

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1946)
Heft: 3

Artikel: Squares and handkerchiefs
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798988>

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: 11.08.2025

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

SQUARES AND HANDKERCHIEFS

Rud. Eichenberger, Bâle.

Novelty squares in pure, printed silks,
« REBA » Brand.





**F. Blumer & Cie,
Schwanden.**

Pure silk, hand-printed
squares.

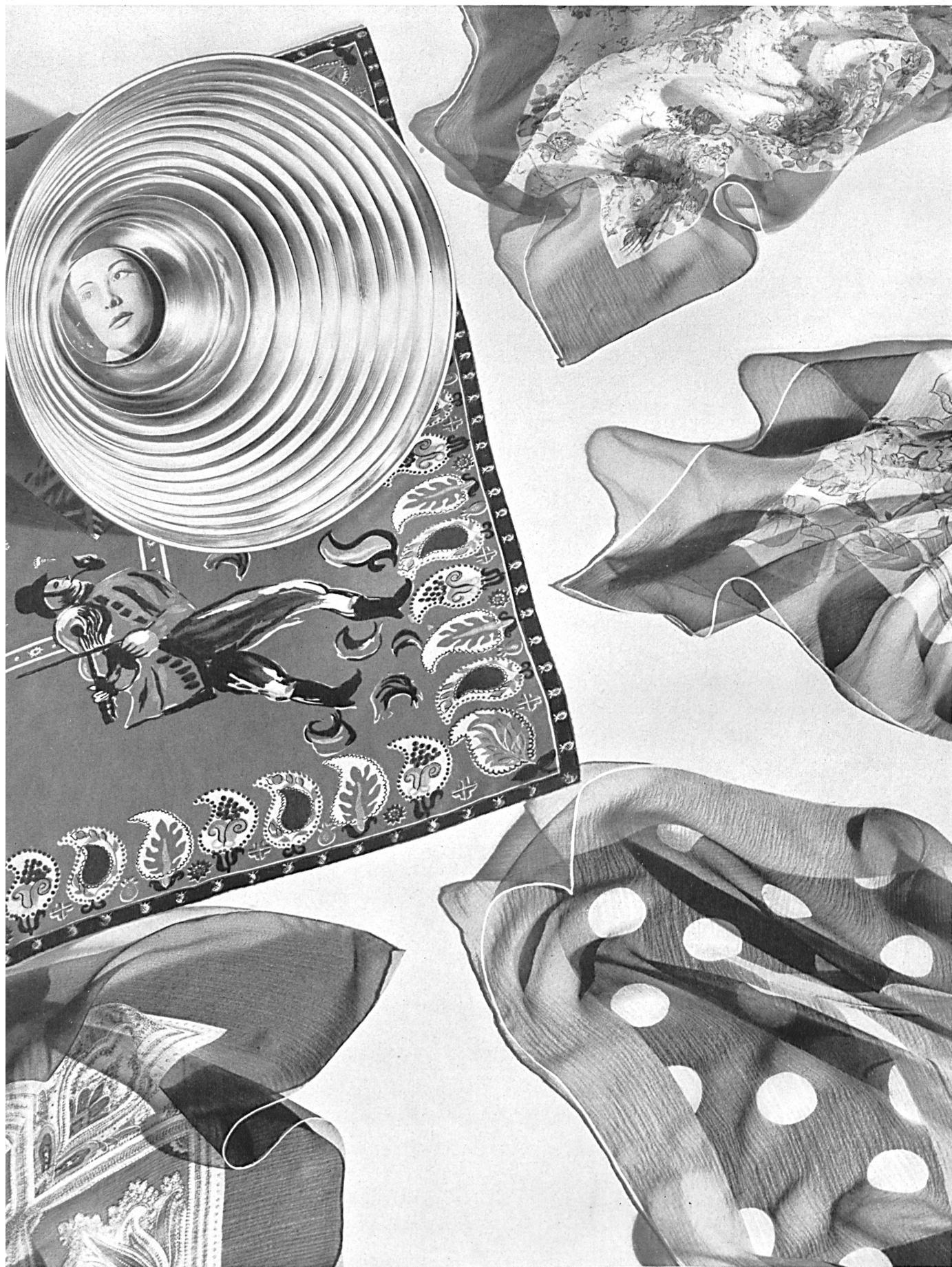
Photo de Jongh.



J. Kreier-Baenziger's Erben, St-Gall.

Printed squares and handkerchiefs from the collection « MOUCHOIRS KREIER ».

Photo Guggenbuhl.



Rud. Brauchbar & Cie, Zurich.

A selection of pure silk squares from the 1947 Collection. Hand-printed in all fashionable shades.

Photo Wolgensinger.



Stoffel & Cie, St-Gall.

An inexhaustible source of inspiration : Nature. The interpretation of an artist's fancy: gay colours, fine hand-printed fabrics. " Stoffels 1946 " classic handkerchiefs.

Photo Werner Bischof.

SUMMER FOOTWEAR



The trend :

Stress on general effects rather than on details ; sober, sweeping lines ; light, fresh-looking creations.

Colours : white and natural leather.

The **pump** predominates. The heel is well defined in almost all new models, the toe-cap open. Much open-work in many creations, leaving the foot cool and free.

Mandarin styles in leather or fabrics are greatly appreciated for their suppleness. « Lifty » soles always.

For garden and beach wear, amusing **Soccolis** (Italian clogs) and sandals in bright-hued leather or fabric ; soles are of cork or natural wood.

« **Camping** » and « **Cabana** » are delightful, light-weight styles with very flexible, leather or B.M.P. rubber soles. Ideal footwear for country walks.

All these registered models are **BALLY** creations.

SWISS FASHION CREATIONS FOR

New - York

Progressive, vital New-York, the Benjamin of world fashion centres, has now gained a footing equal to that of Paris and London.

The strength of the two European capitals lies in their background of tradition, a heritage handed down by generations of craftsmen and born artists, but New-York, that youthful City, expends its abundant vitality in creating the gay, colourful models which express American taste.

The great drive made by the United States during the five years of war has drained the country of raw materials and deprived the fashion industries of quality products — pure silks, nylons, transparent rayons, choice cotton and linen fabrics, embroideries and laces, luxury accessories — in the United States as elsewhere the public has had to be content with substitute materials.

For the time being, American production is insufficient to meet the demand on both home and foreign markets — mass production is essential just now to clothe millions of Americans and Europeans in distress — and great apparel manufacturers and stores in New-York, the Middle West and California are looking up their former suppliers to see which of them can still let them have choice materials: pure silks, organdies, lawns, delicate embroideries, luxury accessories such as blouses, dainty cuffs and collars and so on, fine knitwear and shoes, fancy millinery straws. The greatest shortage felt during the last few years has been for quality products. The need has been felt all the more strongly in the United States, because the buying power of the public has increased and, as a natural consequence, there is a greater demand for better finished and perfected apparel and home furnishings.

A great number of American buyers have therefore come to Switzerland to renew old business contacts and to obtain Swiss speciality products of the best quality which they cannot find at home.

The present trend of American fashions is, more than ever, favourable to Swiss textiles. Cotton is in high vogue and the fashion will certainly last some time. Shirtings, piqués, organdies, fancy silk and artificial fabrics as practical to wear as cottons, make youthful and becoming dresses such as the New-York girl likes to wear. Embroidery is being used more and more for simple styles for all-day wear. For elegant afternoon wear, arrivals of printed silks are eagerly awaited by American *haute couture* houses. There is no limit

to the American demand for dress accessories and blouses which must be fluffier and daintier than ever, delicate jersey fabric lingerie, knitted garments for sports wear, luxury footwear and so forth. New-York, the centre of the apparel and outfitting industry, has become one huge workshop full of sewing machines and skilful hands tensely awaiting supplies of the missing fabrics.



Photo TWA Airlines

The first lot of Swiss silk fabrics arrived recently in New-York from Zurich. The well-known designer, Madame Tina Leser (centre) is seen here at La Guardia Field, examining a sample of these fabrics. She is accompanied by Madame Eloise Davies (right) of Messrs. Hafner Associates Ltd., the textile importers. The plane carried 150 yards of material on this trip and the goods, valued at \$ 500, were intended for retail sale.

CONTENTS

The art of weaving in pre-historic times	35-38	Information concerning Swiss products	60g
Fashion — a dictatorship?	39	Publications of the Swiss Office for the Deve-	
Today... yesterday...	39	lopment of Trade	60h
Venetian lace	40	Wohlen braidings	61-63
Embroideries and laces	46-53	New fabrics	64-80
Squares and handkerchiefs	54-59	Neckties	81-83
Summer footwear	60	Watches	84
Swiss fashion creations for New-York	60a	Accessories	85-86
In the trade	60b-60c	Knitwear, jerseys, ready-made clothing	87-94
Index of advertisers	60f-60g	Fashion schools	95



The great vogue of embroidery in New-York. A blouse from Wanamakers, New-York



Inspired by an old French «coif», this model is in Broderie Anglaise and red straw. Model: Mary Goodfellow, New-York.

Swiss textile and fashion products will find a heartier welcome than ever in America and are sure to be snapped up for high-class dressmaking and quality apparel.

As soon as the war was over, Fifth Avenue displayed vaporous, dainty Swiss handkerchiefs which, like butterflies arrested in flight, poised and fluttered gracefully in tastefully arranged shop windows. Little by little, American clippers and transatlantic air lines brought fine fabrics, delicate embroideries, novel prints, natural silks. New-York welcomes the return of Swiss textile specialities, so perfectly adapted to the taste, climate and needs of Americans and

which are bound to win ever greater applause from dress-makers and outfitters in the fashionable stores of great American cities.

There is another good reason why Swiss textile products are well received in the United States: they do not compete with any American-made goods. Thanks to Switzerland's extraordinary degree of specialization, the volume of goods she can export are negligible as compared with the tremendous American output, but her goods do win favour on account of their exceptionally high quality and originality.

Thérèse de Chambrier.

FROM BELGIUM...



Photo Jean-Pol, Brussels

«Period Model Gown in embroidered Swiss voile.» Special Award at the «Concours d'Elégance Automobile» in Brussels. Created and presented by Messrs. Edg. Coenen & Co., Brussels.

IN THE TRADE

Survey of the Swiss Textiles Industry To-day

We do not claim to give here a complete analysis of the Swiss textile industry, but interviews with executives during a recent and very short journey to Eastern Switzerland has enabled us to obtain a few interesting views which we have resumed for our readers' benefit.

At the moment, in all branches of the textile industry, factories are working full-time and still greater quantities of finished products could be bought and sold if more raw materials, machines and labour were available. These conditions are temporary and have caused a sort of outbidding on the export market; many firms and people who have never worked in this trade are now buying, selling and exporting everything in which it is possible to deal. So heavy is the demand that most of these manufacturers could liquidate their stocks easily and on profitable terms, without any preoccupation as regards present fashions and trends, or the preferences of buyers. To their honour be it said, manufacturers are not letting their heads be turned by the general folly now prevailing of grasping at any «easy» deal. In St-Gall and Zurich, in all the centres of manufacture and sale, foreign buyers are arriving in crowds, hustling one another, telephoning, overwhelming manufacturers and exporters with their insistent enquiries; everyone wants to benefit by the situation. But the law of least resistance means nothing to honest executives who have experienced terrible periods of depression — and overcome them. Their primary preoccupation is not to get rid of their goods, but to keep their traditional clientele, to renew old business relations which the war interrupted and to establish new ones which promise to be durable. It is dangerous to build one's house on sand, especially in the export trade and when one has the responsibility of making the wheels go round and providing thousands of workers with their daily bread. Quality is still the major preoccupation of Swiss manufacturers in all branches of the textile trade, both as regards their goods and their business relations. Quality for them is the only pledge of permanence they want. And this implies not only quality of workmanship, which is implicit and even a tradition, but also the desire to improve, to renew and to adapt production to the requirements of fashion, to be ahead of what people are going to want and to guess fashion trends before the public has realized what they are going to be and, if needs be, to prepare them. Because, when the needs of an impoverished world have been met, only those who have proved capable of winning appreciation by their quality products, those who have been strong enough to accept this discipline and refuse «easy» money so that they can perfect and improve their production, only those will survive. These men might well adopt as their slogan the *bon mot* of Jean Cocteau, the famous French playwright: «One must coincide or die», because they know that their very existence as creators depends on their will to remain in their time and of their time and to adapt themselves constantly, to be always prepared.

One manufacturer of high class novelty silks made this point quite clear. «That is why», he said, «we are always trying so hard to find new things, novelties which please the public and enable us to keep well to the fore. Our aim in doing this is to be prepared for the time when the world has tired of buying current articles.» That is why embroidery manufacturers of St-Gall are always seeking new ideas and launching new luxury articles every season, while embroidery factories in other countries are working twenty-four hours a day to bring out mass-produced articles, which can only meet the current needs of the home market. That is why one or other Swiss haberdashery manufacturer, whose

output is still slowed down, hardly accepts any export trade at all, but what he does export is of the best and selected from products he could easily sell on the home market; in doing this, his intention is to remind his foreign customers that he is still there, and his «token» is noticed and will be remembered.

Need one say that the collections of Swiss manufacturers, in all branches of the trade, whether of novelty or current articles, the latter just as remarkable as the first and even inspired by them, are highly appreciated abroad. It does seem that executives of the Swiss textile industries have adopted a very wise and farsighted policy which will enable them to gain a still better footing on foreign markets, even when international competition, today still wholly or partially paralyzed, is revived. It is then that better conditions as regards raw material supplies will give Switzerland her great chance.

Robert Chessex.

Swiss Export Week

The VIIIth Swiss Export Week held in Zurich last spring proved so very successful that, contrary to what usually happens in such cases, the promoters of the event have decided to put off the next manifestation of this kind to a later date than was previously arranged.

Many foreign buyers placed such unexpectedly large orders last spring that most manufacturers in the trade are working to their full capacity and will be unable to deliver until the autumn. They cannot therefore be asked to prepare their winter collections in time for early September, the date originally fixed for the 1946 Autumn «Export Week», as this would prevent them from devoting all their care and attention to the orders now under way. It is therefore as much in the interest of foreign buyers as in that of Swiss manufacturers that the Exporters Association of the Swiss Clothing Industries has decided that the *IXth Swiss Export Week will be held from November 25th to 30th 1946 in Zurich*, when 1947 spring collections will be presented.

Buyers will appreciate the wisdom of this decision and will continue to show their confidence in Swiss manufacturers by booking the last days of November for their trip to Zurich.

The Swiss Clothing Industries

In the year 1942, leading Swiss outfitting firms founded an organization, the *Exporters Association of the Swiss Clothing Industries* (Utoquai 39, Zurich), which from the outset has had a membership list of some hundred firms. The object of this step was to make this branch of the Swiss textile industry better known on world markets. This was what we learnt during a brief interview with Mr. Haury Junior, of Messrs. Haury & Cie of St-Gall, the youthful President and one of the promoters of this new association.

Contacts with foreign markets have made Swiss textile executives aware of the fact that in many countries abroad a general shortage prevails and that people everywhere are anxious to do business with Switzerland; it is on this basis that the promoters of the scheme intend to work and the outcome will certainly prove most beneficial to all concerned.

In many countries abroad, the Association has already had occasion to help importers by facilitating business relations, by alleviating the difficulties raised by the various Price Control authorities, international payment regulations, quotas, and so on, which today are paralysing world trade. The Association intervenes on the Swiss market by regulating and controlling export and acts as an intermediary between the manufacturers and the Swiss authorities. The practical results which have already been obtained by this new organization are most encouraging and it can be said sincerely that it is a factor which calls for order and stability at a time when the world's need of manufactured products seems to be promoting an unhealthy state of trade due to the practice of occasional «deals» which have no future and which can do much harm to the resumption of normal commercial relations founded on mutual trust and reciprocity of profits. All who have an interest in the clothing industry will find profitable reading in the forthcoming number of *Swiss Textiles*, many pages of which will be devoted to this particular branch of industry.

R. Chx

Comfort Versus Etiquette

There is a French proverb which says: «One must suffer to be beautiful!» That is what they say to women when Fashion demands that they submit to ridiculous discomfort. Think of the time when women of fashion had to show a

minute «wasp waist» and, in more recent years, when feminine summer apparel was adorned with furs, luxurious in effect but, Oh! how hot. Feminine fashions today seem to have abandoned such foolishness — for how long we cannot tell — but at least the modern well-dressed woman can feel at her ease in the smartest of gowns. Textile manufacturers have done their utmost to devise fabrics as light and as vaporous, as practical and as sumptuous as possible.

Modern Eve can perambulate through the hottest of summer days looking — and feeling — delightfully cool, while Adam, poor Adam! must suffer discomfort in order to be, if not beautiful, at least correctly attired. Young people, sports lovers and holiday-makers may do and wear what they please, but «bon ton» and etiquette do not allow the stronger sex (if they are «gentlemen») to wear comfortable clothes. Executives, salesmen, business-men and members of the professions, in short all whose occupations, duties and taste oblige them to wear correct attire, however hot the weather, must suffer heroically the discomfort of unpractical clothes if such are the kind etiquette demands.

The situation has become even more tiresome since war conditions have brought about a shortage of very fine woollen fabrics men used so to appreciate for summer wear.

The stronger sex will therefore surely voice its unanimous approval of the innovation launched by a progressive firm of outfitters, Messrs. Canzani & Cie of Zurich. This firm has sought and found a solution to the problem of men's summer wear, the very real problem faced by all men who can-

† JEANNE LANVIN



The death was recently announced of this great artist of Parisian haute couture. Jeanne Lanvin passed quietly away at the age of 79, after a short illness, at her beautiful home in the Rue Barbet de Jouy in Paris.

For more than half a century, the great talents, the exquisite taste and creative activity of Jeanne Lanvin exercised profound influence on Parisian fashions.

She began her career as a humble seamstress and achieved success by indomitable courage, an astonishing capacity for hard work and a wealth of imagination which remained unimpaired to the end. These are the qualities on which was founded the world-famous house of fashion in the Fau-

bourg St-Honoré.

Her colleagues, acknowledging her influence on the art of fashion and interior decoration and the impulse she gave to the theatre, elected her President of the Syndical Chamber of Parisian Couture, a well-deserved tribute to her remarkable talents.

Jeanne Lanvin's death is deeply mourned in Swiss textile and fashion circles, for she always gave proof of a sincere feeling of friendship for this country. The great artist is seen here conversing with Mr. Fr. Hug, President of the St-Gall Chamber of Commerce, during a fashion display held in Zurich in 1945.

not, for professional reasons, abandon what is considered as «correct attire», or think merely of their own personal comfort. Messrs. Canzani have devised a special suit for summer wear in «Linovell», a cloth woven from staple fibre twist and processed so as to secure perfect crushproof qualities. Messrs. Canzani have obtained the exclusive export sales of this fabric for men's wear. Their smart, comfortable

suits can be obtained in beige or fawn, navy blue, brown, light grey or white.

The cut and style of these suits have been adapted to professional requirements: they are extremely sober and classic, but have a note which recalls that careless and spontaneous ease which characterizes English tailoring and which is still the criterion of masculine elegance.

Diogène

BIBLIOGRAPHY

«La pochette»

Something new in fashion journals

We have just received the last three numbers of this charming, most practical and delightfully presented publication intended for home dressmakers. The name «Pochette» (pocket case) is derived from the fact that this new type of fashion magazine is divided into two parts: first a few editorial pages, giving cunning hints of all kinds. The back cover, folded back to form a «pocket» contains fashion sketches of cute little frocks, children's clothes, lingerie,

and so on, which any good needlewoman can make up at home. At the back of each sketch, a detailed description, practical dressmaking hints and variations of the model illustrated are given.

Patterns of all the models illustrated in this series can be obtained in a convenient range of sizes (40, 42 and 44) or to measure.

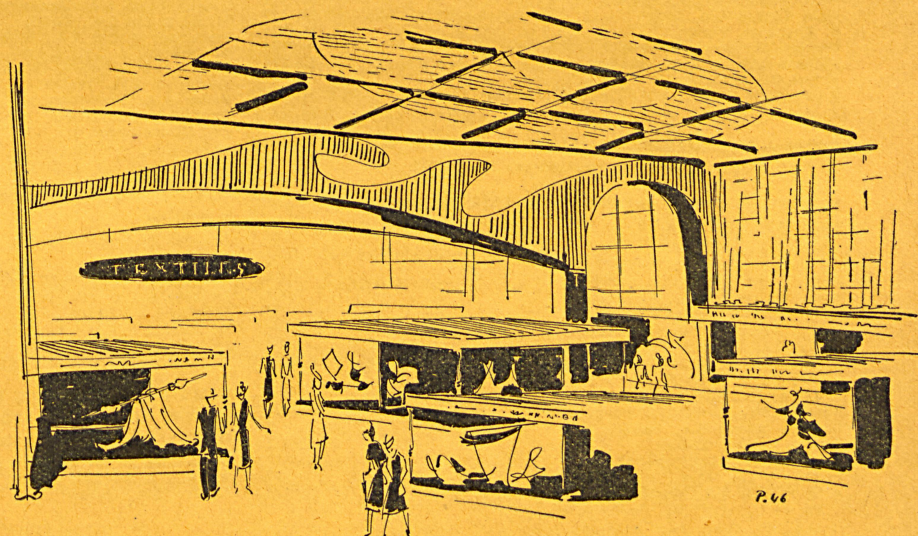
This very novel type of pocket-size fashion journal is published six times per annum, in April, May, September, October and November, in French and German. Subscription rates are S. frs. 3.50 par annum; S. frs. 0.75 per copy. Publishers: Stauffacherhaus S.A., Stauffacherquai 46, Zurich.

TEXTILES AT THE 27th SWISS COMPTOIR

In conformity with the progressive spirit shown by the Management of the Swiss Comptoir during the last few years and its drive to improve, modernize and renew the exhibition constantly, it has been decided that the display presented by textile firms are to be organized on a new basis. First, the space necessary for about 20 exhibitors had to be found and this caused certain re-arrangements; then a general plan of the lay-out had to be prepared in order to obtain a uniform whole. The novelty of this year's arrangements lies in the fact that when the stands are placed at exhibitors' disposal, they are entirely complete and ready, together with decoration, lighting, inscriptions and so on. Exhibitors therefore have far less work to do in preparing their display and the whole general effect is more harmonious and can better stress the value of the goods displayed. The Textile Section is housed in a large hall which has been provided with a double ceiling decorated in white and grey; curtains shed a subdued light.

Organizers wanted the whole atmosphere of the Section to be somewhat sober and discreet, yet delicate and harmonious, and this background is certainly far more suitable for a

display of textile products than the anarchy of miscellaneous stands which overshadow each other. The only splash of colour in the decoration is a large fresco painted in bright, bold contrasts. It is obvious that the artist, Péclard, has resolutely laid emphasis on decorative effect rather than on documentary value in this work. The new arrangement of the Textile Section at this year's Swiss Comptoir, where chiefly knitting yarns, underwear, trousseaux, various cloths and fabrics are to be displayed, will certainly attract much attention and give new impetus to this branch of industry.



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 texto

BOUTONS — BUTTONS — BOTONES

Grämiger Frères S.A., Bazenheid	126
Kaspar Humbel, Uetikon a. See	86, 124
Rix S.A., Zurich	126

BRODERIES ET DENTELLES — EMBROIDERIES AND LACES — BORDADOS Y ENCAJES

Altoco S.A., St-Gall	102
Bischoff & Muller S.A., St-Gall	109
Forster Willi & Cie, St-Gall	52, 108
Albert Geser S.A., St-Gall	48
Robert Halter S.A., St-Gall	106
Theodor Locher, St-Gall	108
E. Mettler-Muller S.A., Rorschach	50, 106
L. B. Meyer & Cie, St-Gall	50
Jul. Michel & Cie, Zurich	49
A. Naef & Cie, Flawil	46, 103
J.-G. Nef & Cie, Hérissau	46, 47
Reichenbach & Cie, St-Gall	16, 72
Jacob Rohner S.A., Rebstein	51
Sailer & Schoensleben, St-Gall	53
Walter Schrank & Cie, St-Gall	46, 116
Walter Stark, St-Gall	47
Ed. Sturzenegger S.A., St-Gall	106
Union S.A., St-Gall	47, 53, 102

CHAUSSURES — SHOES — CALZADO

Chaussures Bally, S.A. de fabrication, Schönenwerd	20, 60
--	--------

COLORANTS — DYESTUFFS — COLORANTES

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

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

Adler S.A., Genève	93, 125
Algo S.A., Zurich	128
Amsa (Abbigliamento Moderno S.A.), Milano	93
Emile Anderegg S.A., Weinfelden	97
Karl Bruderlin, Gelterkinden	114
Arthur Guex S.A., Zurich	90, 128
Max Heinzelmann & Cie, St-Gall	92
Franz Heusser, Zurich	88, 120
Kleinberger & Cie, St-Gall	128
E. Kneubühler, Zofingue	93, 124
Walter Kriesemer & Cie, St-Gall	129
F. Kurt S.A., Olten	88, 118
Respolco S.A., Zurich	132
Sanco S.A., Zurich	122
Schellenberg, Sax & Cie S.A., Trubbach	129
S.A. Jacob Scherrer, Romanshorn	111
Société des Ateliers Modernes S.A., Lausanne	127

CRAVATES — NECKTIES — CORBATAS

Ametco S.A., Zurich	26
Ferrin, Valon & Cie, Genève	83, 122
Hans Kägi & Cie, Zurich	82, 123
S. Kirschner, Zurich	81, 123
Charles Malignon, Genève	81, 124
Anthime Mouley S.A., Genève	83, 122
Ernest Reinhard, Zurich	116
E. Vonwiller, Zurich	81, 124
A. & H. Zivi S.A., Genève	82, 126

DIVERS — MISCELLANEOUS — DIVERSOS

A. Glatz (parasols, sunshade, quitasoles), Frauenfeld	132
---	-----

ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ECHARPES

Ametco S.A., Zurich	26
F. Blumer & Cie, Schwanden	55
Rudolf Brauchbar & Cie, Zurich	58
Albin Breitenmoser S.A., Appenzell	107
Rud. Eichenberger, Bâle	54
Ferrin, Valon & Cie, Genève	83, 122
Filtex S.A., St-Gall	12
Christian Fischbacher Co., St-Gall	21, 57
Albert Geser S.A., St-Gall	48
J. Kreier-Baenziger's Erben, St-Gall	56
Anthime Mouley S.A., Genève	83, 122
Siber & Wehrli S.A., Zurich	9
Stoffel & Cie, St-Gall	28, 59, 112
Arthur Vetter, Zollikon	112
Vischer & Cie, Bâle	29
A. & H. Zivi S.A., Genève	82, 126

ECOLE DE MODE — FASHION-SCHOOL — ESCUELA DE MODA

Ecole de mode Friedmann, Zurich	95, 101
---	---------

ENCRE A MARQUER LES TISSUS — MARKING INKS FOR TEXTILES — TINTAS PARA MARCAR LAS TELAS

E. Braendle, Stæfa	14
------------------------------	----

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

Feldmühle S.A., Rorschach	19
-------------------------------------	----

FIŁÉS — YARNS — HILADOS

Bäumlin, Ernst & Cie, St-Gall	127
Max Billéter & Cie, Kusnacht (Zurich)	124
Ernest Braschler, Zurich	131
E. Mettler-Muller S.A., Rorschach	131
Salzmänn & Cie, St-Gall	13
Société Industrielle pour la Schappe, Bâle	Couverture III
Textil-Export S.L., St-Gall	104
R. Zinggeler, Zurich	96
Zwicky & Cie, Wallisellen	119

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

Elastic S.A., Bâle	131
Oscar Haag, Kusnacht-Zurich	90, 100
Walter Kundt, Elgg	129
Paul Virchaux, St-Blaise	115

FILS A COUDRE — SEWING THREADS — HILOS DE COSER

J. Dursteler & Cie S.A., Wetzikon-Zurich	131
E. Mettler-Muller S.A., Rorschach	131
Zwicky & Cie, Wallisellen	119

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

Schaub & Cie, Zofingue	132
Striga S.A., Bâle	89, 132
Textil-Export S.L., St-Gall	104

GARNITURES EN MÉTAL — METALTRIMMINGS — GUARNICIONES EN METAL

Burgin & Cie S.à.r.l., Schaffhouse	85
--	----

MONTRES — WATCHES — RELOJES

Manufacture des Montres Doxa, Le Locle	84, 130
--	---------

MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS

Albin Breitenmoser S.A., Appenzell	107
Christian Fischbacher Co., St-Gall	21, 57
Albert Geser S.A., St-Gall	48
Charles Gorini, St-Gall	77, 102
Joseph Heeb S.A., Appenzell	121
Hirzel & Cie S.A., Zurich	30
Honegger & Cie S.A., St-Gall	12
Kleinberger & Cie, St-Gall	130
J. Kreier-Baenziger's Erben, St-Gall	56
Oertle & Cie, Teufen	130
Sailer & Schoensleben, St-Gall	53
Stoffel & Cie, St-Gall	28, 59, 112
Ed. Sturzenegger S.A., St-Gall	106
Union S.A., St-Gall	47, 53, 102
Max Zurcher & Cie, St-Gall	120

OUATE ET OUATINE — WADDING AND COTTON-WOOL LINING — HUATA Y HUATINA

Edouard Grossmann-Appert, Thalwil	119
---	-----

RUBANS — RIBBONS — CINTAS

De Bary & Cie S.A., Bâle	117
Enderle S.A., Zurich	27, 78
W. Sarasin & Cie S.A., Bâle	28
Senn & Cie S.A., Bâle	117
Vischer & Cie, Bâle	29

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, 80
Albrecht & Morgen, St-Gall	4
Ametco S.A., Zurich	26

Emile Anderegg S.A., Weinfelden	97	Siber & Wehrli S.A., Zurich	9
Appenzeller-Herzog & Cie, Staefa-Zurich	105	Tissage Sirmach, Sirmach	26
Jacob Baenziger S.A., St-Gall	105	Stehli & Cie, Zurich	75
Les Fils d'Adolphe Bloch, Zurich	5, 69	Julius Stitzel, Zurich	1
S.-J. Bloch Fils & Cie S.A., Zurich	30	Stoffel & Cie, St-Gall	28, 59, 112
Bosshard-Buhler & Cie S.A., Wetzikon	34	S.A. Stunzi fils, Horgen	18
Rudolf Brauchbar & Cie, Zurich	2	Sturzenegger & Tanner & Cie S.A., St-Gall	106
Burgauer & Cie S.A., St-Gall	32, 68	Taco S.A., Zurich	15, 70
Emar S.A., Zurich	30	Wagner & Cie, Gelterkinden	105
Enderle S.A., Zurich	27, 78	Weberei Wallenstadt, Wallenstadt	11
Eugster & Huber, St-Gall	100	M. Weiss & Cie S.A., Zurich	97
Les Fils de Adolf Fenner, Zurich	22	Baumwollspinnerei & -Weberei, Wetzikon	25
Filtex S.A., St-Gall	12	Winzeler, Ott & Cie S.A., Weinfelden	96
Christian Fischbacher Co., St-Gall	21, 57		
J. & A. Gardiol, Genève	66		
Gattiker & Steinmann, Richterswil	10		
Albert Geser S.A., St-Gall	48		
Gessner & Cie S.A., Wädenswil	3		
Charles Gorini, St-Gall	77, 102		
Grieder & Cie, Zurich	28		
Berthold Guggenheim, Zurich	32, 78		
H. Gut & Cie S.A., Zurich	31		
Hugo Gutmann, Zurich	22		
J. U. Gygli, Zoug	29		
Hass & Cie, Zurich	65, 101		
Hausamann & Cie, Winterthur	71, 79, 113		
Heer & Cie S.A., Thalwil	Couverture II		
Joseph Heim & Cie, Zurich	4		
Max Heinzelmann & Cie, St-Gall	22		
Hirzel & Cie S.A., Zurich	30		
Honegger & Cie S.A., St-Gall	12		
A. Huber & Cie, Gossau-St-Gall	68, 104		
Max Kirchheimer, Zurich	123		
J. Kreier-Baenziger's Erben, St-Gall	56		
Erwin Landolt S.A., Zurich	33		
Mettler & Cie S.A., St-Gall	17, 67		
S.A. A. & R. Moos, Weisslingen	23, 73		
Fabrique de soieries ci-devant Edwin Naef S.A., Zurich	33, 66		
Tissages de Soieries ci-devant Naf Frères S.A., Zurich	24, 64		
Ostertag, Hausamann & Cie, Zurich	28		
Palma & Cie, Zurich	27		
Arthur Porgès, Genève	26		
Reichenbach & Cie, St-Gall	16, 72		
Tissage mécanique de Soieries Ruti, Zurich	100		
Paul Schafheitle & Cie, Zurich	29, 65		
R. Scheller & Cie, Zurich	16		
Schlegel & Cie, Bâle	26, 74		
Schneidinger Frères, Zurich	26, 74		
Karl Schoch & Cie, Zurich	6		
Robt Schwarzenbach & Cie, Zurich	7, 76		
Schwob & Cie S.A., Berne	101		

TRESSSES DE PAILLE — STRAW BRAIDS — TRENZAS DE PAJA

Association argovienne des fabricants de tresses de paille, Wohlen	98
M. Bruggisser & Cie S.A., Wohlen	61
Dreifuss Frères S.A., Wohlen	63
Georges Meyer & Cie S.A., Wohlen	99
Staeger & Cie S.A., Villmergen	62

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

S.A. ci-devant W. Achtnich & Cie, Winterthur	91, 114
Ametco S.A., Zurich	26
Egger, Eisenhut & Cie, Aarwangen	113
Handschuhwerkerei A.-G., Hérissau	94
Max Heinzelmann & Cie, St-Gall	92
J.-M. Herz, Zurich	110
Hochuli & Cie, Safenwil	114
H. Kiene, Kreuzlingen	110
Tricotage Suisse Lehmann S.A., Langenthal	89, 110
Lion & Cie, Kreuzlingen	94
Manufactures de Bas Réunies S.A., Flawil-St-Gall	127
Félix S. Meyerstein, Zurich	89, 111
Johann Müller S.A., Strengelbach	116
Robert Müller & Cie, Zurich	112
A. Naegeli S.A., Winterthur	116
J.-F. Rohrer-Bolliger, Romanshorn	91
Ruegger & Cie, Zofingue	90, 115
Ruepp & Cie S.A., Sarmenstorf	87
Jos. Sallmann & Cie, Amriswil	92, 111
Straehl & Cie S.A., Zofingue	115
Swiss Knitting Co., Zollikofen-Berne	89, 118
Yvel S.A., Zurich	118

VOILETTES — VEILINGS — VELOS PARA ADORNAR SOMBREROS

Paul Dubler & Cie, Wohlen	126
---------------------------	-----

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 various publications : see page 60 h.

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.

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.

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

Southern Brazil. — Rio de Janeiro : Delegação do Instituto Suíço de Expansão comercial, Rua Candido Mendes 45, 1º and., C. P. 4358.

Colombia, Ecuador, Venezuela. — Bogota : Oficina suiza de expansión comercial, Edificio Bogotá Calle 15 No 8-94, Oficina 202.

Swiss Chambers of Commerce :

Argentina : Buenos-Aires, Calle Piedras 113. — **Brazil :** Rio de Janeiro, Rua Candido Mendes 45, 1º and., C. P. 4358.

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., Bloomsbury Square, 4 a.

New Zealand : Auckland, Universal Business Directories Ltd., 44-46 Kingston Street, P. O. Box 793.

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.

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.

Abroad: Address registration fee covering a two-year period: S. frs. 10.—.

«SWISS TECHNICS»:

A journal edited in collaboration 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, Spanish and Portuguese.

Abroad: Address registration fee covering a two-year period: S. frs. 15.—.

«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. 14.—. Postage paid.

«SWISS TEXTILES»:

A specialised 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 four editions: English, French, Spanish and German.

Abroad: Annual subscription rate: S. frs. 20.—.

BOOKLET «SWITZERLAND AND HER INDUSTRIES»:

Giving a brief general survey of Switzerland, her institutions, national economy and industries and containing 2 maps and numerous illustrations. Editions available in English, French, German, Spanish, Italian, Portuguese, Swedish.

Price: S. frs. 1.50.

For all information please write to:

Swiss Office for the Development of Trade

Editorial Department

Place de la Riponne 3

LAUSANNE

Telephone 37331

