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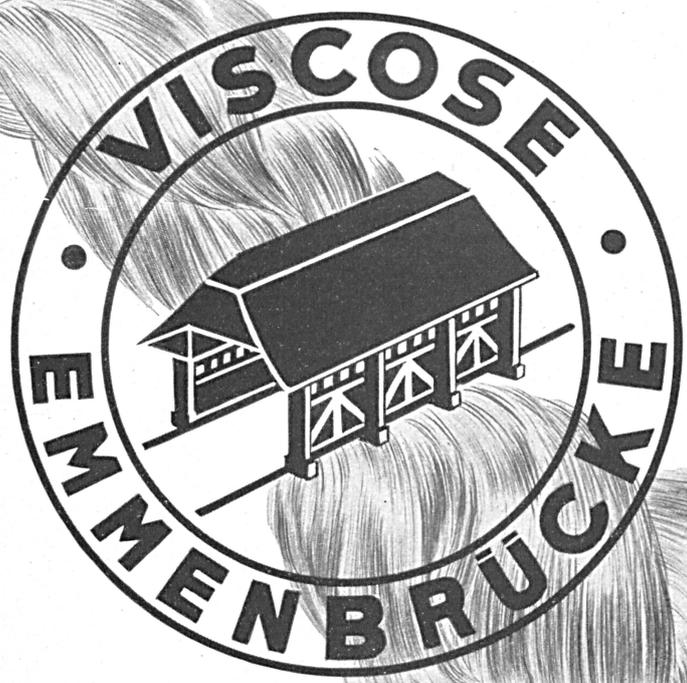
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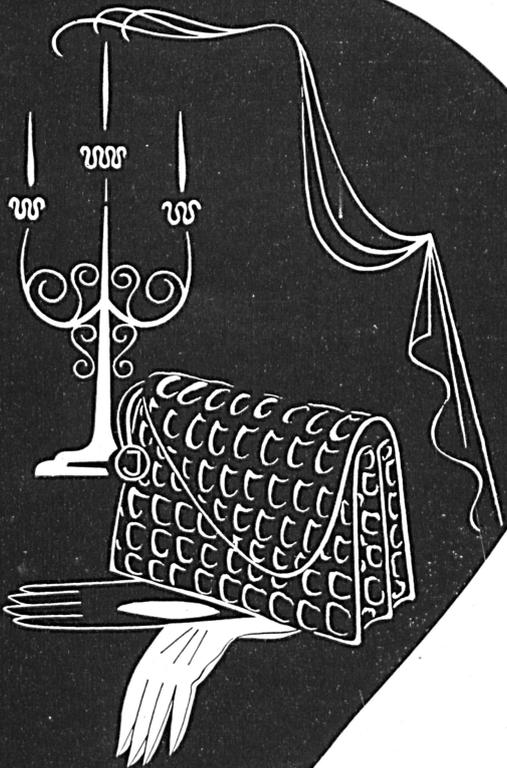
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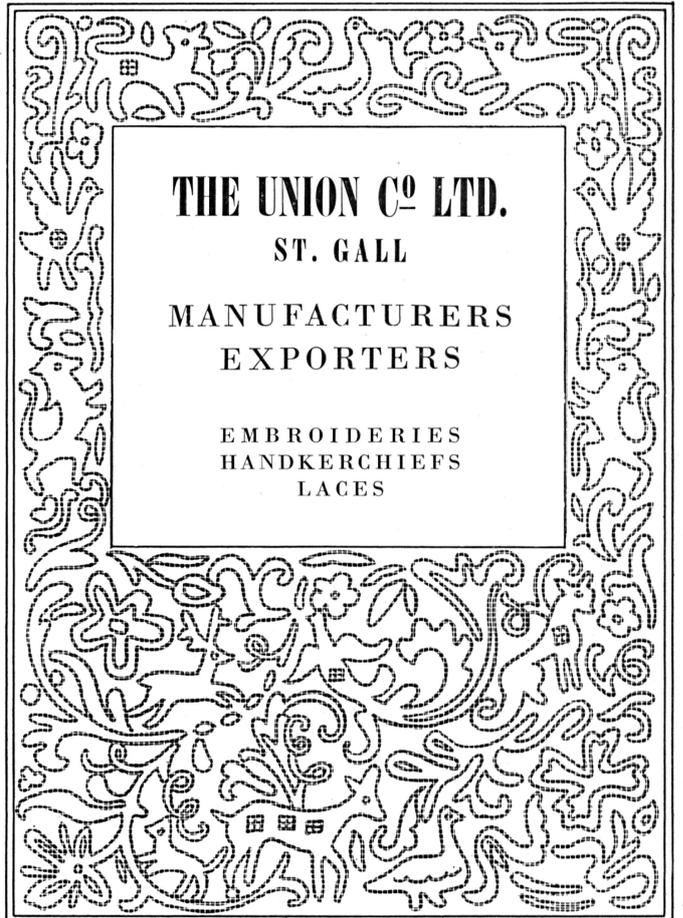
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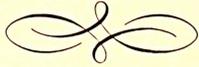
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An Association for furthering the development of foreign trade ; gives free information concerning Swiss products and puts buyers into contact with manufacturers ; edits sundry publications : see page 90 d.

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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A Centenary: S. A. Jean Muller, Strengelbach and Wohlen

To celebrate the 100th anniversary of the foundation of their firm, Messrs. S.A. Jean Muller, a Company which can look back to very humble beginnings, has published a Commemoration Booklet in which is told their story: a century of perseverance, of scrupulous dealing, the respect of principles and fidelity to family traditions. Space does not allow us to enumerate the stages in the rise of the firm from a small craft specialised in the dyeing and printing of yarns and fabrics;

gradually other specialisations were added, abandoned or developed, until in the course of 100 years, the original undertaking grew into a large modern factory. The firm now produces knitted lingerie and underwear for men's and ladies' wear; it still has departments specialised in dyeing and other textile processes. The Commemoration Booklet published by Messrs. S.A. Jean Muller has a fine cloth binding and is artistically edited with many choice photographs.

The Watch which marches with the Times

Messrs. Doxa Watch Co. of Le Locle have adopted the above slogan and have just published a catalogue which cannot fail to interest our readers. A very well designed and pleasing cover has been chosen in which the Doxa Watch is shown spinning in harmony with the world; following a few pages of very well written copy, Messrs. Doxa present a series of their finest creations of the most diverse types: ladies' and

men's watches, Lepine watches, chronographs, sports and jewel watches, and so on — all water-repellent, shock-protected, anti-magnetic and, as they should be today, self-winding. This is a charming and useful booklet to have for those who wish to buy a beautiful and good quality watch for their own use or as a valuable gift to others.

The Textile Finishing Trade nears Perfection

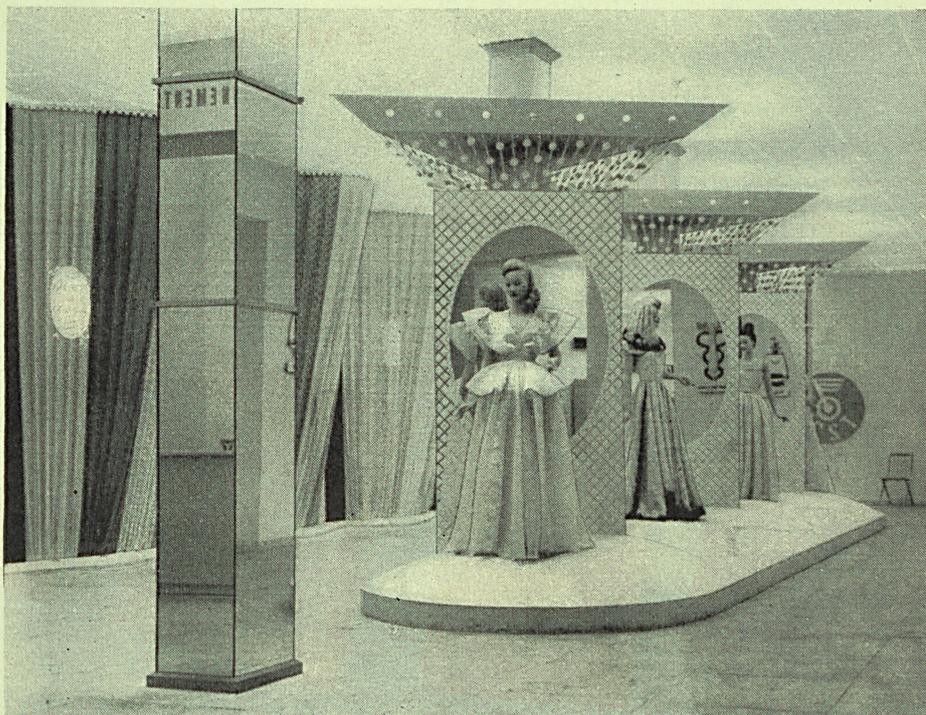
Some time ago, we had occasion to publish in our Journal an illustrated article on the Swiss Finishing Industry (see «Swiss Textiles» No. 2 and 3/1945). Some of these interesting and valuable documents, to which others have been added, will be found in a very fine book just published by Messrs. Heberlein & Cie. S.A. of Wattwil. The volume forms a sort of catalogue, but it is so well conceived, edited and presented that there is no exaggeration in saying that the editors have given us a de luxe publication. The firm is conducting a prestige advertising campaign and the term has a very real significance in this case. The volume opens with a few data of a general nature showing the importance of the Swiss Finishing Industry; then follow a few details concerning the firm itself — its beginnings, development and present expansion, its products. Pages of print — and the copy is extremely well written and pleasant to read — alternate with full-page heliograph reproductions of splendid photographs. At the end of the book are a dozen

samples of fine fabrics, printed or variously processed, many of the processes having been found and patented by Messrs. Heberlein; these samples give a better idea than could any description of the value which the finishing processes can confer on the humblest cotton fabrics. One is struck by the remarkable transformation which can change smooth, cold and brilliant rayon yarns into Helanca yarns (a proprietary name) which have a soft, warm and elastic texture. One outstanding sample shows on one side the original raw material and, on the other, a finish which resembles embroidery. The results obtained by this Swiss industry, which ranks among the foremost of the branch on world markets, are really admirable and can be attributed to the fruitful co-operation of chemists and artists.

To close, we would add that the original edition of the volume is in German, but that French and English versions will be published shortly.

Switzerland and the International Trade Fairs

The Swiss Pavilion at the 1946 Lyons Fair included, *inter alia*, a very fine display of St. Gall fabrics. A certain number of Swiss firms exhibited their latest novelties in embroideries, laces, plain, printed and embroidered fabrics, trimmings, accessories, etc., all of which roused a lively interest among visitors to the Fair.



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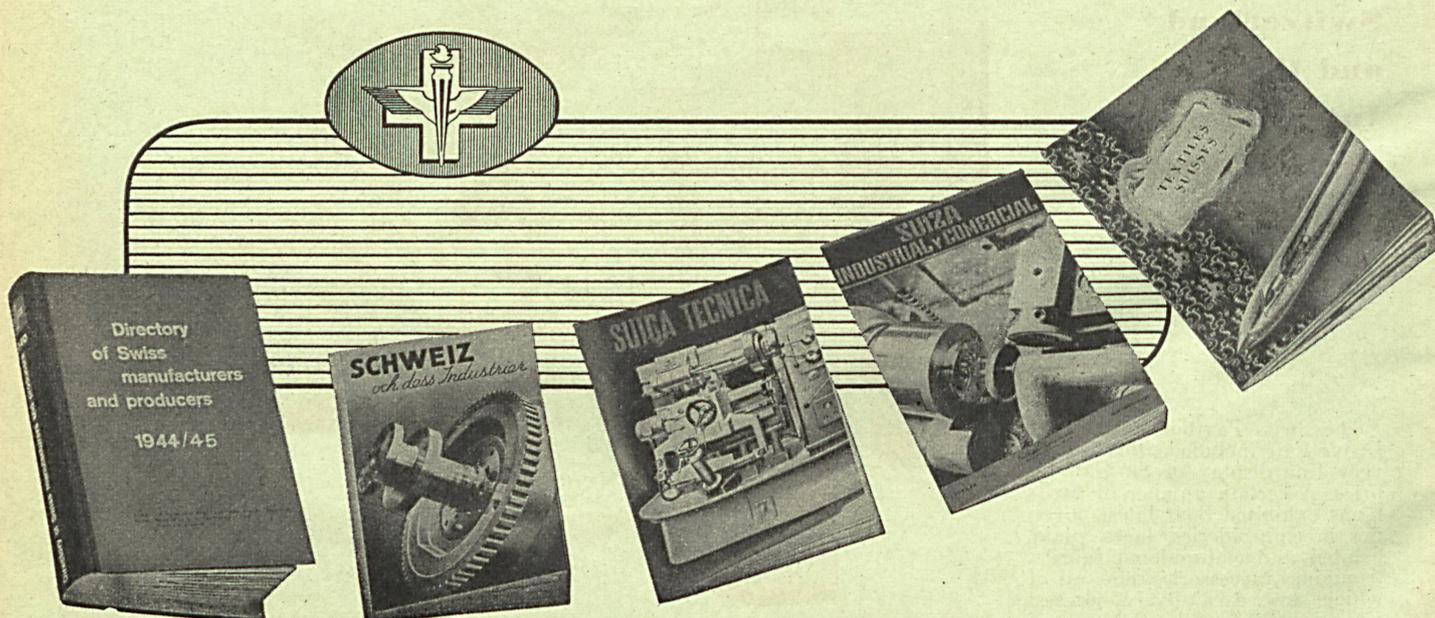
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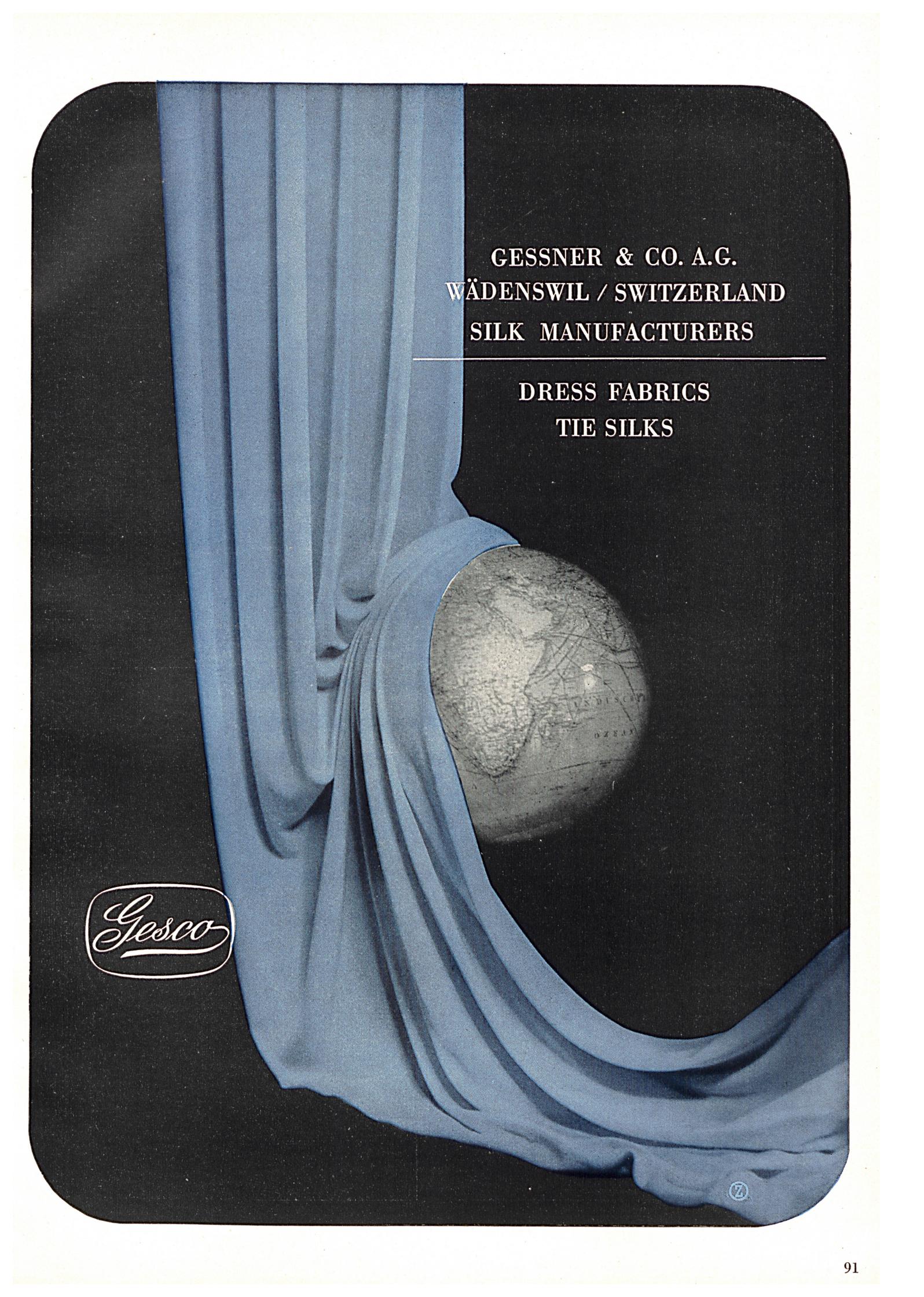
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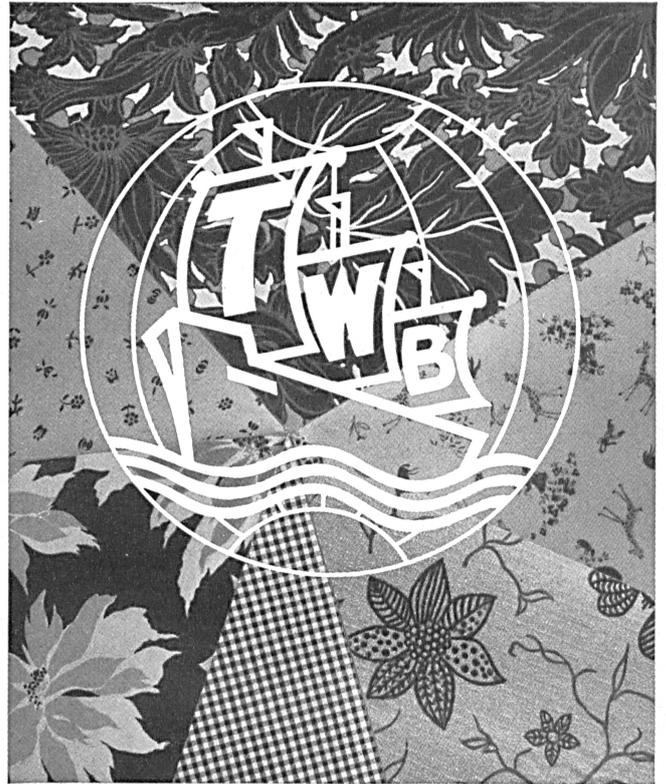
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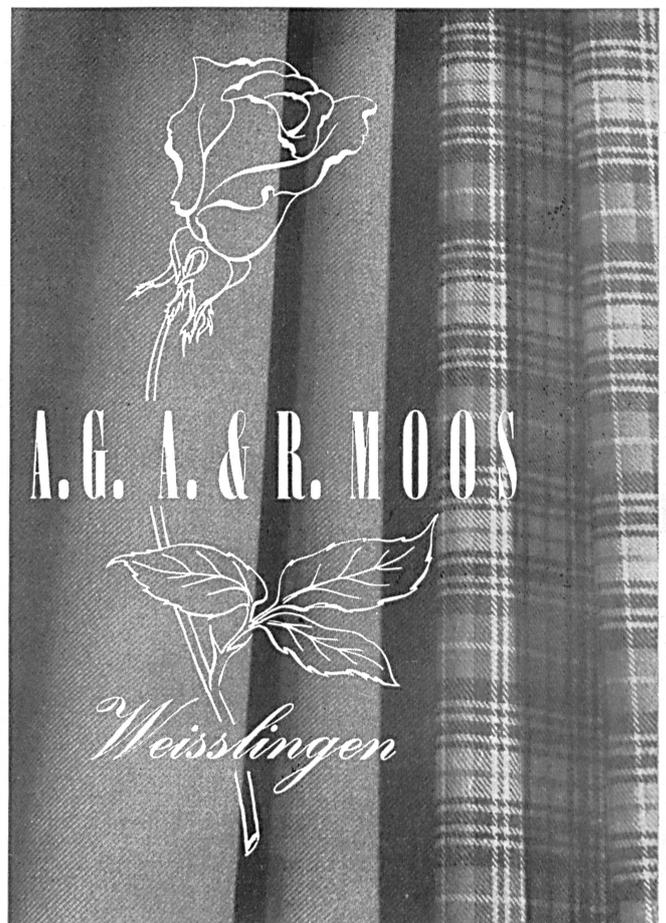
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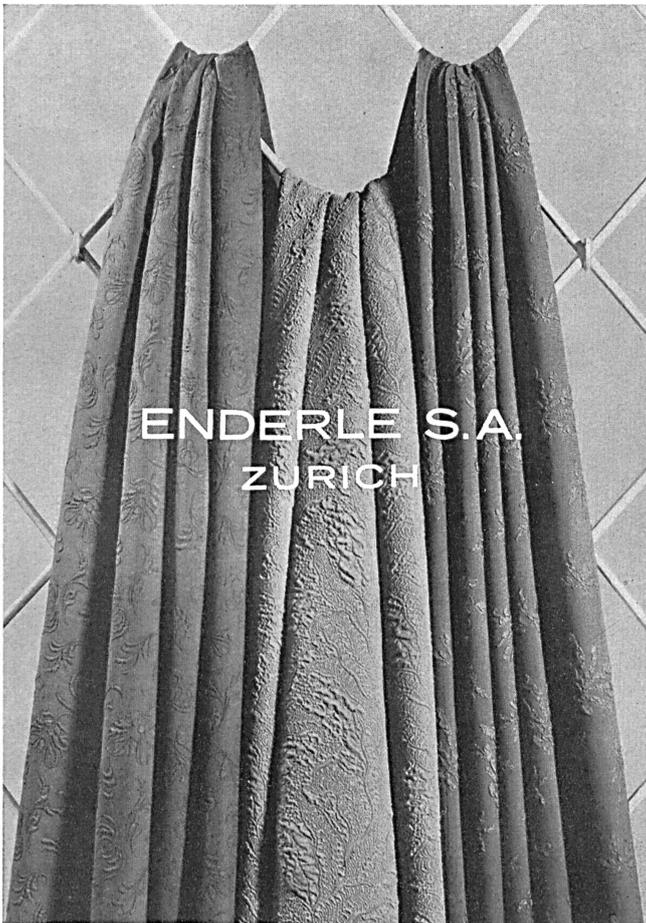
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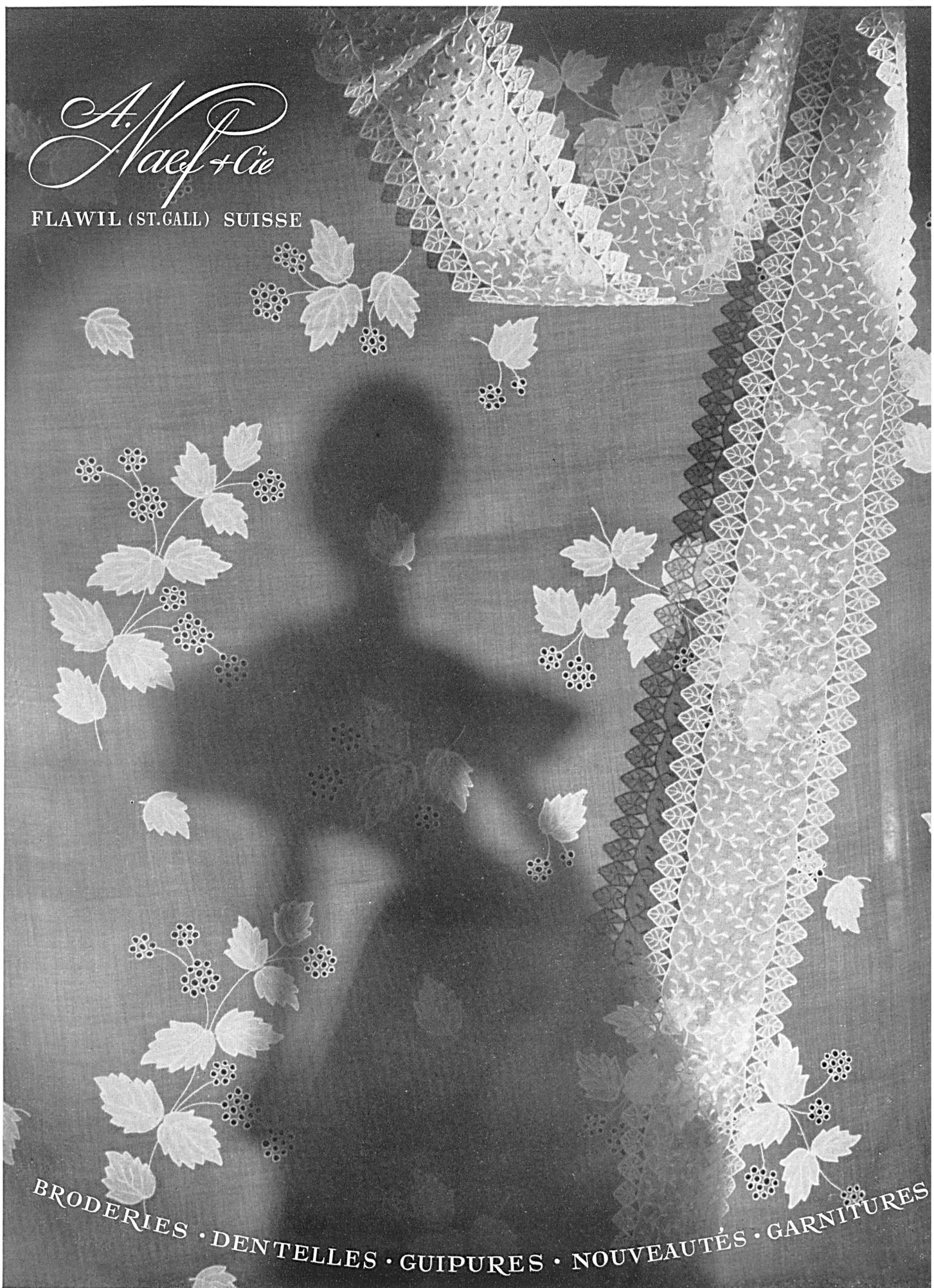


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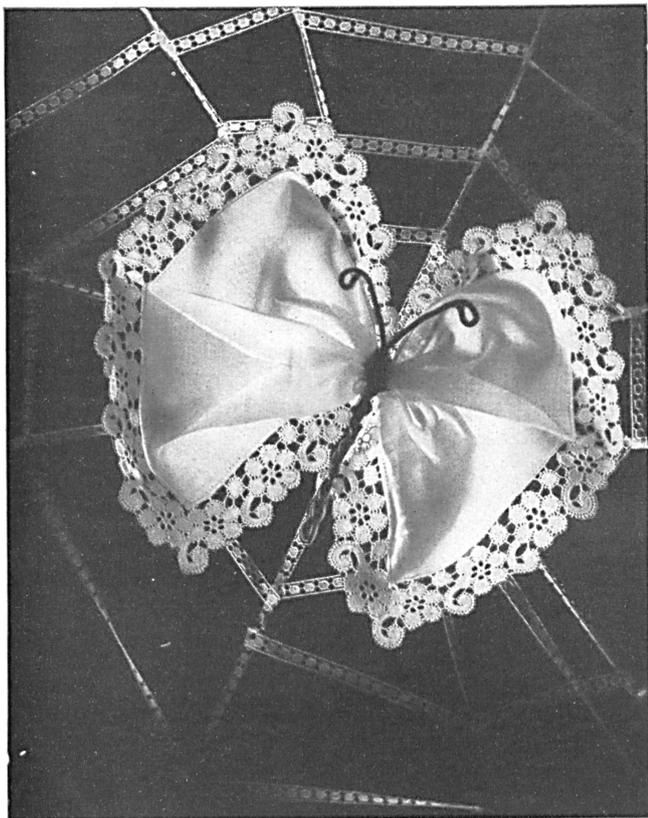
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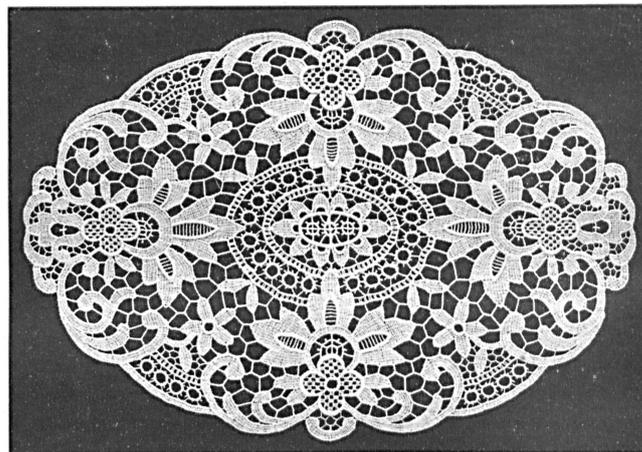
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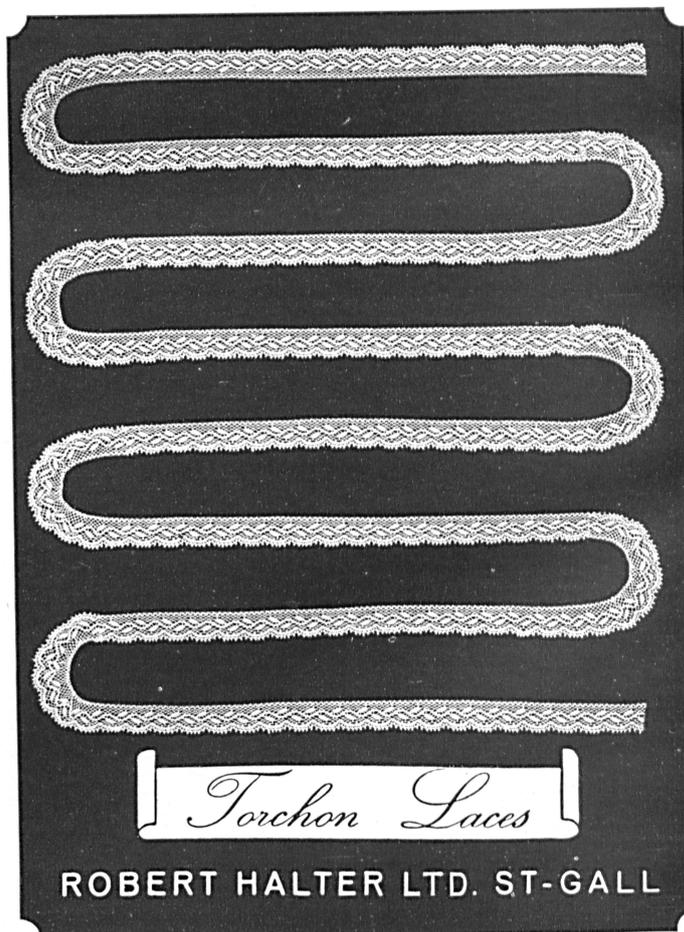
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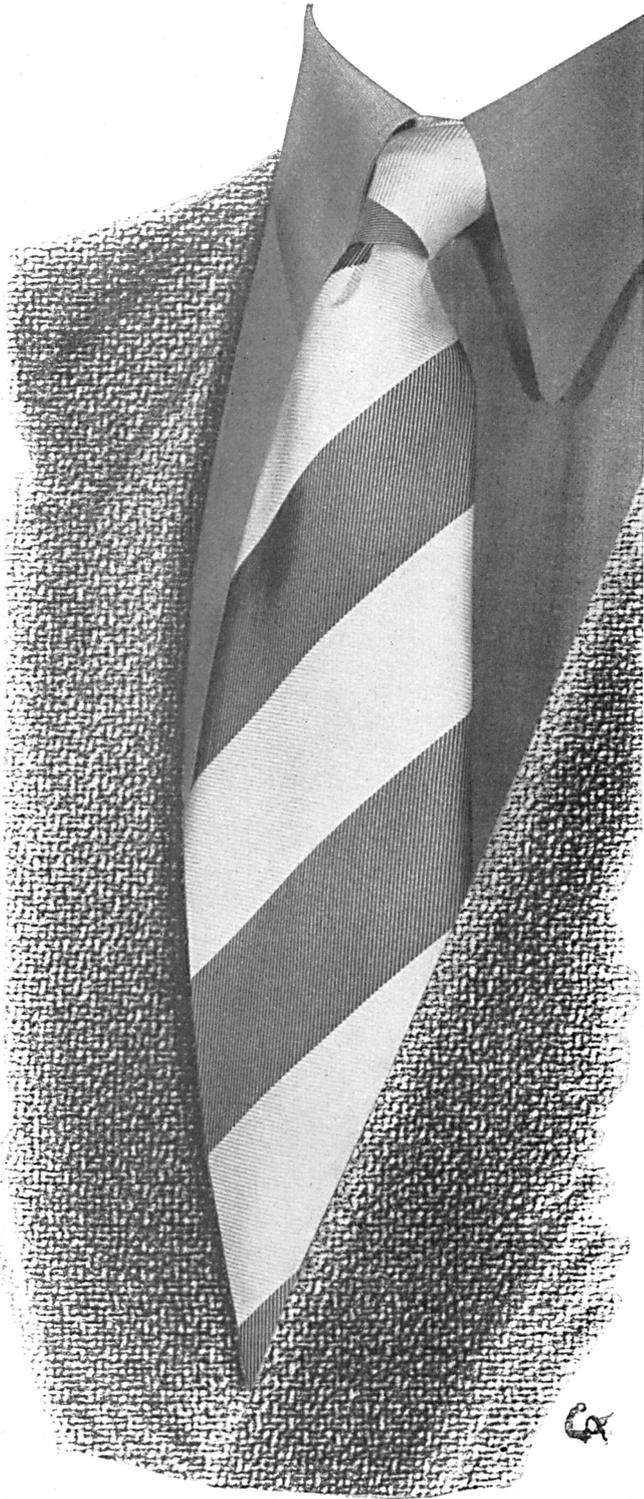


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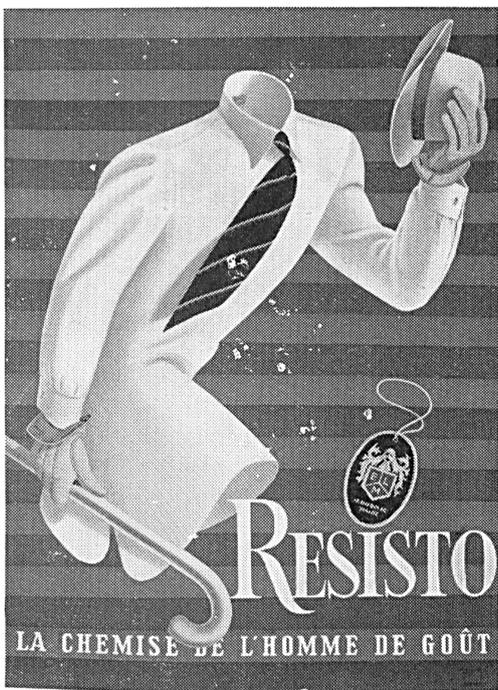
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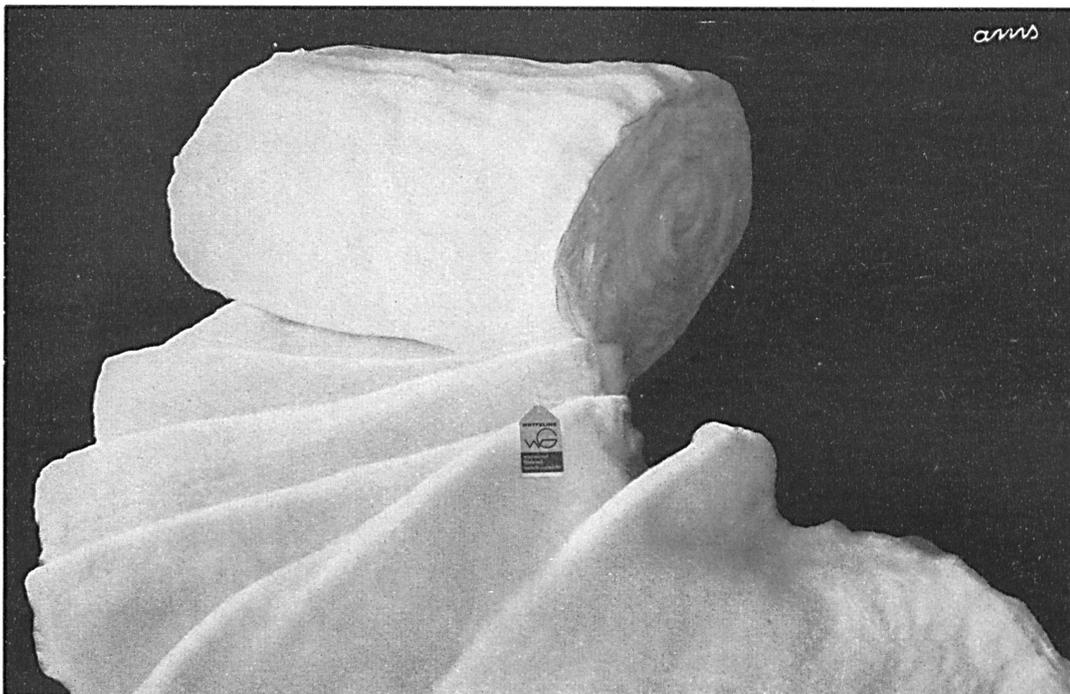


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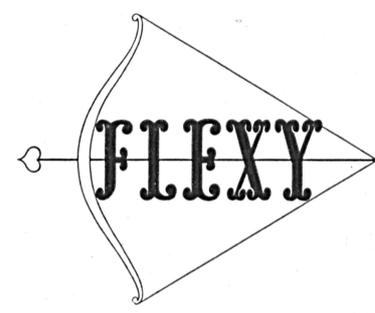
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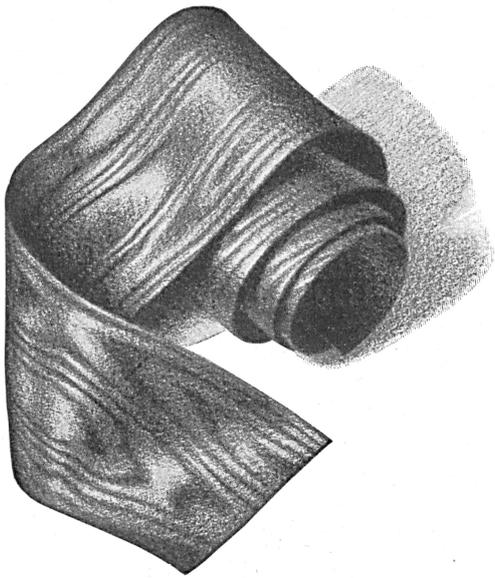
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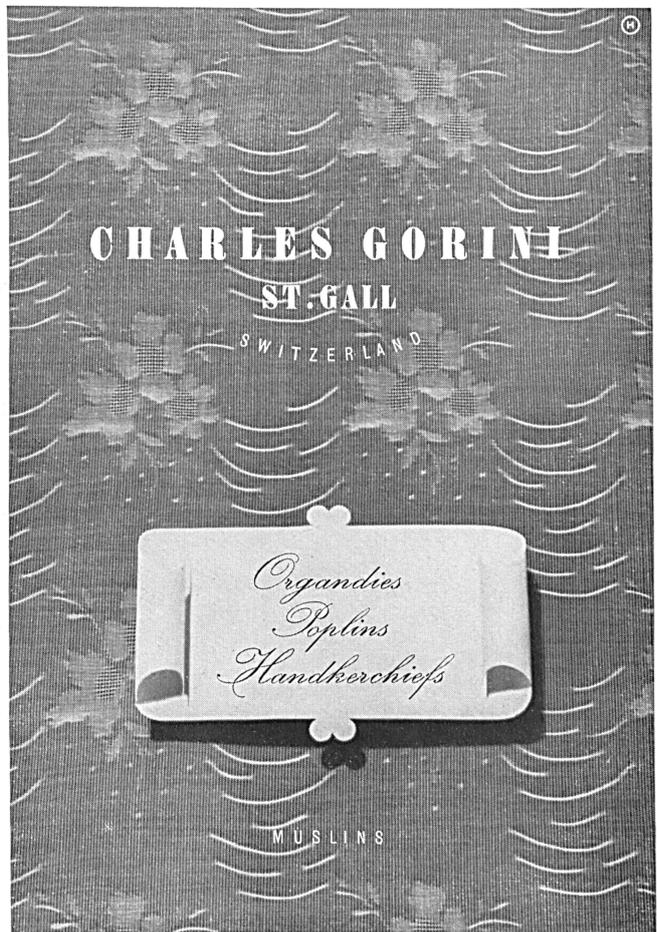


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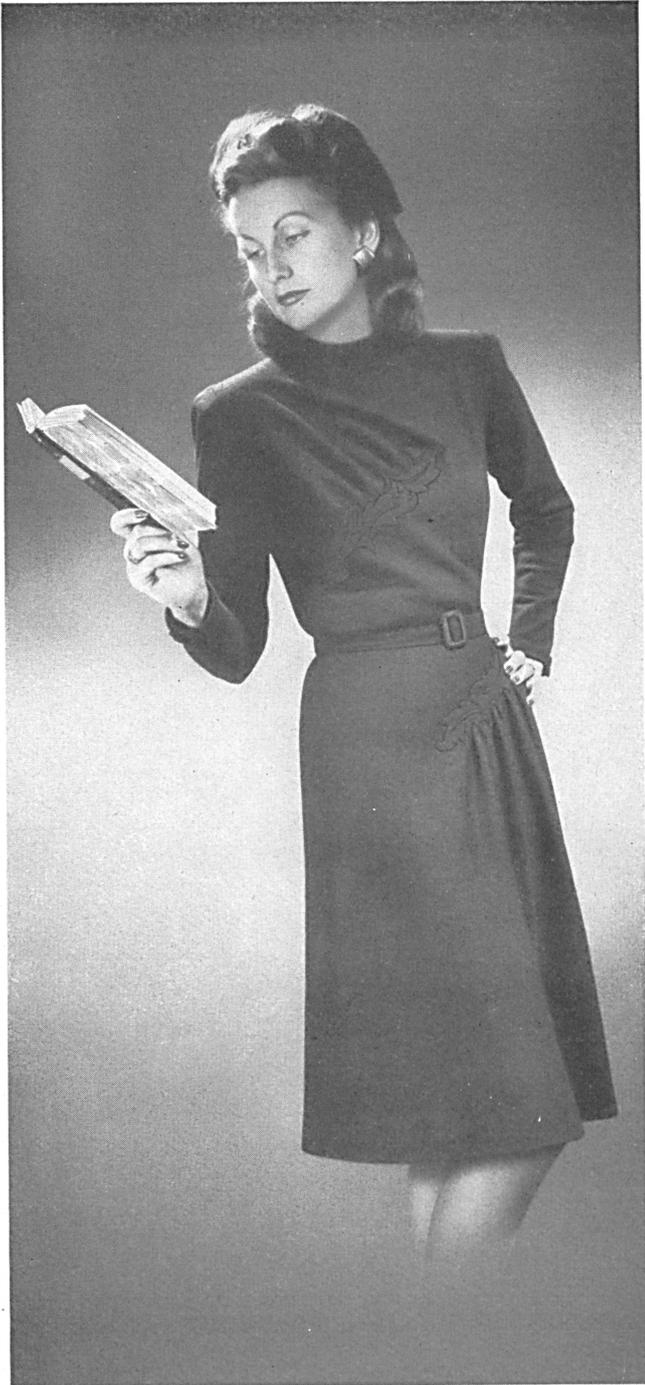


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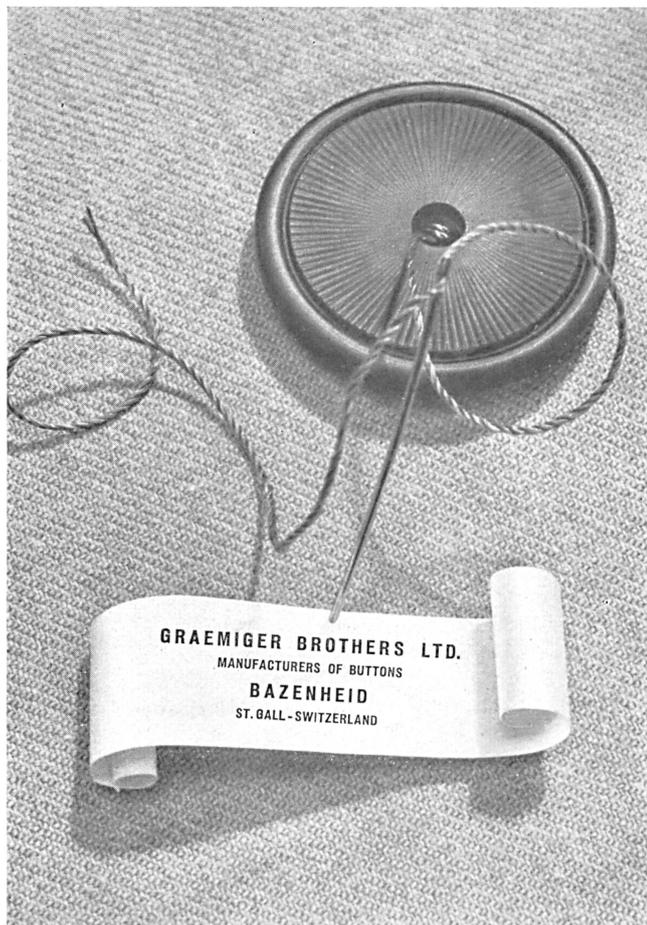
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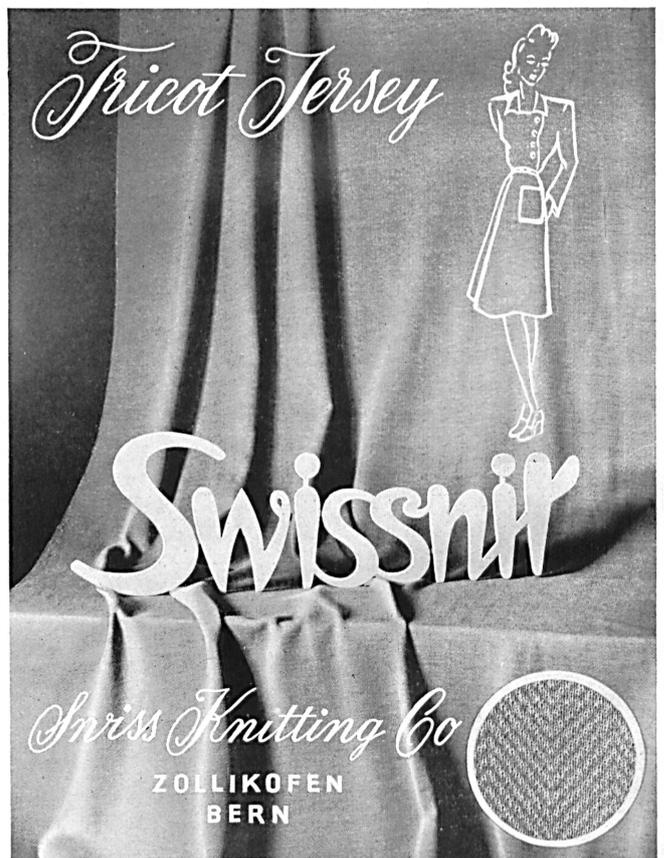
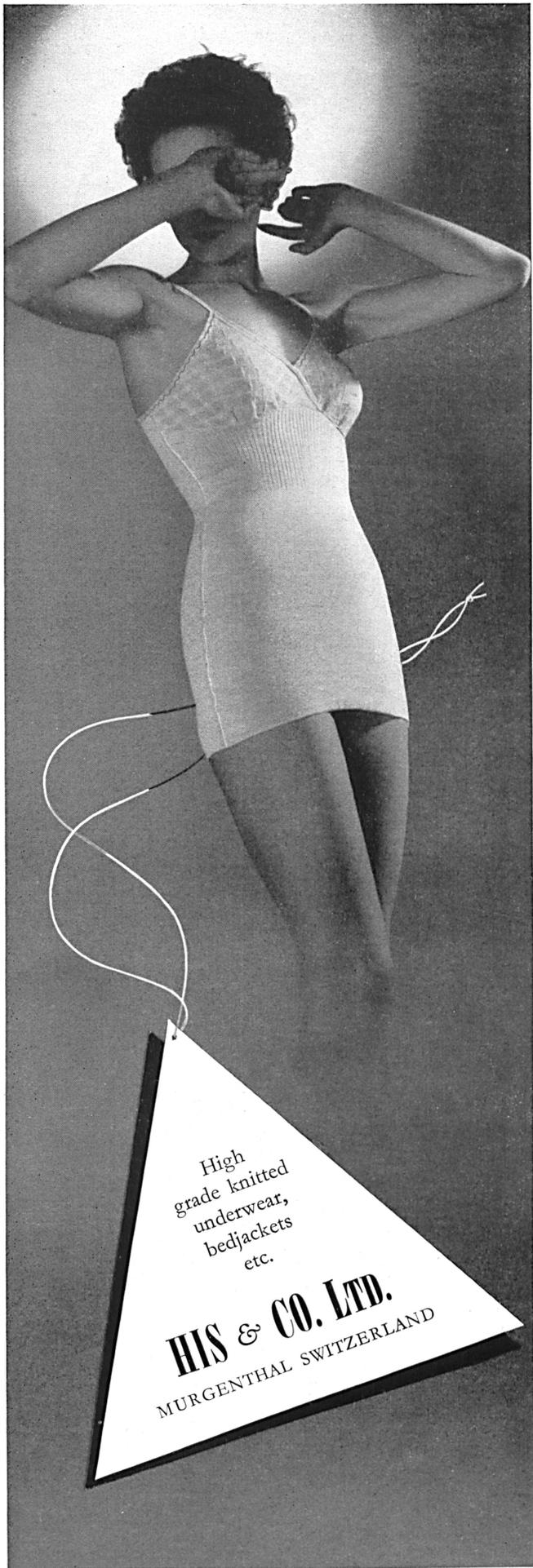
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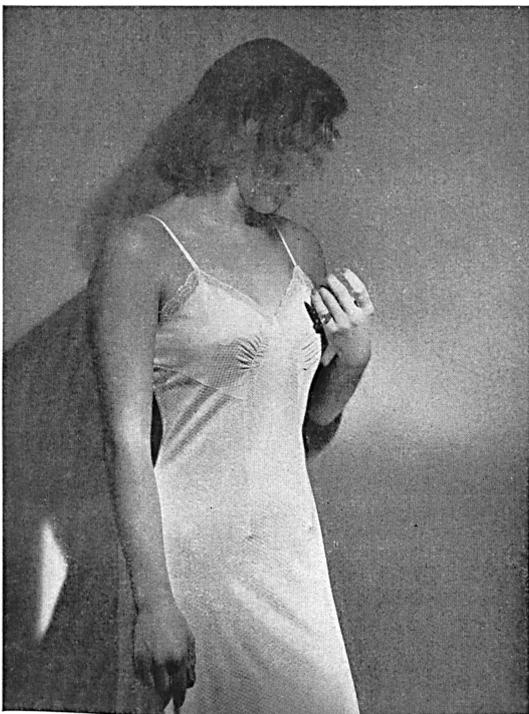
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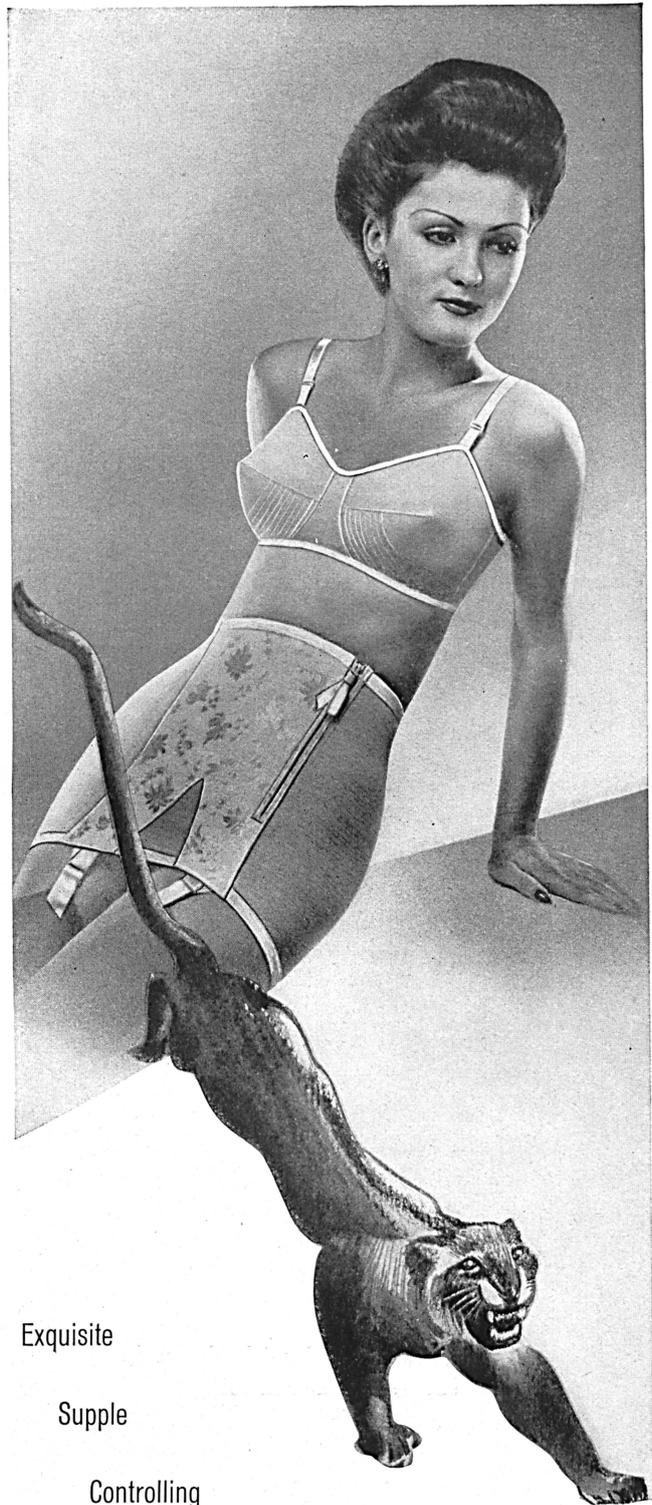
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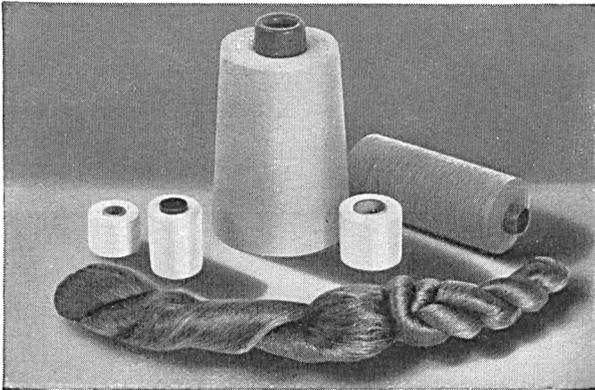
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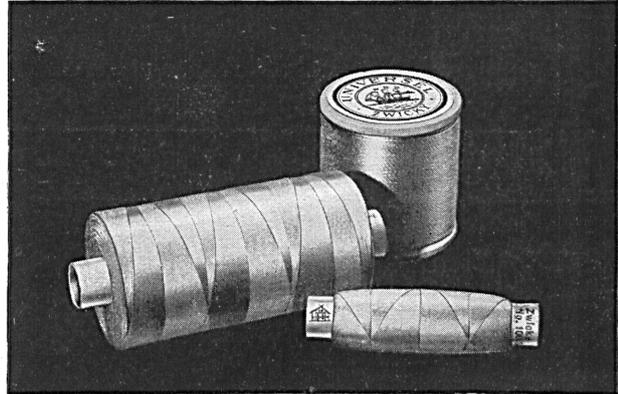
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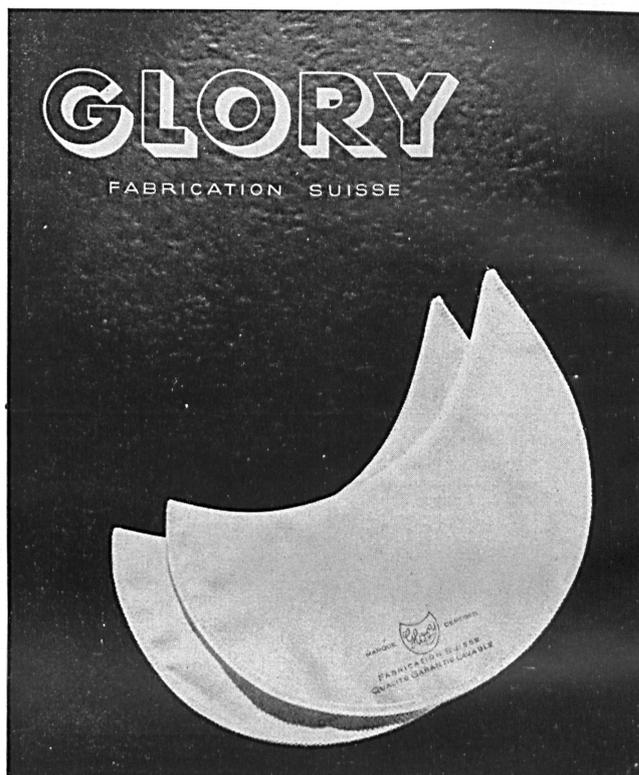
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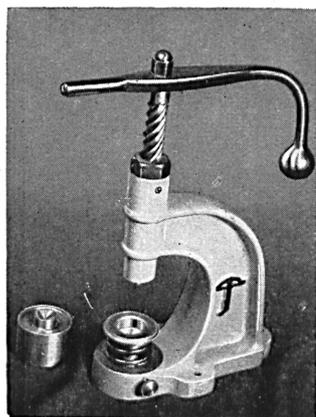
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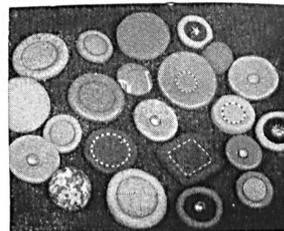
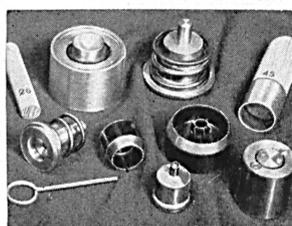
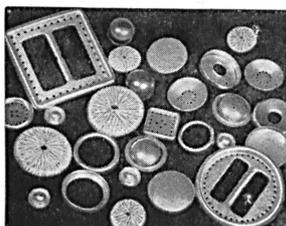
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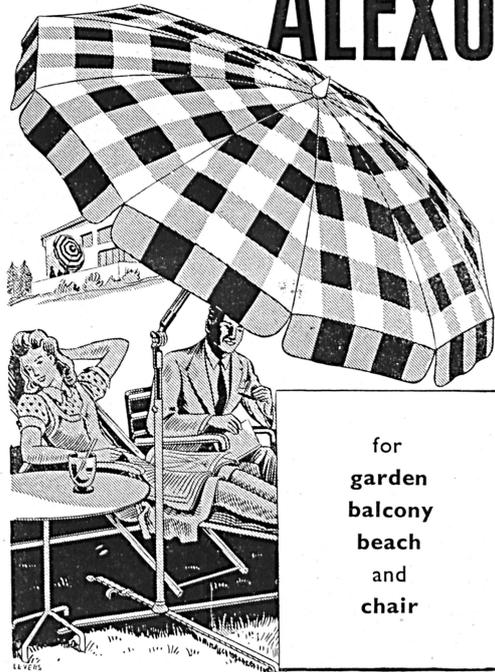
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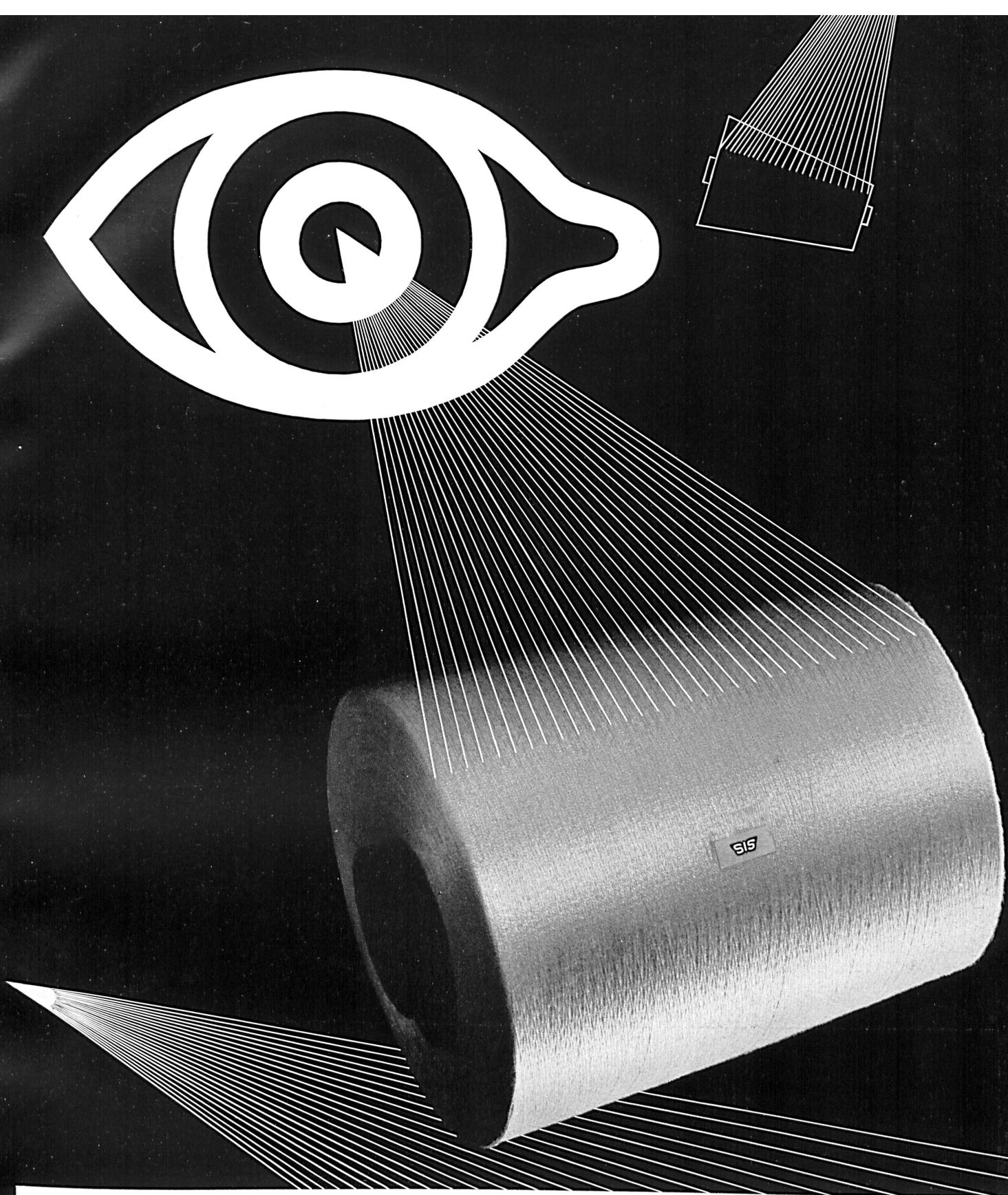
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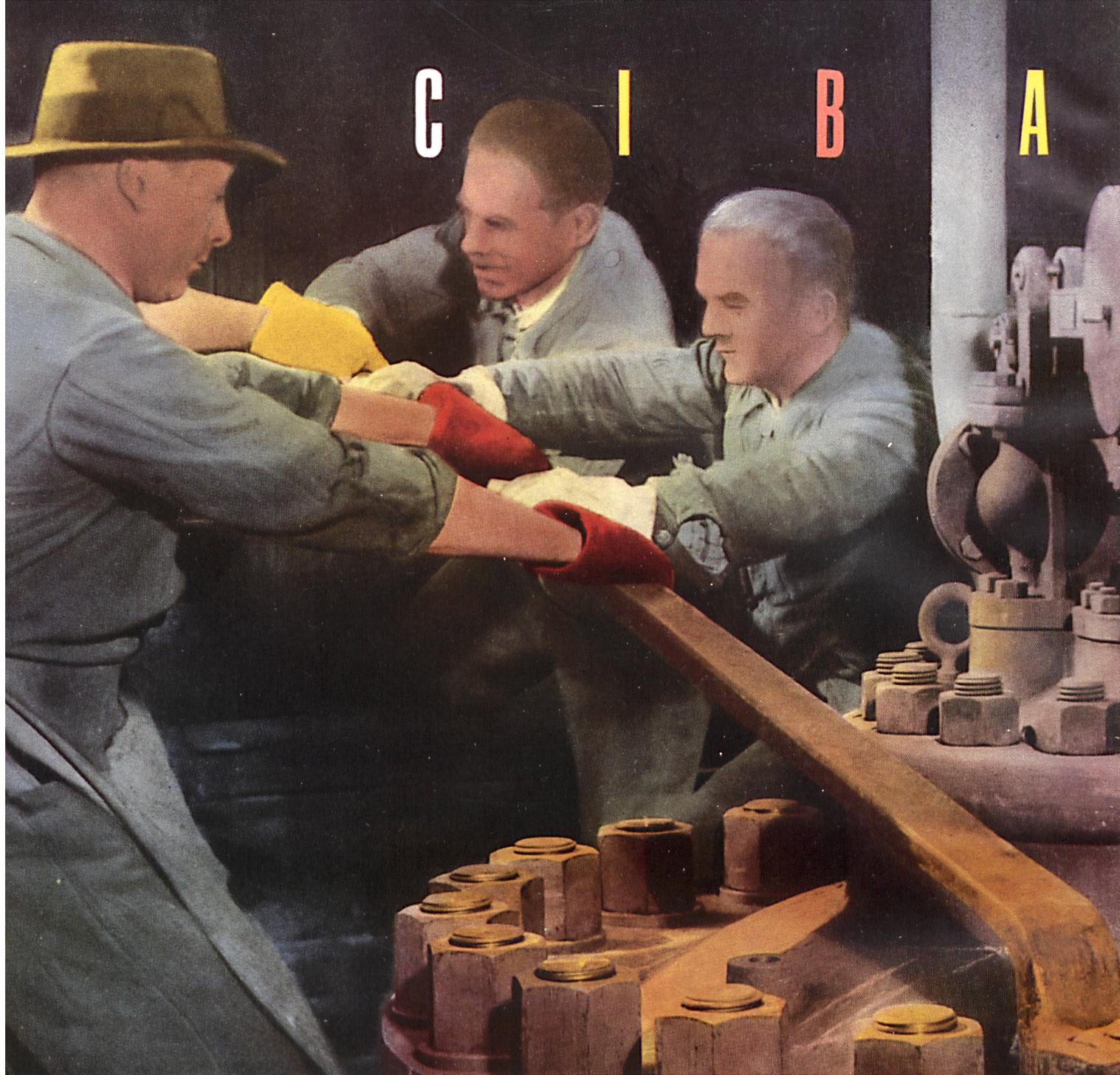
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