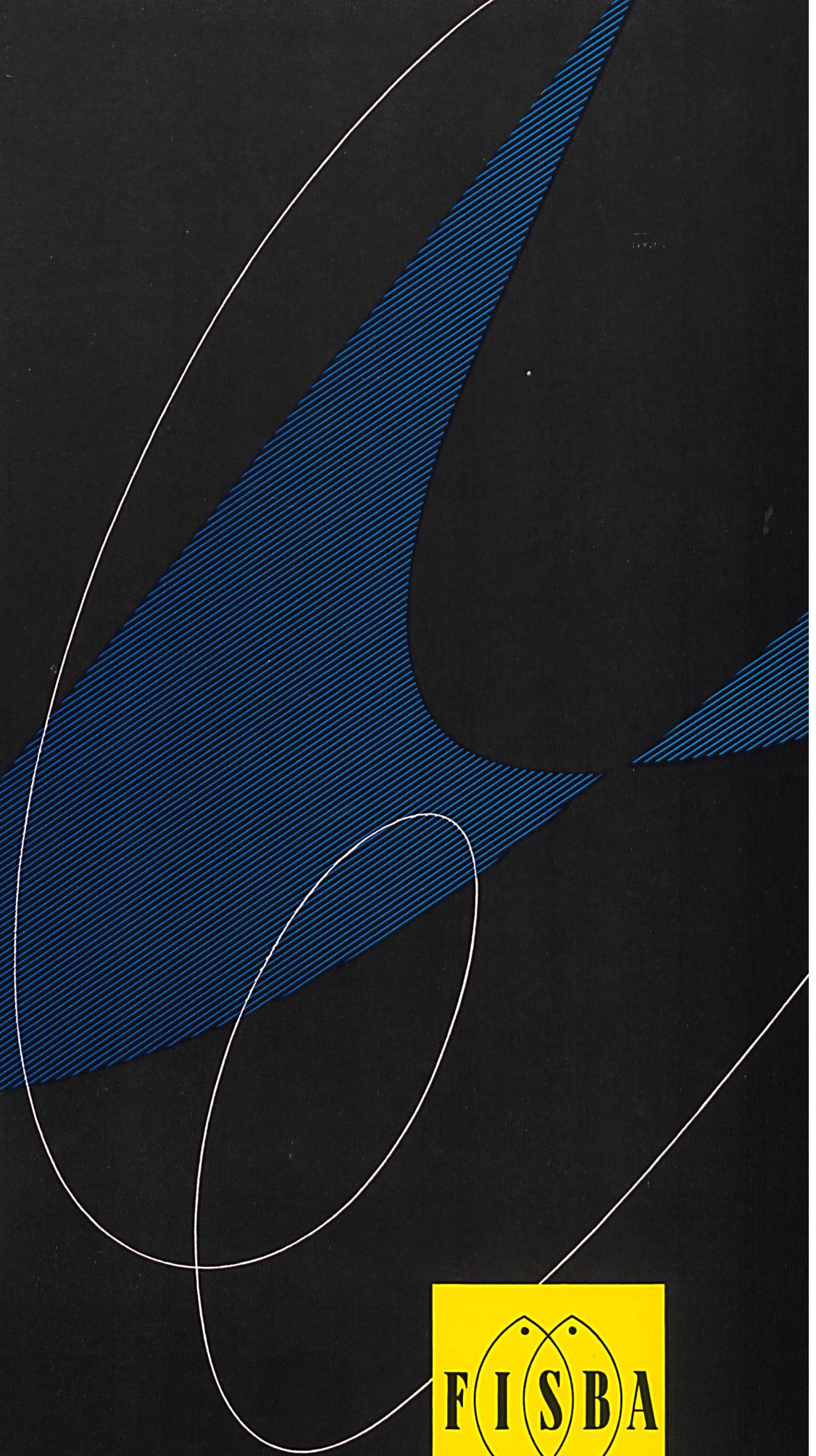
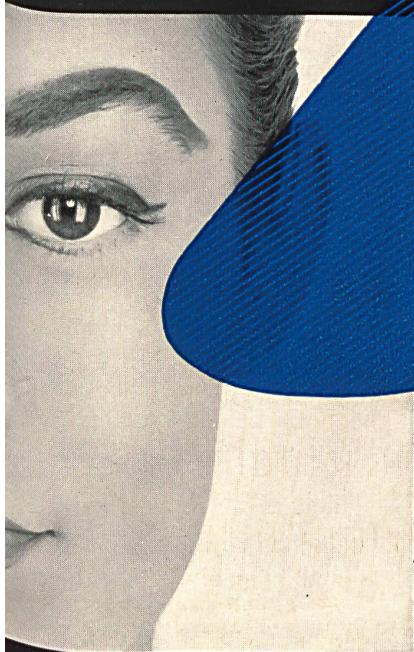


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ST. GALLEN

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Embroideries  
Guipure laces  
Fine cotton piece goods

Broderies  
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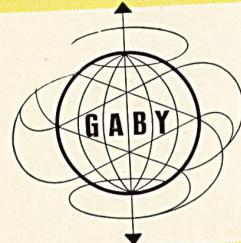
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**Addresses to note**

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Special department for embroidered tissues, trimmings  
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Embroidered Handkerchiefs,  
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Embroidered allover, motifs,  
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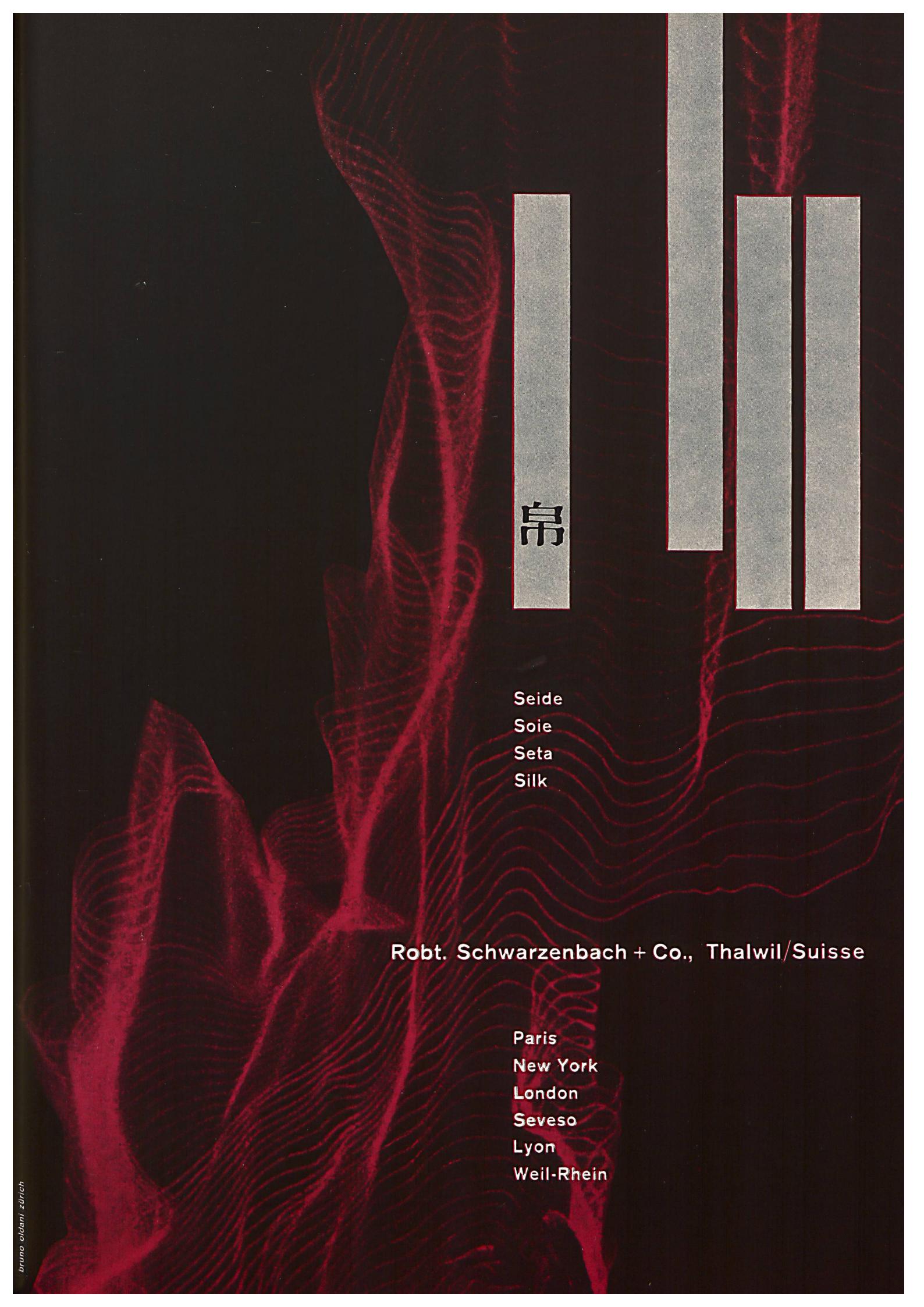
zur Imitation von Geweben mit Leinen- oder Rohsei-  
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source de renseignements sur  
la production suisse du textile  
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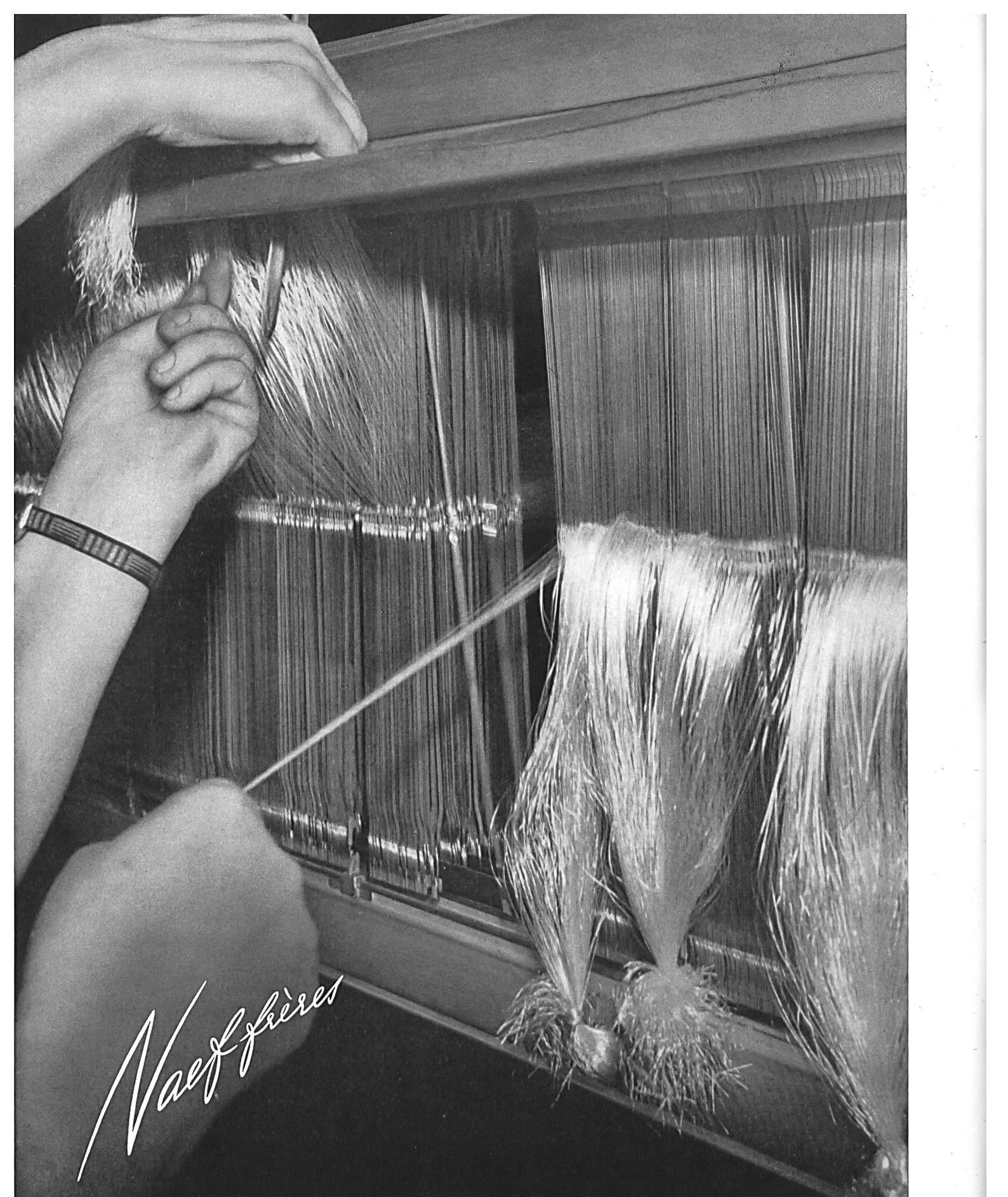


帛

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*Naef frères*

TISSAGES DE SOIERIES

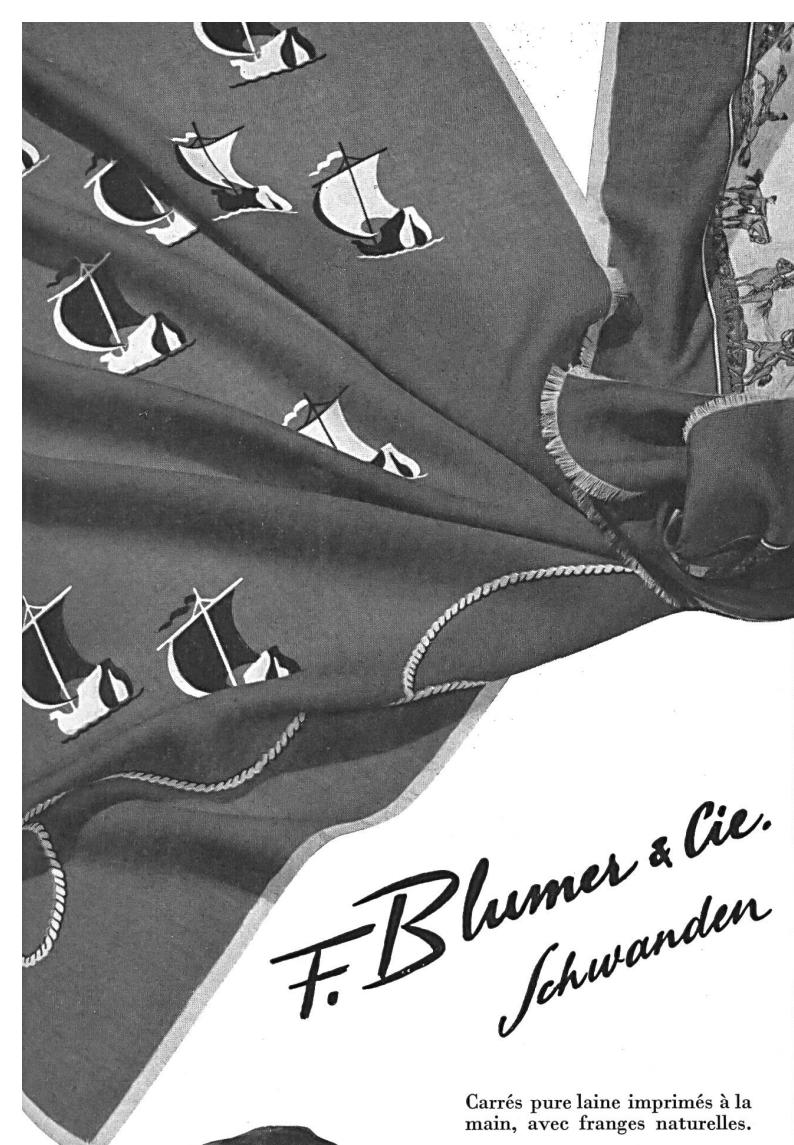
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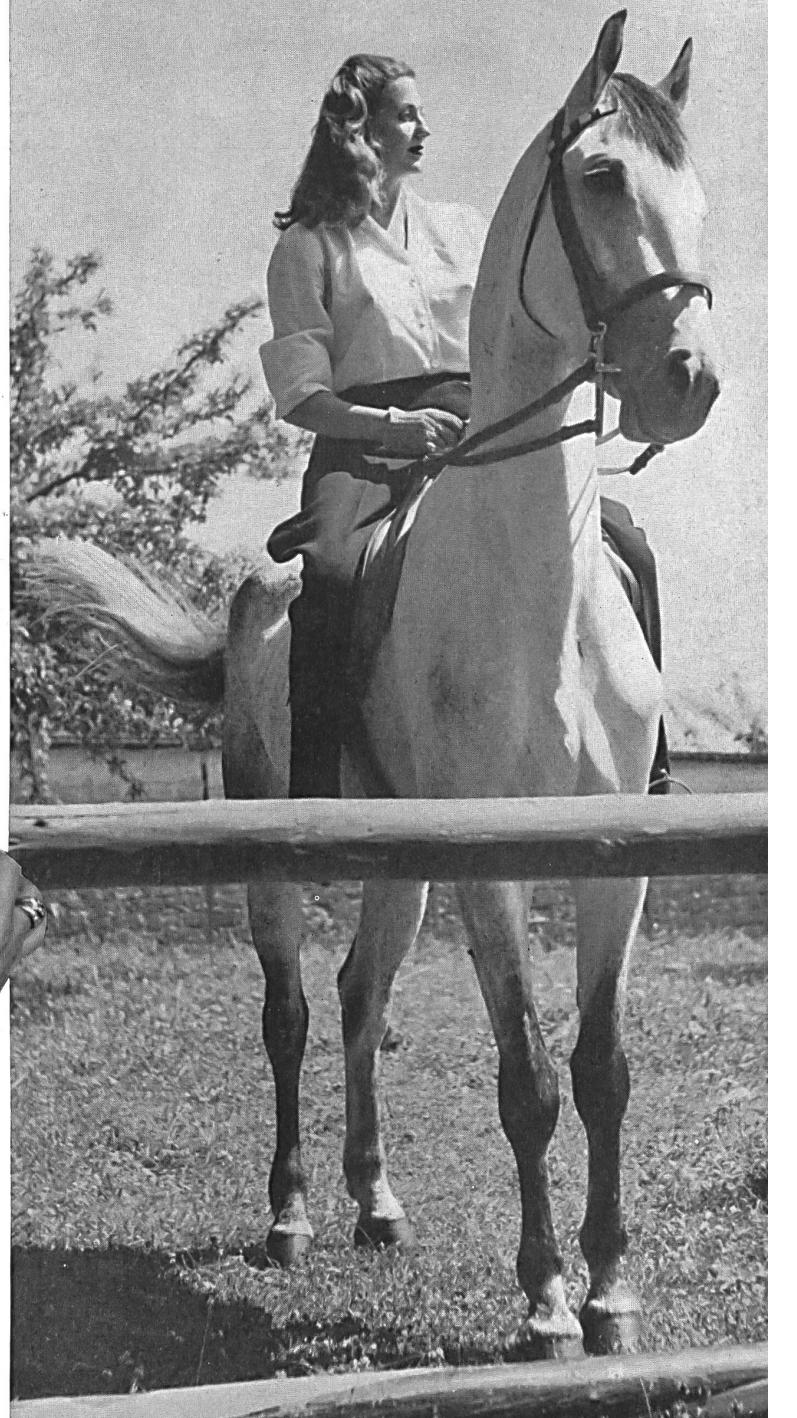
*F. Blumer & Cie.  
Schwanden*

Carrés pure laine imprimés à la main, avec franges naturelles.

Hand printed pure wool squares with natural fringes.

Pañoletas de lana pura estampadas a mano, con flecos naturales.

Reinwollene, handbedruckte  
Vierecktücher mit Naturfran-  
sen.



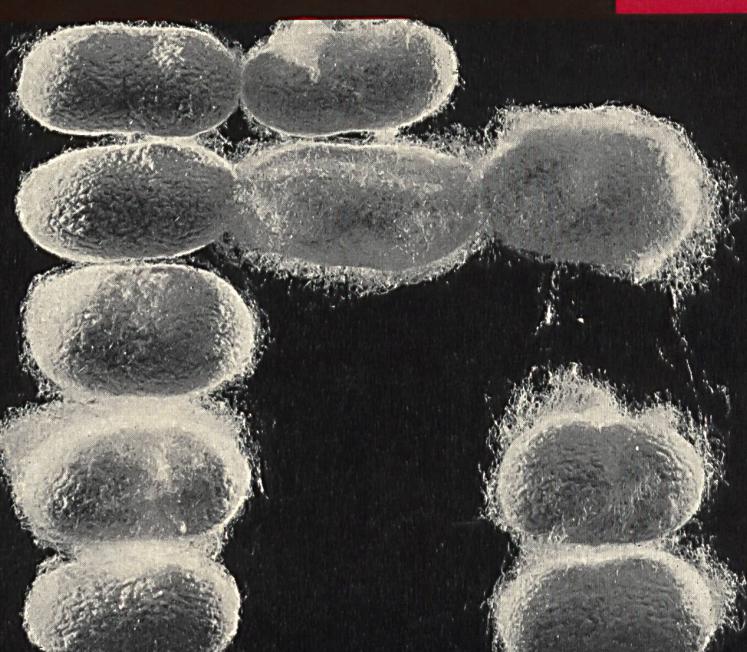
Nature creates miracles...  
Heer creates novelties.

Heer & Co. S.A.  
Silkmanufacturers  
Thalwil / Switzerland

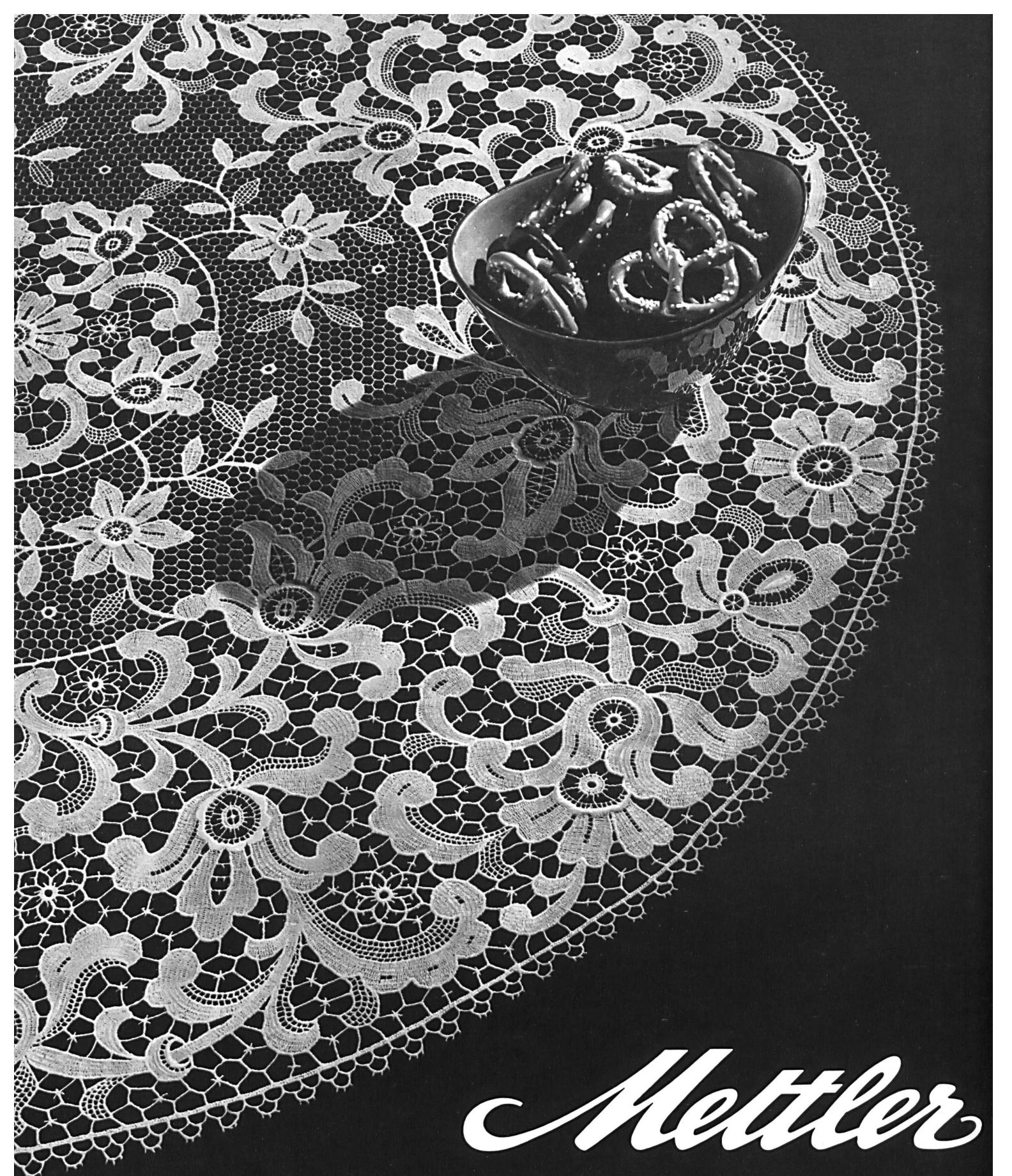
"Shantung Gabardine  
pure silk"

made up by  
Christian Dior  
Model -Magazine-

Heer







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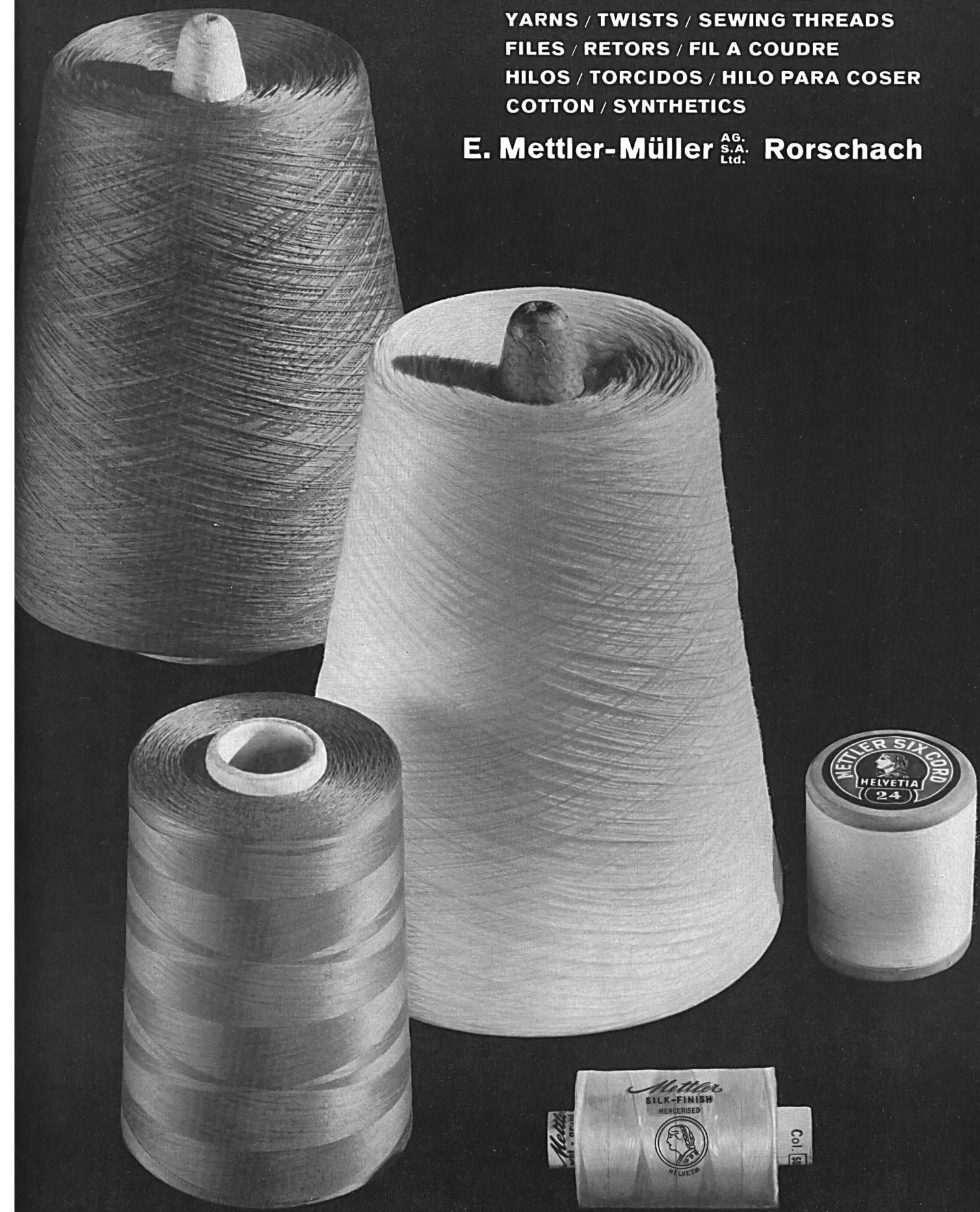
GESTICKTE ZIERDECKEN  
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MANTELITOS BORDADOS Y DE ENCAJES

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