

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1951)
Heft: [1]: 25th anniversary of Textile suisses

Artikel: A visitor from abroad
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798769>

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A Visitor from Abroad

at the Swiss Office for the Development of Trade

« I have been a subscriber to your very fine periodical *Swiss Textiles* for several years now, and I wanted to take advantage of my being in Switzerland to call on you and — if you have a moment to spare — ask you a few questions about the Swiss Office for the Development of Trade. »

« I shall be delighted to talk with you and will do my best to give any information you may require. Please go on. »

« Well, I have read in *Swiss Textiles*, which I always find so interesting, that your office is at the disposal of all foreigners wishing to contact Swiss firms. As this is precisely my position, I should like to have a little more information on this subject. »

« I shall be only too glad to help you in any way I can. First let me give you a few details of a general nature. Our office, which was founded in 1927, is a central enquiry, documentation and propaganda office, which has as its aim — as you have mentioned — to help in every possible way those foreign firms desirous of contacting and doing business with Swiss firms, and also, by every means, possible, to make Swiss products known throughout the world. »

« It is, I suppose, an official organisation ? »

« Not at all. The Swiss Office for the Development of Trade is, on the contrary, a private association, subsidized by the Swiss Federal Government, the cantons and the towns. It has some 1,700 members, mainly manufacturers, exporters and trade groups. There are two main offices, one in Zurich, Börsenstrasse 10, and the other in Lausanne, Riponne 3. »

« You have told me in broad outline what the main activities of your office are. May we perhaps consider now a few particular points? A moment ago I mentioned *Swiss Textiles*. Does the Swiss Office for the Development of Trade also publish other periodicals of the same kind ? »

« Our office publishes two other export publications: *Swiss Technics*, published in collaboration with the Association of Swiss Machinery Manufacturers and *Swiss Industry and Trade*. These two periodicals, of which here are a few specimen copies, appear, like *Swiss Textiles*, in several languages, but only three times a year (see page 121). Our propaganda department also publishes booklets such as *Switzerland, Land of Peace and Liberty* and *Switzerland and her Industries*. In addition to these, our office issues a weekly newspaper *Informations Économiques*, giving information on the economic situation in different countries, on the regulations governing exchanges of goods and payments, etc. As this is a paper with a large circulation in Swiss export circles, foreigners find it useful for contacting Swiss firms by inserting, for a moderate charge, small advertisements like these you see here for example. »

« I'll make a note of that for, as I told you at the beginning of our talk, I am interested in Swiss production and would like to establish business relations with some of your industries. »

« Our office will also be able to give you the names and addresses of manufacturers in the lines in which you are most interested. By the way, I should like to mention here that all information given to foreign buyers is



generally supplied free of charge, except of course in the case of information requiring complicated and costly research. And, since we are speaking of addresses, I should like to remind you of the *Directory of Swiss Manufacturers*, published by us and which you are already bound to have had an opportunity of looking through in your own country. It contains the addresses of some 7,000 manufacturers, arranged according to commodities, which number about 8,000. »

« Yes, I know it from having consulted it on several occasions at the Swiss Legation, where it is very kindly placed at the disposal of the public. To return to my plans, I would like to say that as I have a very well established sales organisation in my own country, I am thinking of representing some Swiss firms and I shall be grateful if your office could, when the time comes, give me a little help in this matter. »

« Gladly, since one of our departments is responsible for finding reliable agents abroad for Swiss firms who require them. Here is a form which please be kind enough to fill up with as many details as possible and return to us in due course. »

« I shall not fail to do so, and I would like to thank you very much for your very useful information. »

« There is just one more thing I should like to add in order to complete what I have just said. Apart from the activities I have described so briefly, our office also deals with a certain number of other questions as, for example, the organisation of Switzerland's participation at fairs and exhibitions abroad, the supplying of general information on Swiss economy, on trade between other countries and Switzerland, etc. Furthermore — and this is a point likely to be of interest to foreign firms — our office is in a position to conduct Gallup polls on the Swiss market in collaboration with specialized institutions. Here is a folder entitled *What We Can Do For You*, which will show you among other things how the services are divided up between our Zurich and Lausanne offices. You will find it useful when you return home if ever you need to call on our services. »

« I shall take good care of it you may be sure. Well, I'm afraid I must be going. Thank you very much for all your kindness and for giving me so much of your valuable time. I am very grateful for all you have just told me and shall certainly lose no opportunity of making good use of it. Thank you again and good-bye ! »

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 — ELASTIC STOCKINGS — MEDIAS ELASTICAS — GUMMISTRÜMPFE

Oscar Haag, Küssnacht-Zurich 150

BOUTONS — BUTTONS — BOTONES — KNÖPFE

Gebrüder Grämiger A.-G., Bazenheid 130
Kaspar Humber, Uetikon a. See III
Rix S. A., Zurich 130

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

Baerlocher & Co., Rheineck 133
Bischoff Textiles S. A., St-Gall 22
Burgauer & Co. S. A., St-Gall 143
Eisenhut & Co., Gais 140
Eugster & Huber, St-Gall 141
Filtex S. A., St-Gall 14
Christian Fischbacher Co., St-Gall 10
Forster Willi & Cie, St-Gall 67
Robert Halter S. A., St-Gall 99
E. Mettler-Müller S. A., Rorschach 142
A. Naef & Cie, Flawil 24
J. G. Nef & Cie, Herisau 1
Neuburger & Cie S. A., St-Gall 137
Oertle & Cie, Teufen 145
Reichenbach & Cie, St-Gall 127
Jacob Rohner S. A., Rebstein 30
Sailer & Schoensleben, St-Gall 132
Jakob Schläpfer, St-Gall 137
Walter Schrank & Cie, St-Gall 146
Walter Stark, St-Gall 98
Ed. Sturzenegger S. A., St-Gall 140
Sturzenegger & Tanner & Co. S. A., St-Gall 133
Union S. A., St-Gall 140
Wetter & Co., Herisau 131

CARTES DE COULEURS — COLOR CARDS — CLAVES PARA LOS COLORES — FARBENKARTEN

Silor, Studio Color, Zurich 28, 105

CHAPEAUX — HATS — SOMBREROS — HÛTE

E. Baehler Bern A.-G., Bern 97

COLORANTS — DYESTUFFS — COLORANTES — FARBSTOFFE

Ciba Société Anonyme, Bâle IV

CORSETS — GIRDLES — CORSÉS — BÜSTENHALTER

Egli & Co., Brüttisellen 149

CRAVATES — NECKTIES — CORBATAS — KRAWATTEN

S. Kirschner, Zurich 101
Ernst Reinhard, Zurich 100, 135

CONFECTION ET LINGERIE EN TISSU — WOVEN READY- MADE WEAR AND UNDERGARMENTS — ROPAS HECHAS Y ROPA INTERIOR DE TEJIDO — KONFEKTION UND WÄSCHE AUS STOFF

K. Brüderlin, Gelterkinden 148
Ed. Engeli & Co., Coire 134
Les Fils Fehlmann S. A., Schoeffland 135
Maison Gack, Zurich 16a, 16b
E. Kneubühler, Zofingue 143
Gust. Metzger S. A., Bâle 135
Otta S. A., Zurich 124
Reguma S. A., Widnau 18
Sanco S. A., Zurich 134
Schellenberg Sax & Co. S. A., Trübbach 138
Société Anonyme Jacob Scherrer, Romanshorn 114
Arthur Schibli S. A., Genève 17

CHAUSSURES — SHOES — CALZADOS — SCHUHE

Chaussures Bally S. A., Schönenwerd 32

ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ECHARPES — SCHÄRPEN UND VIERECK- TÜCHER

F. Blumer & Cie, Schwanden 7
C. L. Burgauer & Cie, Zurich 104

Hans Fierz, Zurich 134
Filtex S. A., St-Gall 14
Christian Fischbacher Co., St-Gall 10
Honegger & Co., S. A., St-Gall 128
J. Kreier-Baenziger's Erben, St-Gall 103
RBC Soieries S. A., Zurich 104
Siber & Wehrli S. A., Zurich 2
Stoffel & Cie, St-Gall 3
Arthur Vetter & Cie, Zollikon 135
Winzeler, Ott & Cie S. A., Weinfelden 13

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

Ecole de mode Friedmann, Zurich 142

EXPOSITIONS — EXHIBITIONS — EXPOSICIONES — AUS- STELLUNGEN

Exposition Textile Internationale, Lille 1951 128
Foire Suisse d'Echantillons, Bâle 1951 45

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

Feldmühle S. A., Rorschach 34

FILES ET RETORS — YARNS AND TWISTS — HILADOS Y TORCIDOS — GARNE UND ZWIRNE

Bäumlin, Ernst & Co., St-Gall 149
Max Billeter & Co., Küssnacht-Zurich 139
Boppart & Co., Goldach 141
Société Anonyme Les Fils de Ernest H. Fischer, Dottikon 145
Spinnerei an der Lorze, Baar 15
Société Industrielle pour la Schappe, Bâle 25
Jean Suter, Zurich 126
Emil Wild & Co., St-Gall 130
R. Zinggeler, S. A., Zurich 29
Zwicky & Cie, Wallisellen 132

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

Gütermann & Cie, Zurich 131
E. Mettler-Müller S. A., Rorschach 146
Zwicky & Cie, Wallisellen 132

LAINÉ — WOLL — LANA — WOLLE

Filature de Laines Peignées d'Ajole S. A., Alle 124
Tissage Bleiche S. A., Zofingue 27
Wollfärberei Bürglen, Bürglen 142
F. Heftli & Co. A.-G., Hätzingen 27
Tuchfabrik A.-G., Lotzwil, Lotzwil 125
Tissage de laine Rütli S. A., Rütli-Glaris 27
Filatures réunies de laine peignée de Schaffhouse et de
Derendingen, Derendingen 27
Schild S. A., Berne et Liestal 27

MONTRES — WATCHES — RELOJES — UHREN

Manufacture des Montres Doxa S. A., Le Locle 33, 95

MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS — TASCHENTÜCHER

Baerlocher & Cie, Rheineck 133
Emar S. A., Zurich 69
Christian Fischbacher Co., St-Gall 10, 102
Honegger & Co. S. A., St-Gall 129
J. Kreier-Baenziger's Erben, St-Gall 103
Société Anonyme A. & R. Moos, Weisslingen 6
Oertle & Co., Teufen 145
Jakob Rohner S. A., Rebstein 100
Sailer & Schoensleben, St-Gall 132
Walter Stark, St-Gall 98
Stoffel & Cie, St-Gall 3
Ed. Sturzenegger S. A., St-Gall 140
Tatex S. A., Brougg 147
Union S. A., St-Gall 140

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

Grossmann & Cie, Thalwil 150

RUBANS — RIBBONS — CINTAS — BÄNDER

W. Sarasin & Cie S. A., Bâle	143
Senn & Cie S. A., Bâle	31

TAPIS — CARPETS — TAPICES — TEPPICHE

Fabrique suisse de tapis, Ennenda	132
---	-----

TEINTURIERS, IMPRIMEURS, FINISSEURS — DRYERS, PRINTERS, FINISHERS — TINTOREROS, ESTAMPADORES, APRESTADORES — FÄRBER, DRUCKER, APPRETEURE

A.-G. Ausrüstwerke Steig-Herisau, Herisau	137
Clavel & Lindenmeyer S. A., Bâle	5
Heberlein & Co. A.-G., Wattwil	11
Société Anonyme A. & R. Moos, Weisslingen	6
Société pour Teinture en pièces S. A., Bâle	5
Zwicky & Cie, Wallisellen	132

TISSUS DE COTON, SOIE, LIN, RAYONNE ET FIBRANNE — COTTON, SILK, LINEN, RAYON AND STAPLE-FIBRE FABRICS — TEJIDOS DE ALGODÓN, SEDA, LINO, RAYON Y FIBRANA — STOFFE AUS BAUMWOLLE, LEINEN, SEIDE, KUNSTSEIDE, ZELLWOLLE

L. Abraham & Cie, Soieries S. A., Zurich	71
Emil Anderegg S. A., Weinfelden	111, 125
Association des Fabricants Suisses de Soieries, Zurich	70
Jakob Baenziger S. A., St-Gall	133
Baumann-Gruetter Fils, Langenthal	136
Adolphe Bloch Söhne, Zurich	141
Bosshard-Bühler & Co A.-G., Wetzikon	9
Rudolf Brauchbar & Cie, Zurich	64
Burgauer & Co. S. A., St-Gall	143
Emar S. A., Zurich	69, 107
Eugster & Huber, St-Gall	141
Hans Fierz, Zurich	134
Filtex S. A., St-Gall	14
Gattiker & Steinmann, Richterswil	26
Filature et Tissage Glattfelden, Glattfelden	8
Carl Gorini, St-Gall	126
Christian Fischbacher Co., St-Gall	10
Berthold Guggenheim Sohn & Co., Zurich	11, 109
Hausammann & Co., Winterthur	4, 110
Heer & Cie S. A., Thalwil	68
Joseph Heim Co., Zurich	126
Hirzel & Co. S. A., Zurich	134
Honegger & Co. S. A., St-Gall	129
Max Kirchheimer, Zurich	139
Tissage de Toile de Langenthal S. A., Langenthal	136
H. Menet-Gujer & Cie, Waldstatt	144
Mettler & Co. S. A., St-Gall	12, 108

Société Anonyme A. & R. Moos, Weisslingen	6, 112
Tissages de soieries ci-devant Naef Frères S. A., Zurich	66, 107
J. G. Nef & Cie, Hérisau	1
Reichenbach & Cie, St-Gall	113, 127
The Ruti Silk Co., Zurich	127
Schlegel & Co., Bâle	106, 137
Schmid & Cie, Burgdorf	136
E. Schubiger & Cie S. A., Uznach	141
Société Suisse de Tissage de soies à bluter S. A., Zurich	137
Siber & Wehrli S. A., Zurich	2
Stehli & Co., Zurich	65
Stoffel & Cie, St-Gall	111
Sturzenegger & Tanner & Co. S. A., St-Gall	133
Taco S. A., Zurich	16
Wagner & Co., Bâle	126
Tissage Wallenstadt, Wallenstadt	23
Seldenweberei Wila A.-G., Zurich	139
Winzeler, Ott & Cie, S. A., Weinfelden	13
Worb & Scheitlin S. A., Burgdorf	136

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

Otto Steinmann & Cie S. A., Wohlen	96
--	----

TRICOT ET JERSEY (VÊTEMENTS ET LINGERIE) — KNITTED AND JERSEY GOODS (APPAREL AND UNDERWEAR) — ARTICULOS DE PUNTO (VESTIDOS Y ROPA INTERIOR) — TRIKOT UND JERSEY (KONFEKTION UND WÄSCHE)

S. A. ci-devant W. Achtnich & Cie, Winterthur	152
Fabriques de bas réunies S. A., Flawil-St-Gall	152
E. Frey-Gaetzi S. A., Degersheim	20
Geiser S. A., Huttwil	21, 116
Hochuli & Cie, Safenwil	118, 149
Lahco S. A., Baden	119
Jakob Laib & Cie, Amriswil	118
Johann Muller S. A., Strengelbach	119, 148
G. Müller-Renner S. A., Kreuzlingen	131
A. Naegeli, Trikotfabriken Berlingen und Winterthur, Winterthur	147
Otto Rohrer S. A., Romanshorn	148
J. F. Rohrer-Bolliger, Romanshorn	119, 151
Al. Ruckstuhl, Wil	150
Ruegger & Cie, Zofingue	118, 151
Ruepp & Cie S. A., Sarmenstorf	117
Ryff & Cie S. A., Berne	120, 144
Jos. Sallmann & Cie, Amriswil	19
Straehli & Cie S. A., Zofingue	149
Wirkerei A.-G. Uster, Zurich	147
Vollmoeller, Fabrique de bonneterie Uster, Uster	151
L. M. Weinmann Fils, Birmensdorf	146

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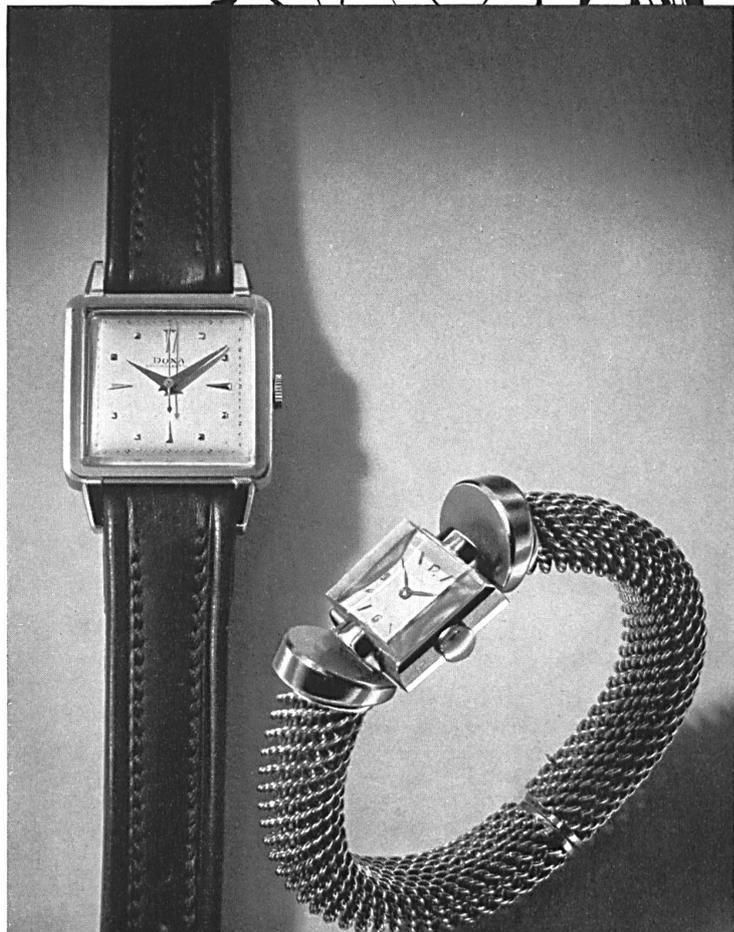
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Manufacture des Montres Doxa S. A.,
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Montres — Watches — Relojes — Uhren.

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Otto Steinmann & Cie S. A., Wohlen

« OSCOSA »
Sacs de dames.
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Damenhandtaschen.



Nouveau petit chapeau en tissu « bacouline » jaune piqué blanc, de
 Small hat in yellow « bacouline » fabric, stitched in white, by
 Sombrero de moda en tela « bacouline » amarillo moteado de blanco, de
 Neues Hütchen aus gelbem, weiss pickiertem « Bakouline » - Gewebe vom

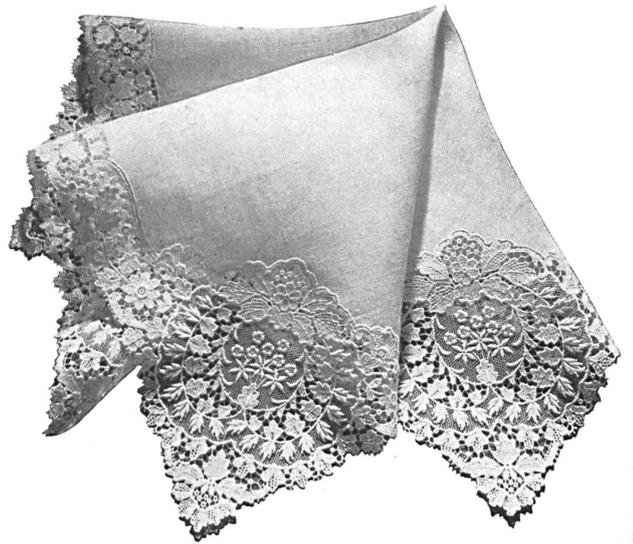
Jacques Isler & Co. S. A., Wohlen

Nouveau petit jockey, garni d'une bande de gros-grain, en tissu « bacouline » noir de
 Small jockey hat, trimmed with a band of gros-grain, in black « bacouline » fabric by
 Gorrita « jockey », adornado con una cinta de gros-grén de tela « bacouline » negra de
 Neues « Jockey »-Hütchen aus schwarzem « Bakouline »-Gewebe von

Jacques Isler & Co. S. A., Wohlen



Modèle E. Baehler Berne S. A., Berne



Walter Stark, St-Gall

Blouse en Honan brodé.
 Mouchoir orné de fine guipure.
 Col guipure.
 Blouse avec incrustation de dentelle sur tulle.
 Embroidered Honan blouse.
 Handkerchief decorated with fine guipure.
 Guipure collar.
 Blouse with lace insertions on tulle.
 Blusa de Honan bordada.
 Pañuelo adornado con encaje fino de guipur.
 Cuello de encaje de guipur.
 Blusa con incrustación de puntilla sobre tul.
 Bluse aus besticktem Honan.
 Taschentuch mit feiner Guipürestickerei.
 Kragen aus Guipürestickerei.
 Bluse mit eingefassten Tüllspitzen.

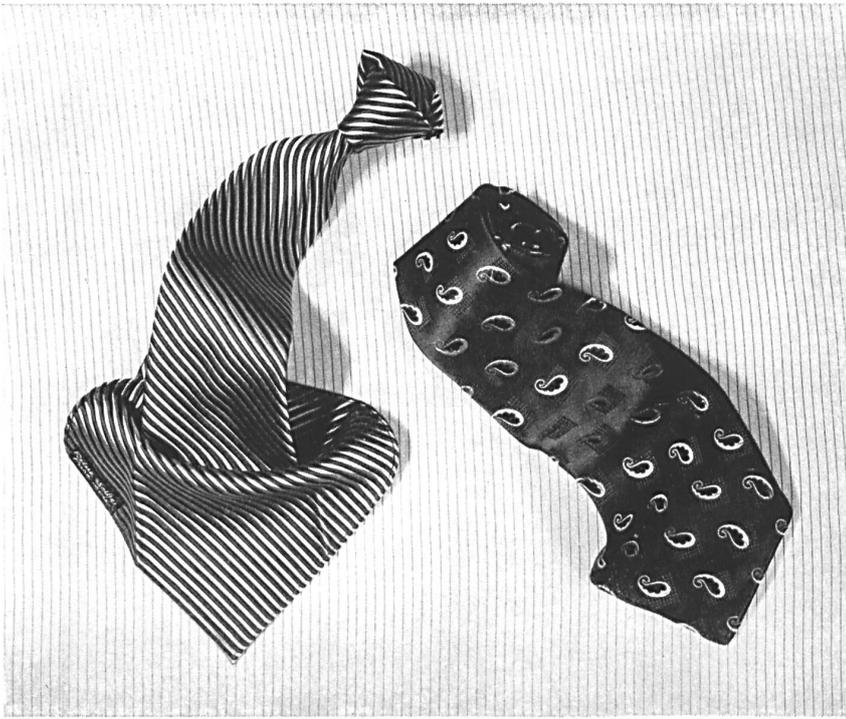




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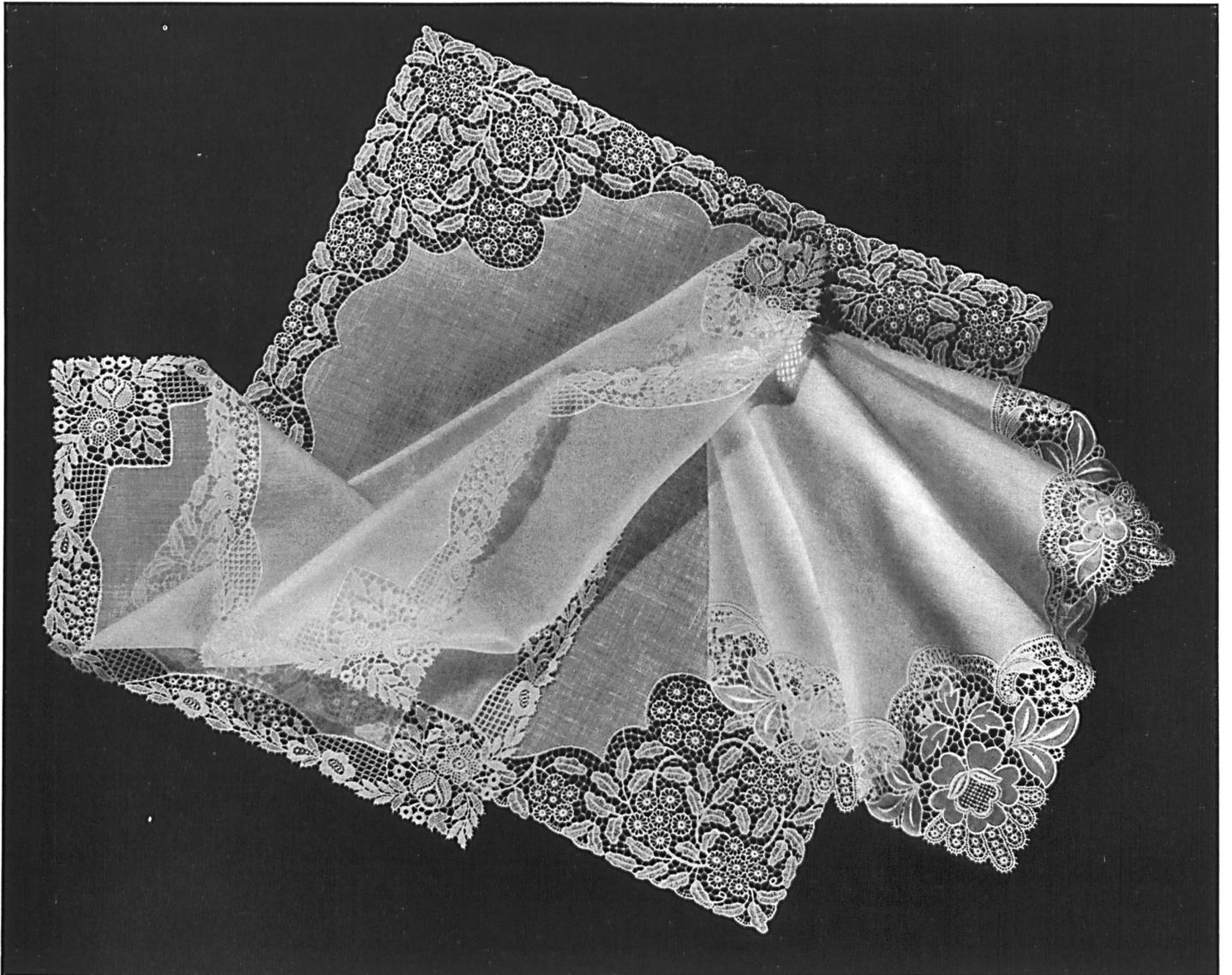
Forster Willi & Cie, St-Gall

Organdi brodé relief et garniture fantaisie.
Relief embroidered organdie with fancy trimming.
Organdí bordado en relieve con adorno fantasía.
Organdi mit Reliefstickerei und Fantasiegarnitur.



Ernst Reinhard, Fabrique de cravates, Zurich

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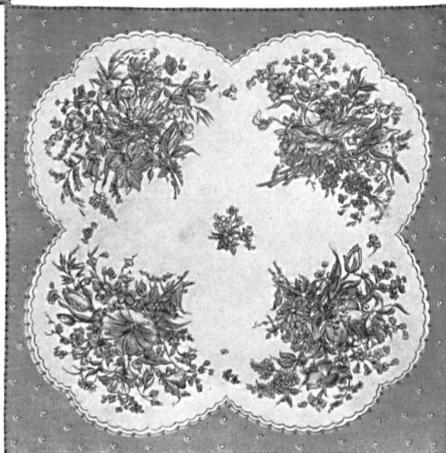
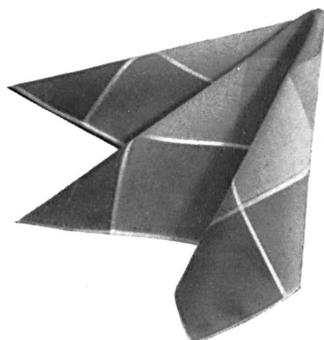
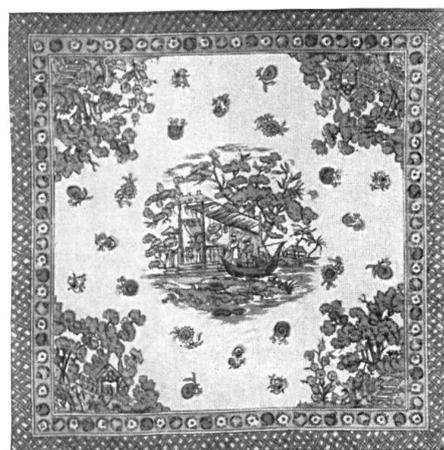
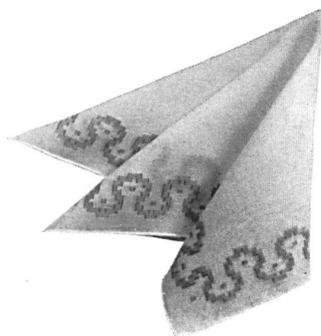
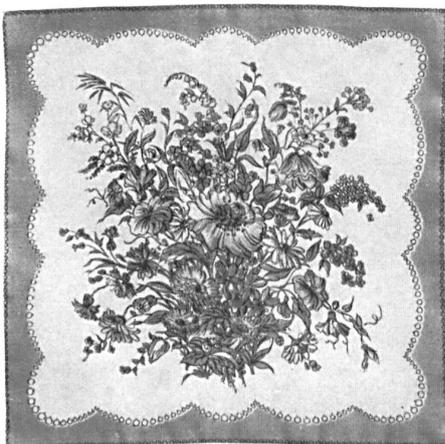
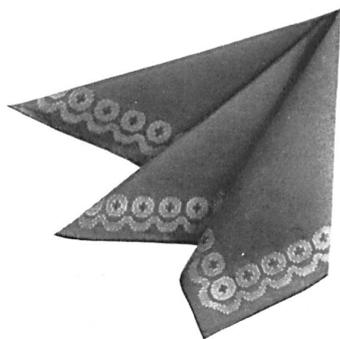
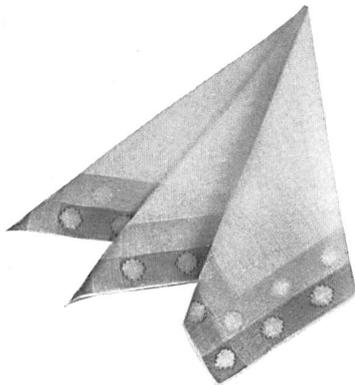
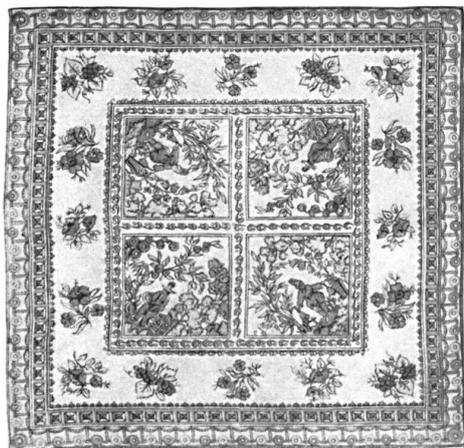
Mouchoirs à bordure de dentelle chimique.
Handkerchiefs with chemical lace border.
Pañuelos con cenefa de encaje químico.
Ätz-Taschentücher.



Photo Droz

S. Kirschner, fabrique de cravates, Zurich

Mouchoirs mode fantaisie, imprimés et tissés en couleurs, pour dames et messieurs.
Fashionable fancy handkerchiefs for ladies and gentlemen, printed or colour woven.
Pañuelos fantasía de moda para señora y caballero, estampados o de textura en colores.
Modische Fantasietaschentücher für Damen und Herren, bedruckt und gewoben.





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

Nouveautés en carrés de soie et mouchoirs pour dames.
Printed novelty silk squares and cotton handkerchiefs.
Novedades en pañoletas de seda pura y pañuelos de algodón para
señora.
Neuheiten in bedruckten Seidencarrés und Damentaschentüchern.

Photo Droz



RBC Soieries S. A., Zurich

Carré twill pure soie, imprimé main, 10 couleurs, roulotté main, dessin de Dubout en exclusivité mondiale.

Pure silk hand-printed twill square, hand-rolled, 10 colours, design by Dubout (world rights reserved).

Pañoleta de twill (tela cruzada) de seda pura estampada a mano en 10 colores, dibujo de Dubout (exclusiva mundial).

Reinseidenes Twill-Vierecktuch, handbedruckt in 10 Farben, handrolliert. Dessin von Dubout (Weltexklusivität).

Photo Bauty

Hautes nouveautés en carrés et écharpes.
Novelties in squares and scarves.

Altas novedades en pañoletas y chales.

Hautes Nouveautés in Vierecktüchern und Echarpen.

C. L. Burgnauer & Cie, Zurich

« ENBE »

Photo Droz

