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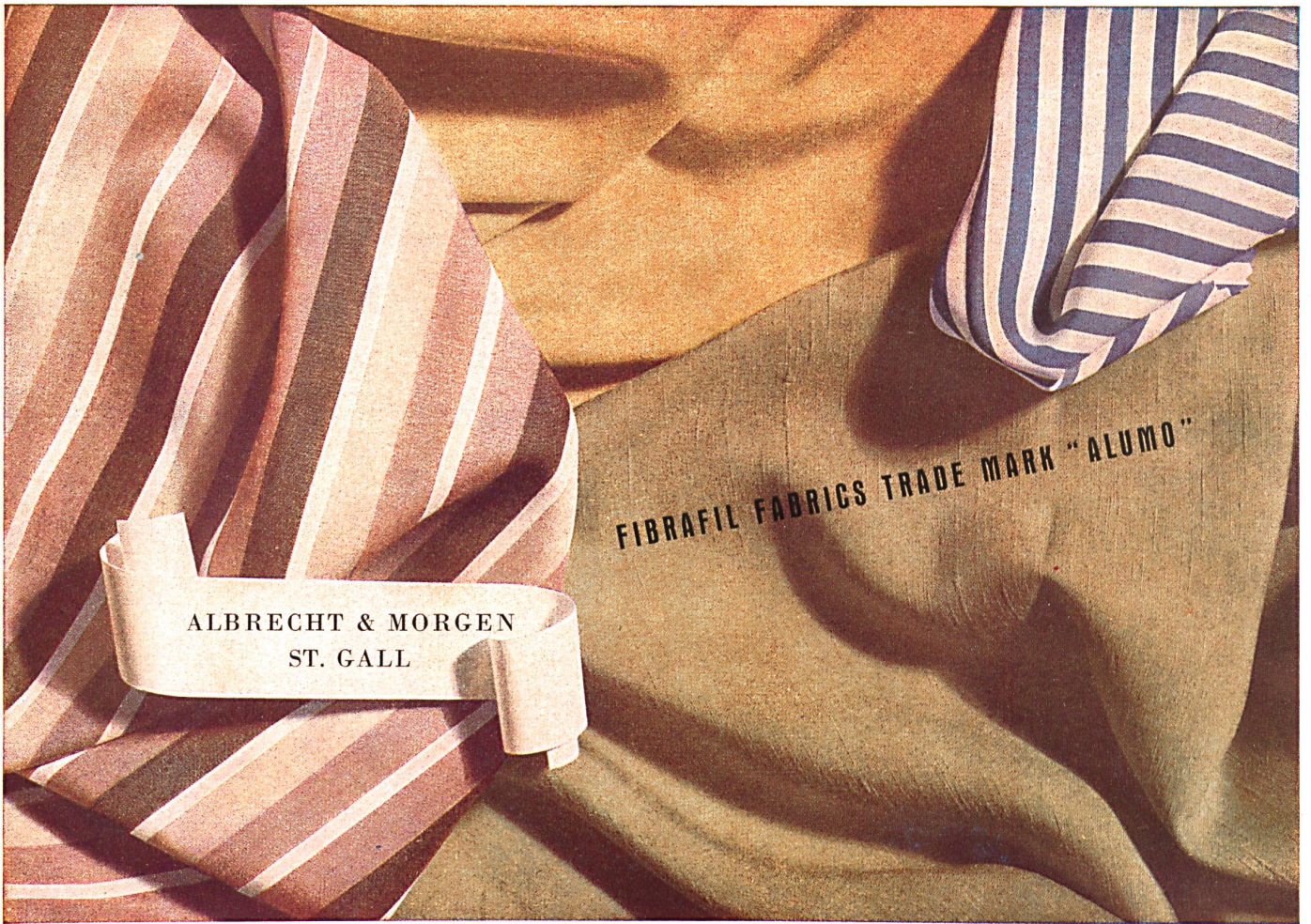
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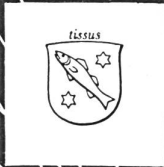
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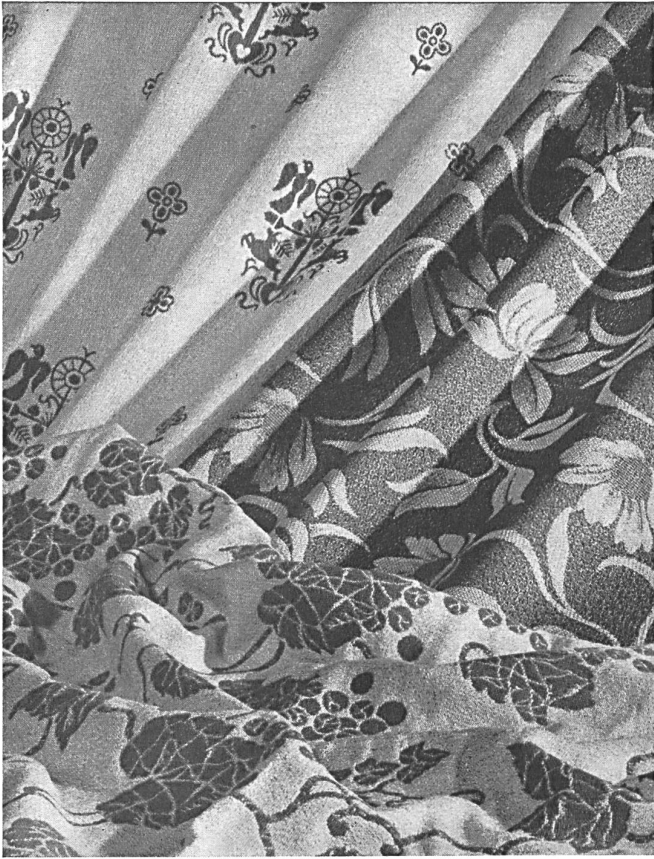
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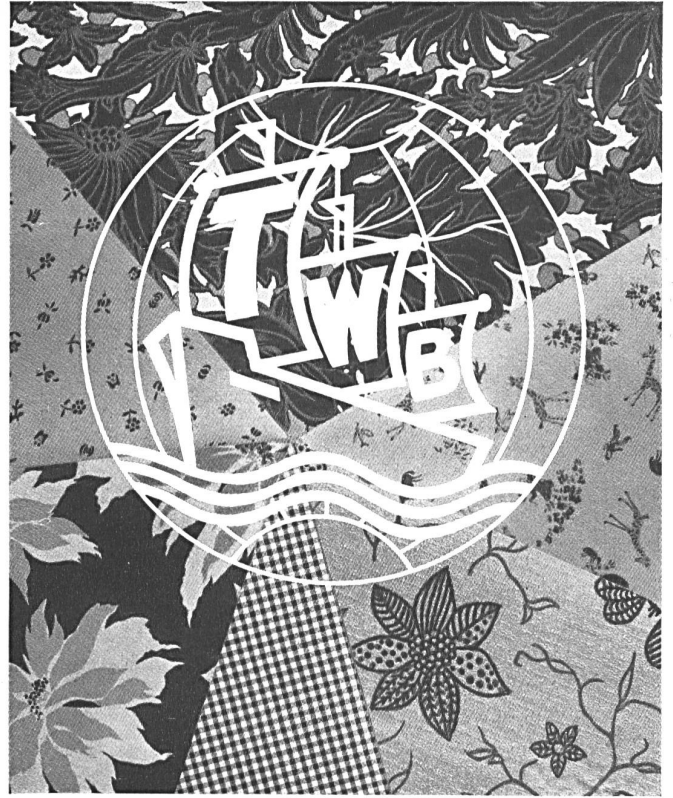


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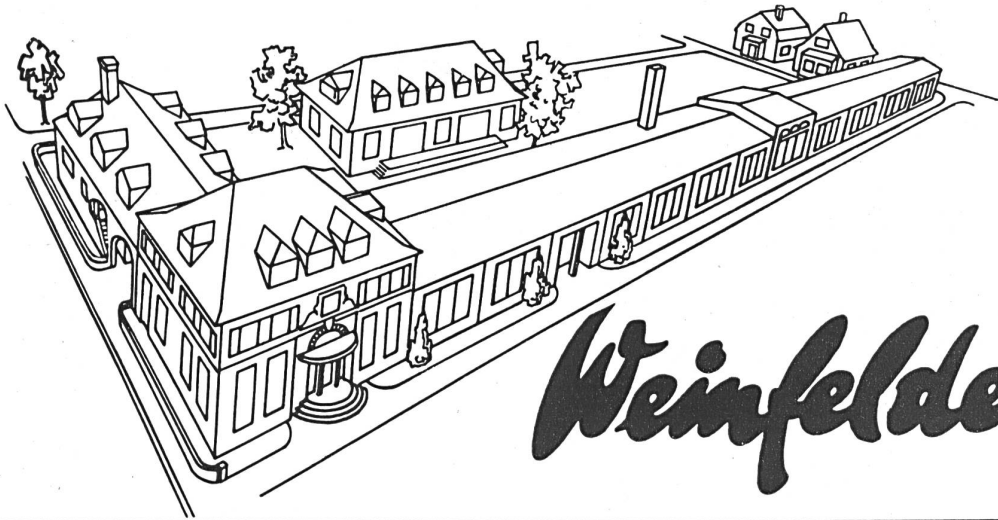
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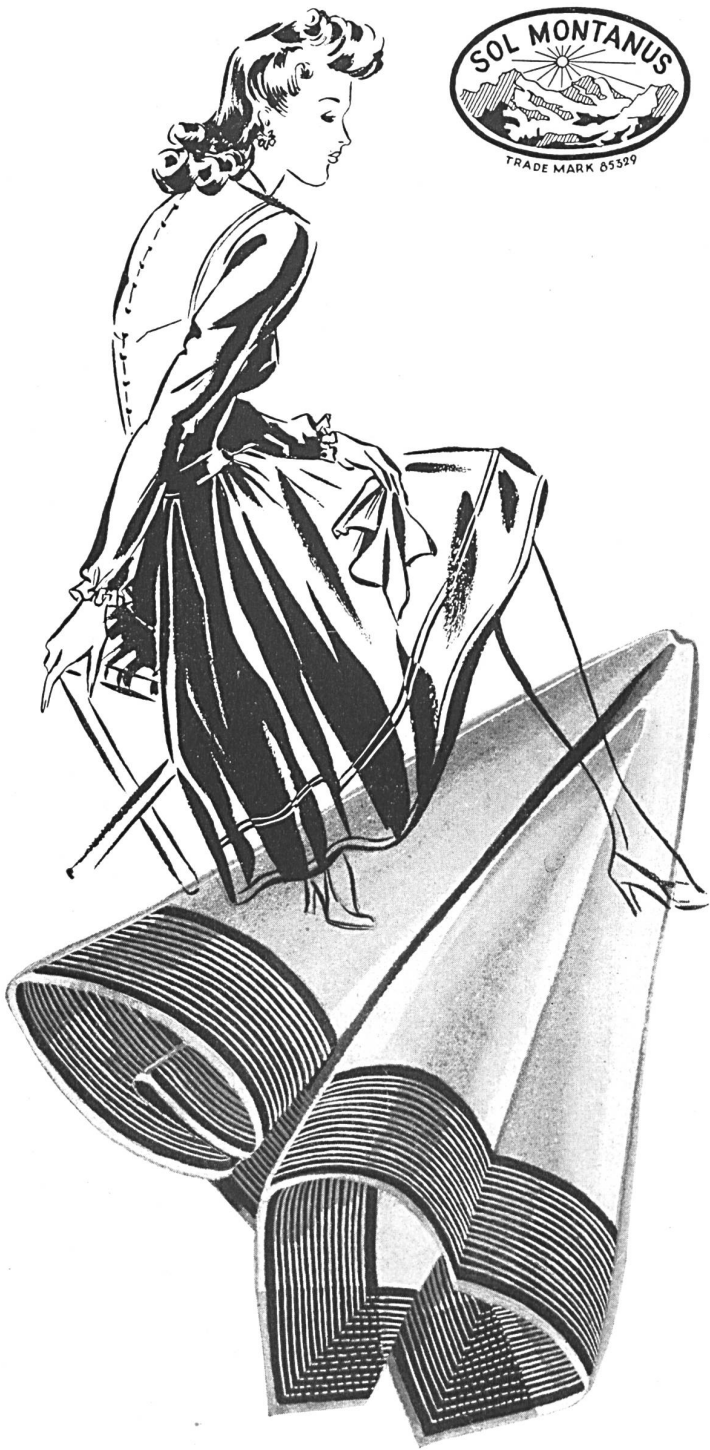
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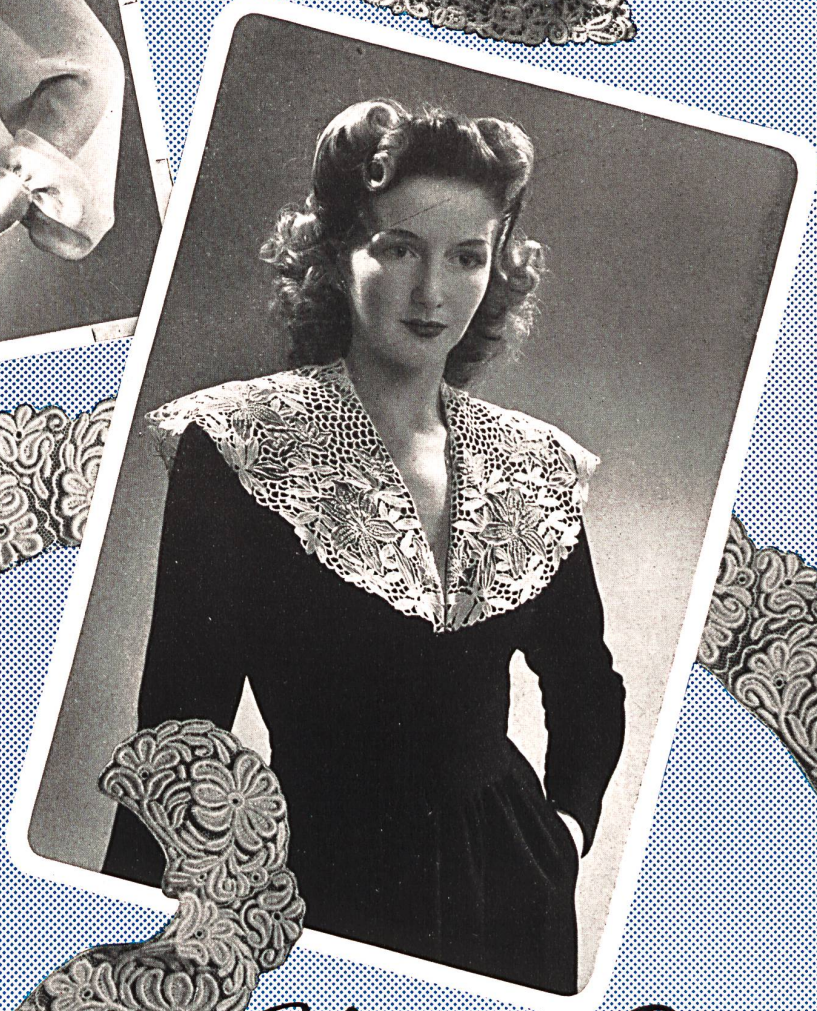
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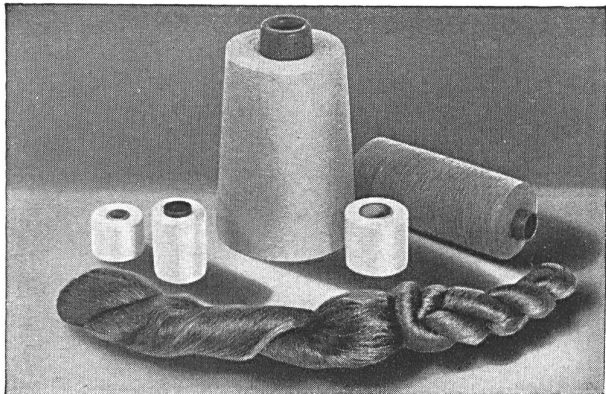
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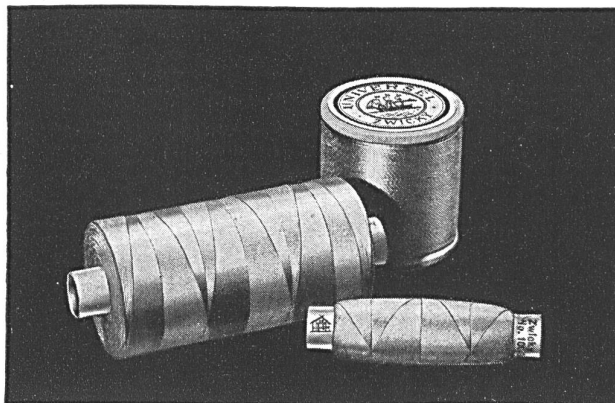
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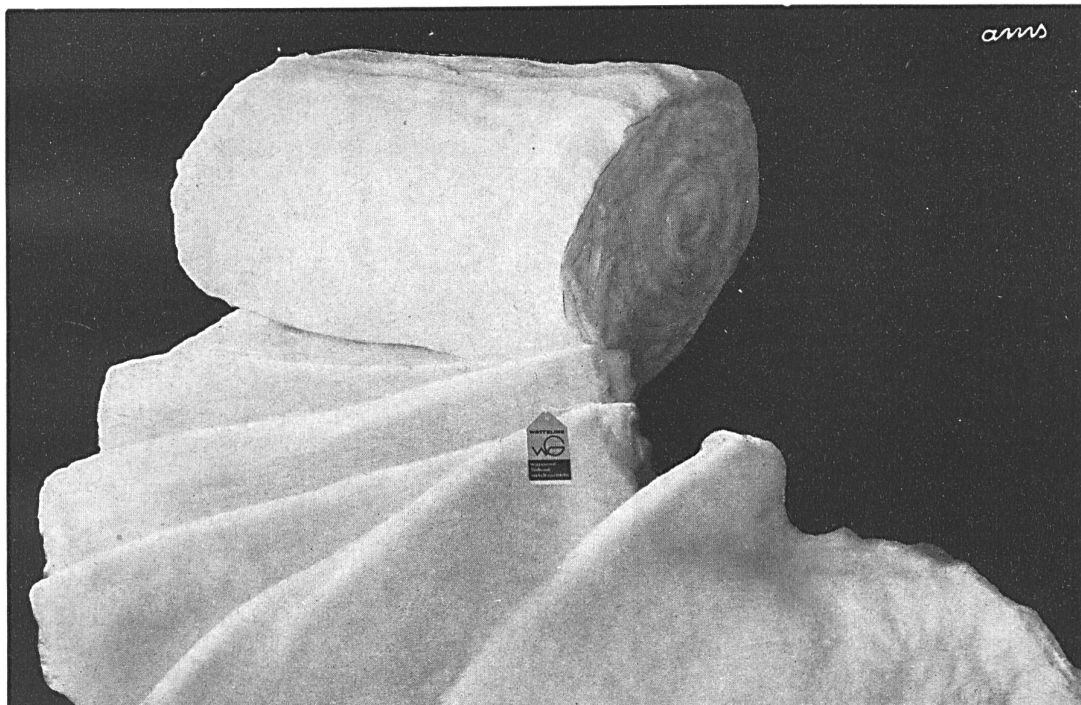
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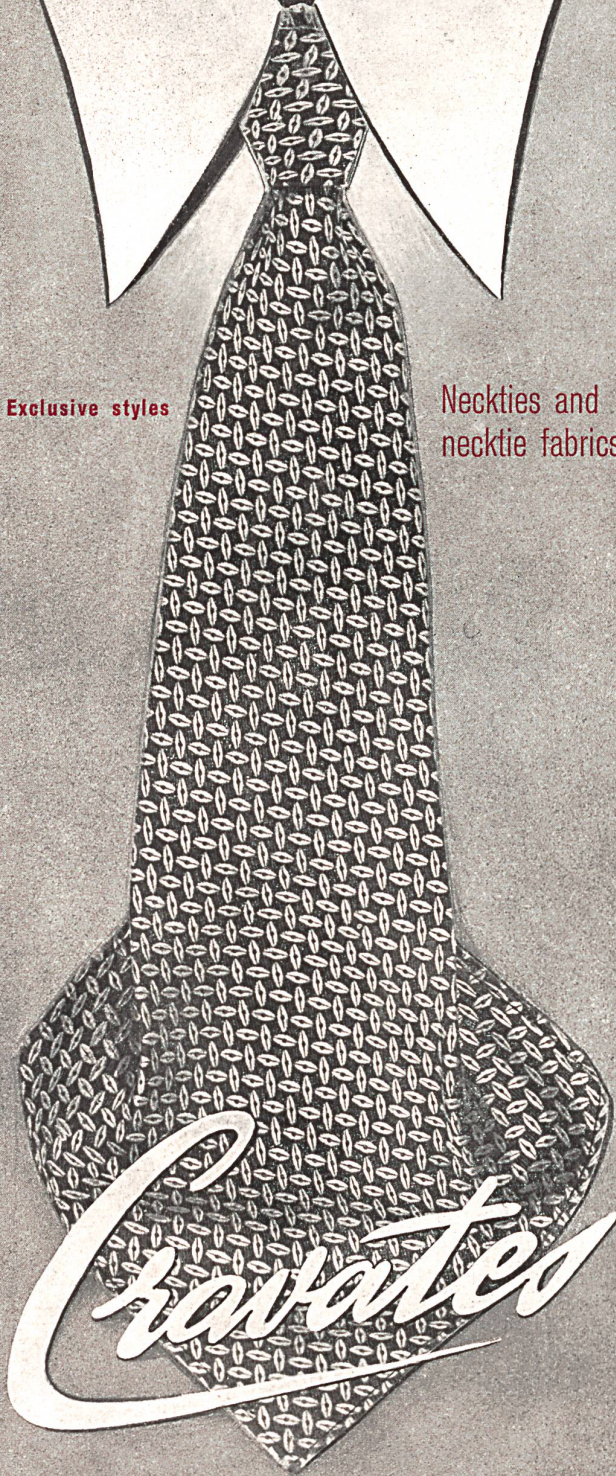
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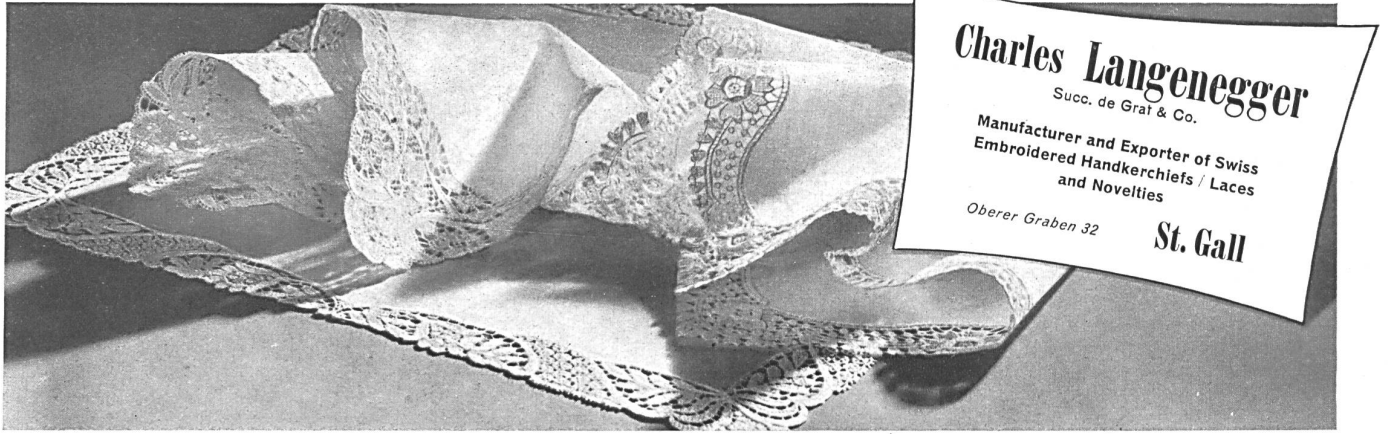
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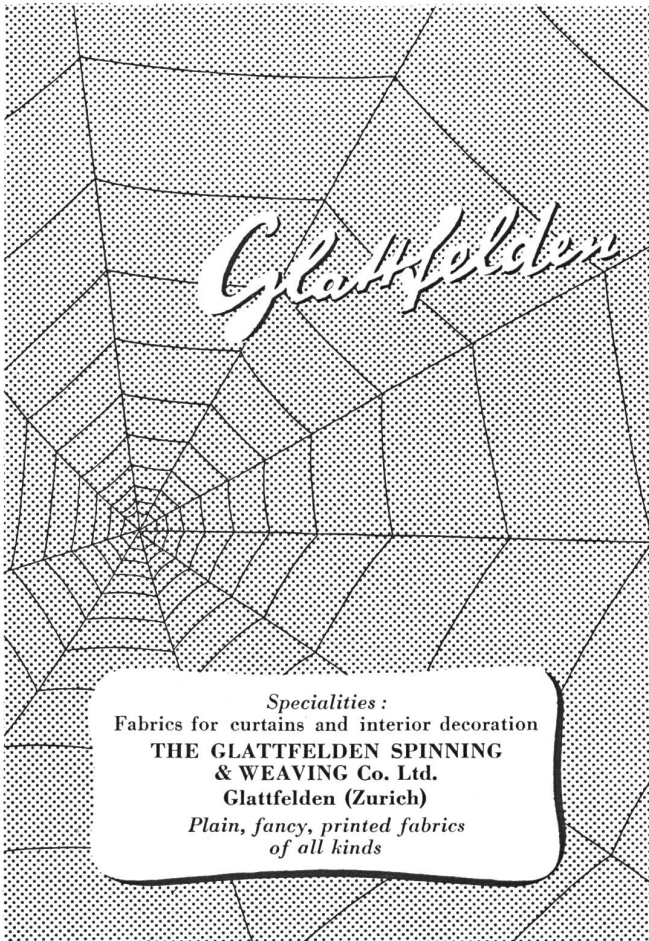
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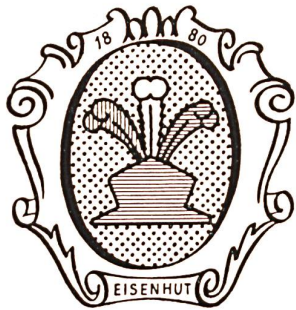


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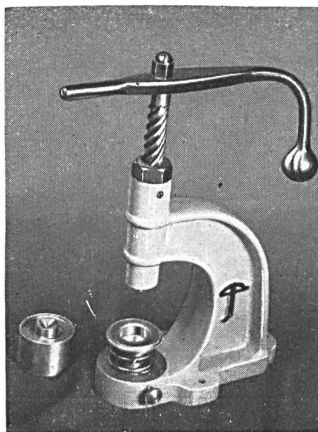
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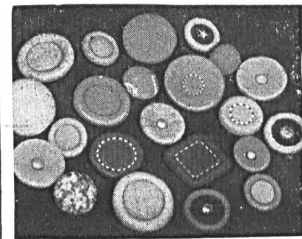
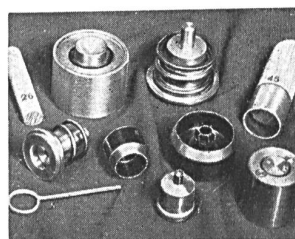
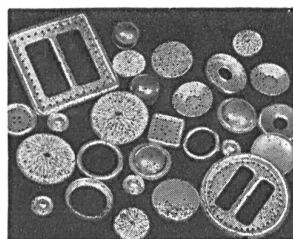
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Swiss Office for the Development of Trade : Zürich, Börsenstrasse, 10, and Lausanne, Place de la Riponne, 3.

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 152.

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 utilisation. The film « Modern magic » gives a survey of the dressing and finishing of textiles in an important factory. Ask for booking conditions.

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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.

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Swiss Chambers of Commerce :

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

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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. F. & Partners Ltd., Blomsbury Square, 4 a.

For countries where no agency has been established or for which no address is given, please write to the Swiss Chamber 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.

SWITZERLAND'S ECONOMIC SITUATION

(September 30th 1945)

The Swiss nation as a whole has of late been eagerly following the re-establishment of its foreign trade relations. The slightest improvement in this respect is pleasurably noted, for the Swiss people know full well how greatly the economy of their country, lacking in natural resources as it does, depends on the world economic structure. Further, they also know that, if the Government has succeeded in providing their daily bread throughout the last few years, it is partly due to the fact that reserve stocks were judiciously constituted in time, and partly also, because every effort was made to maintain commercial contacts wherever possible. The end of the war came when Switzerland had almost exhausted her stocks and her foreign trade had fallen to an extremely low level.

The southern frontier has at last been opened to passenger and goods traffic. Train services are now running regularly between Genoa, the port which has been placed at Switzerland's disposal, and Switzerland. Railway traffic between Switzerland and Czecho-Slovakia, the first Middle European country with which Switzerland has concluded a commercial treaty since the termination of the war, has also been resumed as a result of an arrangement with the Commander-in-Chief of the American Army of Occupation in southern Germany. In the north, the port of Antwerp is once more at Switzerland's disposal; the Belgian railways are supplying trucks to this country and it is hoped that trade with northern European countries will thereby be re-established, especially with Sweden, with which a commercial treaty has just been concluded.

Navigation on the Rhine is shortly to be revived, downstream from Strasbourg, and this will certainly improve Switzerland's supply situation, as her mercantile marine to-day is such as to be able to transport 120,000 to 140,000 tons of commodities per month over the 700 kilometres between the mouth of the Rhine and the Alsatian capital. In this respect, it should not be forgotten that Rhine navigation is vital to Switzerland. Before the war, of the 7-8 million tons of merchandise annually imported by this country, one-third arrived along inland water routes, and about 1.5 million tons of oversea products were loaded on Rhine barges in Belgian and Dutch ports. Furthermore, over one million tons of goods were imported from the Balkans, Scandinavia and England by boat. Ocean and inland navigation transport is, of course, far cheaper than rail transport, and it is therefore understandable that Switzerland has every cause to welcome the news that navigation on the Rhine is to be re-established very shortly.

Along the western frontier, in France, an improvement has also been noted as regards means of transport. In September, for instance, 150 to 200 goods trucks were arriving daily in Geneva, which means an average daily import of 1,700 tons of oversea products. Apart from this, France recently raised the condition she had imposed, that Switzerland should herself supply the coal necessary for the transport of goods from the Mediterranean ports to the Swiss frontier.

Nevertheless, despite these recent improvements, Switzerland's commercial exchanges as a whole remained on a very low level throughout the first nine months of the present year. The volume of both imports and exports represents only about one-third of the quantities registered during the corresponding pre-war period. As compared with the first three quarters of 1944, the volume of imports are three-quarters less, and exports down by one-half. This downward trend has been caused chiefly by the almost complete interruption of coal, iron-ore and raw material imports. Swiss imports are however evaluated at 585 million francs, or 423 millions less than during the corresponding period last year. On the other hand, exports totalled 1,001 million francs, an increase of 12 % over last year's figures.

General trend of Switzerland's trade balance

First nine months	<i>Imports</i>		<i>Exports</i>		<i>Balance</i> in million fr.	Value of imports in % of value of exports
	10-ton trucks	Value in million fr.	10-ton trucks	Value in million fr.		
1938	561,561	1178.7	44,744	932.2	— 246.5	79.1
1944	236,532	1008.4	24,809	889.8	— 118.6	88.2
1945	62,291	585.3	11,578	1001.2	+ 415.9	171.1

At the end of the nine month period under review, Switzerland's trade balance shows the considerable overplus on the export side of 415.9 million francs. Our readers will remember that, in normal times, Switzerland's trade balance always showed a loss, and will realize how greatly this country is now suffering from the lack of imports. As mentioned above, it is the coal and industrial raw material shortage which is particularly acute.

As compared with the first nine months of 1944, a greater volume of very valuable industrial products have been exported this year, and this fact is clearly reflected in the export side of the trade balance, in which a price rise has, of course, also exercised an influence.

Export trade of the Swiss textiles and auxiliary industries

	<i>Values of exports</i>			<i>Export trade index</i>		
	1st	Quarter 2nd 1945	3rd	1st	Quarter 2nd 1945	3rd
	(in million fr.)			(1938 = 100)		
<i>Textiles</i>						
Cotton goods.....	1.0	3.3	3.4	1.8	5.7	5.4
Embroideries	4.5	15.7	14.2	18.3	68.2	52.3
Artificial silk yarns	2.5	2.3	7.6	19.3	16.5	43.3
Silks	0.5	20.8	33.0	52.1	111.4	172.1
Silk ribbons.....	0.5	1.9	2.4	22.8	75.4	84.8
Haberdashery and knitwear.....	0.7	1.1	2.2	29.2	43.4	98.5
<i>Millinery strawbraid industry.....</i>	4.1	7.8	7.3	81.7	150.5	140.5
<i>Boot and shoe industry</i>						
in 1000 pairs	32.1	51.6	61.5	10.9	16.2	19.5
in million francs	1.1	1.5	1.7			
<i>Chemical industry</i>						
Aniline and indigo dyes	10.4	34.4	26.2	24.5	71.1	64.5

Switzerland's chief foreign markets during the first nine months 1945

	<i>Imports</i>			<i>Exports</i>		
	in million fr.	% in relation to total imports		in million fr.	% in relation to total exports	
		1938	1945		1938	1945
Germany	49.8	23.2	8.5	10.6	15.7	1.1
Austria.....	0.3	2.1	0.1	0.04	2.3	—
France	85.8	14.3	14.7	93.7	0.2	9.4
Italy.....	29.7	7.3	5.1	2.6	6.9	0.3
Belgium	13.7	4.3	2.3	18.3	3.2	1.8
United Kingdom	3.8	5.9	0.6	20.8	11.2	2.1
Spain	51.6	0.3	8.8	82.3	0.4	8.2
Portugal	14.0	0.3	2.4	44.2	0.6	4.4
Sweden	15.7	1.2	2.7	70.3	3.1	7.0
Turkey.....	29.5	0.4	5.0	33.9	0.3	3.4
Portugese East Africa.....	15.7	—	2.7	1.9	—	0.2
British India	2.5	1.4	0.4	37.0	1.8	3.7
Canada.....	35.7	1.5	6.1	26.5	1.1	2.6
United States	44.4	7.8	7.6	273.8	6.9	27.3
Mexico	0.3	0.2	0.1	19.7	0.6	2.0
Cuba.....	12.9	0.1	2.2	12.2	0.3	1.2
Venezuela	1.3	—	0.2	11.4	0.3	1.1
Brazil	28.5	0.7	4.9	48.5	1.3	4.8
Argentine	65.3	3.6	11.2	69.0	2.7	6.9

During September, Switzerland's chief suppliers in order of importance were : the United States, France, Spain, Canada, Argentine, Belgium and Turkey. Her chief markets abroad, during same period, were : United States, France, Sweden, Argentine, Portugal, Belgium, British India, Iran and Egypt between them absorbed one-tenth of Swiss exports.

Customs revenue, the Swiss Government's major source of inland revenue a few years ago, totalled only 8.2 million francs in September 1945 and, for the whole of the present year, show 48 million francs. As compared with last year, the month of September showed an increase of 3.7 million francs, but for the whole of the period under review, a fall of 21 million francs has been registered in Customs revenue. This fact is much to be regretted, especially as Confederation's first Peace Budget, 1946, now in preparation, will probably show a deficit of roughly 400 million francs, the highest on record in this country.

In conclusion, we may say that Switzerland's economic situation, which was most unfavourable early in the year, has shown great improvement during the third quarter. Nevertheless, there are still innumerable difficulties and complications hampering the revival of international trade. Switzerland, essentially a country of foreign trade whose national economy is closely interwoven with the world economic structure, can only trust that greater freedom of trade will be instituted in the near future.

Argovian Straw-plaiting Trade

SPECIALITIES :

Material for the manufacture of ladies' hats
Material for the manufacture of footwear
Material for the manufacture of bags and belts

EXPORTERS :

Argovia Ltd., Mellingen

Hat plaits, braids. Hoods.
Shoe braids and fabrics.
Cloaks for ladies and gentlemen, costumes.

Bertschinger & Co. Ltd., Wohlen

Hat braids, hoods.
Shoe braids, bootlaces.

Max Bohler, Seengen

Braids for the manufacture of ladies' hats.

A. Breitschmid & Co. Ltd., Wohlen

Staple and fancy braids of all kinds for ladies' hats, ladies' hats untrimmed and unshaped (hoods).
Bootlaces in running metres or ready made.
Special braids for ladies' summer shoes.

M. Bruggisser & Co. Ltd., Wohlen

Braids, fabrics and jerseys for ladies' and children's hats. Hoods.
Braids and fabrics for shoe uppers, handbags and belts.
Shoe uppers, bootlaces.
Small fancy baskets for confectionery.
Shoulder shapes and stiffening braids of artificial horsehair.

H. Debrunner & Co. Ltd., Brugg

Fine fabrics in cotton, rayon and staple fibre.
Speciality : Handkerchiefs, linings.

Dreifuss Bros. Ltd., Wohlen

Hat braids, shoe braids and uppers for ladies' shoes.
Veilings.
Belt braids, trimmings of all kinds.
Gummed and ungummed fabrics.
Artificial flowers.

Leo Dubler & Co., Wohlen

Hat braids and fabrics.
Hoods.
Shoe braids.
Ladies' handbags.

Plait Manufacturing Works Mellingen Ltd.

Millinery strawbraid.

Fischer & Co., Meisterschwanden

Millinery strawbraid.

W. Graf & Co. Ltd., Leutwil

Braids for ladies' hats.
Hoods of all kinds.
Speciality : Hand-made braids and embroideries.

Aloys Isler & Co., Wildegg

Braids for ladies' hats, sewn hoods.

Jacques Isler & Co. Ltd., Wohlen

Hat braids ; registered trademarks « SATURN », « RAPAL », « PICOPAL ».
Hoods, plaits allover.
Shoe braids and laces.

Ad. Leimgruber & Co., Seengen

Hat braids and hoods.
Speciality : Hand-plaits.

Joh. Meier & Co., Tägerig

Millinery strawbraid.

Georges Meyer & Co. Ltd., Wohlen

Swiss braids for ladies' and gentlemen's hats.
Bootlaces. Swiss and exotic hoods.
Market bags.
All kinds of cords.

Jacques Meyer & Co. Ltd., Wohlen

Hat braids, hoods, fabrics.
Bootlaces, shoebraids, shoe uppers.
Ladies' belts.
Market bags, ladies' handbags.

Henry Schlatter & Co. Ltd., Fahrwangen

Millinery braids and hoods.
Handplaits.

Stäger & Co. Ltd., Villmergen

Hat braids, hat fabrics, sewn and ramaillé hoods.
Shoe braids and fabrics.
Bootlaces, belt braids.
Market bags and nets.

Otto Steinmann & Co. Ltd., Wohlen

Braids and fabrics for ladies' and gentlemen's hats, sewn and ramaillé hoods.
Shoe braids and fabrics.
Shoe uppers, bootlaces.
« OSCOSA » handbags for ladies.

Tschamper & Co., Olten

Hat braids, hoods.
Hand-made hats, braids and tapes.
All kinds of cords.
Shoe braids.

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Photo Bettina Müller, Bern



Model Carl Müller Ltd., Zurich
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*In the following pages will be found
illustrations of the most successful models
of our Spring Collection:*

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» 36	»	Jane Blanchot
» 37	»	Janette Colombier
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» 42	»	Legroux Sœurs
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» 46	»	Legroux Sœurs
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» 77	»	Janette Colombier
» 86	»	Legroux Sœurs

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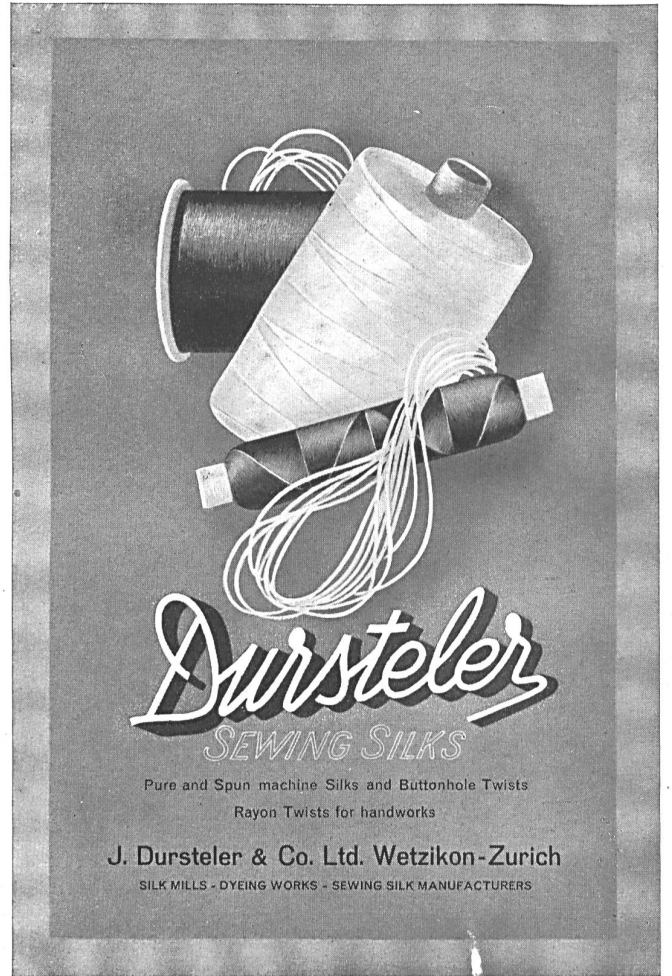
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made of

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COTTON RAYON



Dursteler
 SEWING SILKS

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AD. LEIMGRUBER & CO.

SEENGEN / Aarg.

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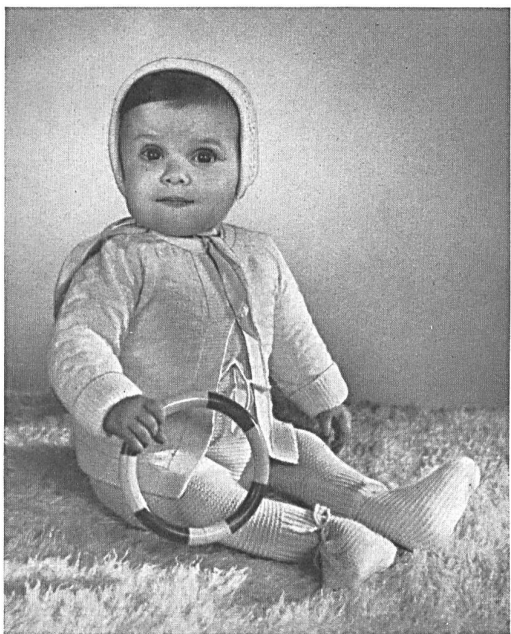
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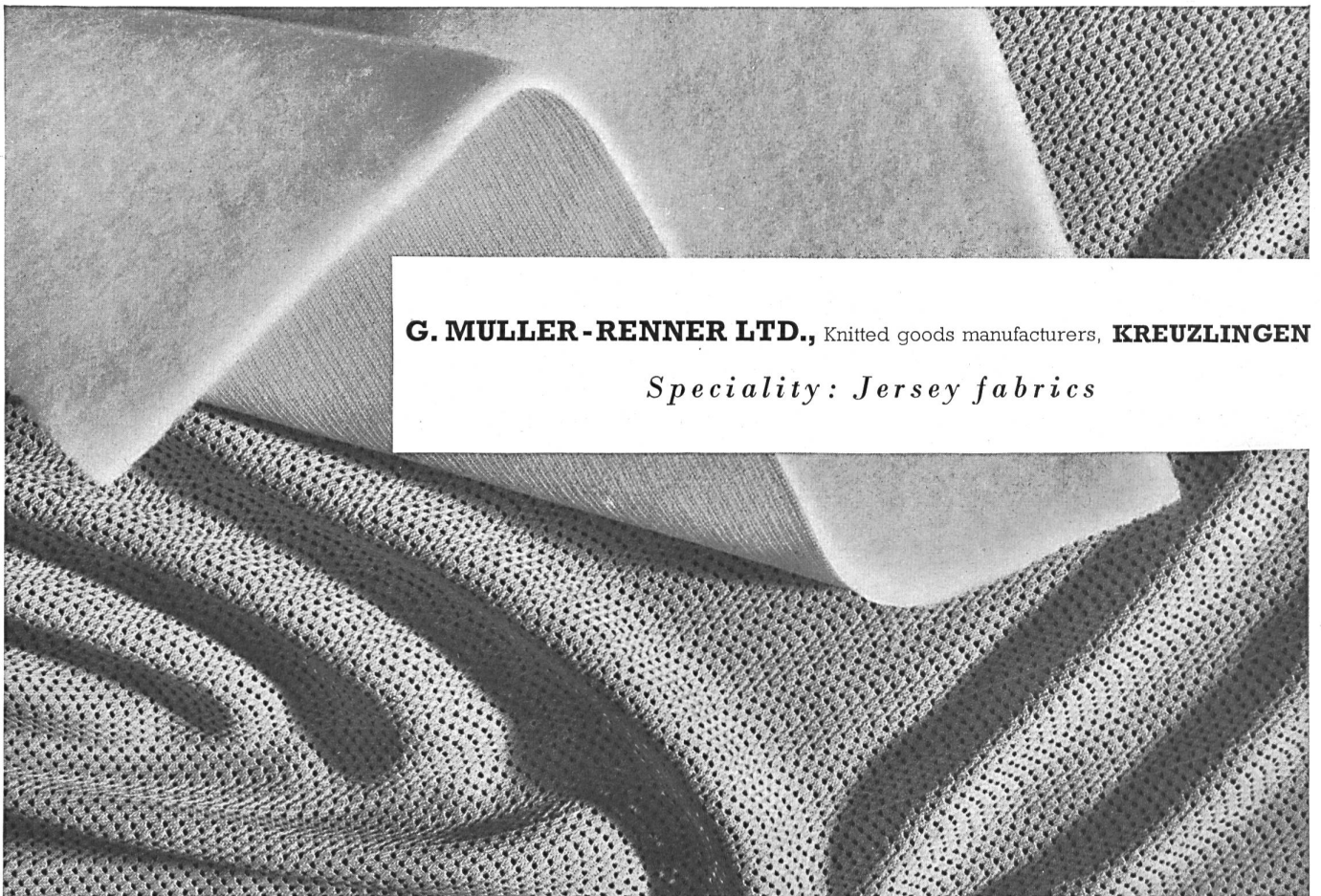
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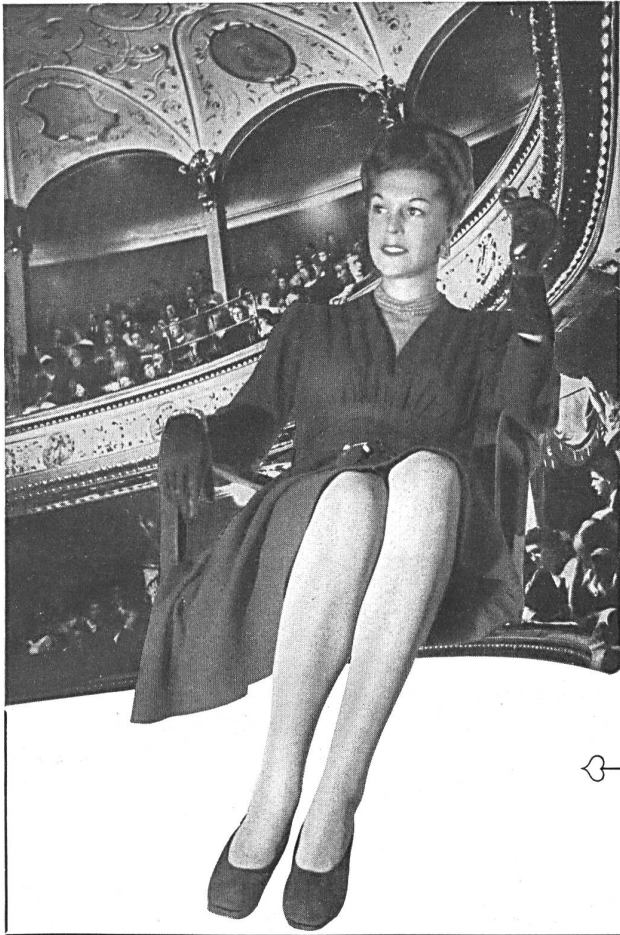


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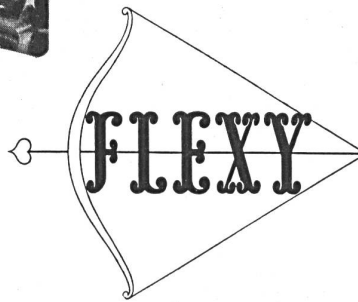
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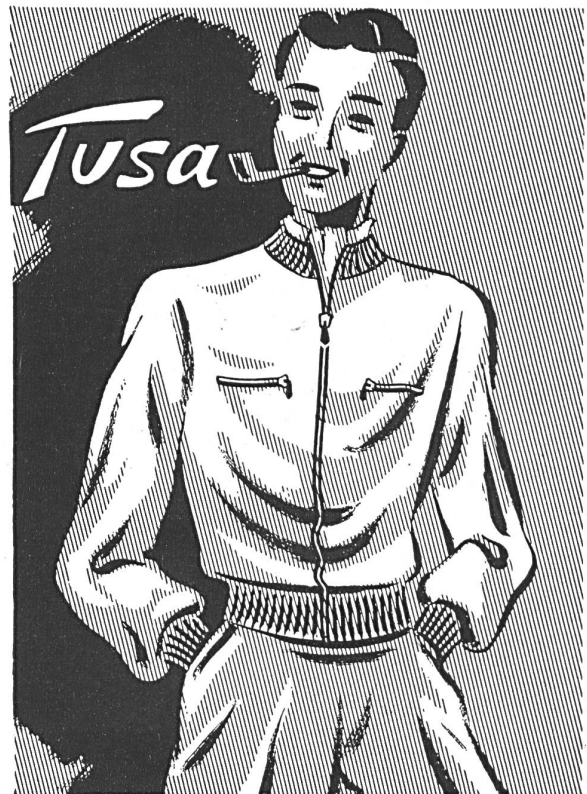
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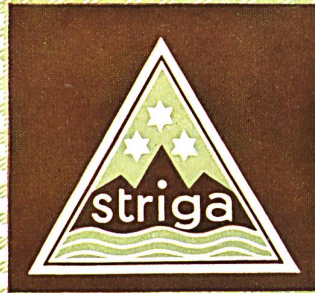
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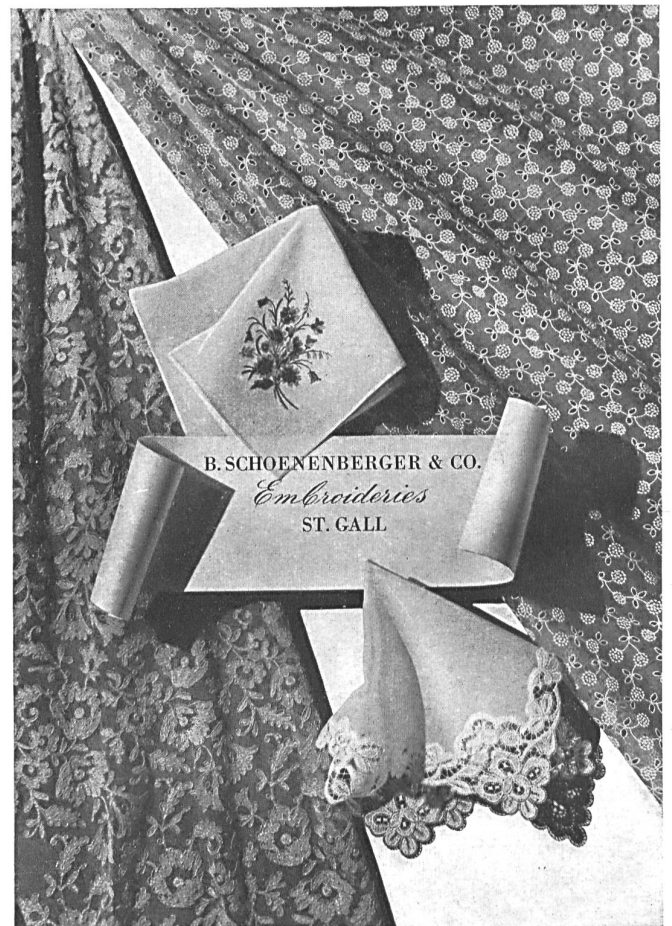
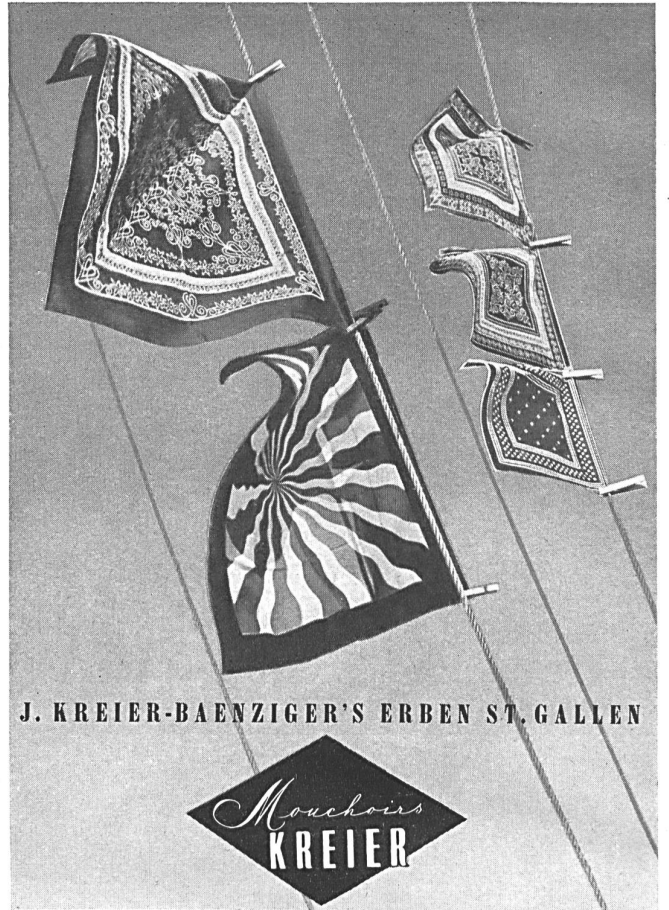
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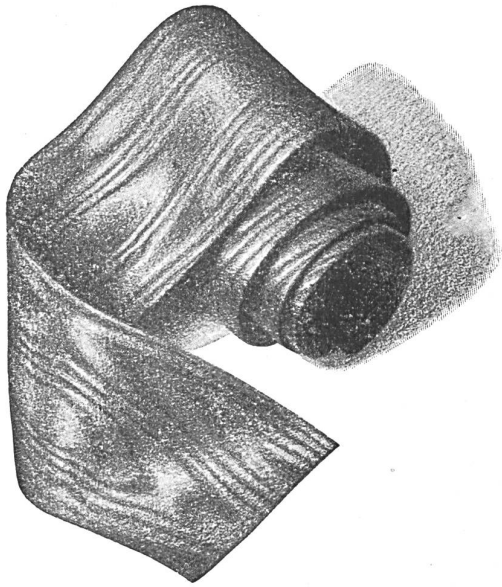




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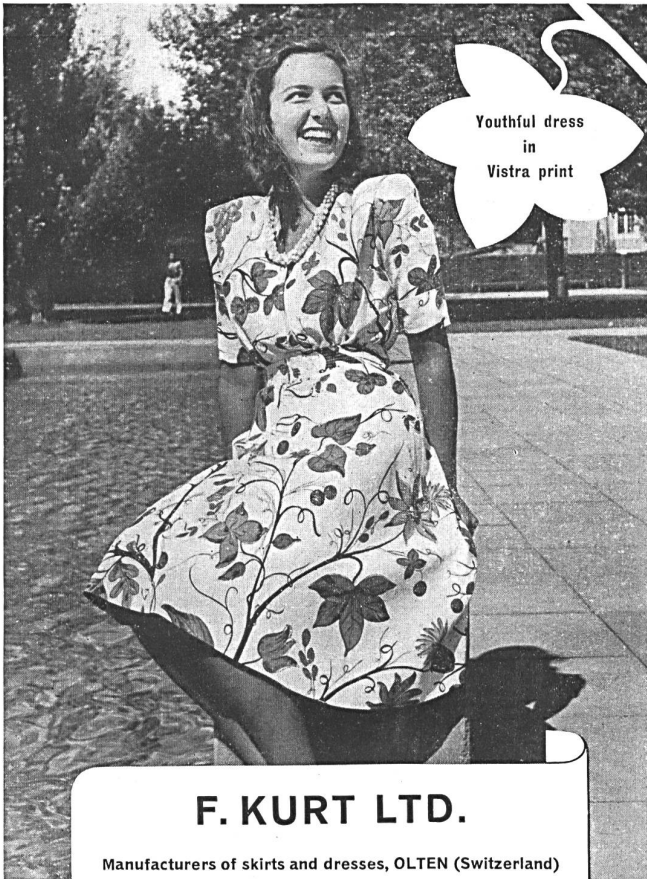


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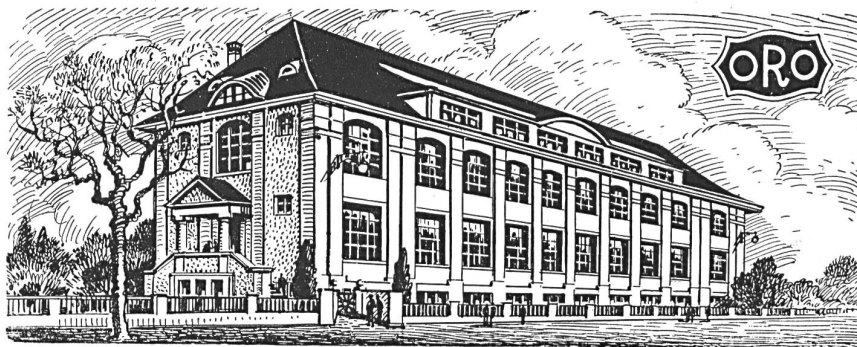
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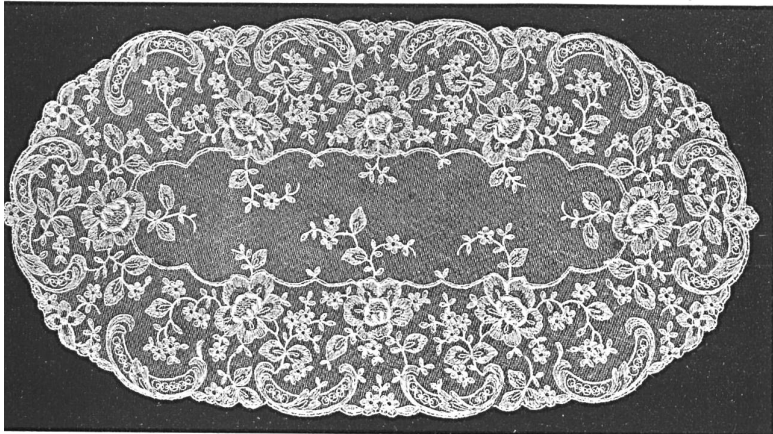
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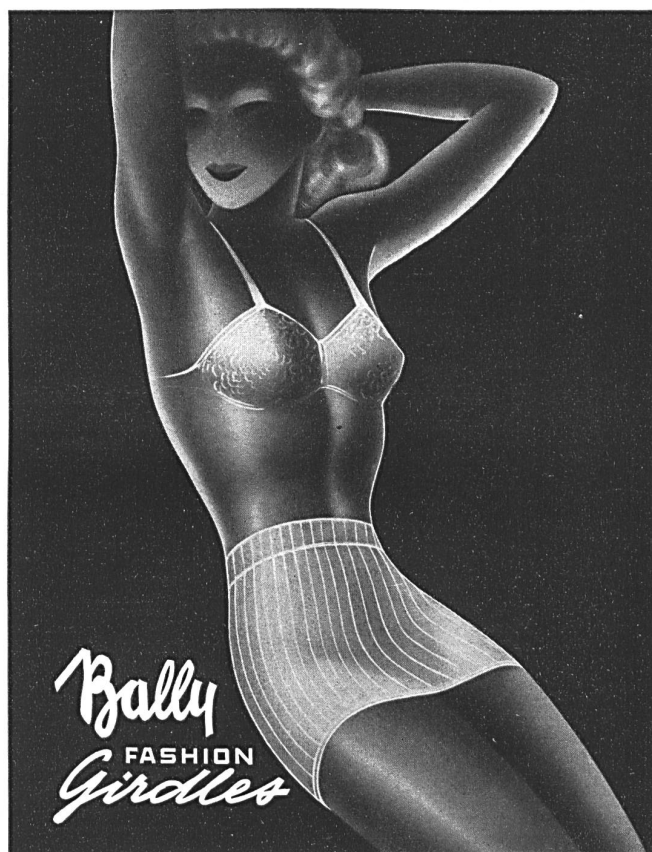
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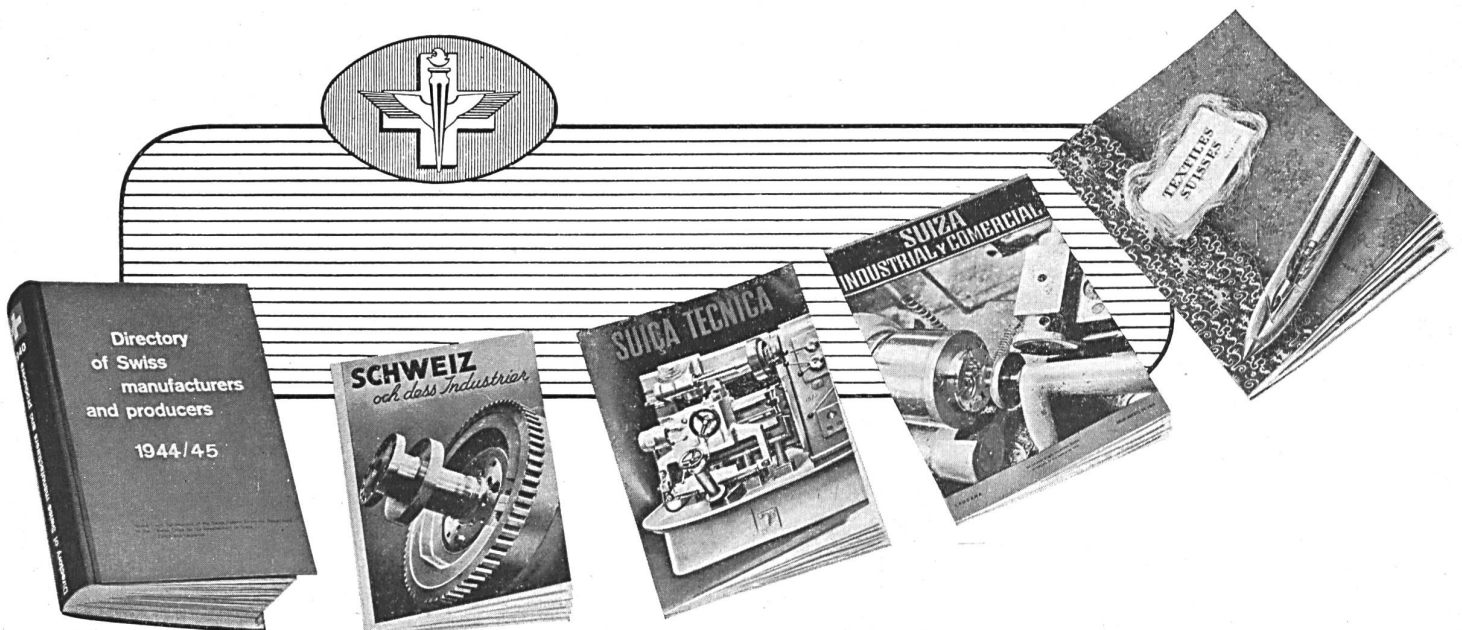
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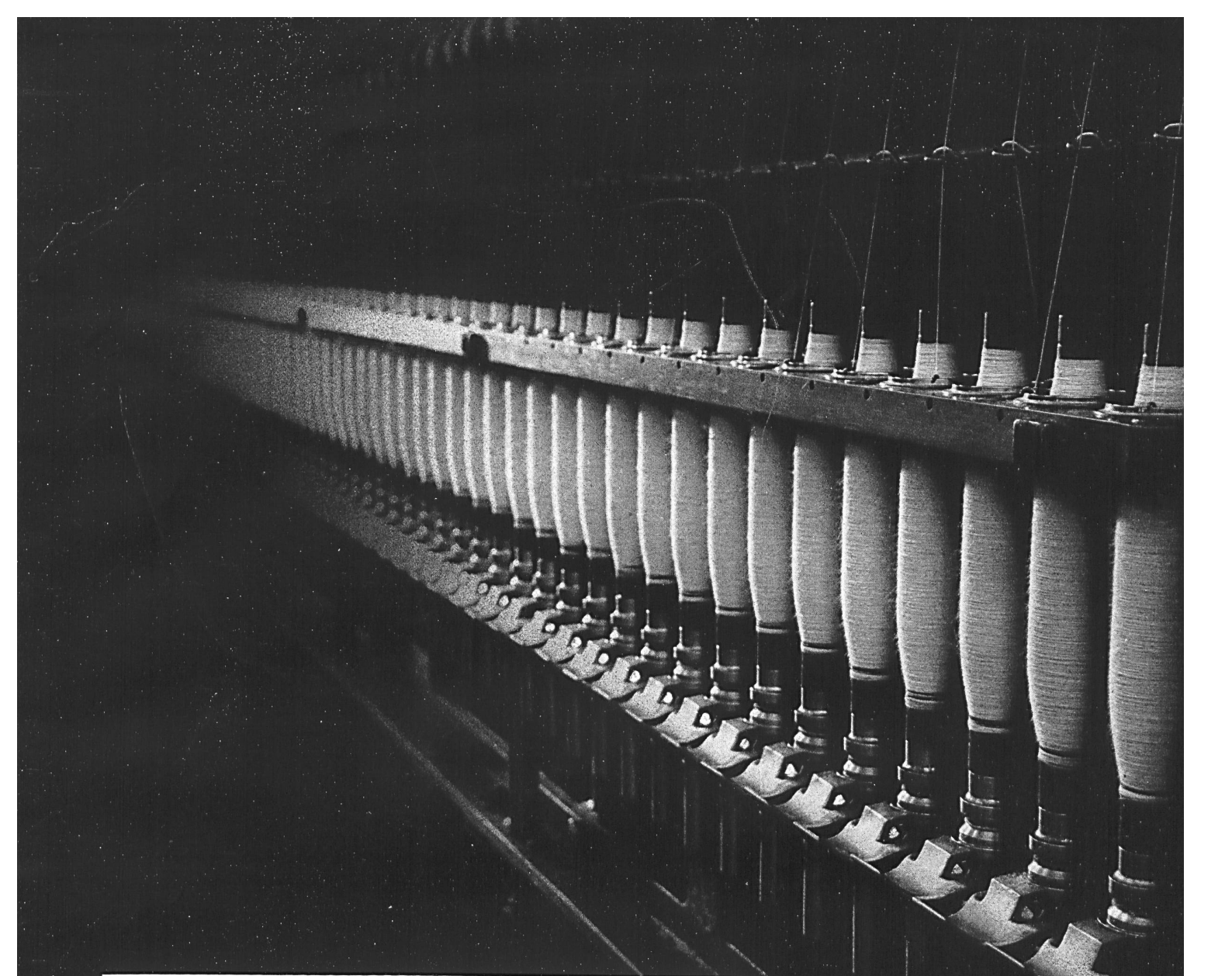
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Commencing with naphthalene, another derivative of coal-tar, beta-naphthol is now prepared. Although this chemical possesses many other properties, it, too, is colourless.

And now the miracle occurs: on pouring the colourless solution of diazotized sulphanilic acid into the equally colourless solution of beta-naphthol, "coupling" – as the chemist terms it – takes place, and red clouds of fine colour particles form in the liquor. The synthetic dyestuff has been born.

But this crude dyestuff is by no means a finished product. It must first be isolated by filtration, then purified, dried, and powdered before it is ready to be used in dyeing bright orange shades on wool or silk.

This is merely an example of how the simplest colour can be manufactured under ideal laboratory conditions. Modern dyestuff manufacture, however, is a very much more complicated affair. Subsequent advertisements will try to show you what problems our chemists and engineers have to contend with before the world-famous Ciba colours are ready for delivery to our customers.

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