

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1945)
Heft: 3

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: 27.03.2026

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

SWISS OFFICE FOR THE DEVELOPMENT OF TRADE

Zurich and Lausanne

PUBLICATIONS

«SWISS INDUSTRY AND TRADE» :

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.

Inland : Annual subscription rate : S. frs. 2.50.

Abroad : Address registration fee covering a two-year period : S. frs. 5.—.

«SWISS TECHNICS» :

A journal edited in conjunction with the Swiss Society of Machine Builders in Zurich. Notes on Swiss technical innovations. Articles concerning the construction of new machines, etc. Edited in English, French, German and Portuguese.

Inland : Annual subscription rate : S. frs. 2.50.

Abroad : Address registration fee covering a two-year period : S. frs. 5.—.

«DIRECTORY OF SWISS MANUFACTURERS AND PRODUCERS» :

Published in English, French, German and Spanish. Contains addresses of Swiss industrial firms ; classified indexes of products, branches of industry and firms. Price : S. frs. 12.— and postage.

«SWISS TEXTILES» :

A specialized trade journal, richly illustrated, giving information on all matters concerning the clothing and fashion trades in conjunction with the latest developments in the textile trade.

A quarterly publication issued in two editions : *a*) German ; *b*) French, English and Spanish.

Annual subscription rate : S. frs. 12.— (Inland and abroad).

BOOKLET «SWITZERLAND AND HER INDUSTRIES» :

Giving a brief general survey of Switzerland, her institutions, national economy and industries and containing two maps and 40 illustrations. Editions available in English, French, German, Spanish, Italian, Portuguese, Swedish.

Price : S. frs. 1.50.

SPECIAL PUBLICATIONS

on the watch industry, folders, etc.

For all information please write to :

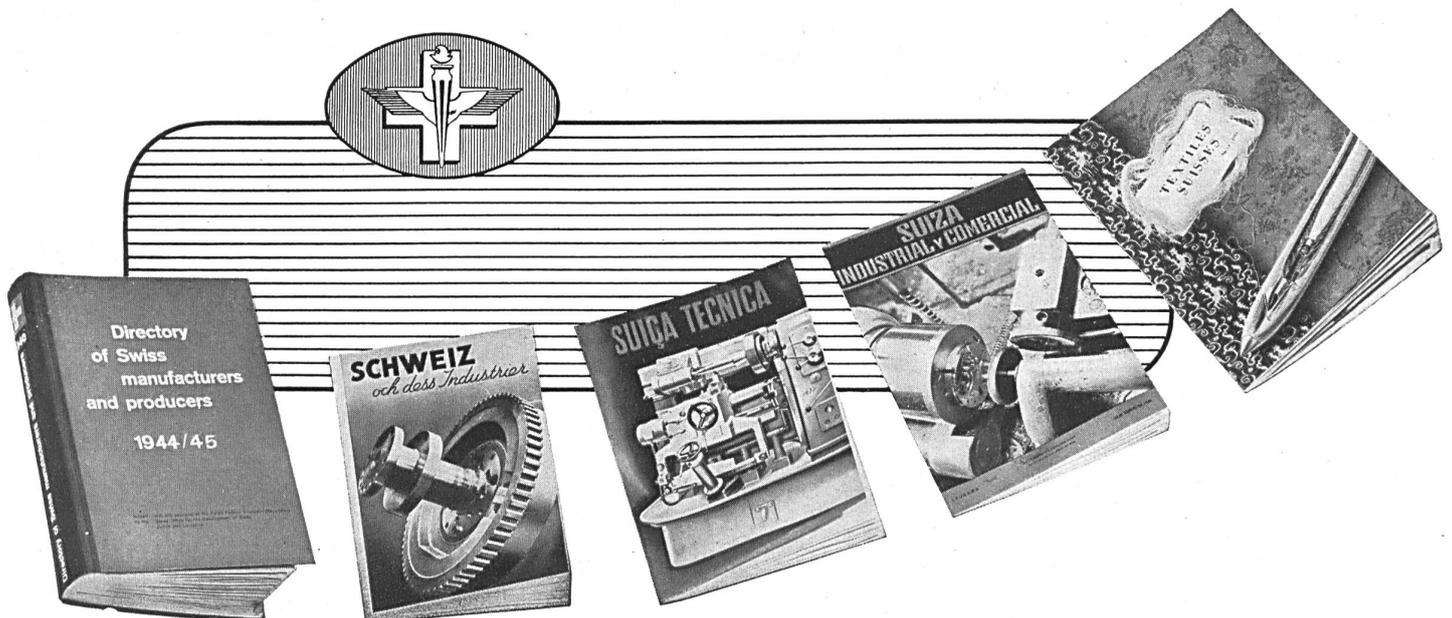
SWISS OFFICE FOR THE DEVELOPMENT OF TRADE

Editorial Department

LAUSANNE

Place de la Riponne, 3

Telephone : 3 73 31



SCHWARZ



SQUARES
SCARVES

F. Blumer & Co.

SCHWANDEN (GLARUS) SWITZERLAND



Sailer & Schoenleben

MANUFACTURE AND EXPORT, ST. GALL

Embroidered handkerchiefs for ladies and children. Lace handkerchiefs. Embroidered fabrics in organdie, batiste, net, etc.



Joseph Heeb Ltd.
Appenzell - Switzerland



Torchon Laces

ROBERT HALTER LTD. ST-GALL

Theodor Locher
St. Gallen

Laces and Embroideries

Allovers, edgings and insertions, specialists of bibs, feeders, embroidered motifs and trimmings for children's, ladies', sports and beach wear.

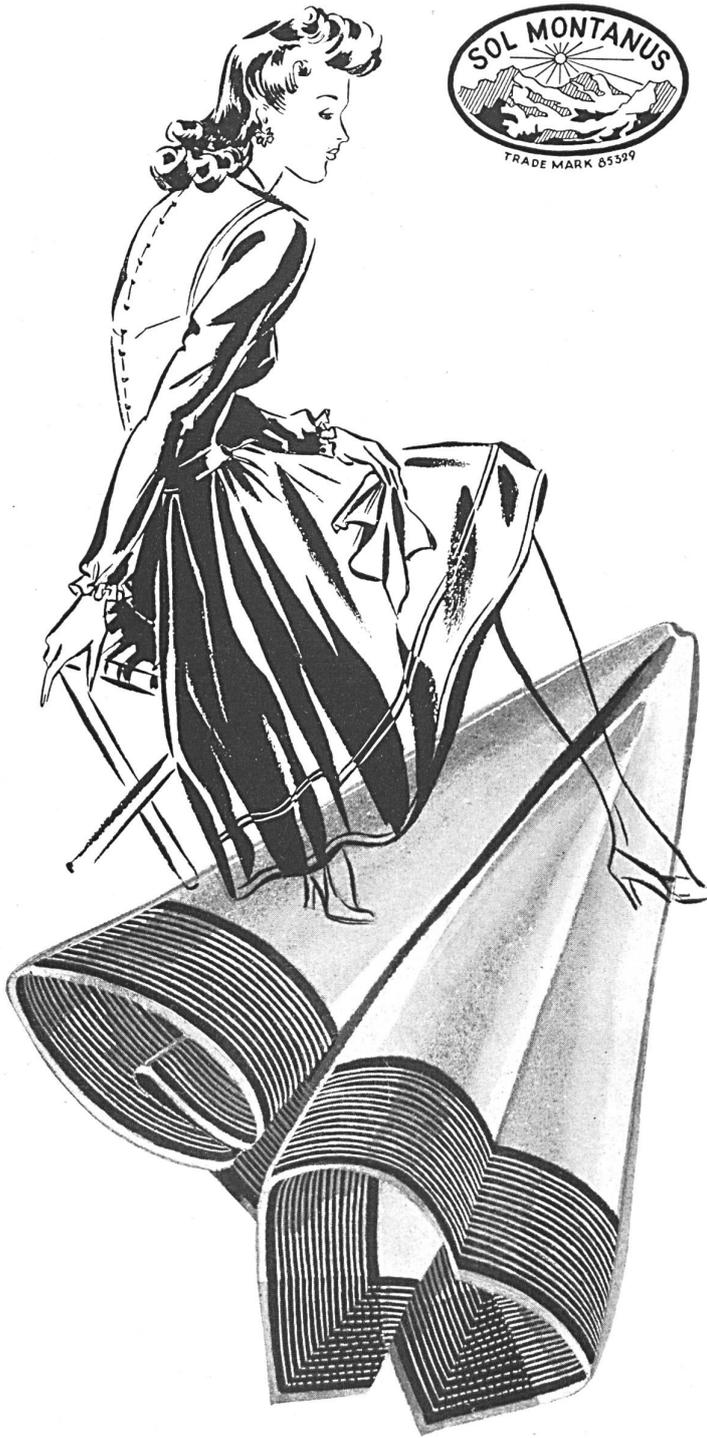
ALTOCO Ltd., ST. GALL
successors to Albrecht, Tobler & Co. Ltd.

LEISER



*Jacob
Rohner*
AG.
REBSTEIN
ST. GALL

*Embroidered
curtain fabrics*

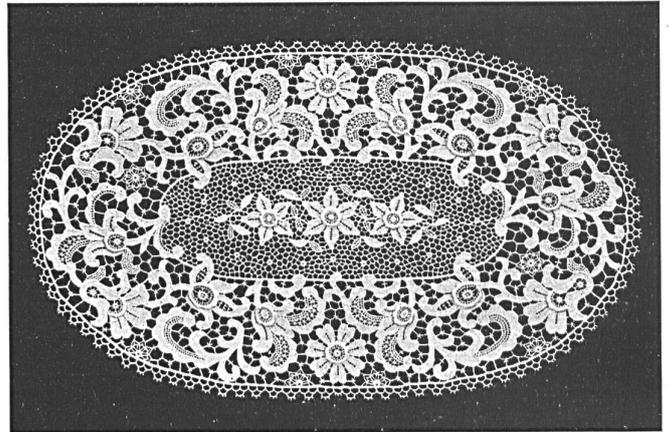


Honegger & Co. Ltd.
St. Gall

Manufacturers of cotton,
staple fibre, art. silk tissues,
handkerchiefs plain, coloured-woven,
printed and embroidered

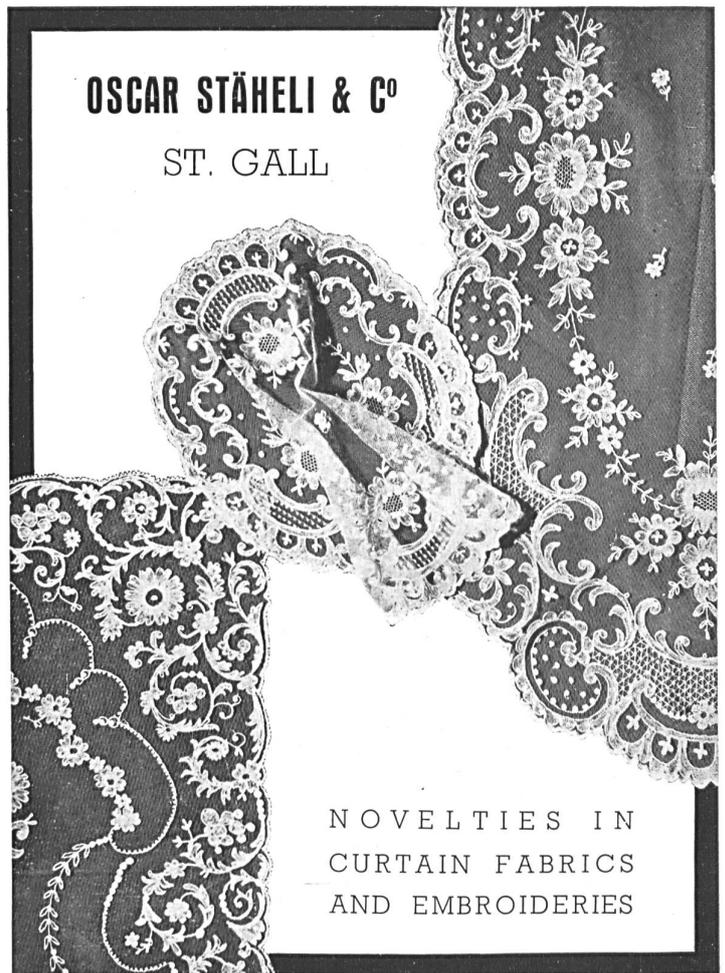
E. Mettler-Muller Ltd.
Rorschach

Founded 1883



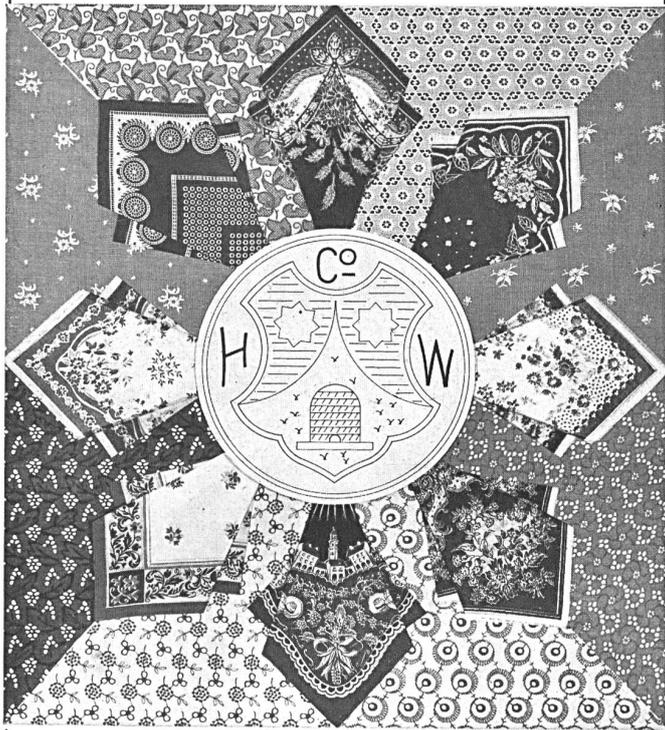
Design No 2921

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



NOVELTIES IN
CURTAIN FABRICS
AND EMBROIDERIES

HUGO WACHS & Co.
ST. GALL

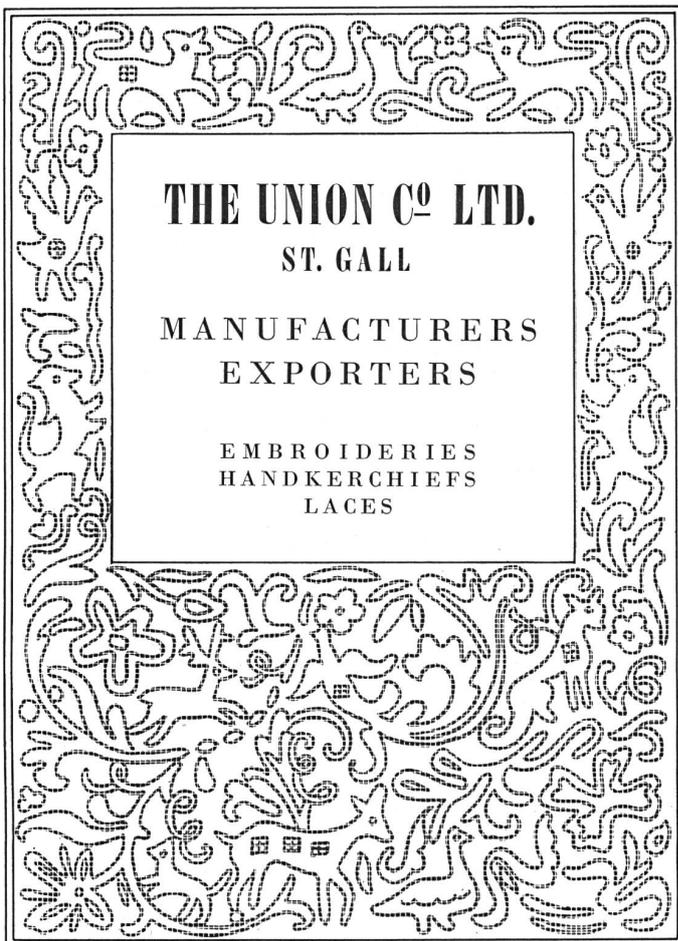


Cotton, rayon, staple fibre and mixture weaves,
printed and embroidered fabrics,
plain and printed handkerchiefs

THE UNION CO LTD.
ST. GALL

MANUFACTURERS
EXPORTERS

EMBROIDERIES
HANDKERCHIEFS
LACES



H. W. Giger Ltd.
Flawil

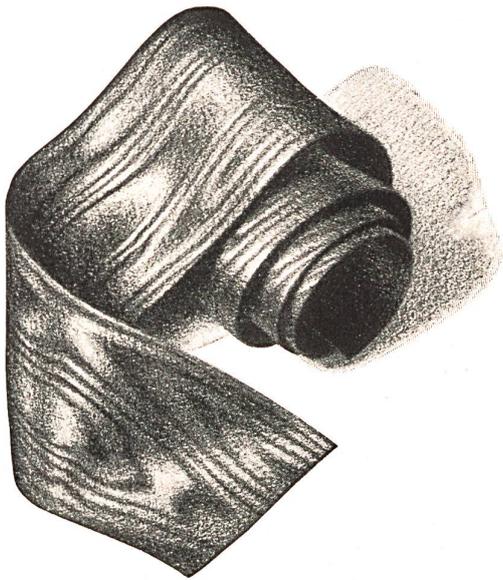
SWISS MARKET AND EXPORT

P. MESSMER & CO.

EMBROIDERIES

ST. GALL
(SWITZERLAND)





W. SARASIN & Co Ltd
BASLE
Ribbons of any description

Ribbons
Velvet Ribbons
Scarves



Trademark

VISCHER & C^o

Basle I (Switzerland)

Founded 1713



Senn & Co. Ltd.
BASLE SWITZERLAND
ESTABLISHED 1725

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

Sewing Silk Mill
Rolf Bably
Basle

Sewing Silks and Threads

made of

SPUN SILK PURE SILK

COTTON RAYON

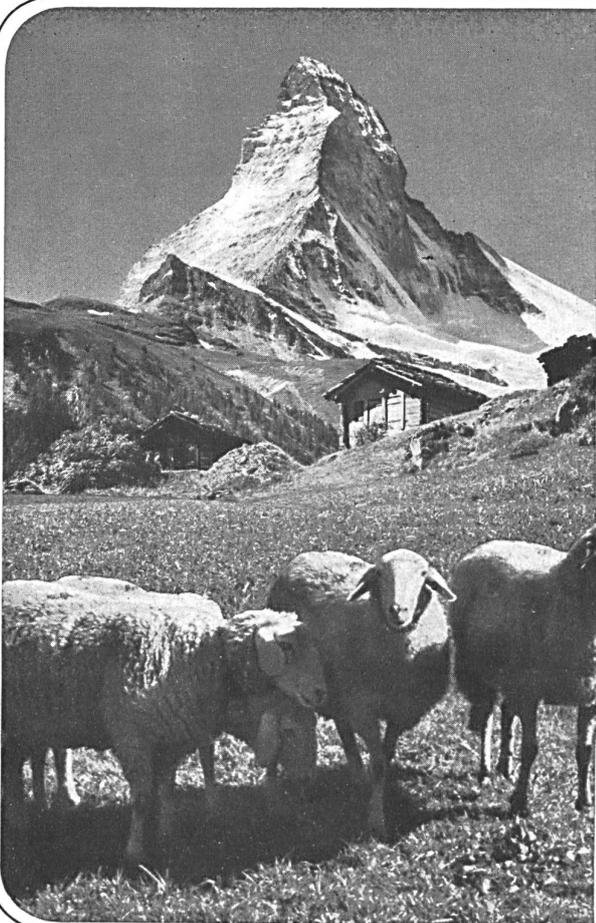


EXPORT
of
QUALITY
RIBBONS

since
2 Centuries

DE BARY & C° Ltd.
MANUFACTURE OF RIBBONS

BASLE FOUNDED 1723
(SWITZERLAND)



- | |
|----------------------|
| <i>Watteline</i> |
| <i>Cotton wool</i> |
| <i>Shoulder pads</i> |

Eduard Grossmann-Appert

* WADDING AND COTTON WOOL MANUFACTURERS *
THALWIL

ERNST BRASCHLER
ZURICH

Office : Bederstr. 3, Zurich 2
Address : P.O.B. 240, Zurich 7
Telegrams : « Tebras » Zurich
Phone : 27 38 38 Zurich (051)

SPECIALITY :

Structure Yarns

of staple-fibres for

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



H. KIENE

Jersey Wear Manufacture

Kreuzlingen

**Le grand spécialiste pour
JERSEY**

Vollmoeller

Fabrique de Bonneterie
Knitting-works
Fabricá de generos de punto

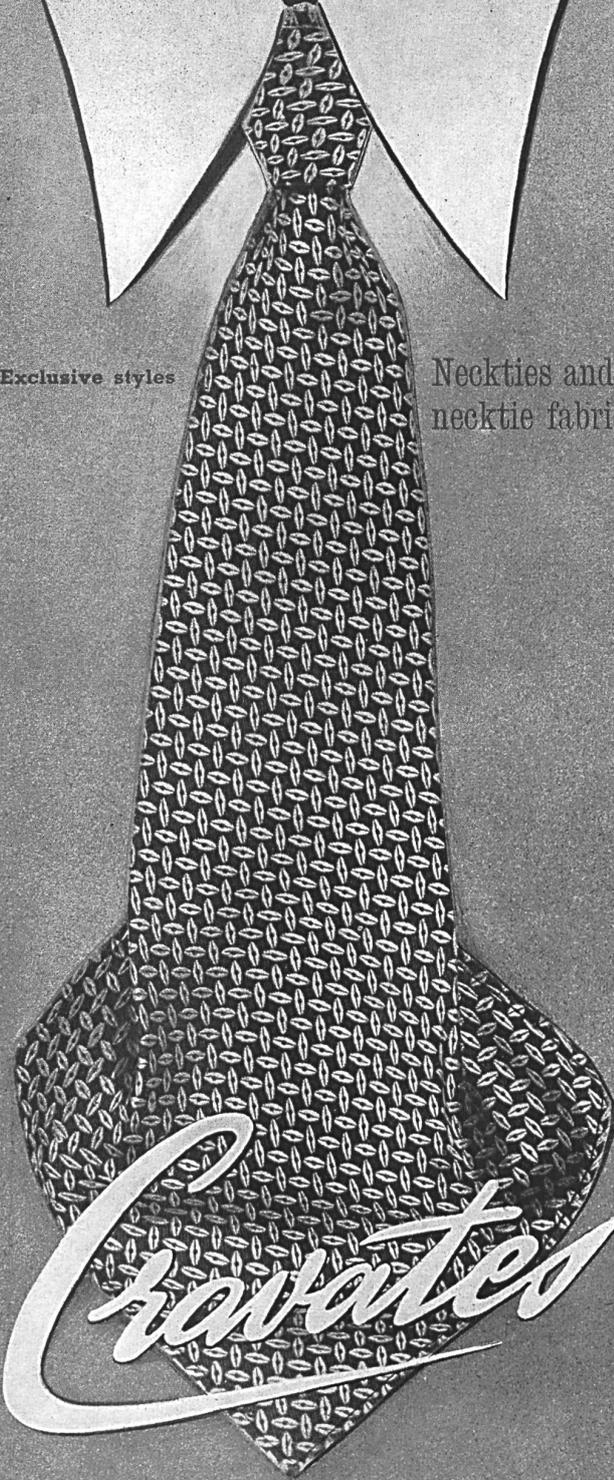
USTER
SUISSE / SWITZERLAND / SUIZA

The great specialist for Jersey
El gran especialista de Gerseis

EVO

Exclusive styles

Neckties and
necktie fabrics



E. VONWILLER NECKTIE MANUFACTURERS
Scheuchzerstrasse 20 ZÜRICH VI

SCHWARZ

The house which sets
the fashion



NECKTIE MANUFACTURERS

J. Kirschner

GARTENSTR. 33 ZÜRICH

FERRIN VALON & C^{IE}

*Manufacture
de cravates
fondée en 1906
Genève*

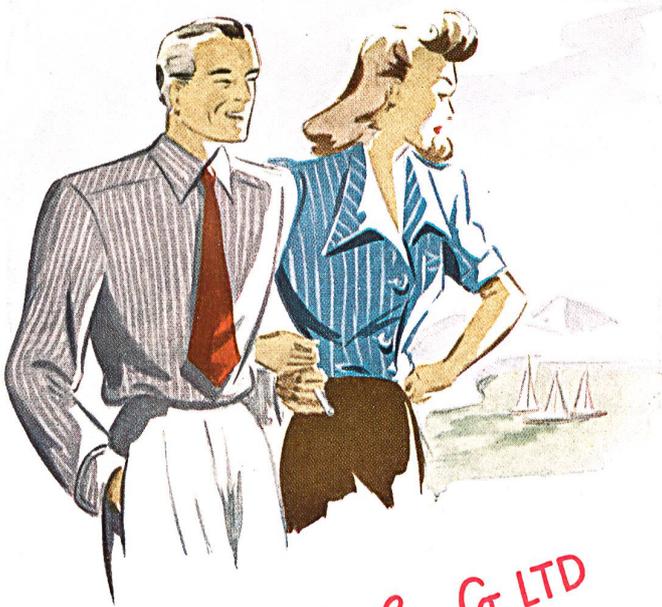
AGENT: L. LANDY - PARIS, 104, RUE RÉAUMUR

CRAVATES • SHAWLS • DESSINS EXCLUSIFS

A. & H. Fivi S.A.

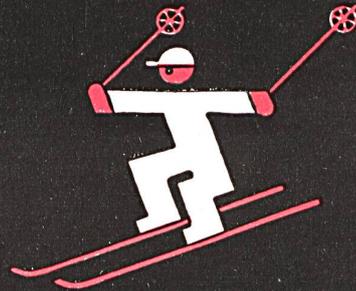
Manufacturers of Neckties and Scarves

GENEVA - 40, rue du Stand.
Telephone 452 12/13.
Cable-address : Halef.



Schellenberg, Sax Co. LTD
Manufacture of Mens shirts
and Ladies Blouses

Trübbach ST. Gall.



E. KNEUBÜHLER
ZOFINGEN (Suisse)

Manufacturers of Sports Clothing and Coats

Manufacture de vêtements sport et manteaux

Sportkleider- und Mäntelfabrik

Sportkleding- en mantelfabriek



STRIGA Ltd.
BASEL (Switzerland)

Trade mark

HAND KNITTING YARNS
SPECIALITY
SWISSANGOR
MANUFACTURE AND COMMERCE



Sawaco

Jersey and knitted garments and underwear - Bathing suits

MANUFACTURERS:

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

FOUNDED IN 1886

J. F. Rohrer-Bolliger

Knitting works

ROMANSHORN

(SWITZERLAND)

Pullovers -- Gilevers

Dresses

Babies' articles

Bathing suits

*Plain and fancy knitted
and jersey fabrics*



Knitted underwear, faultless in cut, unsurpassed for quality.

The *Hocosa* mark.

HOCHULI & C^o., Safenwil (Switzerland)



Sanco Ltd., Zurich

WAISENHAUSSTRASSE 4

MANUFACTURERS
OF FINEST GENTLEMEN'S SHIRTS



OPAL
TRICOT

GENTS' UNDERWEAR

Opaline
FIXCOLOR

LADIES' LINGERIE

A. Naegeli

Ltd. Knitting Mills
Berlingen and Winterthur

Founded 1892



Ladies' and Gentlemen's knitted underwears
Blouses / Polo-shirts / Knitted sport garments

TH. TUCHSCHMID
KNITTING MILLS, AMRISWIL, SWITZERLAND

Amila

Amila lingerie satisfies the most difficult to please. Its fabrics are of the best and its style and cut most elegant.

G. Rohner
URNÄSCH

LABEL

High-class knitted underwear, specially made for export.

HIS & CO LTD
Murgenthal
(Switzerland)

HiSCO

HIGH QUALITY
READY-MADE
CLOTHING

Gutex

Overalls
Housecoats

Manufacture of aprons
and dressing-gowns

ARTHUR GUXE Ltd.
ZURICH
Kornhausbrücke, 5
Telephone 23 72 68

Modern
**ELASTIC
THREADS**

For knitting

For industry

For sewing

OSCAR HAAG
KUSNACHT-ZURICH
Switzerland

Will launder and iron without injury
Substitutional product: synthetic rubber



Youthful dress
in
Vistra print.

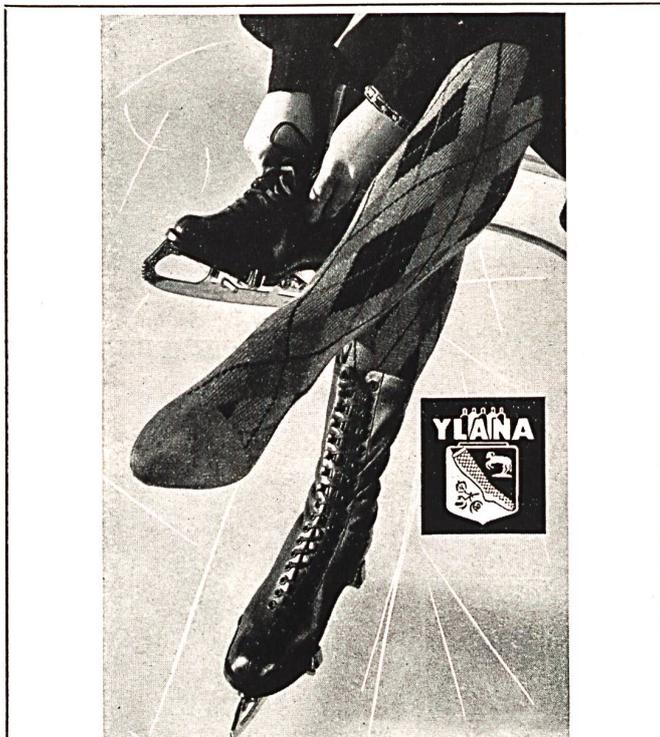
F. Kurt AG.

Manufacturers of skirts and dresses, **OLTEN (Switzerland)**
Tel. address. : KURTAG
Telephone : 5 45 45 - 5 45 46



READY-MADE
CLOTHING

*Franz
Hessner
Stampfenbachplatz 1 Zurich*



YLANA the fine, warm, woollen hose. Plaids for skating and ski-ing, more sober designs for town wear.

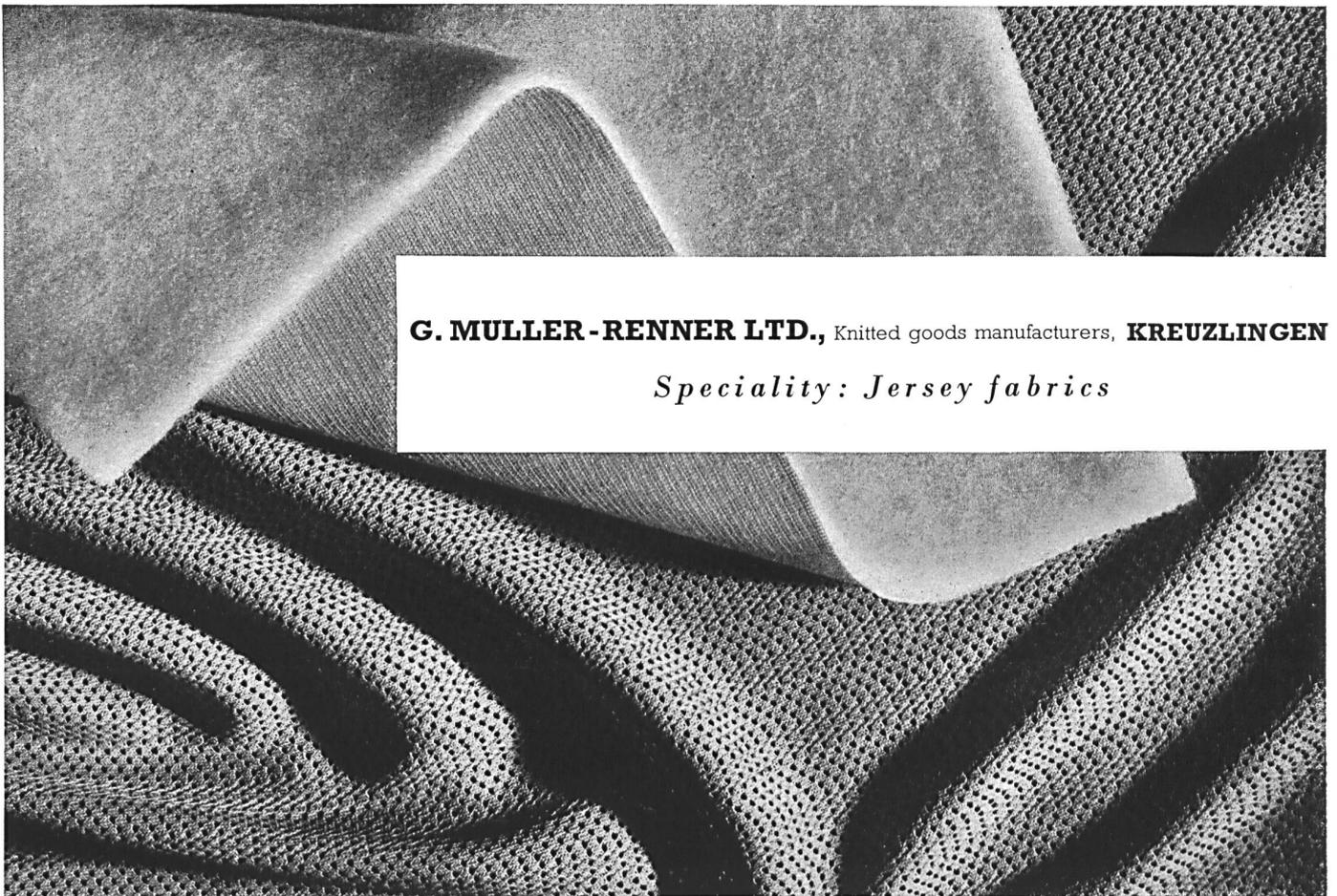
LION & CO. KREUZLINGEN



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



FLEXY hose! What a wonderful invention! Their remarkable elasticity makes them so comfortable to wear, even in the hottest weather.



G. MULLER-RENNER LTD., Knitted goods manufacturers, **KREUZLINGEN**

Speciality: Jersey fabrics

N. B.

Before filling in this
subscription card, please
read the information given
under the heading "How
to subscribe to
SWISS TEXTILES",
(page 102 b).

Order Form

Messrs.

Address

Town

Country

hereby subscribe to "SWISS TEXTILES" for the year 1946 at rate
of S. frs. **12.—**.

This subscription is being forwarded by

Other firms who may wish to subscribe to "SWISS TEXTILES":

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

Date :

Signature :

Contents

	Pages		Pages
Index of advertisers	102 a	Squares and neckties	71-73
A modern industry: Textile finishing	27-31	Wohlen braidings	74-77
Embroideries, laces, handkerchiefs	32-43	Ready-made clothes	78-80
Watches	44	Accessories	81
New fabrics	45-64	Modern Magic	82
Knitwear and jerseys	65-69	Swiss textiles and French fashions	102 c-102 e
Lingerie	70		

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

Kaspar Humbel, Uetikon a. See	10
Rix S. A., Zurich	106

BRODERIES ET DENTELLES — EMBROIDERIES AND LACES — BORDADOS Y ENCAJES

Altoco S. A., St-Gall	38, 87
H.-W. Giger S. A., Flawil	91
Robert Halter S. A., St-Gall	87
Theodor Locher, St-Gall	87
P. Messmer & Cie, St-Gall	92
E. Mettler-Muller S. A., Rorschach	40, 90
Jul. Michel & Cie, Zurich	43
A. Naef & Cie, Flawil	36, 86
Neuburger & Cie S. A., St-Gall	38
Palma & Cie, Zurich	50, 51
Reichenbach & Cie, St-Gall	15
Jacob Rohrer S. A., Rebstein	88, 89
Sailer & Schoensleben, St-Gall	84
Walter Schrank & Cie, St-Gall	37
Oscar Stäheli & Cie, St-Gall	90
Union S. A., St-Gall	34, 35, 36, 91

COLORANTS — DYESTUFFS — COLORANTES

Ciba, Société Anonyme, Bâle	Couverture IV
-----------------------------	---------------

CONFECTION — READY-MADE CLOTHES — CONFECCIÓN CHEMISES — SHIRTS — CAMISAS

Emile Anderegg S. A., Weinfelden	13
E. & H. Dreyfuss, St-Gall	8, 80
Arthur Guex S. A., Zurich	80, 100
Max Heinzelmann & Cie, St-Gall	104
Franz Heusser, Zurich	79, 101
Kleinberger & Cie, St-Gall	108
E. Kneubuhler, Zofingue	97
F. Kurt S. A., Olten	101
Otto Rohrer, Romanshorn	79, 103
Alfred Rosenstiel, Zurich	103
Sanco S. A., Zurich	99
Schellenberg, Sax & Cie S. A., Trubbach	97
S. A. Jacob Scherrer, Romanshorn	70, 107
Société des Ateliers Modernes S. A., Lausanne	103
Sportdress S. A., Bâle	25, 78
Yvel S. A., Zurich	106

CRAVATES — NECKTIES — CORBATAS

Ametco S. A., Zurich	24
Ferrin, Valon & Cie, Genève	72, 73, 96
S. Kirschner, Zurich	73, 96
E. Vonwiller, Zurich	72, 96
A. & H. Zivi S. A., Genève	73, 97

ÉCHARPES ET CARRES — SQUARES AND SCARVES — CUADRADOS Y ECHARPES

Ametco S. A., Zurich	24
F. Blumer & Cie, Schwanden	71, 84
Ferrin, Valon & Cie, Genève	72, 73, 96
Filtex S. A., St-Gall	9
J. Kreier-Baenziger's Erben, St-Gall	18
Siber & Wehrli S. A., Zurich	26
Stoffel & Cie, St-Gall	12
Vischer & Cie, Bâle	93
A. & H. Zivi S. A., Genève	97

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

Feldmühle S. A., Rorschach	6
----------------------------	---

FILES — YARNS — HILOS

Bäumlin, Ernst & Cie, St-Gall	21
Ernest Braschler, Zurich	95
E. Mettler-Muller S. A., Rorschach	107
Salzmann & Cie, St-Gall	105
Société industrielle pour la Schappe, Bâle	Couverture III
Zwicky & Cie, Wallisellen	107

FILES, RUBANS ET TISSUS ELASTIQUES — ELASTIC YARNS, RIBBONS AND FABRICS — HILOS, CINTAS Y TEJIDOS ELASTICOS

Elastic S. A., Bâle	104
Oscar Haag, Kusunacht-Zurich	80, 100

FILES A COUDRE — SEWING THREADS — HILOS DE COSER

Rolf Bally, Bâle	94
E. Mettler-Muller S. A., Rorschach	107
Zwicky & Cie, Wallisellen	107

FILES A TRICOTER — HAND KNITTING YARNS — HILADOS PARA OBRAS DE PUNTO

Striga S. A., Bâle	66, 97
--------------------	--------

GARNITURES EN MÉTAL — METAL TRIMMINGS — GUARNICIONES EN METAL

Burgin & Cie, S. à r. l., Schaffhouse	81
---------------------------------------	----

MONTRES — WATCHES — RELOJES

Manufacture des Montres Doxa, Le Locle	44, 108
--	---------

MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS

Christian Fischbacher Co., St-Gall	15
Charles Gorini, St-Gall	20
Joseph Heeb S. A., Appenzell	42, 85
Hirzel & Cie S. A., Zurich	17
Honegger & Cie S. A., St-Gall	90
Kleinberger & Cie, St-Gall	86
J. Kreier-Baenziger's Erben, St-Gall	18, 40
P. Messmer & Cie, St-Gall	41
Oertle & Cie, Teufen	86
Sailer & Schönsleben, St-Gall	40, 84
Gottfried Schaefer, Zurich	24
Stoffel & Cie, St-Gall	12, 39
Union S. A., St-Gall	91
Hugo Wachs & Cie, St-Gall	91

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

Edouard Grossmann-Appert, Thalwil	94
-----------------------------------	----

RUBANS — RIBBONS — CINTAS

De Bary & Cie S. A., Bâle	94
Enderle S. A., Zurich	20
W. Sarasin & Cie S. A., Bâle	93
Senn & Cie S. A., Bâle	93
Vischer & Cie, Bâle	93

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

L. Abraham & Cie Soieries S. A., Zurich	8, 47
Ametco S. A., Zurich	24
Emile Anderegg S. A., Weinfelden	13
Appenzeller-Herzog & Cie, Staefa-Zurich	8, 61
Weberei Azmoos, Azmoos	64
Jacob Baenziger S. A., St-Gall	24
Baer, Moetteli & Cie, Winterthour	24
Bauniann-Grütter Söhne, Langenthal	10, 58

	Pages		Pages
Les Fils d'Adolphe Bloch, Zurich	16	Siber & Wehrli S. A., Zurich	26
S.-J. Bloch Fils & Cie S. A., Zurich	21, 47	Tissage Sirnach, Sirnach	19, 58
Bosshard-Buhler & Cie S.A., Wetzikon	1	Oscar Stäheli & Cie, St-Gall	90
Rudolf Brauchbar & Cie, Zurich	2, 56	Stehli & Cie, Zurich	48
Burgauer & Cie, St-Gall	9	Julius Stitzel, Zurich	49
E. & H. Dreyfuss, St-Gall	8	Stoffel & Cie, St-Gall	12
Emar S. A., Zurich	13	S. A. Stunzi fils, Horgen	3
Enderle, S. A., Zurich	20, 52	Sturzenegger & Tanner & Cie S.A., St-Gall	17
Les Fils de Adolf Fenner, Zurich	12	Taco S. A., Zurich	12
Filtex S. A., St-Gall	9, 63	Hugo Wachs & Cie, St-Gall	91
Christian Fischbacher Co., St-Gall	15	Wagner & Cie, Gelterkinden	9, 58
J. & A. Gardiol, Genève	60	Weberei Wallenstadt A.-G., Wallenstadt	22
Albert Geser S.A., St-Gall	55	Weisbrod-Zürcher Söhne, Hausen a. A.	53
Gessner & Cie S.A., Wädenswil	11	M. Weiss & Cie S.A., Zurich	14
Filature et Tissage Glattfelden, Glattfelden	21	Winzeler, Ott & Cie S. A., Weinfelden	59
Charles Gorini, St-Gall	20		
Grieder & Cie, Zurich	19		
Berthold Guggenheim, Zurich	18		
H. Gut & Cie S. A., Zurich	57		
Hugo Gutmann, Zurich	20		
Haas & Cie, Zurich	2, 52		
Hausammann & Cie, Winterthur	18		
Heer & Cie S. A., Thalwil	Couverture II		
Max Heinzelmann & Cie, St-Gall	104		
Hirzel & Cie S. A., Zurich	17		
Honegger & Cie S.A., St-Gall	90		
A. Huber & Cie, Gossau	14, 54		
Max Kirchheimer, Zurich	17		
J. Kreier-Baenziger's Erben, St-Gall	18		
Erwin Landolt S.A., Zurich	5		
H. Leemann & Cie S. A., Zurich	10, 56		
Mettler & Cie S. A., St-Gall	21, 60		
S. A. A. & R. Moos, Weisslingen	20, 62		
R. Muller & Cie S. A., Seon	23		
Fabrique de soieries ci-devant Edwin Naef S. A., Zurich	5		
Tissages de Soieries ci-devant Naf Frères S. A., Zurich	4, 46		
Ostertag, Hausammann & Cie, Zurich	17		
Palma & Cie, Zurich	50, 51		
Reichenbach & Cie, St-Gall	15, 45		
Tissage mécanique de Soieries Ruti, Zurich	16		
Gottfried Schaefer, Zurich	24		
Paul Schafheitle & Cie, Zurich	19		
Schlegel & Cie, Bâle	16, 60		
Wm. Schroeder & Cie S. A., Zurich	16, 58		
Robt Schwarzenbach & Cie, Thalwil	7		
Schwob & Cie S. A., Berne	10		
Tissages Réunis Sernftal, Engi	64		

TRESSES DE PAILLE — STRAW BRAIDS — TRENZAS DE PAJA

Association argovienne des fabricants de tresses de paille, Wohlen	74
M. Bruggiser & Cie S. A., Wohlen	76
Jacques Isler & Cie S. A., Wohlen	77

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

S. A. ci-devant W. Achtnich & Cie, Winterthur	69, 98
Ameteo S. A., Zurich	24
Max Heinzelmann & Cie, St-Gall	104
His & Cie S. A., Murgenthal	69, 100
Hochuli & Cie, Safenwil	68, 98
H. Kiene, Kreuzlingen	66, 95
Walter Kundt, Elgg	104
Lion & Cie, Kreuzlingen	67, 101
Manufactures de Bas Réunies S. A., Flawil-St-Gall	67, 102
G. Muller-Renner S. A., Kreuzlingen	67, 102
A. Naegeli S. A., Berlingen et Winterthur	99
G. Rohner, Urnäsch	68, 100
J.-F. Rohrer-Bolliger, Romanshorn	98
Ruegger & Cie, Zofingue	68, 106
Ruepp & Cie S. A., Sarmentorf	65
Swiss Knitting Co., Zollikofen-Berne	66, 106
Tricoterna S. A., Berne	66, 108
Th. Tuchschnid, Amriswil	99
Vollmoeller, Uster	95
Yvel S. A., Zurich	106

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 83.

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 (see page 82). Ask for booking conditions.

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

Great Britain. — London: Swiss Office for the Development of Trade, Montagu Place 16.

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 Chambres of Commerce:

Argentine: Buenos-Aires, Calle Piedras 113. — Brazil: Rio de Janeiro, Rua Candido Mendes 45, 1º 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.

Colombia, Ecuador, Venezuela. — Bogota: Oficina suiza de expansión comercial.

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.

SWISS TEXTILES AND FRENCH FASHIONS

July 5th and 6th 1945 were red-letter days, not only in the history of Franco-Swiss friendship, but also in the chronicles of international fashions.

For on those two days were held, at the Zurich Congress House, Gala Fashion Parades organized by the Swiss Office for the Development of Trade under the patronage of the Syndicate Chamber of Parisian Dressmaking.

Switzerland played host to Paris and, from their trunks — which were certainly not heavy — the guests drew forth embroidered St. Gall organdies, Wohlen straws, woven and printed fabrics of Swiss manufacture.

The Swiss Office for the Development of Trade conceived the idea of sending to Paris fabrics, embroideries, laces and strawbraids manufactured by Switzerland's most famous textile specialists and most skilful craftsmen. And the greatest masters of Parisian fashions transformed these materials into faery gowns presented by Parisian mannequins.

Thus was born a mode of exchange, enchanting to the taste, from which both countries may expect to derive mutual benefit by their fruitful co-operation. For the first time since the war, the adepts of the Rue de la Paix and its neighbourhood were able to escape from behind their barriers and to cross a

In the foreground is a gown by Grès in lamé gold organdie. Behind, from left to right: gown by Agnès Drecoll; gown with appliqué designs by M. Ricci; a J. Lanvin model in embroidered net; lastly, a Balenciaga model.

A distinguished audience applauds the parade of white embroidered St. Gall organdies. The scene is decorated with pyramids of blue, white and pink hydrangeas.



frontier — the friendliest frontier of all, the first to be opened to them and one which has never ceased from being a welcoming threshold.

M. Lucien Lelong, President of the Syndicate Chamber of Parisian Dressmaking, MM. Gorin and

Caldaguès, General Secretary and Director of the Publicity Department, Madame Jeanne Lanvin, Madame Bruyère, and many other great couturiers, accompanied the mannequins and gave their trip a certain official stamp never before conferred on a foreign tour of this kind.

The Syndicate Chamber of Fashion was represented by its President, Madame Jane Blanchot accompanied by Mesdames Rose Valois and Germaine Legroux.

Forty of the best known dressmaking firms and fashion leaders had devoted weeks, and even months of work to the creation of the models which were presented during the two Gala Nights at the Zurich Congress House. Exclusive models, specially conceived for, and inspired by, the admirable materials supplied by Swiss industry and crafts.

The meeting between the Swiss hosts and the visitors from Paris was a moving scene, spontaneous, that of friends reunited. There was so much to be said after four years...

In his opening speech, M. Lelong expressed the gratitude of his fellow-travellers and paid homage to Switzerland. This country, he said, had played the role of the Sister of Charity of Europe during the last few terrible years and, in the midst of the battle of the giants, preserved its liberty of speech, welcomed fugitives, fed prisoners of war and received children



①



②

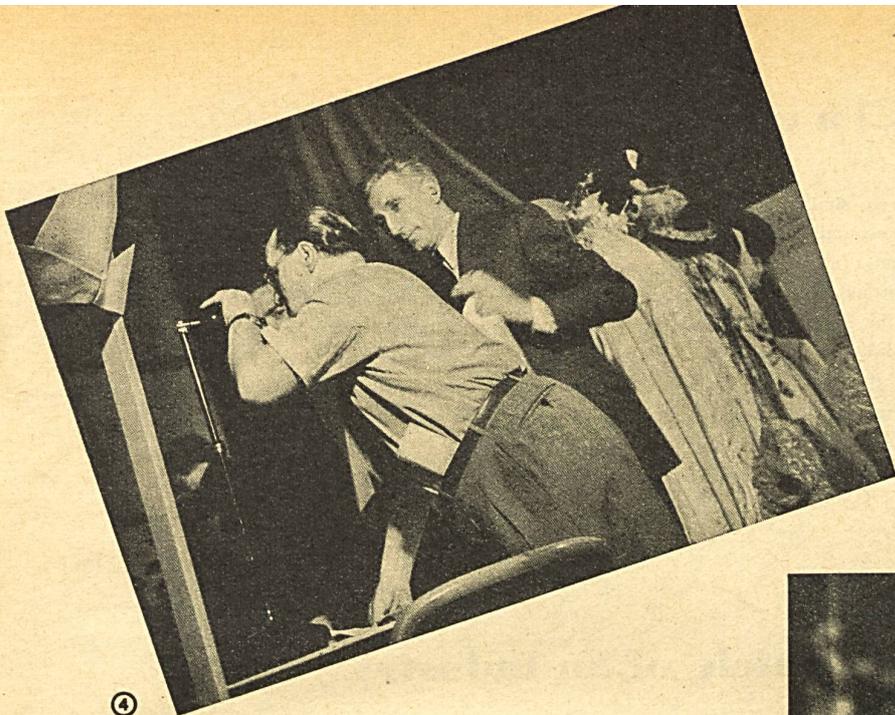
① M. Lucien Lelong, President of the Syndicate Chamber of Parisian Dressmaking, making his opening speech. The parade is about to begin. From left to right: M. Lienert, M. Guérand, Mme Lanvin.

② Smart Madame Germaine Legroux, in a gown of black silk jersey fabric by Grès, was accompanied by her charming niece (left).

③ In an evening tailor-made Madame Jane Blanchot, President of the Syndicate Chamber of Paris Fashions, jots down notes on her programme.



③



④

④ In the wings, MM. Gorin (in foreground) and Caldaguès devote unsparing efforts to the organization of the parades.

⑤ Madame Jeanne Lanvin was accompanied by her nephew, M. Jean Gaumont. Here you see her congratulating one of the Swiss manufacturers on the St. Gall embroidered organdies.

⑥ Here are M. and Mme Bécart, the latter better known to the well-dressed woman by the name of Madame Bruyère.

into its homes. Switzerland will ever remain an object of affection to the French, and particularly to the Parisians.

The President of the Syndicate Chamber also expressed the admiration of the Parisian seamstresses — who well know how to appreciate beautiful things — for the fabrics created on Swiss looms.

Then to the delight of a distinguished and crowded audience came the parade of the mannequins along the raised platforms which had been erected across the huge hall of the Congress House.

One evening gown of straw, remarkably worked and regal in style, proved a triumph. «The most expensive dress in the world», murmured the audience «made of straw from the fields, but so skillfully and patiently wrought that it looks like cloth of gold». A gown fit for a palace, a museum or an altar...

The parade of white embroidered St. Gall organdies was a veritable ballet, ethereal and unforgettable. It was a scene worthy of the whole world's eyes.

The pronounced success of these events has testified that the Land of Quality and the City of Elegance can co-operate in the creating of fashions, and that a future association along these lines cannot fail to be fruitful and of the highest interest.



⑤



⑥

The greatest part of the models presented in this fashion parade will be represented in our «Swiss Textiles» No. 4/1945.

Armita a new Shirting

Armita fabrics are remarkable for their soft sheen, similar to that of silk, and which in cotton goods can only be obtained by mercerization, which is not so durable in effect. Armita fabrics have a further advantage of being cool to the touch, but not cold; this quality is due to the excellent combination of the Armita chain (strongly cohesive when the textile is wet, spun-dyed and, consequently, boiling, laundry and light-proof) with the bulky Armita weft, also highly wet resistant. Wear and technical tests made at the Federal Institute for Material Testing and Research in St. Gall have given excellent results; the friction solidity of the textile when wet, which is most important in the case

of shirtings, corresponds to that of cotton of the same quality. Consequently, Armita fabrics can rival with poplins both in quality and price.

Since 1943, the sale of Armita fabrics, which are entirely made from Swiss raw materials (Société de la Viscose Suisse S.A., Emmenbrücke), has constantly increased; in fact, its sale is only restricted by the manufacturing difficulties due to present conditions. These new quality shirtings promise to enjoy a greater success than ever next autumn at the Swiss Comptoir in Lausanne.

The family chronicle of an industry

In celebration of their second centenary, Messrs. Mettler of St. Gallen, whose managing director, Mr. Arnold Mettler-Bener, is also a well-known figure in the sporting world, have published a commemorative booklet tracing the story and development of the firm. This little work*) is dedicated to the friends of the Mettler family and to the firm itself; it is in fact the story of a family of manufacturers and business-men, a story which intermingles with the history of the textile industry in Eastern Switzerland. The courage, patience, tenacity and intelligence of the modest country weavers who, early in the story, laid the foundations of a great industry and, nothing daunted,

faced all manner of obstacles, reconstituted their firm after periods of depression and so developed it that they finally won international repute — all these allowed the founders of the firm in the late XVIIIth century and early XIXth centuries to sustain victoriously the vicissitudes arising from the wars of the French Revolution and the Empire; these qualities reappear in their descendants and most certainly warrant the trust that the Swiss textile industry, after the dark years of war we have just lived through, will once again march forward towards a great destiny. The Chronicle of the House of Mettler is extremely well presented, with an elegant binding, fine printing and illustrations, both black and white and in colour. The booklet does honour to the firm and to all the craftsmen and artists who have contributed to its publication.

* Published in German under the title: „Chronik des Textilunternehmens Mettler & Co. A.G., St. Gallen, 1745-1945. Eine ostschweizerische Textilgeschichte durch zwei Jahrhunderte“.

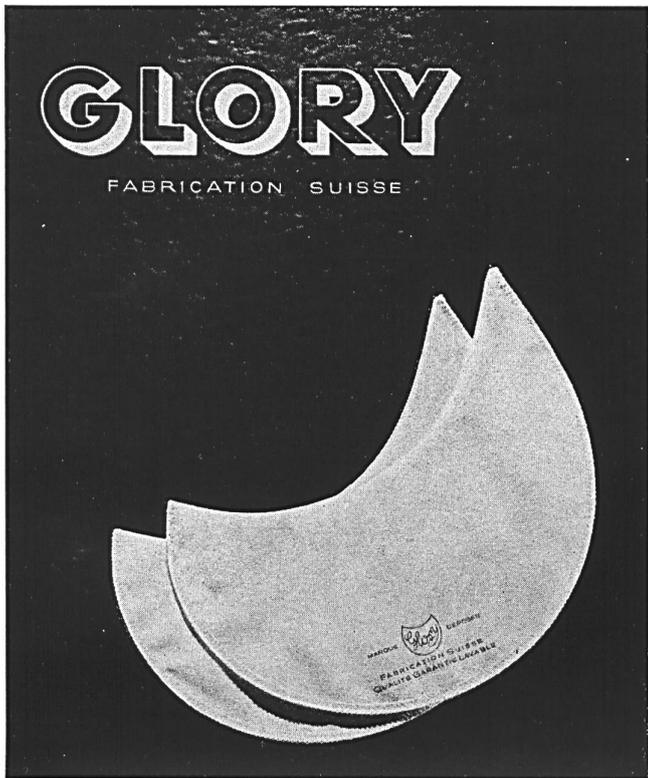
Contact, Comprehension, Confidence, Co-operation

Although Swiss industry has suffered during the war as a result of the lack of raw materials, it has not however sustained material loss or destruction as have other European countries; consequently, there is no need for reconstruction. Nevertheless, this great privilege lays Swiss industry under certain social obligations. In order to maintain a closer contact between staff and employers on the one hand, and between manufacturers and customers on the other, many firms are now publishing house journals in view of drawing all economic circles closer together and furthering their mutual understanding. Relations between employer and employee, between sellers and buyers, are no longer based on the notion of profit alone, but are animated by a new spirit of trust and co-operation.

Acting on these principles, Messrs. Fischbacher & Cie of St. Gallen early this year instituted the publication of a House Journal called «Bulletin Fisba». This small review is remarkably well edited and charmingly presented; it will come out every few months. Its aim is to establish a link between producer and customers — lingerie manufacturers, outfitters, wholesale dealers, etc. In desultory fashion, the Journal tells the story of the firm's activity which began almost 130 years

ago, showing its rôle in the general cultural and economic evolution of the country, without laying stress on the purely commercial side of the matter. The first two numbers of this new publication, edited in both French and German, promise well for the future of this interesting innovation. In the first we find, presented in the form of a brief chronicle, the firm's rise and development; its beginnings were modest, a small enterprise in the Toggenburg district which has become a great international organization. In the second number of the «Bulletin Fisba» is an amusing «Tale of the Handkerchief» which will be particularly appreciated by those whose job it is to manufacture and sell this indispensable daily accessory.

Politics and economics too often lack the personal touch which alone can confer on our daily work that spirit of human dignity we need and, for this reason, we feel that the initiative of this St. Gall firm should be recognized as the expression of an essentially democratic principle; it is also a factor conducive to a better understanding and co-operation between various groups of workers and will doubtless worthily contribute to the revival of international trade relations which have, alas! been interrupted only too long.



ALFRED ROSENSTIEL
DRESS-SHIELDS-MANUFACTURER
ZURICH

*To wholesale buyers
of ready-made wear*

Departement stores
Mail-order houses
Chain-stores

*Buy at the best conditions
by ordering large series of
your current lines from*

**SOCIÉTÉ DES ATELIERS
MODERNES S.A.
LAUSANNE**

*Our workshops are especially equipped for the rapid
execution of large orders for: ladies' and young girls'
dresses, blouses, skirts, aprons and overalls, dressing-
gowns, lingerie. Specialization in these articles enables
us to quote the best prices.*

SOCIÉTÉ DES ATELIERS MODERNES S. A.
LAUSANNE (Switzerland)
RUE NEUVE, 3 TEL. 2 53 97

**Sober elegance and careful workmanship confer on
ORO aprons their distinctive charm.**

Manufacturers :
OTTO ROHRER
APRON MANUFACTURERS / ROMANSHORN (Switzerland)

MAX HEINZELMANN & Co., ST. GALL

MANUFACTURE AND EXPORT

CLOTHING FOR LADIES :

DRESSES

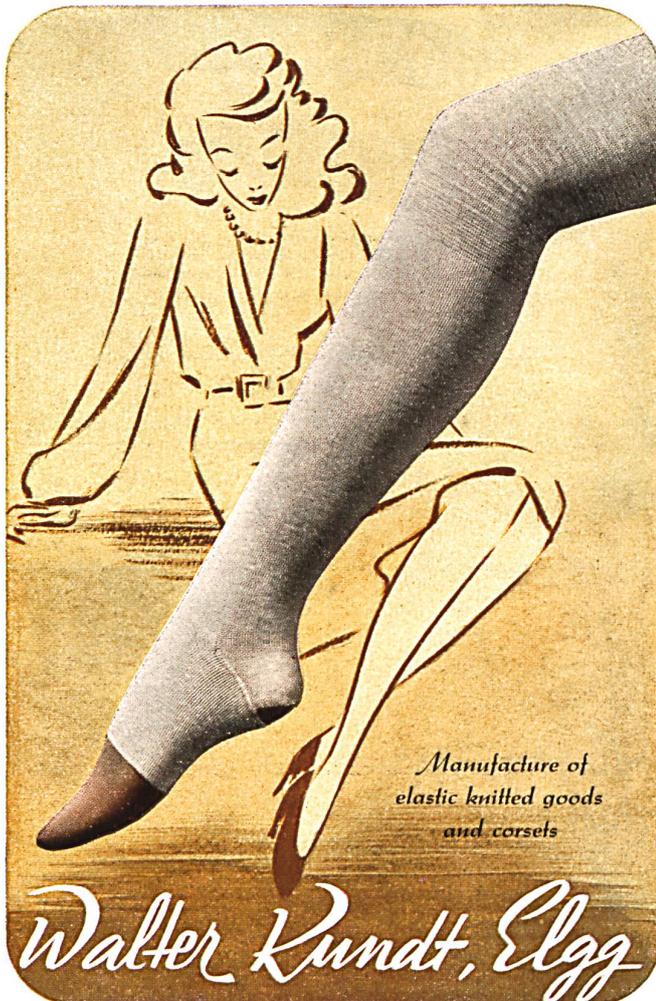
BLOUSES

JERSEY-SKIRTS

JERSEY-JACKETS

PIECE GOODS :

TISSUE AND JERSEY FABRICS



ELASTIC Ltd.

BASLE



Elastic Webs

Elastic Braids

Elastic Cords

for the hosiery-, underwear-, corset-, brace and belt industry



Specialities :

Elastic webs and braids of extraordinary durability, resisting washing, boiling and perspiration

Needleproof elastic webs for corsets

Elastic yarns for sewing and knitting purposes



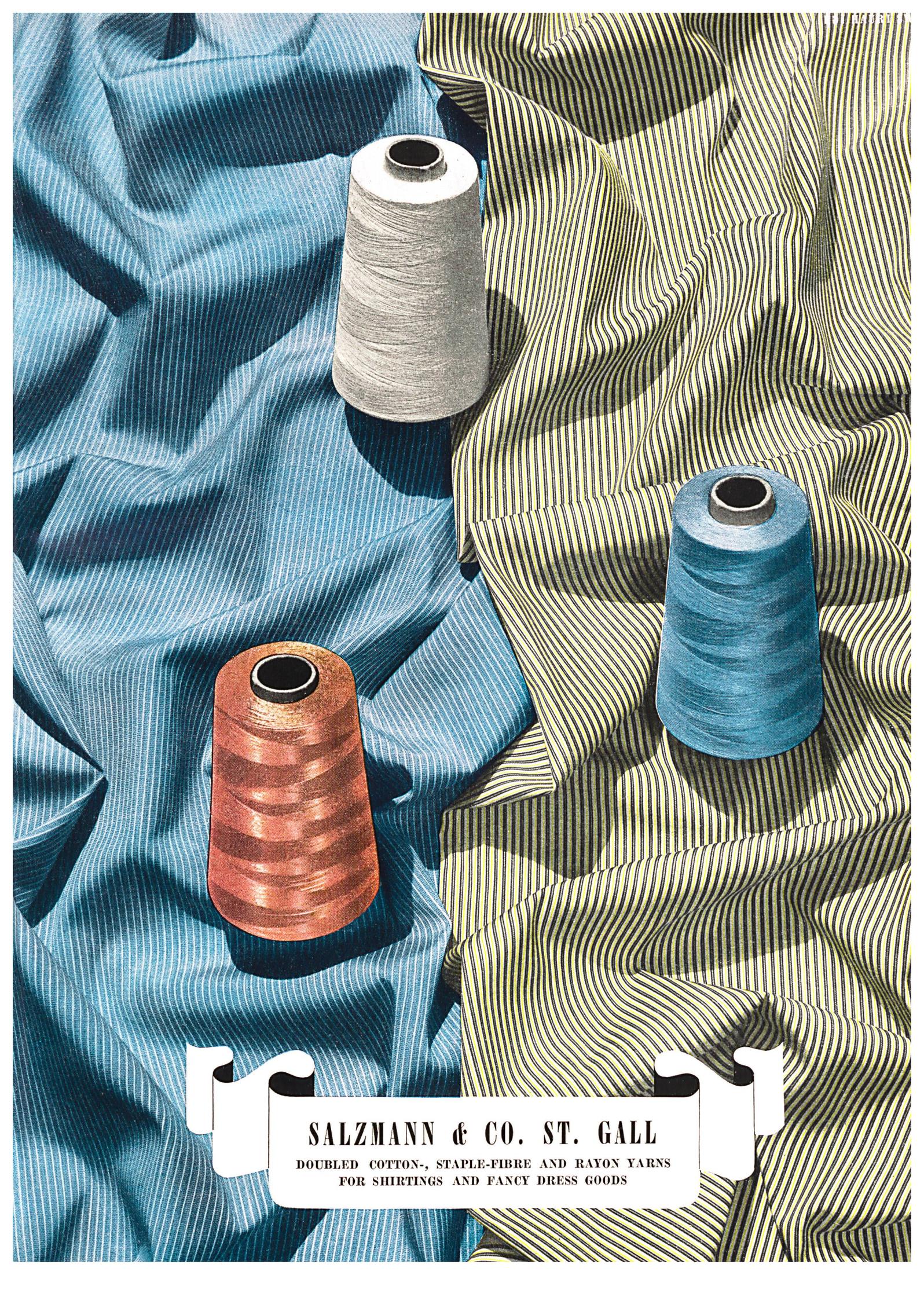
ZIG-ZAG

Registered ⚡ Trade mark

To obtain representation of **S**wiss Firms

apply to the

**Swiss Office for
the Development of Trade
ZURICH**



SALZMANN & CO. ST. GALL

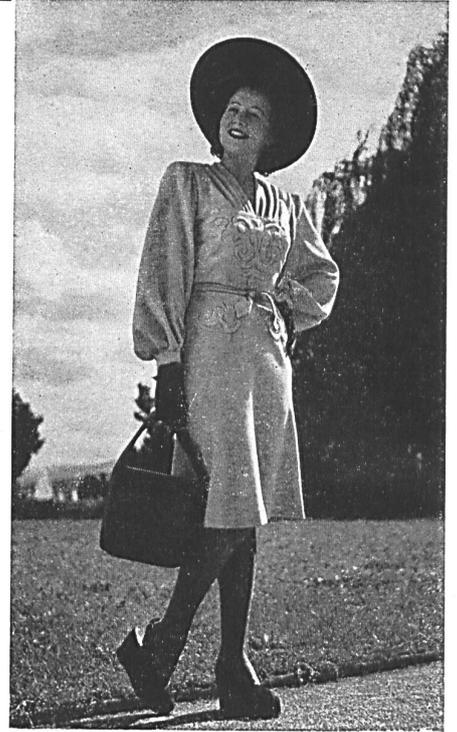
DOUBLED COTTON-, STAPLE-FIBRE AND RAYON YARNS
FOR SHIRTINGS AND FANCY DRESS GOODS

SWISS RIBBED UNDERWEAR
LADIES' BED JACKETS
SUPERIOR QUALITIES



Ruegger & Co., Zofingen
(Established 1886) (SWITZERLAND)

A youthful
woollen style
dress



Yvel A.-G. Jersey Fabric
Manufacture
ZURICH 2

Swissnit
TRICOT JERSEY

SWISS KNITTING Co ZOLLIKOFEN-BERN

RIX Ltd.
36, Claridenstr., Zurich 2

4
Special moulds for buttons

Mettler
For quality!

Sewing Cotton
for hand, machine
and all industrial
purposes.

Cotton, Staple Fibre
and Mixed Twists for
weaving, knitting and
hosiery.

E. METTLER - MÜLLER
Rorschach

Serenade
La lingerie fine
genre couture

Serenade
Lingerie
means elegance and charm
in attractive materials
and in varying styles

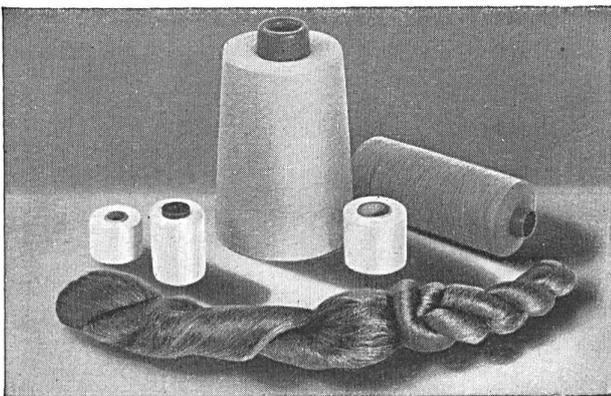
SOCIÉTÉ ANONYME
LIMITED COMPANY JACOB SCHERRER, ROMANSHORN SUISSE
SWITZERLAND

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



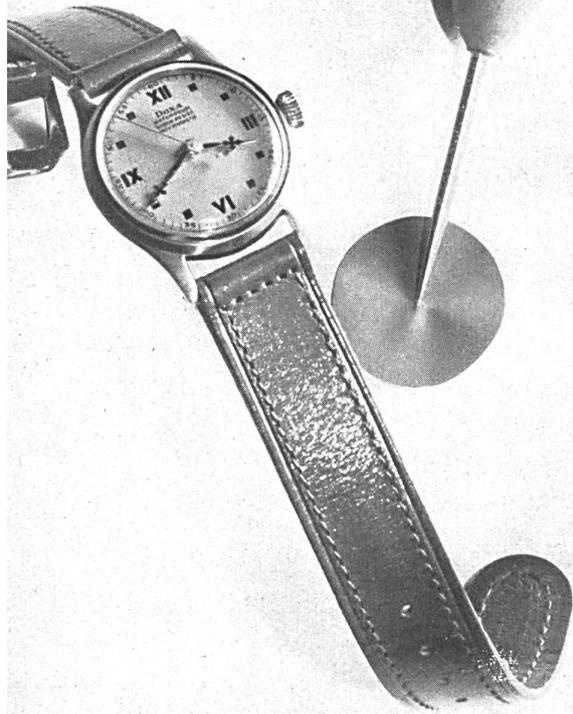
Sewing, embroidery and buttonhole silks, surgical silks, silk lines for fishing, special twists for harnesses.

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

Hosiery dyeing and finishing.

DOXA

anti-magnétique
shock-resist
impermeable



LE BUT EST ATTEINT

DU BOIS ET PERRIER

MANUFACTURE DES MONTRES

DOXA

LE LOCLE - SUISSE

FONDÉE EN 1889



*Kleinberger & Co.
St. Gall*

DRESSES FOR LADIES, CHILDREN, BABIES

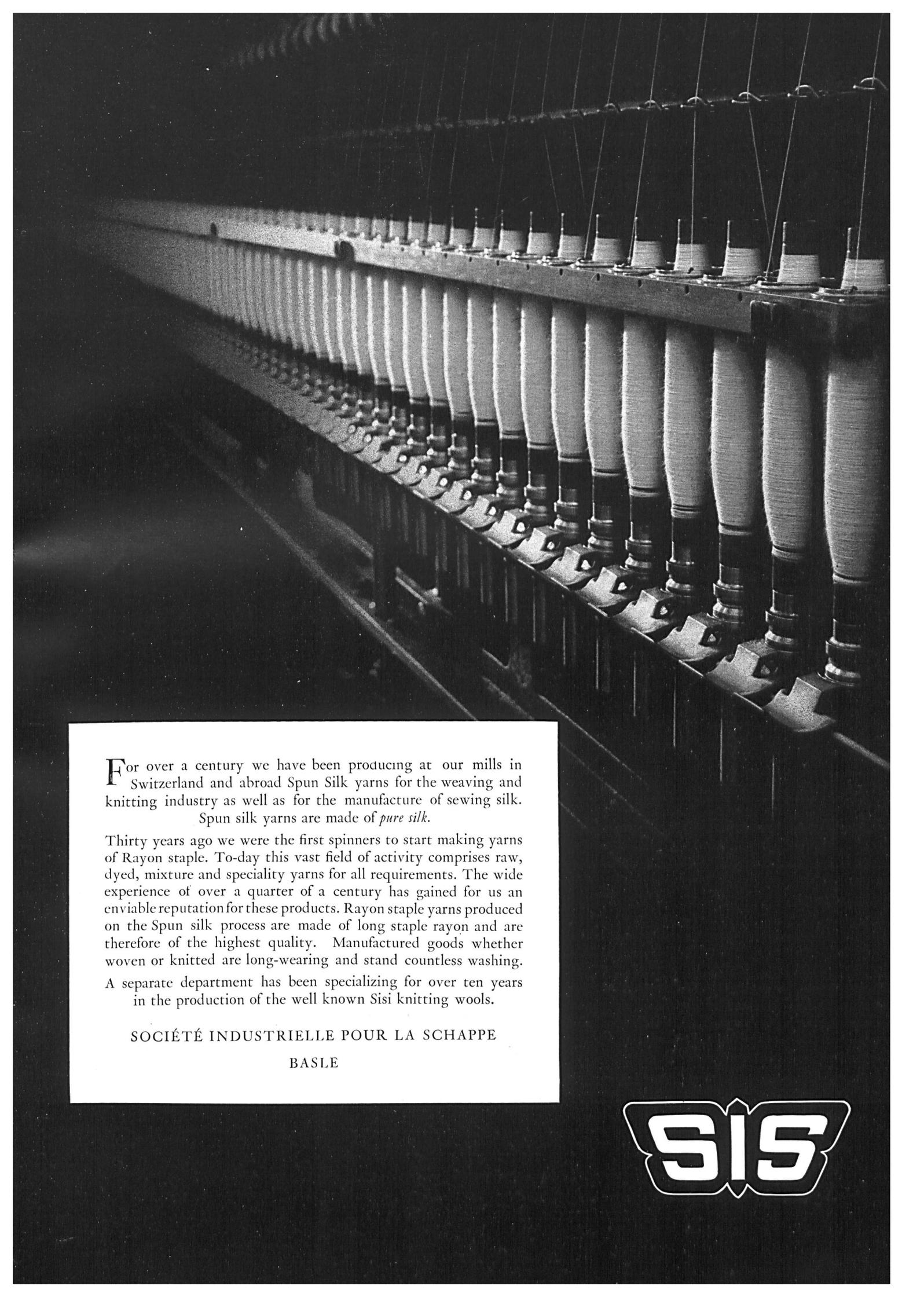
SCHWARZ

Tricoterna's
smart
sport garments
a great success

Tel. 2 40 97

in Tricot
and Jersey

Tricoterna Ltd.
Berne



For over a century we have been producing at our mills in Switzerland and abroad Spun Silk yarns for the weaving and knitting industry as well as for the manufacture of sewing silk.

Spun silk yarns are made of *pure silk*.

Thirty years ago we were the first spinners to start making yarns of Rayon staple. To-day this vast field of activity comprises raw, dyed, mixture and speciality yarns for all requirements. The wide experience of over a quarter of a century has gained for us an enviable reputation for these products. Rayon staple yarns produced on the Spun silk process are made of long staple rayon and are therefore of the highest quality. Manufactured goods whether woven or knitted are long-wearing and stand countless washing.

A separate department has been specializing for over ten years in the production of the well known Sisi knitting wools.

SOCIÉTÉ INDUSTRIELLE POUR LA SCHAPPE

BASLE

SIS

Chemists work with molecules. They transform one substance into another totally different substance. They convert harmless table salt into poisonous chlorine and oily, black coal-tar into luminous colour. In doing so, not only insight into the world of smallest particles is necessary but also much care and exact working.

Having once obtained benzene, toluene, naphthalene by distilling his coal-tar, the chemist must subject these intermediate products to numerous processes before the dyestuff is finally obtained. At each stage of the operation, purity of the product is of first importance, purity, which must be checked again and again—for instance, by determining a melting point. For this purpose a little glass flask is necessary, fitted with a thermometer and a stirring appliance and heated by a small gas jet. The tiny glass tubes containing the substance under test are hung in the flask, dipping into the sulphuric acid or molten paraffin wax with which it is filled.

Let us suppose that a sample of naphthalene is being examined. If it melts at 80° C. exactly, the chemist is satisfied, for the naphthalene is pure. Should it melt at 77° C., however, it is impure and must be purified further. Every pure substance has a definite, known melting point. Whilst naphthalene melts at 80° C., anthracene, for example, must not melt below 217° C.

The beauty and quality of the Ciba-colours are extensively due to the novel ideas and unceasing investigations of our chemists. No less important, though, is the purity of the intermediate products used in their manufacture.

CIBA

*Limited
Basle*

