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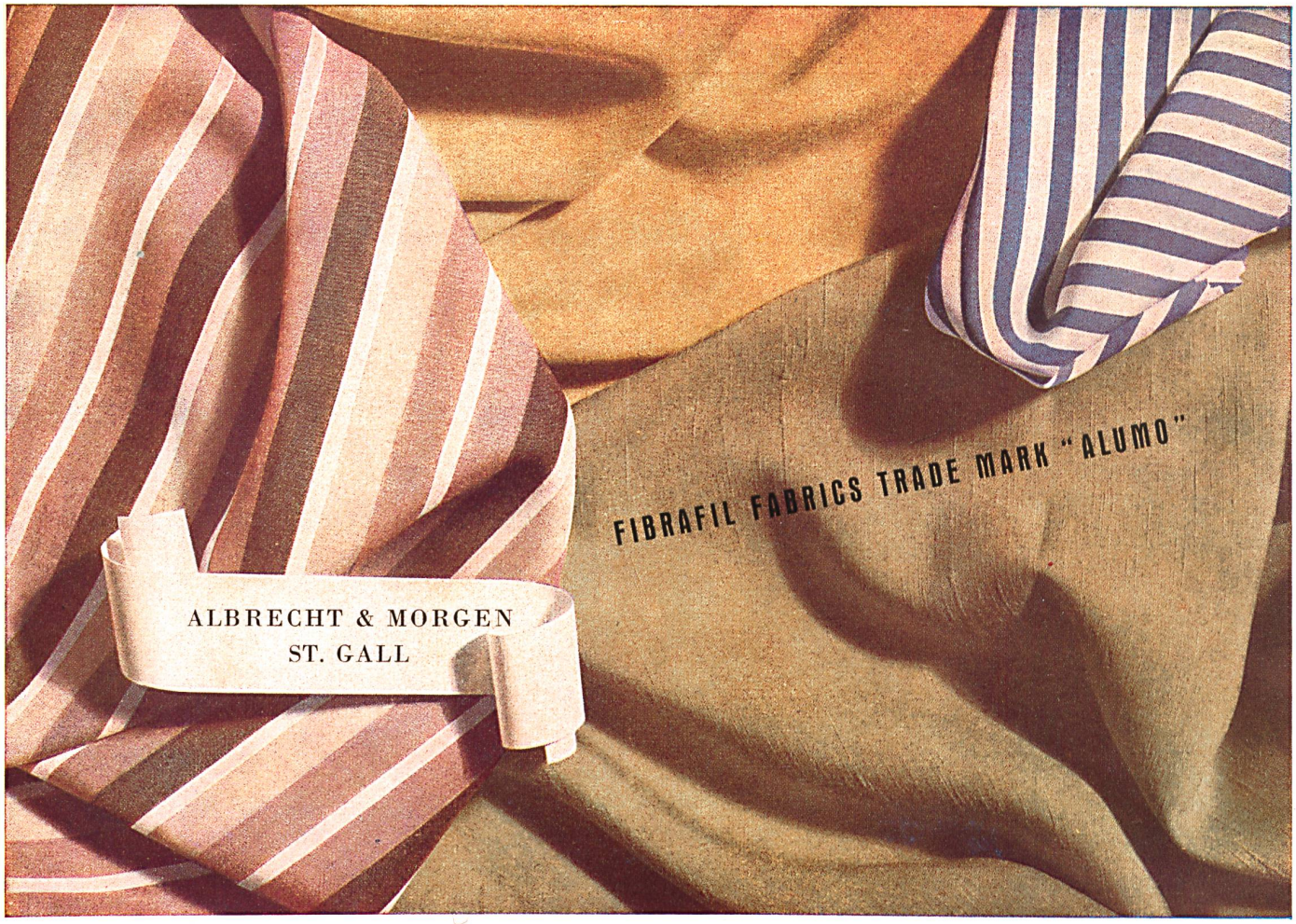
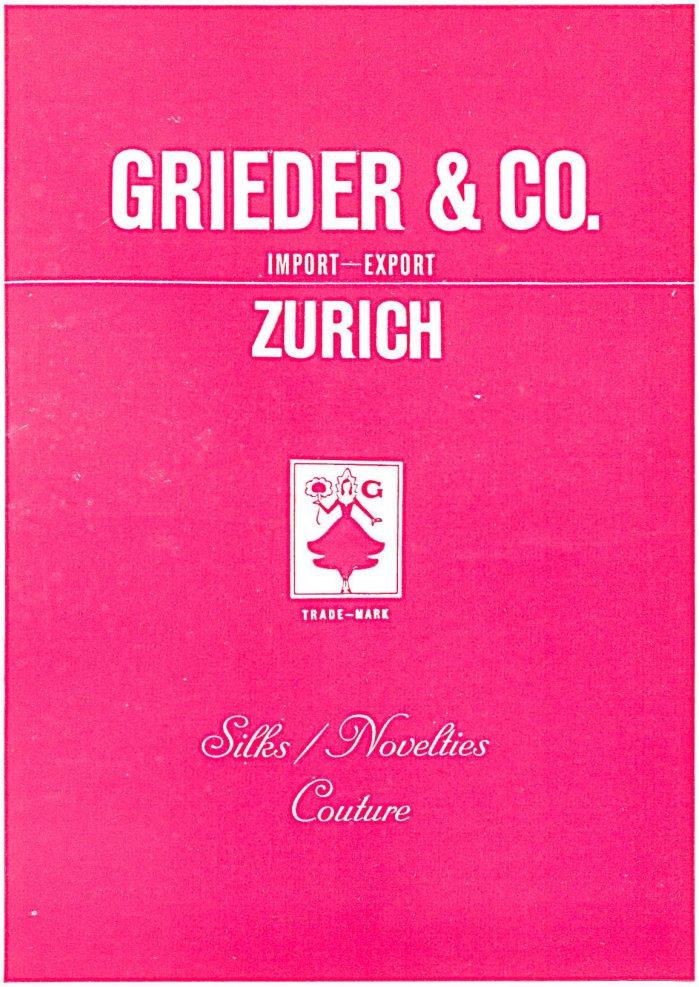
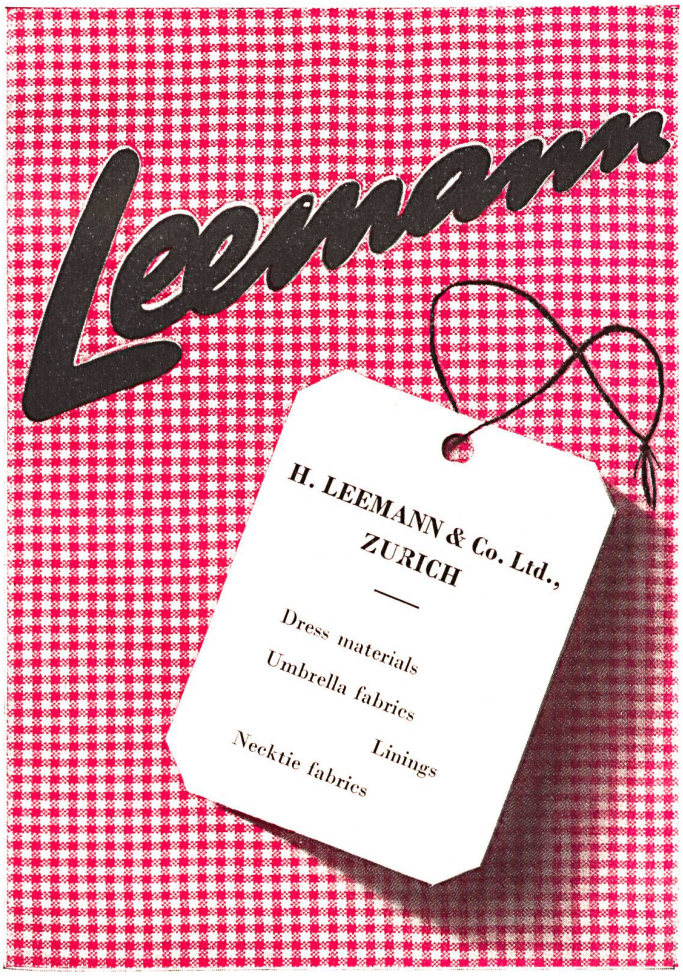

FIBRAFIL FABRICS TRADE MARK "ALUMO"
ALBRECHT & MORGEN
ST. GALL

Palma
Fabrics
ZURICH (SWITZERLAND)

bégé
BERTHOLD GUGGENHEIM ZURICH
TELEGRAMS : BEGUGG
TELEPHONE 25 78 14/15/16


GRIEDER & CO.
IMPORT—EXPORT
ZURICH
TRADE-MARK
Silks / Novelties
Couture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H. LEEMANN & Co. Ltd.,
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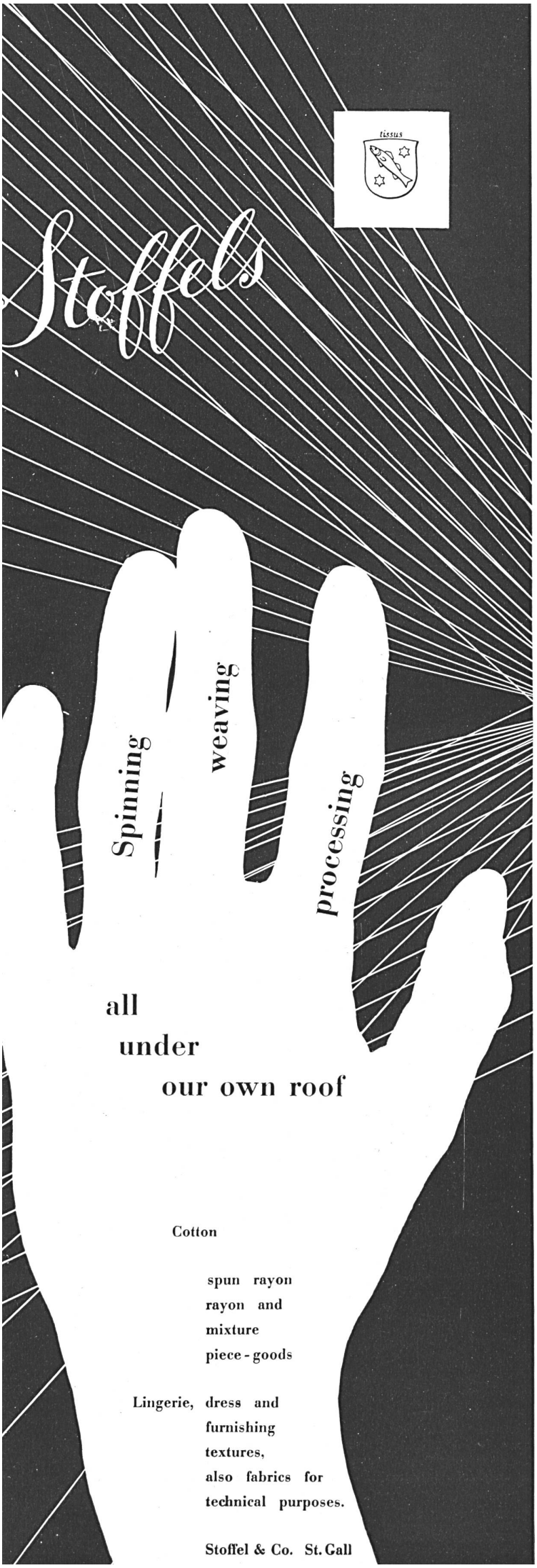
Dress materials
Umbrella fabrics
Linings
Necktie fabrics

SCHELLER
R. SCHELLER & CO., ZÜRICH
Soieries



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TISSUS POUR ROBES TAILLEURS MANTEAUX

LES FILS DE

Guggenheim-Einstein

ZURICH

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MILAN PIAZZA FIUME 5

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A delight to see - the small Nelo of Appenzell handkerchief, wonderfully printed and with hand-rolled hem.

Each handkerchief a masterpiece.

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APPENZELL

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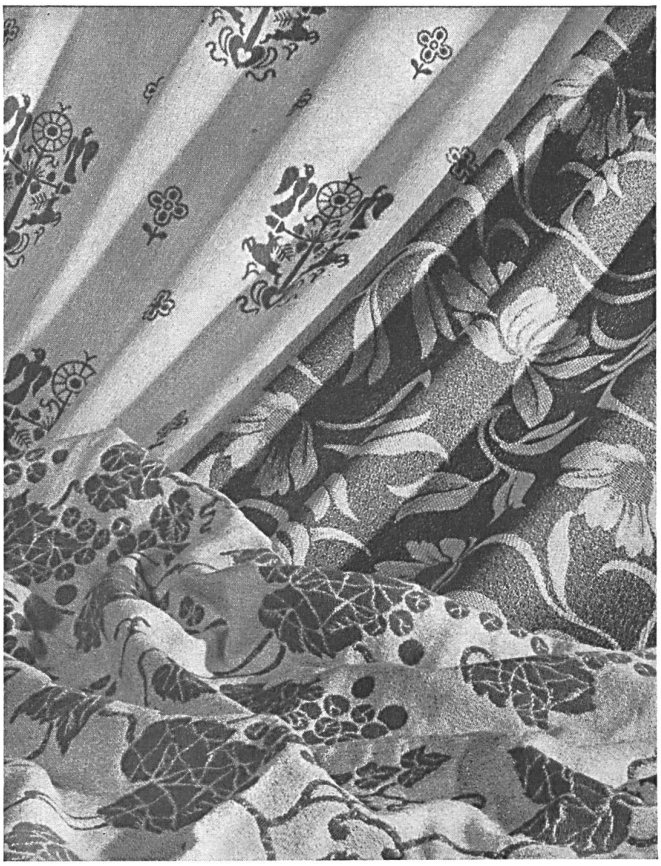
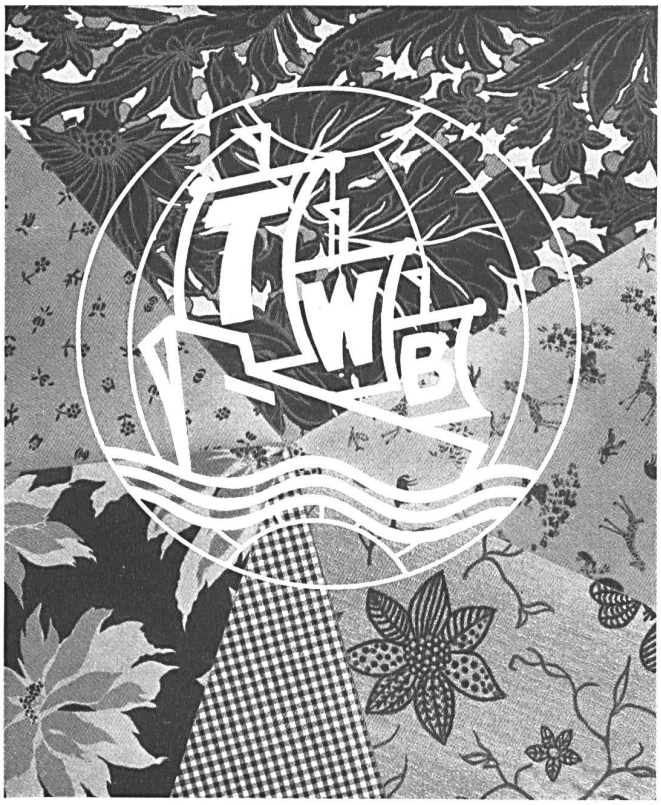
CORTESCA



WEBEREI AZMOOS

DECORATIONS FABRICS, JACQUARD FABRICS ALL KINDS



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fabrics of cotton, staple-fibre, rayon, bleached, dyed, printed.

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Fenner

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Founded 1873

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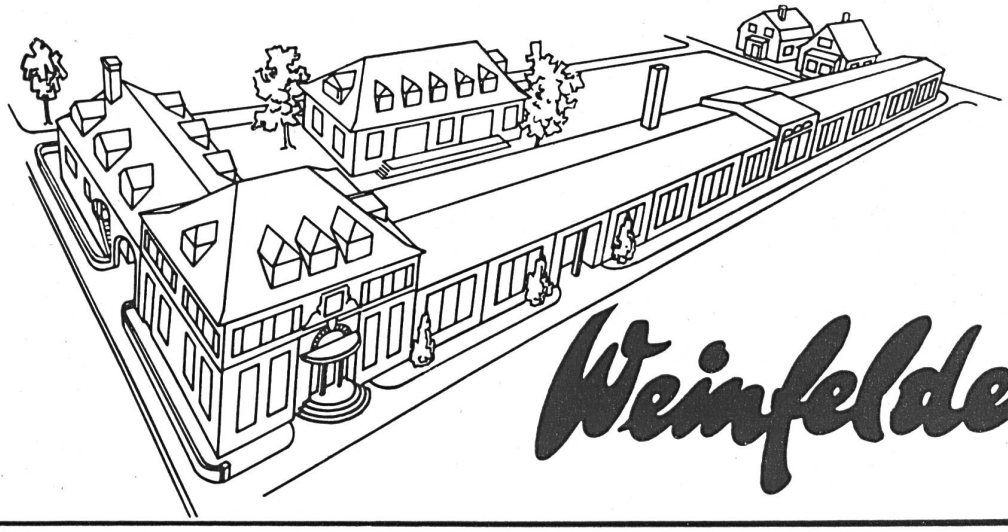

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The trade mark
for printed High class Novelty Fabrics
in pure silk, rayon and staple fibre

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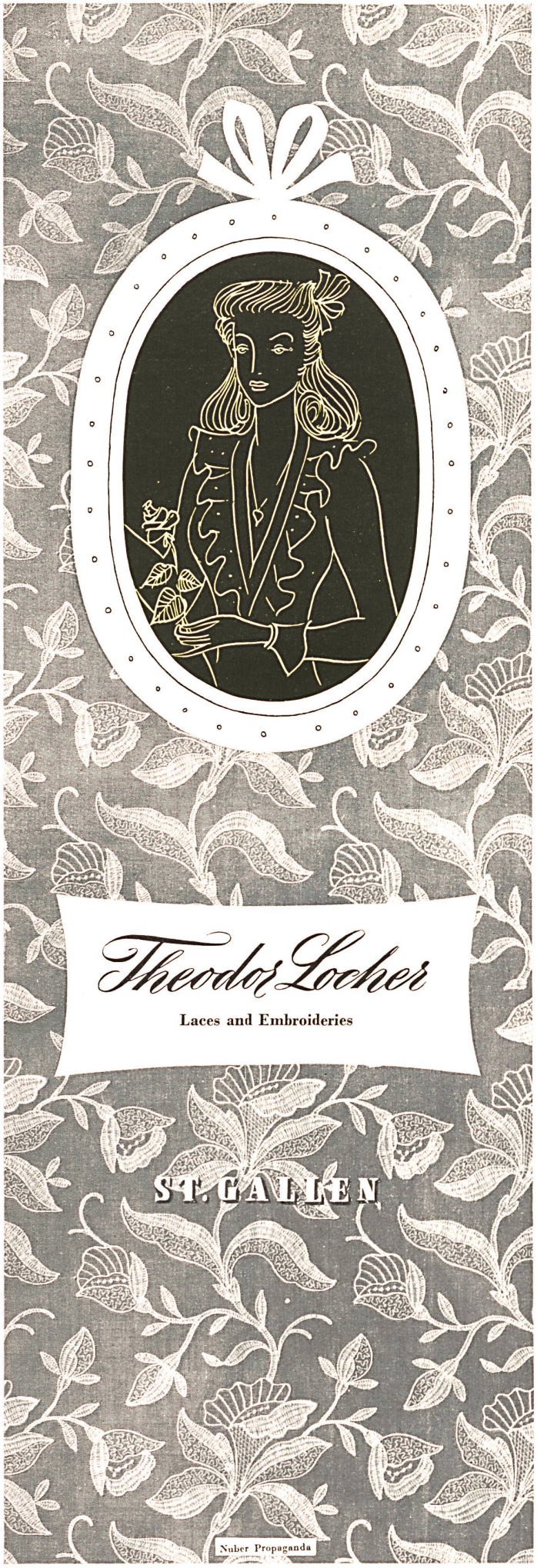
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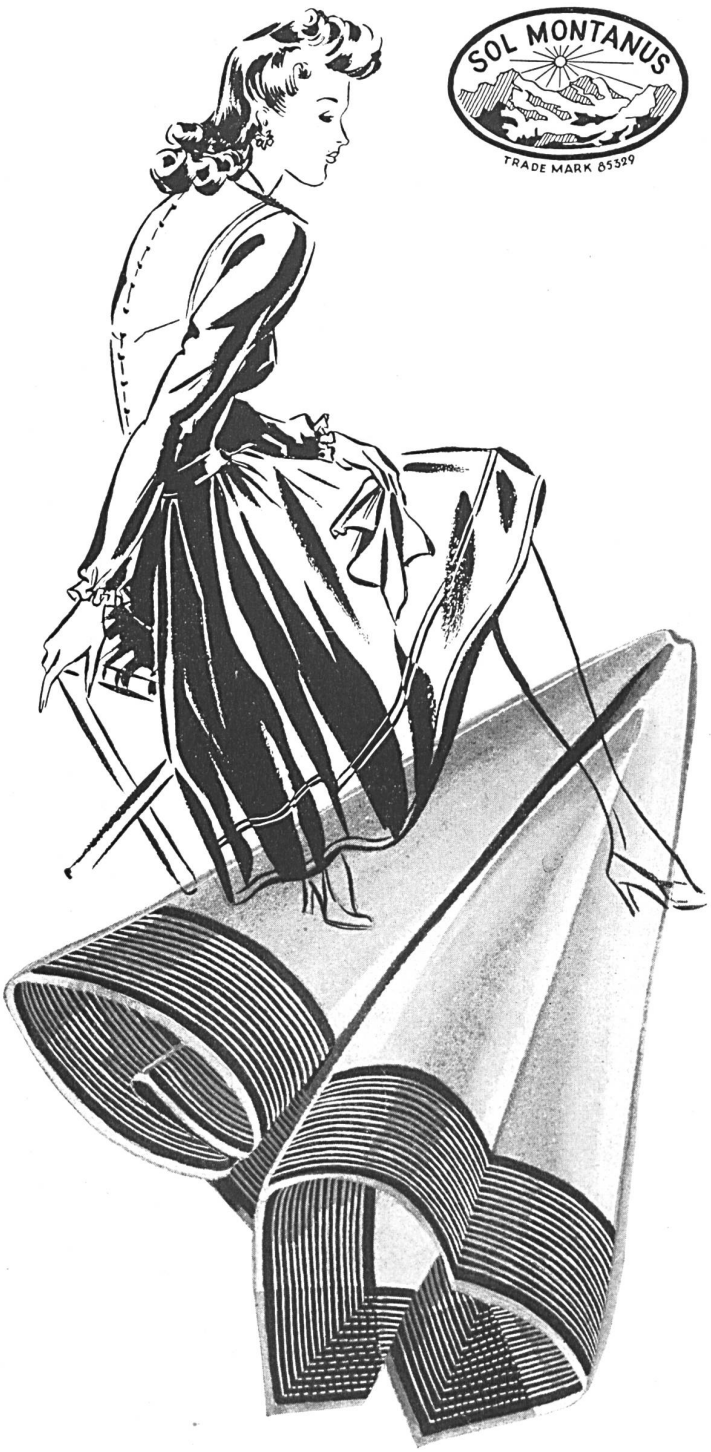
Agents highly qualified well acquainted with trade and customers wanted for Great Britain and Commonwealth, Central America, Orient.



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Walter Stark
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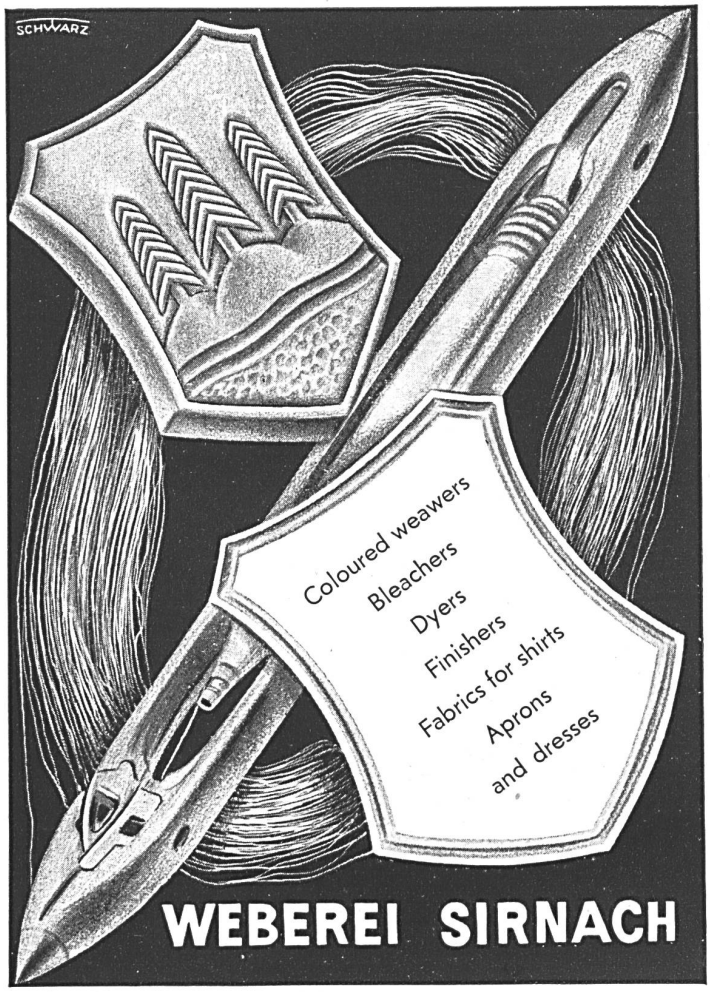

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Striped and plaid novelties in silk, rayon and staple-fibre fabrics.

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Handkerchiefs in silk and rayon

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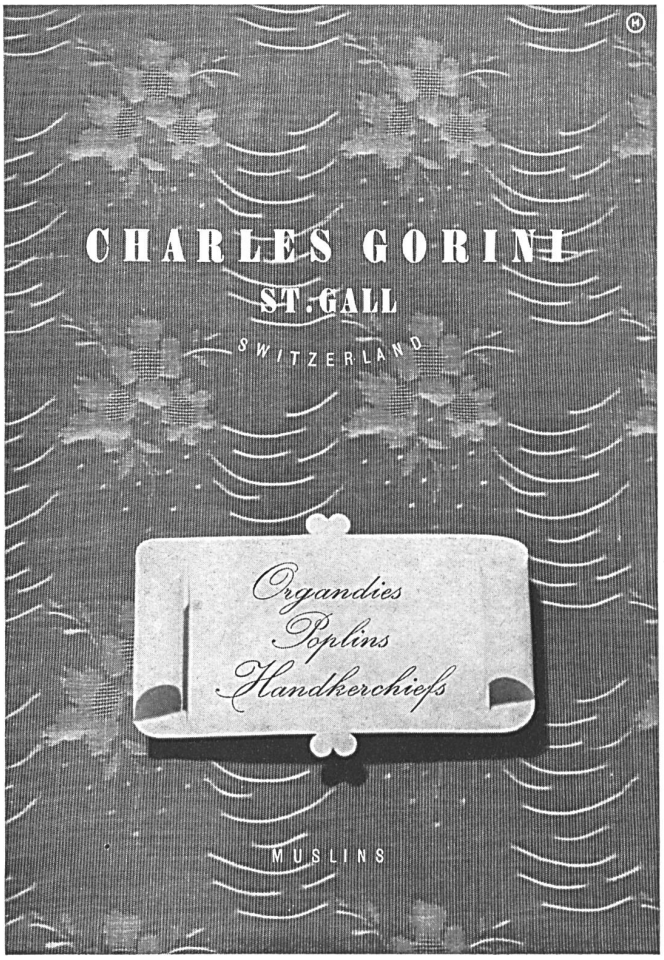

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STAPLE FIBRE
RAYON

Taco LTD
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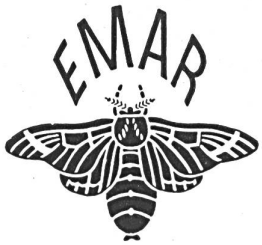

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Novelties: plains, fancies and prints in silk, rayon and staple-fibre; mixtured fabrics

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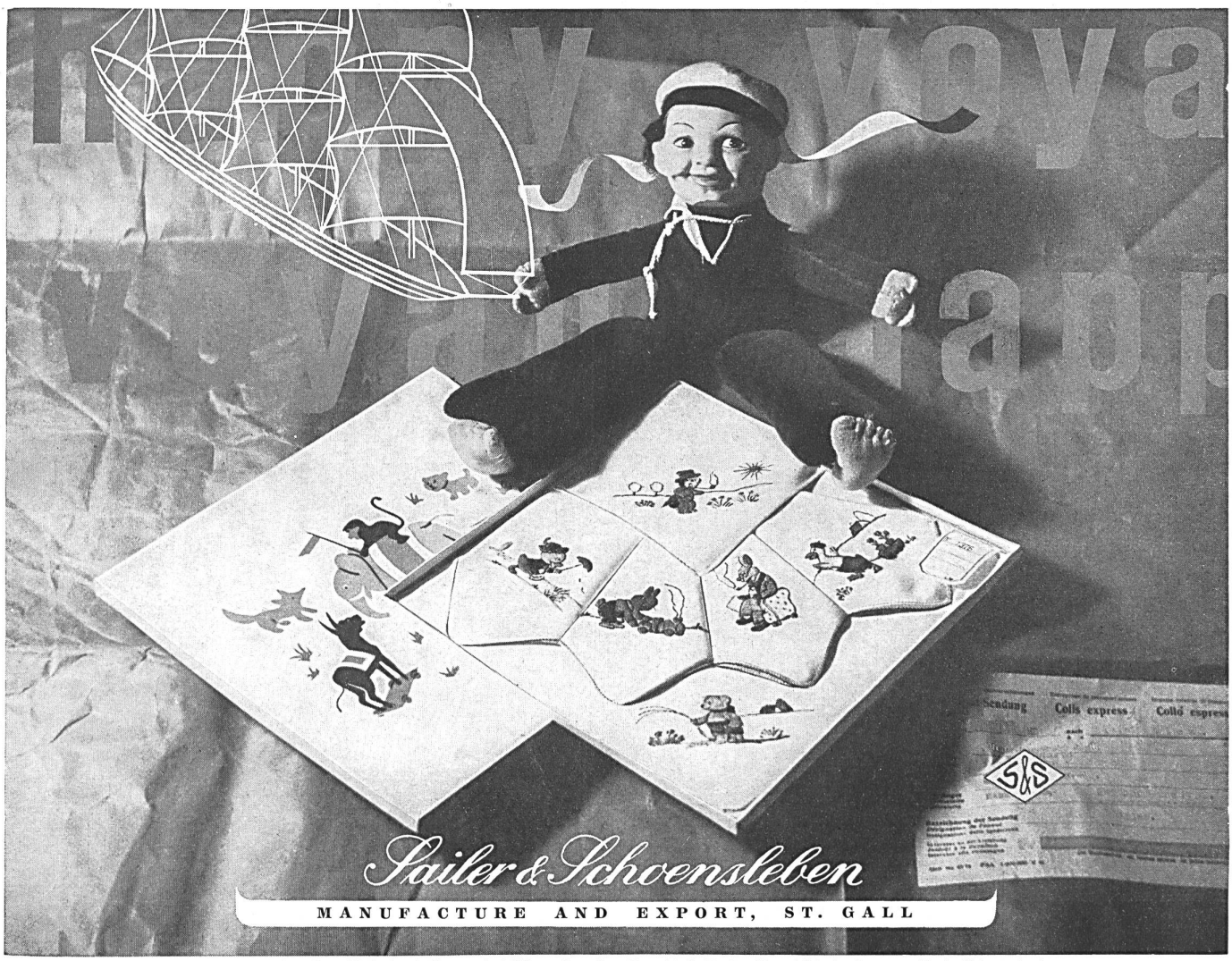
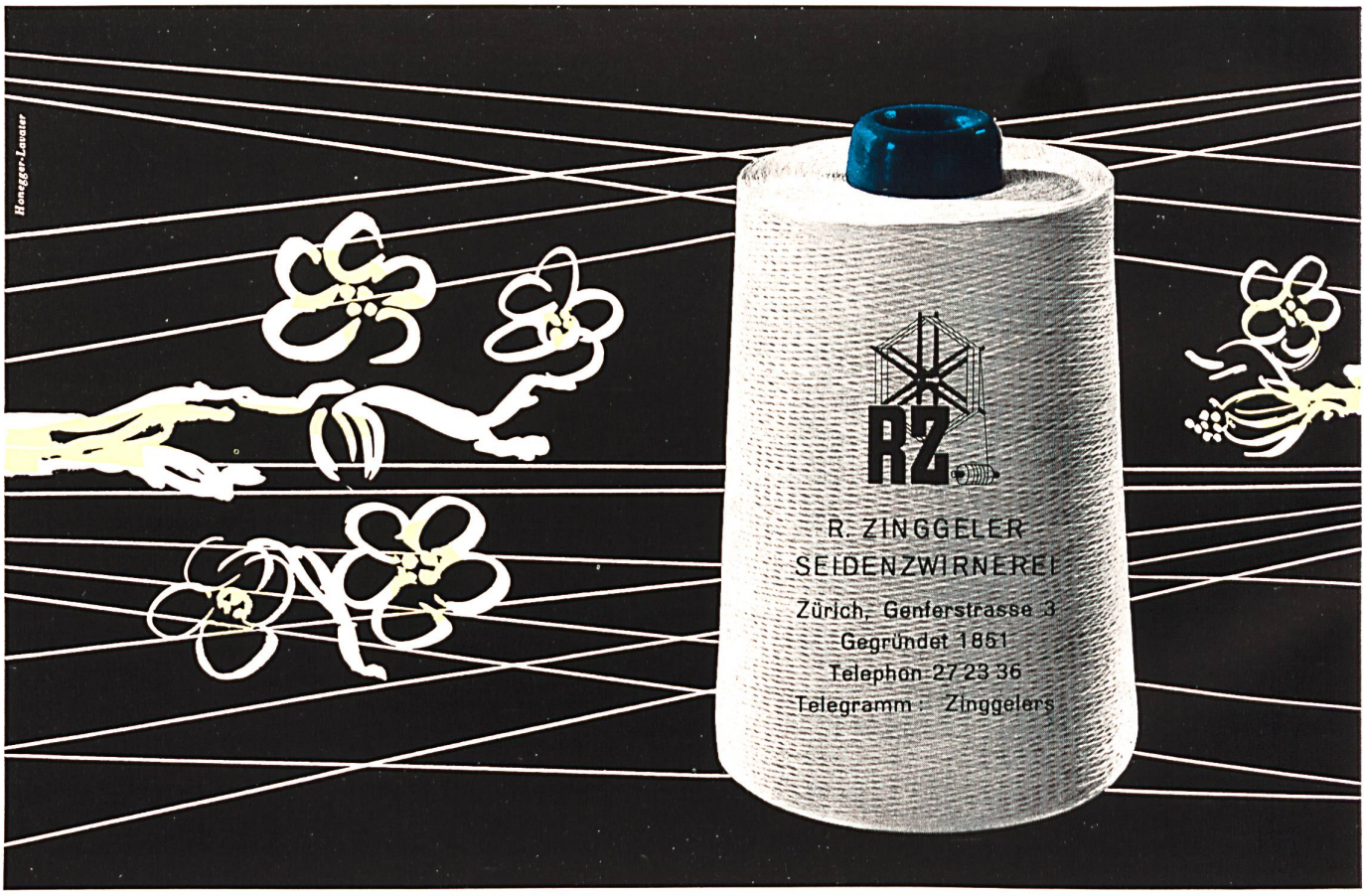


Embroidered handkerchiefs for ladies and children. Lace handkerchiefs. Embroidered fabrics in organdie, batiste, net, etc.

Manufacturers and exporters of quality ribbons



SILK TWISTS of all kinds: special twists or mixed yarns for weaving and knitting, hosiery, bolting-cloth and cables manufacture

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Jacob Rohner S.A.

REBSTEIN

JACOB BAENZIGER A.-G. - ST. GALL

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TRADE-MARK
BENZO
REGISTERED

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MARQUISETTES - BATISTS
CAMBRICS
VOILES PLAIN AND FANCY
FOR CURTAINS
ORGANDIES PLAIN AND PRINTED
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Cotton
Staple fibre
and
Rayon fabrics
plain
printed and
colour-woven

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Linco

FASHIONABLE
FABRICS FOR
THE HOME AND
EXPORT MARKET

in Cotton
Rayon
Staple Fibre
Plain, Printed

and Colour Woven for Dresses, Blouses and Lingerie.

Linco Super-Rayon
Uncrushable, Perspiration and
Boiling Proof

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GELTERKINDEN
near Basle (Switzerland)

Joseph Heim & Co Zurich

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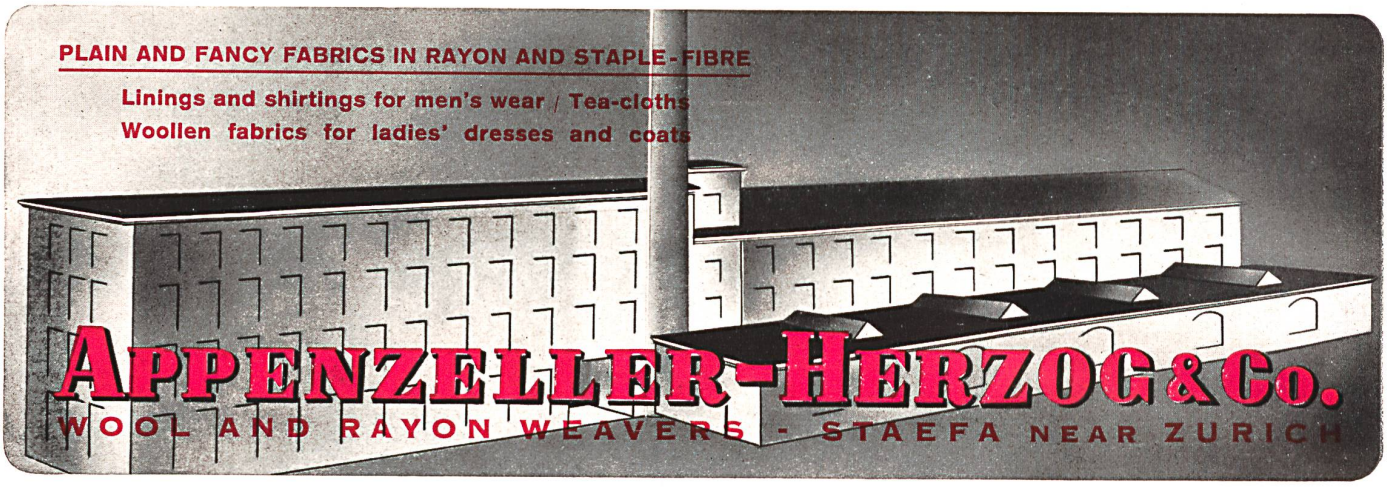
S. J. Bloch Son & Co. Ltd.

ZURICH

Novelties in silk and rayon Fabrics



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Scarves

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BASLE I (Switzerland)

Founded 1713

WALTER SCHRANK & CO

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Wasco

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OF EMBROIDERED
MATERIALS FOR DRESSES,
NET AND GUIPURE- LACE- NOVELTIES,
EMBROIDERED HANDKERCHIEFS

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BERNE, HIRSCHENGRABEN 7

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All these products are obtainable by the piece or finished and embroidered.

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FABRIQUE DE BRODERIES ET DENTELLES DE TOUT GENRE

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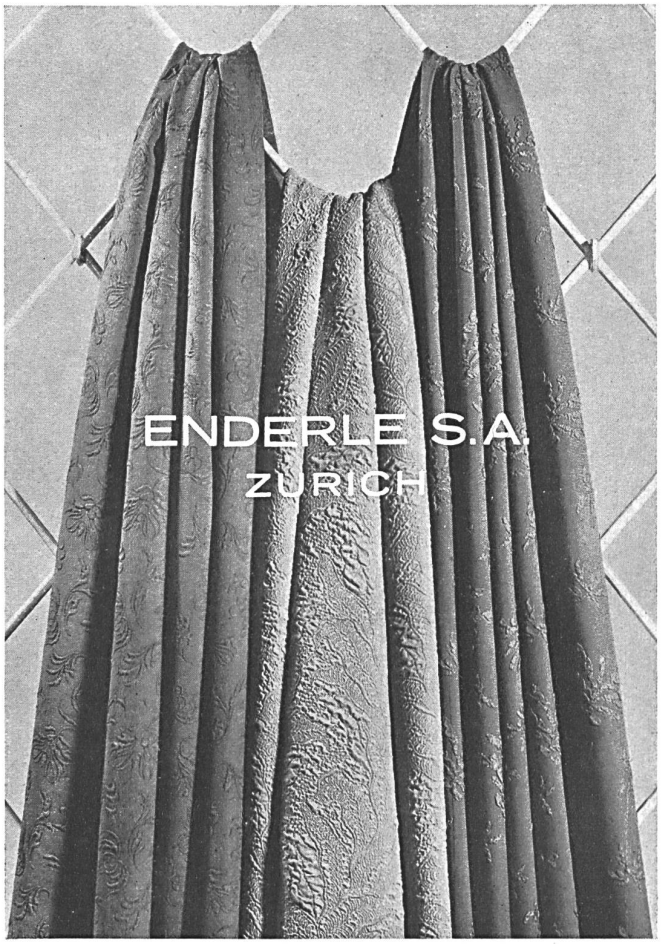
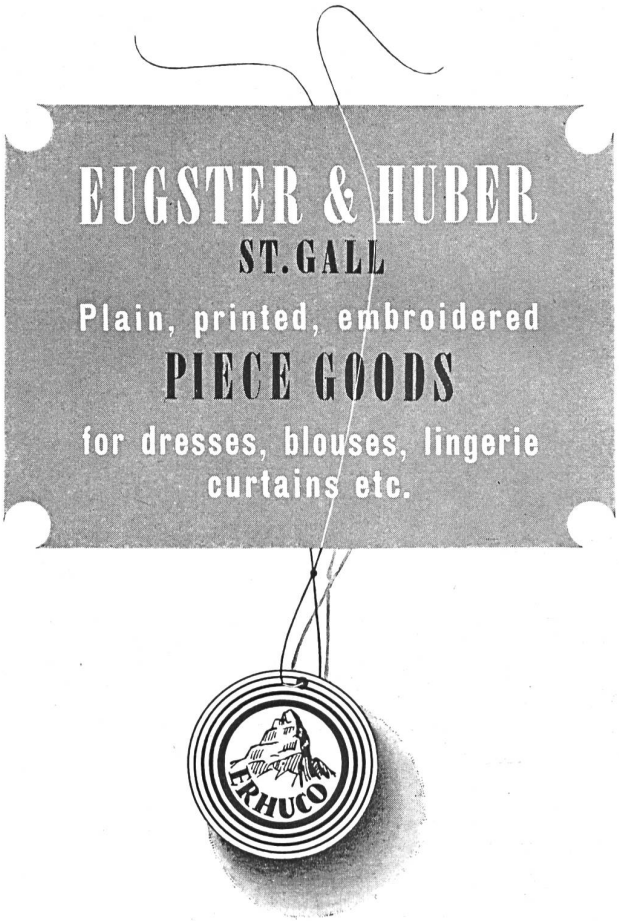
Piece goods:
Tissue and
Jersey Fabrics

Clothing for ladies:
Dresses . Blouses . Skirts
Jersey-Jackets.





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CLAVEL & LINDENMEYER LTD.
BASLE
(SWITZERLAND)

Screen and roller printing of all fabrics for dresses, neckwear and furnishing.

Dyeing of yarns and ribbons of all fibres : normal and fast dyes.

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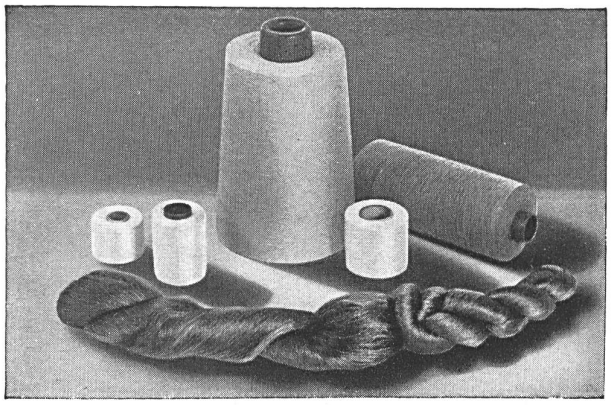

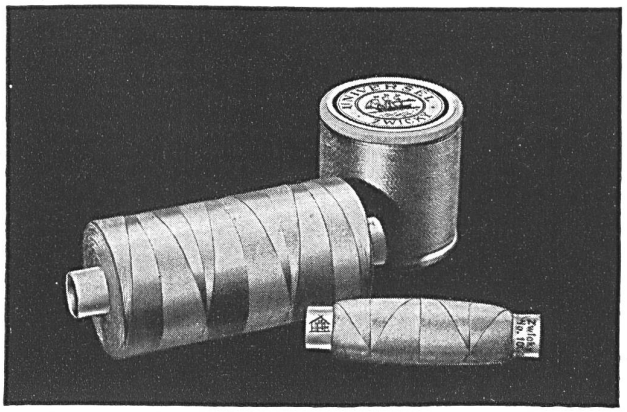

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Sewing, embroidery and buttonhole silks, surgical silks, silk lines for fishing, special twists for harnesses.

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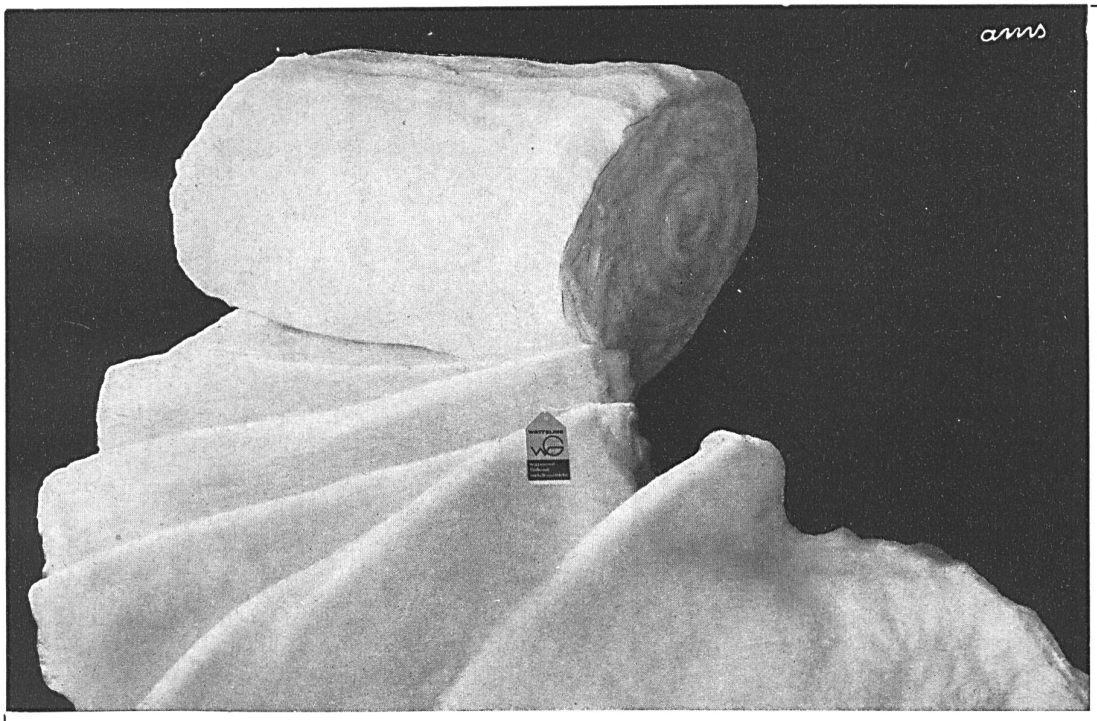
Hosiery dyeing and finishing.



Watteline

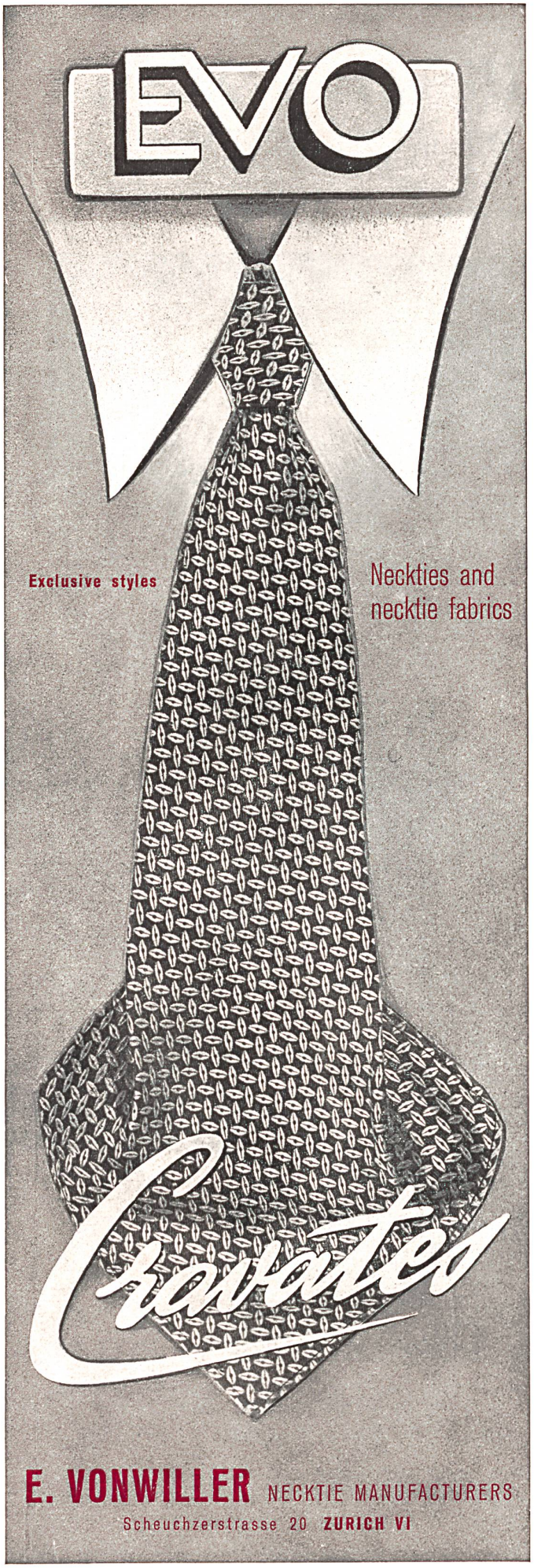
Cotton wool

Shoulder pads

Eduard Grossmann-Appert

* WATTELINE AND COTTON WOOL MANUFACTURERS *

THALWIL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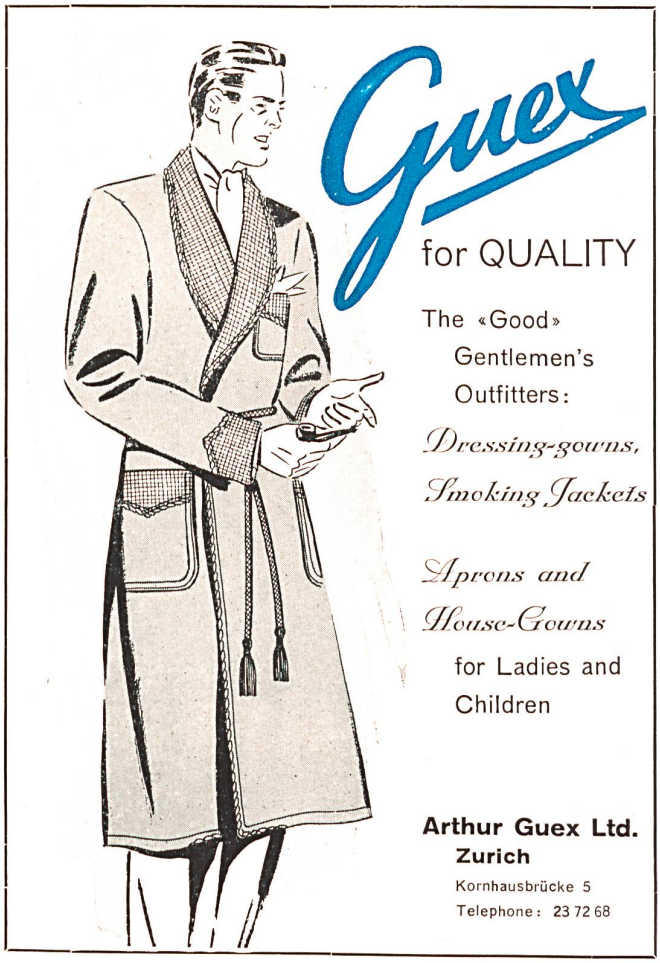
Neckties and necktie fabrics
Cravates
E. VONWILLER NECKTIE MANUFACTURERS
Scheuchzerstrasse 20 ZURICH VI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for QUALITY
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Smoking Jackets
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House-Gowns
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BOPPART & Co.

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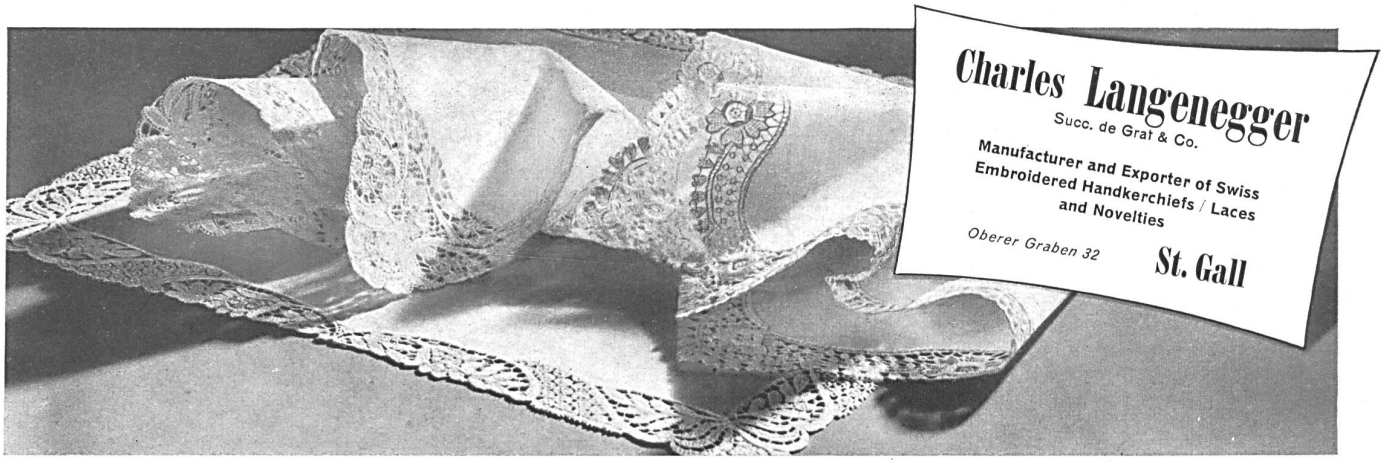
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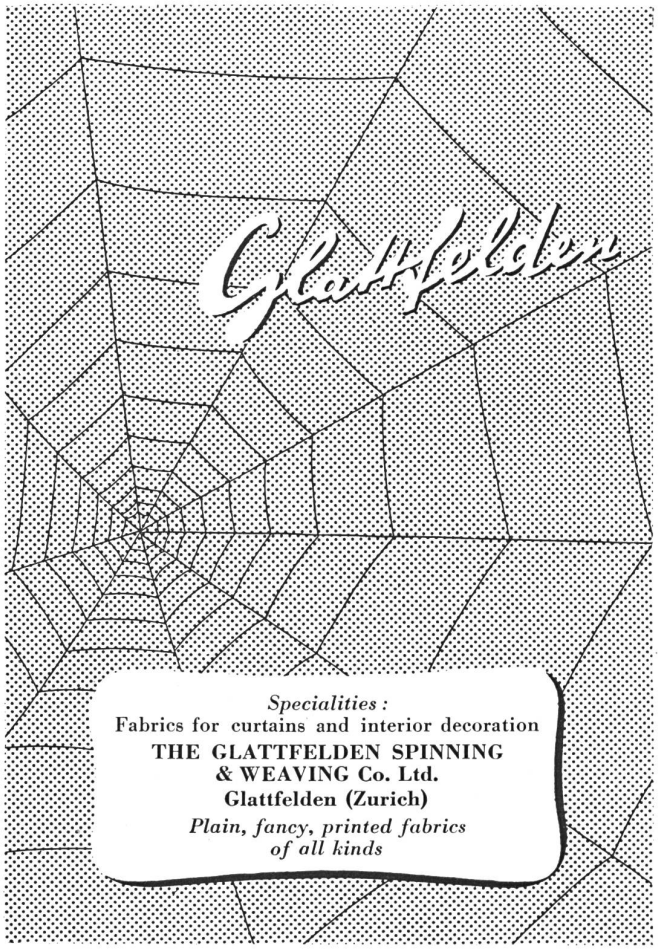
Succ. de Grat & Co.
Manufacturer and Exporter of Swiss
Embroidered Handkerchiefs / Laces
and Novelties
Oberer Graben 32
St. Gall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Specialities:
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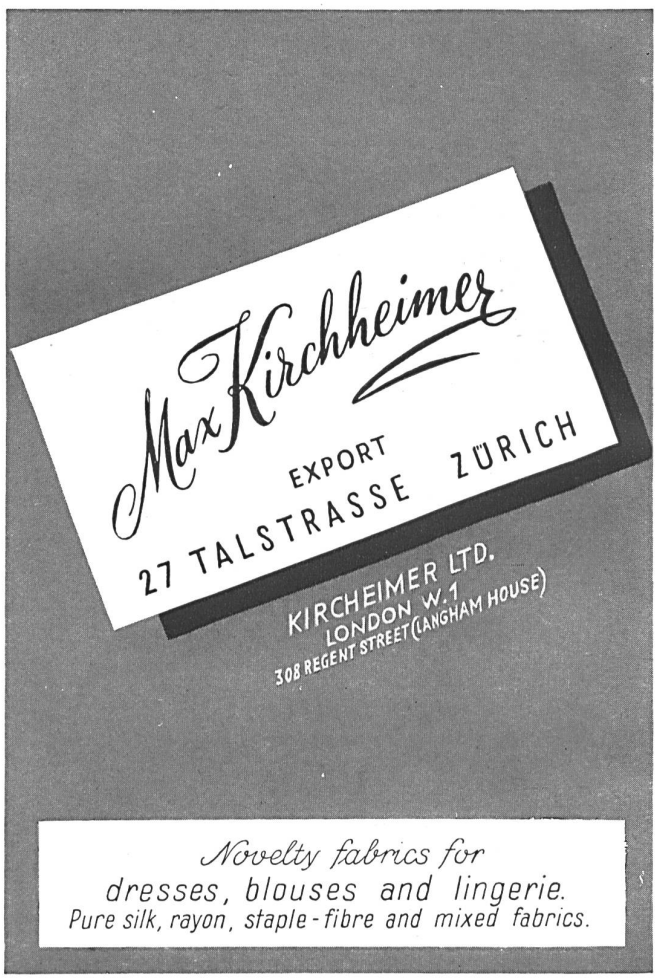
of all kinds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Novelty fabrics for
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Pure silk, rayon, staple-fibre and mixed fabrics.

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UZNACH and KALTBRUNN
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Pure Silk . Wool . Rayon
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BURGAUER & Co. Ltd. - ST. GALL

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CLOTHS FOR FURNITURE

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Exclusive printed Novelties, plain and
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ZURICH 18, Peterstrasse

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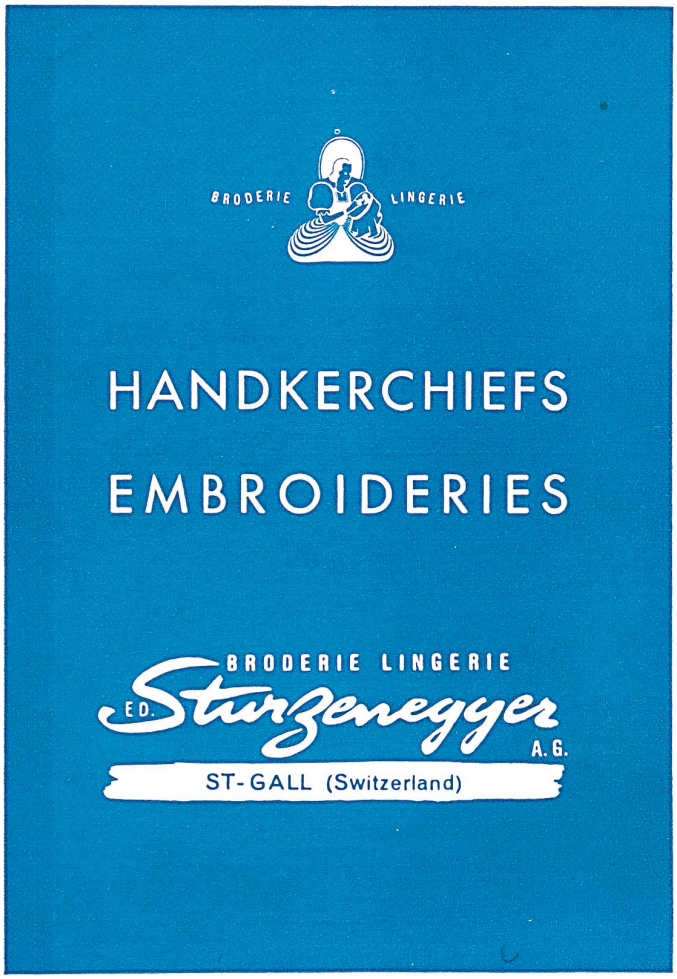
FOR READY-MADE CLOTHING

RAW FABRICS
FOR PRINTING

CURTAIN FABRICS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HANDKERCHIEFS
EMBROIDERIES
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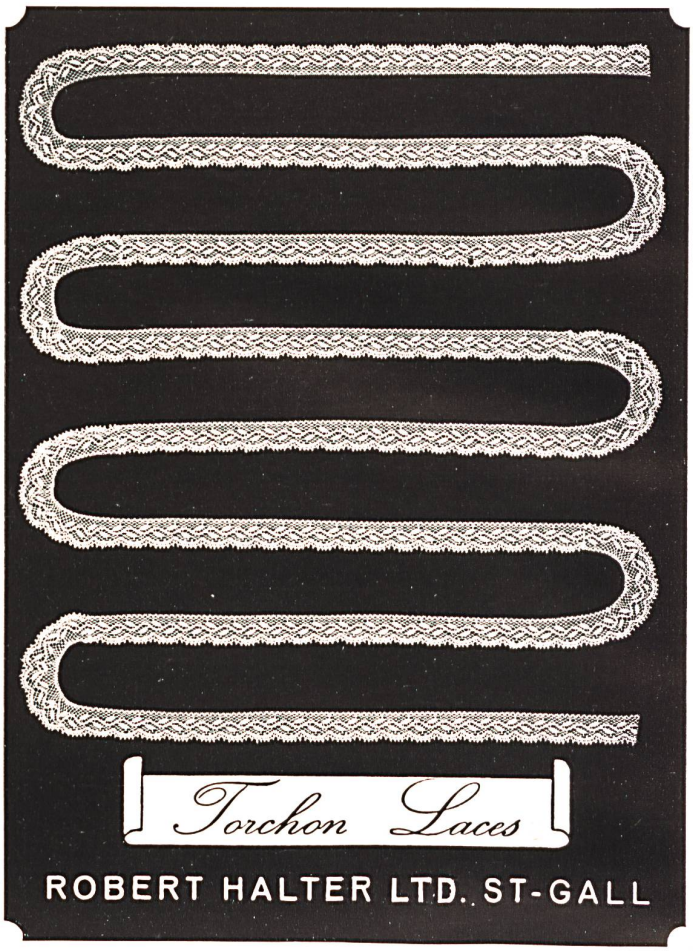
ED. Sturzenegger A.G.
ST-GALL (Switzerland)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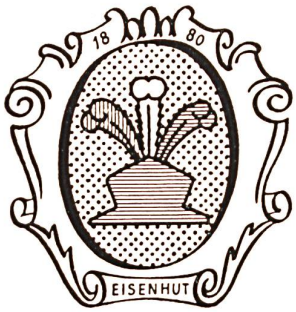
ROBERT HALTER LTD. ST-GALL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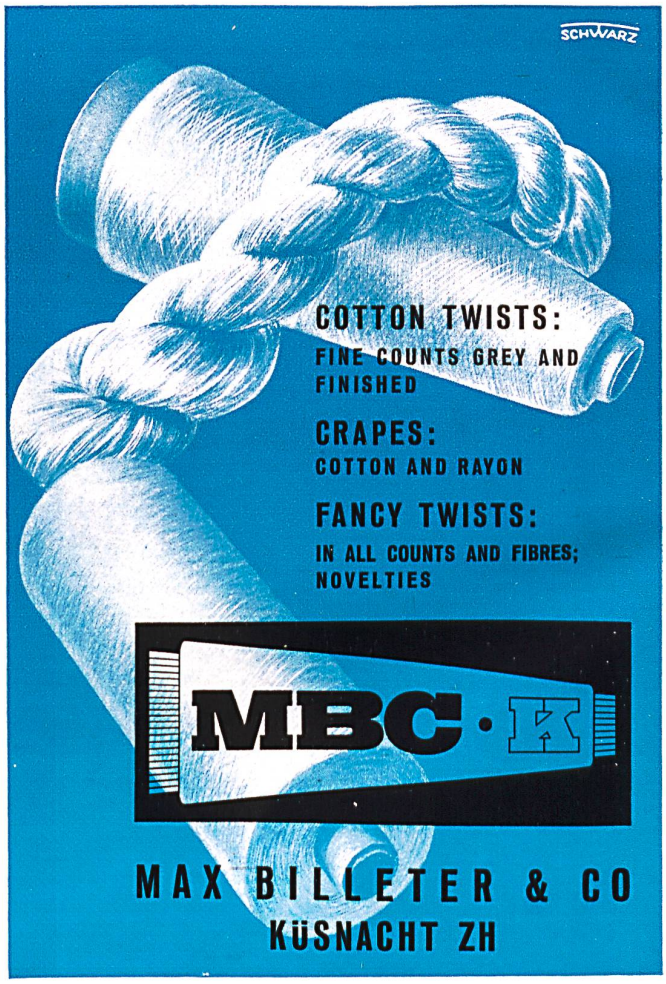
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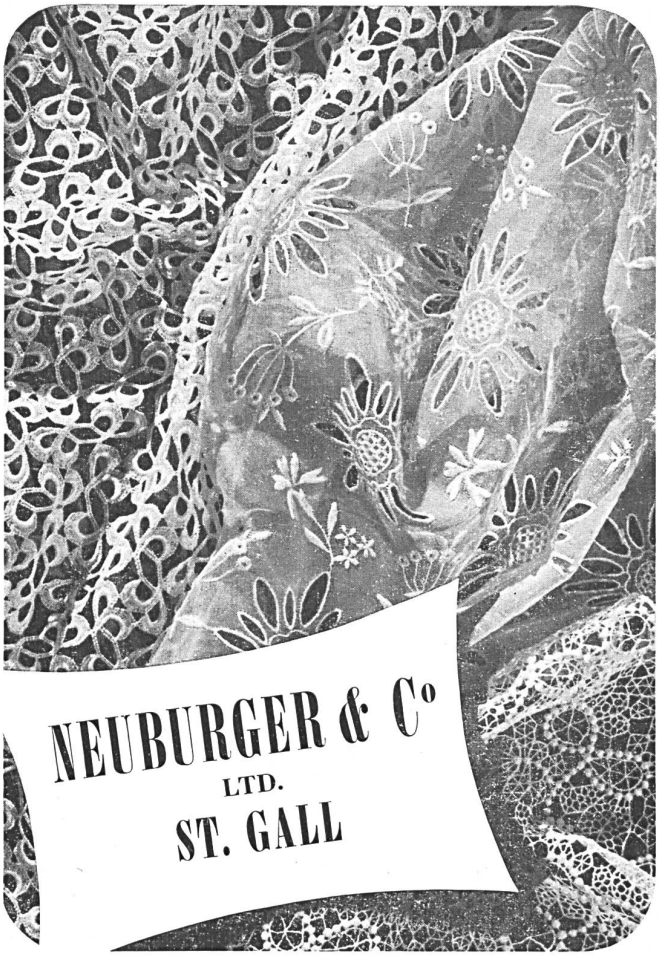
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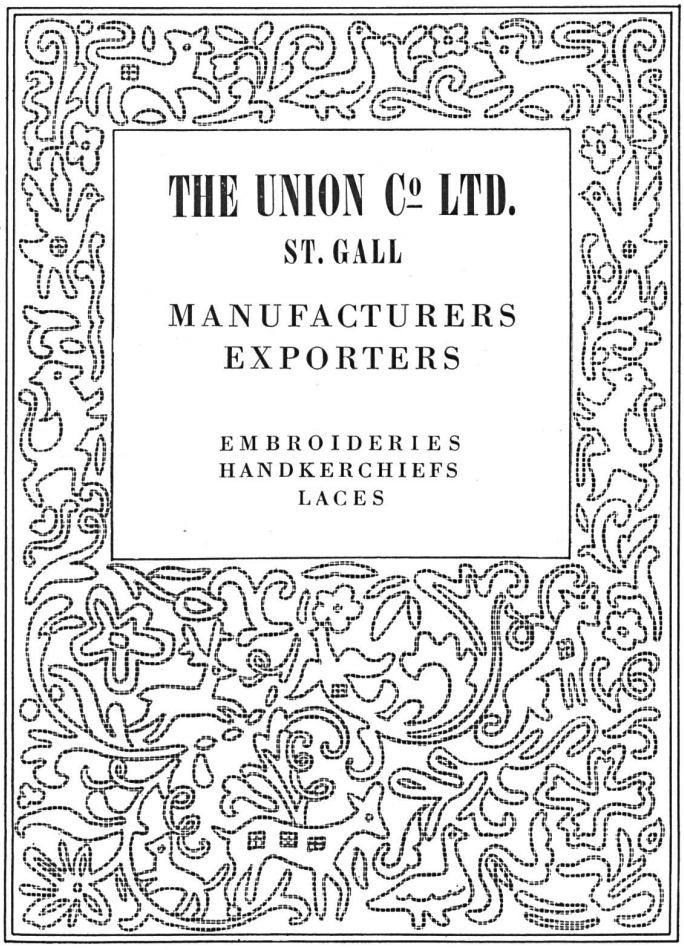
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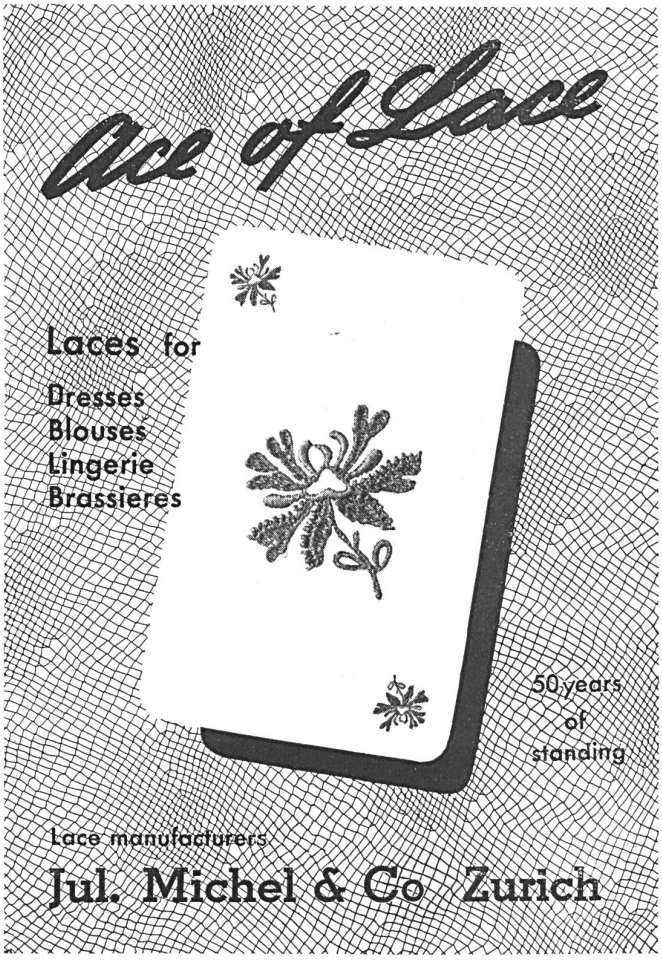
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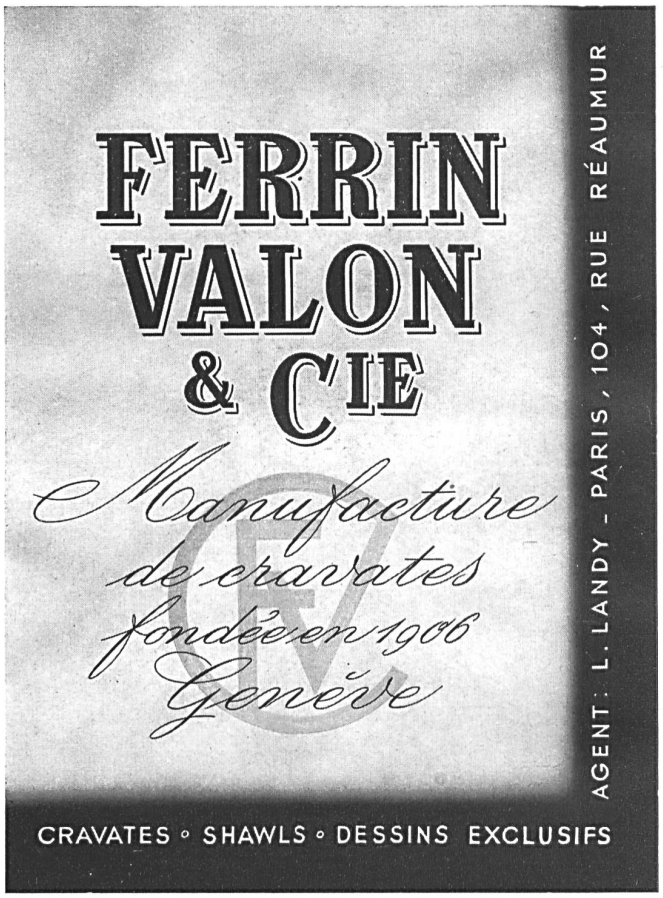

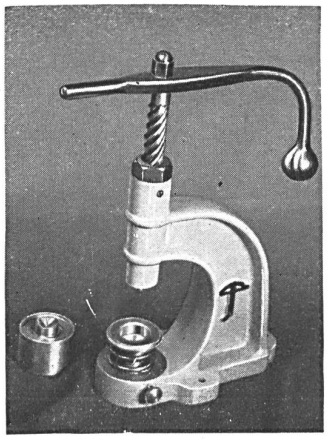

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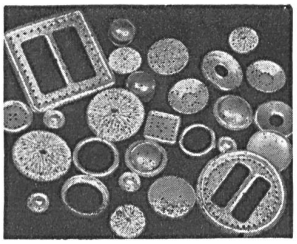

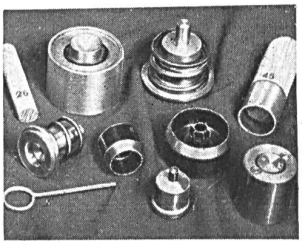

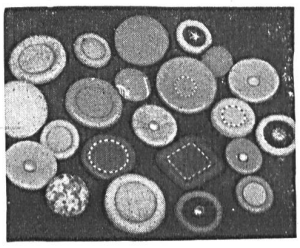

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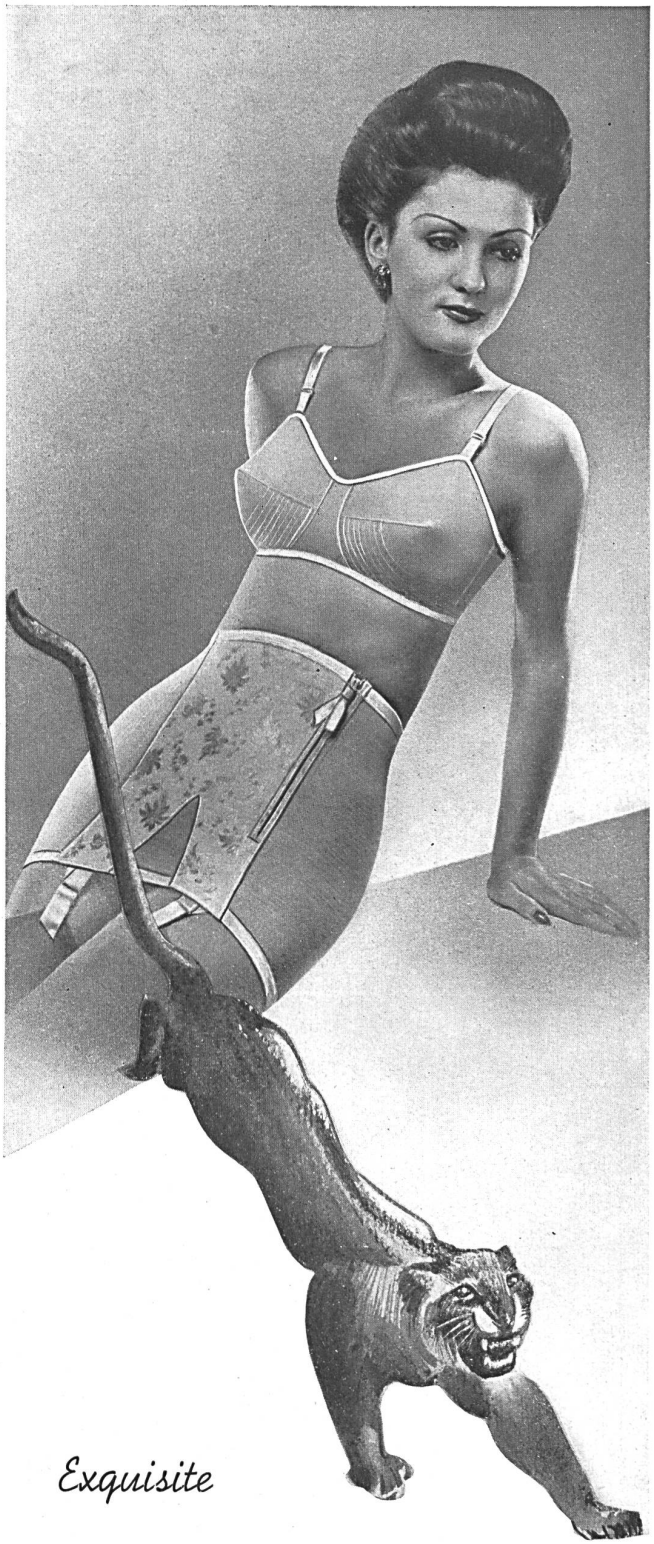

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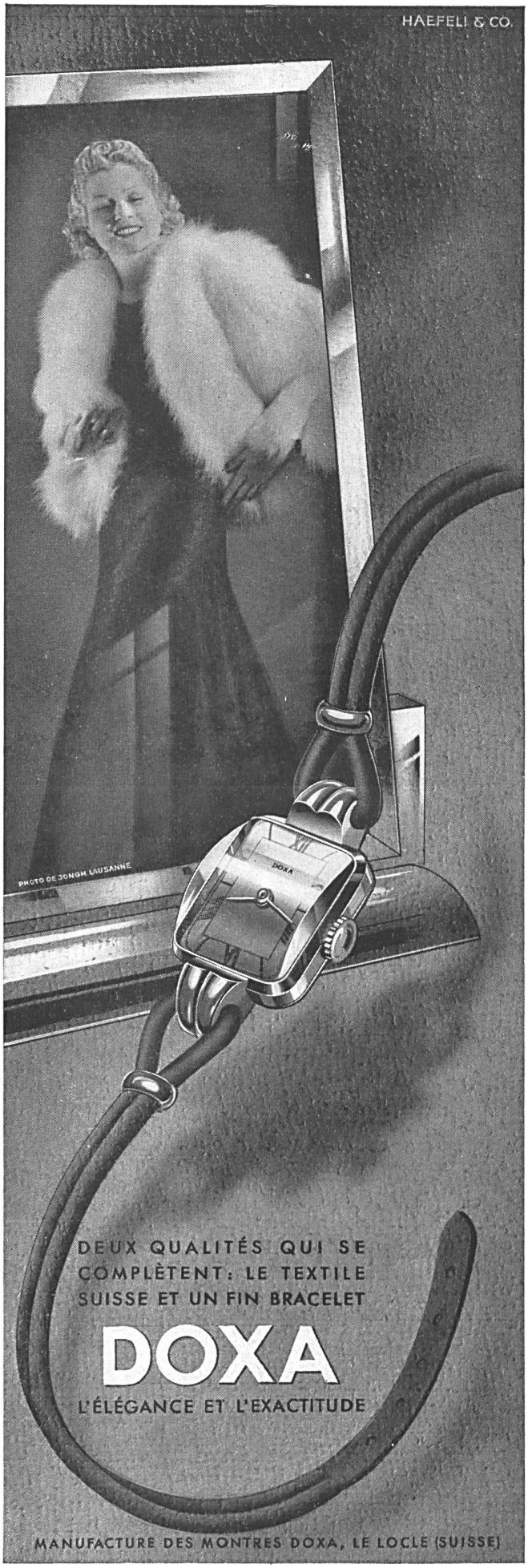

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SWITZERLAND'S ECONOMIC SITUATION

(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 Czeco-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, is 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.

Neverthless, 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

	Imports		*Exports*		*Balance*	
First nine months	10-ton trucks	Value in million fr.	10-ton trucks	Value in million fr.	in million fr.	Value of imports in % of value of exports
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

	Values of exports			*Export trade index*		
	Quarter 1st	2nd	3rd	Quarter 1st	2nd	3rd
		1945 (in million fr.)			*1945* (1938 = 100)	
Textiles						
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
Millinery strawbraid industry	4.1	7.8	7.3	81.7	150.5	140.5
Boot and shoe industry						
in 1000 pairs	32.1	51.6	61.5	10.9	16.2	19.5
in million francs	1.1	1.5	1.7			
Chemical industry						
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

	Imports			*Exports*		
	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 allovers.
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.

ARGOVIAN ASSOCIATION OF HAT BRAID MANUFACTURERS, WOHLEN (SWITZERLAND)

Braid and allover of the new material

«RAPOLINE»

Model Bæhler Ltd., Bern
Photo Bettina Müller, Bern

Model Carl Müller Ltd., Zurich
Photo Schmutz & Weider, Zurich

JACQUES ISLER & CO. LTD.

* WOHLEN *

In the following pages will be found illustrations of the most successful models of our Spring Collection:

page	28	model	Grès
»	31	»	Rose Valois
»	32	»	Rose Valois
»	33	»	Rose Valois
»	36	»	Balenciaga
»	36	»	Jane Blanchot
»	37	»	Janette Colombier
»	37	»	Legroux Sœurs
»	42	»	Legroux Sœurs
»	42	»	Legroux Sœurs
»	46	»	Jeanne Lanvin
»	46	»	Legroux Sœurs
»	48	»	Paulette
»	49	»	Garnitures de Bruggisser
»	62	»	Jeanne Lanvin
»	63	»	Balenciaga
»	65	»	Balenciaga
»	67	»	Bruyère
»	67	»	Blanche et Simone
»	77	»	Janette Colombier
»	86	»	Legroux Sœurs

M. Bruggisser & C° Ltd., Wohlen VI (Switzerland)

Stäger & Co. Ltd. Villmergen

Founded 1853 (Switzerland)

Hatbraids for Ladies' Hats

Jacques Meyer & Co. Ltd. - Wohlen
(SWITZERLAND)

Braids for ladies

and children hats

Tissues

Hoods

Smart handbags

Marketbags

Shoebraids

Shoe Laces

OTTO STEINMANN & CO. Ltd.

WOHLEN VI (Switzerland)

Millinery braids - Hoods

Braids for shoes - Shoe Laces

Ladies' hand-bags

PAUL DUBLER & Co.

VEILS AND VEILINGS

WOHLEN ARGOVIA

Sewing Silk Mill

Rolf Bally

Basle

Sewing Silks and Threads

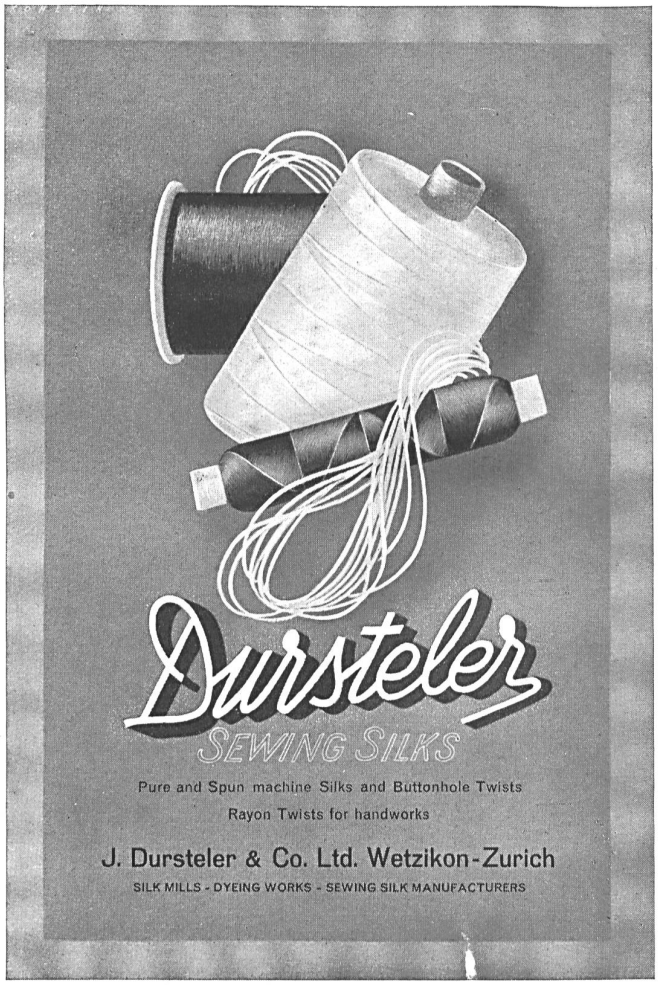
made of

SPUN SILK PURE SILK

COTTON RAYON

TRADE MARK

Swiss Made



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SEENGEN / Aarg.

Manufacture of all kind of hatbraids

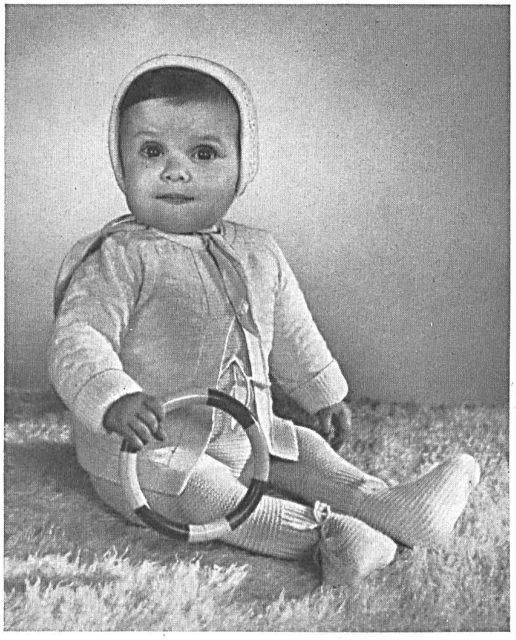
Knitted underwear, faultless in cut, unsurpassed for quality.

The *Hocosa* mark.

HOCHULI & C°., Safenwil (Switzerland)

Swiss Ribbed Underwear

INFANTS WEAR, LADIES' BED JACKETS, SUPERIOR QUALITIES



molli **Ruegger & Co.** Established 1886 **Zofingen** (Switzerland)

„Dellbury" model

All informations through VOLLMOELLER knitting works USTER / Switzerland

Amila
Fresh, tasteful colours, perfection of cut and design. Such qualities spell the charm of the new «Amila» spring collection.
G. Kohner
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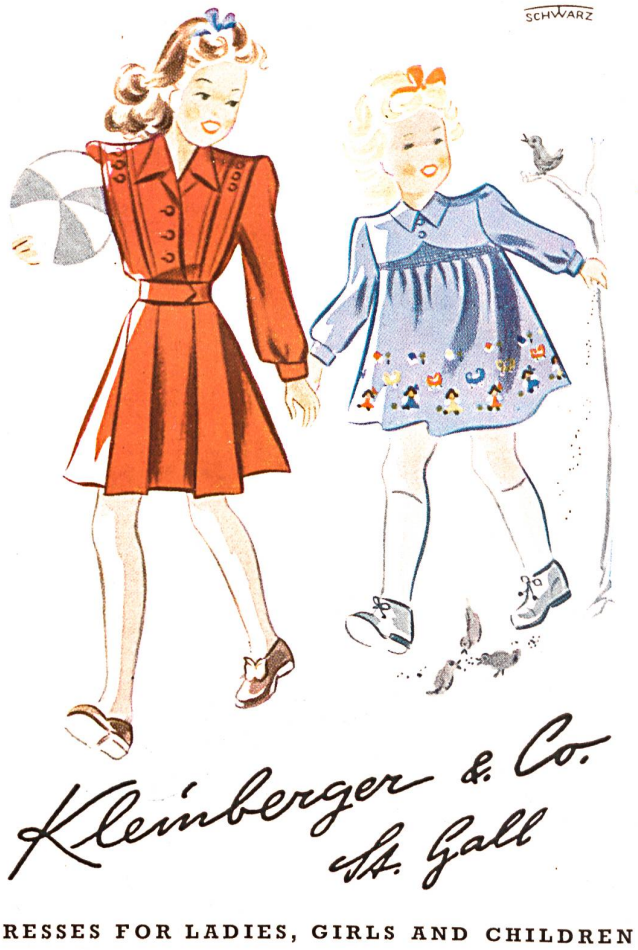
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Kleinberger & Co.
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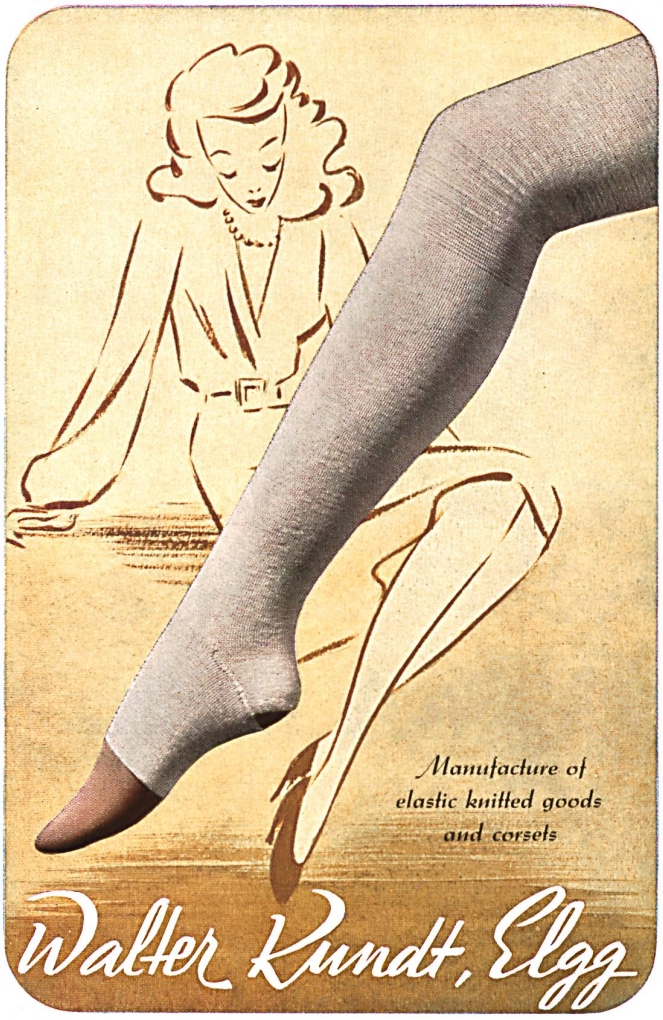
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PIUS WIELER SONS
KREUZLINGEN
MANUFACTURERS OF
HIGH QUALITY KNITWEAR
Pullovers / Sport jackets
Bathing-Suits
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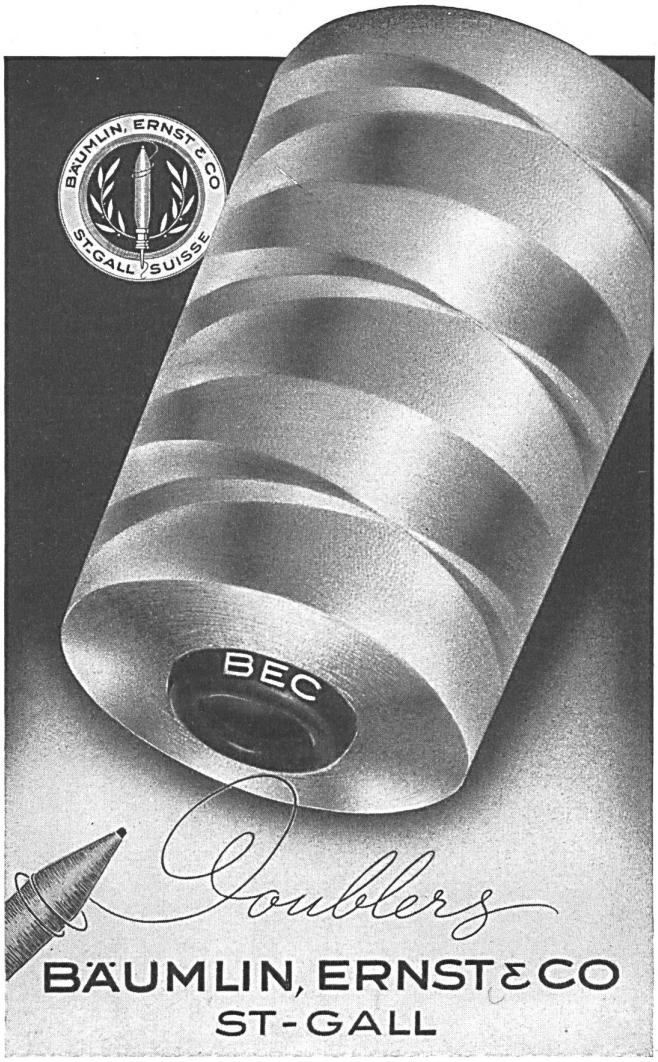
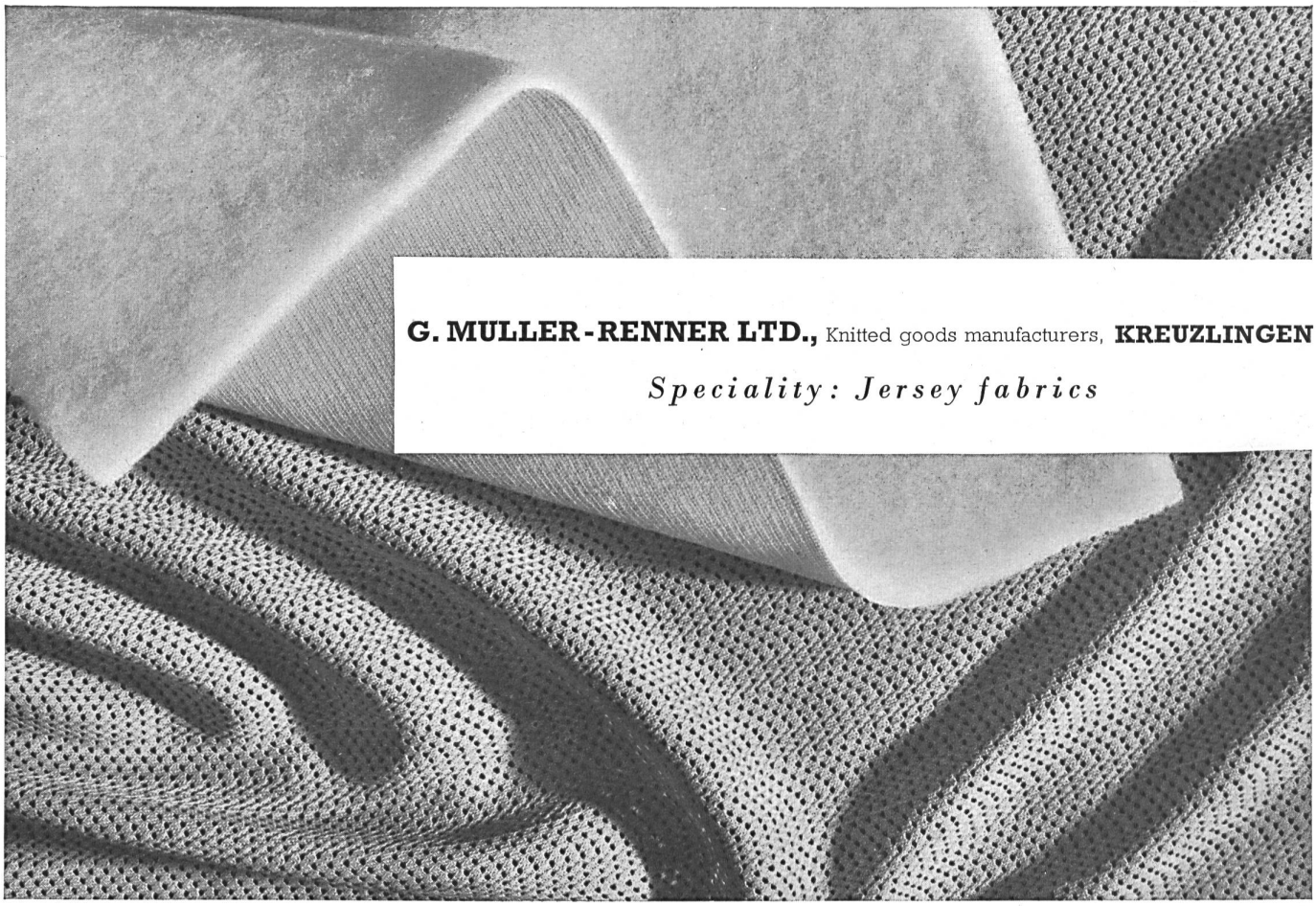


Socks and stockings for sports wear, gloves

LION & CO. *KREUZLINGEN*



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Speciality: Jersey fabrics

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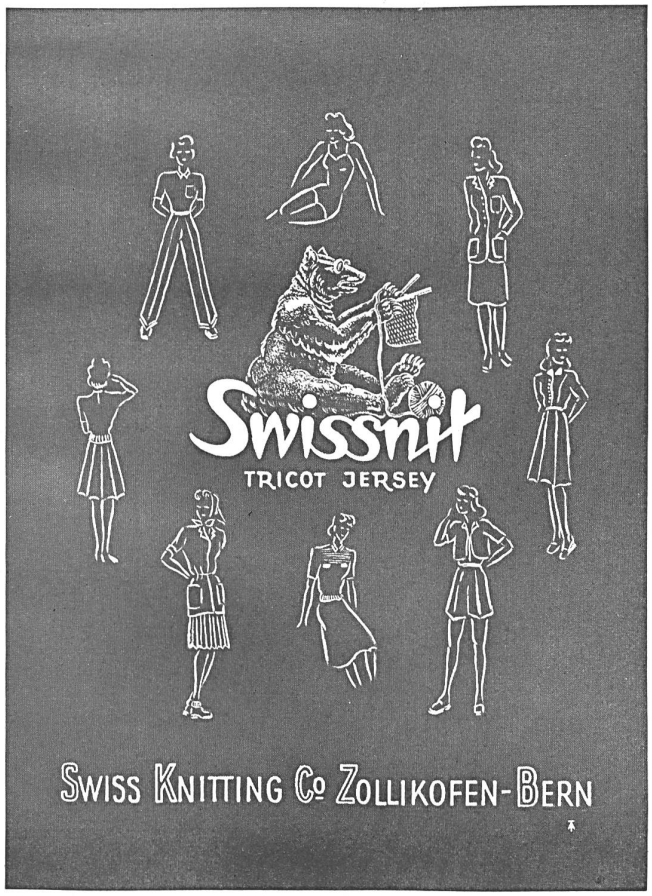
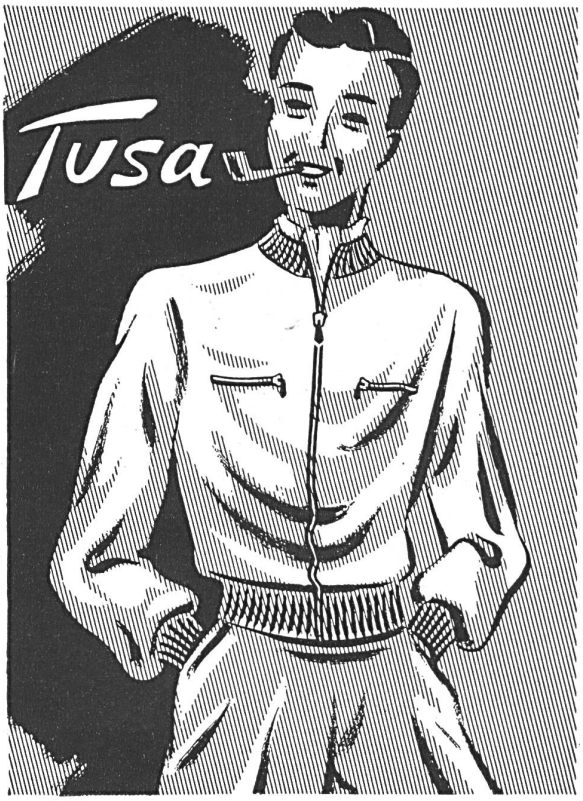
... And for evening - a perfect gown and gossamer FLEXY Stockings in the fashionable shade.





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SPECIALITY
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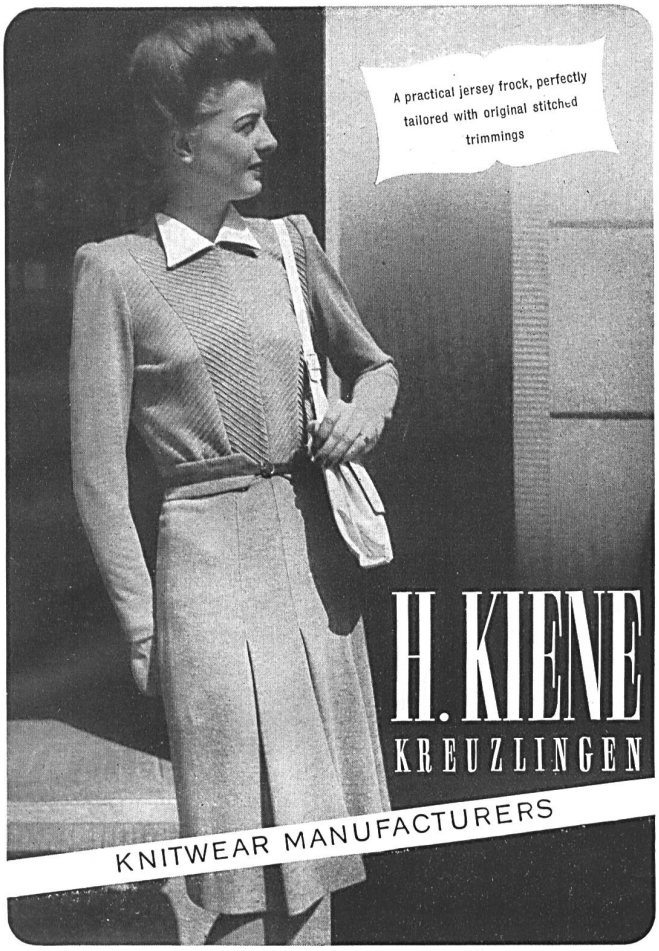

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FOUNDED IN 1886

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means Quality
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HAURY & Co.
ST. GALL
Children's wear
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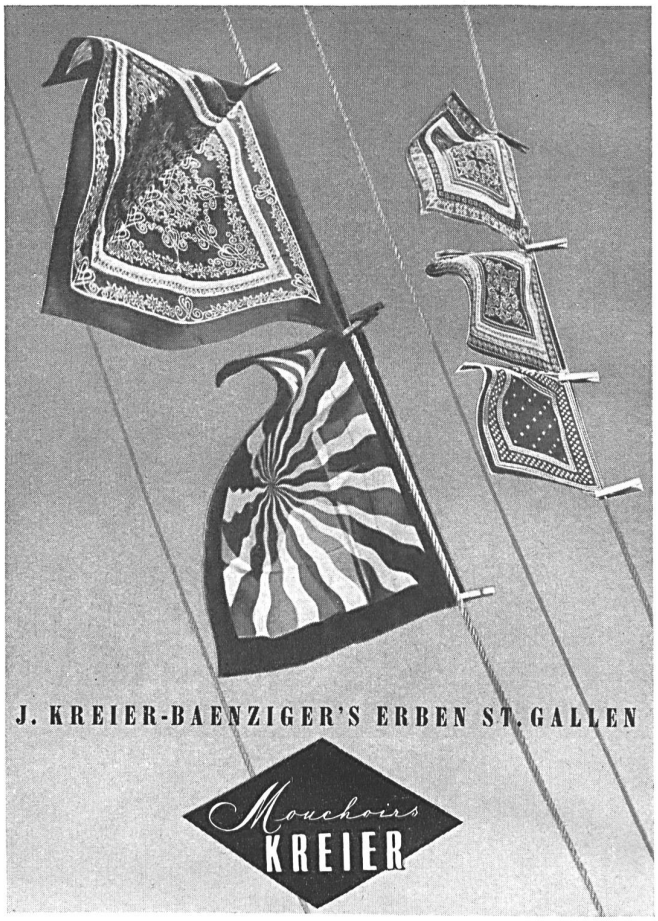
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KREIER

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Photo: Heinz Guggenbuhl

Bühler & Gamper, St. Gallen

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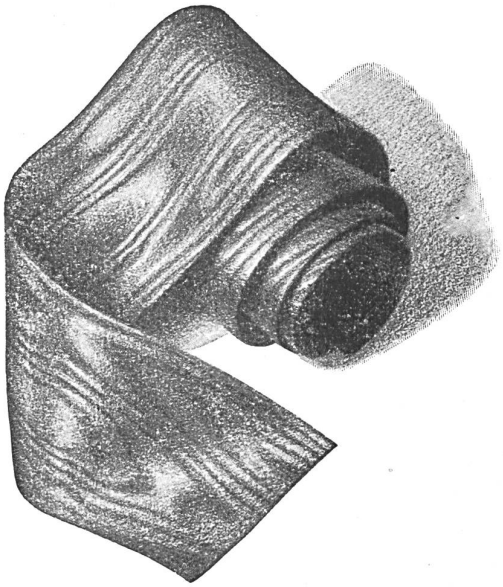

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It does not shrink

It does not felt, even after 20 launderings,

It is agreeable to wear and does not irritate even the most delicate skins,

It is soda and chlorine resistant,

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White Helanca knitwear never grows yellow.

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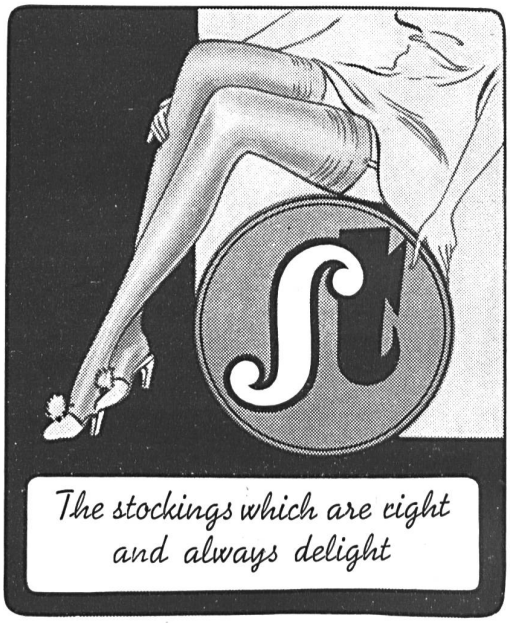

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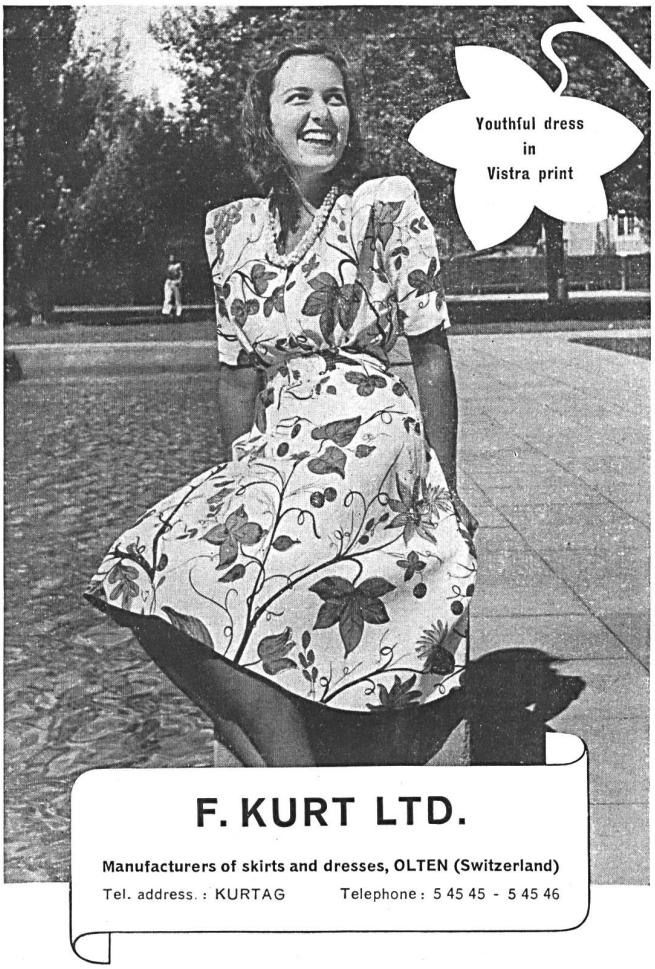

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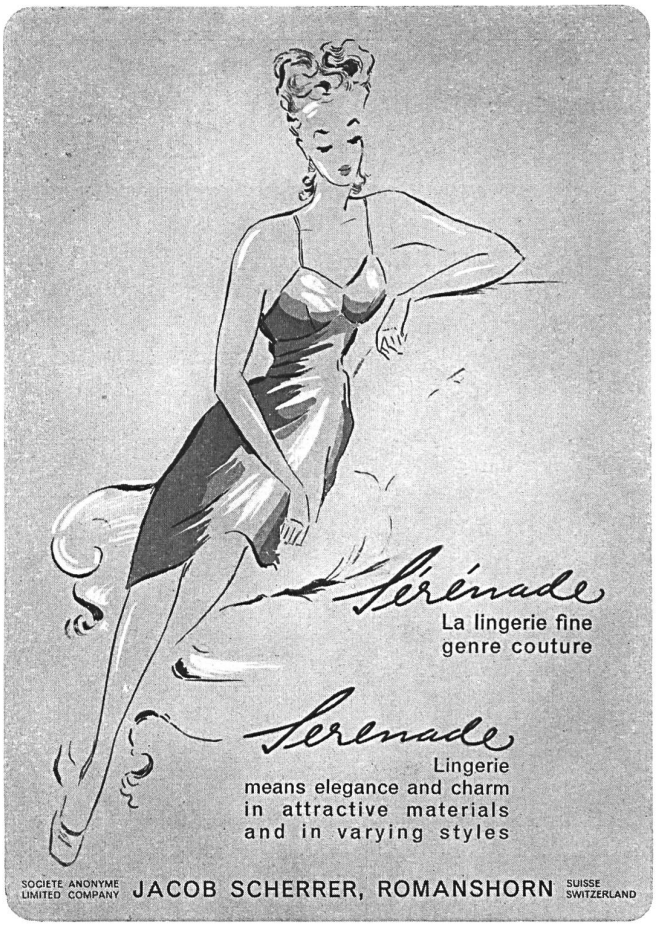

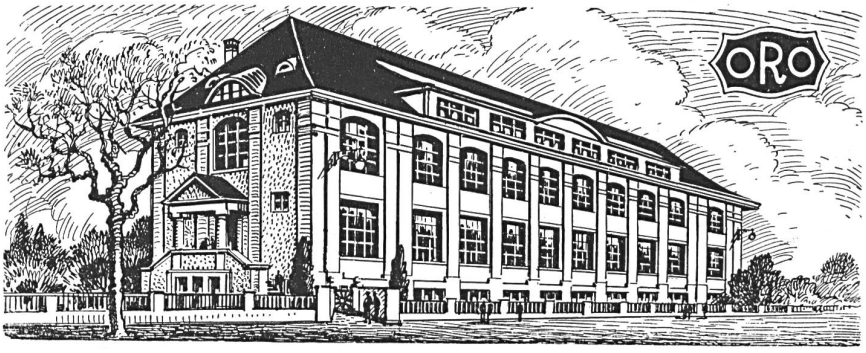

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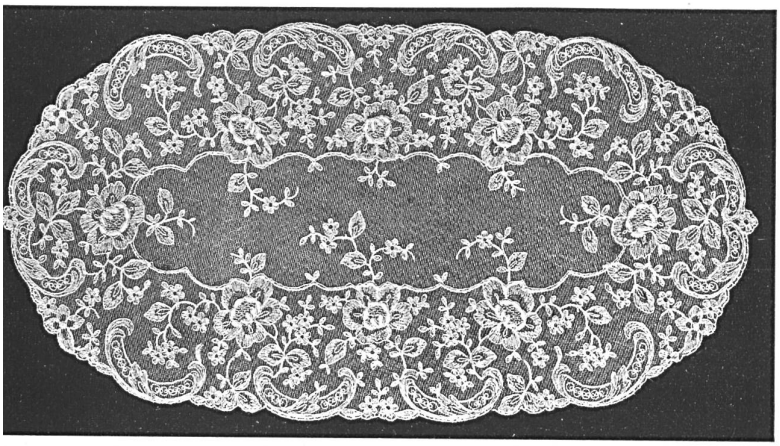

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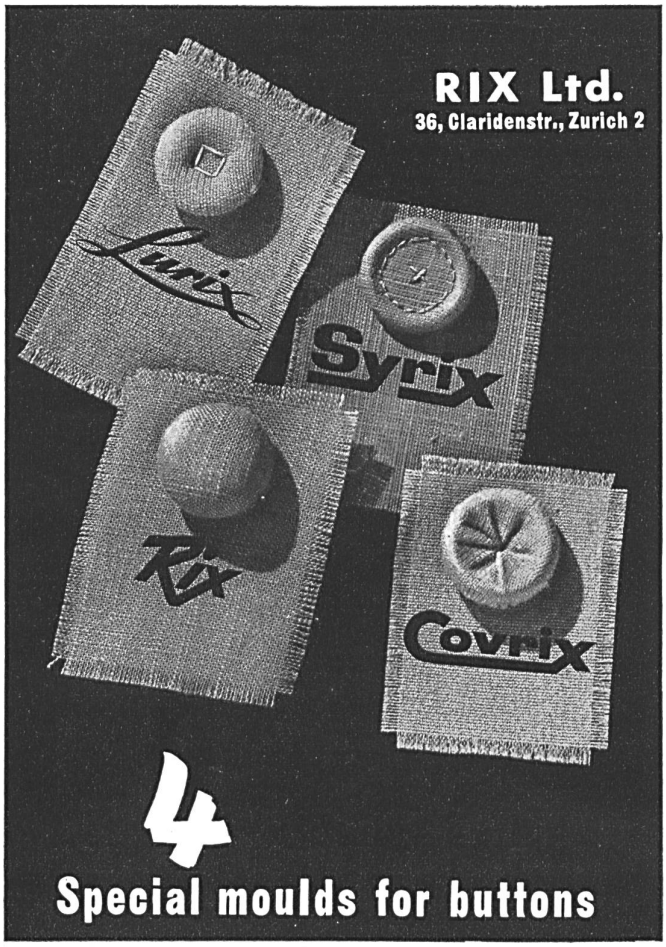

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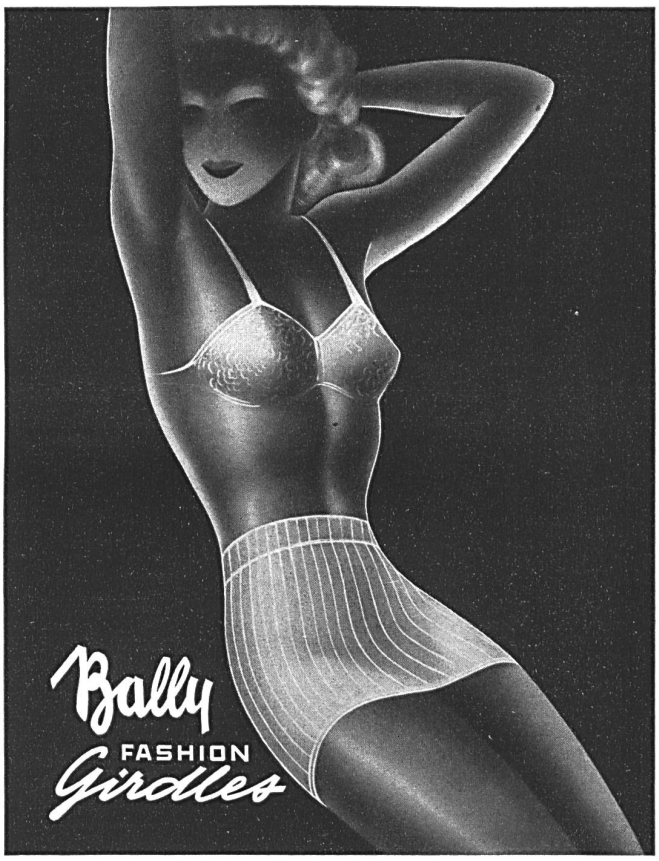

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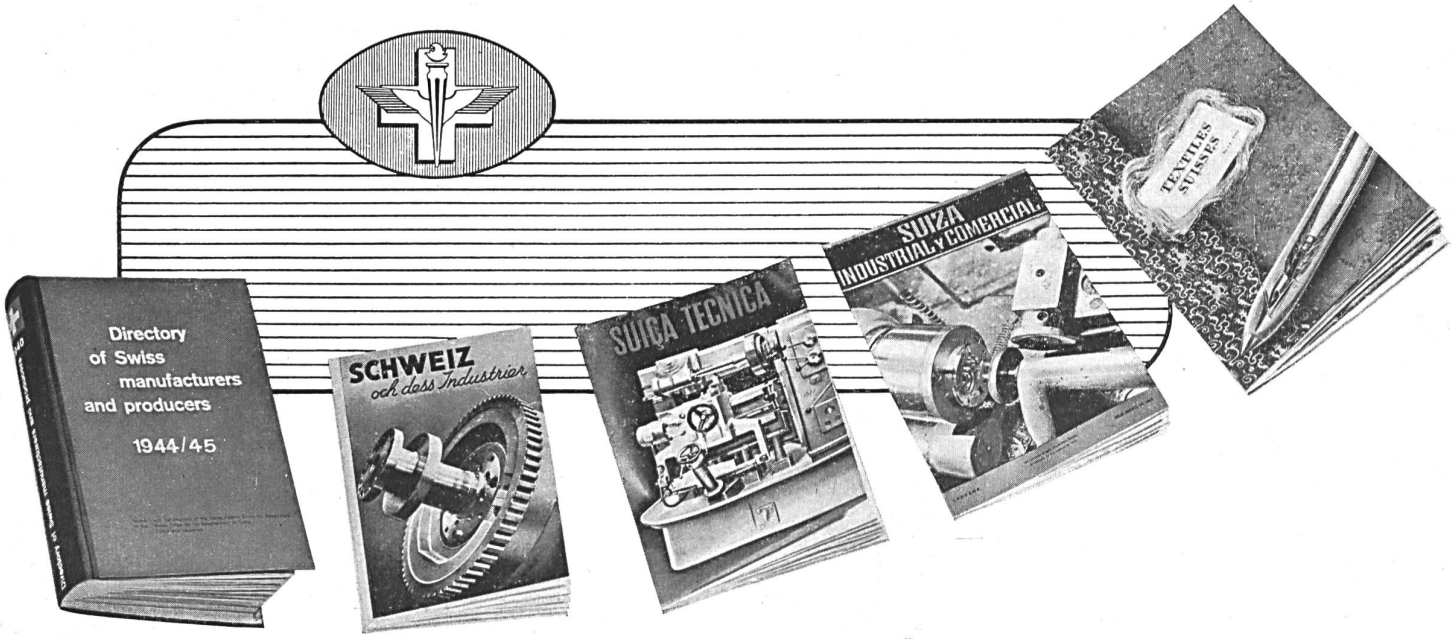

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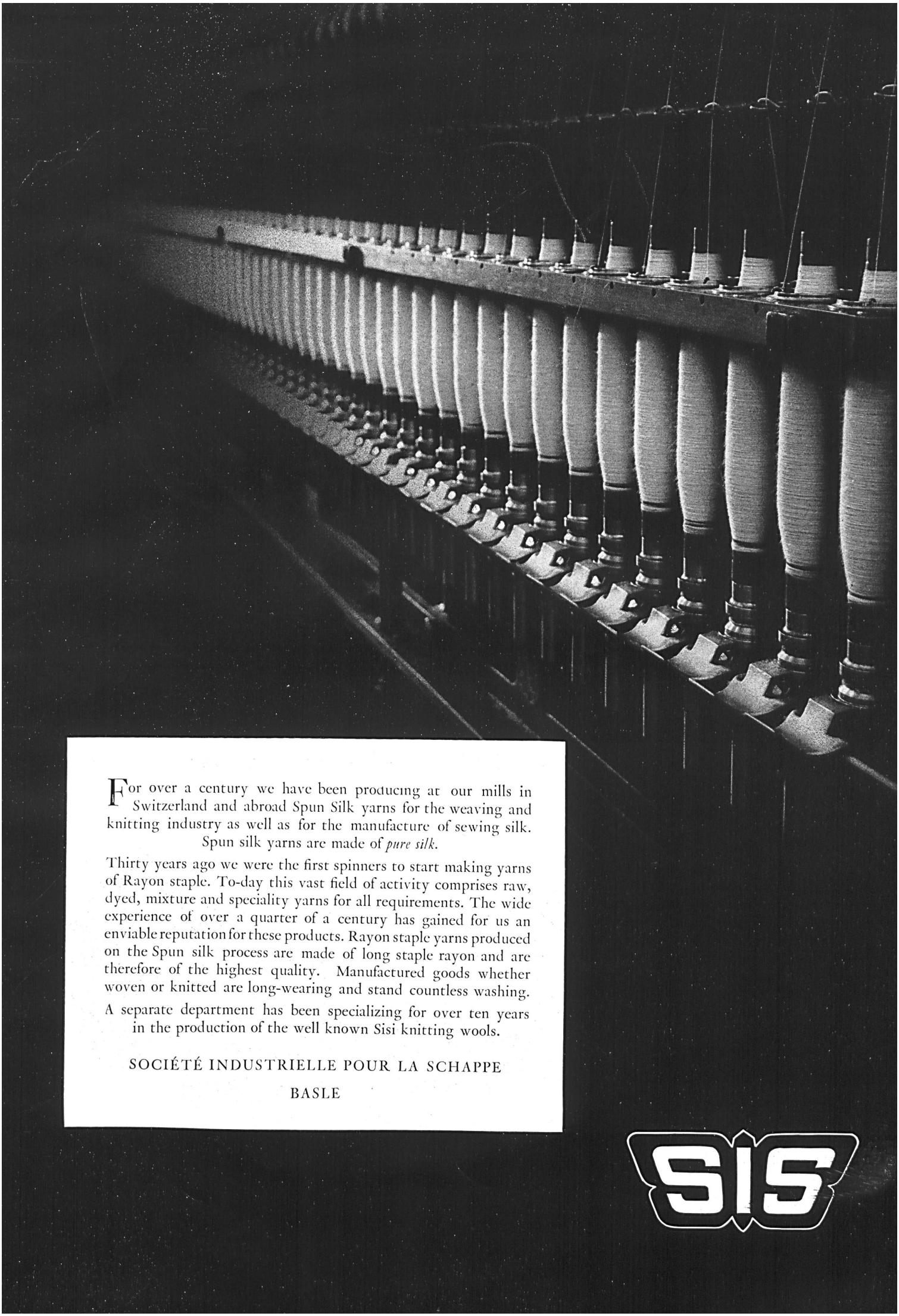

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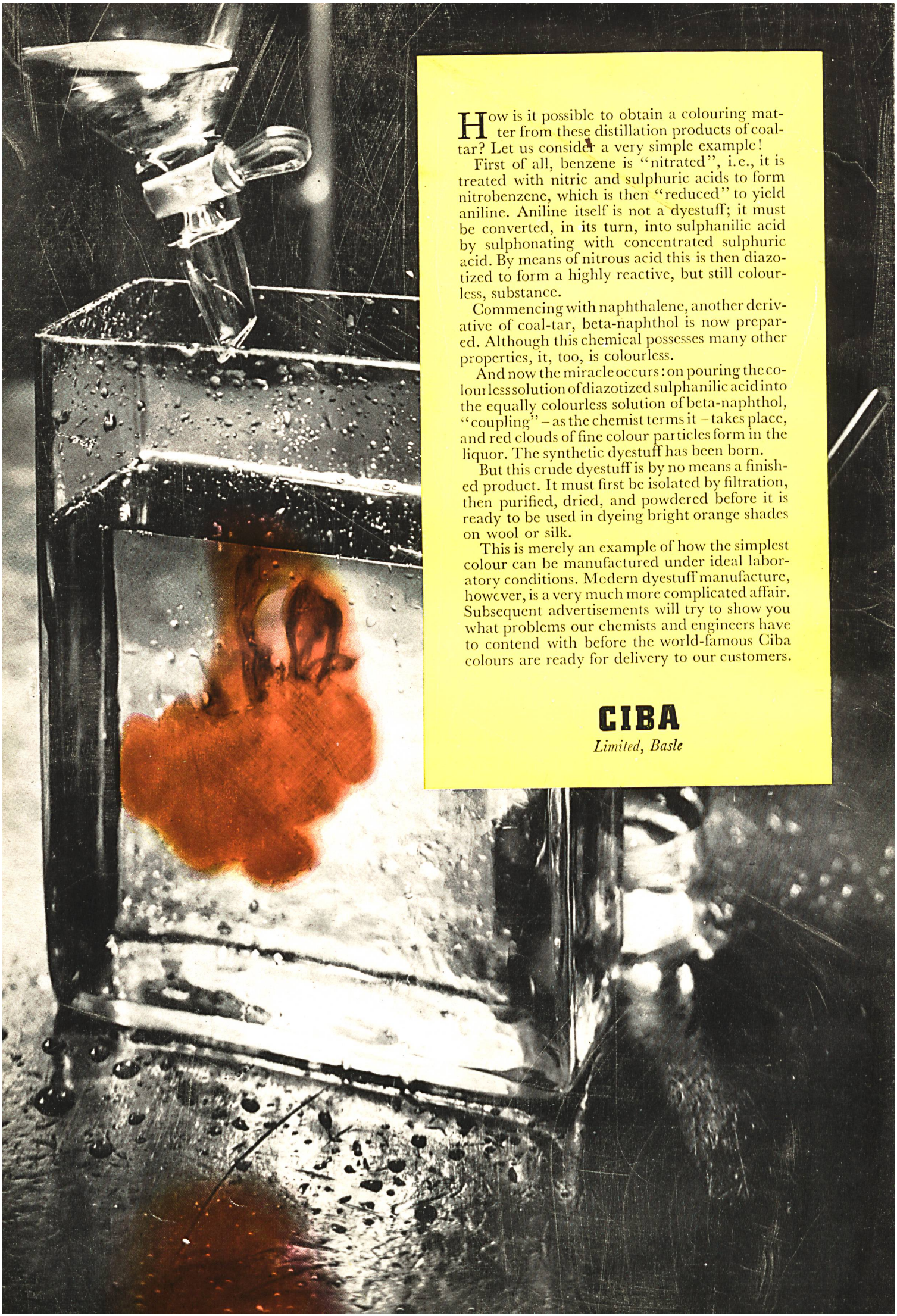
BASLE

SIS



How is it possible to obtain a colouring matter from these distillation products of coal-tar? Let us consider a very simple example!

First of all, benzene is "nitrated", i.e., it is treated with nitric and sulphuric acids to form nitrobenzene, which is then "reduced" to yield aniline. Aniline itself is not a dyestuff; it must be converted, in its turn, into sulphanilic acid by sulphonating with concentrated sulphuric acid. By means of nitrous acid this is then diazotized to form a highly reactive, but still colourless, substance.

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.

CIBA

Limited, Basle