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JACOB BAENZIGER A.-G., ST-GALL

Swiss Textiles



MUSLINS - POPLINS - OPALS

MARQUISETTES - BATISTS

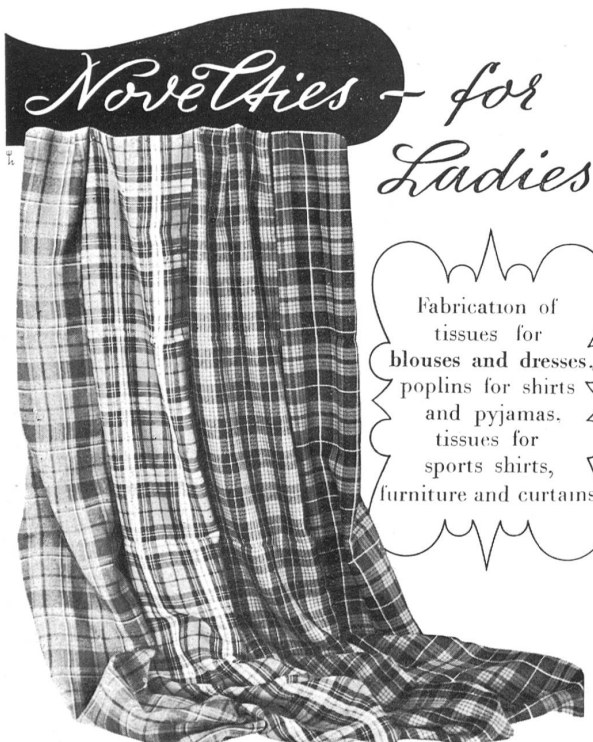
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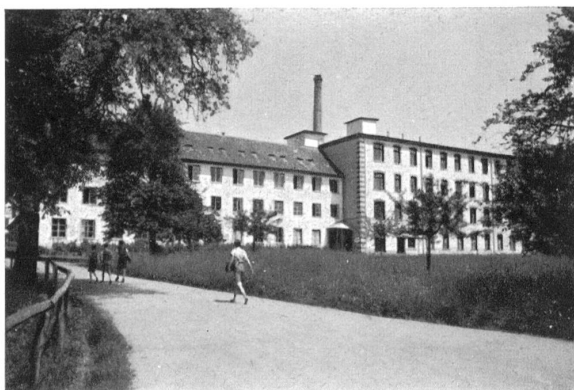
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Just like a fine velvet, the
DOXA watch enhances the
fashionable dress



DOXA
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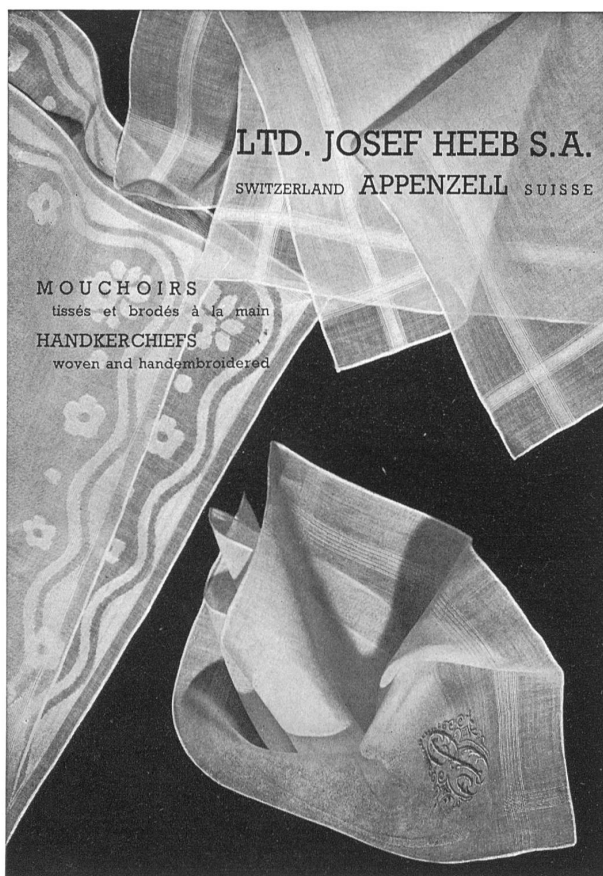
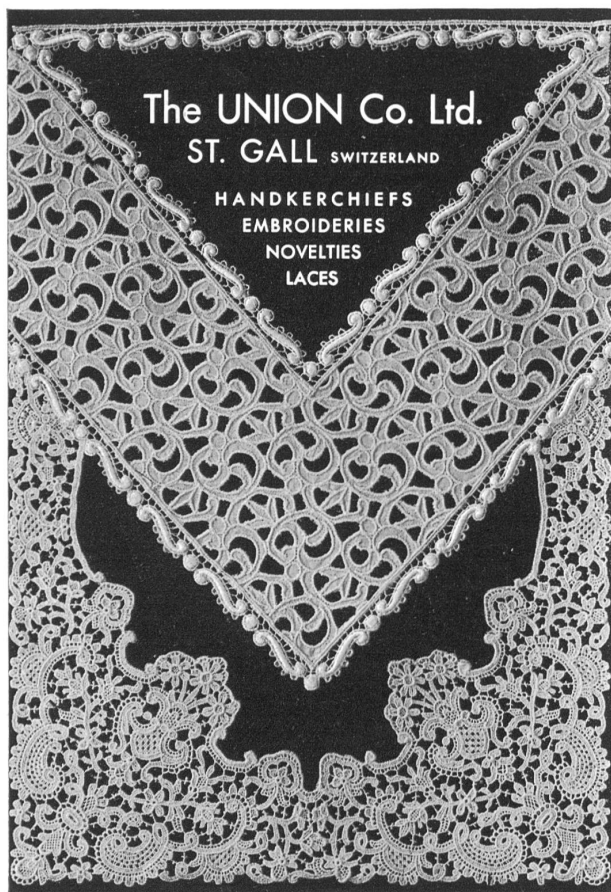


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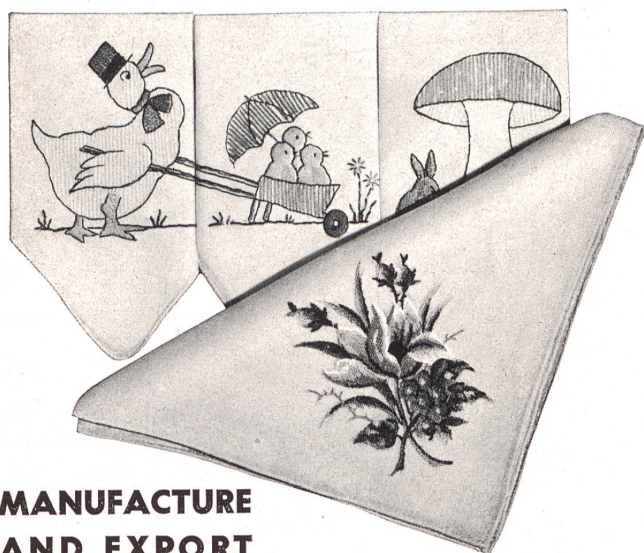
★ ★

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& LACES**

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Pochettes

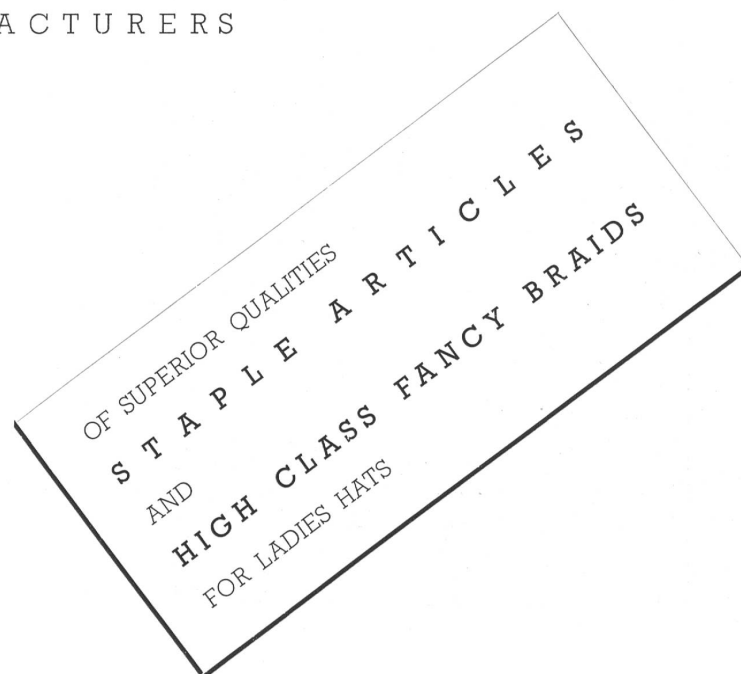
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ZÜRICH-BELLEVUE

*Curtain Tissues
Organdy Opals
Popelins*

GEORGES MEYER & C^o LTD.

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MANUFACTURERS

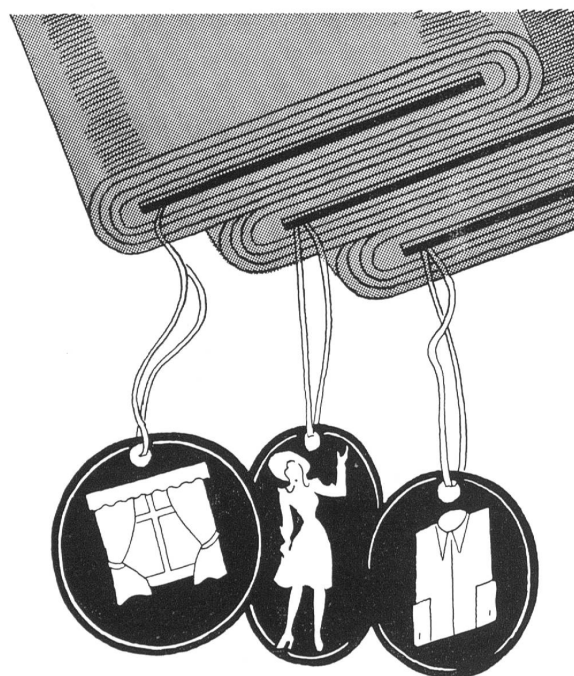


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Arg. (Switzerland)

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Straw-Braids

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Fancy and classic articles
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*Novelties in Straw-Ribbons
for Shoe-manufacture*

HOUSE FOR NOVELTIES

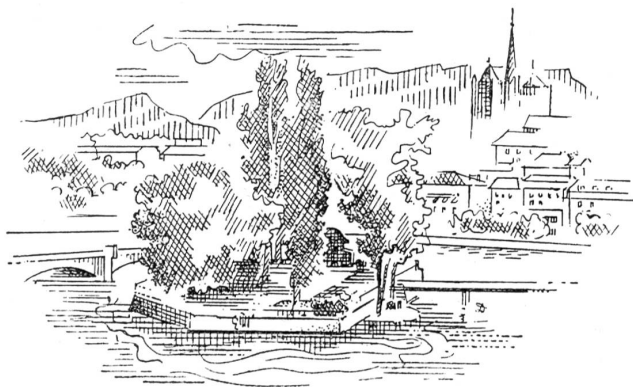
M. Bruggisser & Co. Ltd.

WOHLEN

FOUNDED 1812

MANUFACTURE OF STRAWBRAIDS FOR HATS AND SHOES

GENEVAN WATCHES AND JEWELRY



In the setting of the festivities organized in celebration of Geneva's bi-millenary, an exhibition of watches, jewelry and goldsmith's work was presented in the salons of the Hôtel de Russie in Geneva, from June 18th to August 18th. On the occasion of the two thousandth anniversary of the first mention of Geneva's name in history, it was only natural that the group of industries which has contributed so much to its reputation and prosperity should reveal the wealth of its age-old traditions and its ever youthful activity.

Against a tastefully decorated background, the "Genevan Watches and Jewelry Exhibition" displayed remarkable specimens illustrating the history of the jewellers' and watchmakers' craft, together with a collection of modern products of Geneva's leading present-day firms. There were many fine exhibits showing the different stages of a continuous

industrial development, unchecked even by economic depressions. This survey of the Genevan watch and jewelry industries makes one realize with satisfaction that they are essentially alive, ever ready to adopt the most modern technical improvements without abandoning their ancient traditions of quality and taste.

This exhibition has served to recall that, as a centre of artistic creation, Geneva has played a great rôle in the Swiss watchmaking industry. Essentially a centre of commercial exchange and transit, constantly in direct contact with the international movement of fashion and ideas, Geneva seemed pre-destined for this vital part, the continuity of which has been, and is still, assured by generations of famous artists and businessmen. This is also the reason why Geneva has still maintained its position as a great watch market and is even now preparing for the tasks which will face Swiss commerce and industry after the war.

Inauguration of the Bally Footwear Museum



On June 6th, 1942, a permanent footwear exhibition, organized by Messrs. Bally, was inaugurated at Schoenenwerd.

This Museum is interesting from an ethnographical, historical and commercial point of view. The agreeable exhibition rooms contain a most varied collection of footwear worn by the different peoples of the world throughout the ages. Besides this, the development of footwear from the most remote past to the present day is strikingly illustrated by the exhibits in the "historical" and the "statistics" rooms. Nor has the industrial aspect of footwear been neglected, for the Bally Footwear Museum also shows the technical development of shoe manufacture throughout the ages. In one large hall the different stages of shoe manufacture are illustrated, from the raw materials to the finished product, all in relation to Bally factories both in Switzerland and abroad.





Jacob Rohner a.g.

stichereien. embroideries. broderies. bordados

REBSTEIN (S'GALL)

KUNSTSEIDE-ZELLWOLLE + RAYONNE-FIBRANNE

Zellwolle



FELDMÜHLE

**A. G.
S. A.**

RORSCHACH