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Aug. Tiger & Co.
St-Gall

Hautes Nouveautés
en
Colifichets et Guipures



EMAR

EMAR
Tissage de Soieries S.A.
case Postale
ZURICH 39

Tissus de Soie,
Rhodia, Rayonne
et Fibres synthétiques
pour Robes
Blouses
Doublures

Nouveautés en Coton
pour Blouses et Vestes

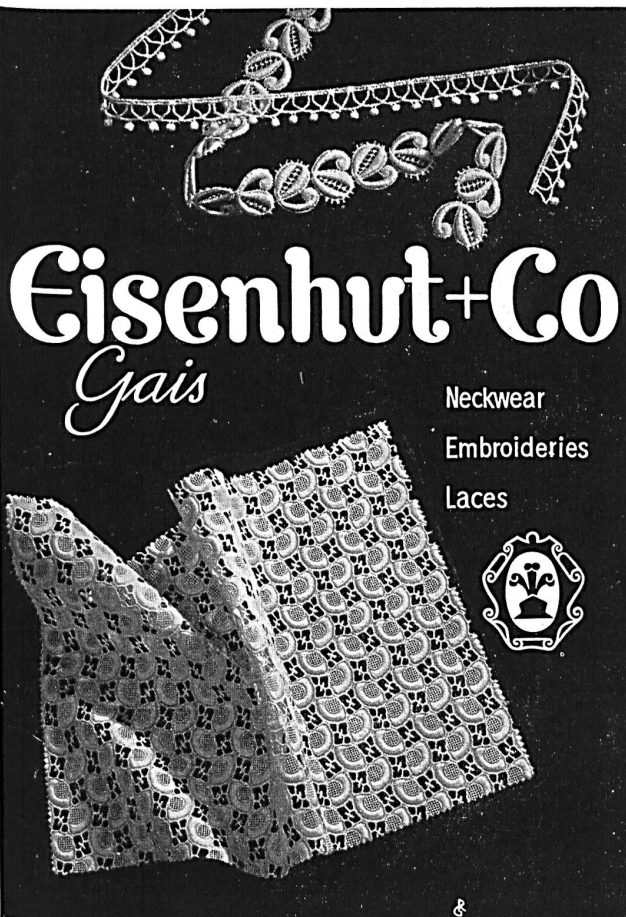
Robes d'Enfants
Confection Lingerie Chapeaux

Tissus pour Cravates

Soie, Rhodia, Rayonne
Fibres Synthétiques


Emar Tissage de Soieries
OBERARTH (CT. DE SCHWYZ)

BESA



Eisenhut+Co
Gais

Neckwear
Embroideries
Laces



&

O. EUGSTER & CO.

Strickwarenfabrik

TROGEN
bei St. Gallen



Neuheiten aus Wolle

*Stolas - Drei- und Vierecktücher
Echarpen - Mützen
Feine gestrickte Handschube
Sporthandschube*

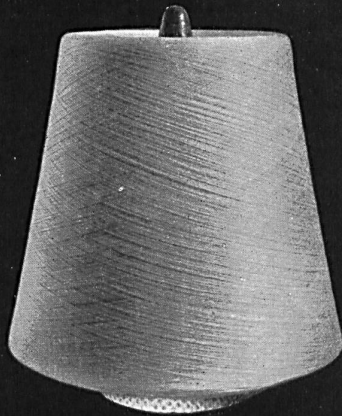
Novelties in Wool

*Stoles - Squares - Triangles
Scarves - Caps
Fine knitted gloves
Sport gloves*

Nouveautés en laine

*Etoles - Carrés - Triangles
Echarpes - Bonnets
Gants tricotés fins
Gants de sport*

Retorderie Zwirnerie Doublers



BOPPART & CO AG
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Kronbuehl - St. Gall
(Switzerland)

Manufacturers of

Embroideries and Laces
Plain Cotton Piece Goods
Children's Frocks and Blouses
Ladies' and Children's Underwear

Elbeco
TRADE MARK

Plain Cotton Piece Goods



Children's Frocks and Blouses



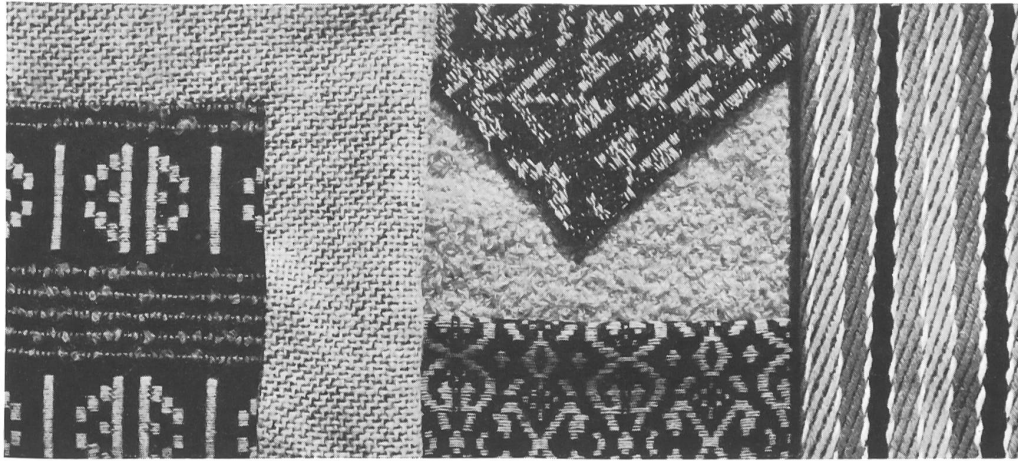
Ladies' and Children's
Underwear

WOLLWATTELINE - DAS IDEALE MANTELFUTTER



Grossmann & Co AG

THALWIL / SCHWEIZ



Nouveautés für
Kleider
Jupes
Costumes
Mäntel

A.-G. Mietlich
vorm. Gattiker & Steinmann
Richterswil / SCHWEIZ
Telefon 051 / 96 01 66

Mouchoirs et Broderies

Oertle & Co. Teufen
SUISSE



Engster & Huber

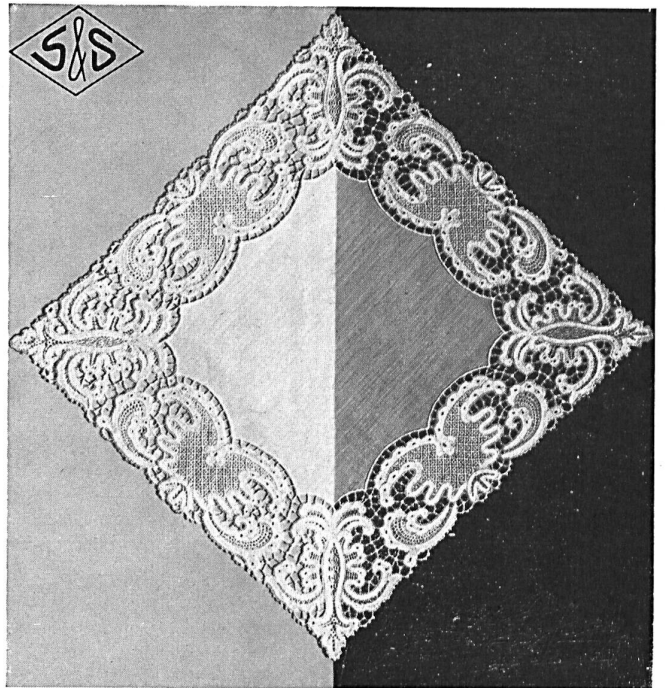
Cotton Piece Goods

Embroideries

Co. Ltd. St. Gall

This chic ensemble by Vollmoeller Uster comprises a $\frac{3}{4}$ sleeve V-Neck jumper with permanent pleated skirt, giving that well-dressed casual look. Both garments are wash and wear finished in 100 % Schappespun Orlon.

Vollmoeller Knitting Works Ltd., Uster, Switzerland



Embroidered and Lace Handkerchiefs

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Textilveredlung



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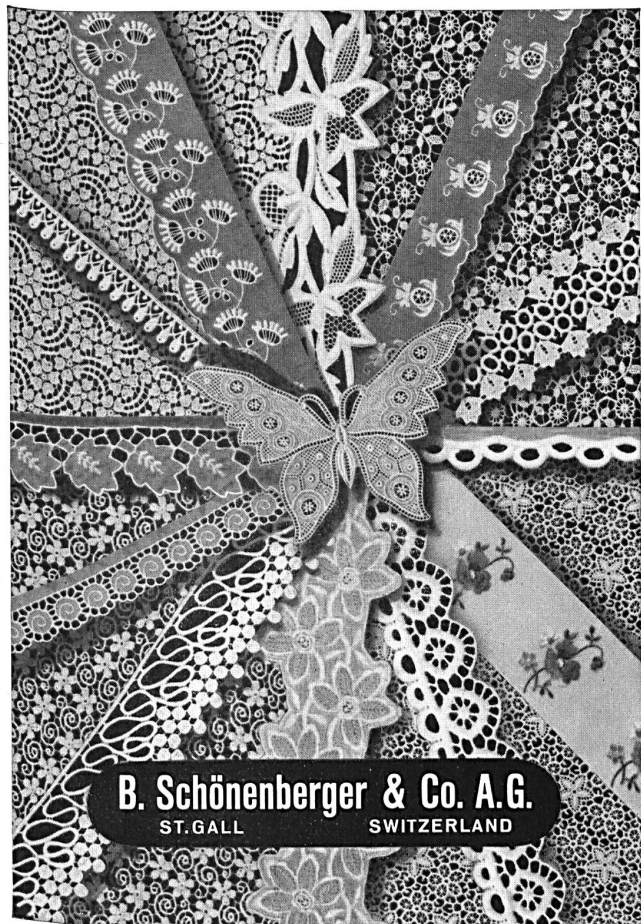
NEUBURGER & CO.

S. A.

ST-GALL



*Fabricants de Nouveautés
Dentelles et Broderies*

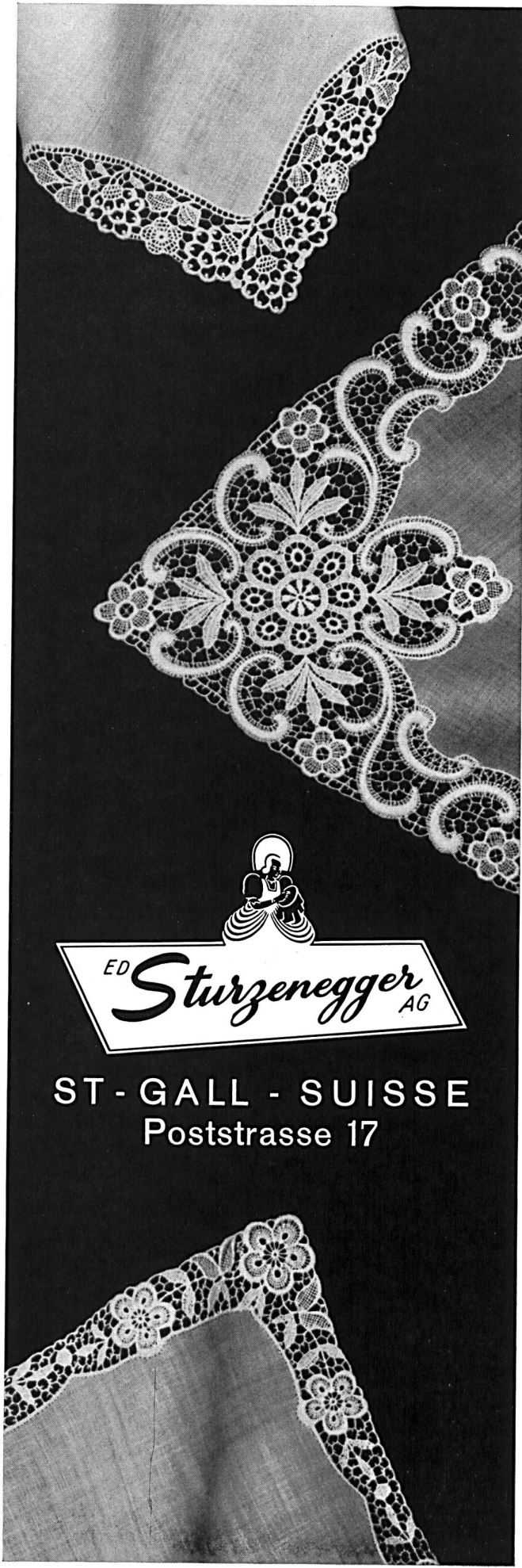


B. Schönenberger & Co. A.G.
ST. GALL SWITZERLAND



Die modische Tricotwäsche mit dem tadellosen Sitz
und der exakten Verarbeitung — La lingerie mode
en jersey nylon et rayonne; exécution impeccable,
coupe parfaite

JAKOB LAIB & CO. AMRISWIL



ED *Sturzenegger* AG

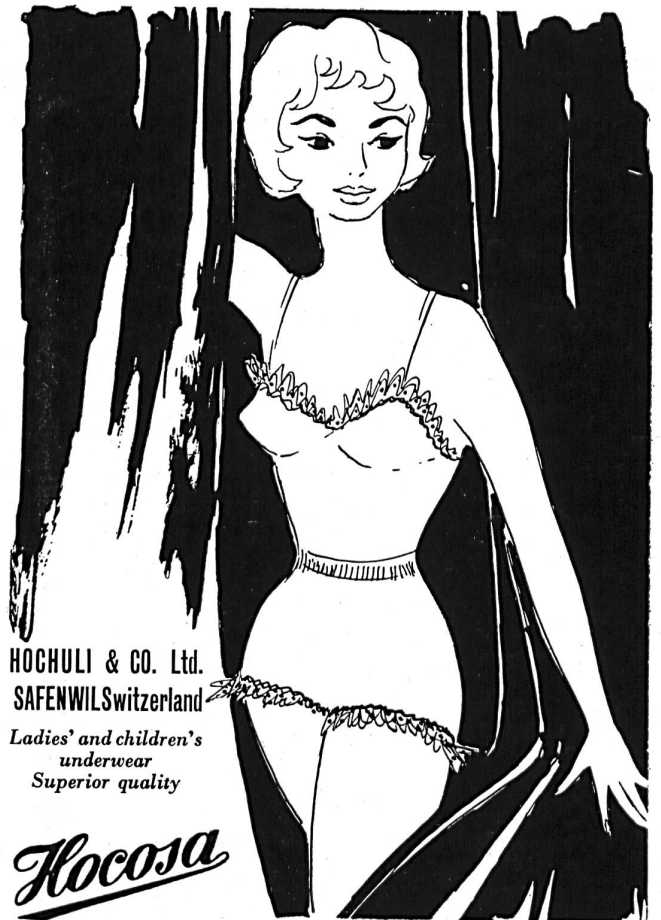
ST-GALL - SUISSE
Poststrasse 17

HUFENUS & Cie S.A.

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HAUTES NOUVEAUTÉS
EN
DENTELLES ET BRODERIES

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R. & W. Graf

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(Switzerland)

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insertions etc.)
embroidered allover,
guipure embroideries,
nylon embroideries

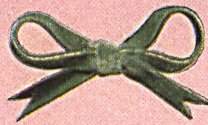
molli

*Sous-vêtements tricotés en laine fine, mi-laine, fil d'Ecosse léger,
spun Orlon ou soie naturelle*

RUEGGER & Cie, ZOFINGUE
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WEINFELDEN (Switzerland)

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PRINTERS FINISHERS



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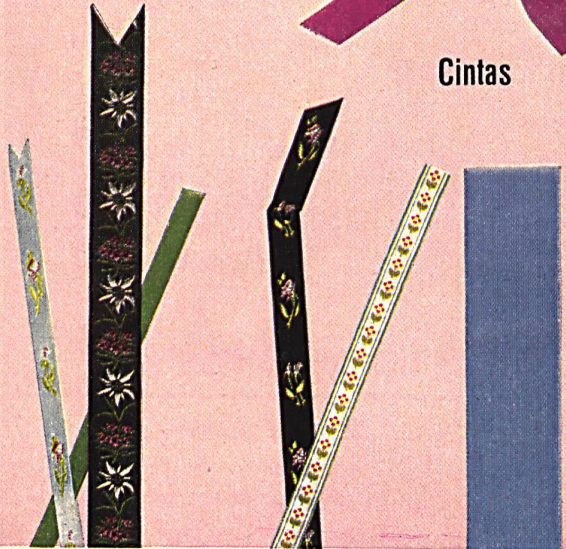


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Rubans



Cintas



Schneidinger Brothers Zurich

Wysada

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Sager & Cie
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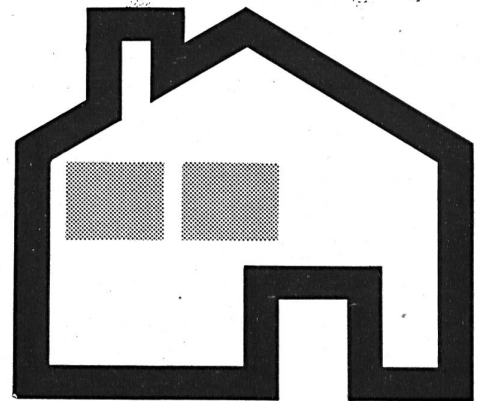
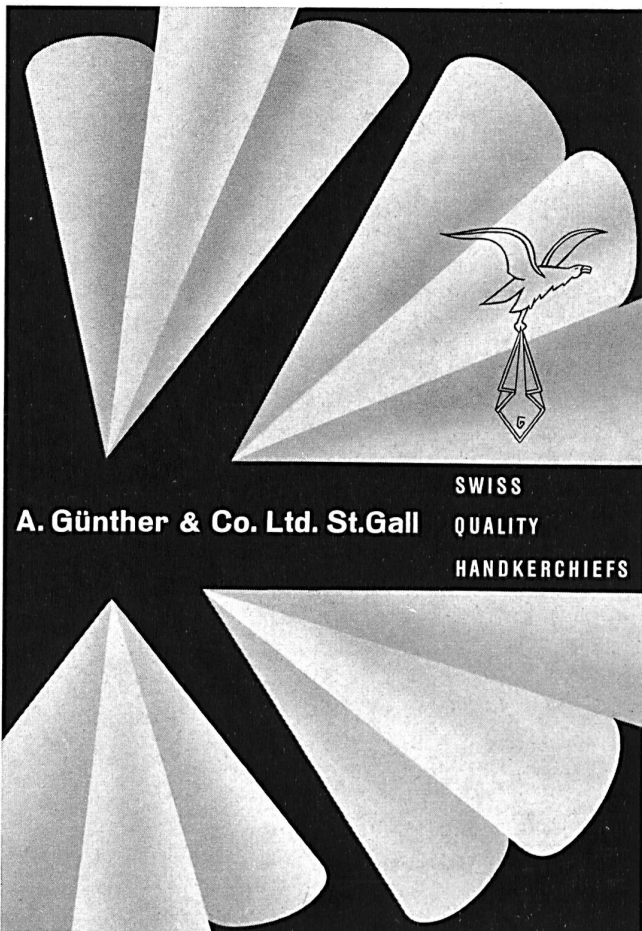
Renommée Ltd.,
Montreux (Switzerland)



Les chemises Rexy sont réputées de qualité suisse irréprochable. Leur tissu témoigne d'une sélection sévère, leur col raffiné et leurs manchettes sont d'exécution impeccable. De coupe très élégante, elles sont admirablement seyantes, et celui qui les porte est certain de rester à la page.

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SCHELLENBERG, SAX & CIE SA, TRÜBBACH ST-GALL



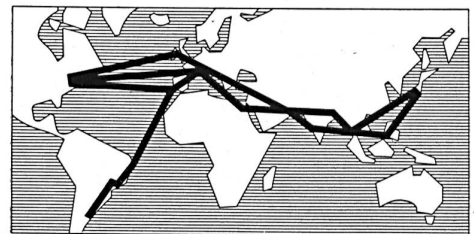
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*Honegger & Co. Ltd.
St. Gall*

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Brilliant, fast shades on cotton, linen, viscose rayon, and wool offer a wealth of new possibilities in textile design

® Cibacron Dyes

Original CIBA products

C I B A

Colour, and harmonious combinations of colour – this is something we all love. Colour brightens our everyday life in the eye-appealing textiles we use for clothing and home. From time immemorial, man has felt the need to adorn himself and his surroundings with colour and, until the advent of synthetic dyes some 100 years ago, this he did with the products Nature provided – plants, insects, molluscs. Brilliant though the colours were, they were not «fast» in the sense we use the word to-day; their brilliance faded in the sun's light.

Synthetic dyes have now replaced the natural products, but, even though the range available has expanded tremendously since Perkin discovered mauveine in 1856, it was not until very recently that **great brilliance** could be united with **high fastness** – not until CIBA developed the **Cibacron** dyes.

With Cibacron dyes the dyer and printer can produce very fast shades of great brilliance on cellulosic fibres and wool, e.g.

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| blouse materials | shoe canvas |
| velvets | flock-printed materials |
| corde | towelings |
| knitted goods for outerwear and underwear | ribbons |
| swimsuits | and a variety of other styles |
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Cibacron dyes – novel, fast, and brilliant – a true chemical bond linking dye with cellulosic or wool fibre.