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**Herausgeber:** Swiss office for the development of trade  
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**Heft:** 3

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Heer & Cie. S.A.  
Tissage de Soieries,  
Thalwil. (SUISSE)

CORREO AEREO - VIA AIR MAIL

Heer & Co. S.A.  
Silk Manufacturers  
Thalwil. (SWITZERLAND)

Heer & Cia. S.A.  
Fabricación de Seda  
Thalwil. (Suiza)

Heer



**Julius STITZEL, Zurich 2**  
Dreikönigstrasse 34

Pure silk,  
rayon and staple fibre fabrics,  
plain and printed



CRÊPE SANDRA  
CRÊPE TOLEDO  
HAUTES NOUVEAUTÉS  
PRINTEMPS 1947



RUDOLF BRAUCHBAR & CIE ZURICH



*Gessner & Co. AG. Wädenswil Switzerland  
Silk Manufacturers*



*Dress Fabrics / Tie Silks*



*Gesco*



ALBRECHT & MORGEN  
ST. GALL

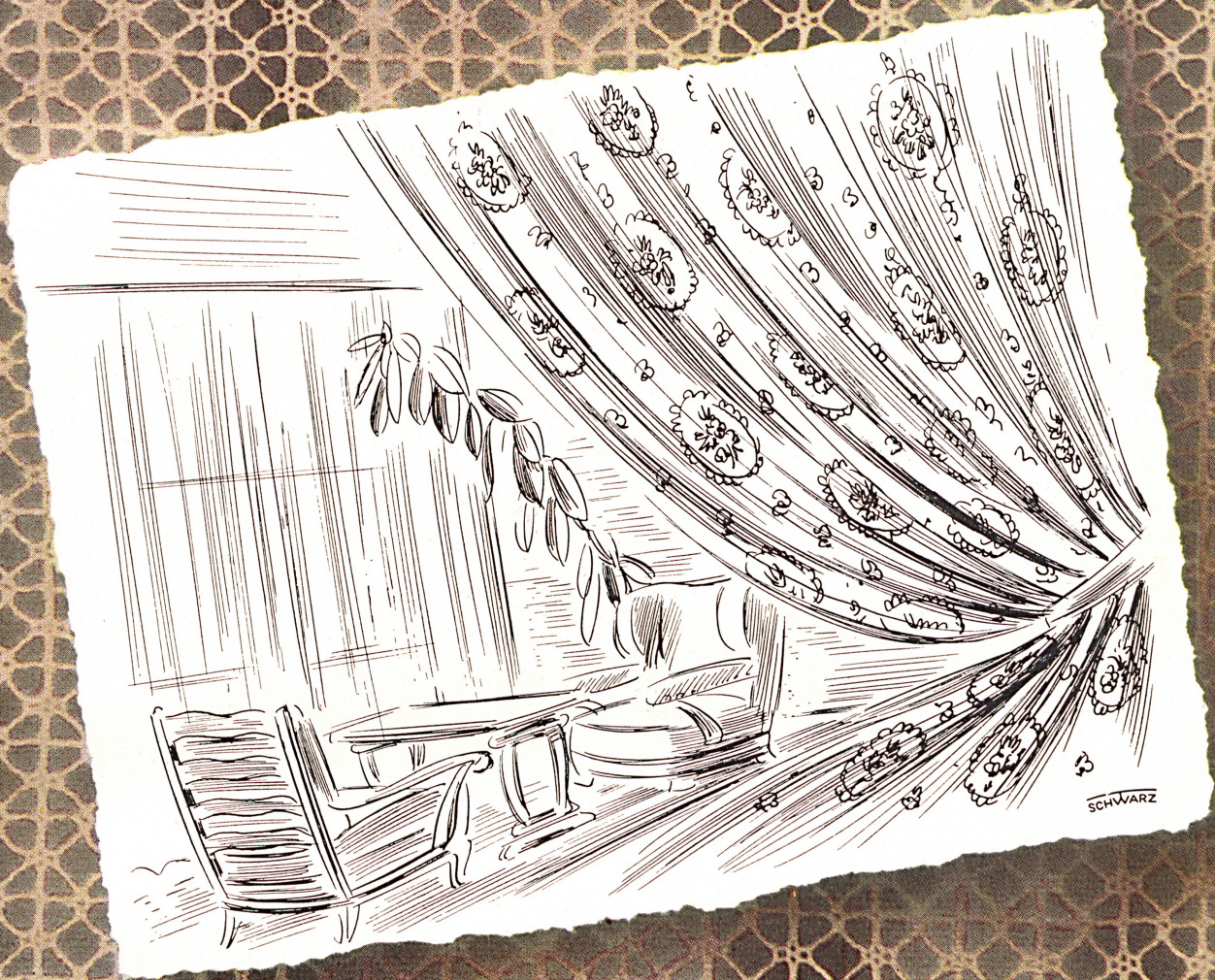
FIBRAFIL FABRICS TRADE MARK "ALUMO"



SCHWARZ

Joseph  
**HEIM**  
& CO  
Zurich

Cotton fabrics  
bleached, dyed  
and impregnated



*Adolphe Bloch Söhne Zürich  
Curtains and  
Furnishing Fabrics*



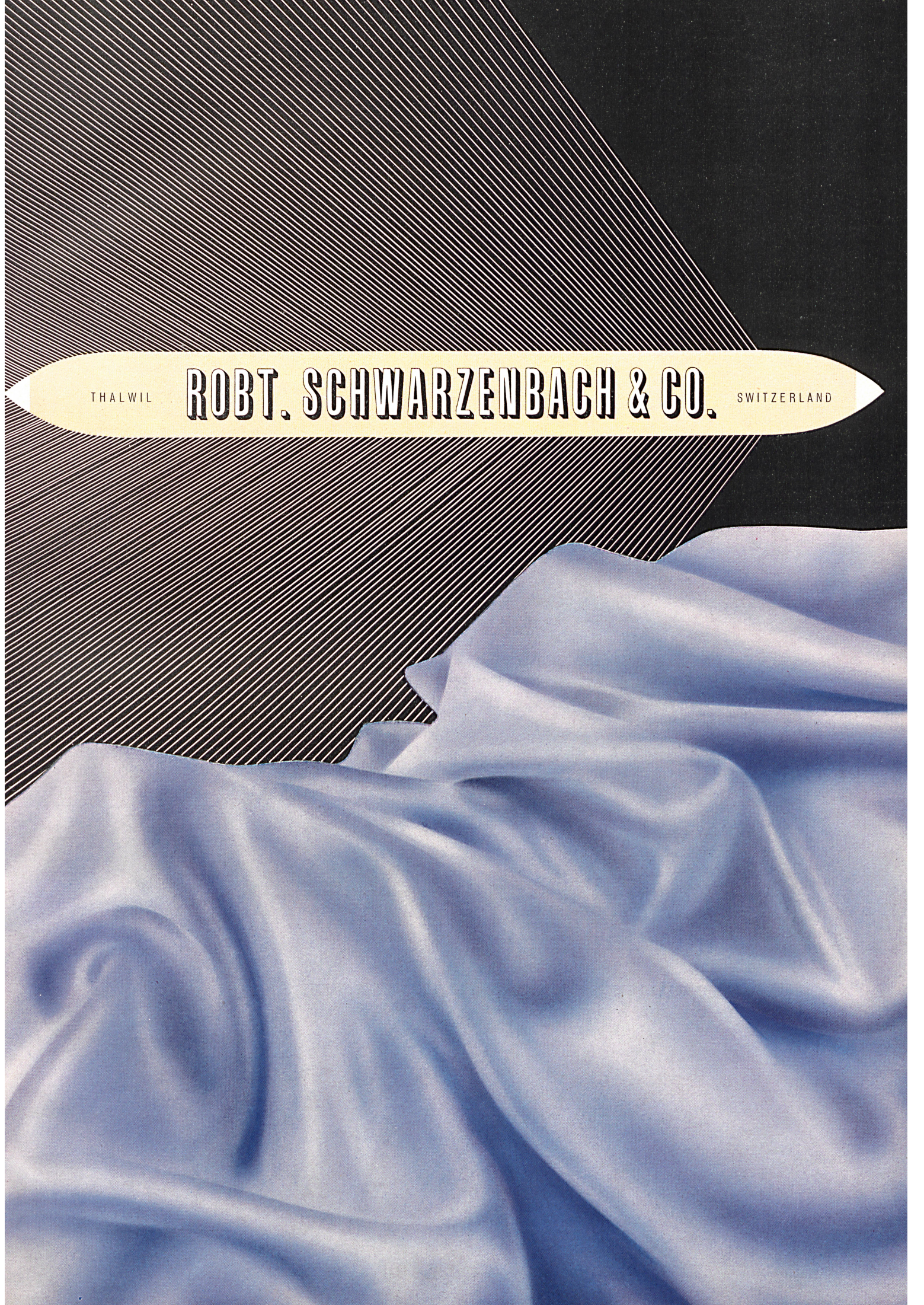
*Schoch*

**KARL SCHOCH & CO., ZURICH**  
FASHION FABRICS FOR GOWNS AND DRESSES  
SILK, RAYON, STAPLE FIBRE

THALWIL

**ROBT. SCHWARZENBACH & CO.**

SWITZERLAND



L. ABRAHAM & CO.

SILKS LTD.

ZURICH

REPRESENTED IN THE UNITED STATES BY  
ABRAHAM SILKS CO. INC. 489 FIFTH AVENUE, NEW YORK 17, N. Y.



**SIBER & WEHRLI** S.A.

ZURICH

SILK MANUFACTURERS

**DRESS MATERIALS**

PLAIN, FANCIES, PRINTS

NOVELTIES IN STAPLE-FIBRE

FABRICS FOR LININGS

FABRICS FOR CORSETS

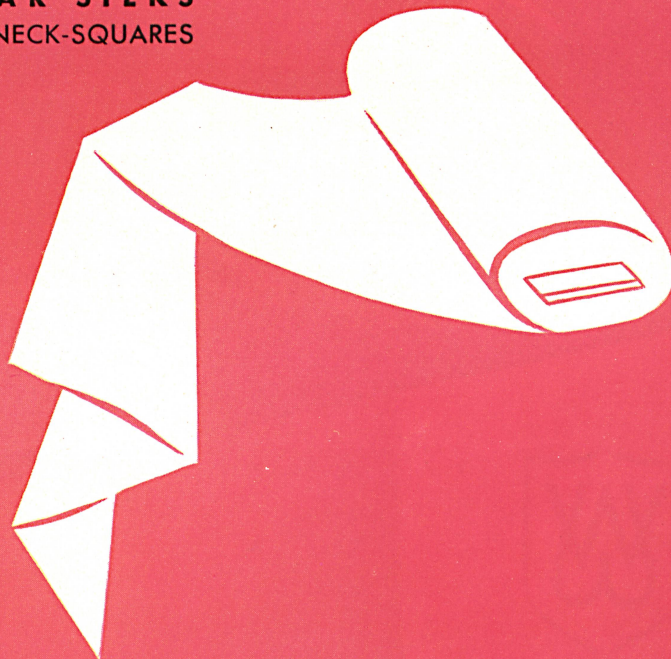
AND LINGERIE

FABRICS FOR CURTAINS

FABRICS FOR BEDCOVERS

**NECKWEAR SILKS**

SCARVES AND NECK-SQUARES





Gärtliches & Steinmann  
RICHTER & STEINMANN

des Firmens zu  
Gärtin des Rosen

Wollen  
Rayon  
Cotton

*Werra*  
LOOK FOR THE CHAMOIS,  
THE REGISTERED TRADE MARK FOR THE  
SPECIALITIES PRODUCED BY THE  
WALLENSTADT WEAVING MILL,  
WALLENSTADT  
COTTON, STAPLE FIBRE, RAYON  
\*



*Plain, fancy  
figured, printed and embroi-  
dered fabrics for curtains,  
dresses and lingerie.  
Scarves, squares  
Collars, jabots.*

# Filtex SA.

FILTEX S.A. ST. GALL SUISSE

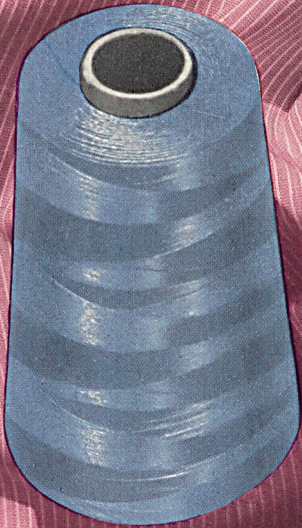


# Honegger & Co Ltd.

ST. GALL

SWITZERLAND

*Manufactures of cotton,  
staple fibre, art. silk tissues  
and handkerchiefs  
plain, coloured woven, printed and embroi-  
dered*



**SALZMANN & CO. ST. GALL**  
DOUBLED COTTON-, STAPLE-FIBRE AND RAYON YARNS  
FOR SHIRTING AND FANCY DRESS GOODS

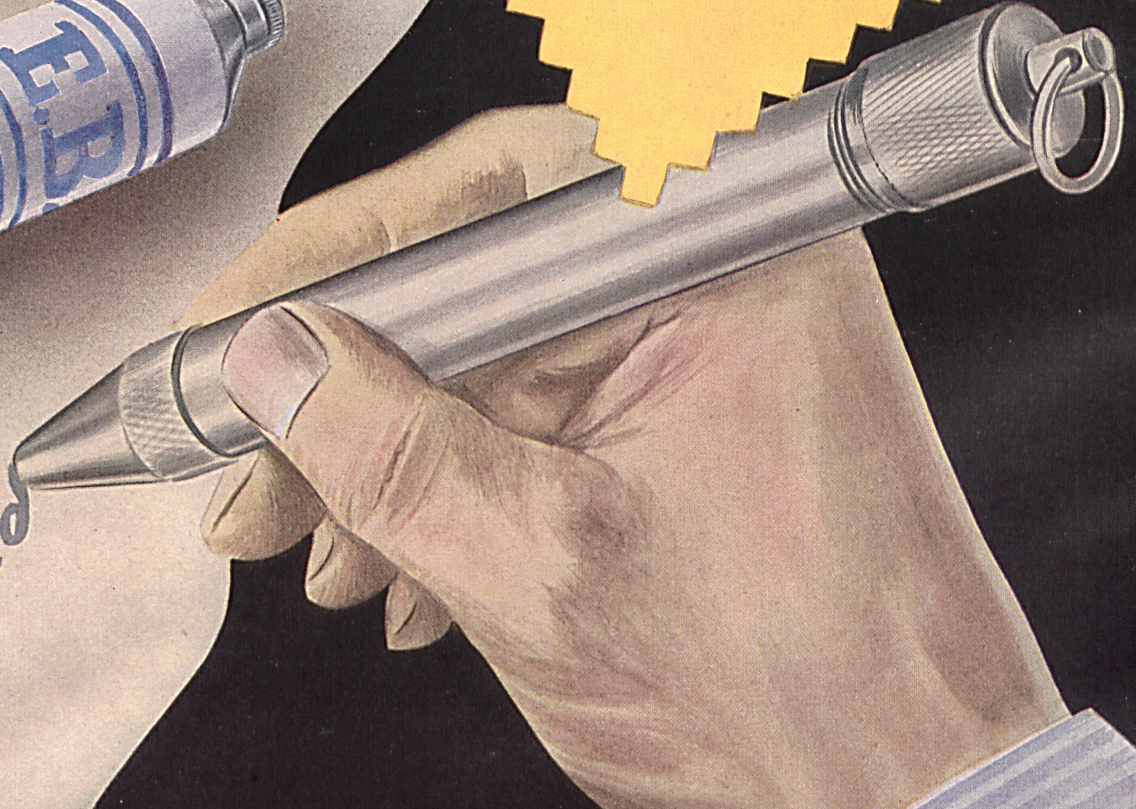
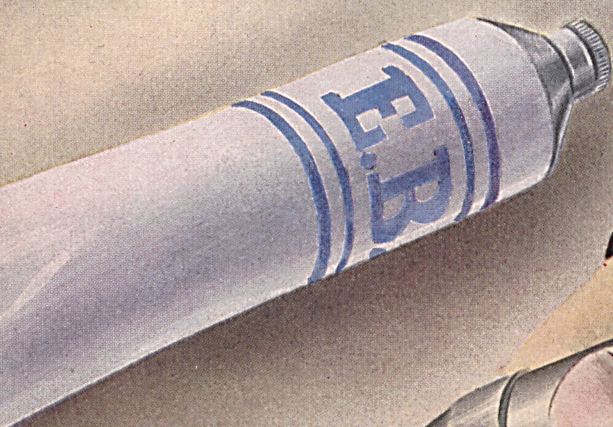


# BRAENDLE

MARKING INKS FOR TEXTILES  
Boiling, bleaching and dye fast.  
OBTAINABLE IN TUBES OR IN  
METALLIC PENCIL FORM.

Red - Yellow - Black - Grey

**E. BRAENDLE**  
MANUFACTURE OF CHEMICAL PRODUCTS  
STAEFA  
(SWITZERLAND)



Braendle



Novelty  
Fabrics  
Fine Cotton  
Hemp Fibre  
Rayon  
**Taco**  
Zwisch LTD



*R. Scheller & Co., Zürich*  
SOIERIES

An advertisement for Reichenbach &amp; Co. The top left shows a close-up of a fabric with a white pattern of stylized palm trees and leaves on a dark background. To the right is a red-bordered tag with a white background. The tag has a logo at the top that says 'Reco' inside a square with radiating lines. Below the logo, the text reads: 'Plain and printed novelty dress materials and lingerie fabrics. Embroideries, laces, dotted Swisses.' At the bottom of the tag, it says 'Cotton, Staple fibre, Rayon.' The background of the advertisement is black. In the bottom right corner, the name 'Reichenbach &amp; Co. St. Gall' is written in a large, white, cursive font. The word 'SCHWARZ' is printed in small letters in the top right corner of the black background.



**METTLER**

& CO. Ltd. ST. GALL.

*Novelties in plain and printed piece goods*

TWO CENTURIES OF TRADITION, QUALITY, AND ELEGANCE

STÜNZI

*More than a Century has passed  
since the first STÜNZI Silks made their bow.*

*Fashions have changed ever and anon  
but essentially STÜNZI Fabrics are what they were  
one hundred years ago . . .*

*reliable . . . beautiful and smart.*

STÜNZI  
HORGEN-ZÜRICH

L O N D O N • P A R I S • N E W Y O R K

B U E N O S A I R E S • M E L B O U R N E • S Y D N E Y • L Y O N

LONDON — 4 GREAT PORTLAND ST.

PARIS — 101 RUE RÉAUMUR

NEW YORK — 1400 BROADWAY

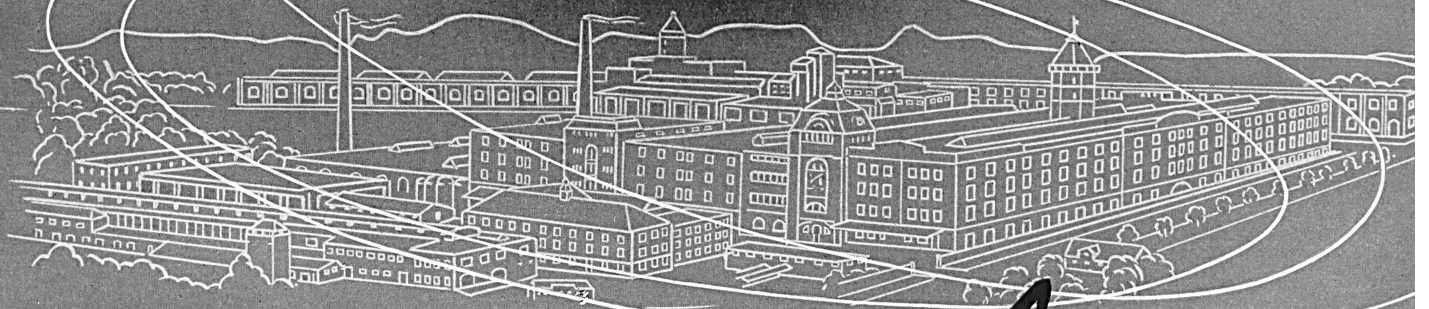
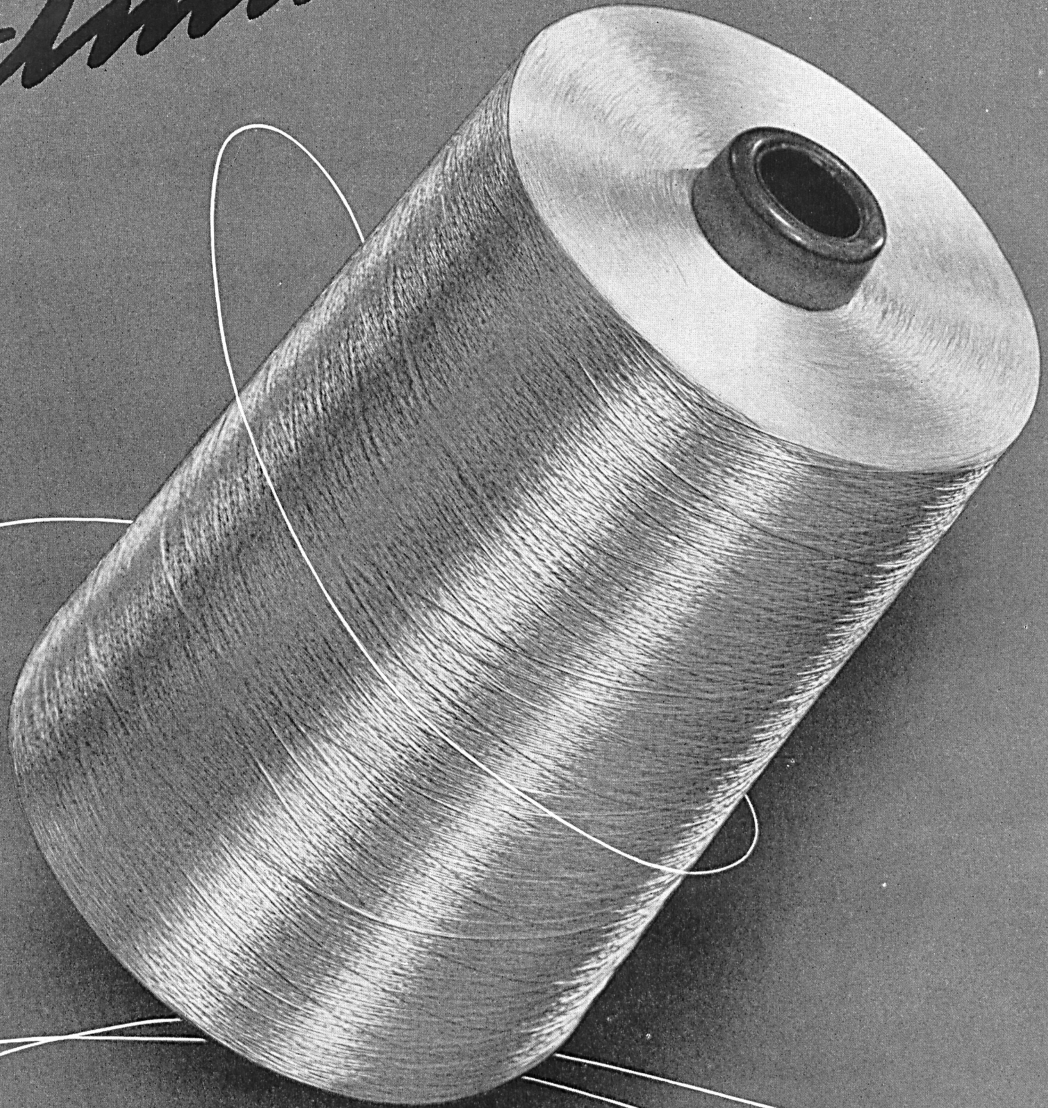
BUENOS AIRES — 840 VICTORIA

MELBOURNE — 318 FLINDERS LANE

SYDNEY — 77 YORK ST.

LYON — 9 QUAI DE RETZ

*Feldmühle*



*Korschach*

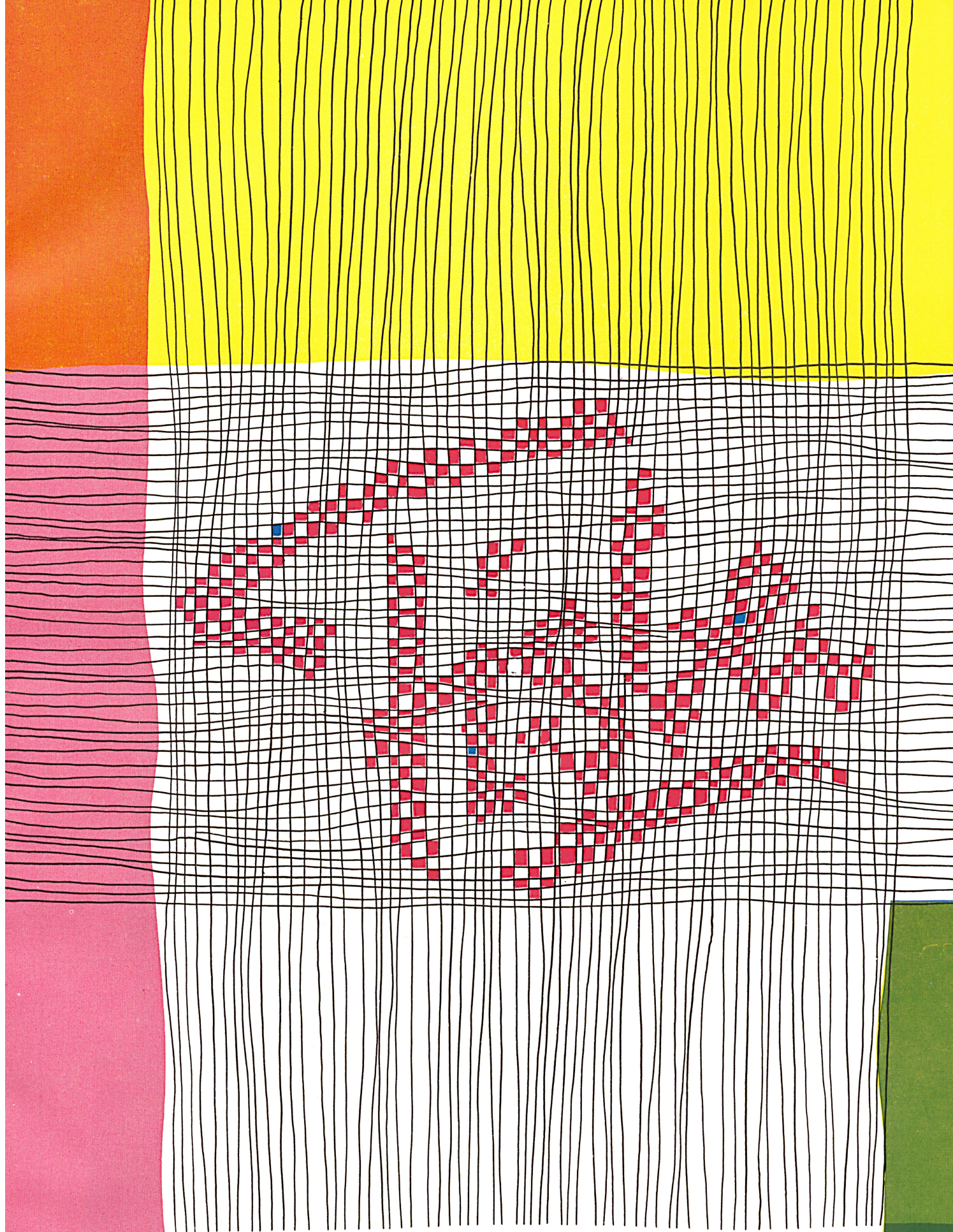
*Schweiz - Suisse - Switzerland*

RAYON YARNS

RAYON STAPLE

TRANSPARENT PAPER





*Christian Fischbacher Co. St. Gall*

COTTON, RAYON, STAPLE-FIBRE FABRICS, ETC., HANDKERCHIEFS EMBROIDERED FABRICS

# Hugo Gutmann

MANUFACTURE OF SILK FABRICS

**ZURICH** 18, Peterstrasse

**RAYON LININGS**

FOR READY-MADE CLOTHING

**RAW FABRICS**

FOR PRINTING

**CURTAIN FABRICS**

## Fenner

LES FILS DE ADOLF FENNER

ZURICH

FOUNDED 1873

*Woollen fabrics Silk fabrics  
Novelties*

## Schneidinger Brothers Zurich

### Wysada

SILK MANUFACTURERS

Exclusive printed Novelties,  
plain and Fashion fabrics in Silk,  
Rayon and Staple fibre

## Max Heinzelmann & Co

MANUFACTURE AND EXPORT

**St.Gall**

**Piece goods:**

Tissue and woollen Jersey Fabrics

**Clothing for ladies:**

Dresses, Blouses, Skirts, Jersey-Jackets



LIMITED

**A. & R. MOOS**

WEISSLINGEN-ZURICH

\*

SPINNERS DYERS WEAVERS  
FINISHERS

\*

TISSUES FOR  
FURNITURE AND CURTAINS

\*

TISSUES FOR BLOUSES AND DRESSE

\*

POPLINS FOR SHIRTS AND PYJAMA

\*



100 YEARS

*Naef frères*

SILK MILLS FORMERLY  
NAEF BROTHERS LTD. ZURICH



**Wetawell**

**WOVEN FABRIC**

**BAUMWOLL-SPINNEREI UND -WEBEREI – WETTINGEN**

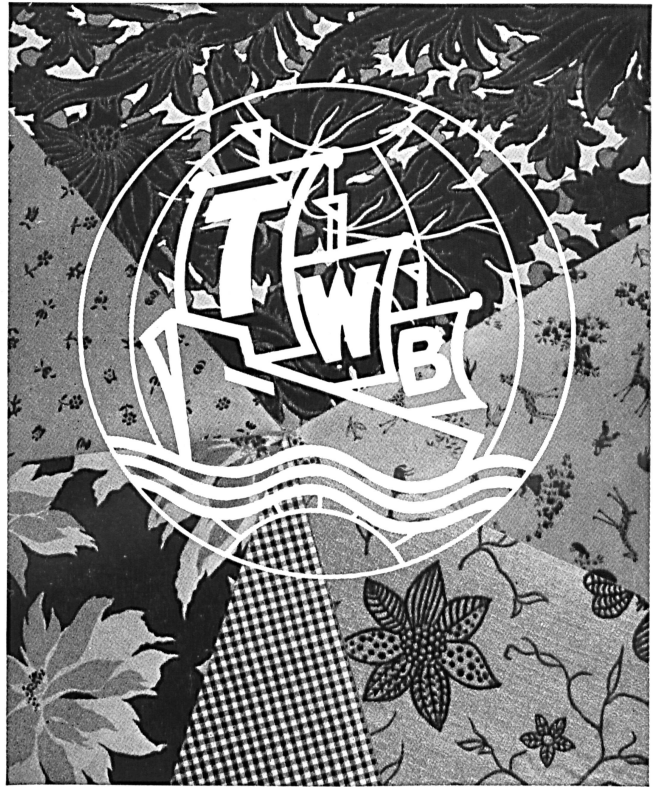
# AMETCO

African and Middle East  
Trading Co., Ltd.

## ZURICH

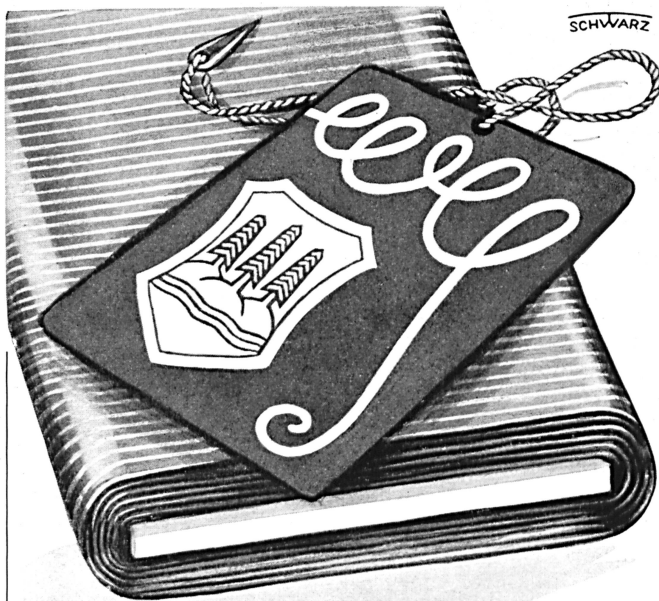
Cables: Swissametco  
P. O. Box: Fraumünster

*Plain, fancy and printed piece-goods, ladies' underwears and dresses, blouses, stockings, scarves, mufflers, ties, table linen and textiles of every description*



## *Terweba*

fabrics of cotton, staple-fibre, rayon, bleached, dyed, printed.  
SCHLEGEL & CO. Nachfolge Textilwerke AG. BASLE

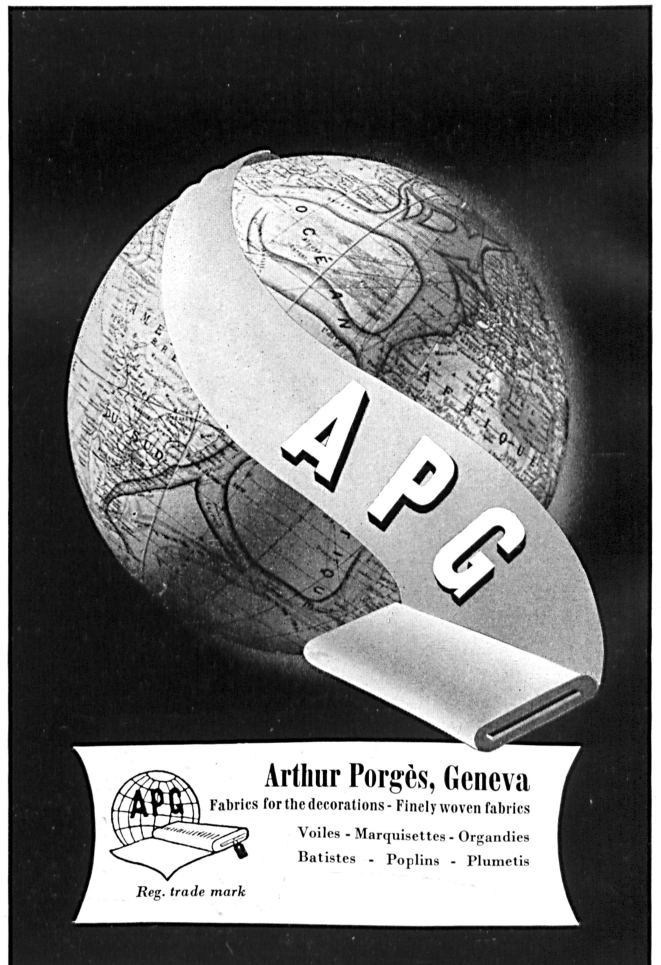


**POPLINS + ZEPHIRS**  
FOR GENTLEMEN'S SHIRTS  
FABRICS FOR APRONS AND DRESSES

COLOURED WEAVERS BLEACHERS DYERS FINISHERS

## WEAVING SIRNACH

SIRNACH (TG) SWITZERLAND



### Arthur Porgès, Geneva

Fabrics for the decorations - Finely woven fabrics

Voiles - Marquises - Organdies  
Batistes - Poplins - Plumetis

Reg. trade mark



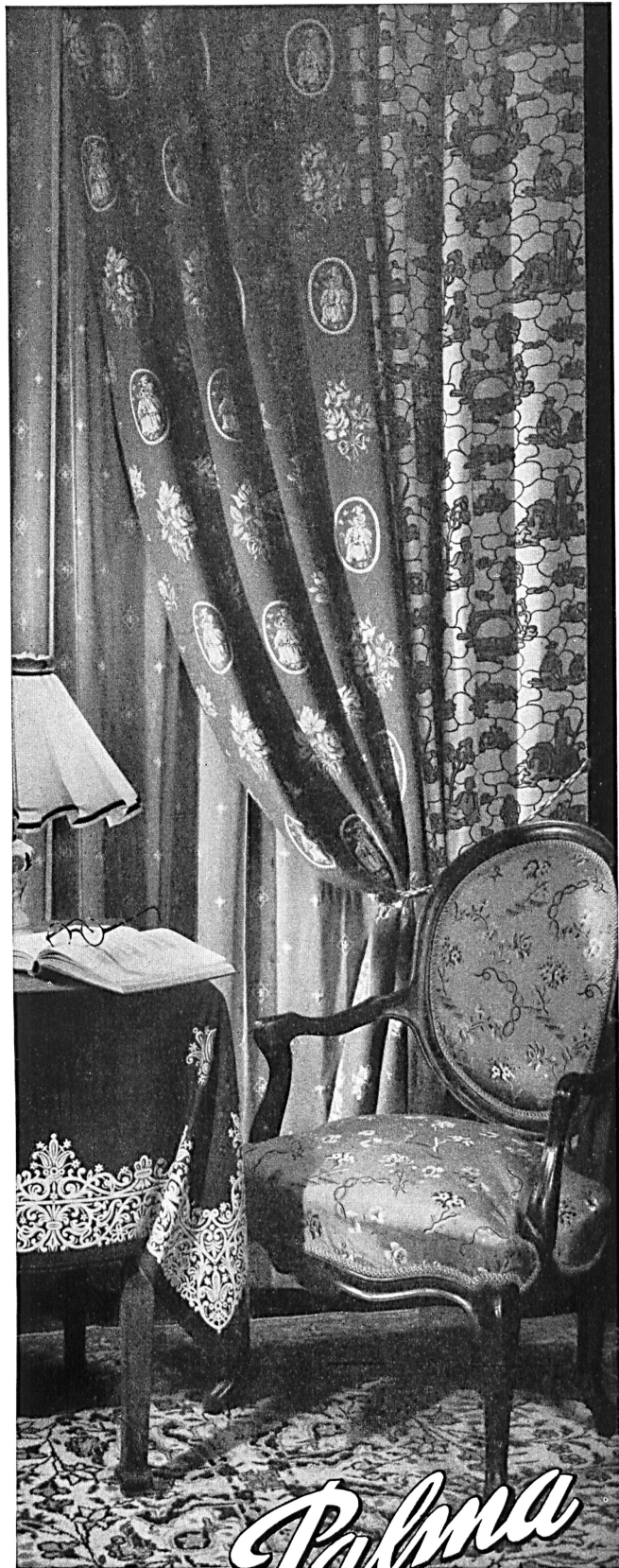
**ENDERLE SA  
ZURICH**

Exporters of all kinds of pure and rayon silk, mixed fabrics



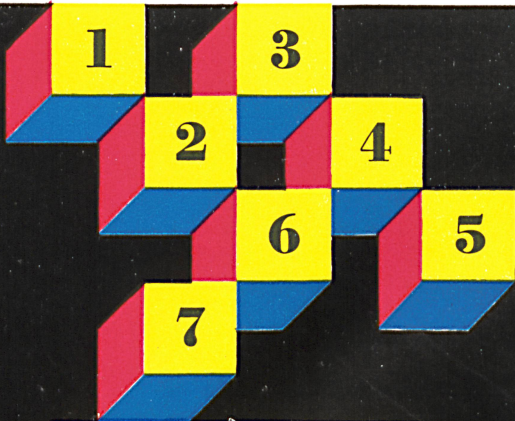
**W. SARASIN & CO. Ltd.**  
**BASLE**

*Ribbons of any description*



**Palma**  
**ZURICH (SUISSE)**

Style curtains or with new designs, printed, embroidered and Jacquard weaves.  
Printed table-covers, light and laundry resistant.



**8** Mills  
 are  
 spinning  
 weaving and  
 finishing  
 cotton  
 rayon and  
 spun rayon  
 novelty fabrics  
 for you

*Stoffel*

STOFFEL & CO.



ST. GALL

See pages  
 59 and 112

ROLF RAPPAZ VSG/SWB

# GRIEDER & CO.

Import - Export

ZURICH



TRADE-MARK

Silks, Novelties  
 Couture

## Ostertag, Hausamann & Co.

Successors to Pongees S.A.

Zurich Lyon  
 London New York  
 Paris  
 Yokohama  
 Shanghai

*Export*

*of silk-, spunsilk-, rayon-,  
 staple-fibre and cotton  
 piece goods*

Ribbons  
Velvet Ribbons  
Scarves



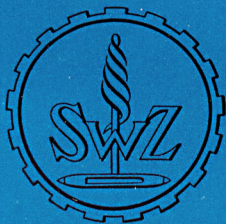
*Trade-mark*

VISCHER & C<sup>o</sup>

BASLE I (Switzerland)

Founded 1713

SPINNING &  
WEAVING  
MILLS  
ZUG



J.U.  
GYGLI



PAUL  
SCHAFHEITL & CO.

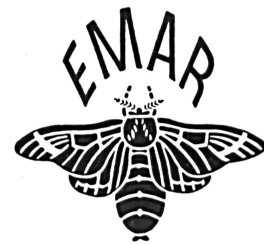
BASTEIPLATZ 10 ZURICH

SILK MANUFACTURE

PLAIN AND PRINTED  
NOVELTY FABRICS

## Hirzel & Co., Ltd.

- Striped and plaid novelties in silk, rayon and staple fibre fabrics
- Handkerchiefs in silk and rayon
- Modern designs for ladies and children umbrella fabrics



## EMAR ZURICH

*Silk Manufacturers Ltd.* (Etablissements Muller-Staub & Adliswil Réunis)

FABRICS FOR LADIES' DRESSES AND LINGERIE



### NECKWEAR TISSUES

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

# S. J. Bloch Son & Co. Ltd.

## ZURICH

Novelties in silk and rayon Fabrics



# A Cocktail

ALWAYS THE LATEST NOVELTIES IN STAPLE - FIBRE AND RAYON



*H. Gut & Co L.T.L.*  
SILK MANUFACTURE  
ZURICH

SCHWARZ



BÉGÉ, THE BRAND FOR UNCRUSHABLE  
AND LAUNDRY-RESISTANT RAYON

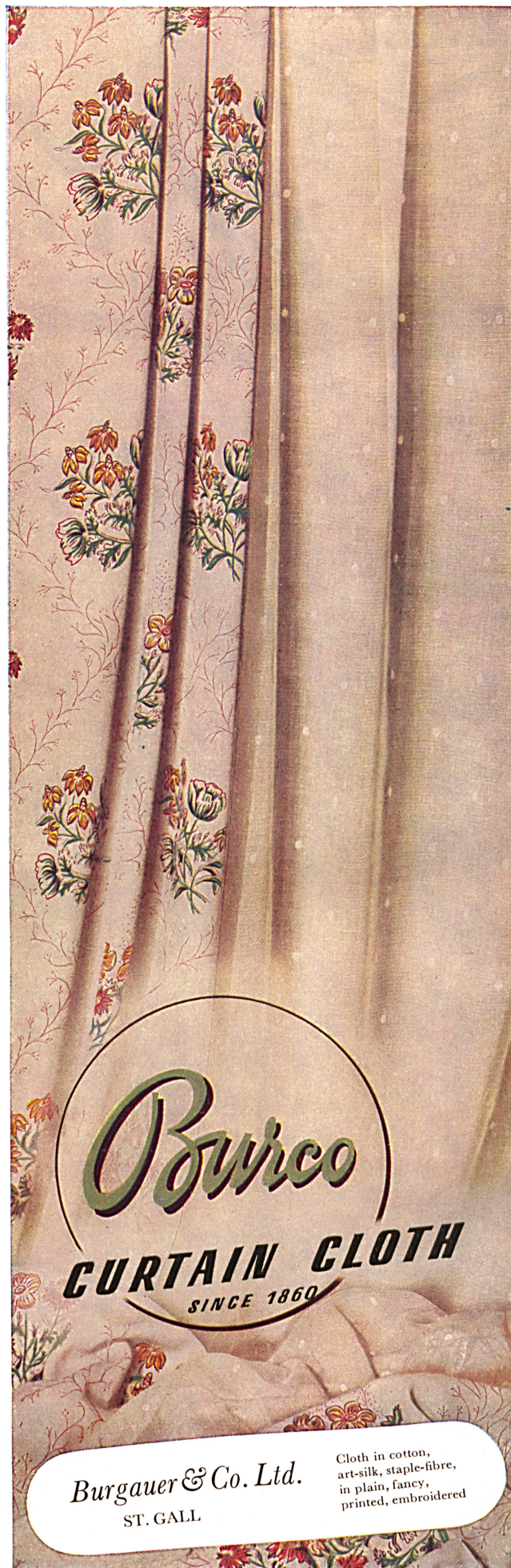
# bébé

Specialities: Rayon, Staple Fibre and Cotton  
Novelty Fabrics, plain and dyed

**BERTHOLD GUGGENHEIM - ZURICH**

TELEPHONE 28 78 14 / 15 / 16

TELEGRAMS: BEGUGG



*Burgco*

**CURTAIN CLOTH**  
SINCE 1860

*Burgauer & Co. Ltd.*  
ST. GALL

Cloth in cotton,  
art-silk, staple-fibre,  
in plain, fancy,  
printed, embroidered





*Rayolan*

**BOSSHARD-BÜHLER+CO. AG.**  
*Wetzikon*  
ZÜRICH