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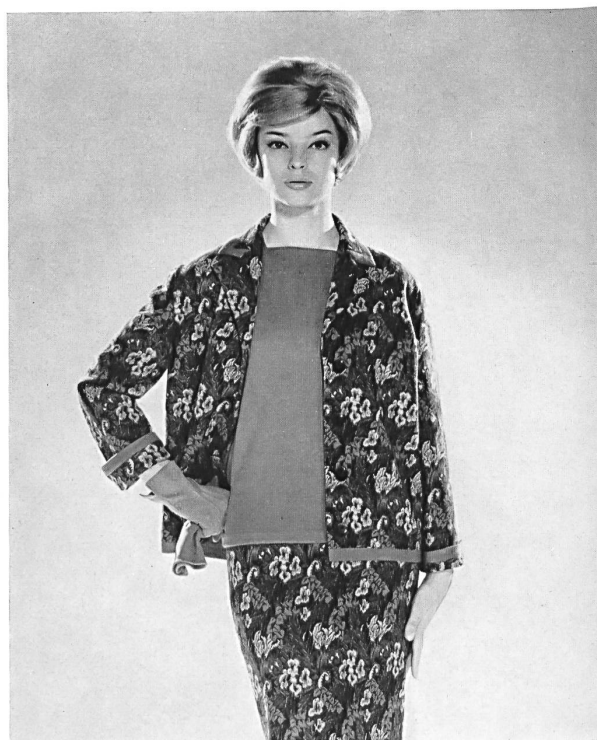
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## Orlon goes on

Orlon, the acrylic fibre, produced in the United States by Du Pont, is imported into Switzerland only in fibre form. Here it is spun and twisted into yarns which are then used by Swiss weavers, knitters, hosiery manufacturers, etc.

The fashion display organised in Zurich this November by the Swiss firm representing orlon fibre, the Synthetic Products Company in Zurich, consisted exclusively therefore of Swiss-made articles such as pullovers and cardigans, skirts, coats, trousers, sports outfits, jackets, children's underwear, dressing gowns, swimsuits, beachwear, afternoon and town dresses in knitwear and fabrics, cocktail and evening dresses in fabrics, etc. It is impossible to give a complete list here of the many firms who work with orlon fibres at one industrial stage or another — spinning, weaving, knitting, etc. — nor can we attempt to mention all the ready-to-wear firms that use orlon fabrics.



« BELFA », OUMANSKY & CO., GENÈVE

Three piece outfit  
Photo Guniat



A. BLUM & CO, ZURICH

Beach outfit  
Tissu / fabric / tejido /  
Gewebe :  
Schweiz. Decken- & Tuch-  
fabriken Pfungen-Turben-  
thal A.-G., Pfungen  
Photo Guniat

\*  
ARTHUR SCHIBLI S. A.,  
GENÈVE

Sporting ensemble  
Tissu / fabric / tejido /  
Gewebe :  
N. Pedolin's Erben, Coire  
Photo Guniat

From a programme consisting of about a hundred models we have chosen the few photographs opposite, which will give a slight idea of the countless possibilities of orlon.

MARTY & CO., ZURICH      ARTHUR SCHIBLI S. A., GENÈVE

Cocktail ensemble  
Tissu / fabric / tejido / Gewebe :  
Mettler & Co. S. A., Saint-Gall  
Photo Guniat

Tunic dress  
Tissu / fabric / tejido / Gewebe :  
Weisbrod-Zürcher Söhne, Hausen a. A.  
Photo Guniat



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