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**Heft:** 2

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LTD. COMP. FORMERLY **W. ACHTNICH & CO.**  
WINTERTHUR (Switzerland)

FOUNDED IN 1887



BERLINGEN & WINTERTHUR  
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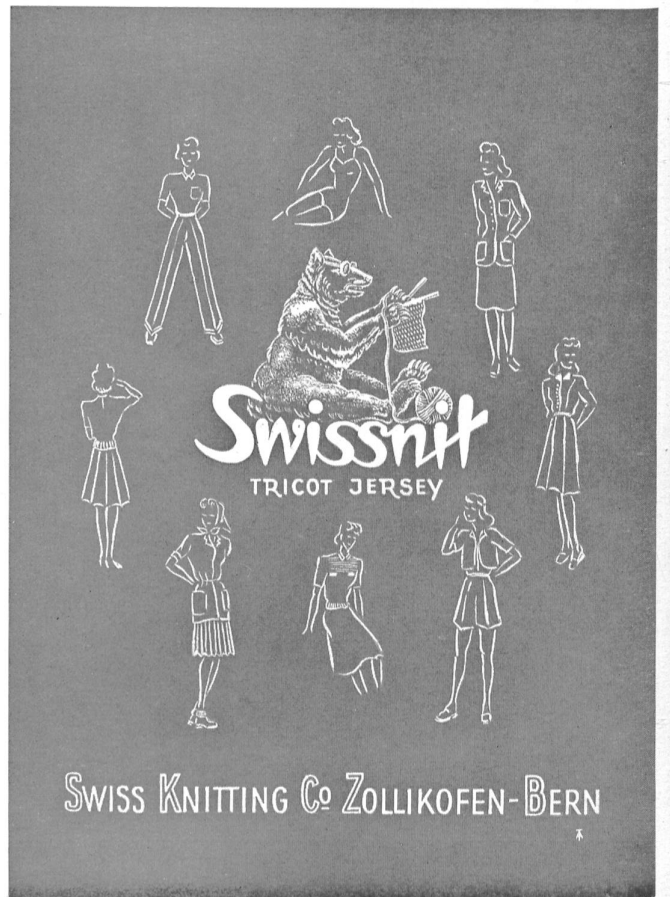
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and  
Gents' Underwear

**OPAL**  
TRICOT

Trade Marks

*Opaline*  
FIXCOLOR

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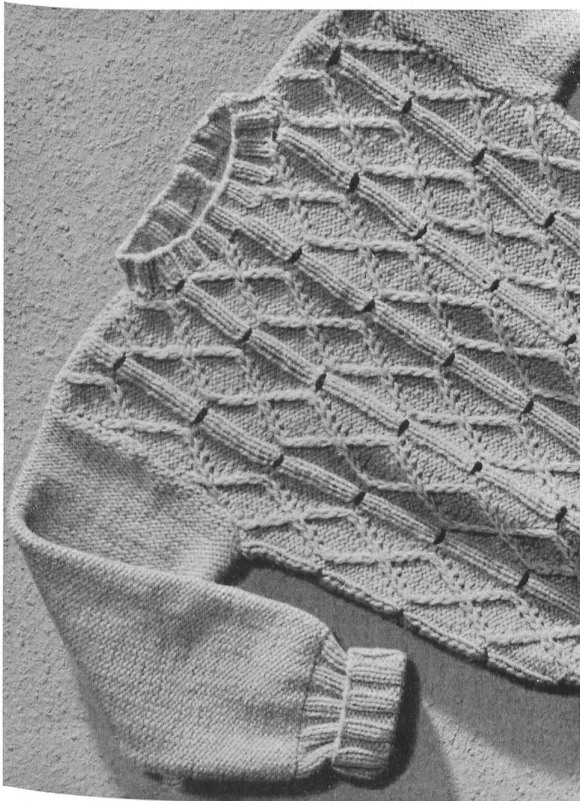
World famous mark of 50 years' standing

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Knitted Underwear  
for ladies and children*

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Berne*

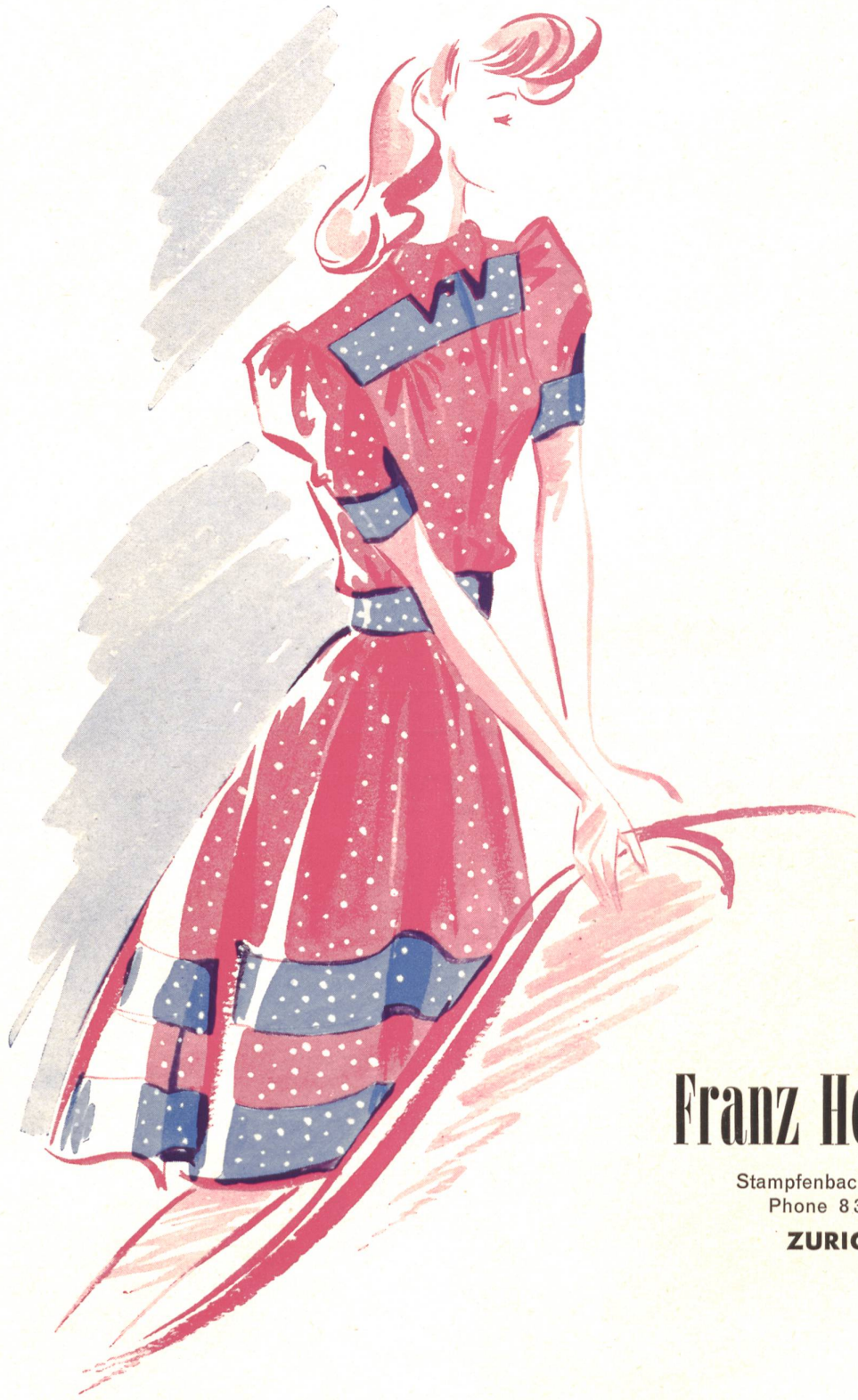
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FABRICATION SUISSE

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The „Hocosa“ mark.

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*Amriswil*

MAX HEINZELMANN & Co.

ST. GALL

CLOTHING FOR LADIES

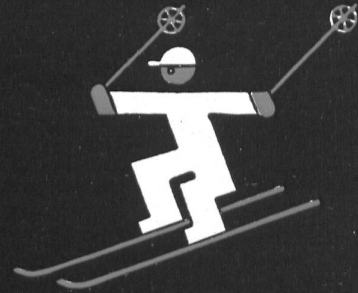
DRESSES

BLOUSES

JERSEY-JACKETS

JERSEY-SKIRTS

MANUFACTURE AND EXPORT



**E. KNEUBÜHLER**

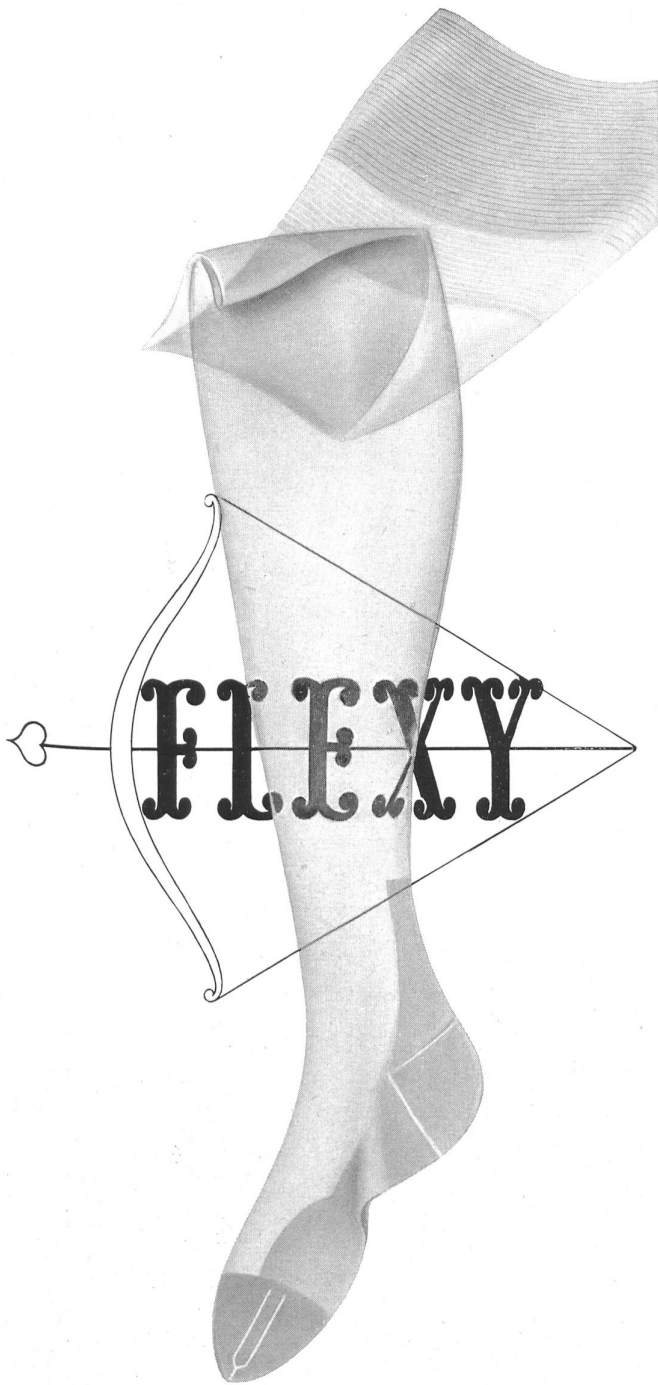
ZOFINGEN (Suisse)

Manufacturers of Sports Clothing and Coats

Manufacture de vêtements sport et manteaux

Sportkleider- und Mäntelfabrik

Sportkleding- en mantelfabriek



**Never two without three !**

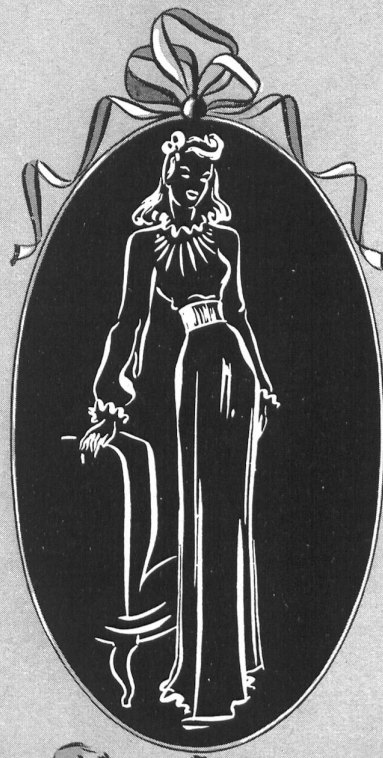
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For several decades, we have been manufacturing all kinds of dainty and practical knitwear goods. Best quality products.



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SWISS COTTON GOODS  
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PRINTED AND EMBROIDERED  
NOVELTIES IN HANDKERCHIEFS

SQUARES

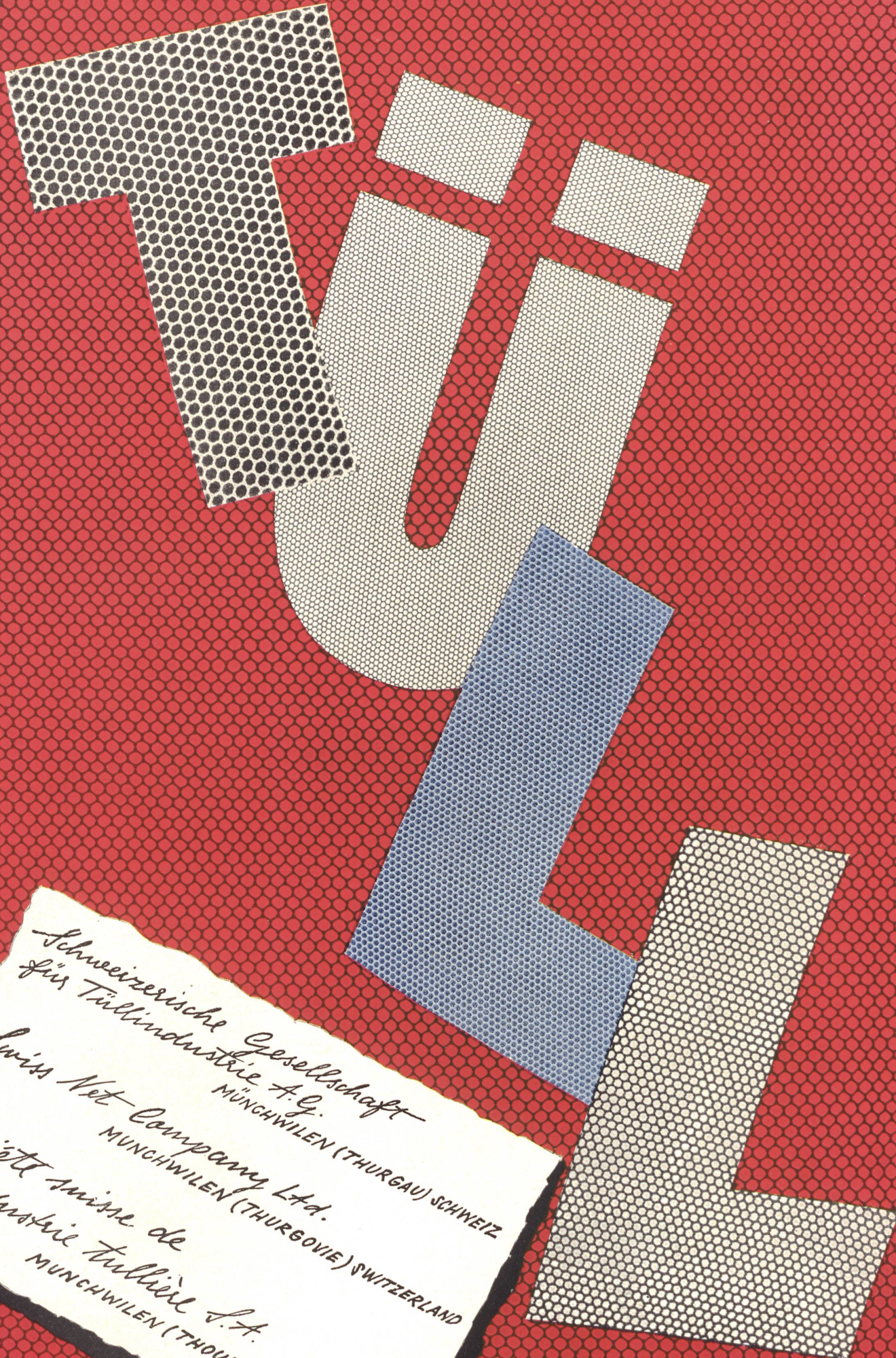


**HANDKERCHIEFS**  
**EMBROIDERIES**

BRODERIE LINGERIE  
*ED. Sturzenegger*  
A. G.

ST-GALL (Switzerland)





*Schweizerische Gesellschaft  
für Tüllindustrie A.G.  
MÜNCHWILEN (THURGAU) SCHWEIZ*

*Swiss Net Company Ltd.  
MUNCHWILEN (THURGOVIE) SWITZERLAND*

*Société suisse de  
l'industrie tulleil S.A.  
MUNCHWILEN (THOURGOVIE) SUISSE*



# WALTER SCHRANK & Co

ST. GALL (SWITZERLAND)

## Wasco

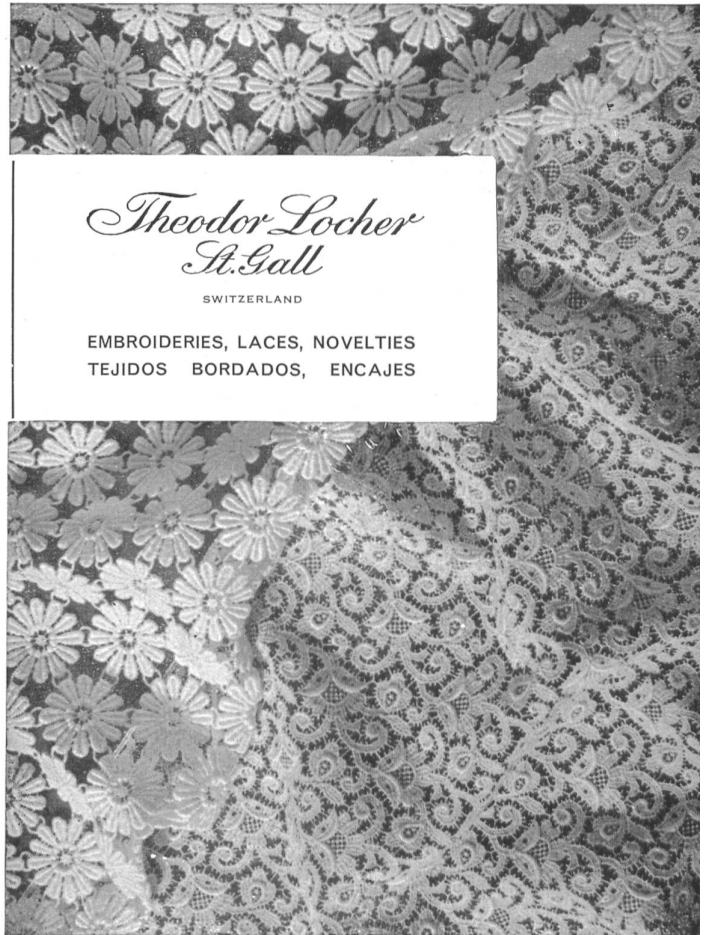
MANUFACTURERS AND EXPORTERS

OF EMBROIDERED

MATERIALS FOR DRESSES,

NET AND GUIPURE- LACE- NOVELTIES,

EMBROIDERED HANDKERCHIEFS



## 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

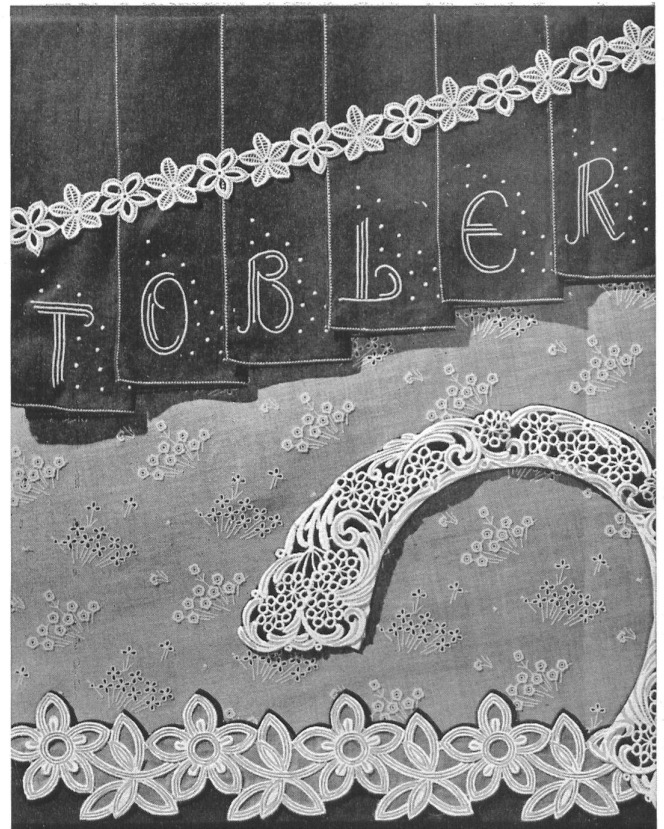
LACE MANUFACTURES  
ESTABLISHED 1894





*The Union Co. Ltd.,  
St. Gall  
Embroideries  
Handkerchiefs  
Laces*

*F. Sch.*

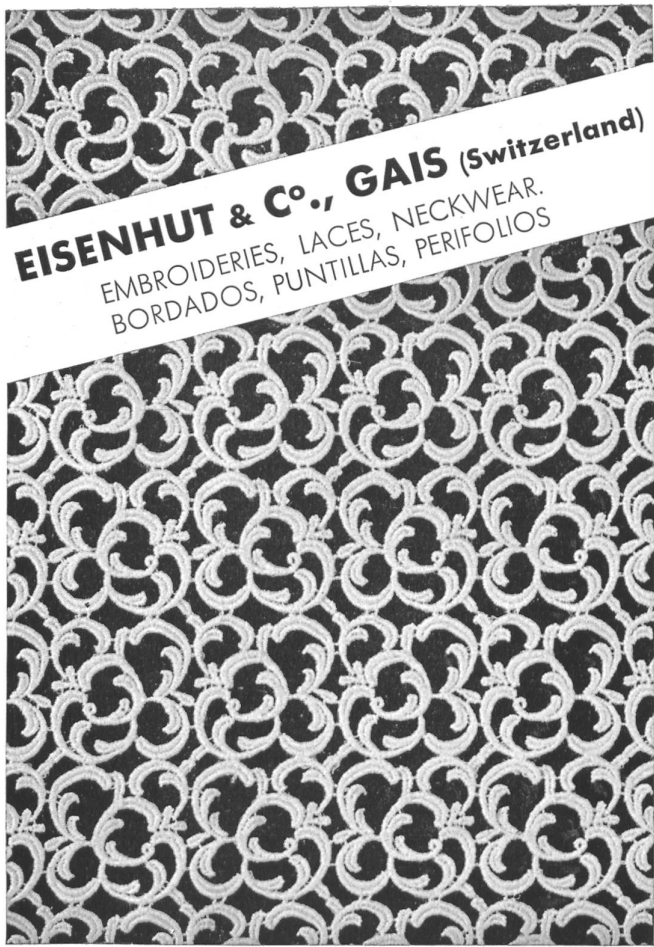


**TOBLER BROTHERS & Co.**  
Succrs. LTD.  
Teufen (Switzerland)

LACES  
EMBROIDERIES  
HANDKERCHIEFS

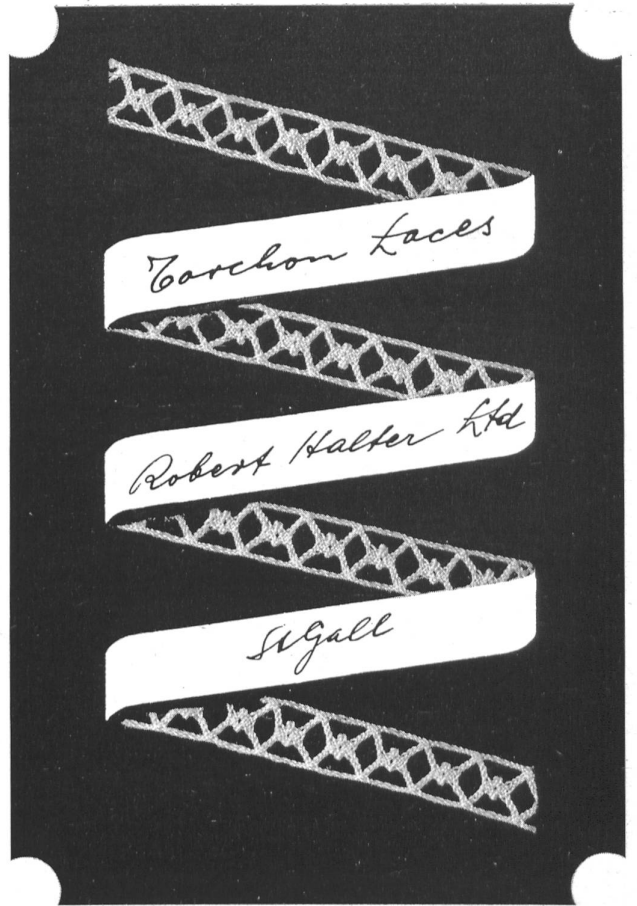


*A. Naef & Cie  
Flawil (St. Gall)*



**EISENHUT & Co., GAIS (Switzerland)**

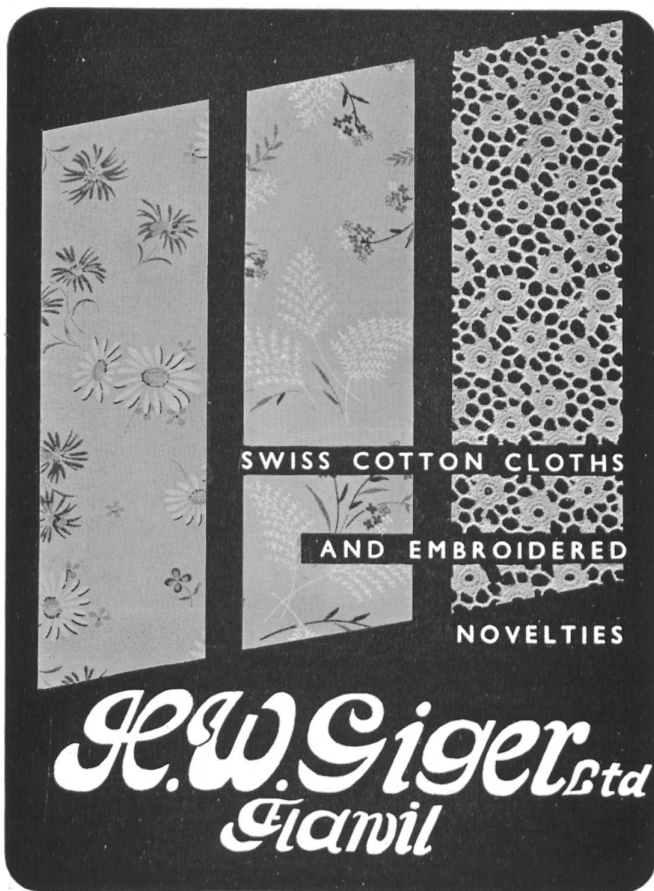
EMBROIDERIES, LACES, NECKWEAR.  
BORDADOS, PUNTILLAS, PERIFOLIOS



*Carillon Laces*

*Robert Halter Ltd*

*St Gall*

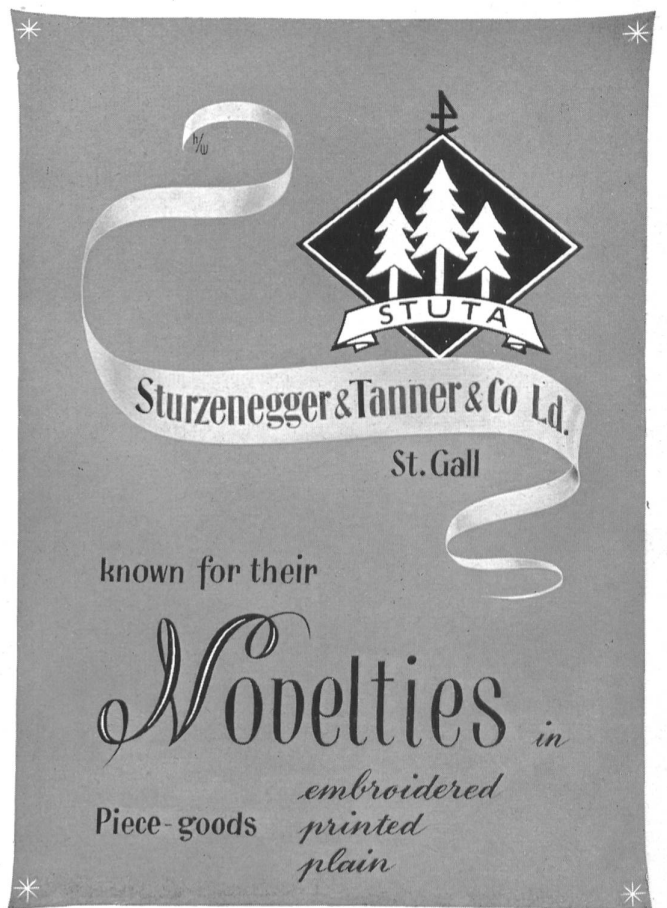


SWISS COTTON CLOTHS

AND EMBROIDERED

NOVELTIES

**J.W. Siger Ltd**  
**Glarwil**



Sturzenegger & Tanner & Co Ltd.

St. Gall

known for their

*Novelties* in

Piece-goods *embroidered*  
*printed*  
*plain*



# JOSEPH HEEB A.-G.

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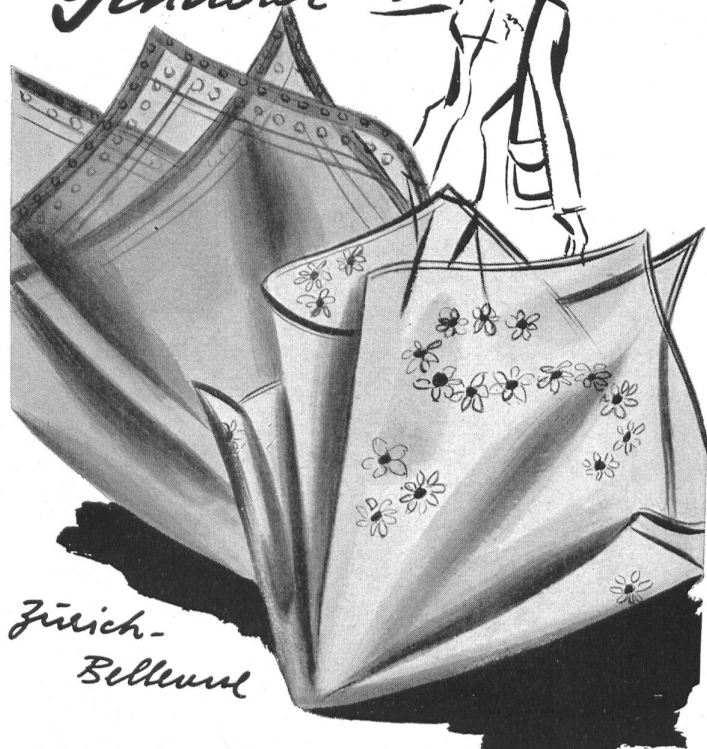
FABRICATION AND EXPORT  
OF HANDKERCHIEFS



## Gottfried Schaerer

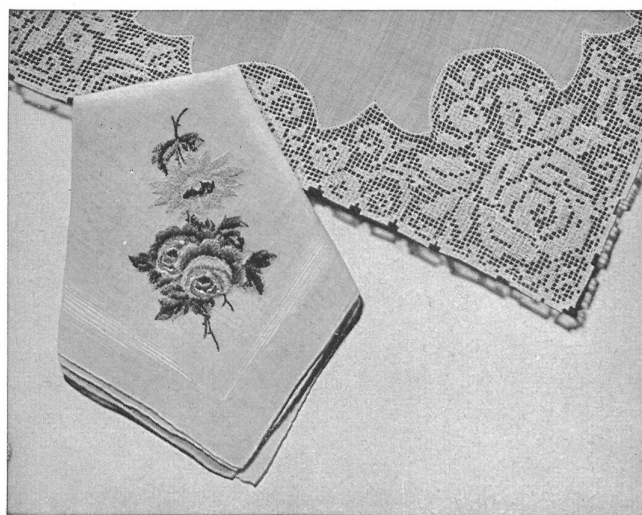


SCHWARZ



Zürich-  
Bellwald

HANDKERCHIEFS ORGANDIE OPAL - CURTAINS -  
SHIRTINGS AND RAINCOAT-CLOTHS

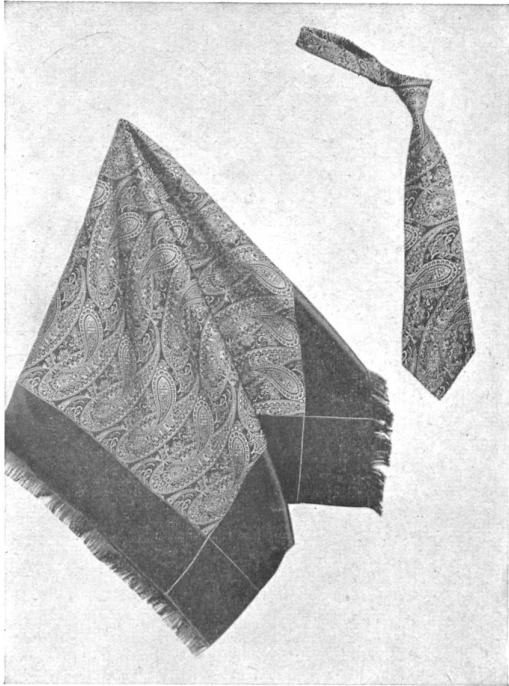


MANUFACTURE AND EXPORT

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

**SAILER & SCHOENSLEBEN**  
ST. GALL





MANUFACTURE OF

**Neck-ties** and **scarves** all kinds

*Leading export firm*

**A. & H. ZIVI LTD., GENEVA**

TISSAGE MÉCANIQUE  
D'ÉTOFFES DE SOIE

**WINTERTHUR**

**Novelties**  
**in silk**  
**artificial silk**  
**and mixed fabrics**



*F. Blumer & C<sup>ie</sup>*

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*Schwanden (Glaris)*

SWITZERLAND

**Squares**  
**Scarves**

NOVELTIES IN PRINTED

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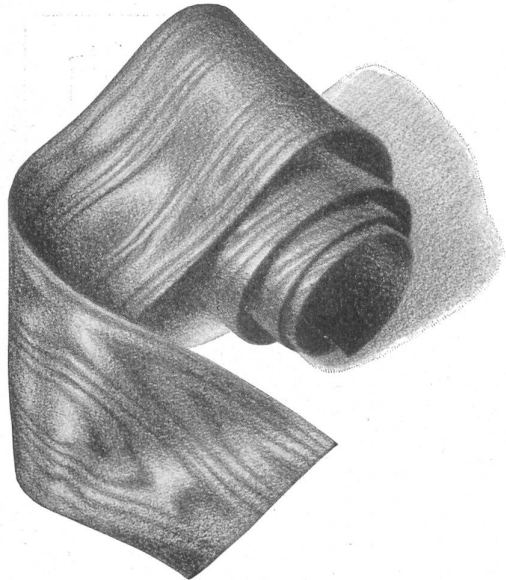


**EXPORT**  
of  
**QUALITY**  
**RIBBONS**

*since*  
*2 Centuries*

**DE BARY & C<sup>o</sup> Ltd.**  
**MANUFACTURE OF RIBBONS**


**BASLE** FOUNDED 1723  
(SWITZERLAND)



**W. SARASIN & C<sup>o</sup> Ltd**  
**BASLE**

*Ribbons of any description*

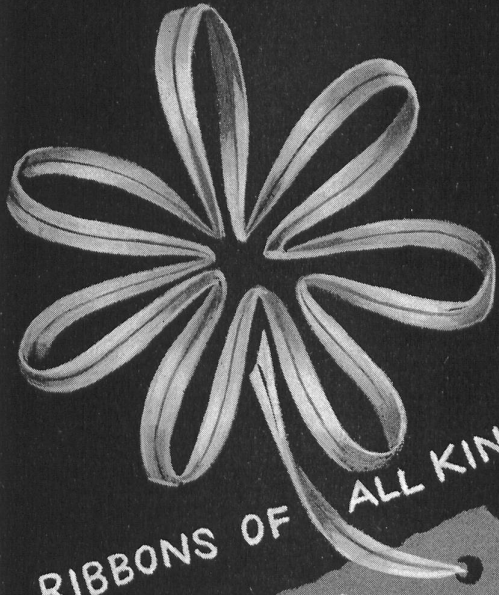
Ribbons  
Velvet Ribbons  
Scarves



Trademark

**VISCHER & C<sup>ie</sup>**

Basle I (Switzerland)  
Founded 1713

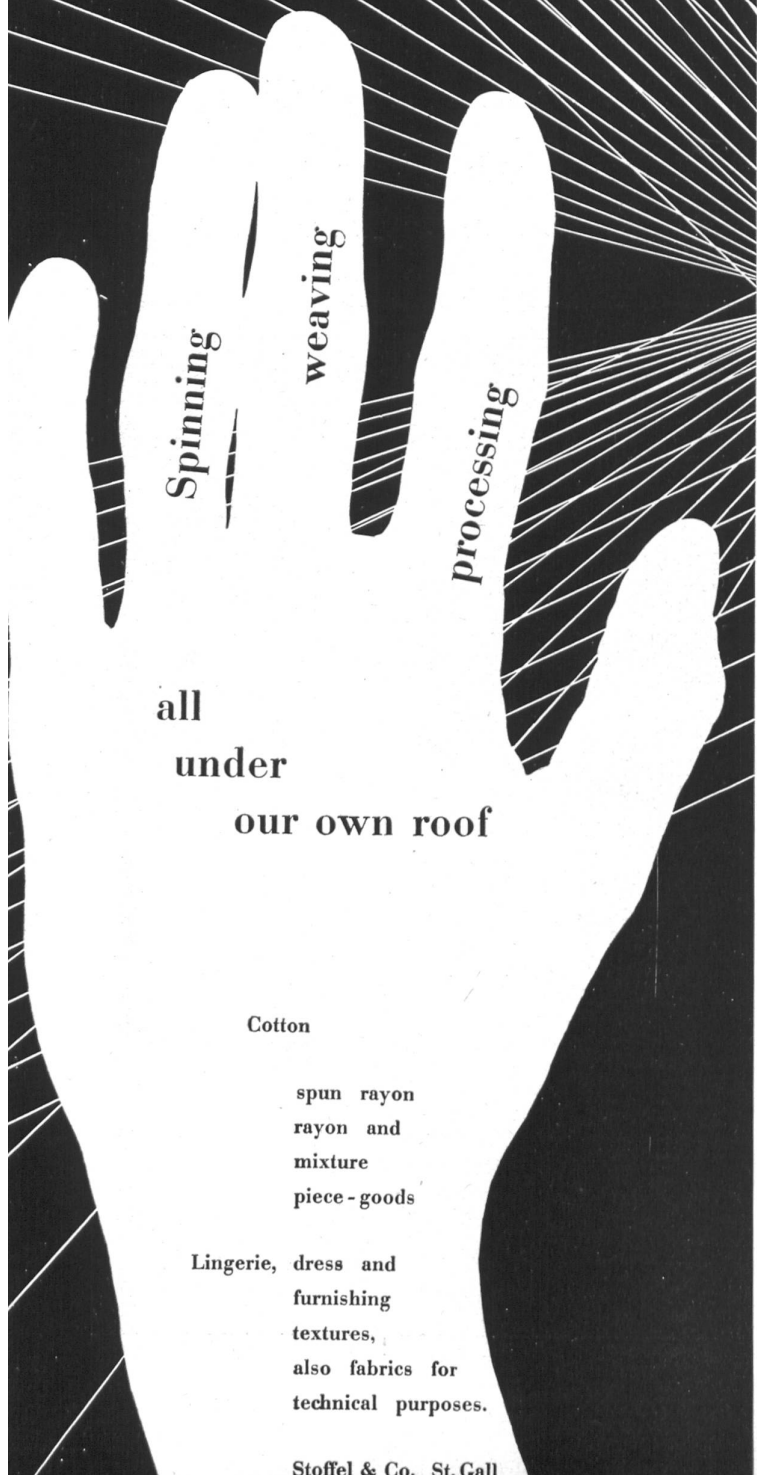
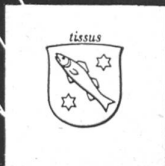


SCHWARZ

RIBBONS OF ALL KINDS

*Bally*  
*Brothers Ltd.*  
SCHOENENWERD  
SWITZERLAND

Stoffels



Spinning

weaving

processing

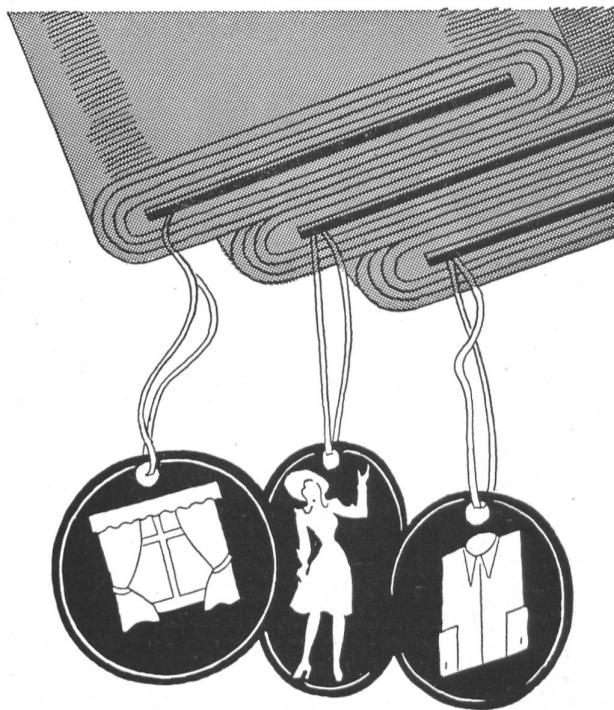
all  
under  
our own roof

Cotton

spun rayon  
rayon and  
mixture  
piece - goods

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

Stoffel & Co. St. Gall



VOILES - MOUSSELINES - POPELINES

Charles Gorini

ST - GALL (SWITZERLAND)

Fenner

LES FILS DE ADOLF FENNER

ZURICH  
Founded 1873

Woollen fabrics  
Silk fabrics  
Novelties



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STAUFFACHERQUAI 46

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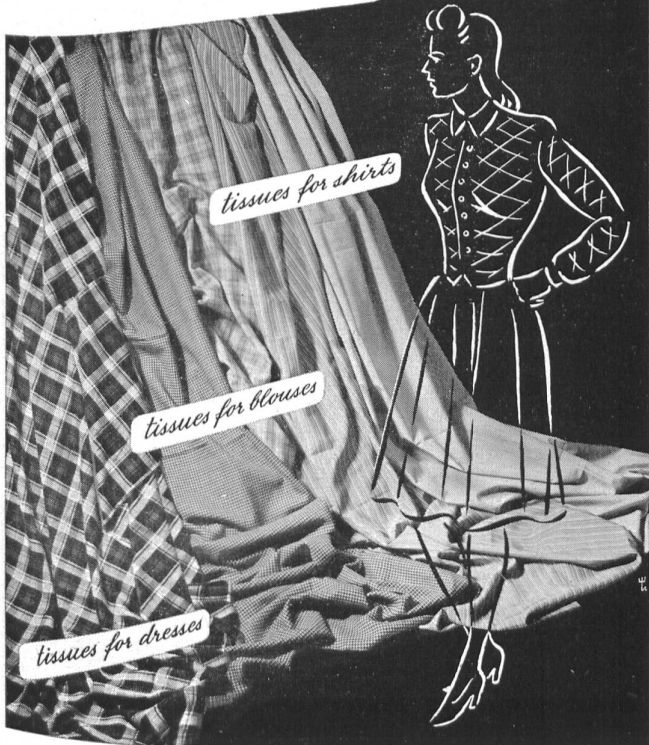
*Ltd. A. & P. Moos  
Weisslingen/Zurich*



*tissues for shirts*

*tissues for blouses*

*tissues for dresses*



  
**HAUSAMMANN & Co**  
*Winterthur*

FABRICS FOR DRESSES AND SOFT FURNISHINGS  
TEJIDOS PARA VESTIDOS Y TAPICERIA



*Haas & Co*  
*Zurich*

15, BLEICHERWEG

*Novelties*

IN

PRINTED AND PLAIN

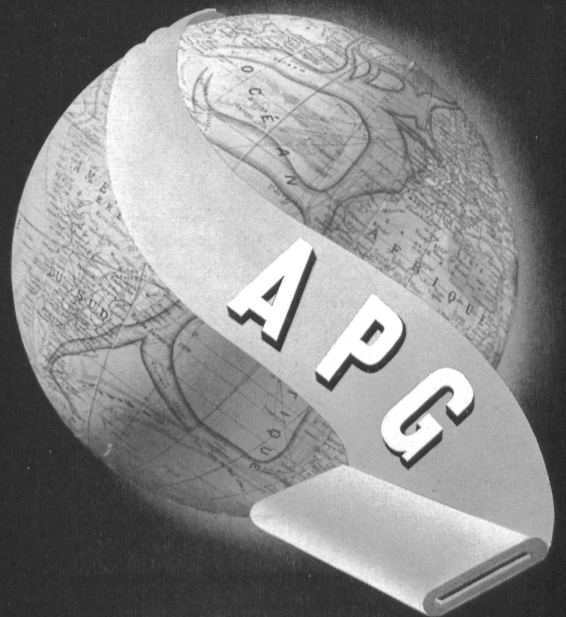
RAYON AND STAPLE-FIBRE FABRICS

**EUGSTER & HUBER**  
**ST. GALL**

Plain, printed, embroidered

**PIECE GOODS**

for dresses, blouses, lingerie  
curtains etc.



**Arthur Porgès, Geneva**

Fabrics for the decorations - Finely woven fabrics

Voiles - Marquisesettes - Organdies

Batistes - Poplins - Plumetis



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« Swiss Industry and Trade », an export trade journal :

Surveys Switzerland's economic situation and development ; gives general information concerning her industry, trade and national life. Issued three times yearly in English, French, German and Spanish.

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## The Textile Industries at the 28th Swiss Industries Fair in Basle (April 22nd - May 2nd 1944)

The textile industries, highly developed in Switzerland for many centuries, have always constituted one of the most important factors of Swiss economic life. Not only do they meet a major part of the demand on the home market, but — together with other branches of trade and industry — they also contribute widely to the Swiss export trade. Thanks to the progress they constantly achieve, the quality of their products has always answered perfectly to the demands made upon them and arising from their world-wide reputation. In these difficult times, these industries stand out by the various changes in, and adaptations of, manufacturing processes which external conditions have obliged them to adopt. To this, the very imposing display, well worthy of Switzerland's most important industrial exhibition, will testify at the 28th Swiss Industries Fair.

The textile section — a kaleidoscopic sequence of yarns, fabrics and manufactured goods — will enable one to realize, on seeing a number of new models and recent creations born of modern exigencies and the raw material shortage, not only the quality of traditional and long esteemed products, but also, to a large extent, what qualities of application, professional conscientiousness, inherited skill and artistic sense, the manufacturers, craftsmen and workers of the textile branch possess.

The textile section at the forthcoming Fair will be considerably enriched by the compact group of exhibits presented by Swiss manufacturers of textile machinery. This innovation answers to a wish often expressed and studied by trade circles, namely, that this branch of Swiss industry, of long-standing repute abroad, should be represented at the Basle Fair as befits its importance.

Here is a list of the chief products of the textile branch to be exposed at Basle :

Embroidery and knitting yarns, all kinds of woollen yarns, linen threads, mending cotton, artificial fibres, etc.

Strings, packing strings, strappings, ropes, etc.

Pure linen and mixture fabrics, rayons, sanforized fabrics, woollen fabrics, mixture fabrics, staple fibre, jersey fabrics, curtain, upholstery and soft furnishing fabrics, proofed fabrics, American cloths, medical dressings, industrial fabrics, etc.

Blankets, carpets and mattresses.

Embroideries, knitwear and haberdashery.

Ready-made wear, sports wear and work clothing.

Household linen.

Underwear for ladies, men and children.

Scarves, aprons and overalls, blouses, neck-ties, bags, caps, stockings, walking sticks and umbrellas, footwear and leather goods.

Sewing-machines, dressmaker's accessories, buttons, buckles, etc.

This section of the Swiss Industries Fair in Basle will certainly attract customers, both from abroad and the home market, and will thus enable an important branch of Swiss economy, which includes some of the oldest and most deservedly famed crafts and industries of the country, to weather a difficult period.

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## La participación de las industrias del textil en la 28ª Feria Suiza de Muestras en Basilea (22 de abril al 2 de mayo 1944)

Las industrias del textil, tan desarrolladas en Suiza desde siglos, han constituido siempre uno de los más importantes grupos de la economía helvética. No cubren sólo lo esencial de las necesidades internas, sino que también tienen, con otras industrias, gran participación en las exportaciones suizas. Merced a los progresos constantes que realizaban, han satisfecho, en todo tiempo, por la calidad de su producción, las exigencias derivadas de su reputación internacional. En nuestra época difícil, se han distinguido, en este respecto, por diversas modificaciones y adaptaciones de la producción, impuestas por las circunstancias. Y esto es lo que una participación imponente, digna de la más importante manifestación industrial de Suiza, permitirá comprobar claramente en la 28ª Feria Suiza de Muestras.

La exposición de las industrias textiles, que ofrecerá a la vista una serie kaleidoscópica de hilados, tejidos y géneros confeccionados, permitirá darse cuenta excelente, a vista de una cantidad de creaciones nuevas, no sólo de la calidad de productos tradicionales, estimados desde hace mucho tiempo, y de creaciones recientes, nacidas de nuevas necesidades y de la penuria de materias primas, sino también, y en gran escala, de la aplicación, de la conciencia profesional, de la experiencia atávica y del gusto en la ejecución, de los industriales, artesanos y obreros de los ramos textiles.

La participación de las industrias textiles en la Feria que, está para abrirse, será enriquecida considerablemente con la participación compacta de las fábricas suizas de máquinas textiles. Esta innovación responde al deseo examinado a menudo por los círculos profesionales interesados, que este ramo de la producción industrial suiza, siempre tan apreciada en el extranjero, se presenta en la Feria Suiza de modo adecuado a su importancia.

He aquí una lista de los principales productos del ramo textil que serán exhibidos en Basilea :

Hilos para el bordado y obra de punto ; hilos de lana de toda clase ; hilos de lino, hilos para zurcir ; fibras artificiales, etc. Bramantes de embalaje, guitas ; cinchas, cordelería, etc.

Tejidos de lino puro y mezclado ; rayón, tejidos sanforizados ; tejidos de lana, tejidos mixtos ; lana artificial, tejidos jersey, tejidos para cortinas, tejidos para muebles, tejidos para el decorado ; telas impermeables, telas de hule ; tejidos sanitarios ; tejidos para usos industriales, etc.

Mantas, tapetes y colchones.

Bordado, obra de punto y bonetería.

Géneros de confección, de deporte y de trabajo.

Ropa de casa.

Ropa interior para señoras, caballeros y niños.

Echarpes, delantales, blusas, corbatas, sacos, gorras, medias, bastones y paraguas ; calzado y tafiletería.

Máquinas de coser, accesorios para la costura, botones, hebillas, etc.

Esta participación en la Feria Suiza de Muestras en Basilea, atraerá, ciertamente, la atención de los clientes, los del extranjero como los del mercado interior, y permitirá así a un ramo de la economía suiza, que comprende algunas de las industrias más antiguas del país y más justamente reputadas, subsistir durante una época difícil.



# Feldmühle Ltd., Rorschach

The Feldmühle Ltd., one of the oldest industrial enterprises, are among the leading manufacturers of viscose rayon in Switzerland. In their extensive plants they produce not only the standard lines, but also special high-twist yarns for hosiery and knitting purposes and all kinds of fancy twists for dress fabrics. Furthermore, the Feldmühle possess a separate mill exclusively for the making of crêpe yarns.

One of the Feldmühle's specialities is the manufacture of viscose ribbons as required for braids used in the hat-making industry. The qualities produced by the Feldmühle are in great demand and represent a home-made raw-material more valuable now than ever before.

About three years ago the Feldmühle Ltd. added to their works at Rorschach a plant for the manufacture of rayon staple. The cut fibre is placed at the disposal of the established spinning mills who carry out the spinning process on a basis similar to that for cotton. By taking up this new line the Feldmühle have helped in no small degree to make up for the lack of other textile fibres.

Last not least the Feldmühle are the only firm in Switzerland producing transparent paper. « Cellux » foils are the ideal wrapping paper for every conceivable purpose and also render good service as a raw-material for braids used in the hat-making trade.

In spite of all the difficulties due to war-time conditions, especially in regard to supplies of essential chemicals, the Feldmühle are determined to maintain the principle of producing only goods of the highest quality. As a result their products continue to enjoy an excellent reputation both at home and abroad.



Entre los productores suizos de seda artificial (rayón) y fibrana, la Feldmühle S. A., de Rorschach, como uno de los más importantes, ocupa un puesto destacado. En las amplias y bien instaladas fábricas de esta empresa, se produce, aparte de los corrientes tipos y títulos de seda viscosa, toda clase de hilos especiales: con alta torsión, retorcidos, con buclés, con botones, etc., todos ellos cada vez más solicitados por las fábricas de tejidos así como por la industria calce-tera y de géneros de punto. Además, La Feldmühle dispone de establecimiento propio para la fabricación de hilos crespón.

Las cintillas de paja artificial creadas por la Feldmühle han hallado asimismo aprobación por todas partes, y la demanda por ellas sigue creciendo, puesto que para la fabricación de trencillas para sombreros, bolsas etc. representan apreciada e indispensable materia prima, mayormente en tiempos de guerra.

Desde hace aproximadamente tres años, la Feldmühle viene fabricando también fibrana en copos, proveyendo particularmente a las hilanderías de algodón de este artículo. Con la producción de esta materia prima, la Feldmühle contribuye a posibilitar a las hilanderías indígenas mantener su fabricación durante la guerra.

La Feldmühle, con su departamento « Cellux », es la única productora suiza de películas celulósicas (papel transparente), cuyo artículo se usa no sólo para embalaje, sino que es elaborado también en la industria sombrerera, prestándose muy bien a hacer trencillas.

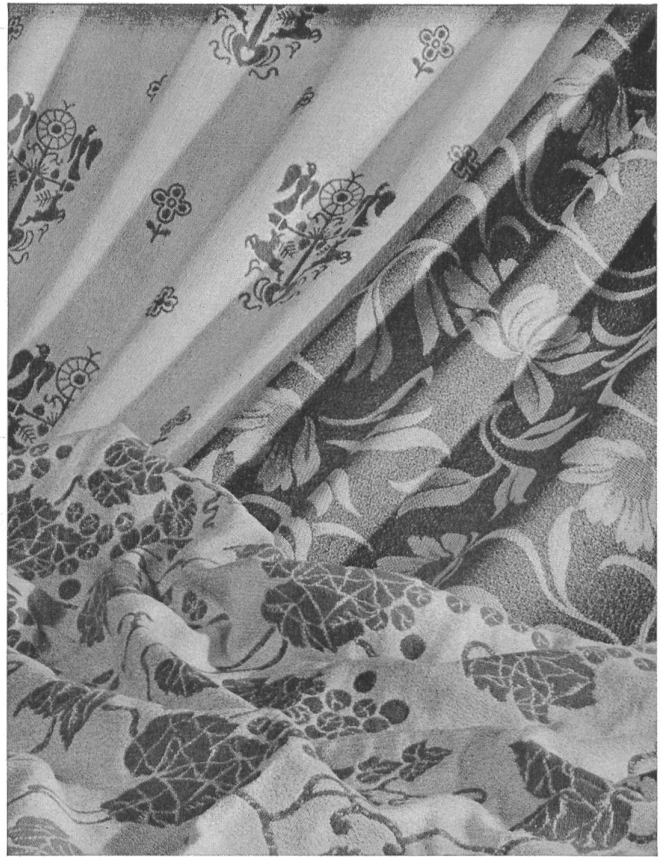
A pesar de la guerra y las múltiples dificultades con que tropieza en el aprovisionamiento de materias primas, la Feldmühle queda fiel a su principio: *Calidad superior de todos los artículos de su fabricación*, y de ahí que sus productos continúan gozando de gran fama, tanto en el propio país como en el extranjero.



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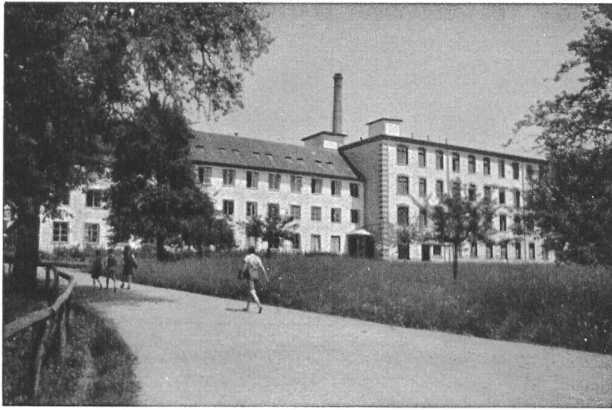
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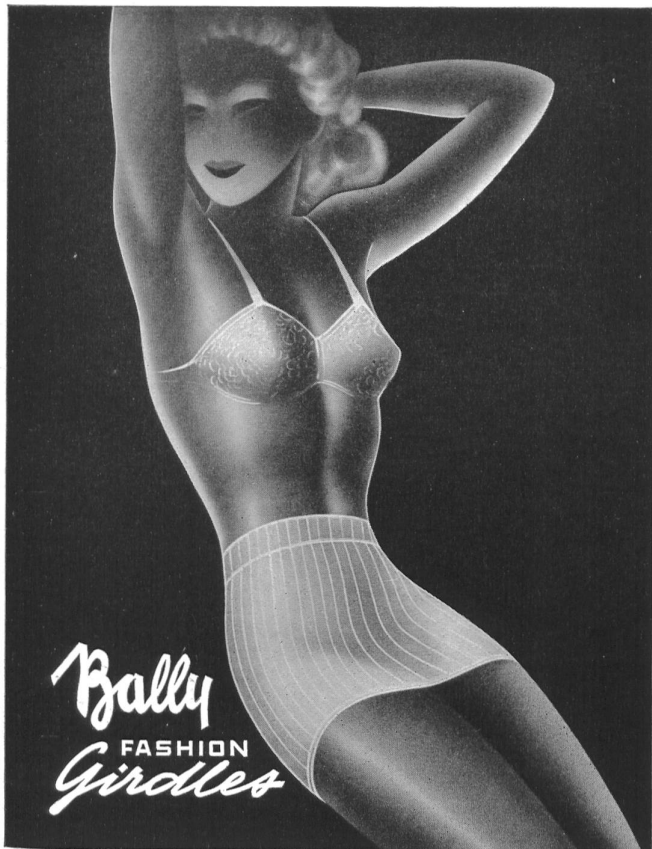
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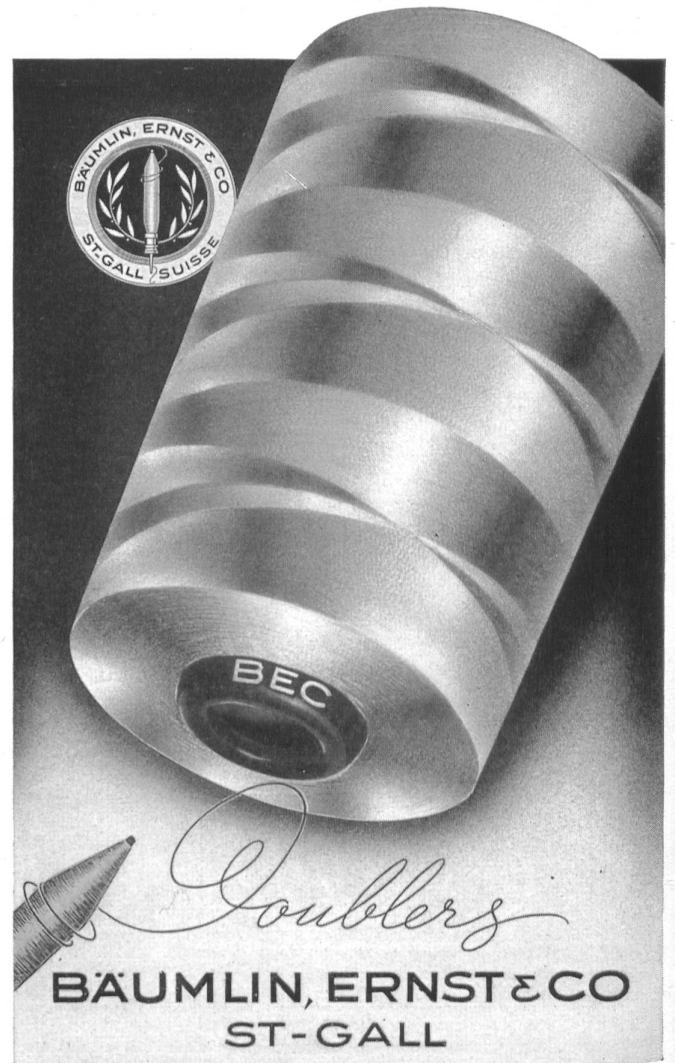


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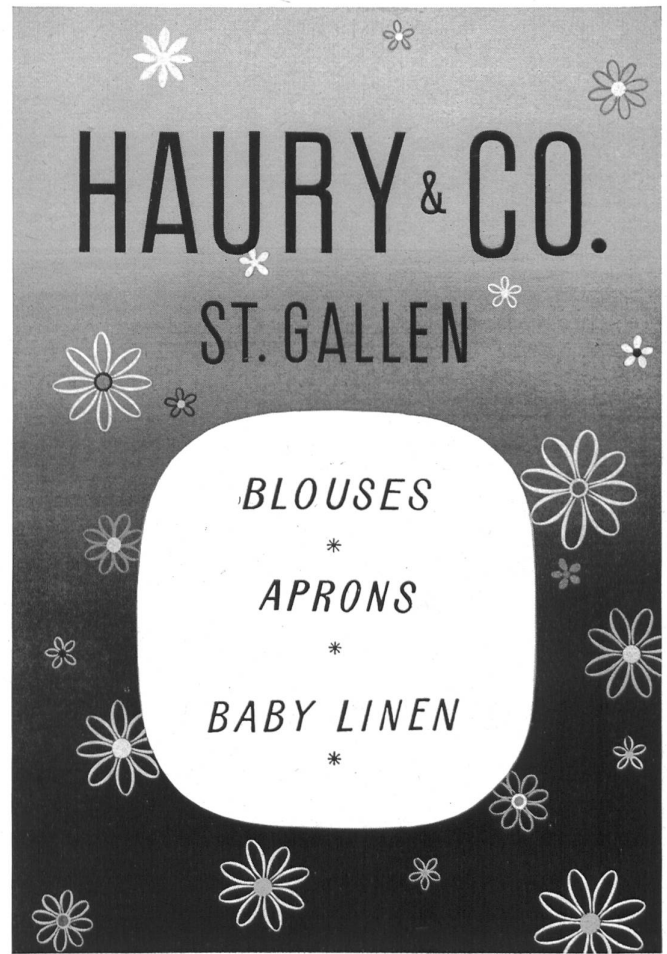
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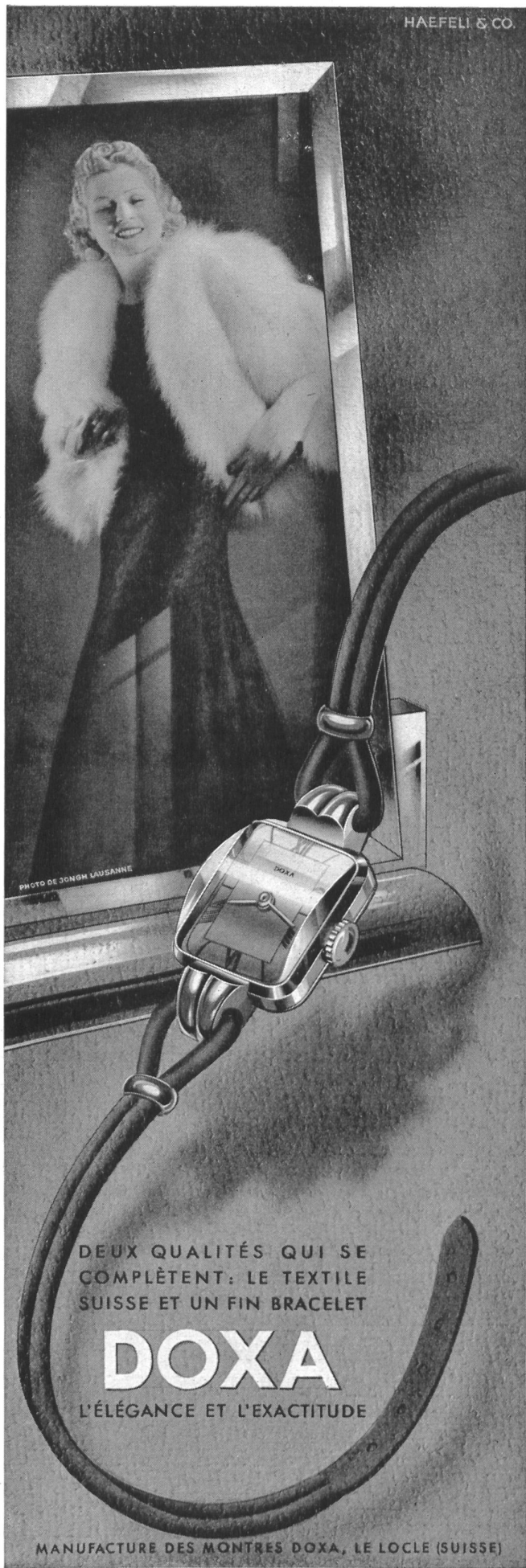
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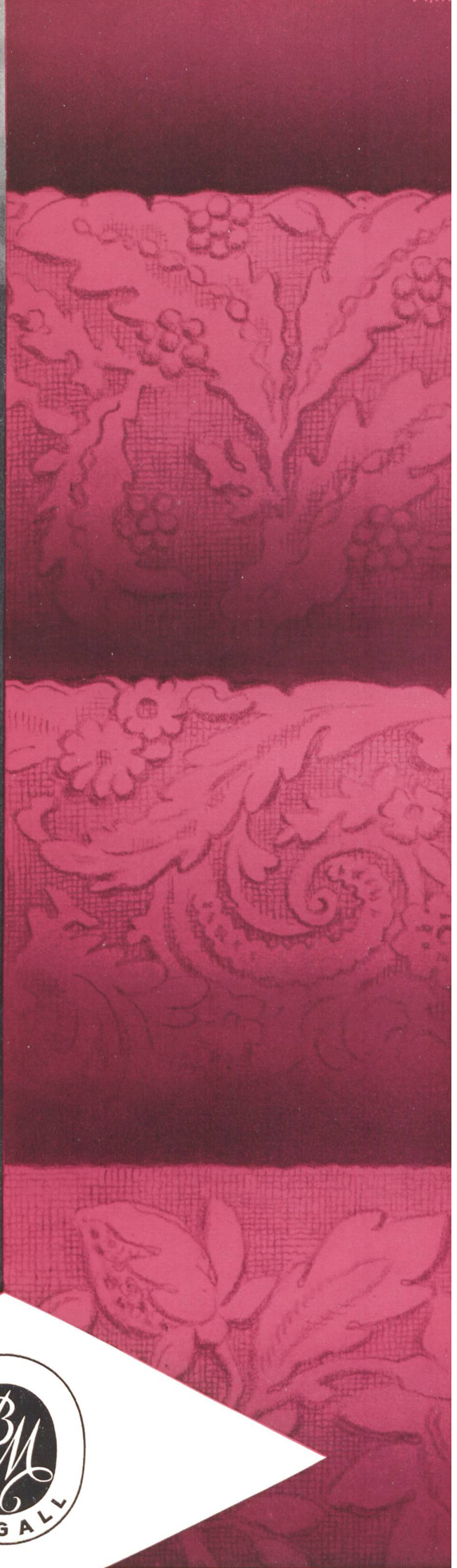
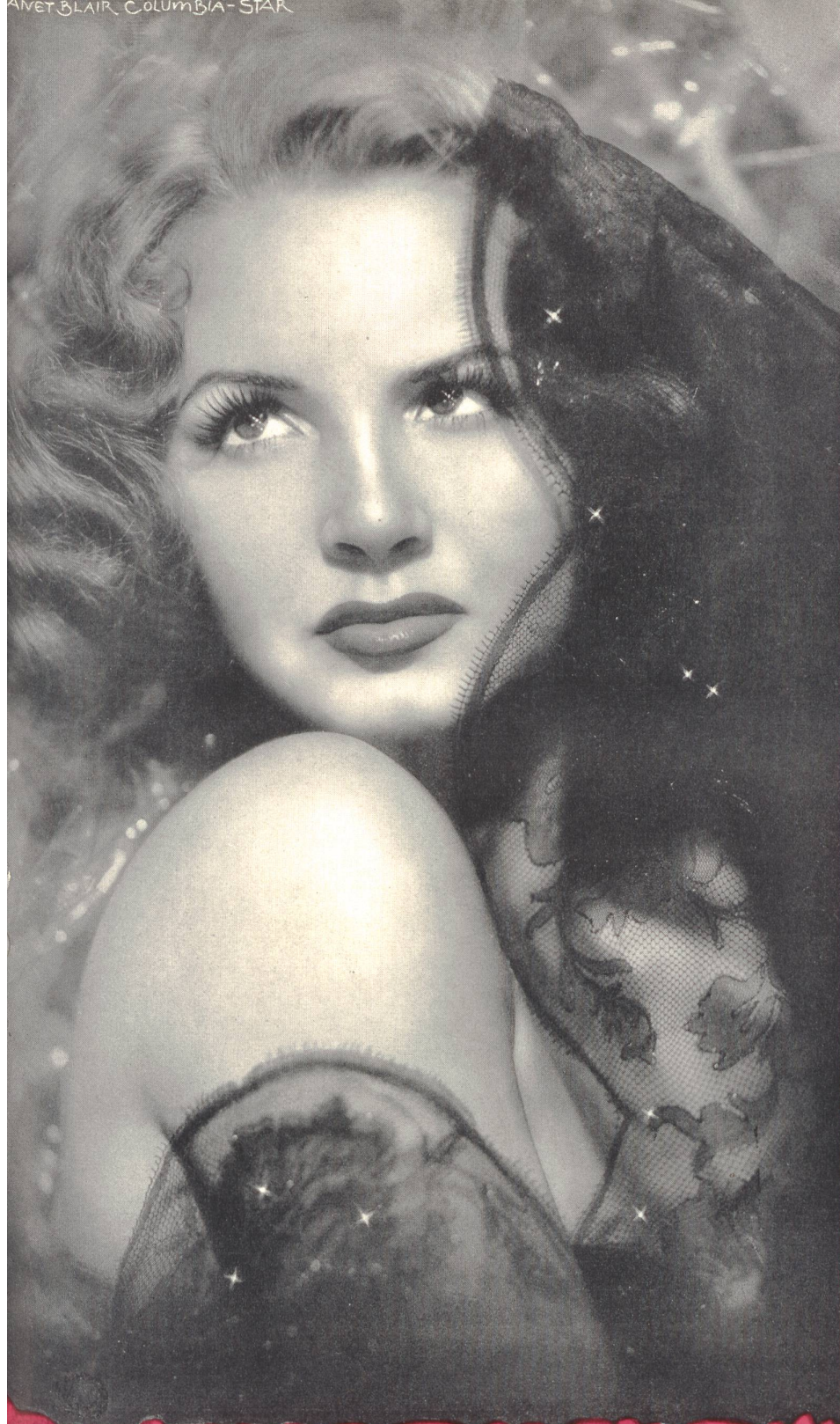
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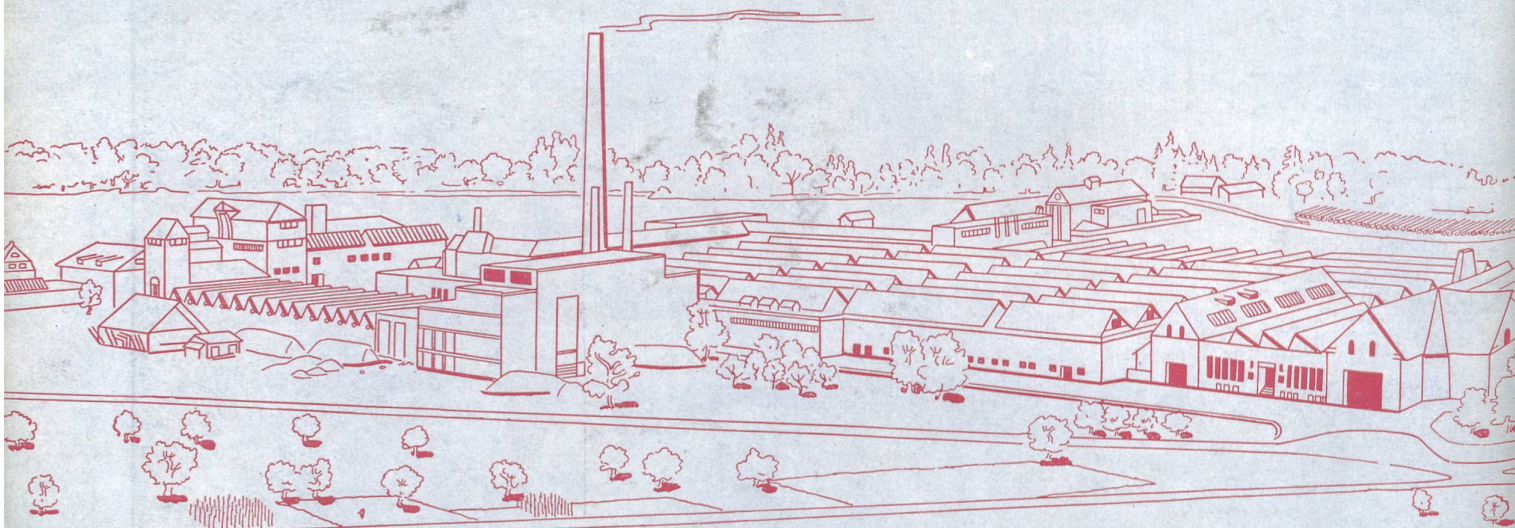


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