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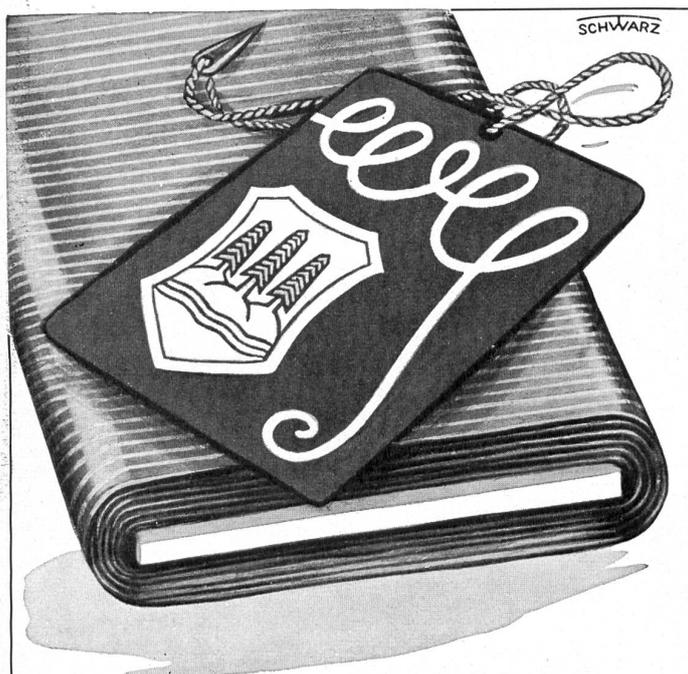
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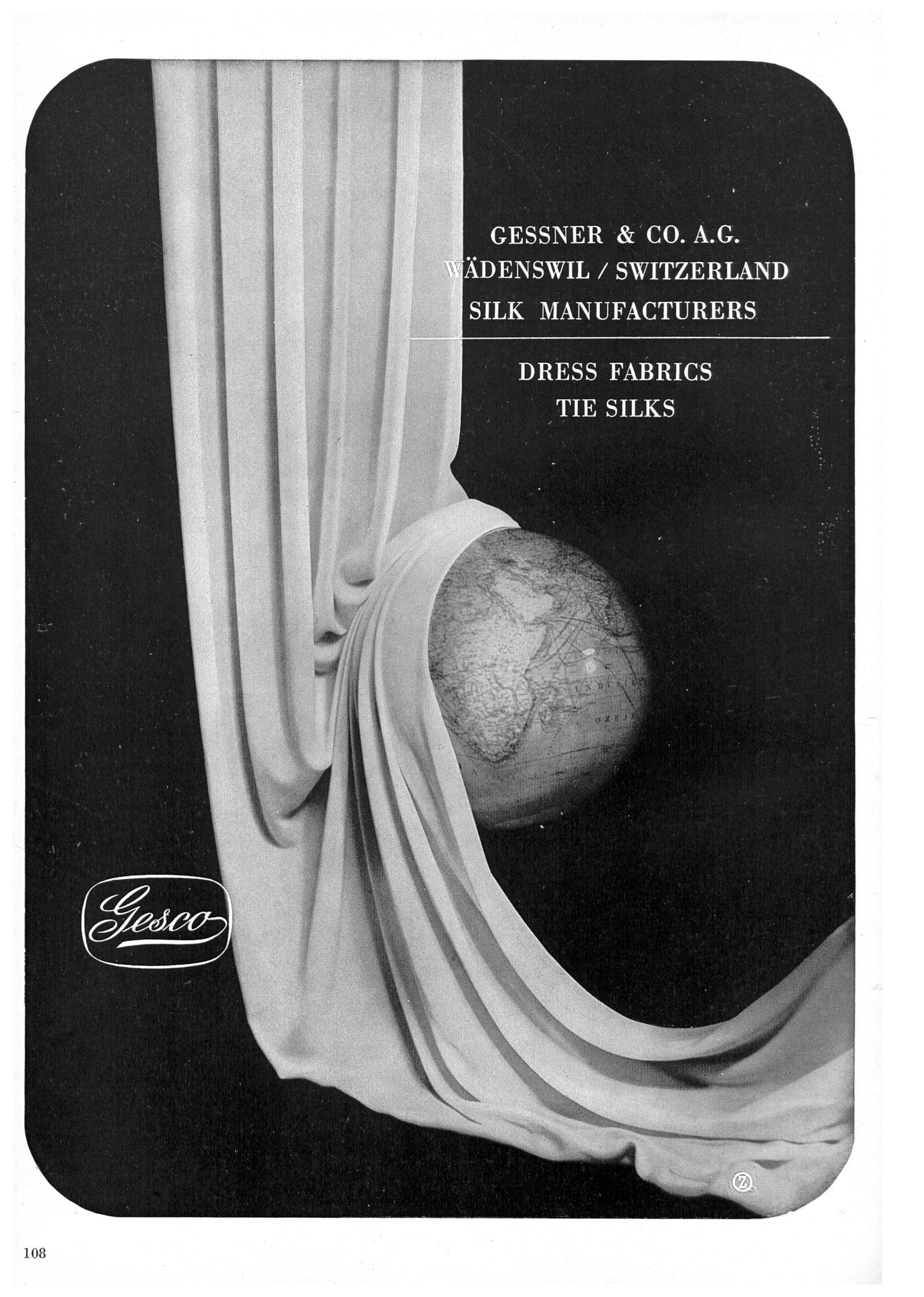


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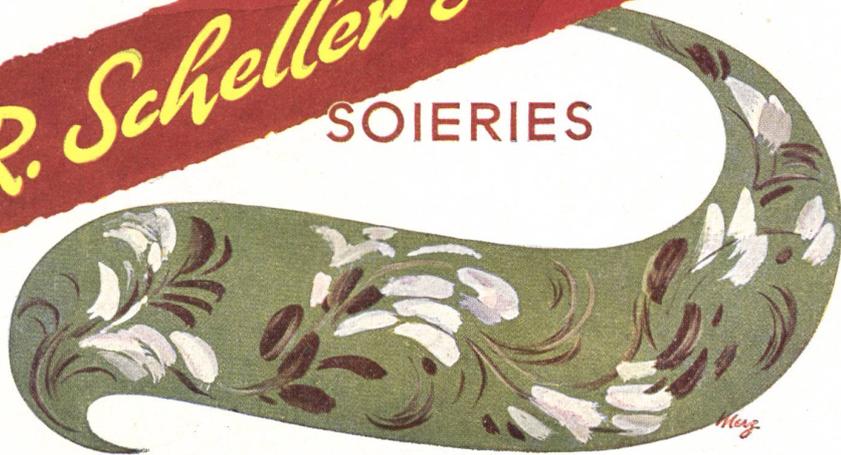
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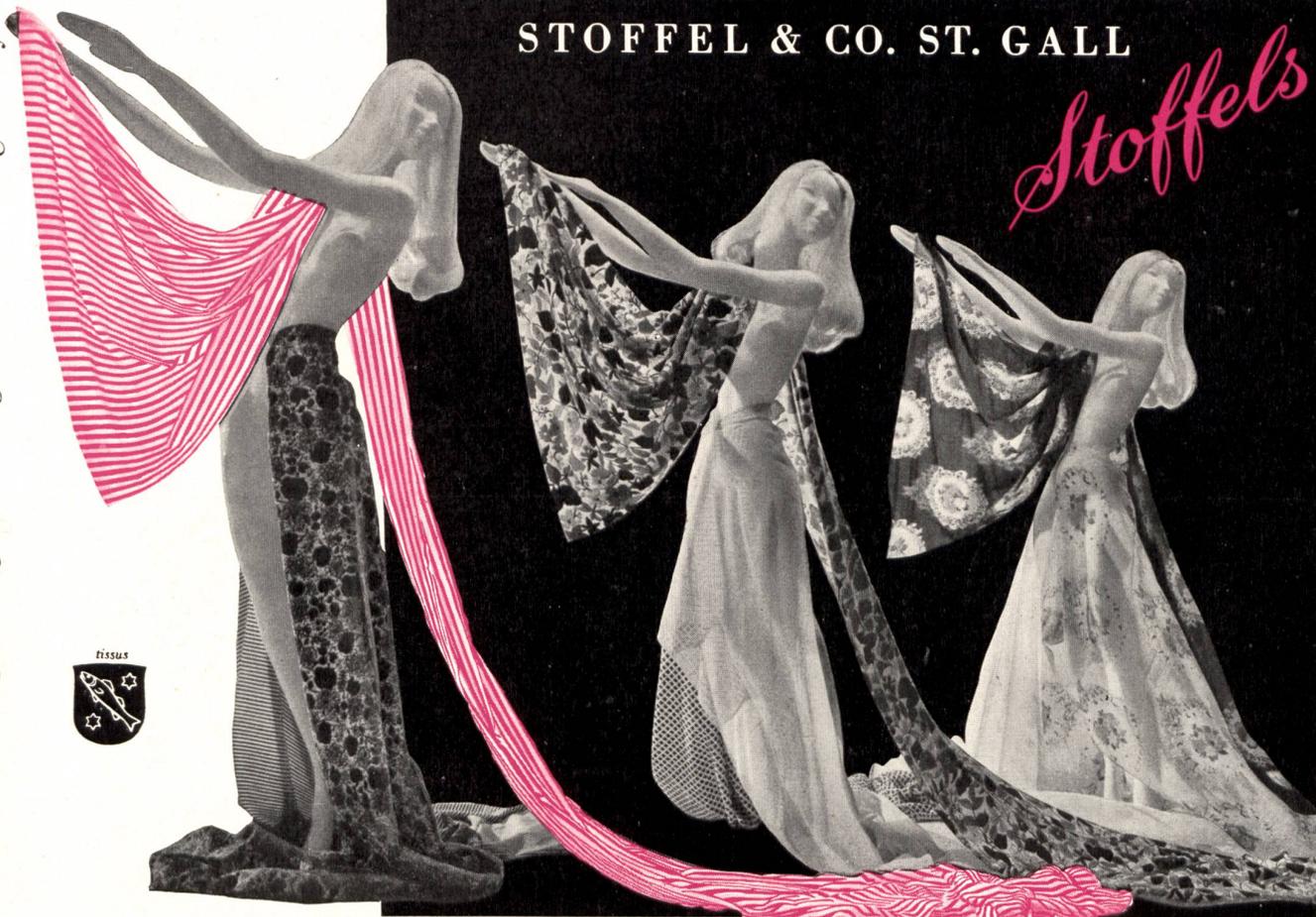


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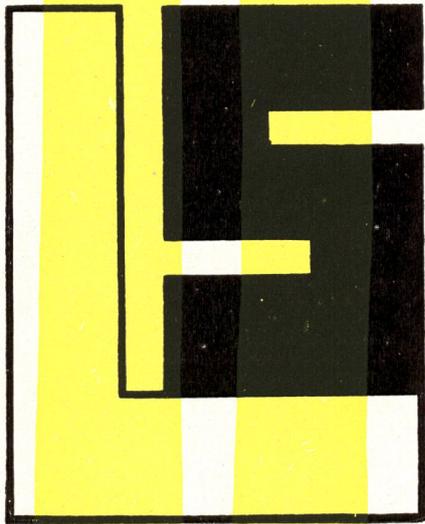
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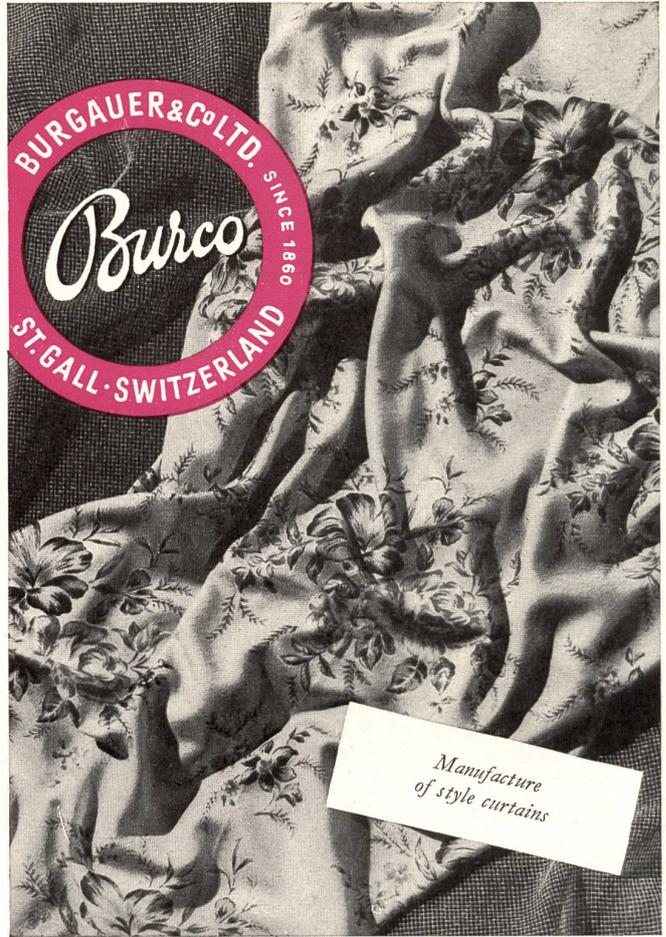
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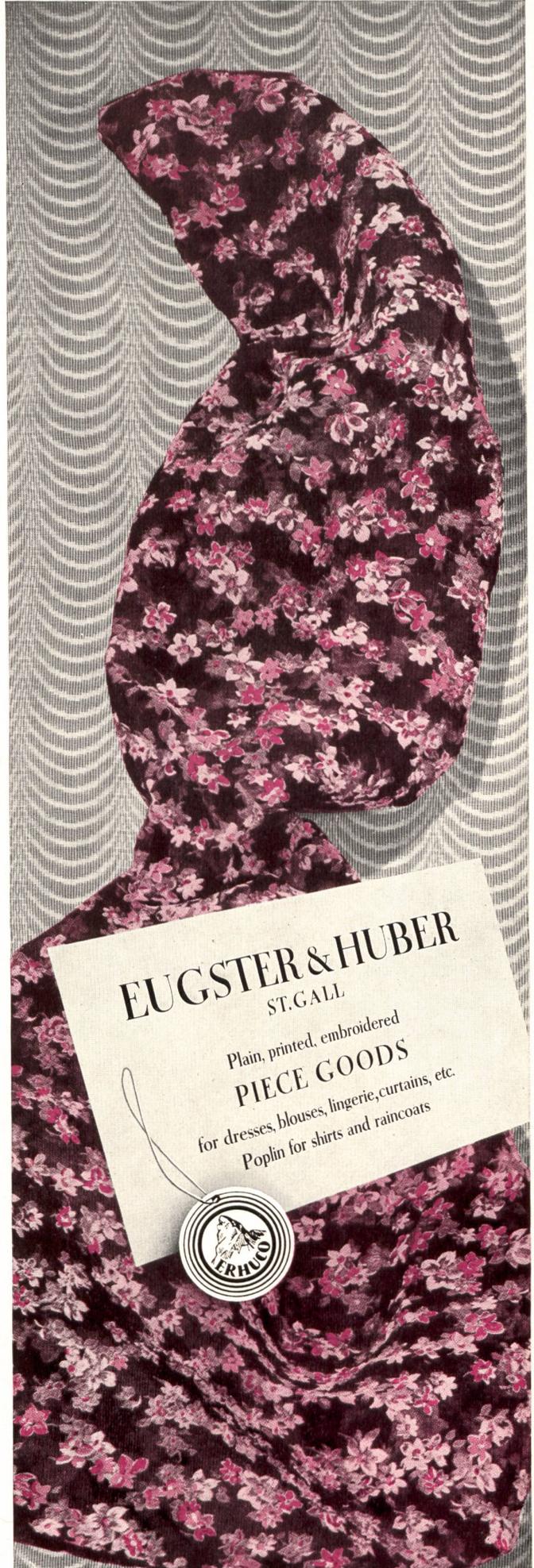
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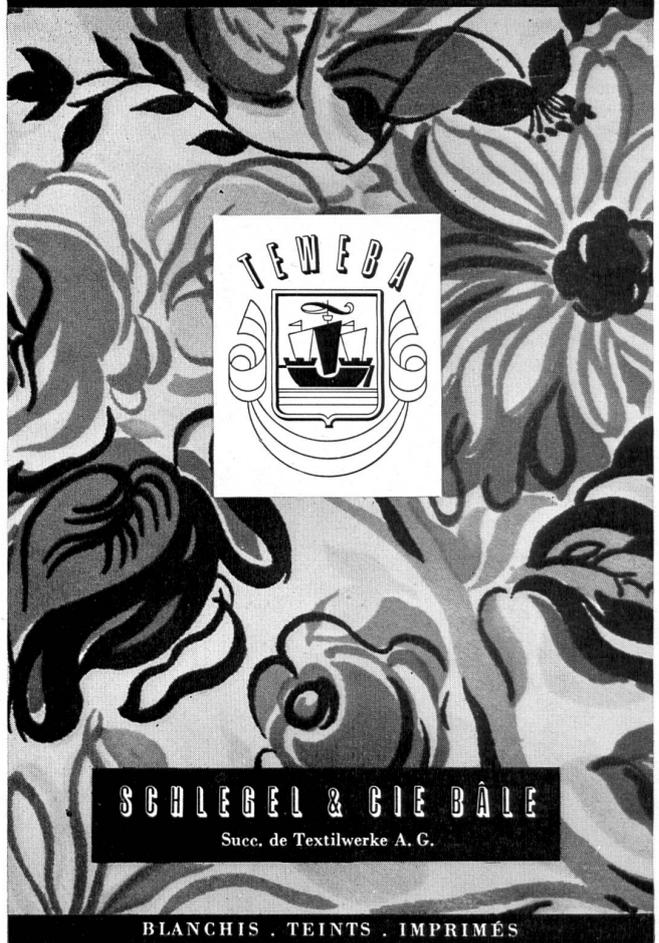
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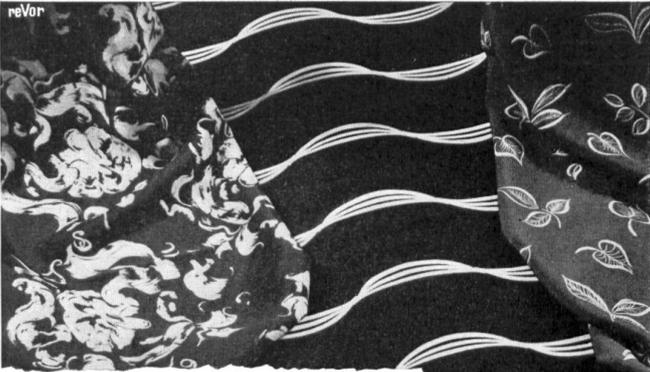
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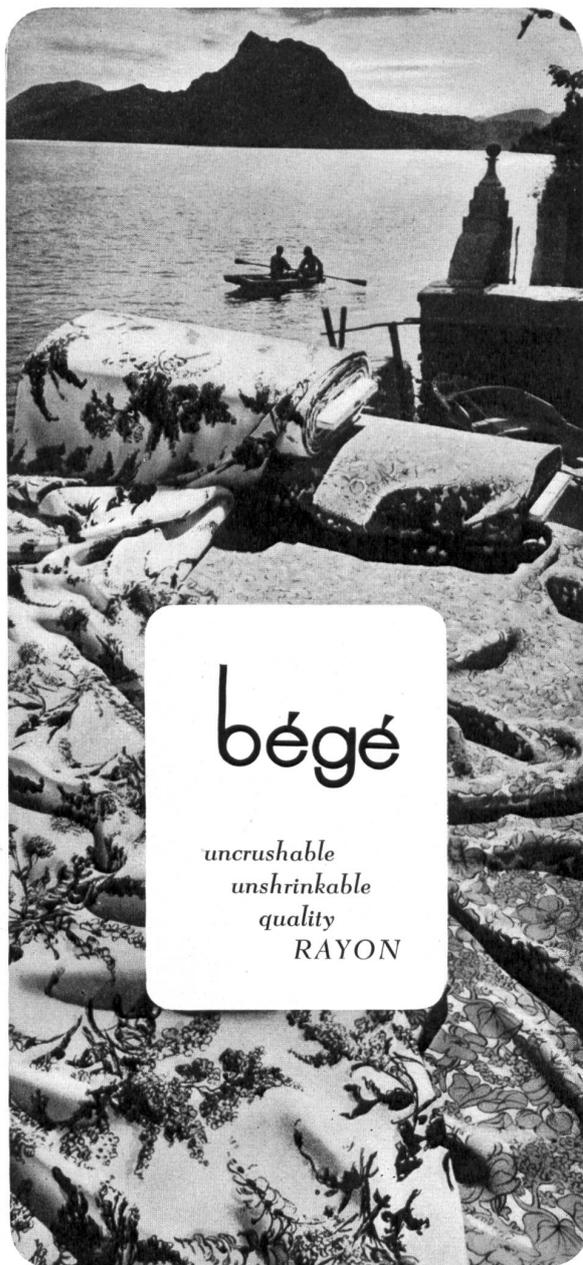
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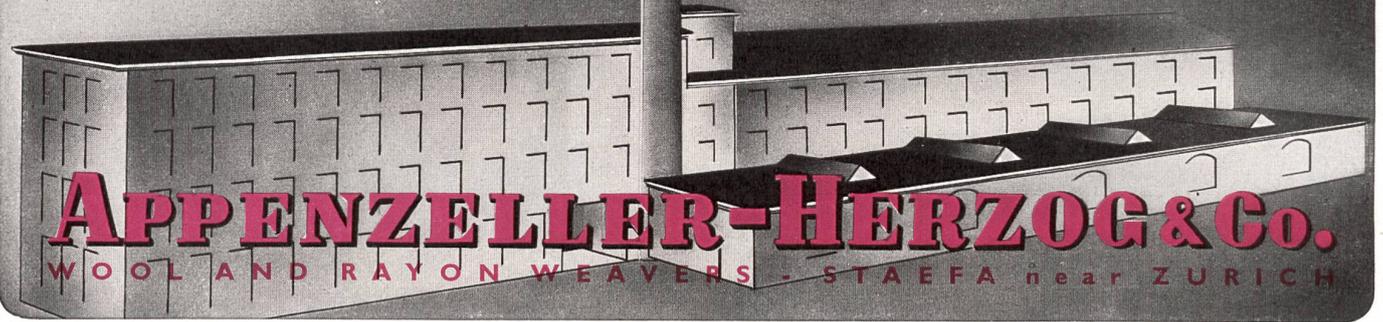
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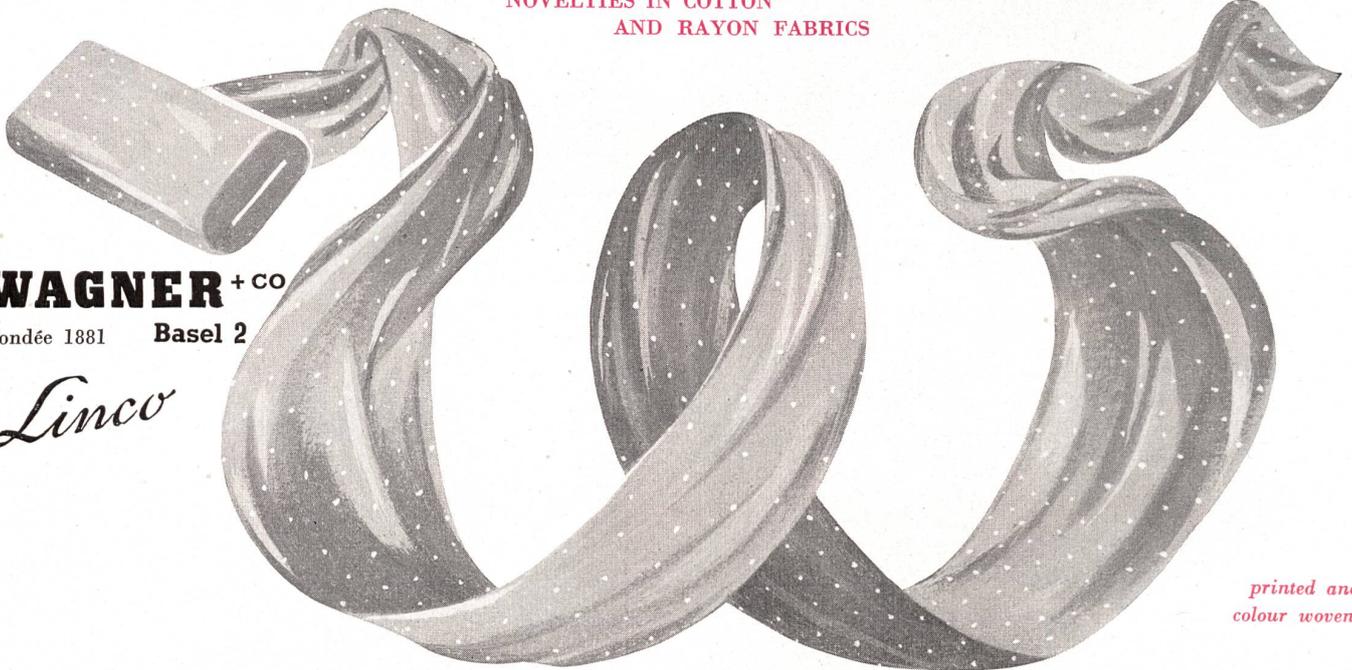
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Index des annonceurs et des maisons mentionnées dans la partie rédactionnelle

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

Verzeichnis der Inserenten und der im redaktionellen Teil erwähnten Firmen

BAS ÉLASTIQUES, SOUTIEN-GORGE, GAINES — RUBBER STOCKINGS, BRASSIERES, GIRDLES — MEDIAS ELASTICAS, SOSTENES, FAJA — GUMMISTRÜMPFE, BÜSTENHALTER, SCHLÜPFER

Kundt & Cie, Elgg	132
Paul Virchaux, St-Blaise	103, 131

BOUTONS — BUTTONS — BOTONES — KNÖPFER

Grämiger Frères S. A., Bazenheid	130
Kaspar Humbel, Uetikon a. See	120
Rix S. A., Zurich	130

BRODERIES ET DENTELLES — EMBROIDERIES AND LACES — BORDADOS Y ENCAJES — STICKEREIEN UND SPITZEN

Bischoff & Muller S. A., St-Gall	96, 97, 121
Forster Willi & Cie, St-Gall	35, 38, 40, 41, 46, 47, 101, 119
Aug. Giger & Cie, St-Gall	45, 47, 48, 50
Charles Gorini, St-Gall	111
Hausamann & Co., Winterthur	20
Theodor Locher, St-Gall	124
E. Mettler-Muller S. A., Rorschach	102, 118
Alfred Metzger & Cie, St-Gall	39
L.-B. Meyer & Cie, St-Gall	99
Jul. Michel & Cie, Zurich	98
J.-G. Nef & Cie, Herisau	43
Reichenbach & Cie, St-Gall	12
Jacob Rohner S. A., Rebstein	125
Walter Schrank & Cie, St-Gall	44, 120
Oscar Stäheli & Cie, St-Gall	102, 117
Ed. Sturzenegger S. A., St-Gall	123
Union S. A., St-Gall	42, 48, 49, 50, 119

CHAPEAUX — HATS — SOMBREROS — HÜTE

E. Baehler Berne S. A., Berne	87
-------------------------------------	----

COLORANTS — DYESTUFFS — COLORANTES — FARBSTOFFE

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

CONFECTION — READY-MADE CLOTHES — CONFECCION — KONFEKTION — CHEMISES — SHIRTS — CAMISAS — HEMDEN

Algo S. A., Zurich	63
Ametco S. A., Zurich	110
Beltex S. A., Arzo (Tessin)	139
E. Braunschweig & Cie S. A., Zurich	1, 2, 68
Karl Brüderlin, Gelterkinden	131
El-El S. A., ci-devant Léon Lévy & Cie, Zurich	6
Arthur Guex S. A., Zurich	103, 140
Max Heinzelmann & Cie, St-Gall	126
Kleinberger & Cie, St-Gall	129
Walter Kriesemer & Cie, St-Gall	128
E. Kneubühler, Zofingue	140
F. Kurt S. A., Olten	104, 127
Macola S. A., Zurich	1, 3, 65, 67
Willy Meyer S. A., Zurich	1, 4, 64, 66
Respolco S. A., Zurich	134
Sanco S. A., Zurich	138
Schaub & Cie, Zofingue	127
Schellenberg, Sax & Cie S. A., Trübbach	133
S. A. Jacob Scherrer, Romanshorn	117
Arthur Schibli S.A., Genève	5, 69

CRAVATES — NECKTIES — CORBATAS — KRAWATTEN

Ametco S. A., Zurich	110
Manufacture de Cravates Croix d'Or S. A., Genève	95, 138
Ferrin, Valon & Cie, Genève	95, 138
Hans Kägi & Cie, Zurich	95, 140
S. Kirschner, Zurich	94, 140
Charles Malignon, Genève	138

DIVERS — MISCELLANEOUS — DIVERSOS — VERSCHIEDENES

A. Staub & Cie (couvre-lits, counterpanes, colchas, Steppdecken), Seewen	123
--	-----

ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ÉCHARPES — SCHARPEN UND VIERECKTÜCHER

Ametco S. A., Zurich	110
F. Blumer & Cie, Schwanden	91
Rudolf Brauchbar & Cie, Zurich	10
Albin Breitenmoser S. A., Appenzell	100, 122
Ferrin, Valon & Cie, Genève	138
Christian Fischbacher Co., St-Gall	23
Hans Kägi & Cie, Zurich	140
Neuburger & Burgauer, Zurich	92
Aktiengesellschaft für Seidenwaren, Zurich	93
Siber & Wehrli S. A., Zurich	8
Stoffel & Cie, St-Gall	109
Arthur Vetter, Zollikon	113
Vischer & Cie, Bâle	112
Winzler, Ott & Cie S. A., Weinfelden	28

ÉCOLE DE MODE — FASHION-SCHOOL — ESCUELA DE MODA — MODESCHULE

Ecole de mode Friedmann, Zurich	133
---------------------------------------	-----

FIBRANNE ET RAYONNE — STAPLE-FIBRE AND RAYON — FIBRANA Y RAYON — ZELLWOLLE UND KUNSTSEIDE

Feldmühle S. A., Rorschach	31
Société de la Viscose Suisse S. A., Emmenbrücke	III

FILÉS — YARNS — HILADOS — GARNE

Bäumlin, Ernst & Cie, St-Gall	134
Ernest Braschler, Zurich	110
E. Mettler-Muller S. A., Rorschach	122
Salzmann & Co., St-Gall	15
Société Industrielle pour la Schappe, Bâle	27
Textil-Export S. A., St-Gall	137
R. Zinggeler, Zurich	137
Zwicky & Cie, Wallisellen	136

FILS, RUBANS ET TISSUS ÉLASTIQUES — ELASTIC YARNS, RIBBONS AND FABRICS — HILOS, CINTAS Y TEJIDOS ELASTICOS — ELASTISCHE FÄDEN, BÄNDER UND GEWEBE

Elastic S. A., Bâle	123
Ganzoni & Cie S. A., St-Gall	134
Oscar Haag, Kunsnacht-Zurich	105, 118

FILS A COUDRE — SEWING THREADS — HILOS DE COSER — NAHFÄDEN

E. Mettler-Muller S. A., Rorschach	122
Zwicky & Cie, Wallisellen	136

MONTRES — WATCHES — RELOJES — UHREN

Manufacture des Montres Doxa, Le Locle	90, 118
--	---------

MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS — TASCHENTÜCHER

Albin Breitenmoser S. A., Appenzell	100, 122
Christian Fischbacher Co., St-Gall	23
Charles Gorini, St-Gall	111
Joseph Heeb S. A., Appenzell	122
Hirzel & Cie S. A., Zurich	106
Honegger & Cie S. A., St-Gall	21
Kleinberger & Cie, St-Gall	124
Oertle & Cie, Teufen	124
Sailer & Schoensleben, St-Gall	100
Ed. Sturzenegger S. A., St-Gall	123
Union S. A., St-Gall	119

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

Grossmann & Cie, Thalwil	135
--------------------------------	-----

RUBANS — RIBBONS — CINTAS — BÄNDER

W. Sarasin & Cie S. A., Bâle	111
Senn & Cie S. A., Bâle	24
Vischer & Cie, Bâle	112

TEINTURIERS, IMPRIMEURS, FINISSEURS — DYERS, PRINTERS, FINISHERS — TINTOREROS, ESTAMPADORES, APRESTADORES — FÄRBER, DRUCKER, APRETEURE

Heberlein & Co. A.-G., Wattwil.....	32
Winzeler, Ott & Cie S. A., Weinfelden	28

TISSUS DE COTON, LAINE, SOIE, RAYONNE ET FIBRANNE — COTTON, WOOL, SILK, RAYON AND STAPLE-FIBRE FABRICS — TEJIDOS DE ALGODON, LANA, SEDA, RAYON Y FIBRANA — STOFFE AUS BAUMWOLLE, WOLLE, SEIDE, KUNSTSEIDE, ZELLWOLLE

Albrecht & Morgen, St-Gall	26, 85
Ametco S. A., Zurich	110
Appenzeller-Herzog & Cie, Staefa-Zurich	116
Jacob Baenziger S. A., St-Gall	116
Baer, Moeteli & Cie, Winterthur	106
Les Fils d'Adolphe Bloch, Zurich	14, 78
S.-J. Bloch Fils & Cie S. A., Zurich	110
Bosshard-Bühler & Cie S. A., Wetzikon	11, 60
Rudolf Brauchbar & Cie, Zurich	10, 57
Burgauer & Cie S. A., St-Gall	112
Emar S. A., Zurich	30, 56
Enderle S. A., Zurich	83, 115
Eugster & Huber, St-Gall	113
Les Fils d'Adolf Fenner, Zurich	114
Christian Fischbacher Co., St-Gall	23, 77
J. & A. Gardiol, Genève	82
Gattiker et Steinmann, Richterswil	29
Gessner & Cie S. A., Zurich	108
Charles Gorini, St-Gall	111
Grieder & Cie, Zurich	117
Berthold Guggenheim, Zurich	82, 115
H. Gut & Cie S. A., Zurich	107
Hugo Gutmann, Zurich	110
Hausamann & Cie, Winterthur	20
Heer & Cie S. A., Thalwil	9, 53, 54
Joseph Helm & Cie, Zurich	117
Hirzel & Cie S. A., Zurich	106
Honegger & Cie S. A., St-Gall	21
A. Huber & Cie, Gossau	136
Max Kirchheimer, Zurich	106
Erwin Landolt S. A., Zurich	30
Leemann & Schellenberg S. A., Zurich	112
Mettler & Cie S. A., St-Gall	18, 80
Société Anonyme A. & R. Moos, Weisslingen	22, 84

Fabrique de soieries ci-devant Edwin Naef S. A., Zurich	13
Tissage de soieries ci-devant Naef Frères S. A., Zurich	7, 55
Palma & Cie, Zurich	114
Arthur Porgès, Genève	111
Rayoneta S. A., Zurich	83, 111
Reichenbach & Cie, St-Gall	12, 81
Gottfried Schaefer, Zurich	133
R. Scheller & Cie, Zurich	109
Schlegel & Cie, Bâle	83, 114
Schneidinger Frères, Zurich	115
Karl Schoch & Cie, Zurich	25
Robt Schwarzenbach & Cie, Thalwil	59
Siber & Wehrli S. A., Zurich	8
A. Tischhauser & Cie, Teufen près St-Gall	28, 86
Tissage Sirnach, Sirnach	106
Stehli & Cie, Zurich	58
Stoffel & Cie, St-Gall	36, 79, 109
S. A. Stünzi Fils, Horgen	11
Sturzenegger & Tanner & Cie S. A., St-Gall	120
Taco S. A., Zurich	17
Jules von Tobel & Cie, Zurich	26
Wagner & Cie, Bâle	116
Weberei Wallenstadt, Wallenstadt	16
M. Weiss & Cie S. A., Zurich	113
Baumwollspinnerei & -Weberei, Wettingen	19
Winzeler, Ott & Cie S. A., Weinfelden	28

TRESSÉS DE PAILLE — STRAW BRAIDS — TRENZAS DE PAJA — STROHGEFLECHTE

Jacques Isler & Cie S. A., Wohlen	88
Staeger & Cie S. A., Villmergen près Wohlen	89

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

S. A. ci-devant W. Achtnich & Cie, Winterthur	128
Ametco S. A., Zurich	110
Hochuli & Cie, Safenwil	103, 131
H. Kiene, Kreuzlingen	126
Tricotage Suisse Lehmann S. A., Langenthal	105, 126
Manufactures de Bas Réunies S. A., Flawil-St-Gall	135
Felix S. Meyerstein, Zurich	104, 127
Ruegger & Cie, Zofingue	105, 132
Ruepp & Cie S. A., Sarmenstorf	70
Straehl & Cie S. A., Zofingue	134
Vollmøller, Uster	130
Pius Wieler Fils, Kreuzlingen	132

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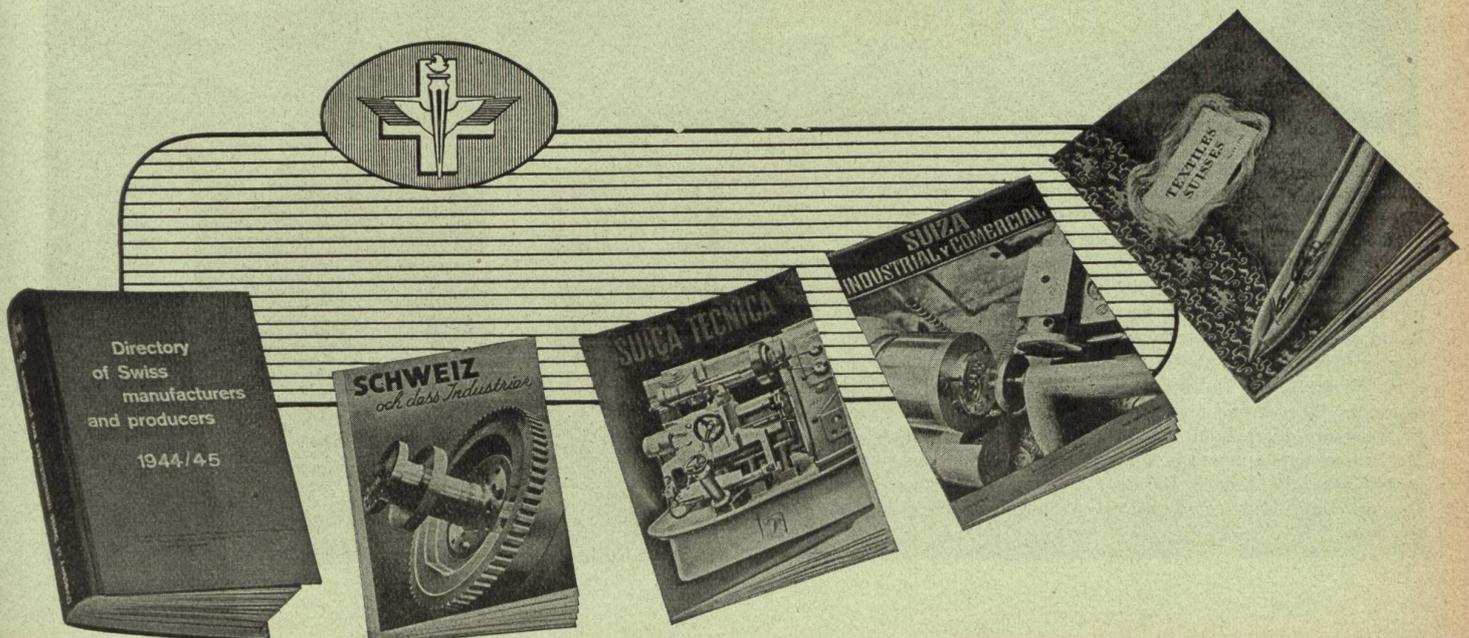
Swiss Office for the Development of Trade

Editorial Department

Place de la Riponne 3

LAUSANNE

Telephone 3 73 31



The Swiss Association of Woollen Fabric Manufacturers

has just published its Annual Report for 1946, an extremely well written work, from which we have pleasure in giving the following interesting points. The Association is subdivided into three groups : woollen cloth manufacturers, worsted manufacturers and felt manufacturers.

The situation in the industry as a whole proved very satisfactory last year, although executives are aware of the fact that the present boom may be succeeded by a period of depression ; this prospect is naturally dictating a policy of prudence. The attitude is manifest in the fact that mill-owners have taken the opportunity offered by

by the present situation, not to enlarge their premises, but to modernize their plant. An investigation conducted by the secretariat of the Association has shown that production capacity has been improved by the perfecting of technical installations. In the manufacture of light-weight fabrics, for instance, the number of ordinary looms decreased by 33,7 % over the 1938-1946 period, whereas the automatic looms employed, increased by 167,6 % during the same period. Corresponding figures in the suitings branch are + 5 % and + 740 % ; they are even more eloquent than the former.

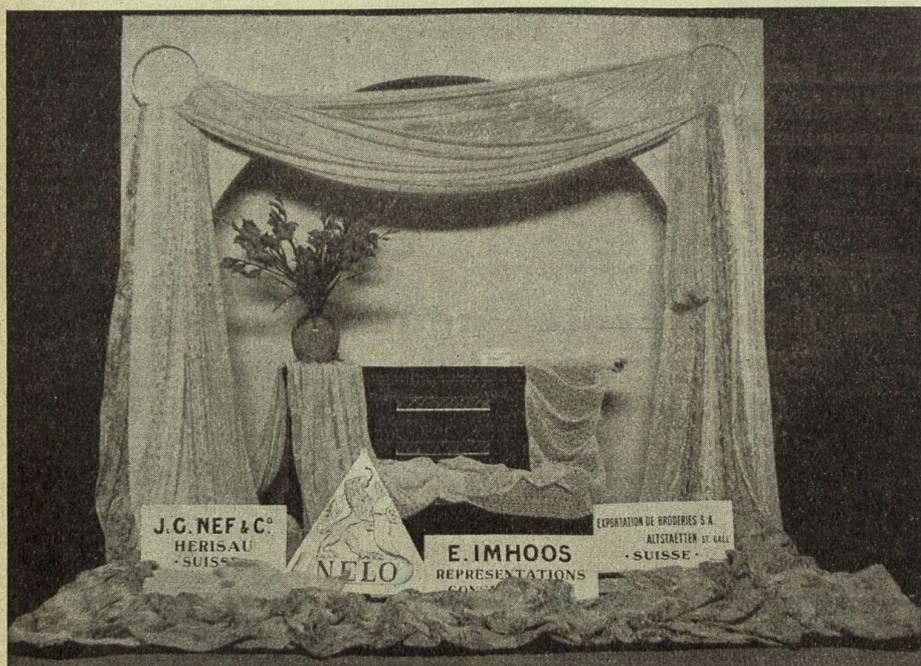
Swiss Export Syndicat of the Apparel Industries

The voluminous report published for 1946 by this group has revealed some interesting facts. The Swiss apparel industries rank among those which benefited the most, last year, from the favourable turn of the market and the universal need for restocking. However, this group was also the most badly hit by the export restrictions imposed by the Swiss Government during the latter half of the year. Foreign trade figures (obtained by suppressing certain foreign items) show a total value in the amount of 58 million Swiss francs for export,

against 16 millions in 1945, 10,5 millions in 1944 and 12,5 million in 1938. In 1946, the value of these exports represented 2,2 % of the whole of the Swiss export trade, as compared with 1,1 % in 1945 and 0,9 % in 1944 and 1938.

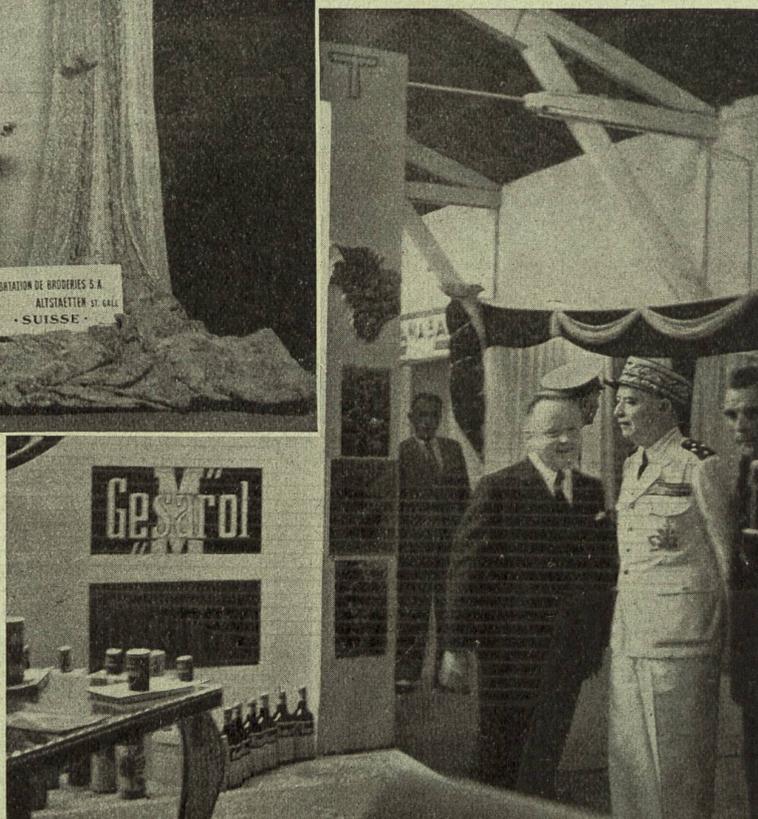
The increase in exports has placed these industries on the same footing as they enjoyed in the 'twenties, just after the first World War. (1920 = 2,3 % of Switzerland's total export trade : 1928 = 2,1 %).

Swiss textiles on foreign markets



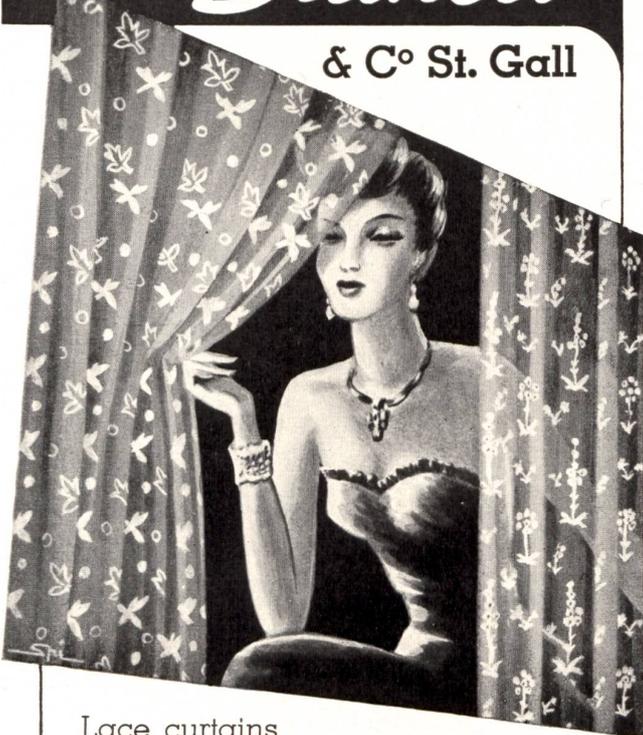
The Casablanca Fair was held for the first time in 1936 and, after four consecutive years, was unfortunately interrupted by the war. On January 1st 1947, the Vth International Casablanca Fair was inaugurated by General Juin and remained open until July 6th last. No other countries but France were officially represented, but many foreign products were to found exhibited by private firms. We have pleasure in reproducing here two views of the stands presented by the Swiss firm, Messrs. Em. Imhoos of Casablanca, agents for Swiss products. One of our photographs shows the display of fine St. Gall embroideries and, the other, Swiss insecticides for which Mr. Imhoos acts as agent in his territory. In the second photograph, note the French Resident General for Morocco and General Juin ; the scene was taken on the opening day of the Fair.

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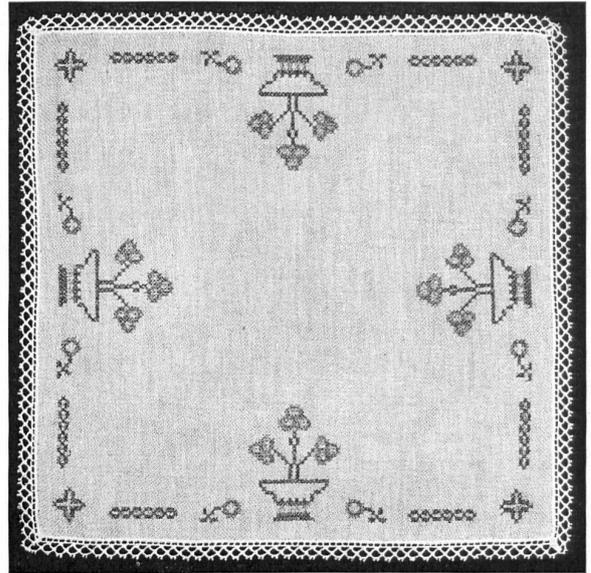
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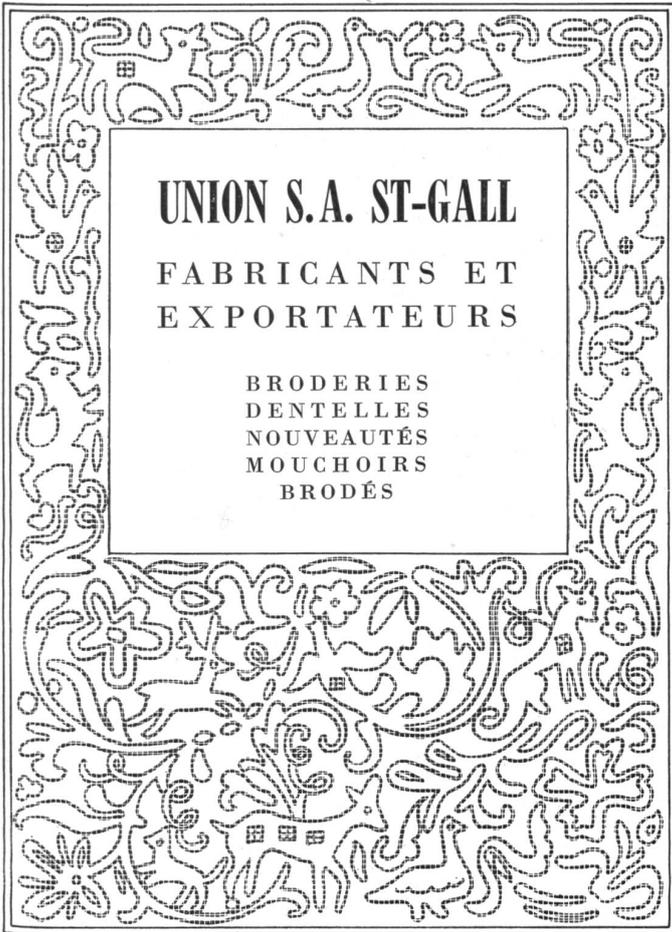
Fancy-Linens in lace and Embroidery
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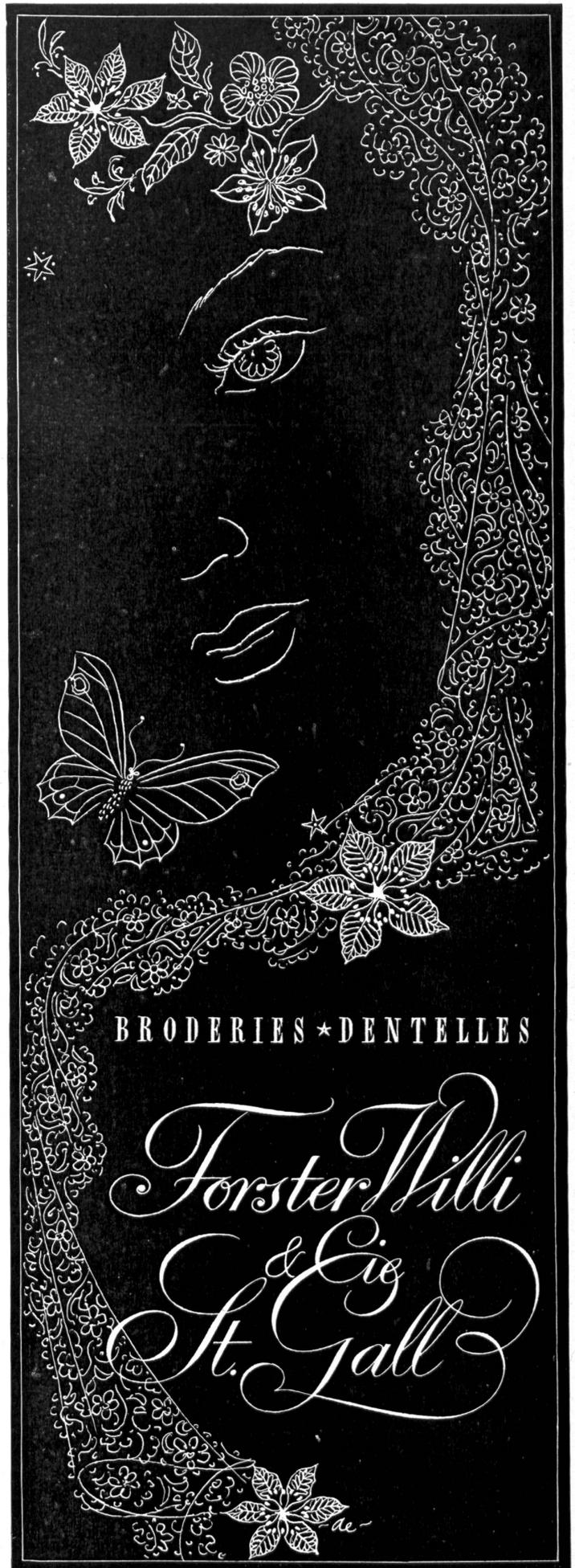
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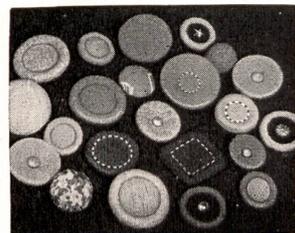
Knopffabrik KASPAR HUMBEL Uetikon am See

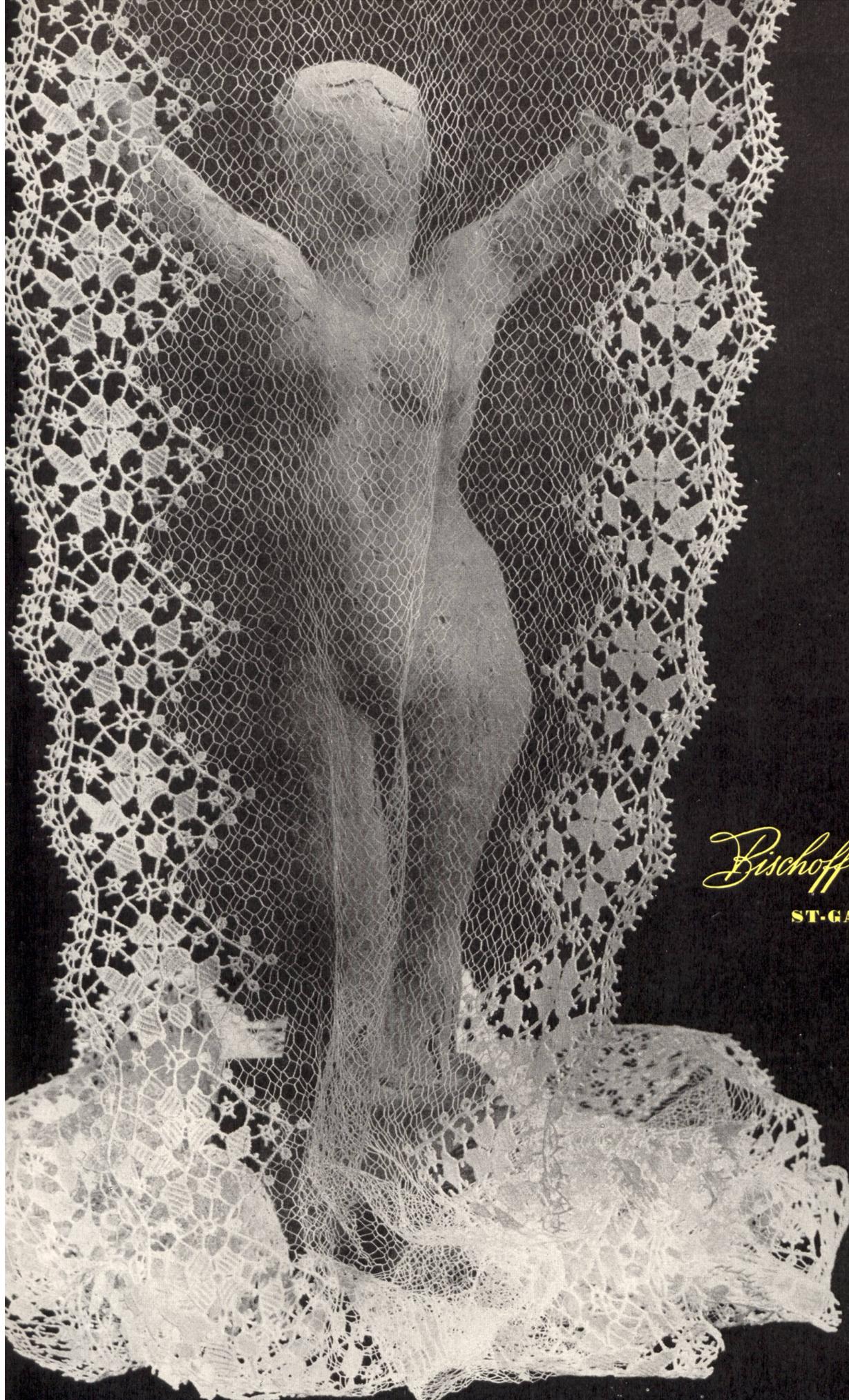


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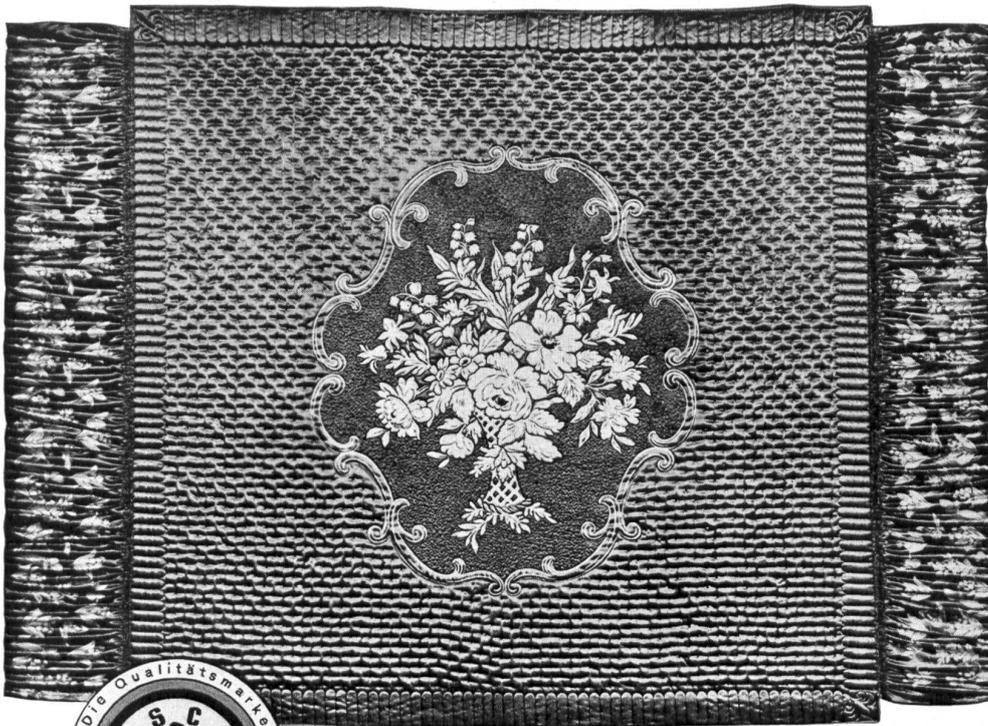
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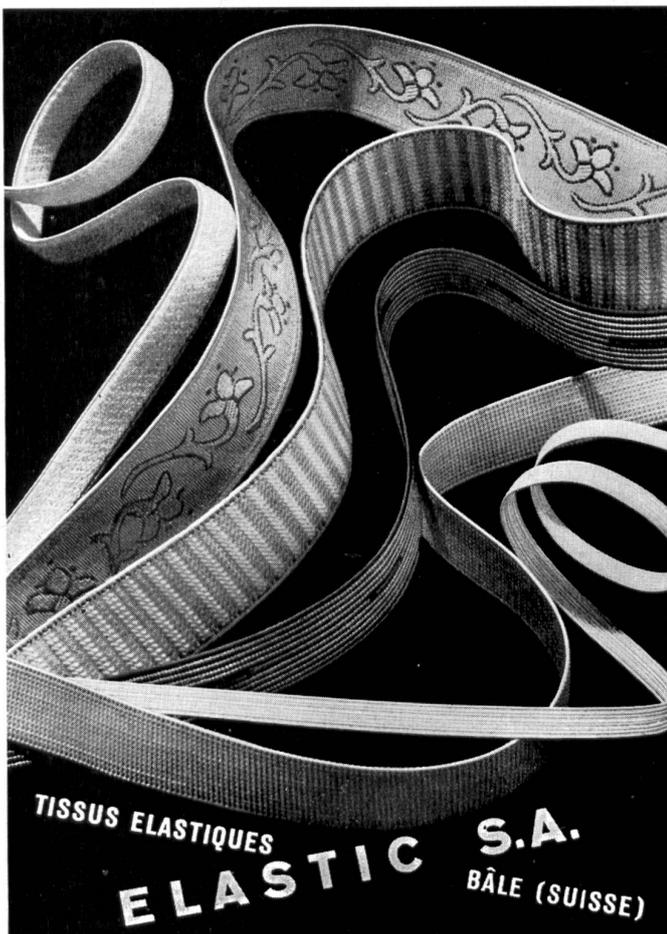
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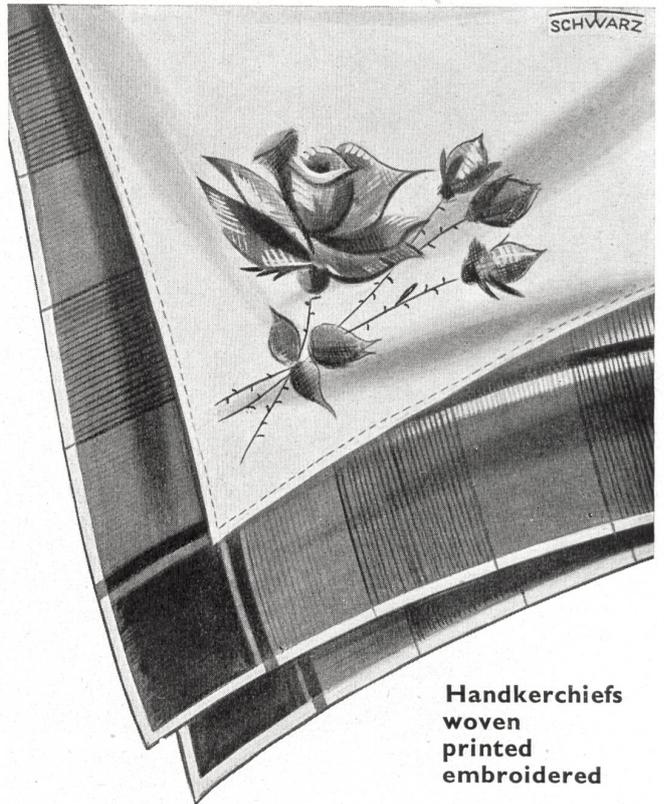
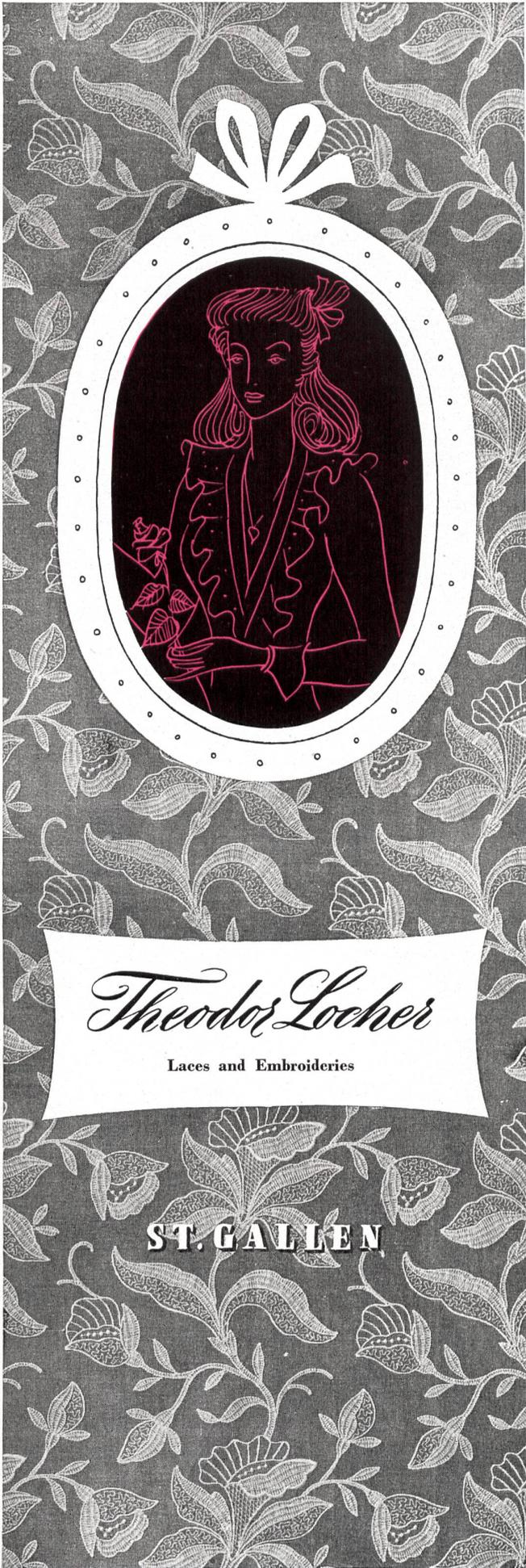


Handkerchiefs — Embroideries

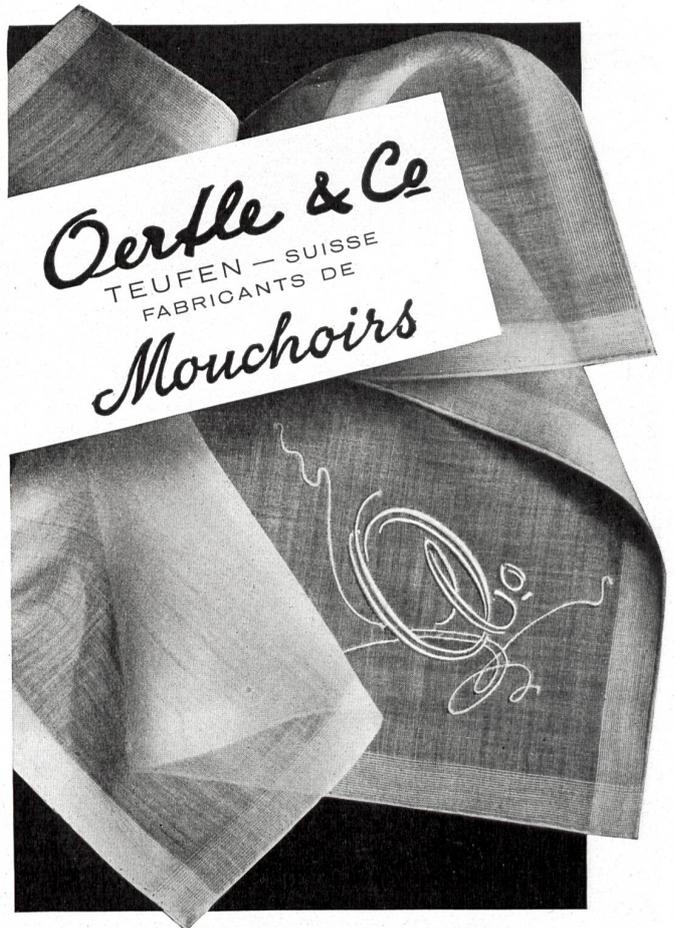
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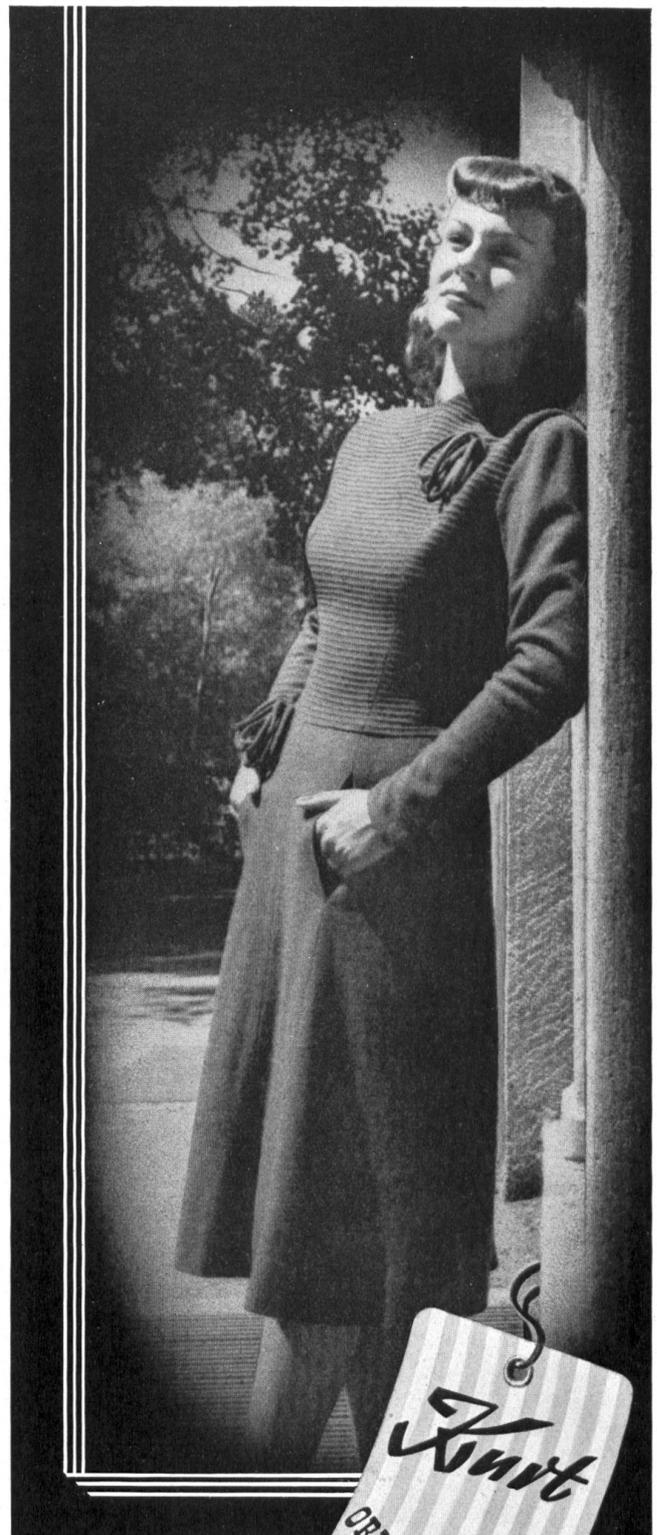
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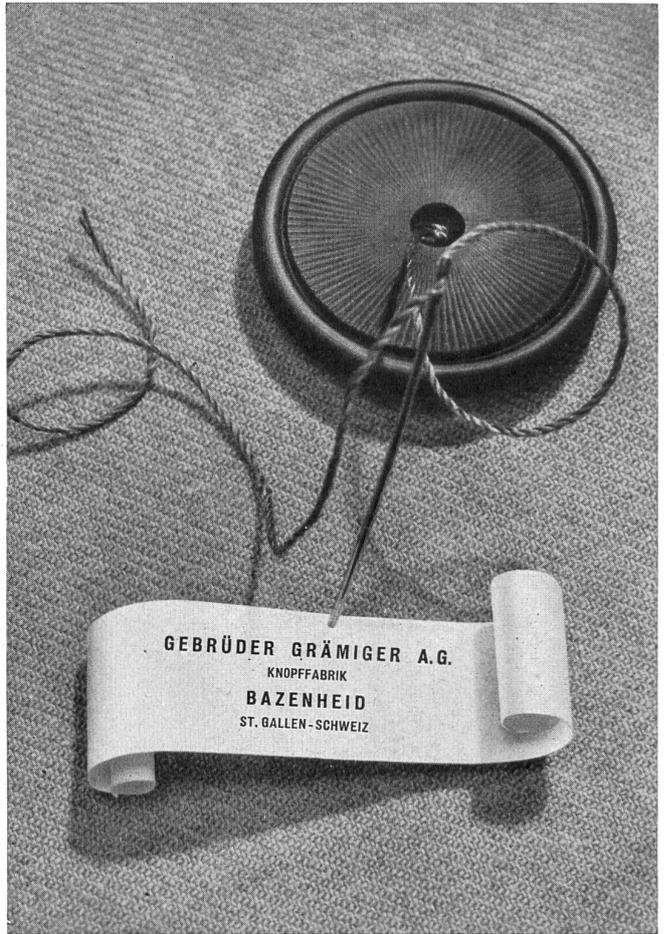
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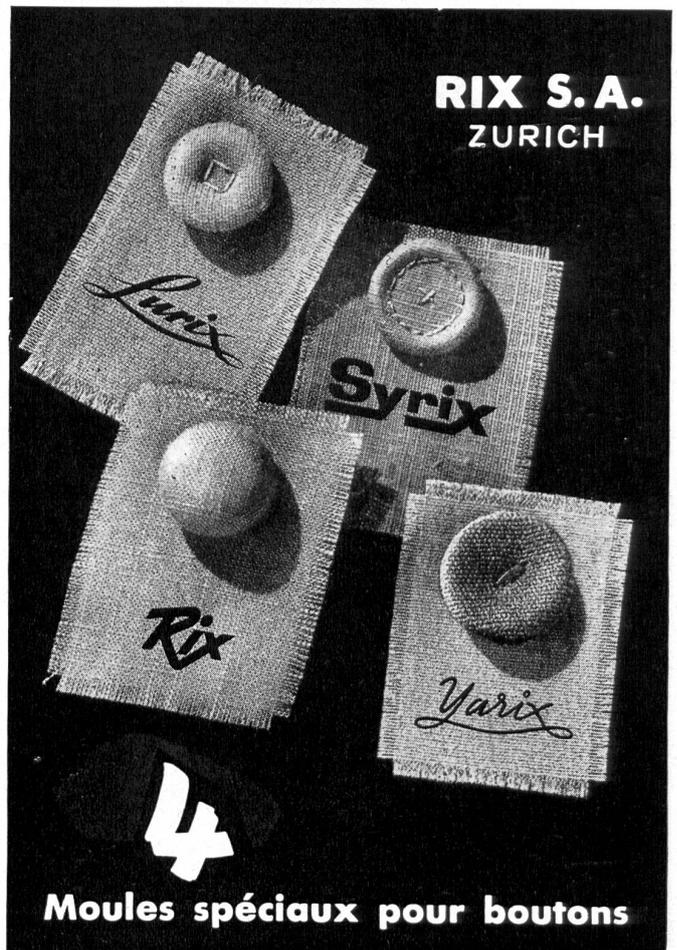
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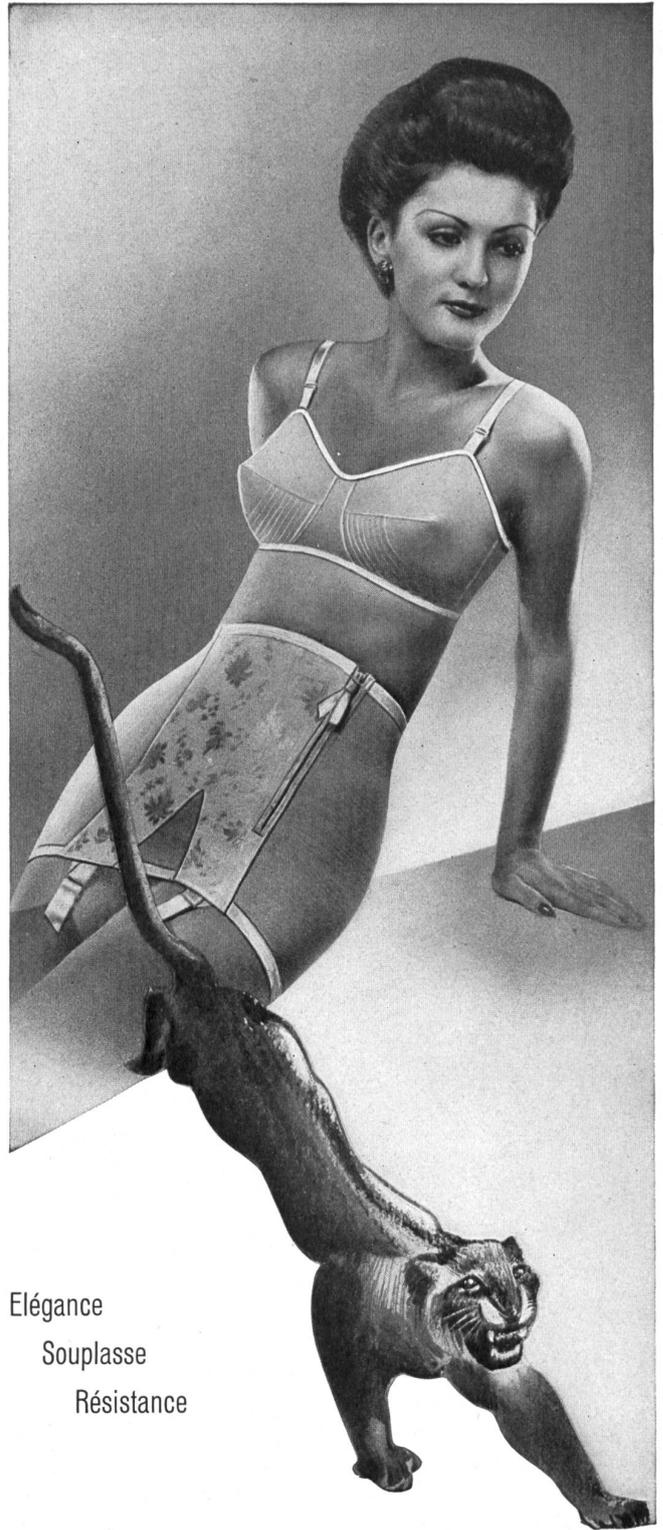


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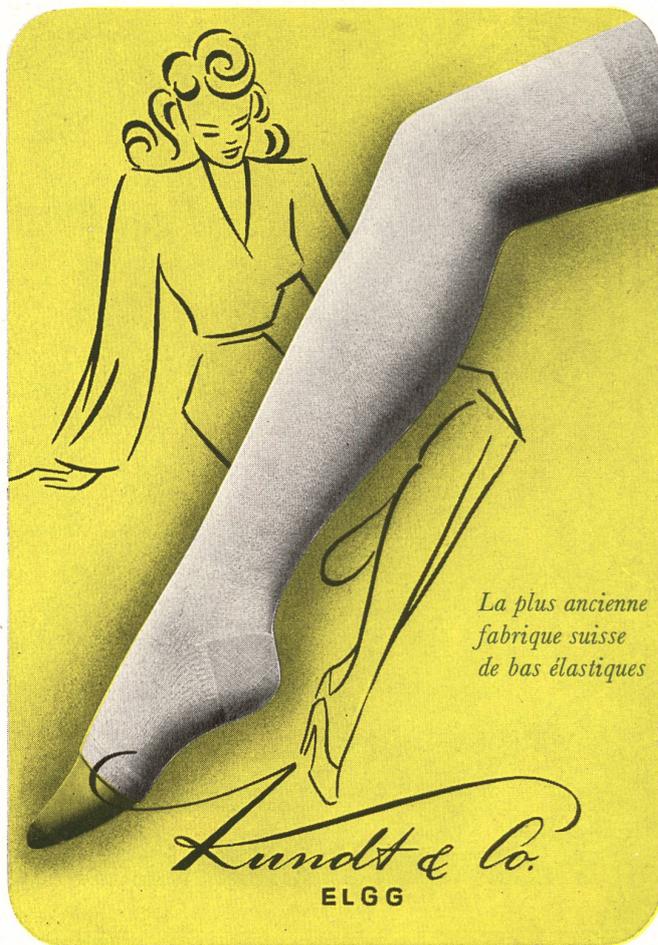
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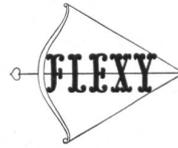
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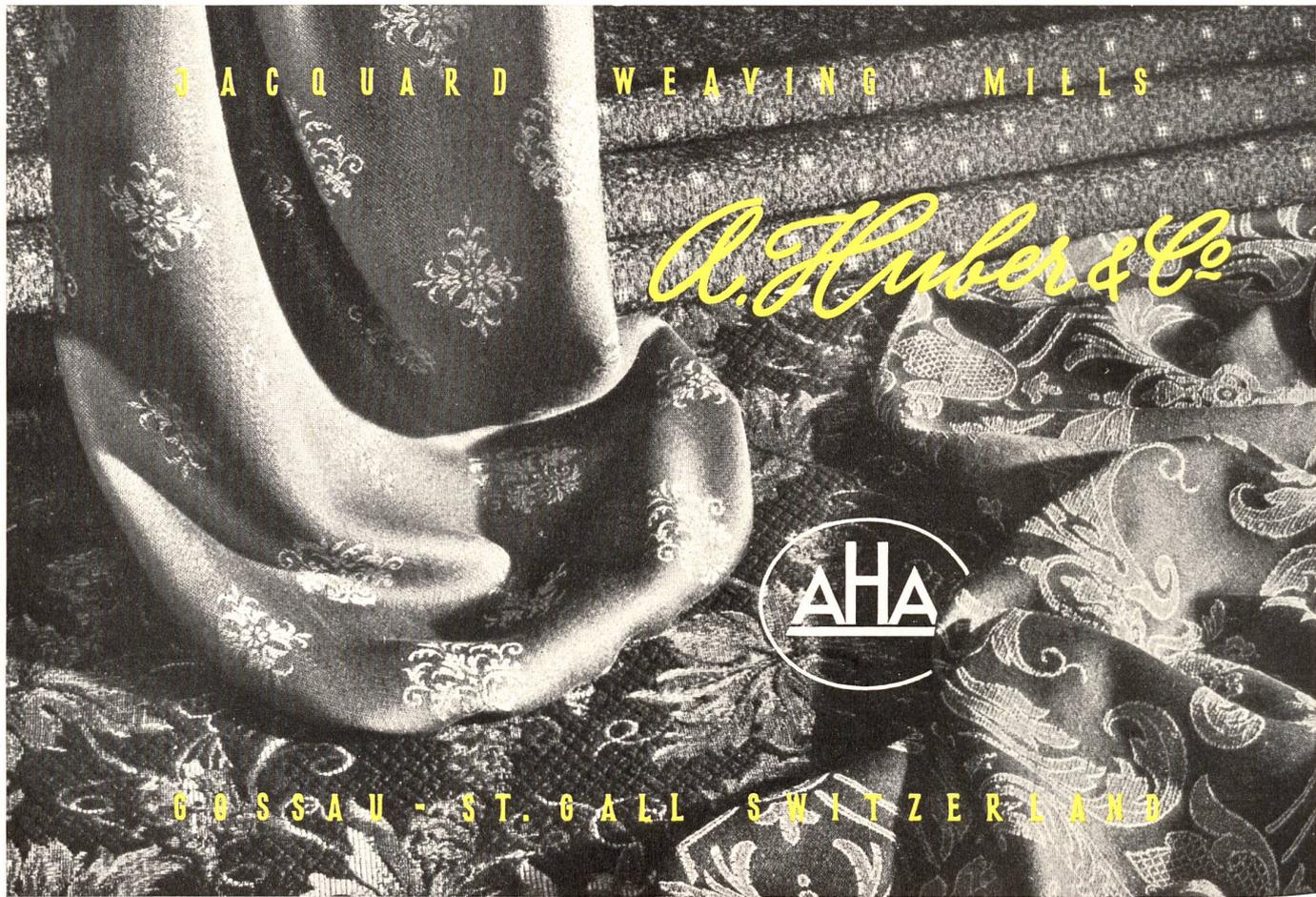


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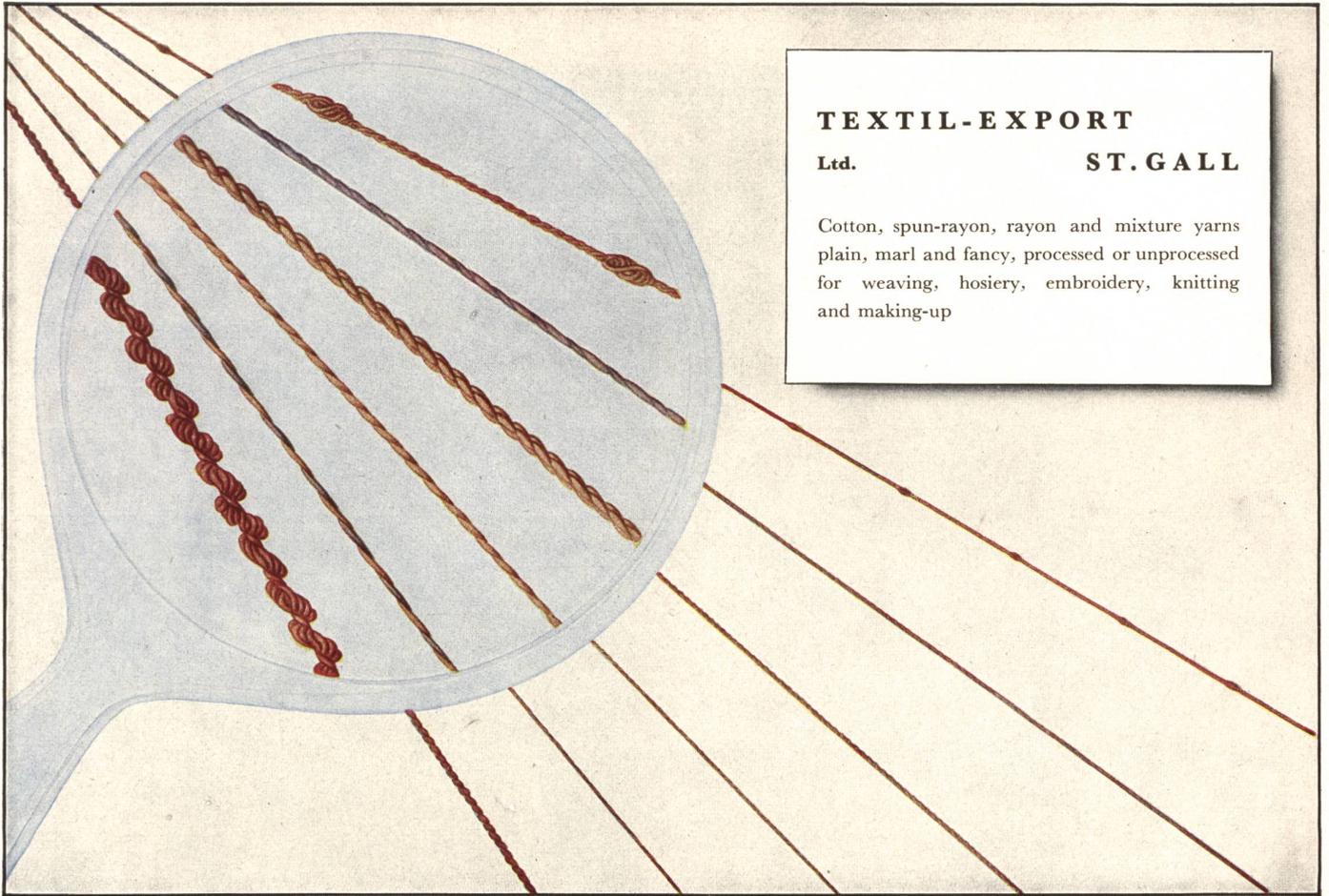


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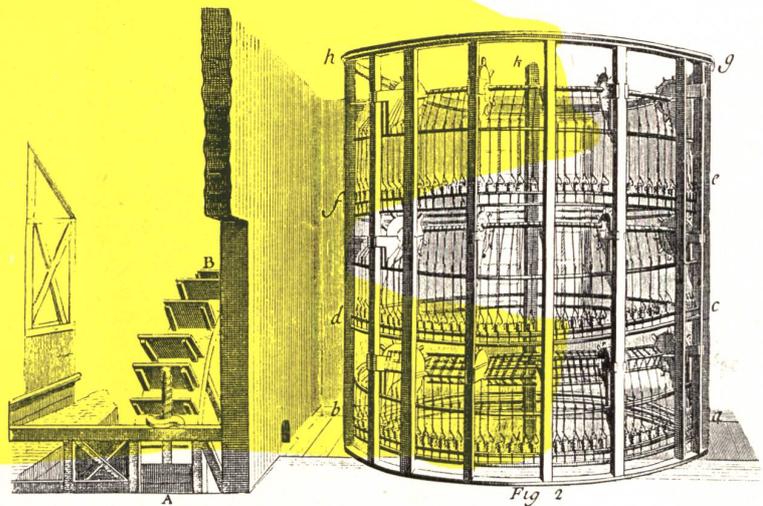
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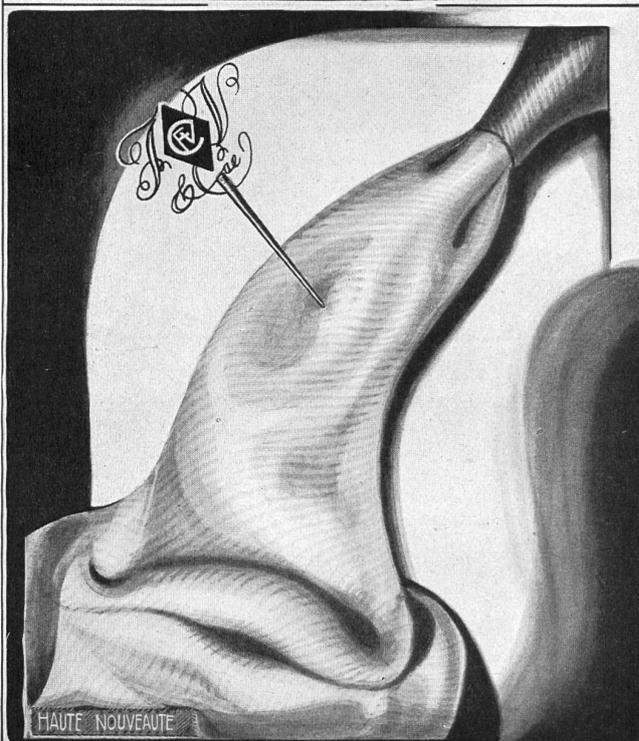


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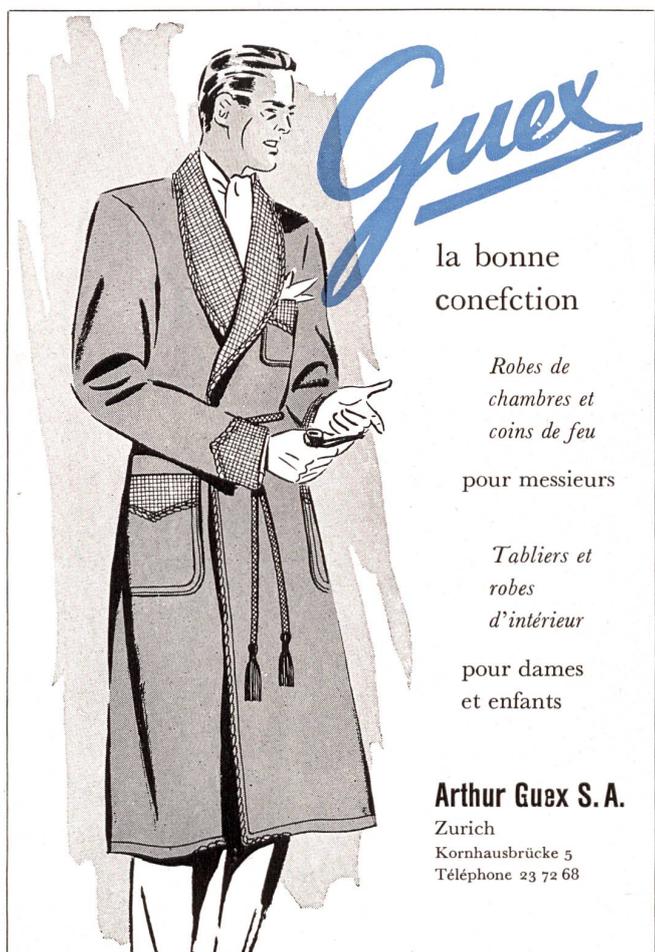
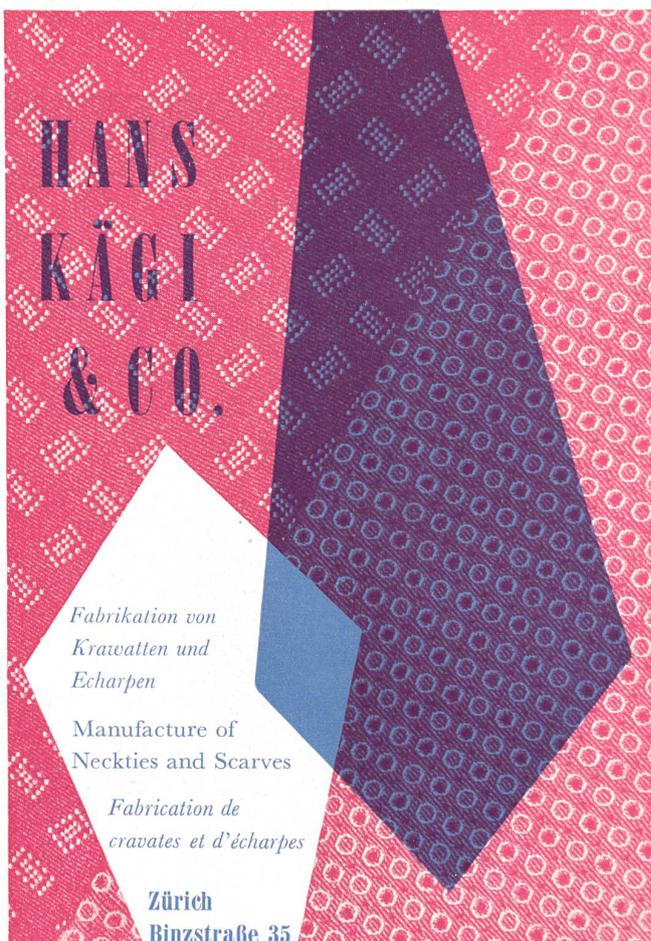
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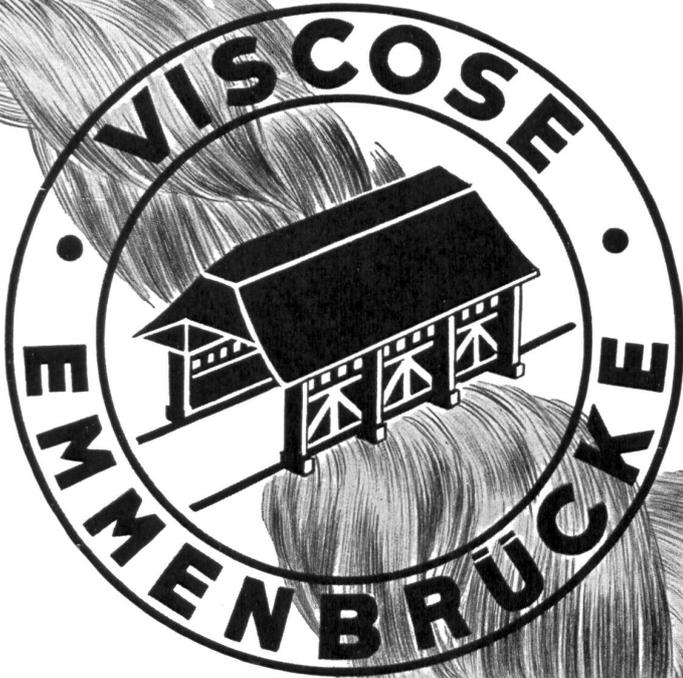
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