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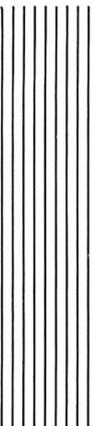
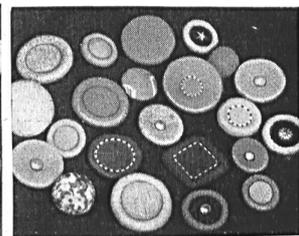
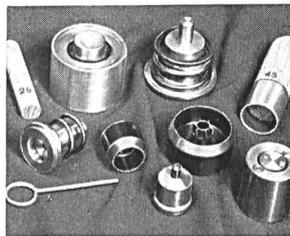
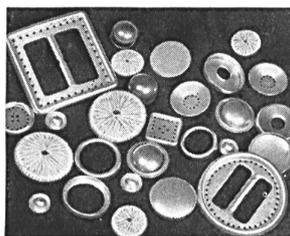
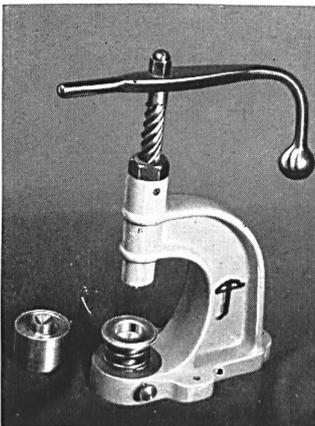
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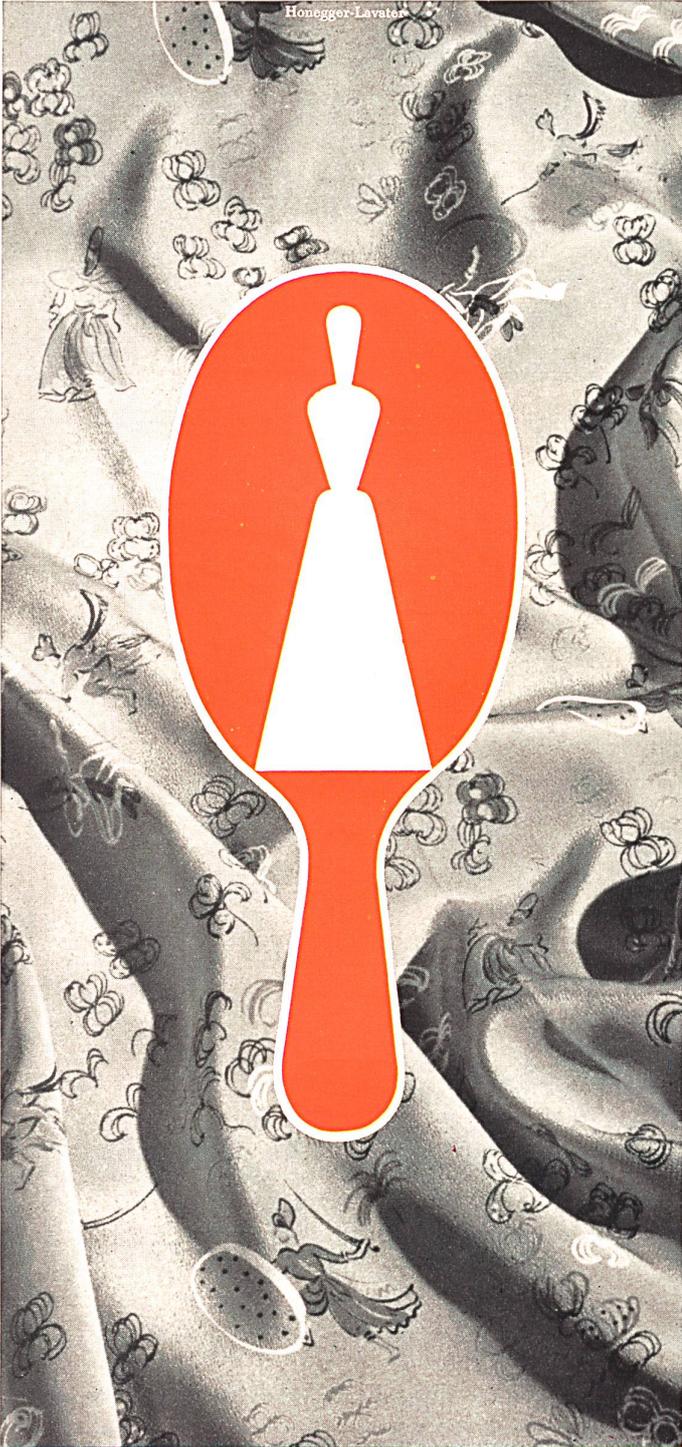
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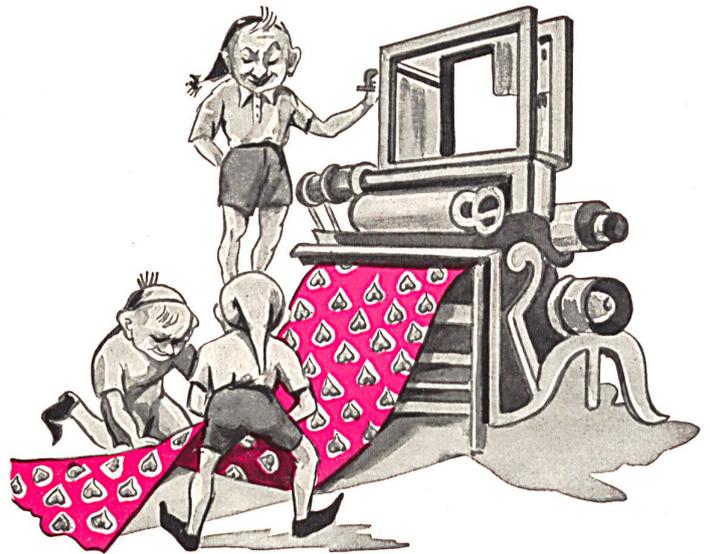
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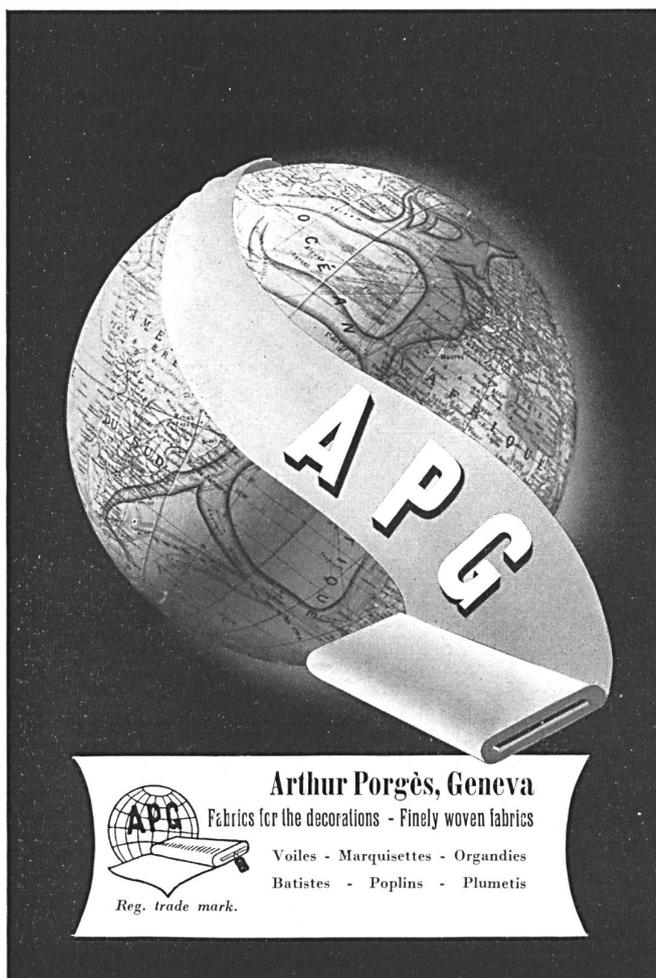
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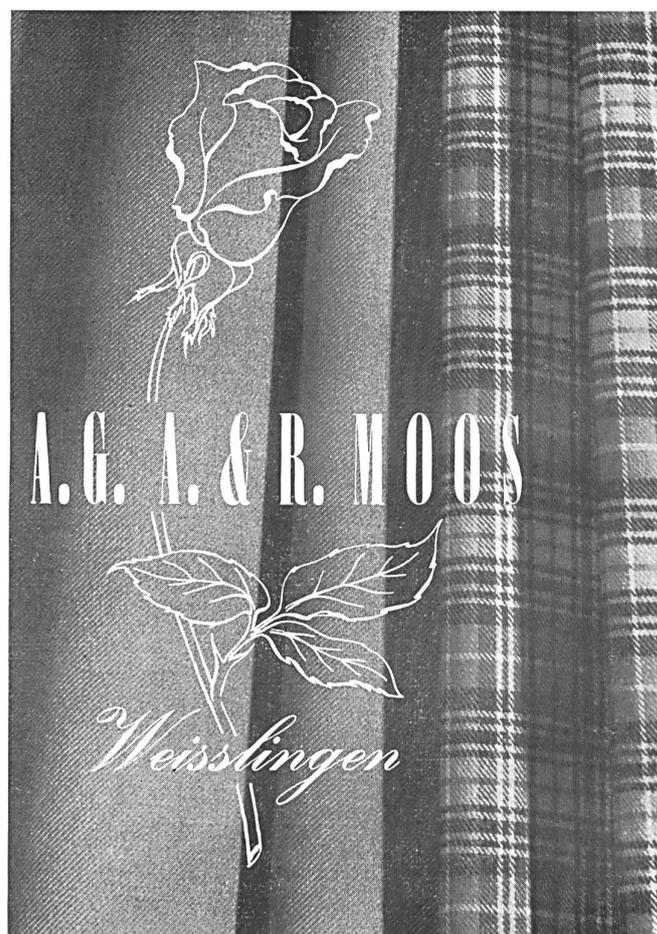
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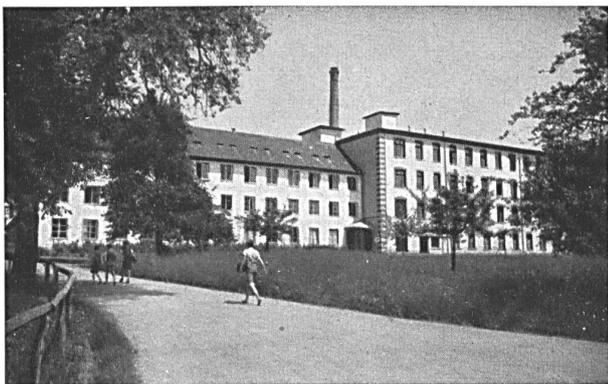


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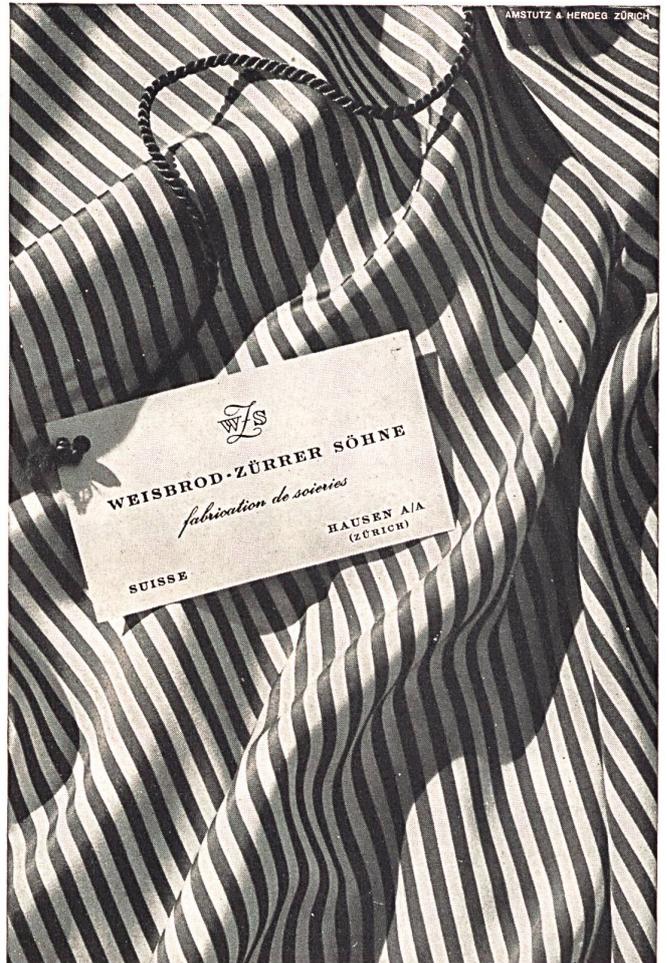
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## Information concerning Swiss Products :

**Swiss Office for the Development of Trade :** Zürich, 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 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. The film « Modern magic » gives a survey of the dressing and finishing of textiles in an important factory. 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.

#### Swiss Chambers of Commerce :

Argentine : Buenos-Aires, Calle Piedras 113. — Brazil : Rio de Janeiro, Rua Candido Mendes 45, 1° and., C. P. 1775.

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 Suizo de Expansão Comercial, Agencia para o Norte do Brazil, Caixa Postal 596.

### Swiss Legations and Consulates in all countries of the world.

### 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 :

AUSTRALIA : Sydney, Oversea Trade Co., Victoria House, 83, Pitt Street.

GREAT BRITAIN : London W.C. 1, S. Fiorentini & Partners Ltd., Blomsbury Square, 4.

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.

# The swiss industries fair, Basle

## *Eve's Point of View*

The textile section of the Swiss Industries Fair this year was a pleasant sight to see as one entered the great hall dedicated to this industry. The visitor was captivated by the fresh, gay atmosphere which all those who had a hand in conceiving and realizing the arrangement of the stands managed so delightfully to create.

A good many exhibitors did not merely present finished articles, but showed also whole manufacturing processes and the crowds, drawn by these interesting features, lingered long in front of looms and textile printing machines.

This does not mean to say that the hall looked like a factory. Oh, dear no! Far from it! One cannot stress enough how well the essentially feminine character of his industry was expressed. First, by the central pavilion, attracting the gaze as one stood on the threshold of the hall, and which was dedicated to St. Gall specialities. Tastefully presented, the products of various firms grouped in this collective display struck a light and distinctive note. Tullies and nets, organdies, muslins, fluttered there like butterflies. There, aerially dainty, folds of fabric suggested a gown, and the gown, a ball; here, lacy jabots cascaded over silks woven by faery hands, while the gaze followed charming arabesques of braid to realms of fancy. Never before has lace played so important a part in feminine clothing. I have seen gowns expressly created for an application of lace, and bodices resplendent with guipure. For lingerie, of course, lace was particularly in evidence and insertions are all the vogue.

Farther along the hall, in a small showcase, were capricious convolutions of ribbons, symbols of feminine coquetry, presented here for various uses — in knots, puffs and rosettes. Here were also taffetas, gros grain ribbons, satins turned into amusing millinery trimmings, dainty buttonholes for tailor-mades and other fanciful small nothings which add so much to the charm of a pretty woman.

And what should be said of all those handkerchiefs and scarves, except that their incomparable range was a real delight. Manufacturers have taken remarkable care in the printing of these small articles and shown astonishing powers of imagination. Nevertheless, out of this great diversity, two trends were very evident in the matter of designs which

seemed to fall into two distinct classes: those destined for sports, and those for elegant wear.

Mention must also be made of the novelties exhibited by manufacturers of printed fabrics. This year, there seems to be a still greater rivalry between gay, bright colours and sober, pastel tones, the latter made coaxing and attractive by their very paleness. Many fabrics display great splashes of colour. Flowers seem to predominate over geometrical designs, or if not flowers, medleys of leaf and stem motifs. Yet, everywhere, we find a tendency towards curved lines which lend so much grace to even the simplest frock. For pale-hued fabrics, colder tones are the order of the day; these need to be underlined by the gay note of belt, handbag or other accessory. Bayaderes reappeared on the stands of certain manufacturers. These fabrics which, a few years ago, tended towards vulgarity by their heaviness, are today most harmonious, the value of the colours being better equilibrated.

Furnishing fabrics were also well represented at the Basle Fair. There has been a great demand for these materials of late and, from what was to be seen at Basle, it can be justly said that they « make the home ». The displays presented by interior decorators show a marked tendency towards great simplicity, and the value of furniture is stressed more and more by bright-hued fabrics. Here again, flower designs are all the fashion, either in thick bunches or scattered in wide bands over the material, but always giving the appearance of rich profusion.

While on the subject of furnishing fabrics, one should mention the efforts several specialized firms have made in the creation of substitute materials. Some are really remarkable imitations, ranging from crisp chintz to leather. Craftsmen were to be seen at the Fair weaving carpets from strips of coloured rags which, some years ago, one would have tossed into the rag-bag as useless; today, tastefully woven, they prove delightfully effective, as one could judge from the finished articles shown at the Fair.

All this goes to prove that, in the world of textiles, the inventive spirit of executives and manufacturers, has succeeded in providing us with all the commodities we require.

*Catherine.*

---

### Sample-card of colours (Winter 1945-46)

Twice yearly, the Piece Dyeing Works Ltd., Basle and Messrs. Dyeing, Printing & Finishing Co., Clavel & Lindenmeyer Ltd., Basle, publish a sample-card showing the colours in vogue for the current season. The card is of convenient size and extremely well presented. The improvement in international com-

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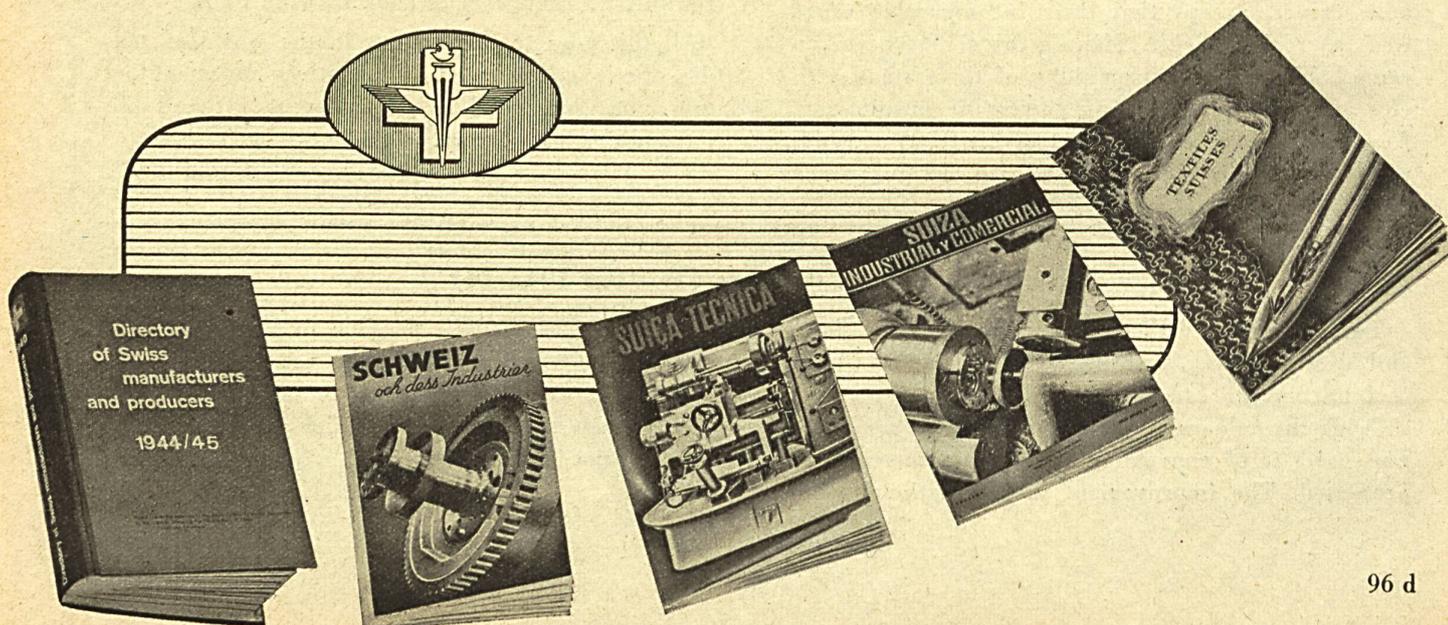
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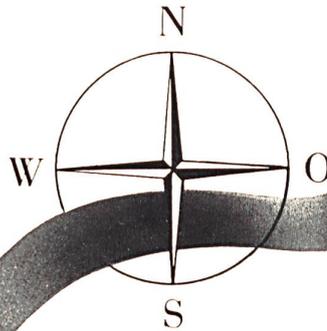


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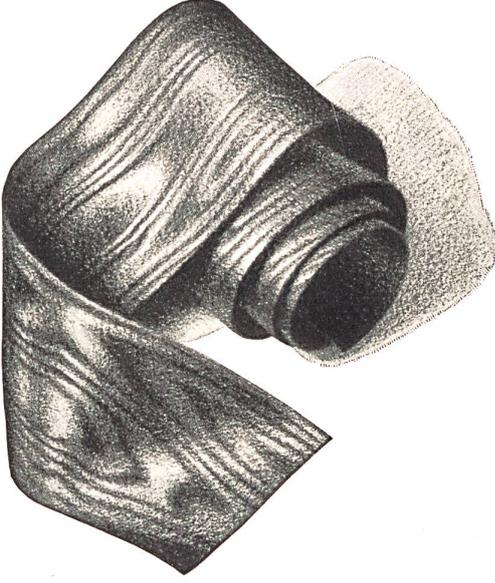
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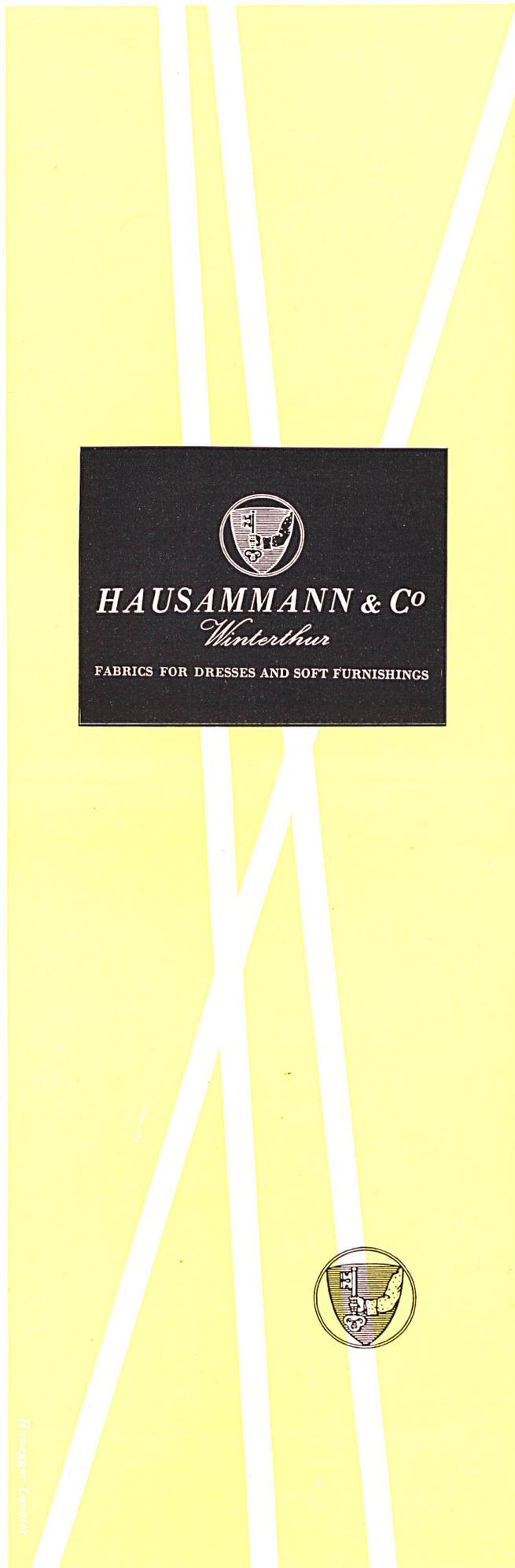
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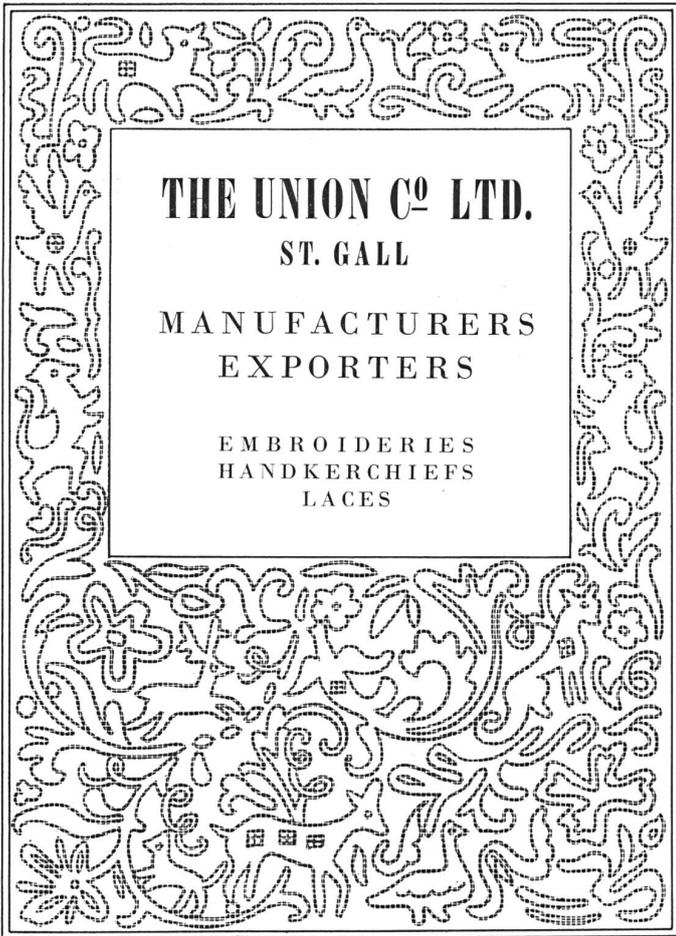




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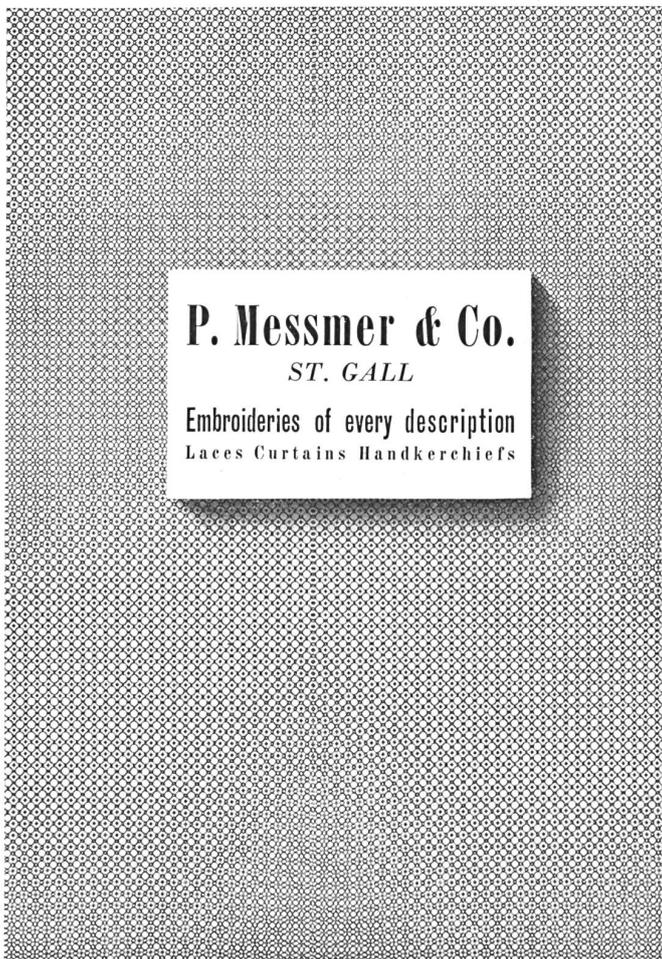
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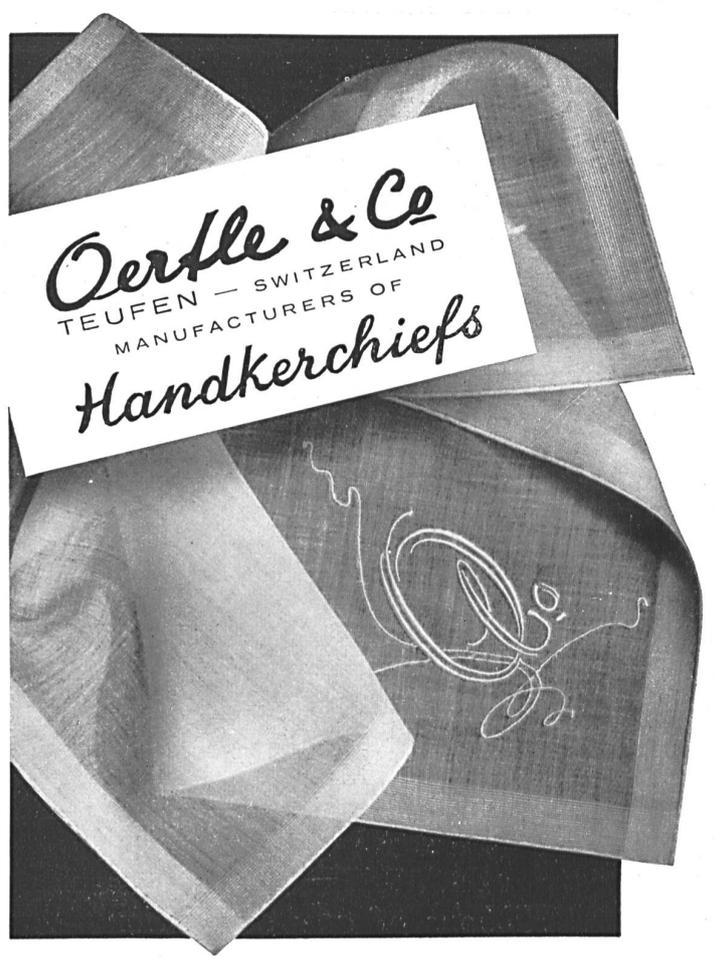
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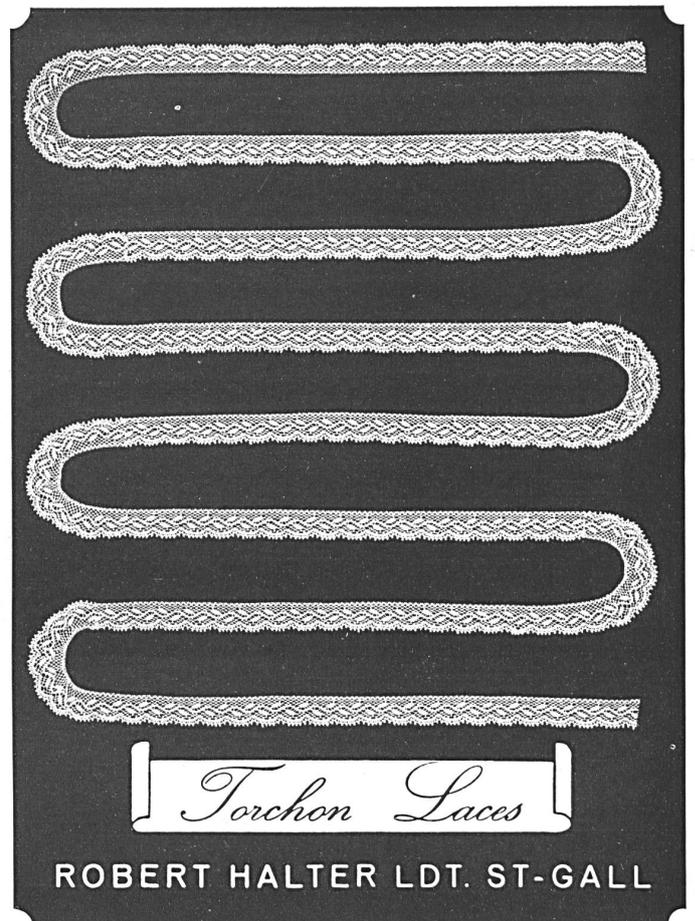
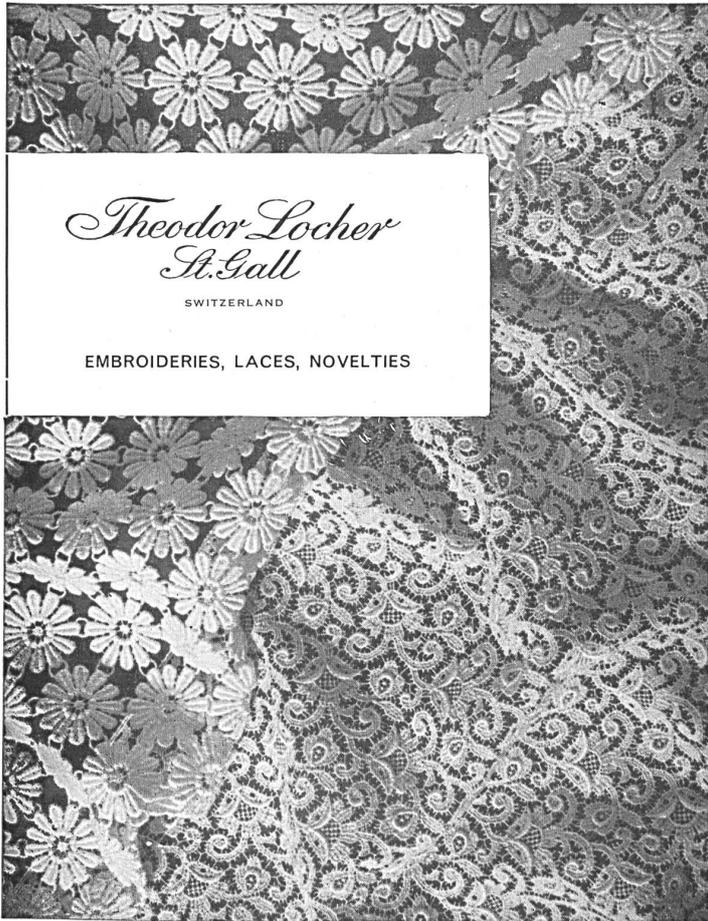
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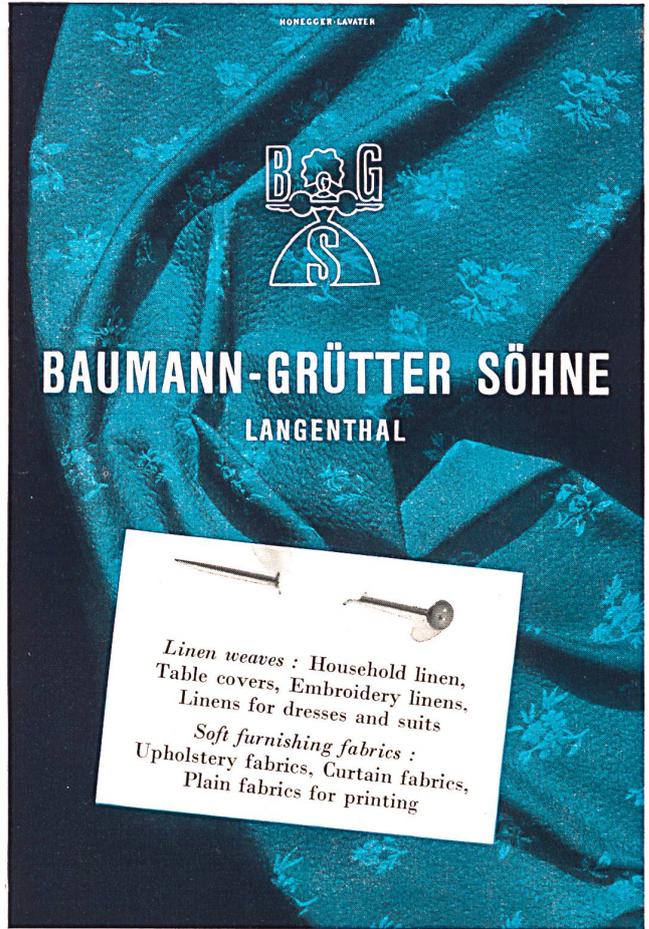
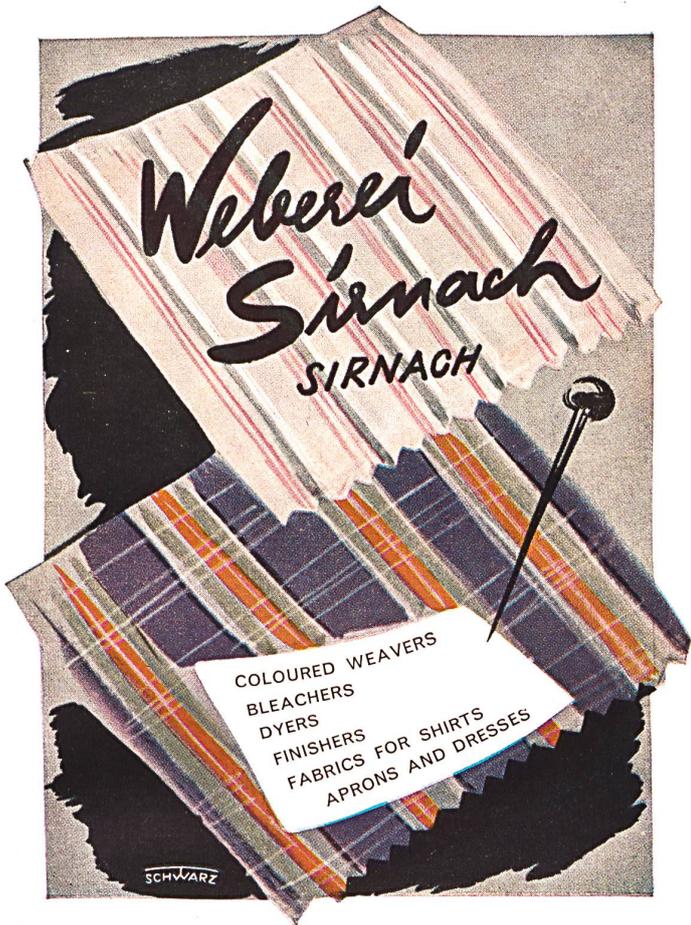
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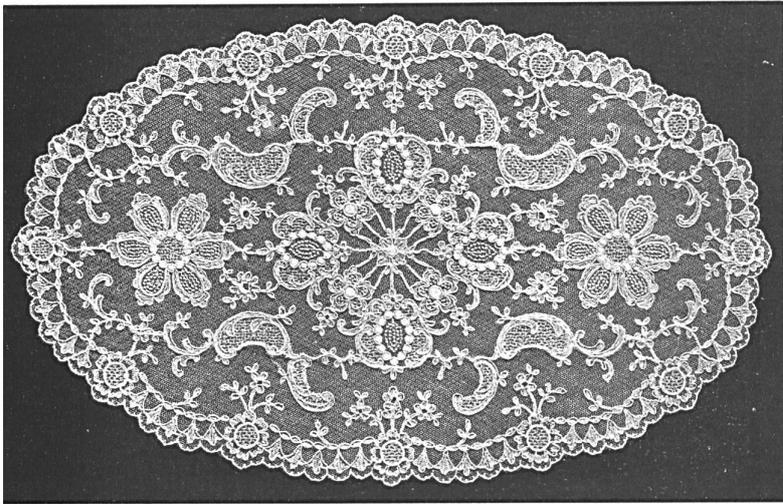


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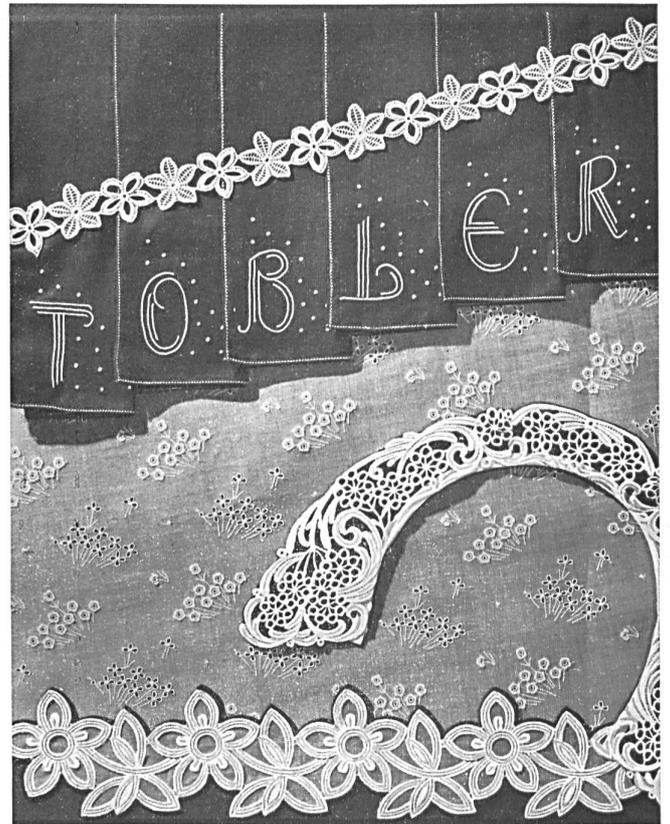
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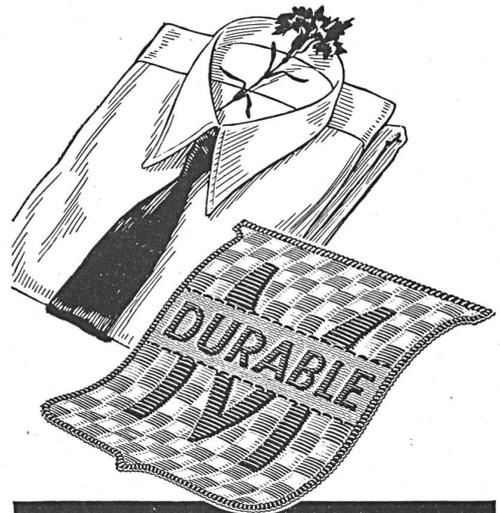
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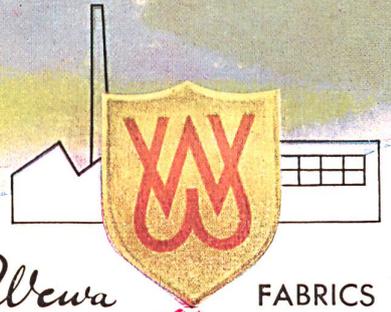
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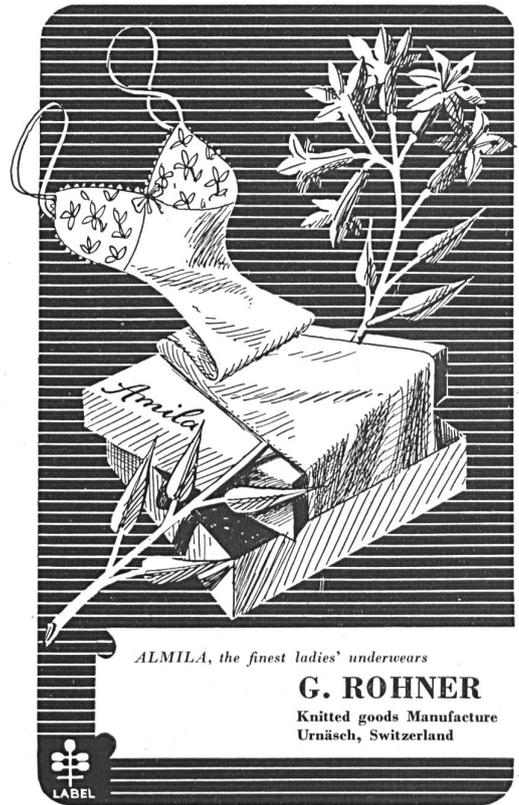
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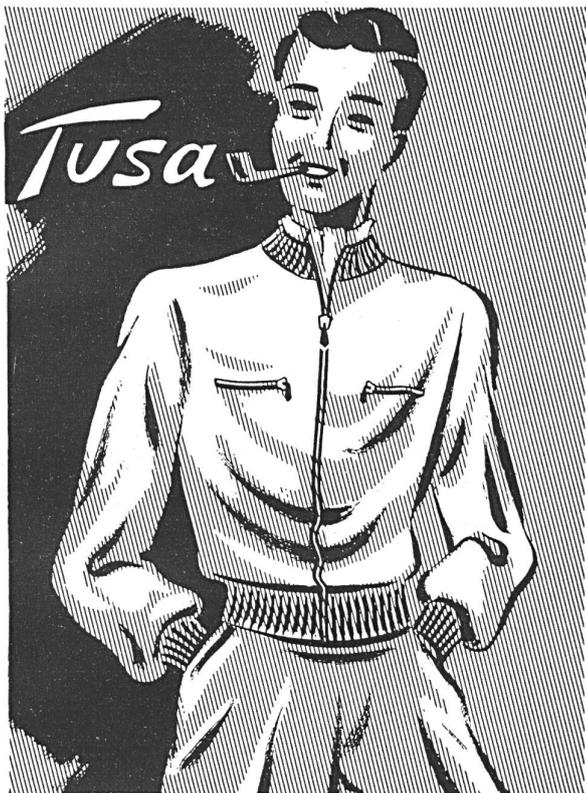
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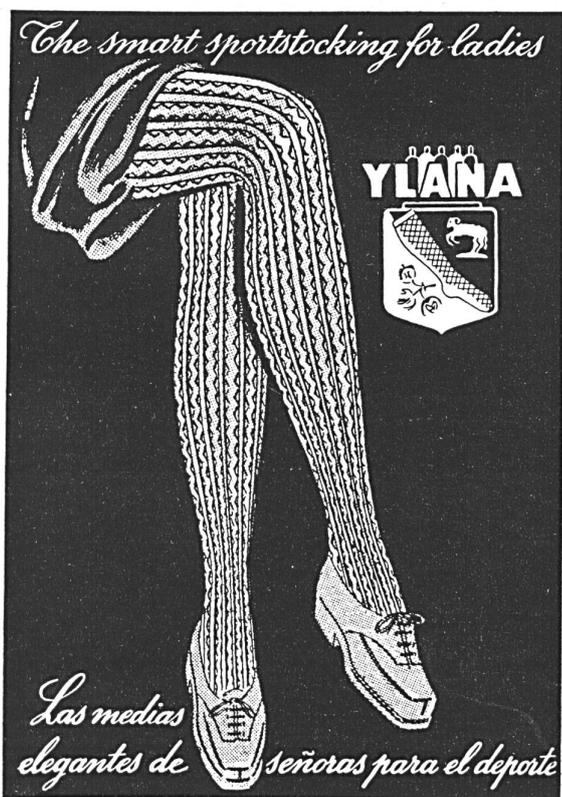
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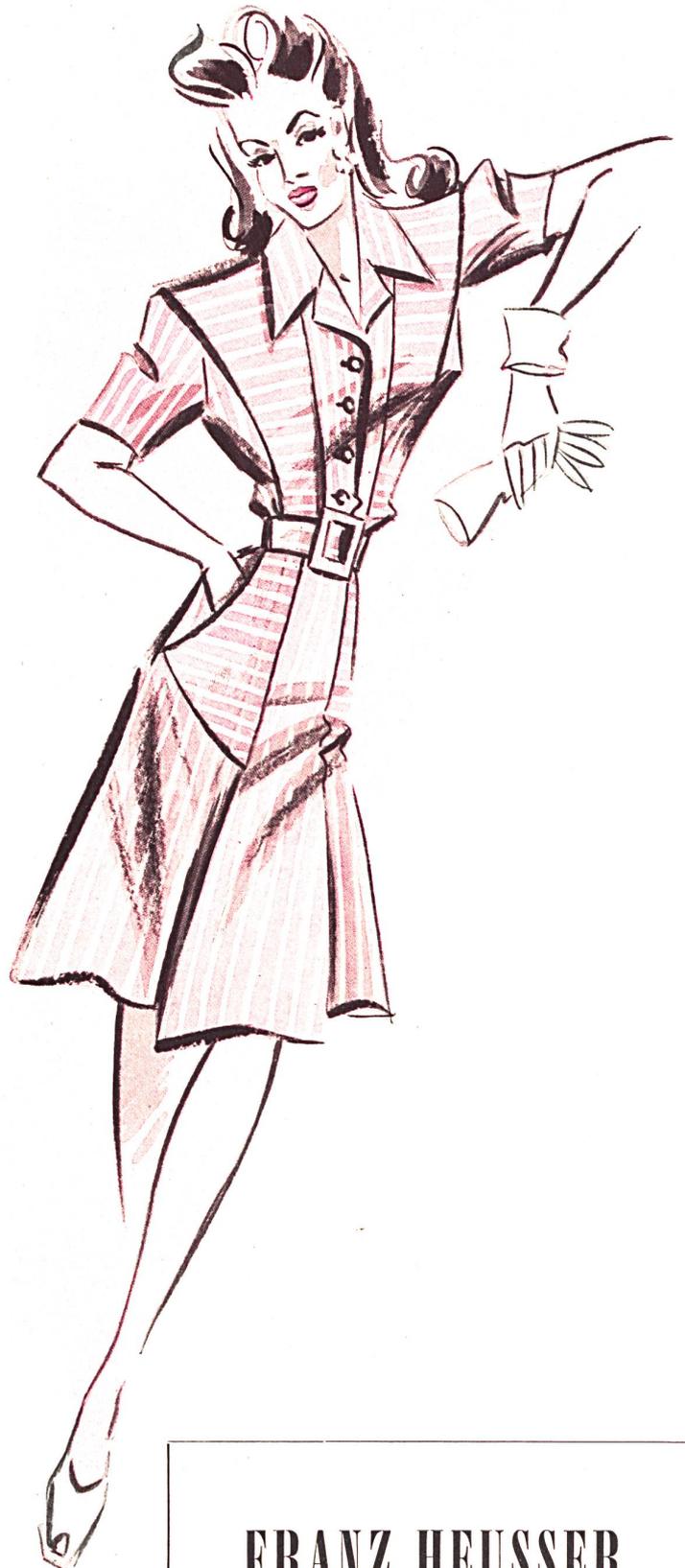
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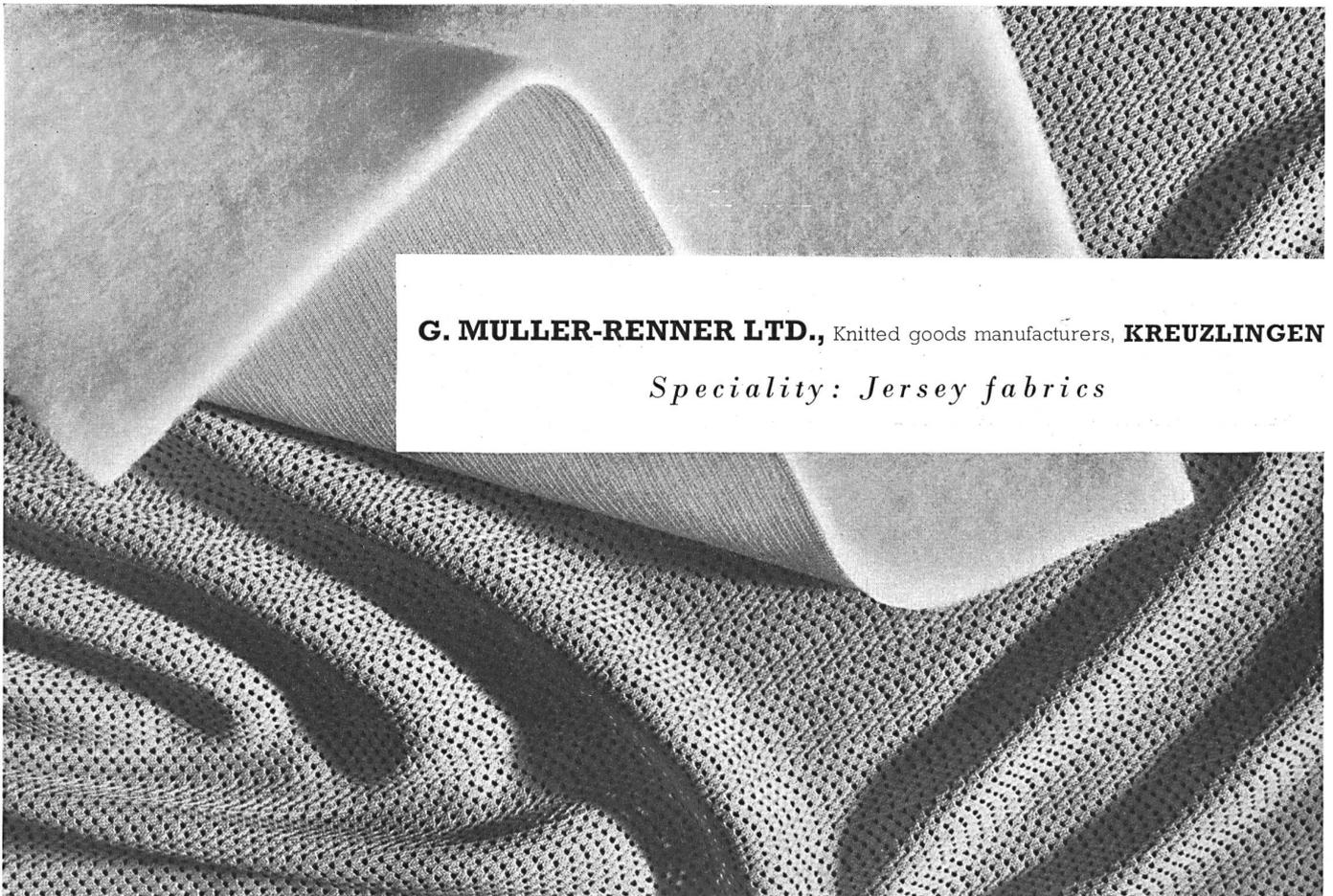


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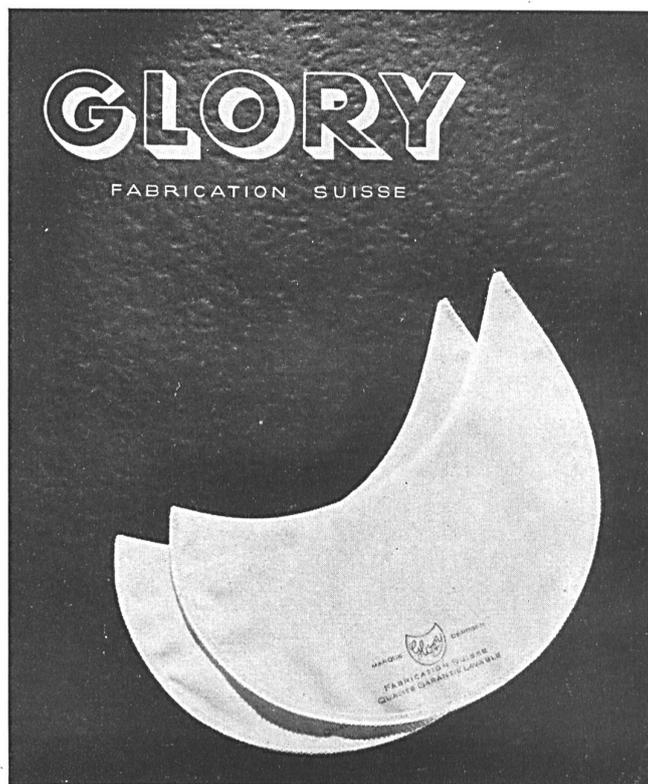
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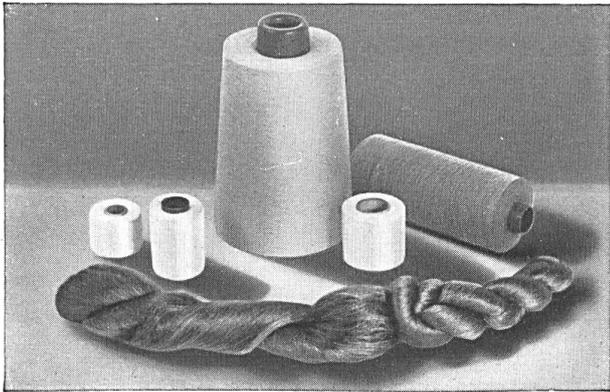
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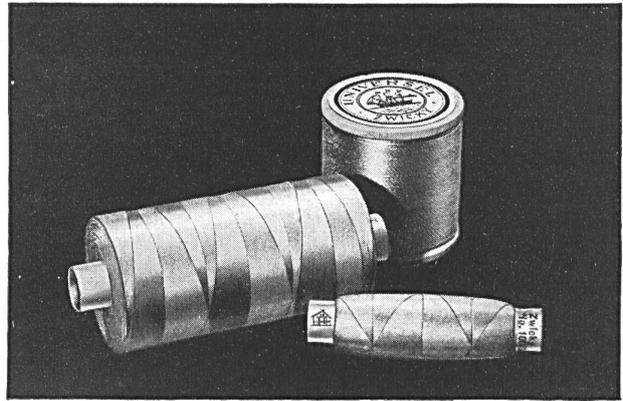
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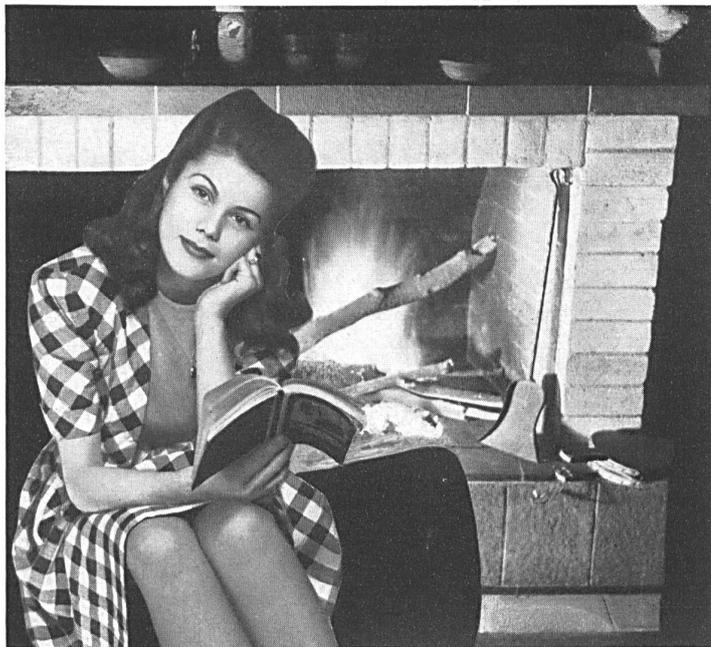
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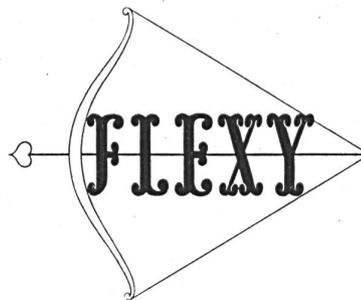
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UNITED HOSIERY MILLS LTD. (formerly  
*Vereina*) FLAWIL - ST. GALL (Switzerland)



FLEXY, the modern elastic hose,  
sheathes your leg like a silken skin.



*If every man were an Apollo,*

tailors and outfitters would have an easier job. But boys, and girls too, all grow up so differently, that WG SHOULDER PADS must be called in to help

*produce uniform shoulder padding*

When the tailor and his cutters have established a model — any model — they know that WG SHOULDER PADS can be delivered in any quantity, and that

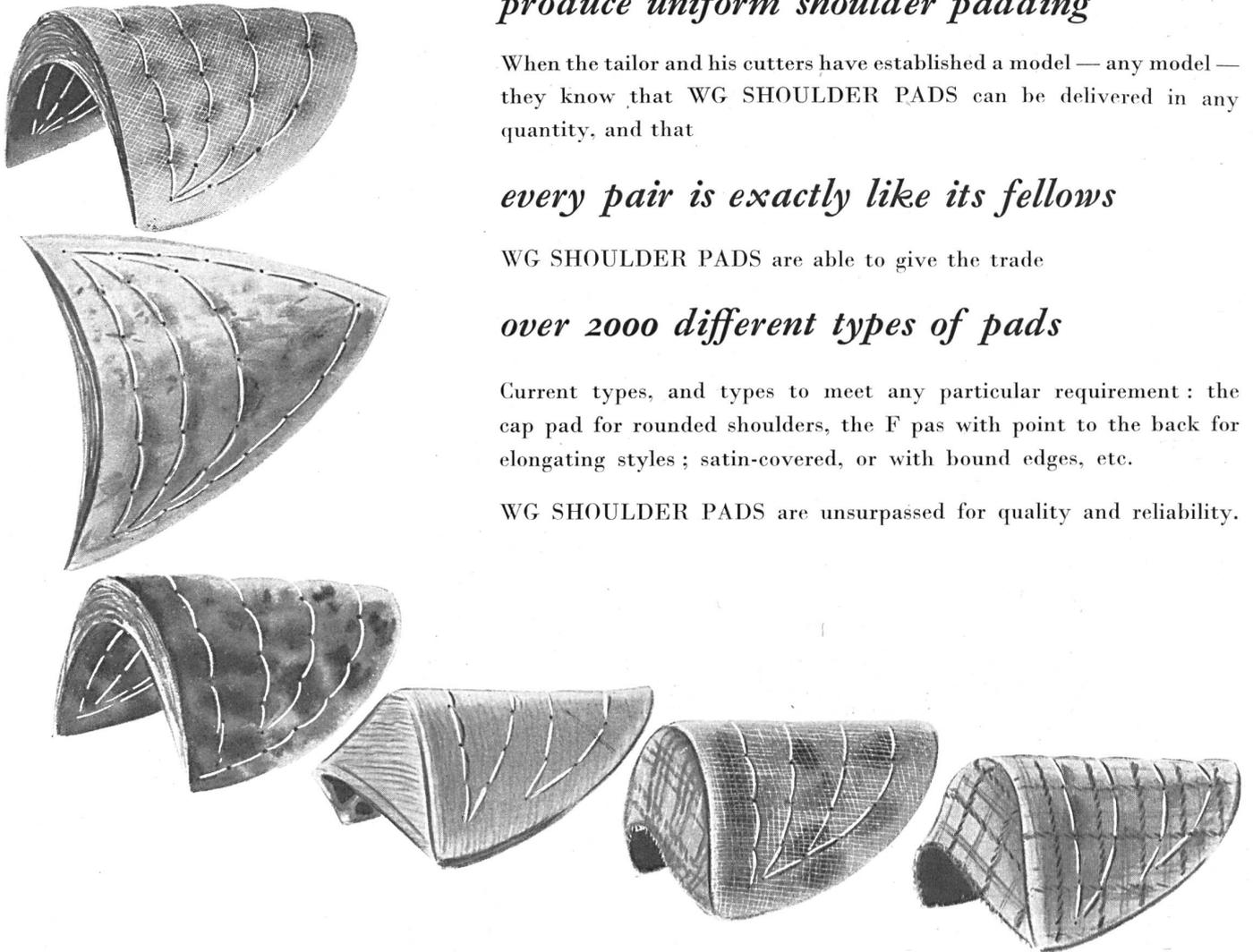
*every pair is exactly like its fellows*

WG SHOULDER PADS are able to give the trade

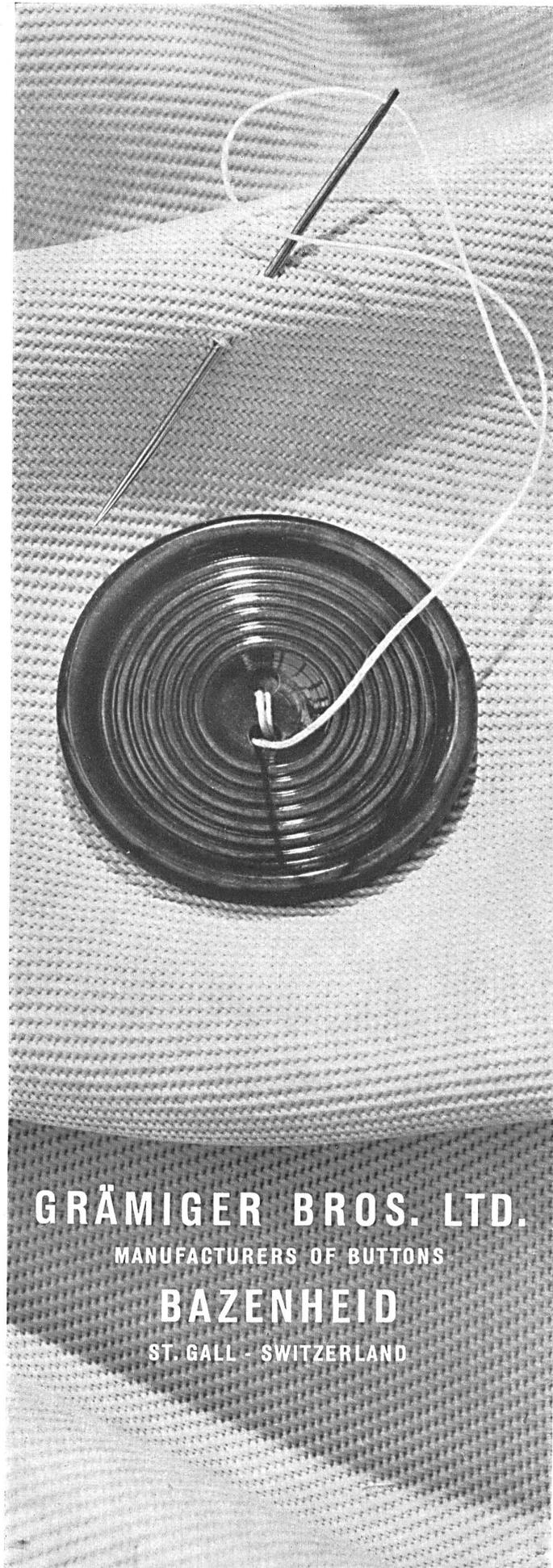
*over 2000 different types of pads*

Current types, and types to meet any particular requirement: the cap pad for rounded shoulders, the F pas with point to the back for elongating styles; satin-covered, or with bound edges, etc.

WG SHOULDER PADS are unsurpassed for quality and reliability.



**Eduard Grossmann-Appert - Wadding Manufacturer - Thalwil**



**GRÄMIGER BROS. LTD.**

MANUFACTURERS OF BUTTONS

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*La Splendeur d'une flamme...*

*La Durée d'un bijou...*

*La Précision d'une montre de choix signée*

**DOXA**



MANUFACTURE DES MONTRES

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LE LOCLE - SUISSE

FONDÉE EN 1889

## *Veils and veilings*

LA PALOMA



**PAUL DUBLER Co.**

Wohlen (Switzerland)

## *Ametco*

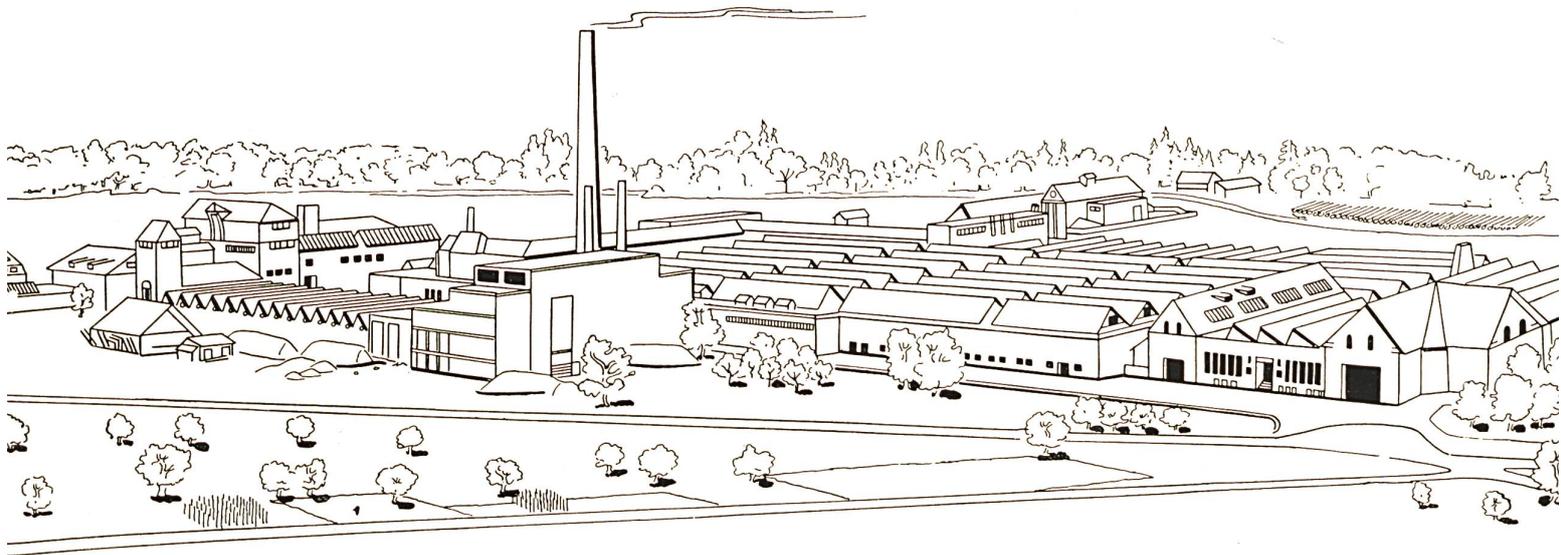
African and Middle East  
Trading Co., Ltd.

*Zurich*

Cables : Swissametco

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Plain, fancy and printed piecegoods, ladies' underwears and dresses, blouses, stockings, scarves, mufflers, ties, table linen and textiles of every description.



**SOCIÉTÉ DE LA VISCOSÉ SUISSE S.A.**  
**EMMENBRÜCKE**

*Rayon . Staple . Fibre*



We live in a world of wonders! For instance, who would think that the dye-stuffs used to colour the delicate dress materials worn by modern woman are obtained from sticky, black coal-tar? And yet it is a fact that coal-tar contains substances which form the basis of a large number of synthetic colouring matters—substances which are obtained in a curious and yet simple manner.

When water is heated, steam begins to form which, on coming into contact with a cold surface, is deposited in the form of drops. Exactly the same occurs with any other liquid, and as the various liquids vaporize at very different temperatures—each possesses its own boiling-point—it is possible to separate many volatile components from the viscous tar simply by heating it. This process is called 'distillation'.

On heating tar to about 80° C., vapours form and condense into drops in the cooled condenser tube. These drops are benzene, one of the most important parent materials in use in the whole colour industry. As the temperature reaches 110° C., toluene, a material of no less importance to the colour chemist, collects as distillate.

But what constitutes a simple operation in the laboratory may prove to be very much more complicated when carried out on the large scale. Not all substances can be separated as simply as is described above, and they must frequently be subjected to further processing, as it is essential that these parent substances be obtained in an absolutely pure condition. For only the purest parent substances can give birth to dyestuffs of the 'Ciba' standard of purity.

**CIBA**

*Limited  
Basle*