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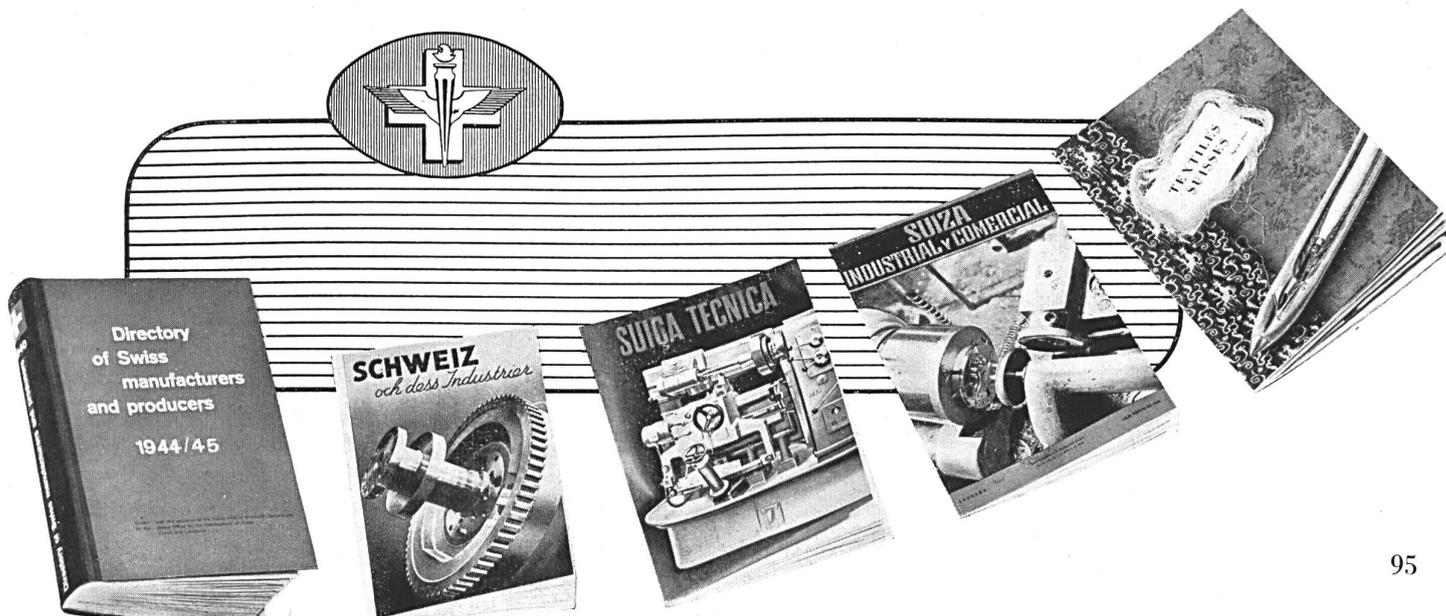
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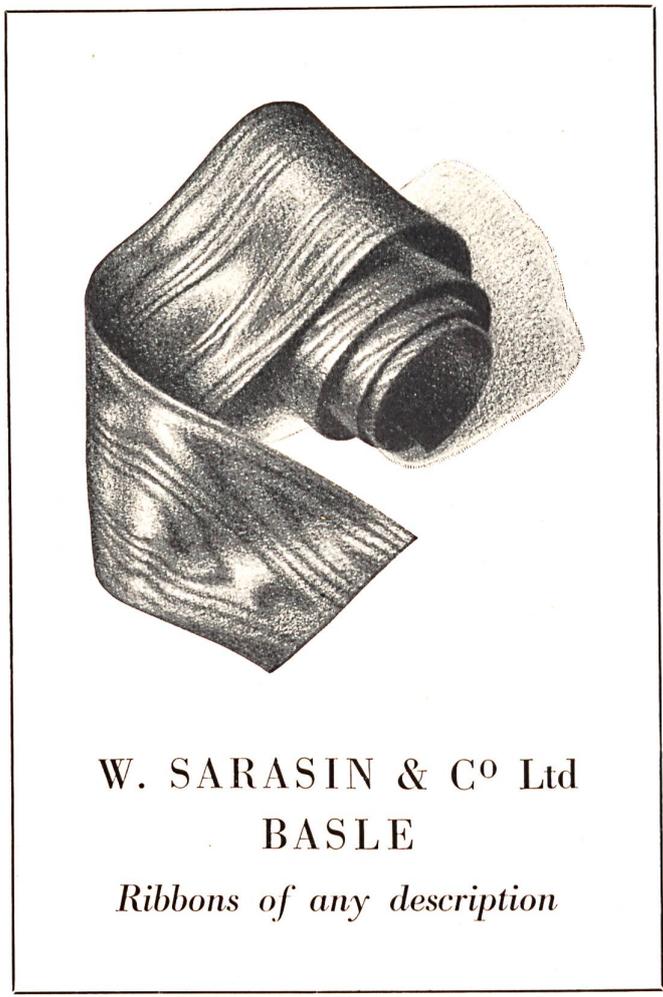


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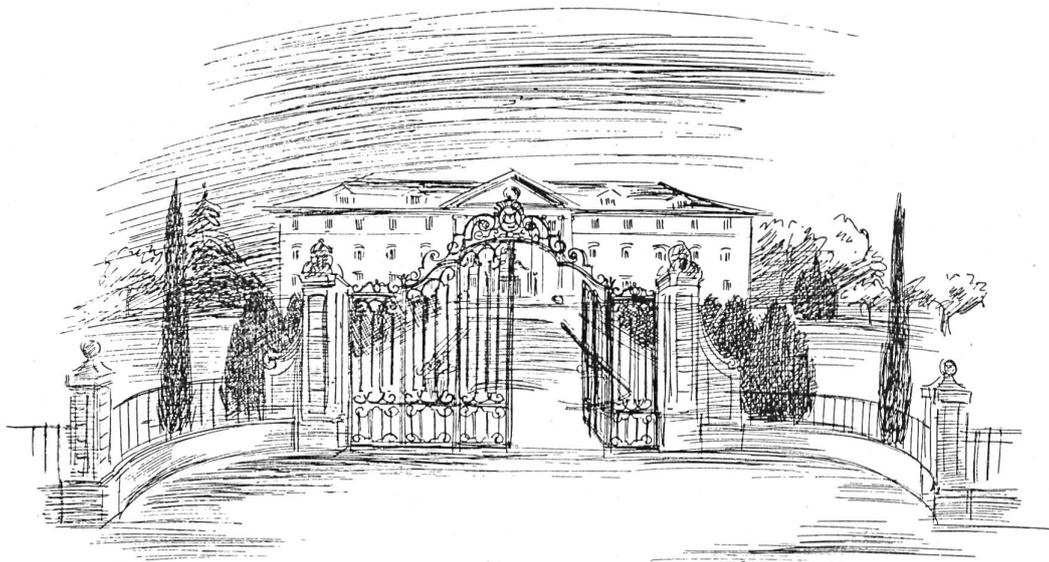
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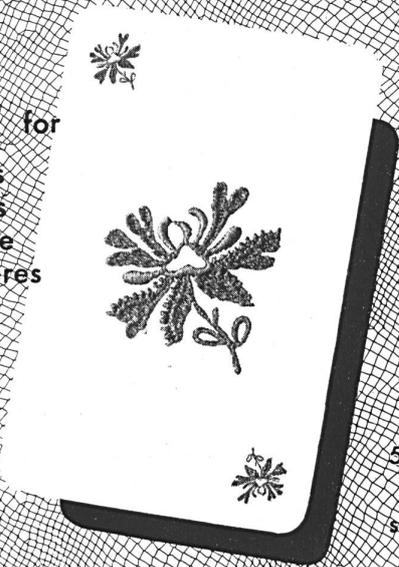


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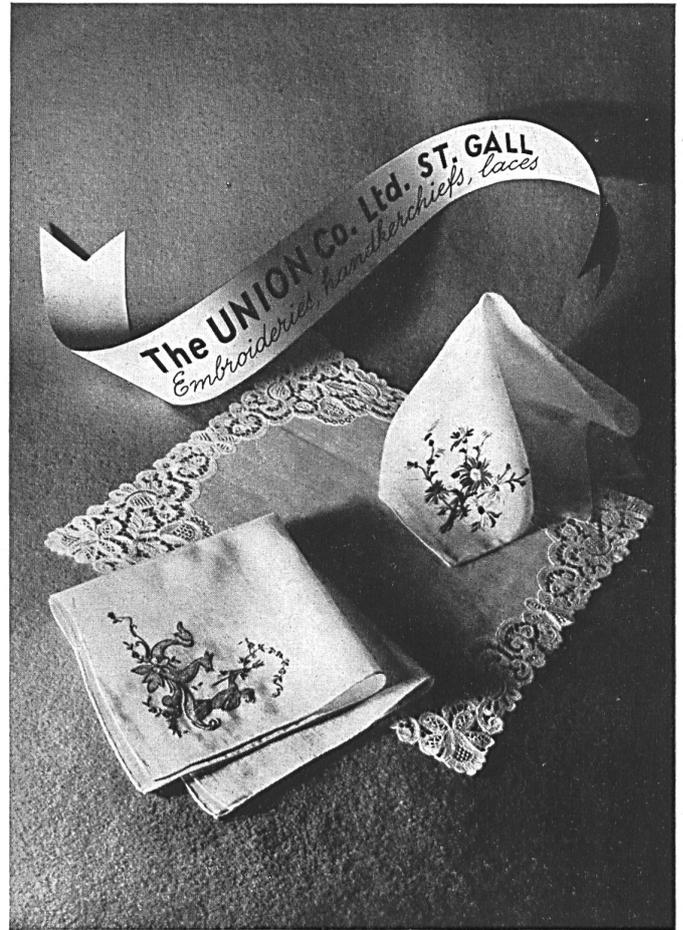
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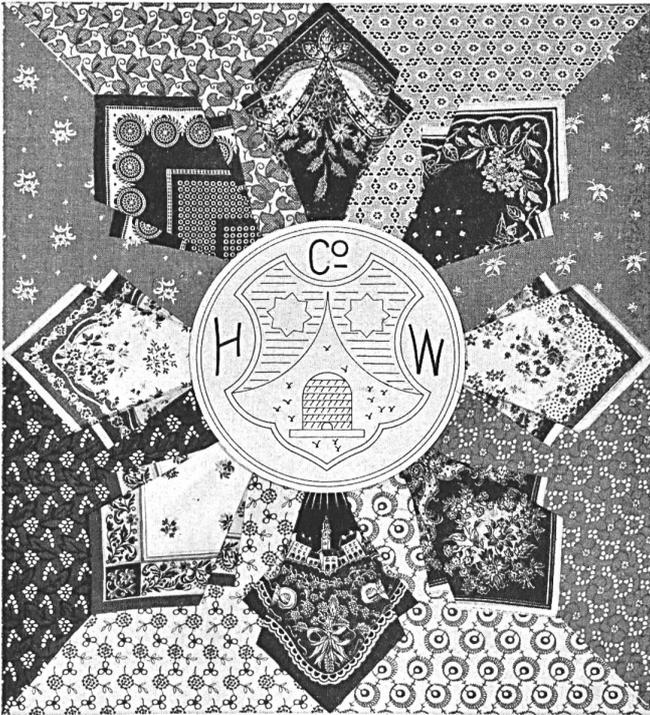
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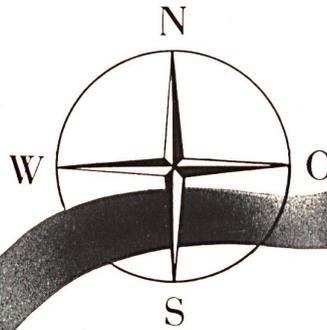


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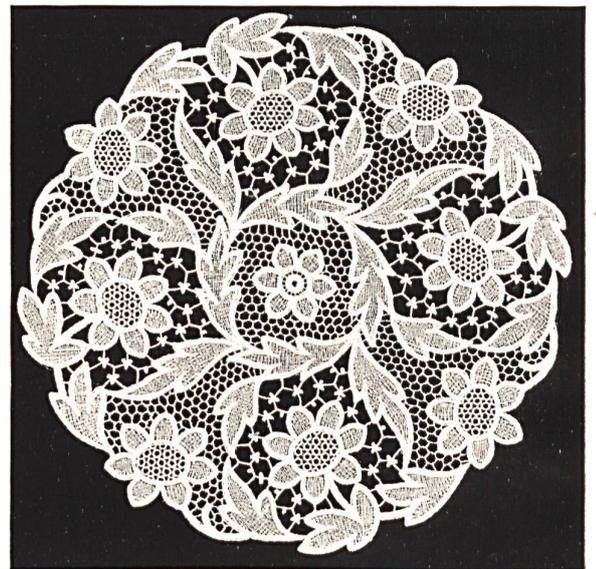
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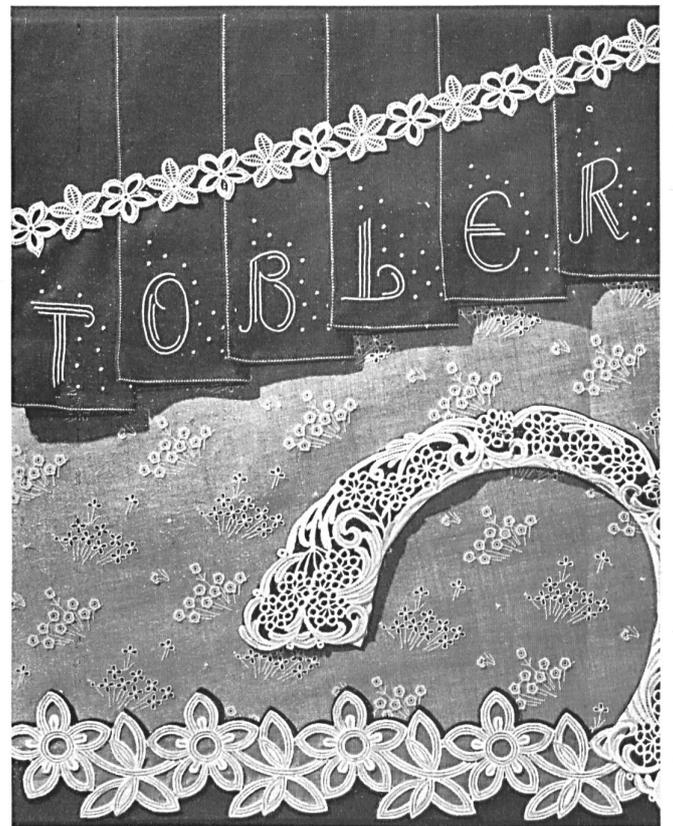
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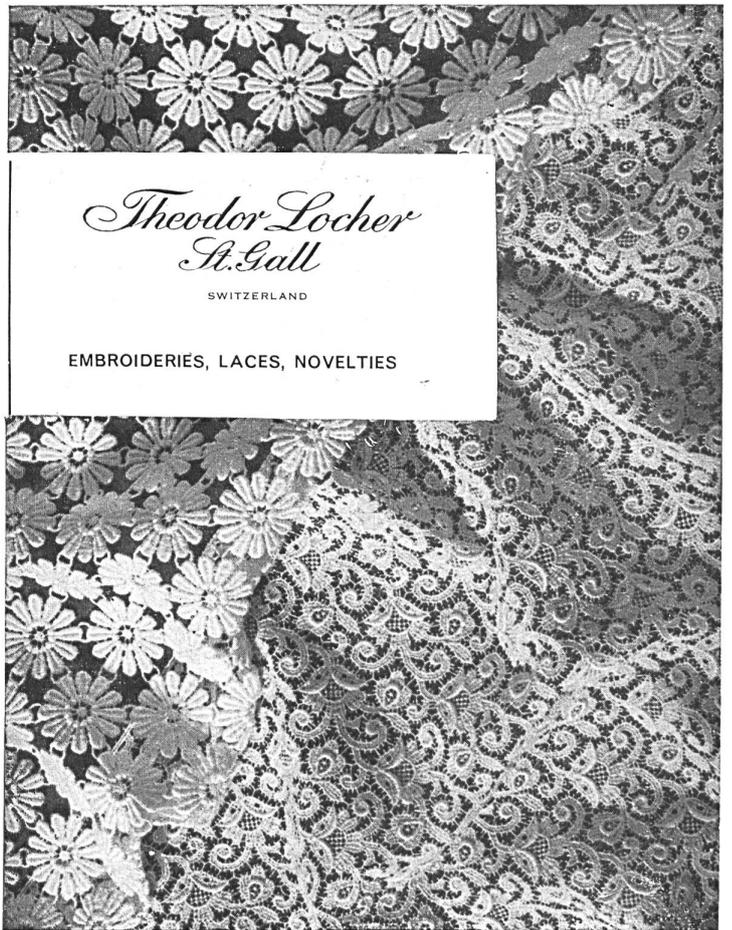


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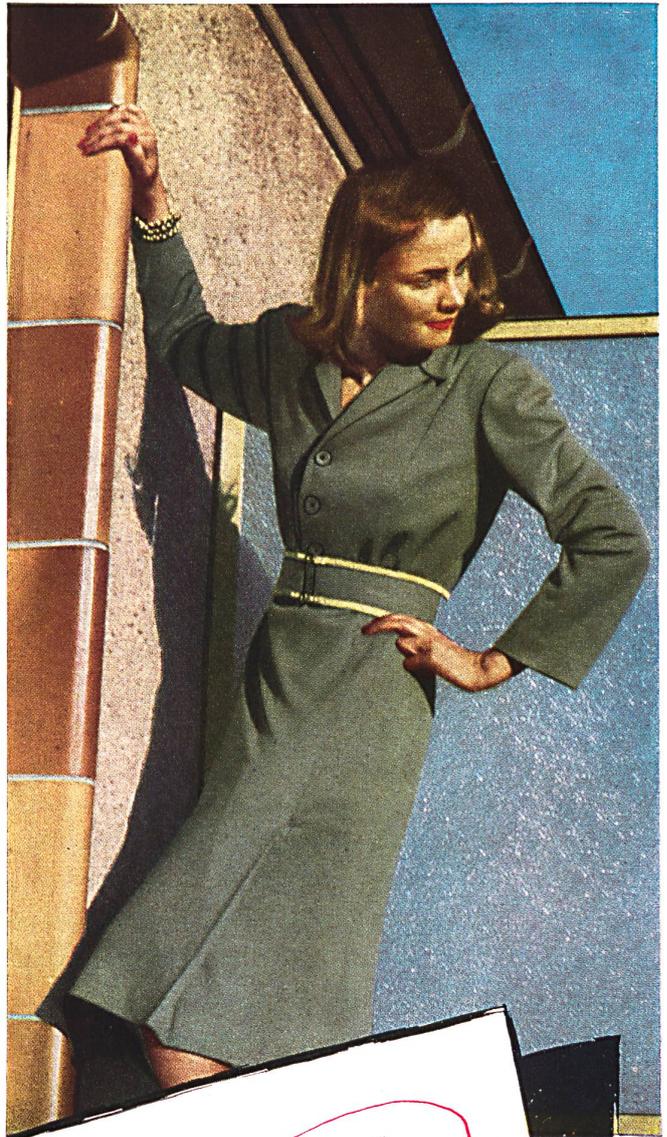
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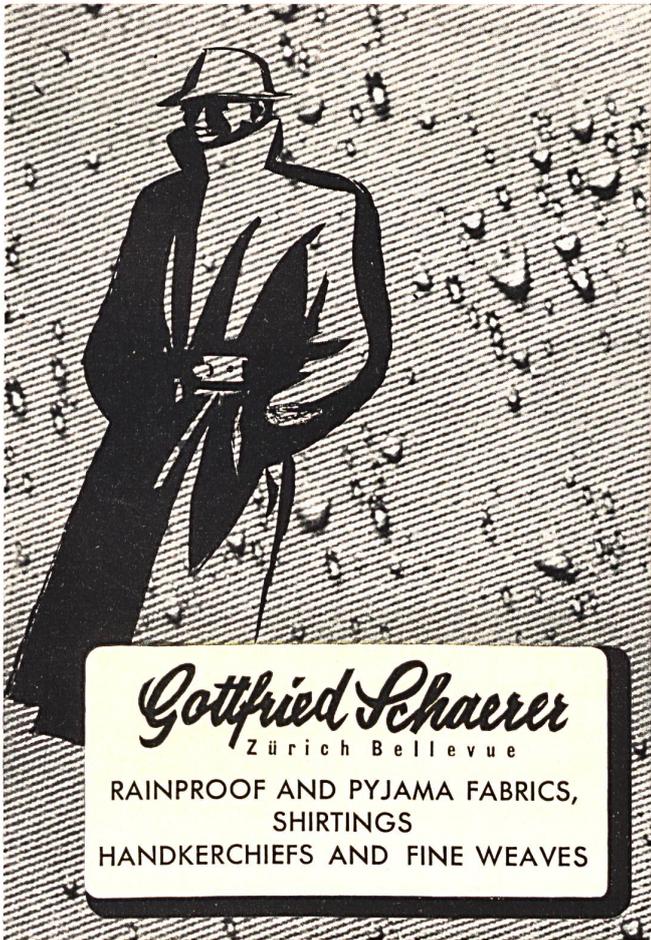
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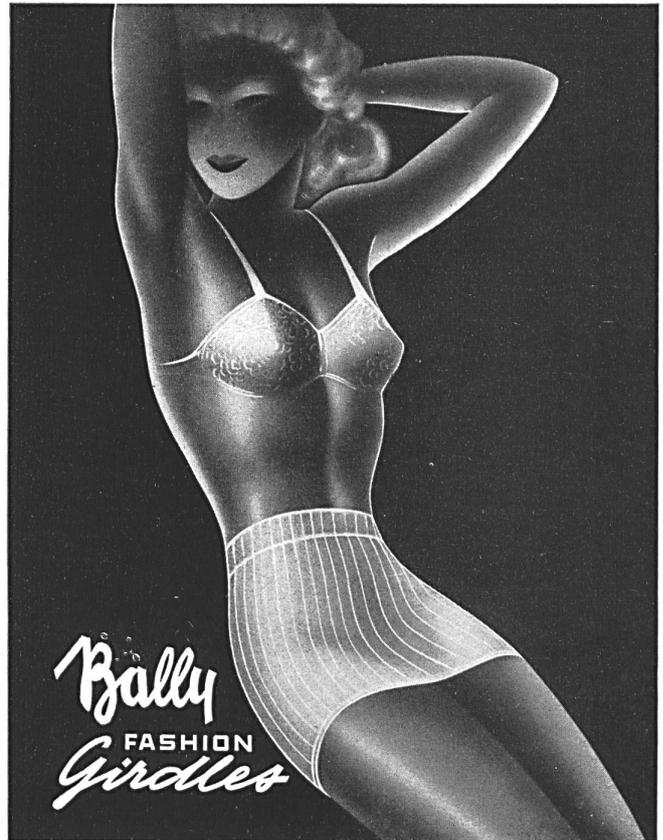
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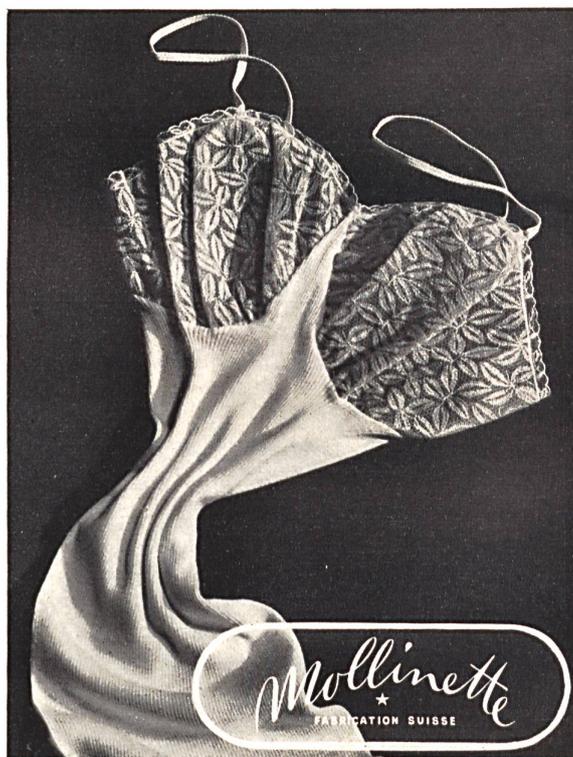
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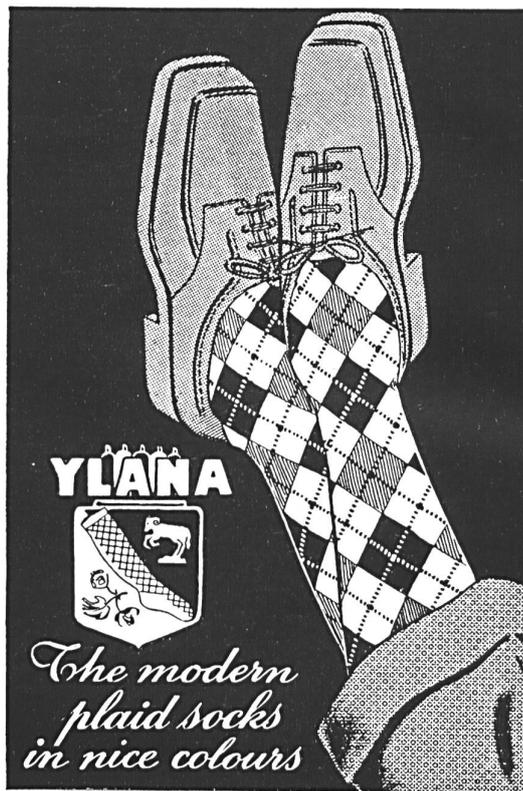
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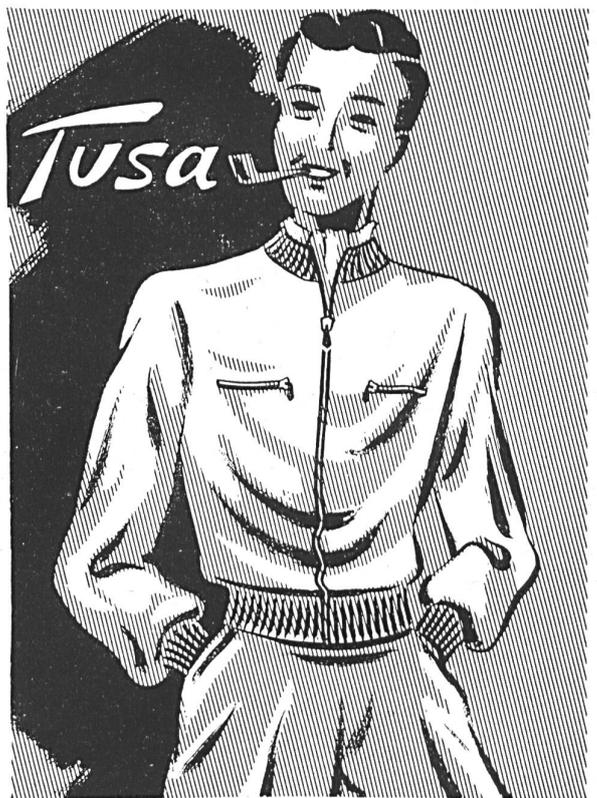
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## Sommaire général

|  | Pages |   | Pages |
|--|-------|---|-------|
| Index des annonceurs .....   | 116 a | Tissus d'aujourd'hui .....                                    | 55-78 |
| Les produits de l'industrie textile suisse à la Foire suisse d'Echantillons, Bâle 1945 ..... | 17-24 | Tricotés et jerseys .....                                     | 79-88 |
| Broderies, dentelles, mouchoirs .....  | 33-44 | Confection .....  | 89-93 |
| Tresses de Wohlen .....  | 45-53 | Accessoires de mode .....                                     | 94    |
| Montres .....  | 54    | Publications de l'Office suisse d'expansion commerciale ..... | 95    |

### General contents

|  |       |
|--|-------|
| Index of advertisers .....   | 116 a |
| Swiss textile products at the Swiss Industries Fair, Basle, 1945 ..... | 17-24 |
| Embroideries, laces, handkerchiefs .....                               | 33-44 |
| Wohlen braidings .....   | 45-53 |
| Watches .....  | 54    |
| Fabrics of to-day .....  | 55-78 |
| Knitwear and jerseys .....   | 79-88 |
| Ready-made clothings .....   | 89-93 |
| Fashion accessories .....  | 94    |
| Publications of the Swiss Office for the Development of Trade .....    | 95    |

### Sumario general

|   |       |
|---|-------|
| Indice de los anunciantes .....   | 116 a |
| Productos de la industria suiza de los textiles en la Feria Suiza de Muestras, Basilea 1945 ..... | 17-24 |
| Bordados, encajes, pañuelos .....   | 33-44 |
| Trenzados de Wohlen .....   | 45-53 |
| Relojes .....   | 54    |
| Tejidos nuevos .....  | 55-78 |
| Generos de punto y jerseys .....  | 79-88 |
| Confección .....  | 89-93 |
| Accesorios de la moda .....   | 94    |
| Publicaciones de la Oficina Suiza de Expansión Comercial .....                                    | 95    |

## Index des annonceurs et des maisons mentionnées dans la partie rédactionnelle Index of Advertisers and Firms contributing to the Editorial Features of this Number Indice de los anunciantes y de las casas mencionadas en las páginas de los textos

### BOUTONS — BUTTONS — BOTONES

|  |         |
|--|---------|
| Grämiger frères S. A., Bazenheid ..... | 118     |
| Kaspar Humbel, Uetikon a. See .....    | 117     |
| Rix S. A., Zurich .....                | 94, 120 |

### BRODERIES ET DENTELLES — EMBROIDERIES AND LACES BORDADOS Y ENCAJES

|   |             |
|---|-------------|
| Forster Willi & Cie, St-Gall .....                | 40          |
| H. W. Giger S. A., Flawil .....                   | 29, 39      |
| Robert Halter S. A., St-Gall .....                | 107         |
| Theodor Locher, St-Gall .....                     | 107         |
| P. Messmer & Cie, St-Gall .....                   | 103         |
| E. Mettler-Muller S. A., Rorschach .....          | 38, 104     |
| Jul. Michel & Cie, Zurich .....                   | 44, 103     |
| A. Naef & Cie, Flawil .....                       | 34, 35, 107 |
| Neuburger & Cie, St-Gall .....                    | 38          |
| Palma & Cie, Zurich .....                         | 27          |
| Reichenbach & Cie, St-Gall .....                  | 2           |
| Jacob Rohner S. A., Rebstein .....                | 37          |
| Sailer & Schönsleben, St-Gall .....               | 105         |
| Walter Schrank & Cie, St-Gall .....               | 42          |
| Walter Stark, St-Gall .....                       | 36          |
| Sturzenegger & Tanner & Cie S. A., St-Gall .....  | 31, 41      |
| S. A. ci-devant Tobler frères & Cie, Teufen ..... | 106         |
| Union S. A., St-Gall .....                        | 33, 103     |
| Hugo Wachs & Cie, St-Gall .....                   | 103         |

### COLORANTS — DYESTUFFS — COLORANTES

|   |  |
|---|--|
| Ciba, Société pour l'industrie chimique à Bâle, Bâle. Couverture IV |  |
|---|--|

### CONFECION — READY-MADE CLOTHES — CONFECCIÓN CHEMISES — SHIRTS — CAMISAS

|   |         |
|---|---------|
| Emile Anderegg S. A., St-Gall .....                 | 2       |
| Fagreve S. A., Riva San Vitale .....                | 89      |
| Arthur Guex S. A., Zurich .....                     | 90, 108 |
| Franz Heusser, Zurich .....                         | 89, 115 |
| Kleinberger & Cie, St-Gall .....                    | 106     |
| E. Kneubuhler, Zofingue .....                       | 108     |
| Kroko S. A., Mumliswil .....                        | 108     |
| Respolco S. A., Zurich .....                        | 115     |
| Karl Ruckstuhl, Zurich .....                        | 92, 93  |
| Sanco S. A., Zurich .....                           | 91, 113 |
| Schellenberg, Sax & Cie S. A., Trubbach .....       | 115     |
| Société des Ateliers modernes S. A., Lausanne ..... | 112     |
| Yvel S. A., Zurich .....                            | 91, 108 |

### CRAVATES — NECKTIES — CORBATAS

|                                  |         |
|----------------------------------|---------|
| W. Haus & Cie, Zurich .....      | 99      |
| S. Kirschner, Zurich .....       | 63, 99  |
| E. Vonwiller, Zurich .....       | 63, 101 |
| A. & H. Zivi S. A., Genève ..... | 62, 98  |

### ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ECHARPES

|  |        |
|--|--------|
| Emile Anderegg S. A., St-Gall .....        | 2      |
| F. Blumer & Cie, Schwanden .....           | 65, 98 |
| Albert Geser S. A., St-Gall .....          | 78     |
| J. Kreier-Baenziger's Erben, St-Gall ..... | 105    |
| Siber & Wehrli S. A., Zurich .....         | 16     |

|   |    |
|---|----|
| Stoffel & Cie, St-Gall .....                  | 15 |
| Tissages de Soieries Wila S. A., Zurich ..... | 8  |

### FIBRANNE ET RAYONNE — STAPLE-FIBRE AND RAYON — FIBRANA Y RAYÓN

|  |                |
|--|----------------|
| Feldmühle S. A., Rorschach .....                   | Couverture II  |
| Société de la Viscose Suisse S. A., Emmenbrucke .. | Couverture III |

### FILÉS — YARNS — HILOS

|  |     |
|--|-----|
| Bäumlin, Ernst & Cie, St-Gall .....              | 120 |
| E. Mettler-Muller S. A., Rorschach .....         | 117 |
| Société industrielle pour la Schappe, Bâle ..... | 25  |
| Zwicky & Cie, Wallisellen .....                  | 120 |

### FILS, RUBANS ET TISSUS ÉLASTIQUES — ELASTIC YARNS, RIBBONS AND FABRICS — HILOS, CINTAS Y TEJIDOS ELASTICOS

|   |         |
|---|---------|
| Chaussures Bally S. A. de Fabrication, Dép. tissus élastiques,<br>Schönenwerd ..... | 111     |
| Oscar Haag, Kusnacht-Zurich .....   | 90, 110 |

### FILS A COUDRE — SEWING THREADS — HILOS DE COSER

|  |     |
|--|-----|
| E. Mettler-Muller S. A., Rorschach ..... | 117 |
| Zwicky & Cie, Wallisellen .....          | 120 |

### FILS A TRICOTER — HAND KNITTING YARNS — HILADOS PARA OBRAR DE PUNTO

|                          |         |
|--------------------------|---------|
| Striga S. A., Bâle ..... | 81, 112 |
|--------------------------|---------|

### MONTRES — WATCHES — RELOJES

|  |       |
|--|-------|
| Manufacture des Montres Doxa, Le Locle ..... | 3, 54 |
|--|-------|

### MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS

|   |         |
|---|---------|
| Charles Gorini, St-Gall .....                     | 15      |
| Joseph Heeb S. A., Appenzell .....                | 43, 106 |
| Hirzel & Cie S. A., Zurich .....                  | 13      |
| Kleinberger & Cie, St-Gall .....                  | 106     |
| J. Kreier-Baenziger's Erben, St-Gall .....        | 39, 105 |
| P. Messmer & Cie, St-Gall .....                   | 103     |
| Oertle & Cie, Teufen .....                        | 105     |
| Sailer & Schönsleben, St-Gall .....               | 43, 105 |
| Gottfried Schaerer, Zurich .....                  | 109     |
| Stoffel & Cie, St-Gall .....                      | 15      |
| S. A. ci-devant Tobler frères & Cie, Teufen ..... | 106     |
| Union S. A., St-Gall .....                        | 103     |
| Hugo Wachs & Cie, St-Gall .....                   | 103     |

### OUATE ET OUATINE — WADDING AND COTTON-WOOL LINING — UATA Y UATINA

|   |     |
|---|-----|
| Edouard Grossmann-Appert, Thalwil ..... | 119 |
|---|-----|

### RUBANS — RIBBONS — CINTAS

|                                       |     |
|---------------------------------------|-----|
| Bally frères S. A., Schönenwerd ..... | 100 |
| De Bary & Cie S. A., Bâle .....       | 104 |
| Cintela S. A., Bâle .....             | 101 |
| Enderle S. A., Zurich .....           | 98  |
| W. Sarasin & Cie S. A., Bâle .....    | 100 |
| Senn & Cie S. A., Bâle .....          | 104 |
| Vischer & Cie, Bâle .....             | 101 |

**TISSUS DE COTON, LAINE, SOIE, RAYONNE ET FIBRANNE —  
COTTON, WOOL, SILK, RAYON AND STAPLE-FIBRE FABRICS  
TEJIDOS DE ALGODÓN, LANA, SEDA, RAYÓN Y FIBRANA**

|  | Pages   |
|--|---------|
| L. Abraham & Cie Soieries S. A., Zurich        | 10, 55  |
| Albrecht & Morgen, St-Gall                     | 4       |
| Emile Anderegg S. A., St-Gall                  | 2, 75   |
| Appenzeller-Herzog & Cie, Staefa-Zurich        | 30      |
| Jacob Baenziger S. A., St-Gall                 | 10      |
| Baer, Mœtteli & Cie, Winterthour               | 14      |
| Baumann-Grütter Söhne, Langenthal              | 4, 76   |
| S. J. Bloch Fils & Cie S. A., Zurich           | 14, 71  |
| Bosshard-Buhler & Cie S. A., Wetzikon          | 1       |
| Rudolf Brauchbar & Cie, Zurich                 | 30, 71  |
| Burgauer & Cie S. A., St-Gall                  | 11      |
| Emar S. A., Zurich                             | 28      |
| Enderle S. A., Zurich                          | 98      |
| Max Epstein & Cie, Zurich                      | 57, 100 |
| Eugster & Huber, St-Gall                       | 15      |
| Christian Fischbacher Co., St-Gall             | 7       |
| J. & A. Gardiol, Genève                        | 73      |
| Gessner & Cie S. A., Wädenswil                 | 96      |
| H. W. Giger S. A., Flawil                      | 29      |
| Filature & Tissage Glatfelden, Glatfelden      | 7       |
| Charles Gorini, St-Gall                        | 15      |
| Grieder & Cie, Zurich                          | 27      |
| Berthold Guggenheim, Zurich                    | 13, 74  |
| H. Gut & Cie S. A., Zurich                     | 13      |
| Hugo Gutmann, Zurich                           | 10      |
| Haas & Cie, Zurich                             | 6, 58   |
| Hausamann & Cie, Winterthour                   | 99      |
| Heer & Cie S. A., Thalwil                      | 26, 59  |
| Hirzel & Cie S. A., Zurich                     | 13      |
| A. Huber & Cie, Gossau                         | 14      |
| Max Kirchheimer, Zurich                        | 3       |
| J. Kreier-Baenziger's Erben, St-Gall           | 105     |
| H. Leemann & Cie S. A., Zurich                 | 11      |
| Mettler & Cie S. A., St-Gall                   | 28, 60  |
| S. A. A. & R. Moos, Weisslingen                | 31, 66  |
| Edwin Naef S. A., Zurich                       | 11      |
| Silk Mills formerly Naef Brothers Ltd., Zurich | 32, 64  |
| Ostertag, Hausamann & Cie, Zurich              | 4       |
| Palma & Cie, Zurich                            | 27, 77  |
| Reichenbach & Cie, St-Gall                     | 2, 70   |
| Tissage mécanique de Soieries Ruti, Zurich     | 7, 68   |
| Gottfried Schaerer, Zurich                     | 109     |
| Paul Schafheitle & Cie, Zurich                 | 31, 61  |
| Schlegel & Cie, Bâle                           | 6, 67   |
| Schmid & Cie, Burgdorf                         | 27, 76  |
| Wm. Schroeder & Cie S. A., Zurich              | 8, 62   |
| E. Schubiger & Cie S. A., Uznach               | 28      |
| E. Schurpf & Cie S. A., St-Gall                | 29      |
| Robt Schwarzenbach & Cie, Thalwil              | 97      |

|  | Pages     |
|--|-----------|
| Schwob & Cie S. A., Berne                  | 29        |
| Tissages Réunis Sernftal, Engi             | 67, 97    |
| Siber & Wehrli S. A., Zurich               | 16        |
| Tissage Sirmach, Sirmach                   | 6, 68, 74 |
| Stehli & Cie, Zurich                       | 69        |
| Julius Stitzel, Zurich                     | 8, 58     |
| Stoffel & Cie, St-Gall                     | 15, 56    |
| S. A. Stunzi fils, Horgen                  | 12        |
| Sturzenegger & Tanner & Cie S. A., St-Gall | 31        |
| Taco S. A., Zurich                         | 3         |
| Hugo Wachs & Cie, St-Gall                  | 103       |
| Wagner & Cie, Gelterkinden                 | 30, 73    |
| Weberei Wallenstadt A.-G., Wallenstadt     | 9         |
| Weisbrod-Zürcher Söhne, Hausen a. A.       | 5, 72     |
| Tissage de Soieries Wila S. A., Zurich     | 8         |

**TRESSSES DE PAILLE — STRAW BRAIDS — TRENZAS DE PAJA**

|  |            |
|--|------------|
| Association argovienne des fabricants de tresses de paille, Wohlen | 45         |
| Bertschinger & Cie S. A., Wohlen                                   | 102        |
| M. Bruggisser & Cie S. A., Wohlen                                  | 50, 51     |
| Dreifuss frères S. A., Wohlen                                      | 47, 48, 49 |
| Jacques Isler & Cie S. A., Wohlen                                  | 53         |
| Georges Meyer & Cie S. A., Wohlen                                  | 102        |
| Stäger & Cie S. A., Villmergen                                     | 52         |
| Otto Steinmann & Cie S. A., Wohlen                                 | 46         |

**TRICOTS ET JERSEYS — KNITWEAR AND JERSEYS —  
PRENDAS DE PUNTO Y JERSEYS**

|   |         |
|---|---------|
| S. A. ci-devant W. Achtnich & Cie, Winterthour    | 87, 114 |
| C. Burgi & Cie, Kreuzlingen                       | 88, 113 |
| His & Cie S. A., Murgenthal                       | 84, 116 |
| Hochuli & Cie, Safenwil                           | 86, 116 |
| H. Kiene, Kreuzlingen                             | 80, 112 |
| Walter Kundt, Elgg                                | 111     |
| Lion & Cie, Kreuzlingen                           | 83, 114 |
| Manufactures de Bas Réunies S. A., Flawil-St-Gall | 82, 113 |
| G. Muller-Renner S. A., Kreuzlingen               | 83, 117 |
| A. Naegli S. A., Berlingen et Winterthour         | 88, 110 |
| G. Rohner, Urnäsch                                | 87, 114 |
| Ruegger & Cie, Zofingue                           | 86, 112 |
| Ruepp & Cie S. A., Sarmenstorf                    | 79      |
| Ryff & Cie S. A., Berne                           | 85, 111 |
| Swiss Knitting Co., Zollikofen-Berne              | 80, 110 |
| Tricoterna S. A., Berne                           | 80, 109 |
| Th. Tuchschild, Amriswil                          | 81, 116 |
| Vollmœller, Fabrique de bonneterie, Uster         | 109     |
| Yvel S. A., Zurich                                | 108     |

**VOILETTES — VEILS — VELOS**

|                           |         |
|---------------------------|---------|
| Paul Dubler & Cie, Wohlen | 94, 102 |
|---------------------------|---------|

**Renseignements sur la production suisse :**

**Office Suisse d'Expansion Commerciale, Zurich, Börsenstrasse, 10, et Lausanne, Place de la Riponne, 3.**

Association pour le développement du commerce extérieur; donne gratuitement des renseignements sur la production suisse et met en rapport acheteurs et fabricants. Edite diverses publications: voir page 95.

Le film documentaire « Parures » donne une idée générale de l'industrie textile suisse. Le film « Tous les chapeaux du monde » montre la fabrication des tresses de paille à Wohlen. Le film « La fibranne, produit suisse » illustre la fabrication des fibres textiles synthétiques, c'est-à-dire de la rayonne et de la fibranne, et leurs possibilités d'utilisation. Demandez les conditions de présentation.

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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 95.

The documentary film « Cradle of Fashion » gives a general survey of the Swiss textile industry. The film « The Rise of a World Industry » illustrates strawbraid 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.

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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 fibrante, produit suisse », ilustra la fabricación de las fibras textiles sintéticas, es decir del rayón y de la fibrán, y sus posibilidades de utilización. Pídanse las condiciones de presentación.

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## Où s'abonner aux « Textiles Suisses » ?

Tout abonnement aux « Textiles Suisses » peut être souscrit auprès des agences commerciales de l'Office suisse d'expansion commerciale (voir à la page 116a), ou à l'une ou l'autre des adresses ci-après :

**PORTUGAL** : Lisbonne, Wilhelmine Fischer, Rue Rodrigues Sampaio, 158.

**SUISSE** : Lausanne, Office suisse d'expansion commerciale, Case postale 4.

**TURQUIE** : Istamboul, Librairie Hachette, Poste centrale.

Pour les pays où il n'y a pas d'agences ou ceux pour lesquels nous n'avons pas mentionné d'intermédiaires, prière de s'adresser aux Chambres de commerce suisses, aux légations ou consulats de Suisse, ou encore écrire à l'Office suisse d'expansion commerciale, Case postale n° 4, Lausanne, qui renseignera.

## How to subscribe to « Swiss Textiles »

All subscriptions for « Swiss Textiles » can be addressed to the commercial agencies of the Swiss Office for the Development of Trade (see above), or to one of the following :

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For countries where no agency has been established or for which no address is given, please write to the Swiss Chambre of Commerce, to the Swiss Legation or Consulate, or direct to the Swiss Office for the Development of Trade, Post Box 4, Lausanne, from which all information can be obtained.

## ¿ En dónde suscribirse a los « Textiles Suizos » ?

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Para los países en los que no hay agencias, dirijase a las Cámaras de Comercio Suizas, a las Legaciones o Consulados de Suiza, o bien escríbase a la Oficina Suiza de Expansión Comercial, Apartado de Correos 4, Lausanne, que informará.



## Swiss Fashion Textile

A new « Swiss Fashion Textile » collection was presented in Zurich on February 27th and 28th during a series of fashion parades. This collection, presented under the patronage of the Swiss Office for the Development of Trade, consists exclusively of spring and summer fashions. As in the case of its predecessors, this collection is the outcome of close cooperation between Swiss textile manufacturers and couturiers. It includes over 90 models, all created with the latest novelties produced by the Swiss textile industry and is composed of five distinct groups: Sport, Week-end, Afternoon, Dinner and Evening Wear and Bridal Gowns.

A few of the models are illustrated in the following photographs taken before the event. We shall deal more fully with this fine collection in our next number, and select the most interesting details for our readers' information.

*Photos Tenca and Guggenbuhl.*



### A Jubilee

The firm Bertschinger & Co. Ltd., Wohlen, manufacturers of fancy braids for Ladies Hats, founded 1895, celebrates this year their 50th anniversary. During this long period of years the said firm

has created a great number of nice and interesting novelties and their rich assorted sample collections have always been taken up favourably by their customers.

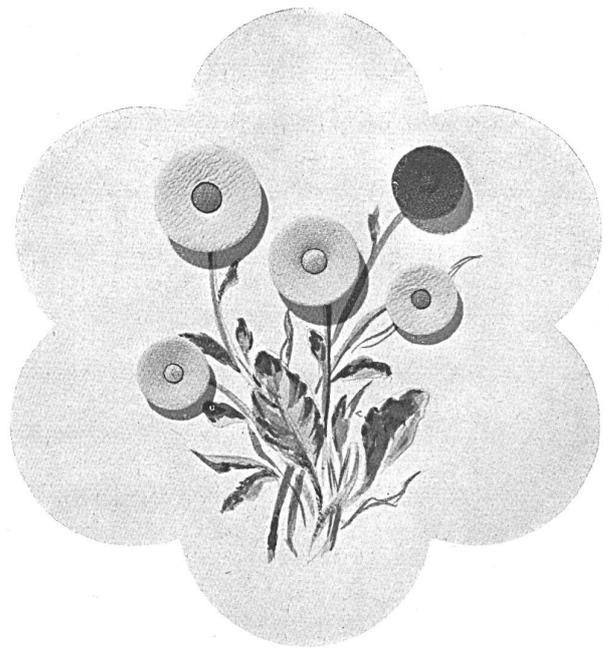
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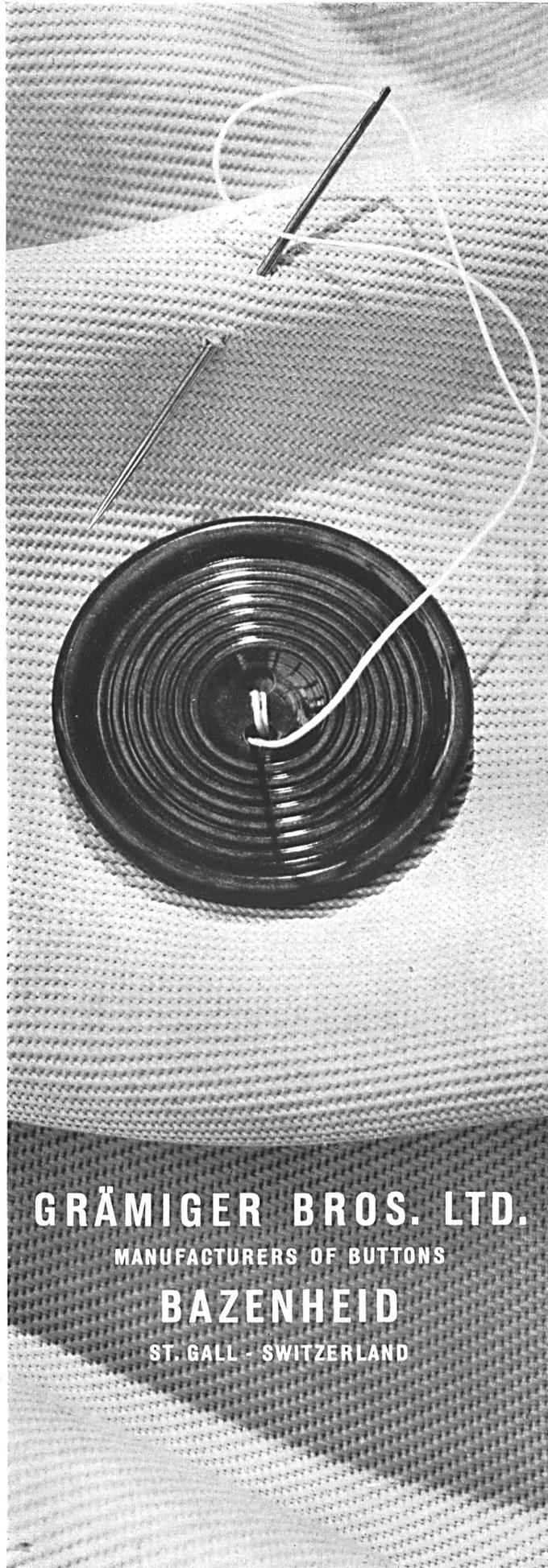
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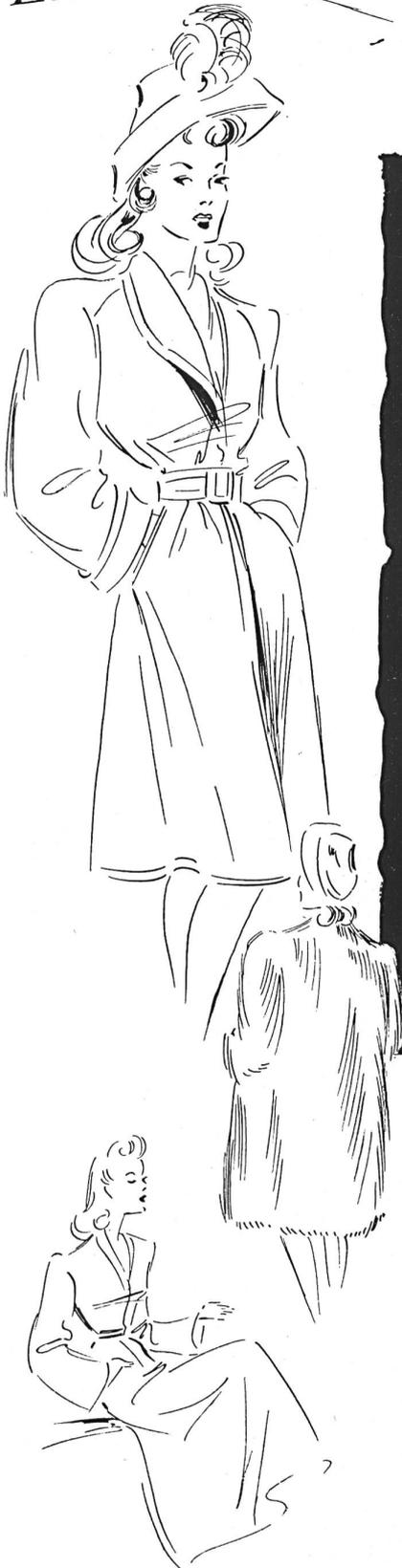
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Write for samples and offers to:



**Eduard Grossmann-Appert,**

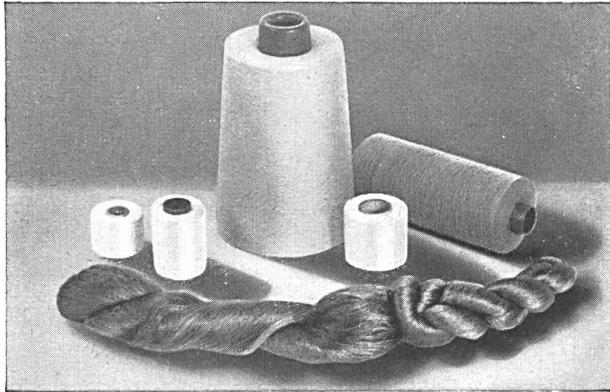
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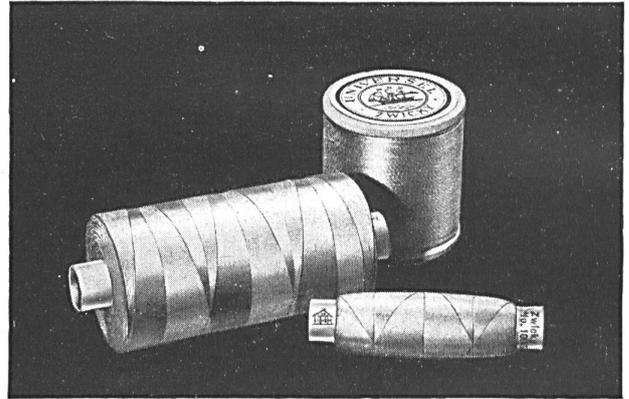
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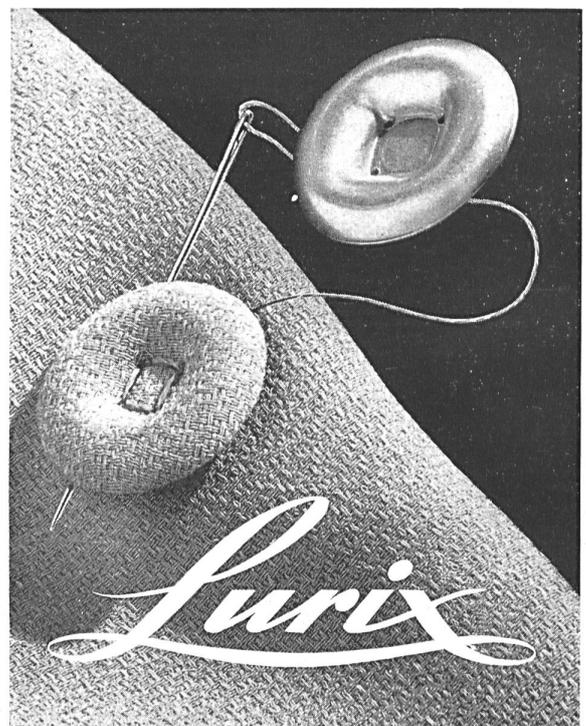
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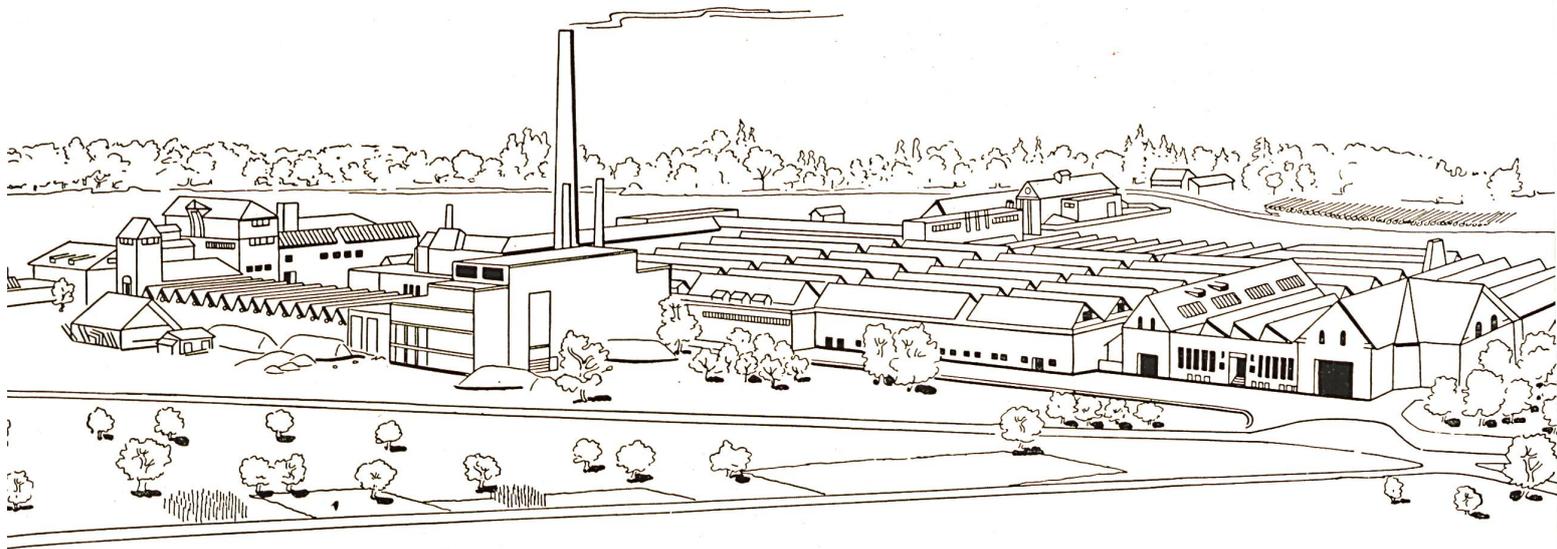
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It was more difficult for our forefathers. By dint of hard work they could produce a dull red from mad-

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Let us show you in subsequent advertisements in this series how modern dyestuffs come into being.

**CIBA**

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