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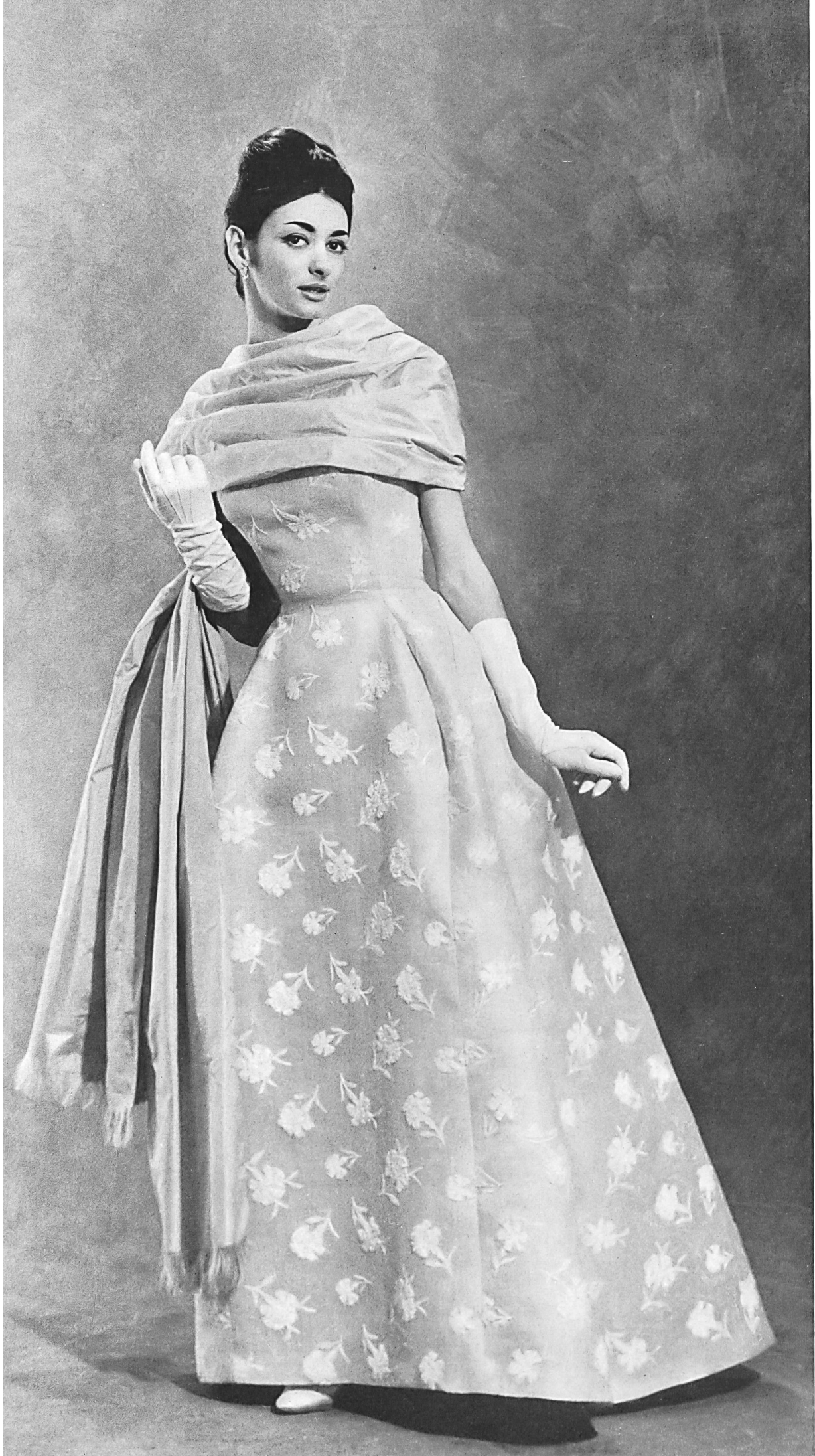
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Other Fabrics

NEUBURGER & CO. S. A., SAINT-GALL

Devants de blouses brodés
Embroidered blouse fronts
Pecheras bordadas para blusas
Bestickte Blusenfronten





L. ABRAHAM & CIE,
SOIERIES S. A., ZURICH

« Gazar » pure soie, brodé
(embroidered pure silk /
seda pura bordada / reine
Seide, bestickt)
Modèle H. Haller & Co.,
Zurich
Photo Rev



THEODOR LOCHER & CO., SAINT-GALL

Organdi de soie noir, brodé
Embroidered black silk organdy
Organdi de seda negro, bordado
Schwarzer, bestickter Seiden-Organdy
Modèle Macola S. A., Zurich

SOCIÉTÉ SUISSE DE L'INDUSTRIE TULLIERE S. A.,
MUNCHWILEN

Nylon Permatulle imprimé (printed / estampado / bedrukt)
Modèle Marty & Co., Zurich
Photo Lutz





SOCIÉTÉ SUISSE DE L'INDUSTRIE TULLIERE S. A., MUNCHWILEN

Tulle de coton imprimé
Printed cotton net
Tul de algodón estampado
Baumwolltüll bedruckt
Modèle Laternser, Saint-Gall
Photo Schmutz



NEUBURGER & CO. S. A., SAINT-GALL

Guipure blanche
 White guipure lace
 Encaje de guipur blanco
 Weisse Guipurespitze
 Modèle Cafader & Co., Zurich
 Photo Schmutz

REICHENBACH & CO., SAINT-GALL
 « RECO »

Robe en pure soie imprimée au cadre
 Pure silk screen-printed dress
 Vestido pura seda estampado con estarcido
 Kleid aus reiner Seide, Filmdruck
 Modèle Ecole de mode, Saint-Gall
 Photo Schmutz





REICHENBACH & CO., SAINT-GALL
« RECO »

Robe en organdi pure soie brodé
Embroidered pure silk organdie dress
Vestido de organdí pura seda bordado
Kleid aus reinseidenem Organdy bestickt
Modèle Ecole de mode, Saint-Gall
Photo Schmutz

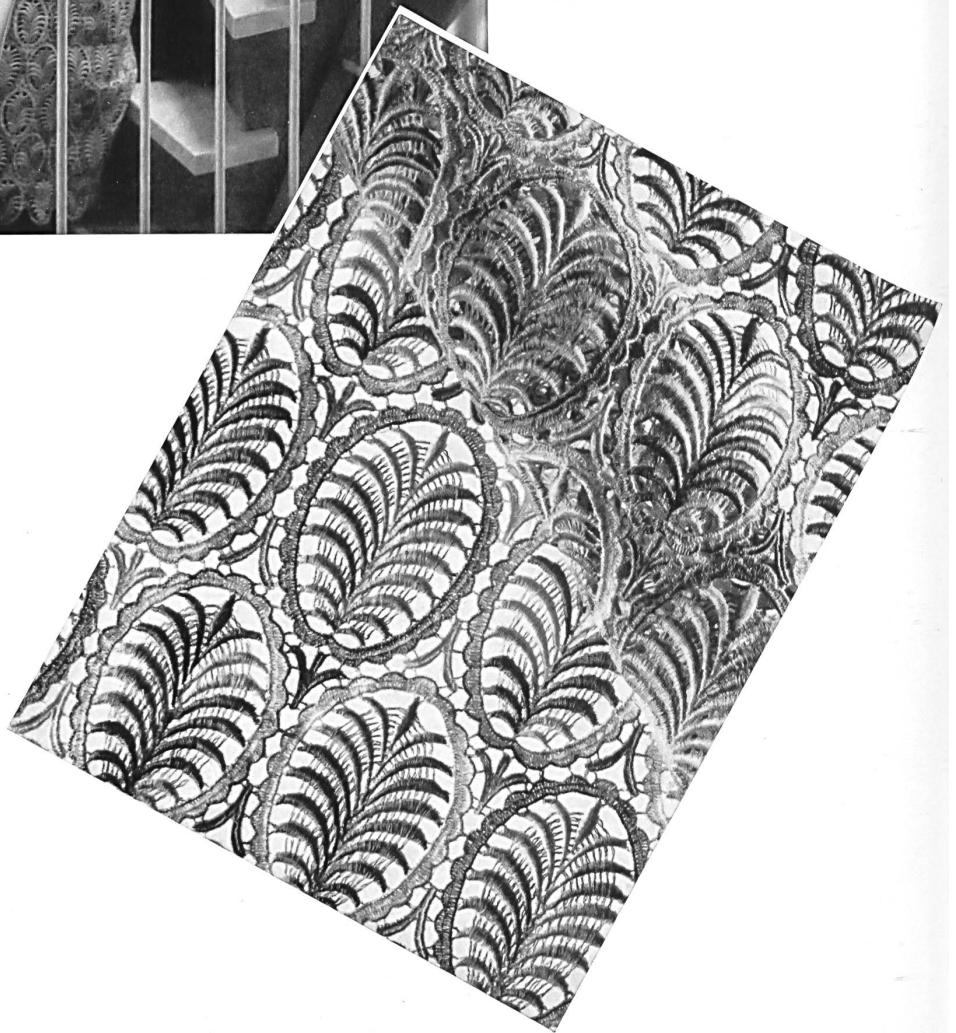
REICHENBACH & CO., SAINT-GALL
« RECO »

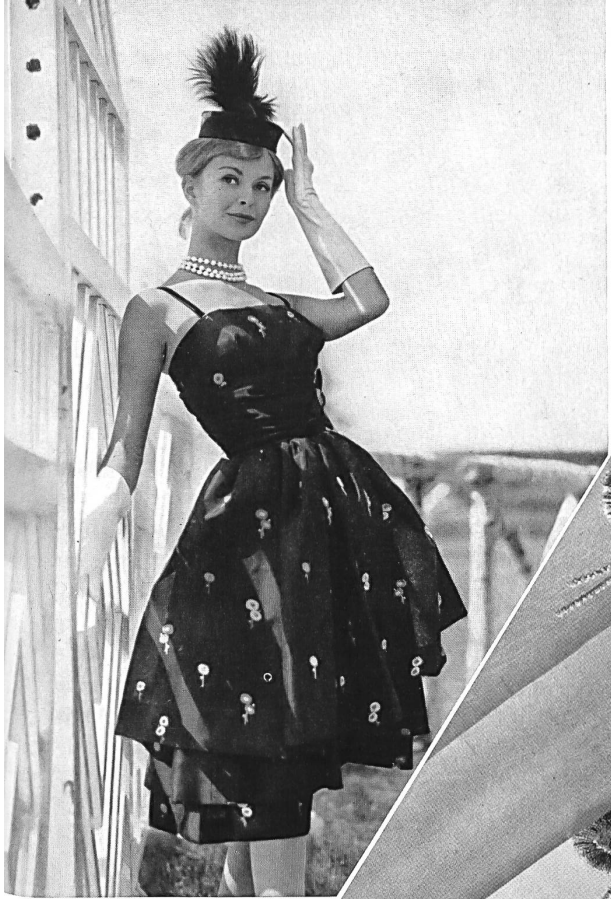
Robe en coton fantaisie avec effets de fils coupés
Fancy cotton dress with clip-cord effects
Vestido de algodón fantasía con efectos de vainica
Kleid aus Baumwollfantasiegewebe mit Scherli-
Effekt
Modèle Ecole de mode, Saint-Gall
Photo Schmutz



JAKOB SCHLAEPFER, SAINT-GALL

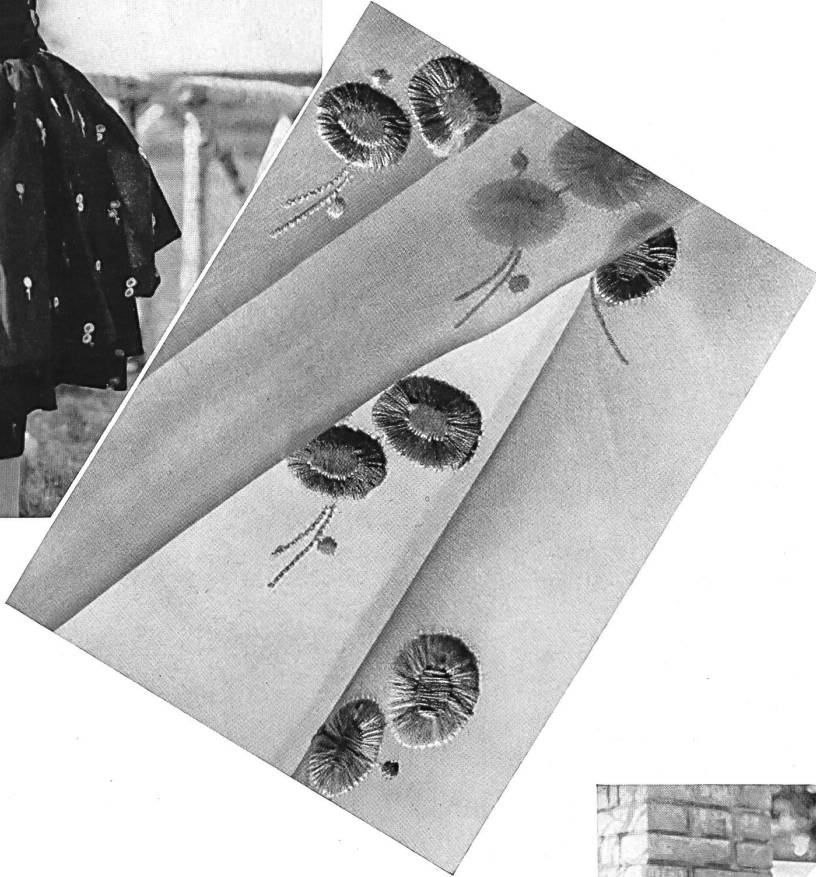
Laize de guipure
Guipure allover
Bordado guipur de toda la ancha
Photo Gallivaggi





JAKOB SCHLAEPFER, SAINT-GALL

Organdi de soie brodé
 Embroidered silk organdie
 Organdi de seda bordado
 Seidener bestickter Organdy
 Photo Schmutz



JAKOB SCHLAEPFER,
 SAINT-GALL

Laize de batiste brodée
 Embroidered batiste allover
 Batista bordada de toda la ancha
 Bestickter Batist-Allover
 Photo Jack Malaise



A NOVELTY:

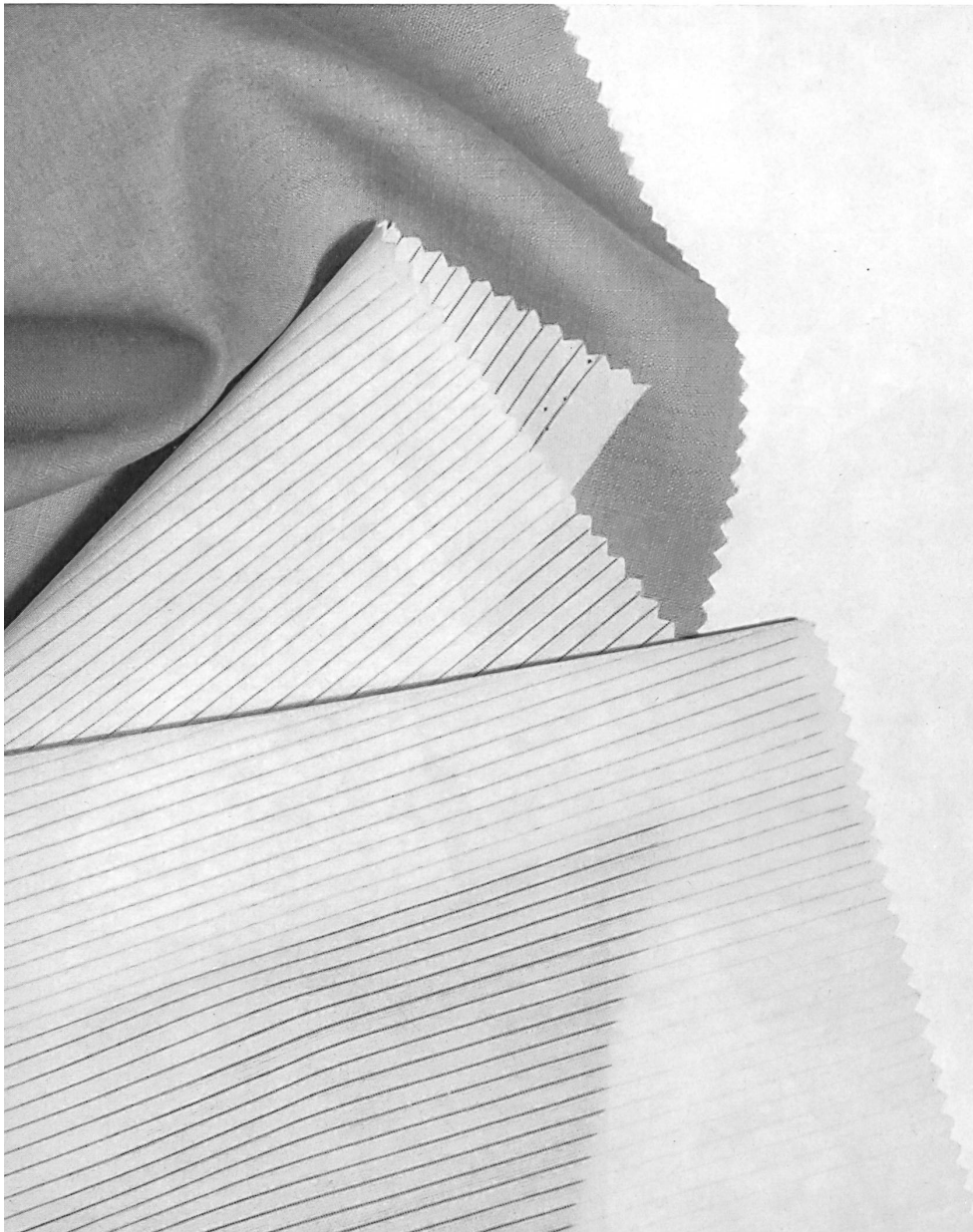
« COTTON + TERYLENE »

Something that was thought completely impossible a short while ago has now been achieved. The exceptional wearing qualities of the synthetic fibre terylene, manufactured by ICI (Imperial Chemical Industries Ltd.) have now been added to the comfort of the natural fibre cotton. The St. Gall firm of Stoffels has succeeded in producing a new fabric, composed of an optimum mixture of 33 % cotton and 67 % terylene, possessing all the advantages of the two fibres without any of their drawbacks.

The new fabric could just as easily be taken for a

non-crease, quick-drying cotton, resistant to breaking and abrasion, as for a synthetic fabric possessing all the advantages of a natural fibre: good absorption of perspiration, pleasant to the touch, no risk of piling or causing allergic troubles.

This fabric's extraordinary resistance to creasing is due to its terylene content. If by any chance a crease is formed, it disappears completely of its own accord once the garment has been hung up for a moment to air, or it vanishes even while being worn, under the effect of the



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1 The emphasis placed today on « wash and wear » should not make the well-dressed man forget the comfort of a cotton shirt. Stoffels « cotton + terylene » poplin can be boiled and is pleasant to wear ; furthermore it is as strong and crease-resistant as the famous terylene fibre and dries just as quickly. These two ultra-light and particularly porous fabrics for shirts and blouses are as fresh as a sea breeze.

2 Yesterday a wild dream, today a reality :
Stoffels has succeeded in printing on a mixed « cotton + terylene » fabric and shows here a selection of attractive designs on dress fabrics.

heat of the body. All pleats and gathers however are permanent, that is to say are removed neither by washing nor boiling. For, just like cotton, « cotton + terylene » fabrics can be boiled without any risk : these fabrics are also sanforized, thus preventing any possibility of shrinking and nothing is to fear from ironing either. Furthermore «cotton + terylene» is resistant to chlorine water and does not turn yellow as sometimes happens with fabrics treated with synthetic resins. The iron should never be used too hot however, in order not to harm the terylene.

Stoffels « cotton + terylene » is outstanding not only for its technical characteristics ; it is made in a wide range of charming varieties, including light fabrics for blouses and shirts, and a grained quality like linen for extremely smart dresses and prints, for Stoffels has solved the difficult problem of printing on « cotton + terylene » ! In addition to the traditional qualities of poplin, the « 2 + 1 » fabrics launched last year and a heavy fabric treated with silicone for raincoats, the Stoffels collection also contains very original structural fabrics for dresses.

BISCHOFF TEXTILES S. A., SAINT-GALL
« MATADOR »

Ravissante robe estivale en coton.
Dainty cotton summer dress
Bonito vestido veraniego de algodón
Reizendes Baumwoll-Sommer-Kleidchen
Photo Lutz



BISCHOFF TEXTILES S. A., SAINT-GALL
Broderies / embroideries / encajes / Stickereien
Modèle G. Muller-Renner A.-G., Kreuzlingen
Photo Lutz