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*the trade mark with 60 years experience  
in the manufacture of Swiss ribbed  
underwear.*

**HIS & Co. LTD.**  
**MURGENTHAL (Switzerland)**

**BUSER & KEISER & C° Ltd.**  
**LAUFENBURG (SWITZERLAND)**

Founded : 1884

THE BEE-BRAND



Various styles :  
Bed-jackets,  
Shawls,  
Pullovers,  
Waistcoats,  
Milanese-  
and chain  
warp-  
material.

Specialities

ANGORA  
and  
MILANESE  
silk  
underwear.

**Fine ribbed  
UNDERWEAR**



**Hanro**

the leading Swiss manufacturer of smart knitted goods : dresses,  
jackets, costumes, latest styles of skating- and beach-dresses,  
made of the famous HANRO knitted material (never goes out of  
shape). The rich collection also contains bathing-costumes,  
sweaters and jumpers.

HANRO is also well-known for its novelty wool-underwear  
guaranteed unshrinkable.

**Mfrs. : Handschin & Ronus Ltd., Liestal**  
**(Switzerland)**

Swiss Ribbed Underwear / Ladies' Bed Jackets

superior qualities



*molli*

**RUEGGER & Co. ZOFINGEN**

(Established 1886)

(SWITZERLAND)

*Sawaco*  
ALL KNITTED ARTICLES

**SPECIALITIES:**  
FANCY UNDERWEAR  
BED - JACKETS  
BATHING SUITS  
PULLOVERS  
JACKETS AND SKIRTS

Ltd. Company formerly W. ACHTNICH & CO, Winterthour

KNITWEAR  
AND JERSEYS



**ALPINIT**  
SUISSE

**RUEPP & Co. LTD.**

**SARMENSTORF**

(SWITZERLAND)

# Christian Fischbacher Co.

*St. Gall*



- Plain cotton piece goods, art. silks, mixed goods bleached, dyed, printed, coloured woven
- Organdies, Muslins, Voiles, Opals, Poplins
- Novelties for dresses and curtains
- Embroidered piece goods. Handkerchiefs

E. SCHURPF & C<sup>o</sup> Ltd.  
ST. GALL

## Curtain Fabrics

MARQUISSETTES AND  
VOILES

PLAIN  
EMBROIDERED  
PRINTED  
FANCIES



# Jacob Bænziger A.-G., St-Gall

## Swiss Textiles

MUSLINS — POPLINS  
OPALS  
MARQUISSETTES  
BATISTS — CAMBRICS



VOILES PLAIN AND FANCY  
FOR CURTAINS  
ORGANDIES PLAIN AND PRINTED  
ARTIFICIAL SILK FABRICS



Voiles  
Muslins  
Opal  
Organdy  
plain  
fancy  
printed

Marquissettes  
Curtain tissus  
Poplins  
for underwear and coats

**Gottfried Schaerer**  
Zurich (Bellevue)

*H. W. Giger Ltd*  
*Flawil*

*Cotton*  
*Piece - Goods*

*plain, fancy, printed*  
*for dresses and curtains*

*Opals, Marquissettes, Swisses*  
*Batistes, Voiles, Organdies*

*Embroidered Novelties*

MANUFACTURERS in :  
Linen, half-linen, cotton,  
rayon

*for hotel use, decoration*  
*and dressmaking*

**Leinenweberei**  
**Langenthal A.G.**

**LANGENTHAL (Bern)**

SPECIALITIES :  
cloths and fancy linen  
Smart textiles for table



FURNISHING  
AND CURTAIN FABRICS

\*

**A. HUBER & C° - GOSSAU**  
( S T - G A L L )



*Stoffel's*  
REGISTERED

8 mills are  
spinning  
weaving  
finishing  
the finest  
Swiss Cotton  
Goods

*Stoffel's*  
REGISTERED



Stoffel & Co. St. Gall Switzerland

196 YEARS

*Mettler*  
Textile  
*Tradition*

COTTON  
RAYON AND SILK  
NOVELTIES

MANUFACTURING  
PRINT AND  
EXPORT DEPT.S

METTLER & CO LTD

*St. Gall*

*Switzerland*



C. FORSTER-WILLI & CO.

ST. GALL



*Novelties*

IN EMBROIDERIES  
& LACES



# Walter Schrank & Co.

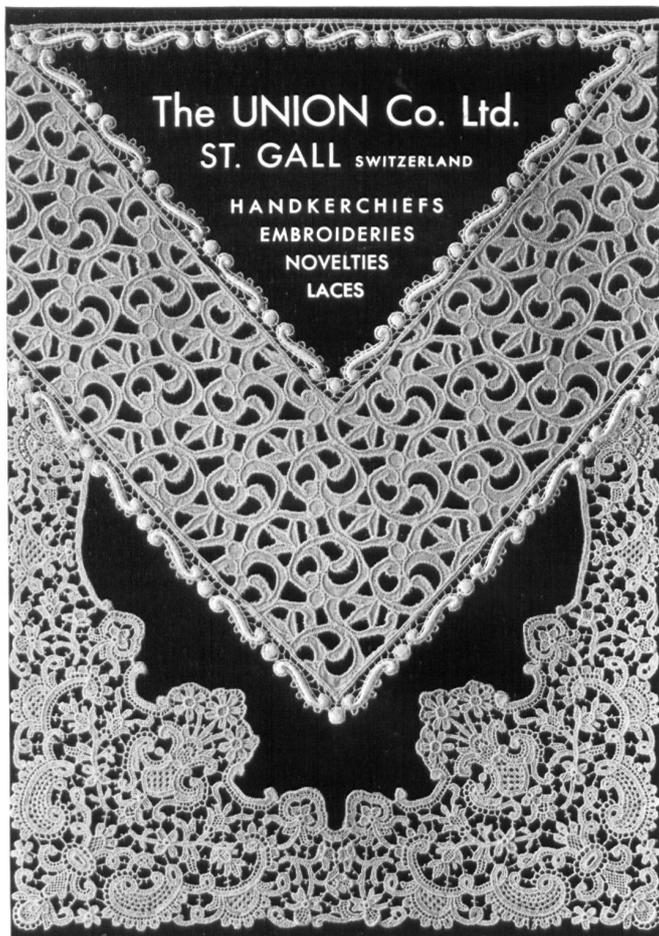
St. Gall (Switzerland)

MANUFACTURERS AND EXPORTERS  
OF EMBROIDERED NET AND GUIPURE-  
LACE-NOVELTIES, LACE ALLOVERS,  
EMBROIDERED MATERIALS FOR DRESS,  
UNDERWEAR AND NECKWEAR.

NOVELTIES CALAIS-STYLE.

EMBROIDERED HANDKERCHIEFS

LACE HANDKERCHIEFS



Just like a fine velvet, the  
DOXA watch enhances the  
fashionable dress

DOXA  
LE LOCLE  
SWITZERLAND

This advertisement features four DOXA watches: a round watch with Roman numerals and a sub-dial, a rectangular watch with a leather strap, a rectangular watch with a metal link bracelet, and a round watch with a metal link bracelet. The watches are arranged on a dark background.

# EMBROIDERIES

## *Fine Cotton Fabrics*

PLAIN  
FANCY  
PRINTED  
CURTAINS

## *Reichenbach's 1942 Novelties!*

RECORAYA  
RECOFINA  
RECOTELA  
RECOTEX  
RECOLUNA  
RECOBELLA



# REICHENBACH & C<sup>o</sup> St. Gall Switzerland



*Bischoff & Muller Ltd. - St. Gall*

LACE AND EMBROIDERY MANUFACTURERS

# GEORGES MEYER & C° LTD., WOHLLEN

Founded in 1859

( S W I T Z E R L A N D )

CREATORS AND PRODUCERS OF "GM" *Brands*

Despite scarcity raw-materials all our well known

## *Swiss Braids*

still obtainable in their original quality

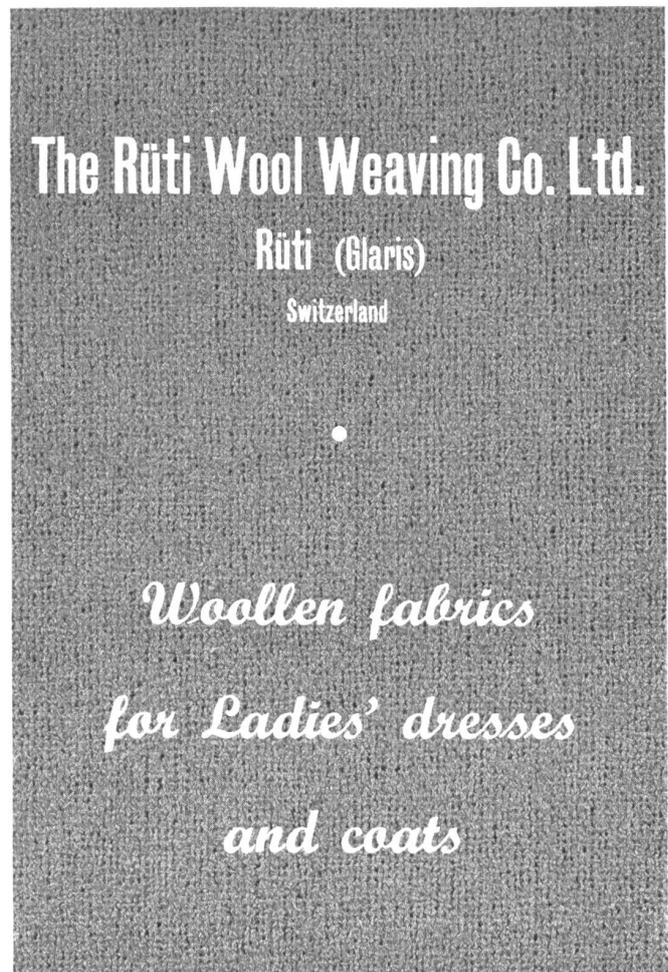
Latest novelties in Braids and Capelines now on display

DISTRIBUTORS FOR U. S. A. :

E. C. SCHERRER Inc., 15 West 37 th Street - NEW YORK



The advertisement for Emil Anderegg Ltd. features a central graphic of a dark silhouette of a mountain range with a white window-like shape. To the left of this silhouette are four vertical panels showing different fabric patterns: a floral pattern, a pattern with small white flowers on a dark background, a pattern with larger white flowers on a dark background, and a pattern with small white flowers on a light background. Below the central graphic is an oval logo with a mountain range and the word "Emand" in a stylized font. Below the logo, the text reads: "SWISS COTTON GOODS (PLAIN, PRINTED AND FANCY) FOR CURTAINS AND DRESSES", "EMIL ANDEREGG LTD., ST. GALL", and "MECHANICAL WEAVINGS".



The advertisement for The Rütli Wool Weaving Co. Ltd. features a dark, textured background. The text is centered and reads: "The Rütli Wool Weaving Co. Ltd.", "Rütli (Glaris)", "Switzerland", "Woollen fabrics", "for Ladies' dresses", and "and coats".



# Jacques Meyer & Co Ltd

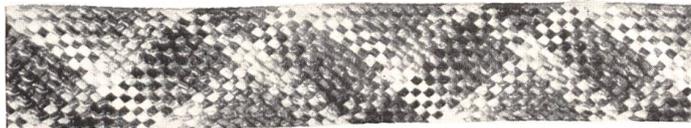
WOHLEN  
Arg. (Switzerland)

Manufacturers of Swiss

## *Straw - Braids*

**for Ladies' and Children-Hats**

Fancy and classic articles  
bandings, tissues,  
hat bodies



*Novelties in Straw-Ribbons  
for Shoe-manufacture*

**HOUSE FOR NOVELTIES**



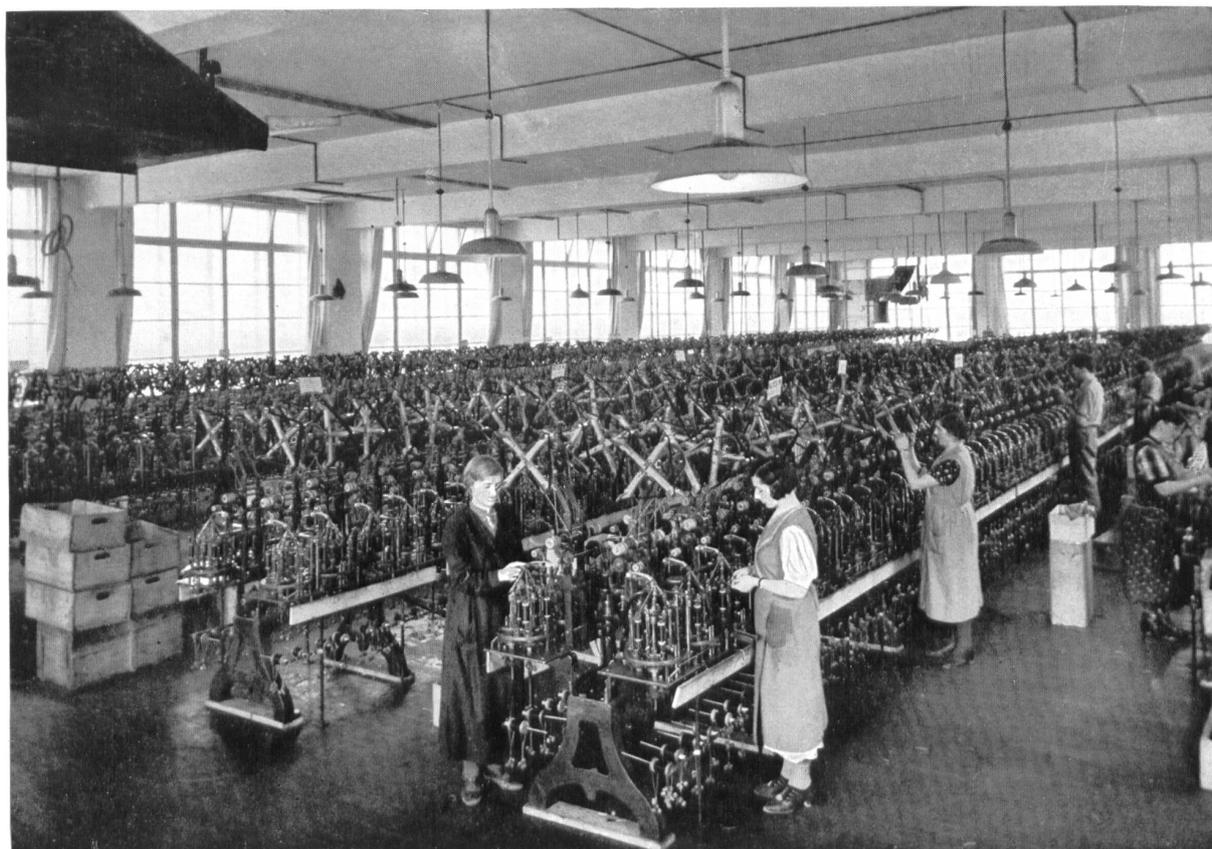
*M. Bruggisset & Co Ltd. Wohlen*  
(Switzerland)

# Argovian Association of hat braid Manufacturers

## WOHLEN

TELEGRAMS: SYNDIKAT-WOHLN AARGAU // TELEPHONE 61256

**MATERIALS FOR THE MANUFACTURE OF LADIES' HATS  
BRAIDS, HAT BODIES, EDGINGS, RIBBONS, BRIMS**



### EXPORT FIRMS:

Argovia Ltd., Mellingen  
Bertschinger & Co. Ltd., Wohlen  
Aloys Breitschmid & Co. Ltd., Wohlen  
M. Bruggisser & Co. Ltd., Wohlen  
H. Debrunner & Co. Ltd., Brugg  
Dreifuss Frères S. A., Wohlen  
Leo Dubler & Co., Wohlen

Plait Manufacturing Works Ltd., Mellingen  
Jacob Isler & Co. Ltd., Wohlen  
Georges Meyer & Co. Ltd., Wohlen  
Jacques Meyer & Co. Ltd., Wohlen  
Henry Schlatter & Co. Ltd., Fahrwangen  
Stäger & Co. Ltd., Villmergen  
Otto Steinmann & Co. Ltd., Wohlen



Net dress from Münchwilen, trimmed with embroidered cotton braids from Reichenbach, St. Gall. Designed by Paul Daunay, Geneva.  
Ropa de tul de Munchwilen, con aplicaciones de galones bordados en algodón de Reichenbach, San Gall. Modelo Paul Daunay, Ginebra.  
Robe en tulle de Munchwilen, avec applications de galons brodés en coton de Reichenbach, St-Gall. Création Paul Daunay, Genève.

**SWISS NET Co. LTD., MÜNCHWILEN (SWITZERLAND)**