

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1944)
Heft: 1

Werbung

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

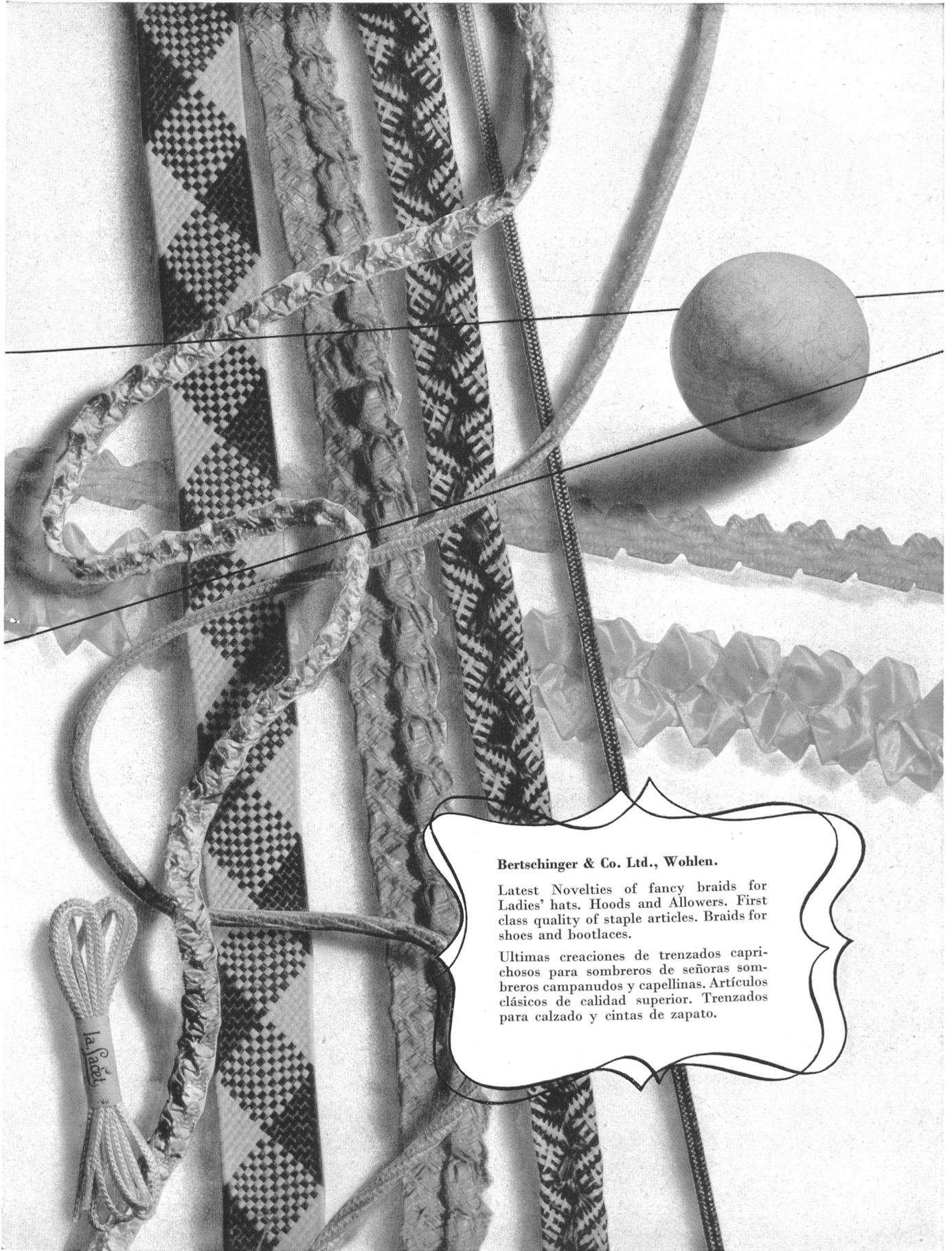
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 01.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>



Bertschinger & Co. Ltd., Wohlen.

Latest Novelties of fancy braids for Ladies' hats, Hoods and Allowers. First class quality of staple articles. Braids for shoes and bootlaces.

Ultimas creaciones de trenzados caprichosos para sombreros de señoras, sombreros campanudos y capellinas. Artículos clásicos de calidad superior. Trenzados para calzado y cintas de zapato.



SOCIÉTÉ INDUSTRIELLE POUR LA SCHAPPE, BASLE

Head-Office : Basle, 50 Isteinerstrasse

Share capital : S. frs. 15.300.000.— • 12 mills in Switzerland and abroad



SPUN SILK, SPUN TUSSAH AND CORDONNET YARNS

natural silk

SAVISIS

The long-staple spun rayon yarn

SAVILINE

Mixture yarn of wool and long-staple fibres

SAVICETA

Intimate blend of Viscose and Acetate spun rayon

SAVISOL

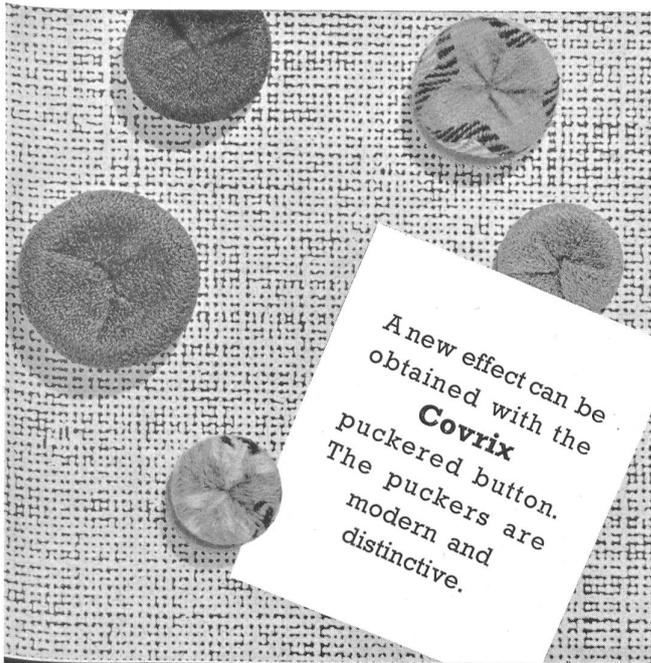
Long-staple, fast colour spun rayon yarn

FANCY YARNS

HAND KNITTING YARNS BRAND *sis*

Owing to the **LONG STAPLE**, our yarns are stronger
Our coloured yarns are **WASH, LIGHT** and **BLEACH-FAST**

Representatives in all world textile markets.



A new effect can be
obtained with the
Covrix
puckered button.
The puckers are
modern and
distinctive.

Covrix

Richard Guyer & Cie., Claridenstr. 36, Zurich 2

Button moulds
To be covered by hand

Boutons à recouvrir
à la main

la
Couturière

Button moulds for machines
that don't fray and that never cut the thread

Kaspar Humbel Uetikon am See

R. BLEUER

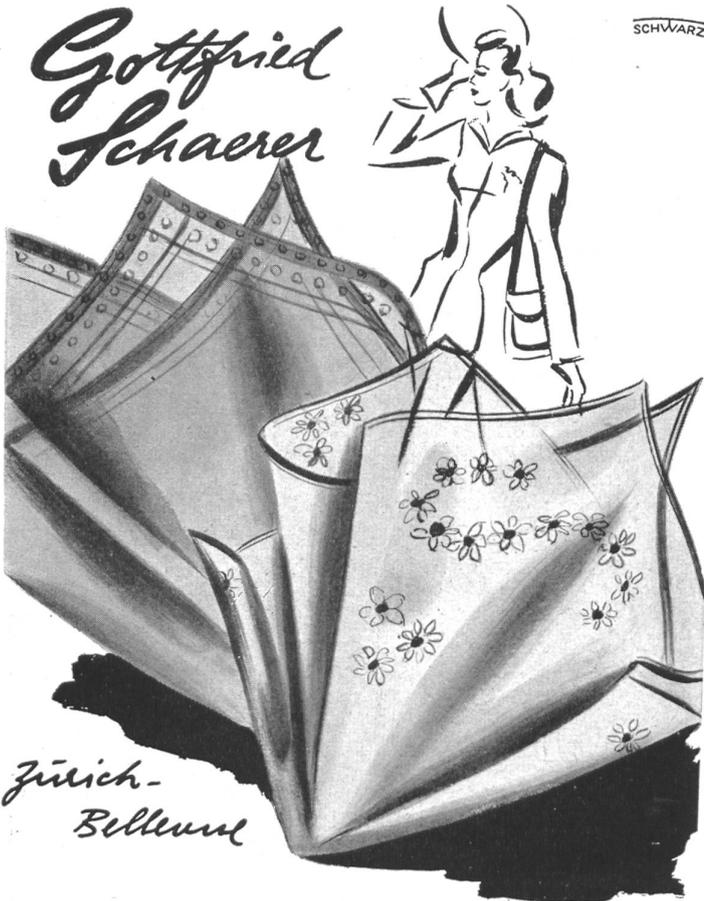
*Un modèle
d'adroit cou-
turier a pour
complément
achevé le fin
bracelet DOXA*

DOXA
LE LOCLE
SUISSE

FIEDLER S.A.

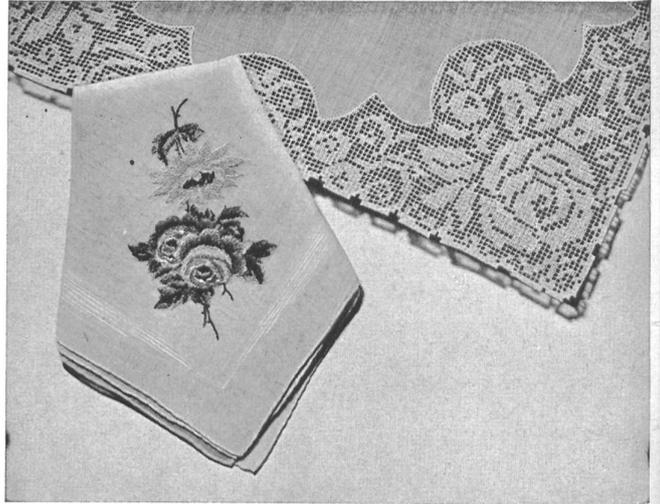
*Gottfried
Schaerer*

SCHWARZ



*Zürich-
Bellevue*

HANDKERCHIEFS ORGANDIE OPAL - CURTAINS -
SHIRTINGS AND RAINCOAT FABRICS

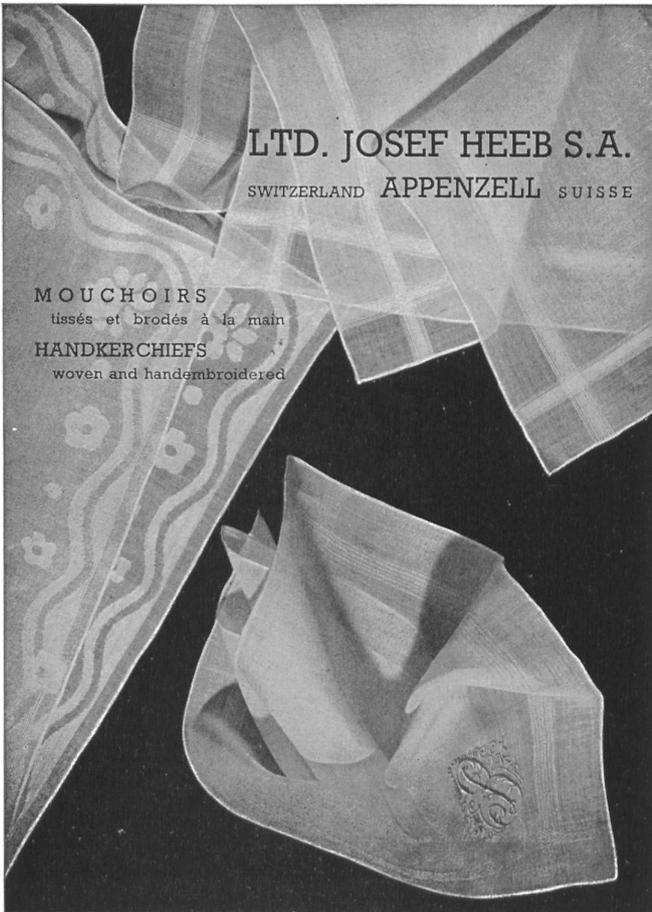


MANUFACTURE AND EXPORT

Embroidered Handkerchiefs, embroidered fabrics in organdy, nainsooc, net, etc.

SAILER & SCHOENSLEBEN

ST. GALL



LTD. JOSEF HEEB S.A.

SWITZERLAND APPENZEL SUISSE

MOUCHOIRS
tissés et brodés à la main
HANDKERCHIEFS
woven and handembroidered

J. KREIER-BAENZIGER'S ERBEN

ST. GALL

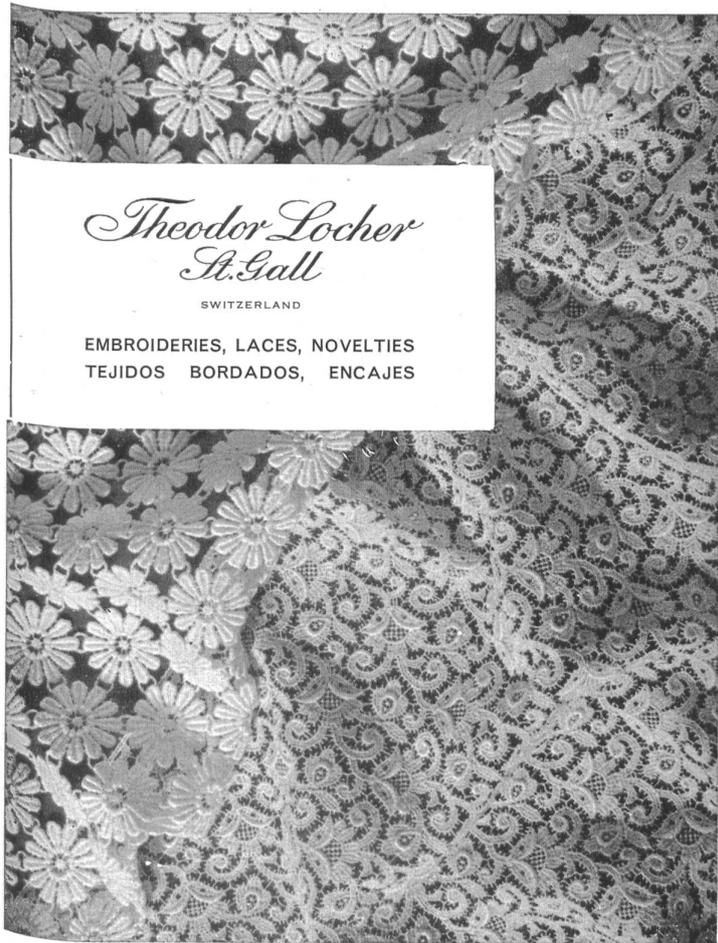
SWITZERLAND



SWISS COTTON GOODS
SPUN RAYON

PRINTED HANDKERCHIEFS
AND SQUARES

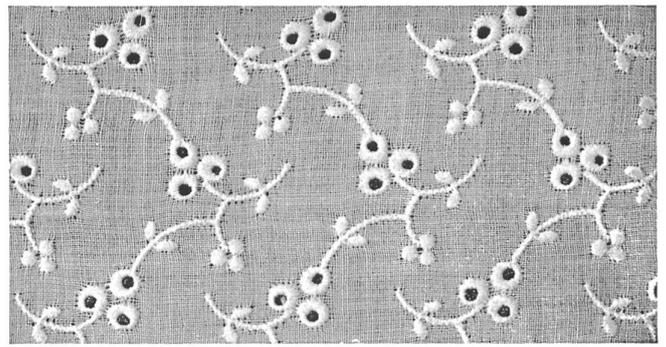
NOVELTIES



Theodor Locher
St. Gall

SWITZERLAND

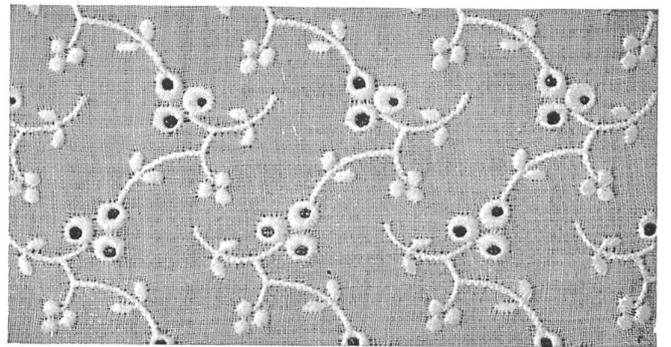
EMBROIDERIES, LACES, NOVELTIES
TEJIDOS BORDADOS, ENCAJES



HUGO WACHS & Co.

St. Gall

Cotton, artificial silk and mixture fabrics,
printed and embroidered tissues, handkerchiefs.



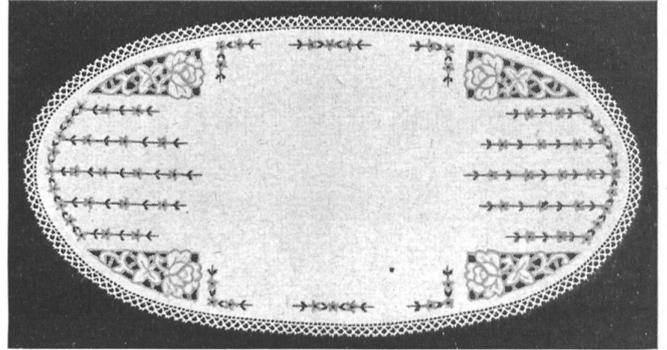
A. Naef & Cie
Flawil (St. Gall)



E. Mettler-Müller Ltd.

Rorschach

Founded 1883



Manufacturers and exporters
of
embroidered tea cloths and fancy linens
novelties in needlerun- and lace-napery
Duchesse- and Dressing-table-Sets.

Symbol of Quality

LACES FOR LINGERIE
DRESSES
BRASSIERES

Jul. Michel & Co
Zurich

LACE MANUFACTURES
ESTABLISHED 1894

Passementerie

ROBERT HALTER LTD. ST-GALL

WALTER SCHRANK & Co

ST. GALL (SWITZERLAND)

Wasco

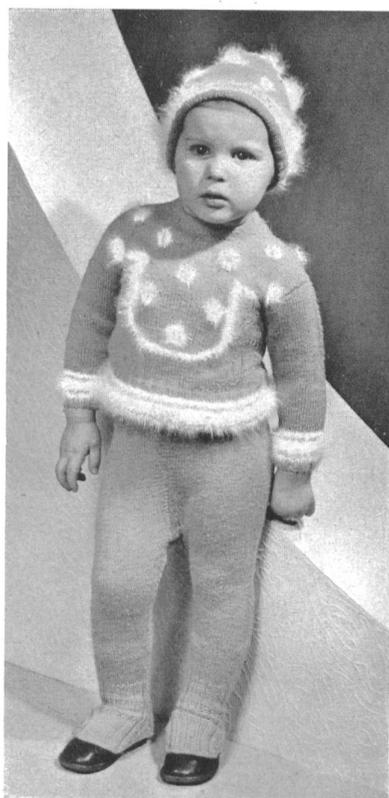
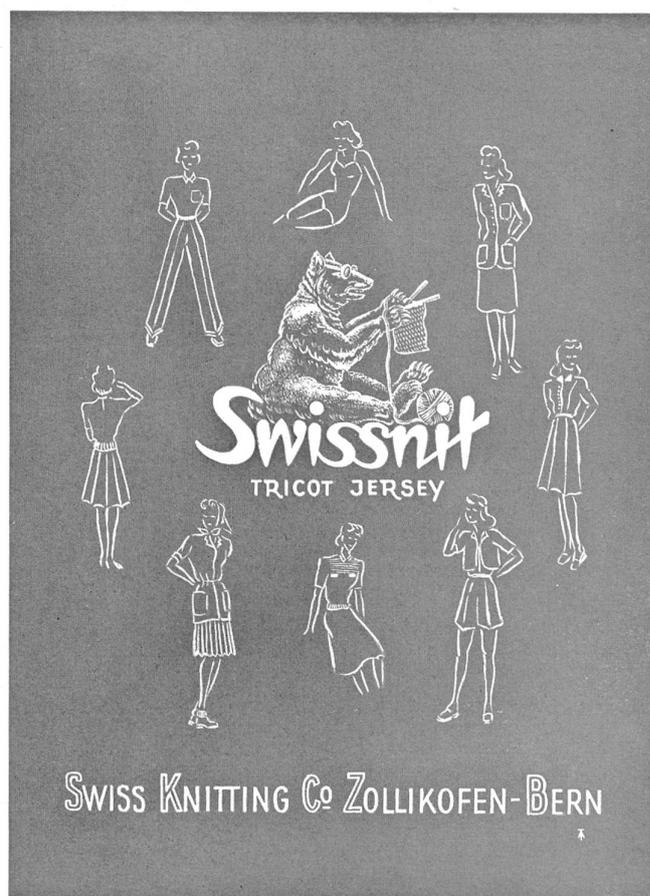
MANUFACTURERS AND EXPORTERS

OF EMBROIDERED

MATERIALS FOR DRESSES,

NET AND GUIPURE- LACE- NOVELTIES,

EMBROIDERED HANDKERCHIEFS



GEISER LIMITED HUTTWIL

(Switzerland)

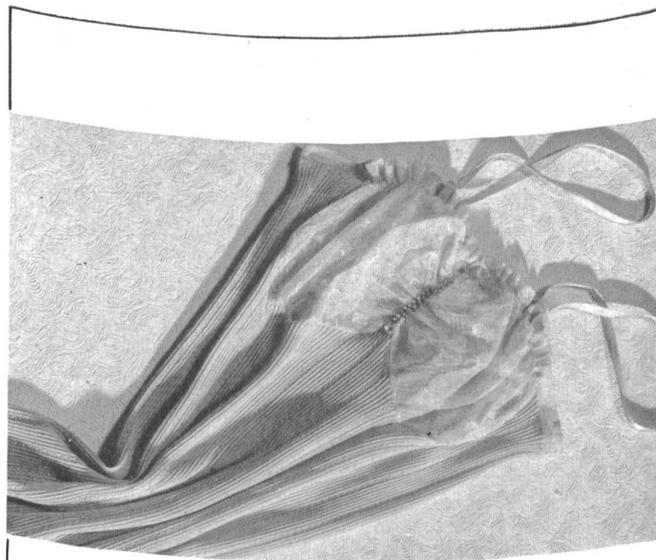
MANUFACTURERS
OF BABIES' HANDKNITTED WOOLLEN
GARMENTS



SWISS RIBBED UNDERWEAR
LADIES' BED JACKETS
SUPERIOR QUALITIES



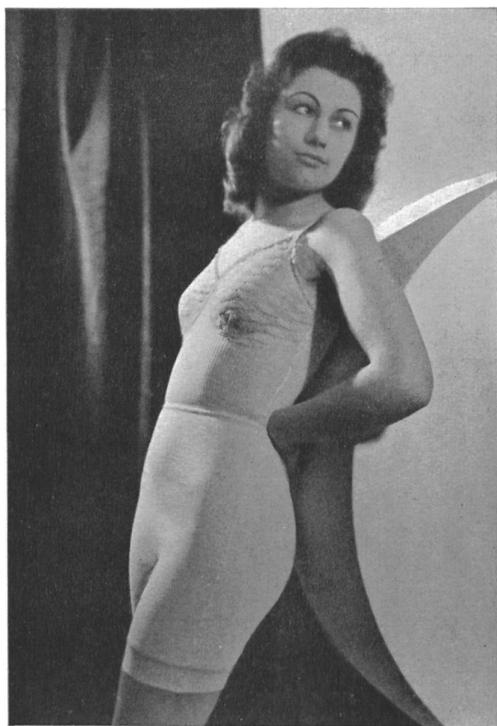
Ruegger & C^o, Zofingen
(Established 1886) (SWITZERLAND)



HIS & C^o LTD.

MURGENTHAL
SWITZERLAND

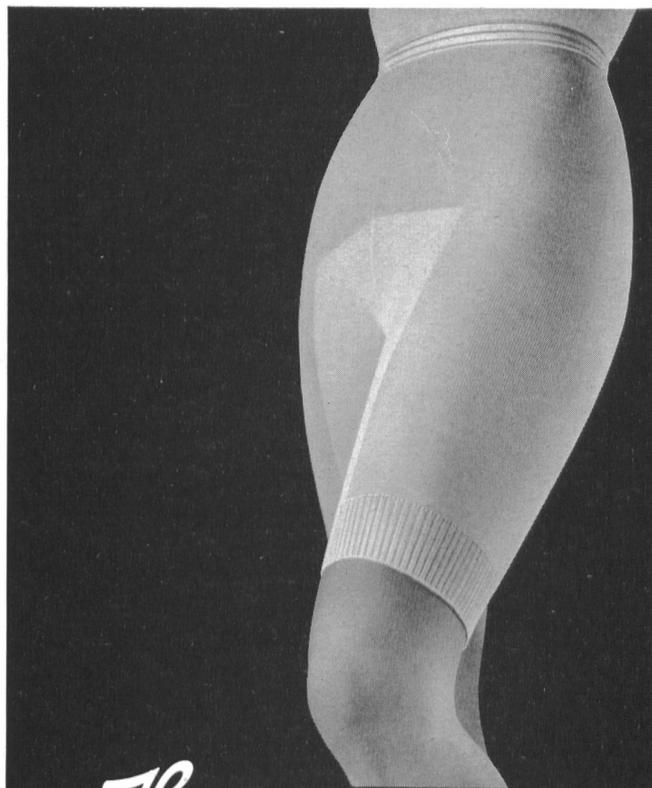
*The trade mark with 60 years experience in
the manufacture of Swiss ribbed underwear.*



Knitted underwear, faultless in cut, unsurpassed for
quality.

The „Hocosa“ mark.

HOCHULI C^o., Safenwil (Switzerland)



Hanro

High-grade Knitted Goods

HANDSCHIN & RONUS Ltd., LIESTAL

A. NAEGELI Ltd.

KNITTING MILLS
BERLINGEN - WINTERTHUR
SWITZERLAND

*Ladies' Lingerie
and
Gent's Underwear*

OPAL
TRICOT

Trade Marks

Opaline
FIXCOLOR

wich stand for superior quality

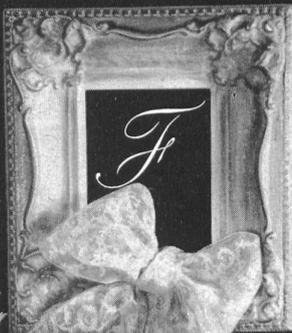


BEC



Doublers
BAUMLIN, ERNST & CO
ST-GALL

C. FORSTER-WILLI & CO.
ST. GALLEN



Novelties

in embroideries & laces

WEISKÖNIG

ERNST BRASCHLER
ZÜRICH

Office : Bederstr. 3, Zürich 2
Address : P. O. B. 240, Zürich 7
Telegrams : « Tebras » Zürich
Phone : 7 38 38 Zürich (051)

SPECIALITY :

Structure Yarns

of staple fibres for

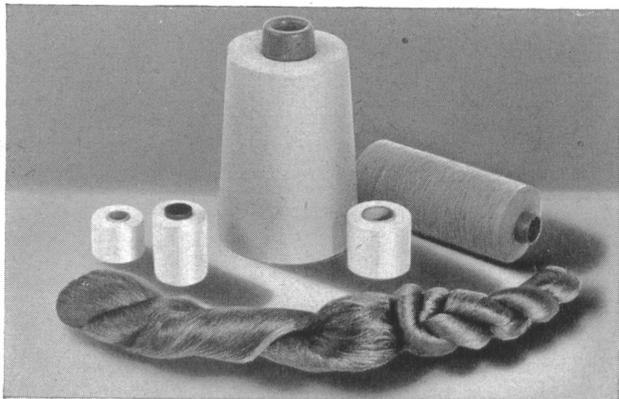
**SHANTUNG-
HONAN-
DOUPION-
LINEN-
IMITATIONS**

Zwicky & Co. - Wallisellen-Zurich

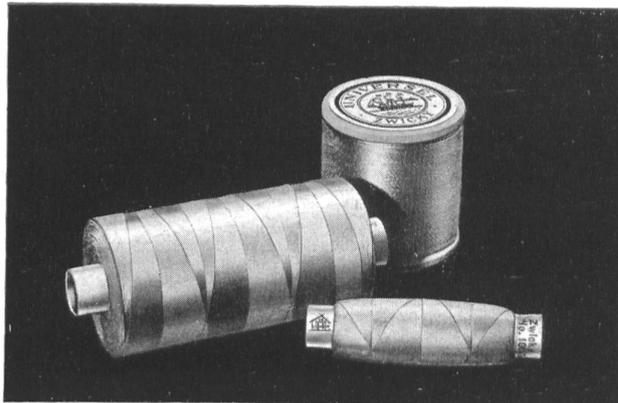
SILK TWISTS OF ALL KINDS, RAW AND DYED, IN EVERY TYPE OF GET-UP

FOUNDED IN 1840

Telephone : 93 24 11, Wallisellen - Telegraphic address : Zwicky, Wallisellen



Tram, orgazine, grenadine, special twists and mixed yarns for weaving, knitting and the manufacture of hosiery, bolting-cloth and cables.



Sewing, embroidery and buttonhole silks, surgical silks, silk lines for fishing, special twists for harnesses.

Skein dyeing of silk, spun silk, rayon, cotton and staple fibre. Hosiery dyeing and finishing.



The Swiss Office for the Development of Trade at Zurich and Lausanne

supplies reliable information concerning Swiss products.

In their own interest, firms in other countries wishing to open up business connections with Swiss firms are advised to add a few references, when placing their first orders.

Order Form

Messrs.

Address

Town

Country

hereby subscribe to „SWISS TEXTILES” for the year 1944 at
rate of S. frs. 12.—.

This subscription is being forwarded by

Other firms who may wish to subscribe to „SWISS TEXTILES” :

.....
.....
.....

Date :

Signature :

Stamp here

SENDER :

SWISS OFFICE FOR THE
DEVELOPMENT OF TRADE
P. B. 4

IMPRIMERIE CENTRALE LAUSANNE

LAUSANNE 1
(SWITZERLAND)

4497 - 1-91

General contents :

	Pages :
Index of advertisers	96
Swiss Fashion Textiles : « Holidays in the Snow »	2-27
Publications of the Swiss Office for the Development of Trade	28
Embroideries and Handkerchiefs	29-36
Knitwear and Jerseys	37-41
Ready-made and Sport-wears	42
Buttons	43
Watches	44
Fabrics of to-day	45-59
Squares and Scarves	60
Straw braids	61-71
Swiss Textile Notes	80b-80d

Sumario general :

	Páginas :
Indice de los anunciantes	96
Textiles suizos para la moda : « Vacaciones en la nieve »	2-27
Publicaciones de la Oficina Suiza de Expansión Comercial	28
Bordados y Pañuelos	29-36
Prendas de punto y Jerseys	37-41
Confección y Deporte	42
Botones	43
Relojes	44
Telas modernas	45-59
Echarpes y Cuadrados	60
Trenzas de paja	61-71
Crónica suiza de los textiles	80b-80d

Information concerning Swiss Products :

Swiss Office for the Development of Trade, Zurich, Börsenstrasse 10, and Lausanne, Place de la Riponne 3.

An Association for furthering the development of foreign trade ; gives free information concerning Swiss products and puts buyers into contact with manufacturers ; edits sundry publications : see page 28.

The documentary film « Cradle of Fashion » gives a general survey of the Swiss textile industry. The film « The Rise of a World Industry » illustrates strawbraided manufacturing processes employed in the Wohlen industry. « La fibranne, produit suisse » is a film illustrating the manufacture of synthetic textile fibres, namely, rayon and staple fibre, and their possibilities of utilization. Ask for booking conditions.

Oversea-Agencies of the Swiss Office for the Development of Trade :

Near East (Syria, Lebanon, Iraq, Cyprus). — **Beyrouth** : Office commercial suisse pour le Proche-Orient, B.P. 809.

Palestine. — **Tel-Aviv** : Swiss Trade Office for Palestine, P.O.B. 2117.

Iran. — **Teheran** : Office suisse d'expansion commerciale, délégation pour l'Iran, C.P. 9.

North Africa. — **Algiers** : Office suisse d'expansion commerciale, 3, rue Edmond Adam.

West Africa. — **Lagos** : Swiss Trade Commissioner, P.O. Box 571.

South Africa. — **Johannesburg** : Consulate general of Switzerland, Export Service, P.O. Box 3364. — **Cape Town** : Consulate of Switzerland, Export Service, P.O. Box 806.

East Africa. — **Nairobi** (Kenya) : Swiss Office for the Development of Trade, P.O. Box 1161.

British India. — **Bombay** : Swiss Trade Commissioner, P.O.B. 102.

Far East. — **Shanghai** : Swiss Office for the Development of Trade, P.O. Box 740.

Canada. — **Toronto** : Swiss Office for the Development of Trade, 159, Bay Street.

Antilles and Central America. — **Havana** : Oficina suiza de expansión comercial, Edificio Bacardi 606.

Northern Brazil. — **Recife** (Pernambuco) : Instituto Suisso de Expansão Comercial, Agência para o Norte do Brasil, Caixa Postal 596.

Swiss Chambers of Commerce :

Argentine : Buenos-Aires, Calle Piedras 113. — **Brazil** : Rio de Janeiro, Associação das Casas de Comercio Suissas, C.P. 1404.

Swiss Legations and Consulates in all countries of the world.

Informes sobre la producción suiza :

Oficina Suiza de Expansión Comercial : Zurich, Börsenstrasse 10, y Lausana, Place de la Riponne 3.

Asociación para el desarrollo del comercio exterior ; informa gratuitamente sobre la producción suiza y pone en relaciones a compradores y fabricantes. Edita diversas publicaciones : vease página 28.

La película documental « Para las hijas de Eva » da una idea general de la industria textil suiza. La película « El trenzado suizo, capricho femenino » muestra la fabricación del trenzado de la paja en Wohlen. La película « La fibranne, produit suisse », ilustra la fabricación de las fibras textiles sintéticas, es decir del rayón y de la fibrana, y sus posibilidades de utilización. Pídanse las condiciones de presentación.

Agencias comerciales en el extranjero de la Oficina Suiza de Expansión Comercial :

España. — **Madrid** : Delegación en España de la Oficina Suiza de Expansión Comercial, Juan Bravo, 1.

Próximo Oriente. — **Beyruth** : Office commercial suisse pour le Proche-Orient, B.P. 809.

Palestina. — **Tel-Aviv** : Swiss Trade Office for Palestine, P.O.B. 2117.

Irán. — **Teherán** : Office suisse d'expansion commerciale, délégation pour l'Iran, C.P. 9.

África del Norte. — **Argel** : Office suisse d'expansion commerciale, 3, rue Edmond Adam.

África Occidental. — **Lagos** : Swiss Trade Commissioner, P.O. Box 571.

África Oriental. — **Nairobi** (Kenya) : Swiss Office for the Development of Trade P.O. Box 1161.

África del Sur. — **Johannesburg** : Consulate general of Switzerland, Export Service, P.O. Box 3364. **Cape Town** : Consulate of Switzerland, Export Service, P.O. Box 806.

India Inglesa. — **Bombay** : Swiss Trade Commissioner, P.O.B. 102.

Extremo Oriente. — **Shang-Hai** : Swiss Office for the Development of Trade, P.O. Box 740.

Canadá. — **Toronto** : Swiss Office for the Development of Trade, 159, Bay Street.

Antillas y América Central. — **La Habana** : Oficina suiza de expansión comercial, Edificio Bacardi 606.

Brasil del Norte. — **Recife** (Pernambuco) : Instituto Suisso de Expansão Comercial, Agência para o Norte do Brasil, Caixa Postal 596.

Cámaras de Comercio Suizas en el extranjero :

Argentina. — Buenos-Aires : Calle Piedras 113. — **Brazil** : Rio de Janeiro, Associação das casas de comercio suissas, C.P. 1404.

Legaciones y Consulados de Suiza en todos los países.

Swiss Textiles at Fairs and Exhibitions

Abroad

Despite events, Switzerland was again represented at a few international fairs in 1943, at the Plovdiv Fair in Bulgaria, for example, at the Madrid and Barcelona Fairs, and even organised a Swiss Book Fair in Stockholm and a Swiss Exhibition in Lisbon. The latter, as

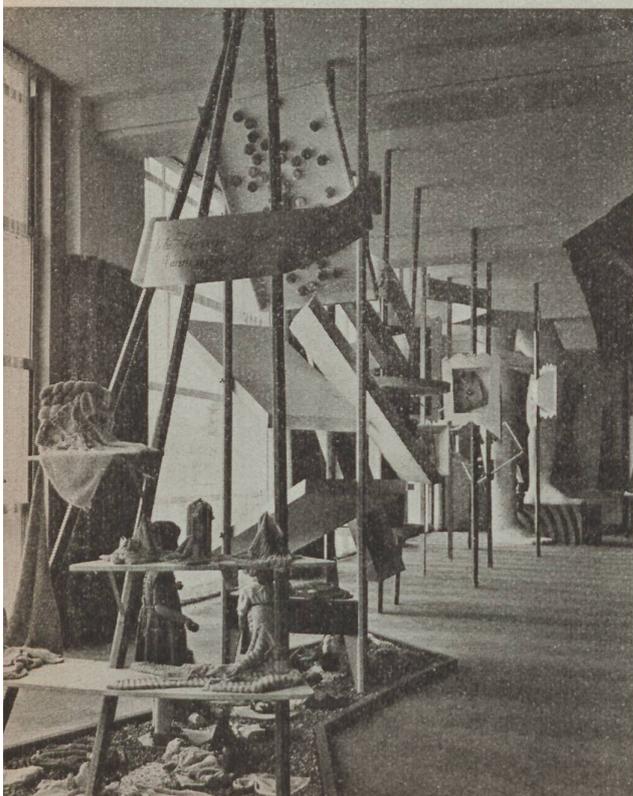
country who came to admire the latest creations of Swiss couture. On this « Day », two important lectures were given; one by Mr. Lienert, Director of the Zurich Office of the Swiss Office for the Development of Trade, on the subject, « The Development of the Textile Industry through the Ages », and the other by Mr. Hartmann,



At the Swiss Exhibition in Lisbon.

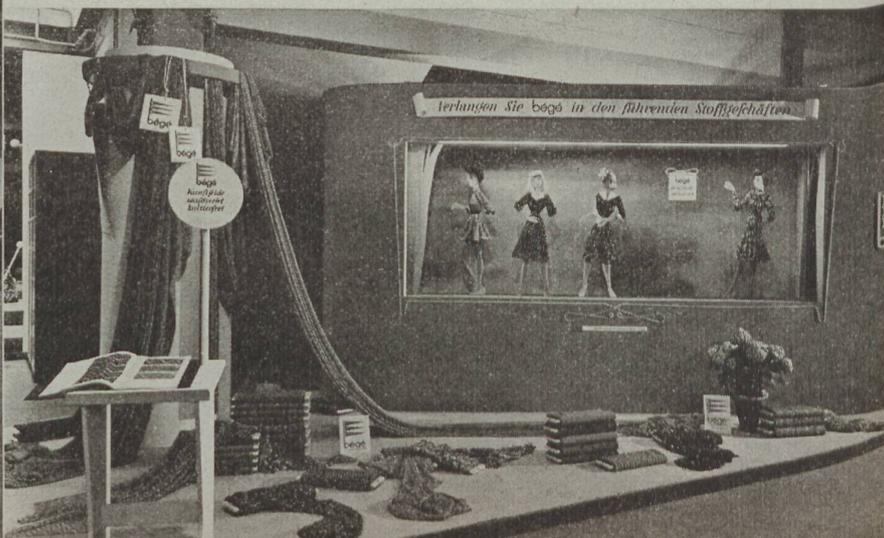
also the other displays already mentioned, was due to the initiative of the Swiss Office for the Development of Trade and proved a great success, its large textile section in particular being especially appreciated. This display was installed in spacious drawing-rooms wall-papered in white, thus creating an atmosphere which stressed the beauty of the fabrics, laces and other products of the Swiss textile industry exhibited there. « Swiss Textile Day », the Day dedicated to this great industry, attracted visitors from the best Portuguese society and also many dressmakers from the chief centres of the

chief pressman of the Exhibition, on « Wohlen Millinery Braids ». These two talks given before a select audience were given an enthusiastic press in Portuguese papers in which the most interesting passages were reproduced; the Swiss Textile Section in general was also well received by the press. The documentary films on the strawbraid industry, « All the Hats in the World », was shown several times and drew the attention of the Portuguese public to the importance this thoroughly characteristic activity of Swiss industry has for Portugal and her colonies.



Collective Exhibition « Rayon and Staple Fibre » at the Swiss Comptoir 1943.

The stand of the Firm Berthold Guggenheim, Zurich, at the Swiss Industries Fair, Basle 1943.



The Stand of the Swiss Office for the Development of Trade at the Swiss Fair of Lugano 1943.



Inland :

The products of the Swiss textile industry are regularly given a prominent position each year at the following fairs :

- Swiss Industries Fair, Basle, every spring.
- Swiss Comptoir, Lausanne, in September.
- Swiss Fair of Lugano, in October.

At each of these trade fairs, a special section is devoted to Swiss textiles and includes many individual displays by manufacturing firms. Apart from these, collective displays show buyers and the

general public the results obtained in regard to specific materials. We would mention in particular the Collective Display at the 1943 Swiss Comptoir, organized by the Société de Viscose Suisse and which gave visitors an occasion for admiring the degree of perfection attained in Switzerland in staple fibre and rayon manufacture and in the goods made from these products. At Lugano, besides the Textile Section itself, the Swiss Office for the Development of Trade organized a stand showing what efforts this organization has been making for years in favour of the Swiss textile industry. At this stand were presented a series of documents illustrating the latest fabrics and embroideries and giving an excellent idea of the spirit of enterprise and adaptation prevailing among leaders of the Swiss textile industry.

The Wohlen Strawbraid Industry

With its houses nestling amid the trees, Wohlen looks more like a quiet country town than an industrial centre. A remarkable phenomenon has indeed occurred in this locality, a phenomenon both rare and pleasing in our days : its population has not become wholly industrialized, owing to the fact that the strawbraid market follows the fluctuations of the fashion trades which are essentially seasonal. Wohlen looms only hum in winter, before the « Season » which opens with the first rays of spring sunshine, and for which braids and millinery shapes must be held in readiness. In summer, the looms are at rest and almost the entire population returns to work on the land, which has remained an important factor in the life of the inhabitants and of the town itself. This is one of the very rare examples where industry has developed without prejudice to farming.

This industry is not, as one might think, a product of the modern evolution of fashion, but dates back to the XVth century. Beginning as a homecraft, it quickly became a remarkably important activity. At first, locally produced rye straw alone was plaited and used for the making of « picture » hats with wide, graceful brims which so charmingly harmonized with and set off the local costumes and protected the country-women from the harvest sun. Soon, the Swiss home market no longer satisfied manufacturers as a field of activity, and they sought to extend their sales. It is to Jakob Isler, son of one of the founders of the Wohlen industry, that must be given the due of spreading abroad the fame of his village. He was a simple travelling merchant and hawked his braids and straw hoods all over the country ; his sons, in their turn, extended their commercial relations and carried their varied and perfected wares across the frontiers, even to Paris. These relations went on developing and have now been extended to other continents. Manufacturers soon realized that one of the reasons of their success, and indeed their *raison d'être* lay in the diversity of their products. They therefore set about working on the most unexpected materials, such as wood, and raffia, for instance, and even hemp, silk and animal hair. Far from rivalizing straw as a raw material, the advent of artificial silk gave new impetus to the industry. This material with its multiple aspects, and so easy to dye in various, warm shades, seemed particularly destined to become a choice raw material. Mat or shiny, stiff or supple, artificial silk lent itself to any number of innovations. The first step towards progress had been made, and this when the time was ripe. Indeed, the present war and its economic consequences were about to deprive the looms of their primary raw material. So, fearlessly, and imbued with a remarkable spirit of enterprise and adaptation, the leaders of this industry adapted to the manufacture of braidings all the raw materials to which the chemical industry has of late years given birth

and which Switzerland can continue producing in large quantities. A still more remarkable fact is that manufacturers have not been content to treat these materials as country cousins and to use them merely for want of better. They have created new models which stress the particular qualities of each one of these products ; they have left the beaten track and, with remarkable foresight, realized what marvellous effects the fashion trades could obtain with these materials. Certain sample cards of any one of these manufacturers fill one with amazement. The word « braids » conjures up a vision of dull, uniformly patterned weaves. Nothing of the sort ! What a wealth of colours and designs, what a variety of presentation and texture ! This braid, for example, feather-light and soft in colour, makes one think of a wide picture hat poised on a fair, curly head ; another, with its aggressive tones where mat and shiny effects intermingle, makes one visualize a « cute little hat » flower-adorned and jauntily crowning a pretty face. Others again, more sober in taste, conjure up the demure hat of the young middle-class matron. Oh, no ! Certainly not ! There's no need to regret the old straws — fine materials, no doubt ! — but how dull !

The variety of materials, of colourings and of presentation, is most striking, but the variety of manufacturing methods is still more so. Standing on the threshold of old houses glowing in the last warm rays of the autumn sun, we have watched old women at work, weaving braids on the primitive looms handed down for generations. As in the case of looms for cloth weaving, the weft is operated by treads, while skilful, wrinkled hands intertwine the threads.

Braided millinery and boater models are also still made by hand. Here is a workshop where ten young women or so are busily at work ! One of them is braiding a boater model on a stand surmounted by a movable, cylindrical shape. The crown is finished and she has started on the brim. Turning the cylinder with deft movements, she weaves and intermingles, with amazing dexterity, the innumerable threads, making them lie one against the other, forming an even edge. In one corner of the room, seated at a table on which are placed their materials, other girls weave wide-brimmed hoods. They hold a wooden mould on their knees and place the threads fan-wise upon it. Then, starting from the tip of the crown, they tie all these threads to another which is then wound round the shape. It is a work of patience and skill.

This is of course only the most picturesque aspect of the trade ; there are also many large factories, impressive under the crude glaring light, where thousands of plaiting machines, all equipped with strange technical devices, create marvellous models under the vigilant eye of skilled working girls.

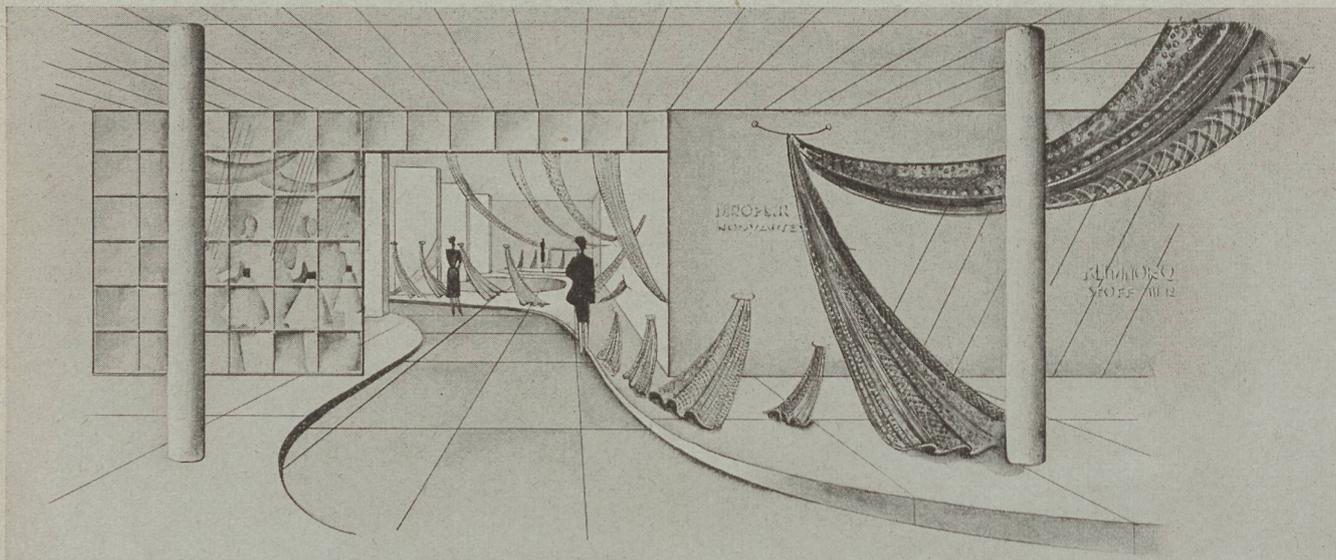
The 3rd « Swiss Fashion Week » in Zurich

February 24th - March 12th 1944

by Charles Zimmermann, Manager

In barely a month from now, the 3rd « Swiss Fashion Week » to be held in Zurich will once again unite the textile and fashion industries in an imposing display of Swiss achievement. Both trade circles and the general public will be able to view the progress realized in the various branches of the industry and compare the samples presented

of creations presented by Swiss couturiers. Special pavilions are to be arranged, grouping representative products of various branches of the industry; for example, « The Colour Factor in Fashions », « The Creation of Fabrics », « Embroideries and Laces », « Fashion Accessories », « Harmony and Fashion », « In the Service of Fashion ».



At the 3rd Swiss Fashion Week, Zurich 1944.

by firms in different regions of the country. The number of exhibitors is already greater than ever before, and the 3rd « Swiss Fashion Week » promises to be even more important than its predecessors. In 1942 and 1943, these manifestations attracted more than 70,000 visitors, and it is anticipated that this figure will be exceeded this year.

People have said, once or twice, that by these displays Switzerland is aiming at becoming a dictator of fashions and thereby competing with world-recognized fashion centres. The object of the 3rd « Swiss Fashion Week » organized by the leaders of the Swiss textile industry themselves, is quite a different one, however. Its purpose is to encourage, by free competition, the development of Swiss textile production and the creation of a sound basis on which to re-establish the export trade in the post-war period. In this way, all timely preparations are being made to place at the disposal of Swiss firms a thoroughly tested organization which will enable them to face the struggle for the capture of foreign markets with good chances of success. To further this aim, new capabilities must be found and trained, individuals who are able to imagine and create better and really new products. Moreover, these new ideas must be realized by a highly qualified team of specialists.

The main theme chosen for the 3rd « Swiss Fashion Week » is : **Creative elements of Fashion.** This theme will be developed and illustrated during the various attractions of the « Week », by a series

Only real masterpieces of the dressmaker's art and the textile industries will be accepted for display. As in former years, the **Fashion Parade** will be organized by the Swiss Office for the Development of Trade, which will also present the creations of the second « Special Collection » prepared under its patronage. This Collection represents a new peak of achievement attained by the creative co-operation of fashion artists and specialists. It will certainly arouse great interest in trade circles both at home and abroad. At the same time, the discovery of interesting novelties and fashion accessories will also incite Swiss couturiers to perfect their creations still further.

A parade of **ready-made wear** is also to be presented, for even before the present war, this branch of Swiss industry was developing most satisfactorily and showing great promise. For the first time, this year's parade will exclusively present novelties produced by the Swiss textile industry.

Models of Swiss **knitwear** styles, universally recognized for their originality, will also be presented at this parade.

Against an attractive background at the **Fashion Theatre** will be shown the creations of a few firms which have long ranked high for their progressiveness.

The « Swiss Fashion Week » is the most important manifestation of its kind ever organized. The best products of all the nation's industries connected, even remotely, with the fashion trades, are reunited in this great display. When one remembers that one out of every four of Switzerland's industrial workers is employed in these industries, one will realize how feverishly textile and fashion centres are working just now.

The « Swiss Fashion Week » will arouse even greater interest than ever among foreign trade circles, although even before the war Switzerland's flourishing export trade bore proof of the high degree of perfection achieved by this industry. The 3rd « Swiss Fashion Week » will show that, after five years of war conditions, the textile industry has not only maintained its spirit of enterprise and cooperation, but that it has also raised the general average quality of its products. The preparedness of Switzerland's fashion and textile industries for active co-operation in European reconstruction in the coming post-war period, will once again find expression in the forth coming manifestations uniting all members of these trade and industries.



The stand of the Firm Heberlein & Co Ltd., Wattwil, at the Swiss Fashion Week 1943.

Fenner

LES FILS DE ADOLF FENNER

ZURICH
Founded 1873

Woolen fabrics
Silk fabrics
Novelties

HAURY & C^o ST-GALL

*

BABY LINEN
BLOUSES
APRONS



After-Ski, an original model
in proofed cotton and wool
mixture

Margherita

THE DISTINCTIVE
SPORT STYLE

SIBER & WEHRLI Ltd.

ZURICH

SILK MANUFACTURERS

NECKWEAR SILKS

GENTLEMEN'S MUFFLERS
AND REEFERS

DRESS MATERIAL PLAIN
AND PRINTED



F. Blumer & Cie

Printers established 1828

Schwanden (Glaris)

SWITZERLAND

Squares
Scarves

NOVELTIES IN PRINTED

Wool, Silk, Cottons

REAL HANDBLOCK OR SCREEN



EXPORT
of
QUALITY
RIBBONS
since
2 Centuries

DE BARY & C^o Ltd.
MANUFACTURE OF RIBBONS
FOUNDED 1723
BASLE (SWITZERLAND)

Hirzel & Co., Ltd.

Zurich

Striped and plaid novelties
in silk, rayon and staple
fibre fabrics.

Handkerchiefs in silk
and rayon

Modern designs for ladies and
children umbrella fabrics.

Ribbons
Velvet Ribbons
Scarves

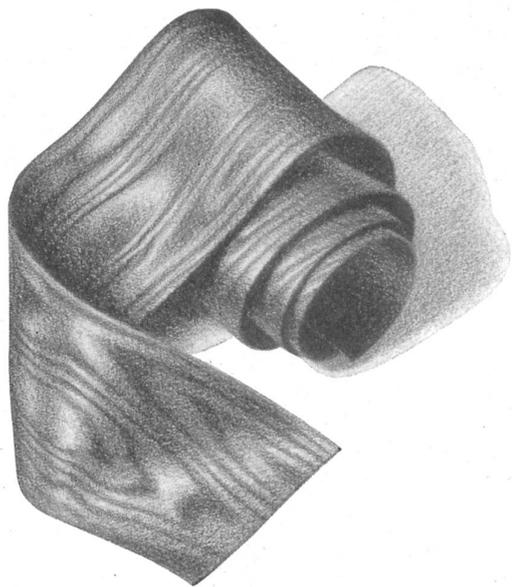


Trademark

VISCHER & C^o

Basle I (Switzerland)

Founded 1713



W. SARASIN & C^o Ltd
BASLE

Ribbons of any description

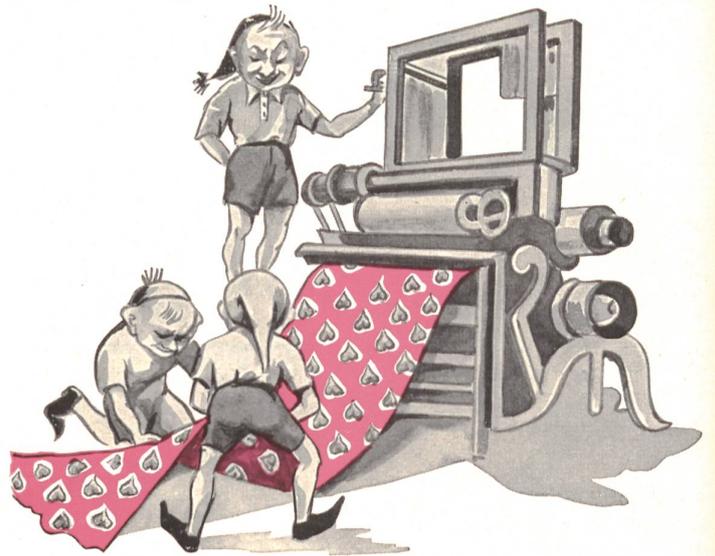
*Weberer
Sirnach*

COLOURED WEAVERS
BLEACHERS
DYERS
FINISHERS



FABRICS FOR SHIRTS APRONS AND DRESSES

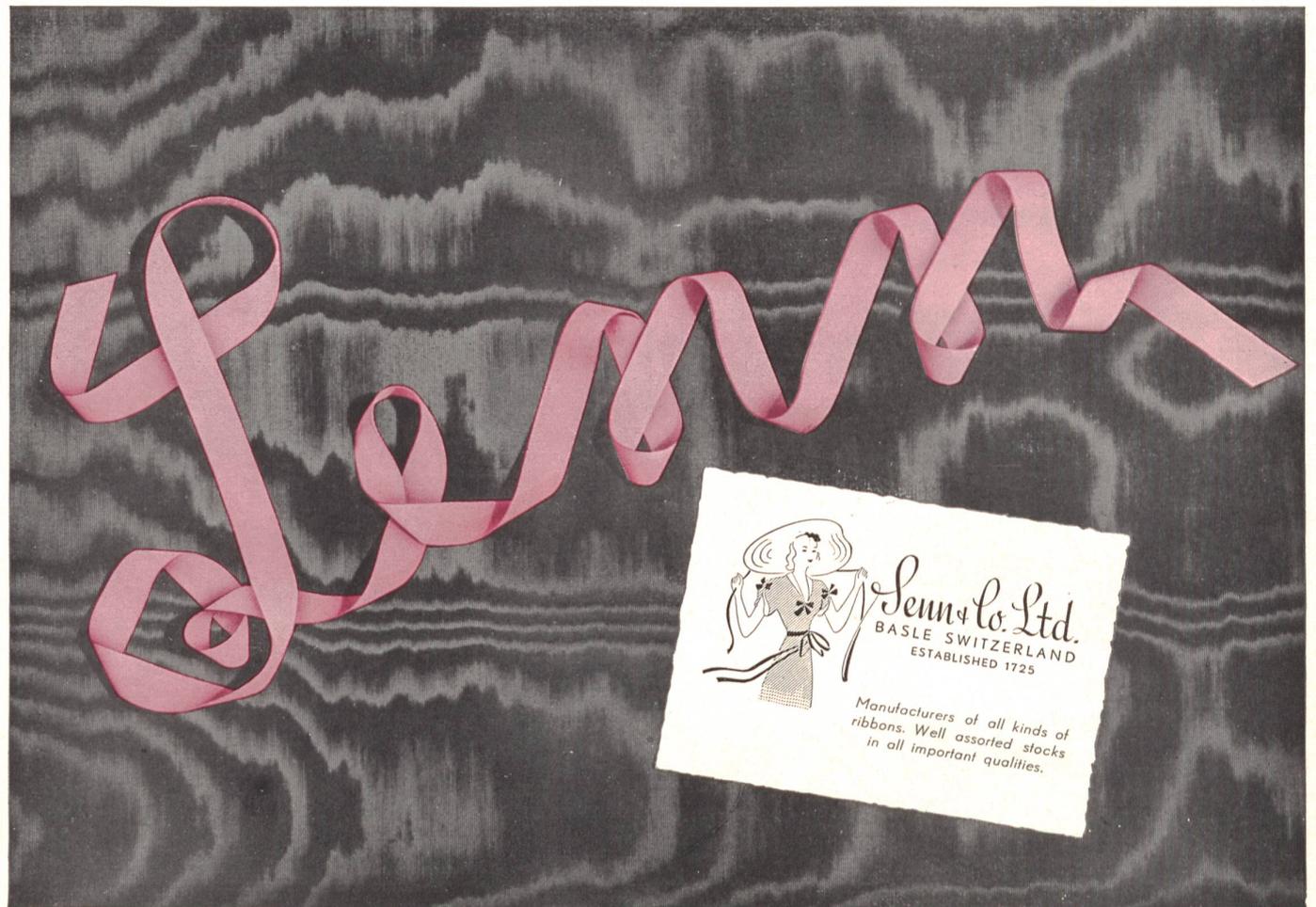
WEBEREI SIRNACH, SIRNACH
(SWITZERLAND)



WILA

SILK MILLS LTD

ZURICH



Senn & Co. Ltd.
BASLE SWITZERLAND
ESTABLISHED 1725

Manufacturers of all kinds of
ribbons. Well assorted stocks
in all important qualities.

SCHWARZ

Novelty Fabrics

FINE COTTON
STAPLE FIBRE
RAYON

Taco LTD

Zurich

GRIEDER & CO.

IMPORT-EXPORT

ZURICH



TRADE-MARK

Silks / Novelties
Couture



The mark you can trust
BÉGÉ ARTIFICIAL SILK
Washproof and crush-resisting

Zerthold Guggenheim

ZURICH

EPHONE 5 78 14/15/16

TELEGRAMS : BEGUGG

Novelty fabrics in cotton, artificial silk and staple fibre : dyed, printed and colour weaves





EMAR
ZURICH

SILK MANUFACTURERS LTD.

(Etablissements Muller-Staub & Adliswil Réunis)

Fabrics for Ladies' Dresses and Lingerie

Novelties: Plains, Fancies and Prints, in Silk,
Rayon and Staple-Fibre Mixture fabrics.

Neckwear Tissues



TISSAGE MÉCANIQUE
D'ÉTOFFES DE SOIE

WINTERTHUR

Novelties
in silk
artificial silk
and mixed fabrics



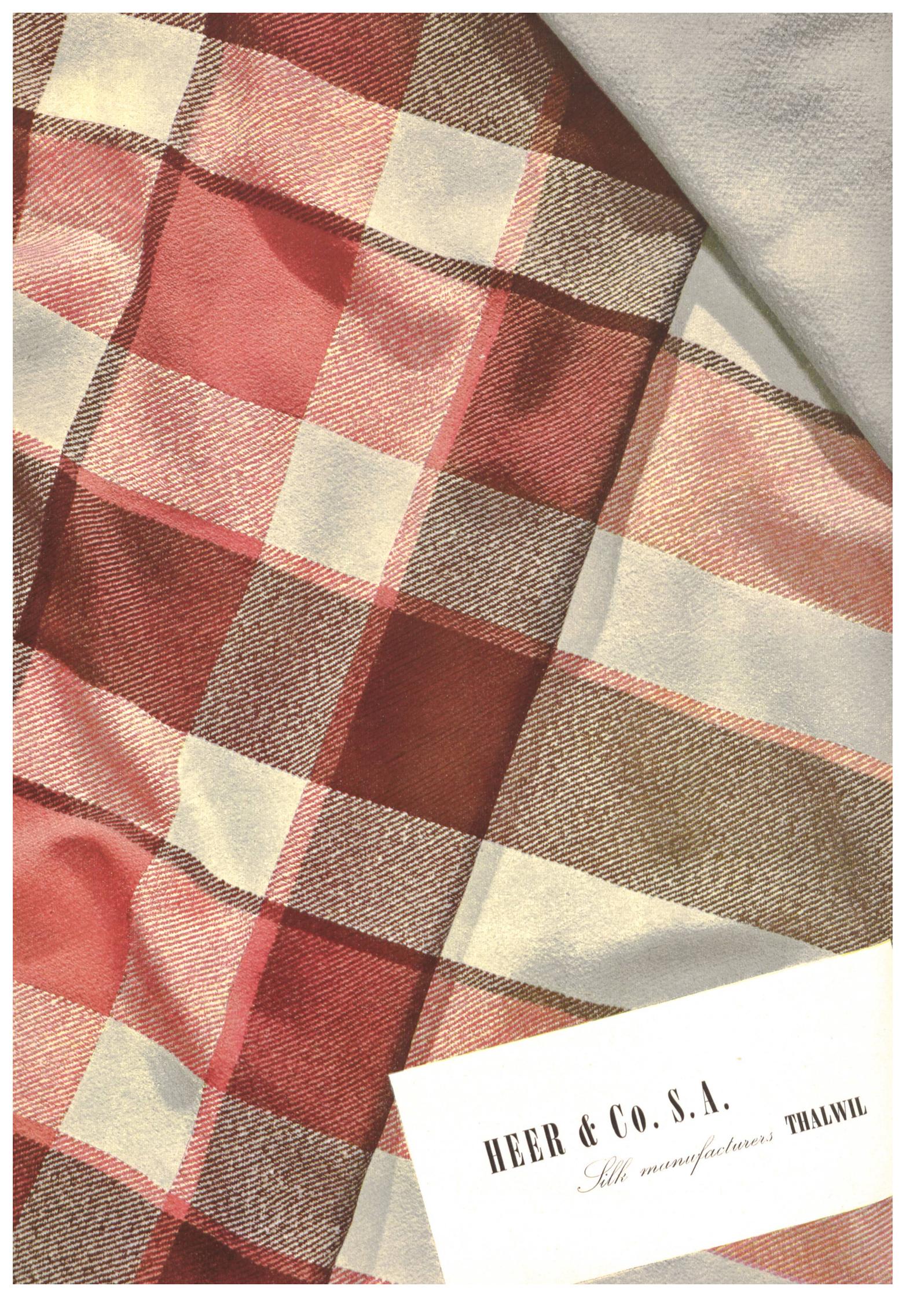
Edwin Naef S. A., Zurich (Switzerland)

HORGEN - SWITZERLAND

TÜNZI
SONS



LIMITED



HEER & CO. S.A.
Silli manufacturers **THALWIL**

Stoffel



Spinning

weaving

processing

all
under
our own roof

Cotton

spun rayon
rayon and
mixture
piece-goods

Lingerie, dress and
furnishing
textures,
also fabrics for
technical purposes.

Stoffel & Co. St. Gall

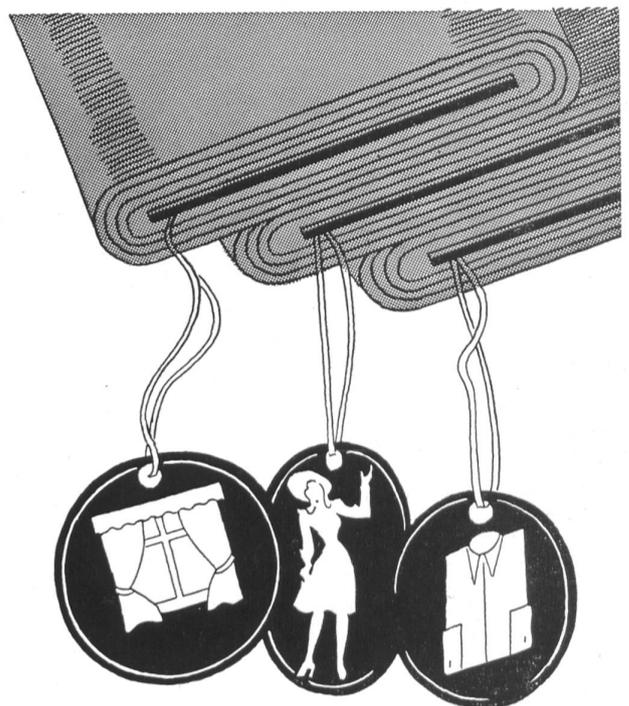
strub

STRUB & CO., ZURICH

STAUFFACHERQUAI 46

FASHION FABRICS IN ARTIFICIAL SILK AND STAPLE FIBRE: PLAIN, COLOURED WOVEN, PRINTED.

SOLE MANUFACTURERS OF TURITEX, THE GUARANTEED FAST FABRIC FOR DRESSES, BLOUSES, LADIES' LINGERIE, MEN'S SHIRTS.



VOILES - MOUSSELINES - POPELINES

Charles Gorini

ST-GALL (SWITZERLAND)

Linco



Finest Rayon Fabrics

Colour weaves, crush or crease-resisting. Washproof fast colours.
Will launder faultlessly. For blouses, dresses and shirts.

Staple fibre and rayon fabrics

Plain, printed and colour weaves for dresses, blouses and lingerie.

WAGNER & Co. GELTERKINDEN (Switzerland)



REMI NÜESCH
PARAMOUNT

REICHENBACH & CO
ST. GALL

*Tissus unis et fantaisies
Imprimés, Rideaux, Plumetis
Broderies, Dentelles
Tissus pour lingerie.*



JACOB BAENZIGER 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

Hugo Gutmann

MANUFACTURE OF SILK FABRICS

ZURICH 18, Peterstrasse

SILK LININGS

FOR READY-MADE CLOTHING

RAW FABRICS

FOR PRINTING

CURTAIN FABRICS

Emil Anderegg Ltd. St. Gall

Mechanical weaving



*Plain, fancy figured, printed and embroidered fabrics
for curtains, dresses and lingerie
Goods manufactured from cotton, rayon and staple fibre
moreover
scarves, shawls, collars, jabots, ready-made wear for ladies and men*

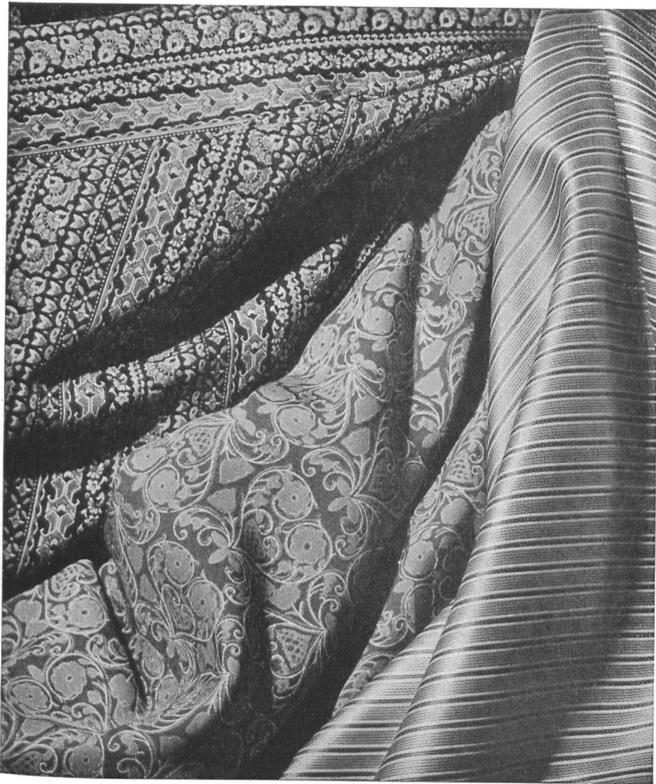
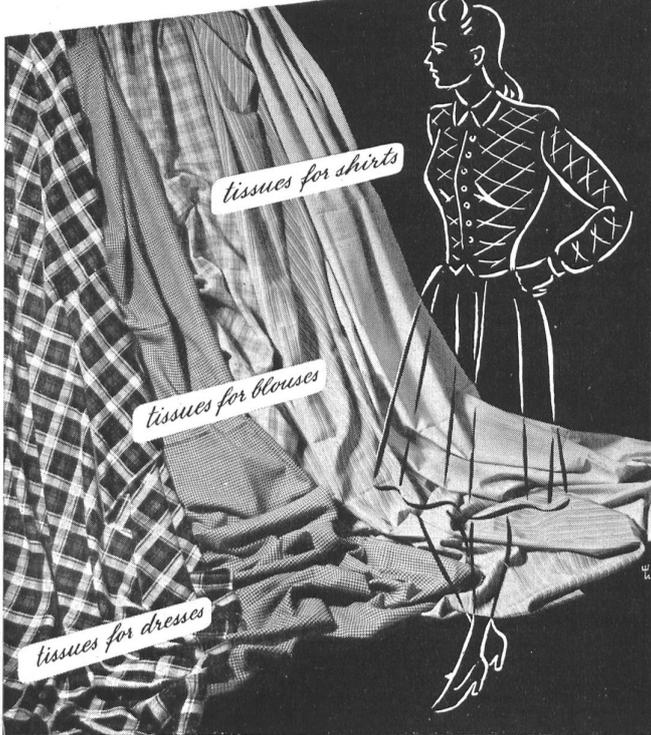
H. LEEMANN & CO LTD. + ZÜRICH
SILK WEAVING

Dress materials

Umbrella fabrics

Neckties fabrics

Ltd. A. & R. Moos
Weisslingen/Zurich



Teweba

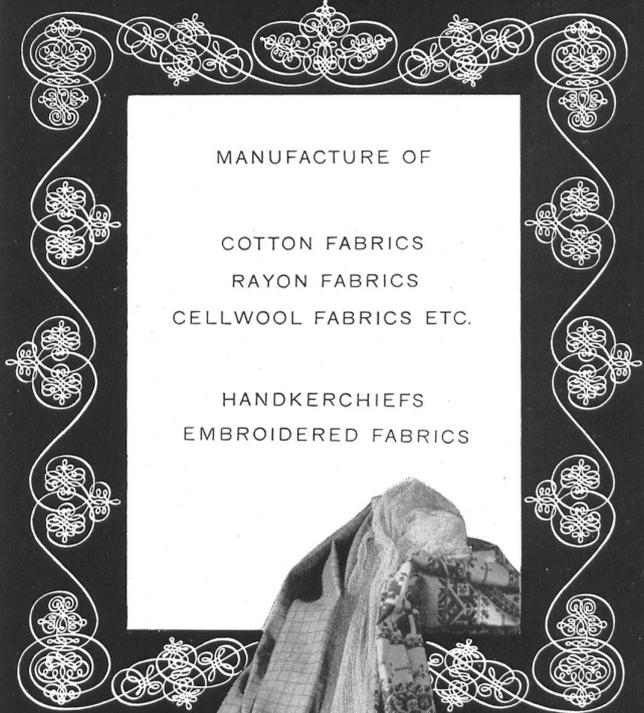
fabrics of cotton, staple fibre, rayon, bleached, dyed, printed.

SCHLEGEL & Co. Nachfolge Textilwerke A. G. BASLE

Christian Fischbacher Co. St. Gall

125

YEARS FISBA PRODUCTS OF HIGH QUALITY



MANUFACTURE OF
COTTON FABRICS
RAYON FABRICS
CELLWOOL FABRICS ETC.
HANDKERCHIEFS
EMBROIDERED FABRICS



HONIGER-LAMTER

METTLER & CO. LTD. ST. GALL

Manufacturers of cotton and rayon piece goods plain and printed

199 years textile tradition



WEBEREI AZMOOS

Jacquard fabrics all kinds in cotton, wool, rayon and staple fibre

*Cotton stuffs of all kinds
Technical fabrics
Turkish towels*



VEREINIGTE WEBEREIEN SERNFAL ENGI GLARUS

Baerlocher & Co

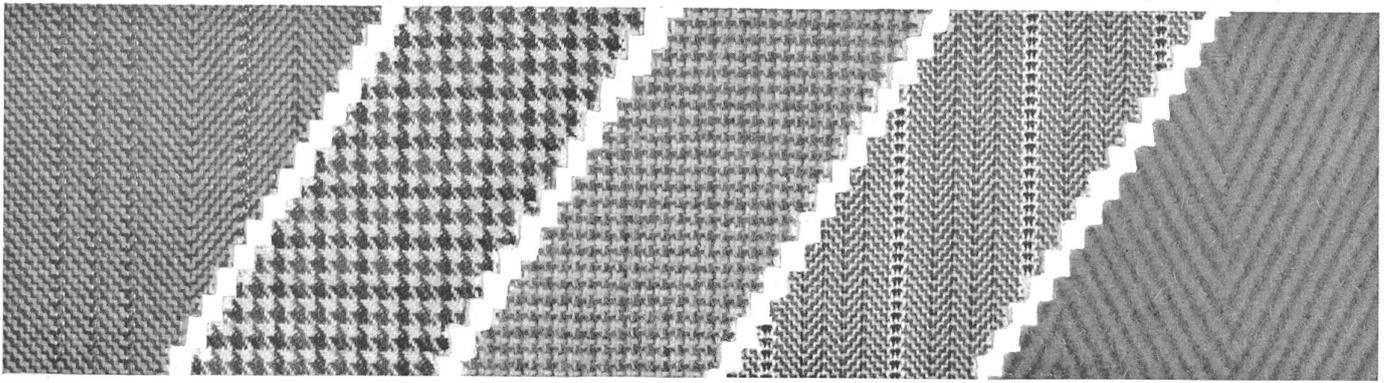
RHEINECK
(ST. GALL)



75 YEARS
MANUFACTURERS
EXPORTERS

1868 - 1943

- ORGANDIES PLAIN, PRINTED, CLOQUÉS
- BATISTES
- VOILES, MARQUISSETTES FOR CURTAINS
- POPELINES
- HANDKERCHIEFS
- DEPT. R.: RAINCOATS



Filatures Réunies de laine peignée de Schaffhouse et Derendingen
A DERENDINGEN NEAR SOLEURE

Weaving department : LADIES' AND GENT'S NOVELTY FABRICS

*Printed
table clothes*

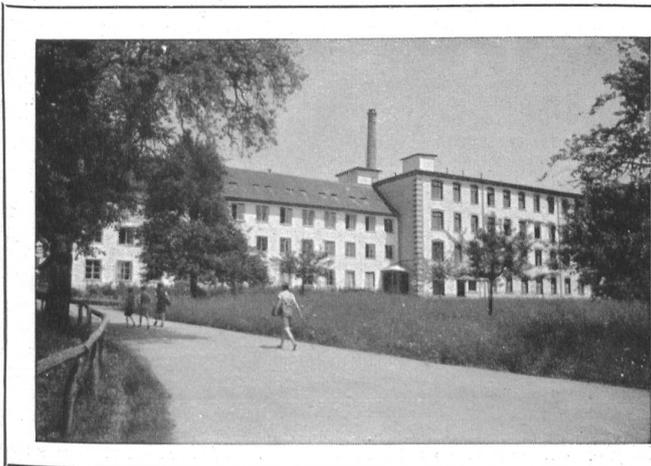
FOR
APARTMENTS
VERANDA
AND
GARDENS

**WINZELER, OTT
& C^{IE} LTD
WEINFELDEN**

DYERS · PRINTERS · FINISHERS
EXPORT

**THE RUTI WOOL
WEAVING Co. Ltd.**

Ruti
GLARIS



APPENZELLER-HERZOG & Co.

WOOL AND RAYON WEAVERS

STAEFA near ZURICH

Plain and fancy fabrics in rayon and staple-fibre

Linings and shirtings for men's wear

Tea-cloths

WOOLLEN FABRICS

for ladies' dresses and coats

INDEX OF ADVERTISERS AND FIRMS CONTRIBUTING TO THE EDITORIAL FEATURES OF THIS NUMBER
INDICE DE LOS ANUNCIADORES Y DE LAS CASAS MENCIONADAS EN LAS PAGINAS DE LOS TEXTOS

BUTTONS — BOTONES

Richard Guyer & Co., Zurich	43, 73
Kaspar Humbel, Uetikon a. See	43, 73

COTTON FABRICS — TEJIDOS DE ALGODÓN

Emil Anderegg Ltd., St-Gall	92
Weberei Azmoos, Azmoos	94
Jacob Baenziger Ltd., St-Gall	91
Baerlocher & Co., Rheineck	94
Les Fils de Adolf Fenner, Zurich	81
Christian Fischbacher Co., St-Gall	93
Carl Gorini, St-Gall	90
Grieder & Co., Zurich	85
Haas & Co., Zurich	89
J. Kreier-Baenziger's Erben, St-Gall	74
Mettler & Co. Ltd., St-Gall	94
Ltd. A. & R. Moos, Weisslingen	93
Reichenbach & Co., St-Gall	91
Gottfried Schaeerer, Zurich	74
Schlegel & Co., Basle	93
Weberei Sirmach, Sirmach	84
Stoffel & Co., St-Gall	90
Taco Ltd., Zurich	85
Vereinigte Webereien Sernftal, Engi	94
Hugo Wachs & Co., St-Gall	75

EMBROIDERIES AND LACES — BORDADOS Y ENCAJES

Bischoff & Muller Ltd., St-Gall	19
C. Forster-Willi & Co., St-Gall	18, 27, 33, 79
Robert Halter Ltd., St-Gall	76
Theodor Locher, St-Gall	75
E. Mettler-Muller Ltd., Rorschach	32, 76
Jul. Michel & Co., Zurich	31, 76
A. Naef & Co., Flawil	24, 75
Neuburger & Co. Ltd., St-Gall	29
Reichenbach & Co., St-Gall	24, 91
Jacob Rohner Ltd., Rebstein	35
Sailer & Schönsleben, St-Gall	74
Walter Schrank & Co., St-Gall	18, 19, 25, 30, 77
The Union Co. Ltd., St-Gall	76
Hugo Wachs & Co., St-Gall	34, 75

HANDKERCHIEFS — PAÑUELOS

Baerlocher & Co., Rheineck	94
Christian Fischbacher Co., St-Gall	36, 93
Josef Heeb Ltd., Appenzell	32, 74
J. Kreier-Baenziger's Erben, St-Gall	30, 74
Sailer & Schoensleben, St-Gall	29, 74
Gottfried Schaeerer, Zurich	74
Walter Schrank & Co., St-Gall	77
Stoffel & Co., St-Gall	90
The Union Co. Ltd., St-Gall	76
Hugo Wachs & Co., St-Gall	32, 75

KNITWEAR AND JERSEYS — PRENDAS DE PUNTO Y JERSEYS

Geiser Ltd., Huttwil	41, 77
Handschin & Ronus Ltd., Liestal	6, 13, 39, 78
His & Co. Ltd., Murgenthal	40, 78
Hochuli & Co., Safenwil	38, 78
A. Naegeli Ltd., Winterthur	40, 79
Ruegger & Co., Zofingue	40, 78
Ruepp & Co. Ltd., Sarmenstorf	10, 37
Swiss Knitting Co., Zollikofen-Berne	38, 77
Jakob Laib & Co., Amriswil	7

LINEN FABRICS — TEJIDOS DE LINO

Tissages de toiles de Langenthal S.A., Langenthal	11
---	----

NET — TUL

Swiss Net Company Ltd., Munchwilen	24, 25
------------------------------------	--------

READY-MADE CLOTHES — CONFECCIÓN

Haury & Co., St-Gall	34, 42, 81
Jacob Scherrer Ltd., Romanshorn	42, 81

RIBBONS — CINTAS

De Bary & Co. Ltd., Basle	83
W. Sarasin & Co. Ltd., Basle	83
Senn & Co. Ltd., Basle	84
Vischer & Co., Basle	18, 83

SILK, RAYON AND STAPLE-FIBRE FABRICS
TEJIDOS DE SEDA, RAYON Y FIBRANA

Emil Anderegg Ltd., St-Gall	59, 92
Appenzeller-Herzog & Co., Staefa-Zurich	95
Weberei Azmoos, Azmoos	47, 50, 94
Jacob Baenziger Ltd., St-Gall	91
Baerlocher & Co., Rheineck	55, 94

Bosshard-Buhler & Co. Ltd., Wetzikon	Cover III, 53
Rudolf Brauchbar & Co., Zurich	50, 89
Emar Ltd., Zurich	22, 86
Les fils de Adolf Fenner, Zurich	81
Carl Gorini, St-Gall	90
Grieder & Co., Zurich	85
Berthold Guggenheim, Zurich	50, 85
Hugo Gutmann, Zurich	92
Haas & Co., Zurich	52, 89
Heer & Co. S.A., Thalwil	25, 27, 88
Hirzel & Co. Ltd., Zurich	83
H. Leemann & Co. Ltd., Zurich	92
Mettler & Co. Ltd., St-Gall	7, 94
Ltd. A. & R. Moos, Weisslingen	58, 93
Silk Mills formerly Naef Brothers Ltd., Zurich	52, 89
Edwin Naef S.A., Zurich	20, 49, 86
Reichenbach & Co., St-Gall	45, 56, 57, 91
Schlegel & Co., Basle	93
E. Schubiger & Co. Ltd., Uznach	18
Robt. Schwarzenbach & Co., Thalwil	20
Siber & Wehrli Ltd., Zurich	10, 82
Weberei Sirmach, Sirmach	46, 84
Stehli & Co., Zurich	Cover II, 6, 26
Stoffel & Co., St-Gall	9, 11, 48, 90
Strub & Co., Zurich	13, 90
Stünzi Sons Ltd., Horgen	23, 87
Taco Ltd., Zurich	51, 85
Tissage mécanique d'étoffes de soie, Winterthur	58, 86
Tissages de toiles de Langenthal S.A., Langenthal	11
Vereinigte Webereien Sernftal, Engi	47, 94
Hugo Wachs & Co., St-Gall	75
Wagner & Co., Gelterkinden	46, 91
Weisbrod-Zürcher Söhne, Hausen a. A.	85
Wila Silk Mills Ltd., Zurich	84

SQUARES AND SCARVES — CUADRADOS Y ECHARPES

F. Blumer & Cie, Schwanden	60, 82
----------------------------	--------

STAPLE-FIBRE AND RAYON — FIBRANA Y RAYON

Feldmühle Ltd., Rorschach	Cover IV
---------------------------	----------

STRAW BRAIDS — TRENZAS DE PAJA

The Aargau Association of Hatbraid Manufacturers, Wohlen	61
Bertschinger & Co. Ltd., Wohlen	71
M. Bruggisser & Co. Ltd., Wohlen VI	15, 62, 63
Dreifuss Brothers Ltd., Wohlen	70
Jacob Isler & Co. Ltd., Wohlen	65
Georges Meyer & Co. Ltd., Wohlen	67
Jacques Meyer & Co. Ltd., Wohlen	14, 66
Stäger & Co. Ltd., Villmergen	64
Otto Steinmann & Co. Ltd., Wohlen	15, 68, 69

TABLE CLOTHS — MANTELES DE MESA

E. Mettler-Muller Ltd., Rorschach	32, 76
Winzeler, Ott & Co. Ltd., Weinfelden	55, 95

WATCHES — RELOJES

Fabrique des Montres Doxa, Le Locle	44, 73
-------------------------------------	--------

WOOLLEN FABRICS — TEJIDOS DE LANA

Appenzeller-Herzog & Co., Staefa-Zurich	95
Les Fils de Adolf Fenner, Zurich	81
Filatures réunies de laine peignée de Schaffhouse et Derendingen, Derendingen	5, 9, 11, 95
Grieder & Co., Zurich	85
Maria Haldi, Zurich	10
The Rüti Wool Weaving Co. Ltd., Rüti	13, 95

YARNS — HILOS

Bäumlin, Ernst & Co., St-Gall	79
Ernst Brachler, Zurich	54, 79
Société Industrielle pour la Schappe, Basle	72
Zwicky & Co., Wallisellen	80

DYEING — PRINTING — FINISHING
TINTURA — ESTAMPADO — APRESTO

Aktiengesellschaft Cilander, Herisau	
Dyeing, Printing & Finishing Co., Clavel & Lindenmeyer Ltd., Basle	
Färberei Schlieren A. G., Schlieren	
Heberlein & Co. A. G., Wattwil	
Piece Dyeing Works Ltd., Basle	
Raduner & Co. A. G., Horn	
Schütze & Co., Zurich	
Textile Works Blumenegg Limited, Goldach	
United Dyeing and Finishing Works Ltd., Thalwil & Zurich	
Wollfärberei Bürglen Dr. Jakob Kunz A. G., Bürglen	
Zwicky & Co., Wallisellen	80

*Rosshard-Bühler
& Co Ltd.*

WETZIKON (ZURICH)



Artificial Silk
Staple Fibre
FELDMUHLE LTD. RORSCHACH (SWITZERLAND)

