

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1956)
Heft: 2

Artikel: 28th Swiss Export Week
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798601>

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: 01.04.2026

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

28th Swiss Export Week

Beauty, harmony, elegance and quality are the key-notes of the Swiss ready-to-wear industry, which attracted some 400 foreign buyers to Switzerland, at the end of May, in search of dresses, coats, suits and blouses, pullovers and ski suits for next winter. In spite of customs duties, which compel buyers to limit their spending (duty amounts for example to 14 % in Sweden, 20 % in Germany, 24 % in Holland, approximately 35 % in Great Britain and as much as 90 % at times in the United States), all Swiss manufacturers taking part were unanimous in declaring that business has never been so brisk or orders so abundant. Nevertheless the vagaries of the weather which give us wet, rainy summers and mild winters with extremes of heat and cold in between, shorten the usual delivery times. One can no longer be sure of still having a few months ahead of one

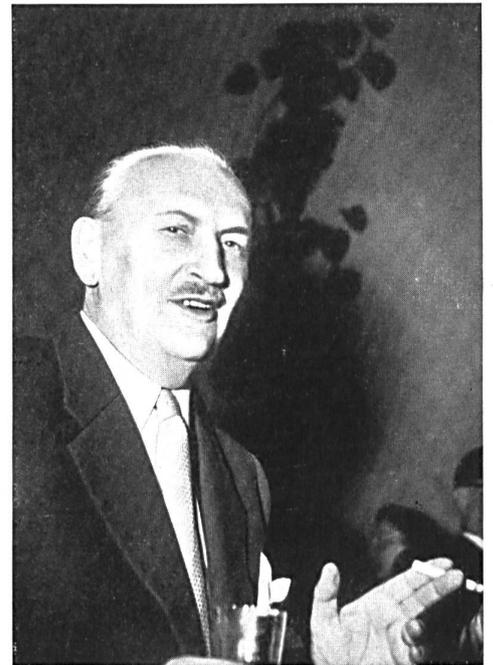
before the cold weather sets in ; it arrives unannounced, taking us unawares in the middle of summer ; or again a warm spell will catch us unprepared in the middle of the frosty weather, and manufacturers and retailers have to try to adapt themselves to these meteorological caprices. Any worries the Swiss clothing industry may have are rather with regard to deliveries than to any lack of markets.

To drive away these cares, for one evening at least, the Exporters Association of the Swiss Clothing Industry invited foreign buyers, Swiss manufacturers and representatives of associations and organisations with which it has connections to a party and buffet at which the guests were entertained by members of the famous Swiss Knie Circus and an excellent orchestra. Below we reproduce some of the photographs taken on this occasion.

E. B.



A droite / Rechts : M. U. P. Reber
(Victor Tanner S.A.), Saint-Gall



Dr. Hans Bartenstein (Macola S.A.), Zurich.



A gauche : M^{me} Meyerhofer, la dévouée collaboratrice du Syndicat des Exportateurs de l'Industrie de l'Habillement, Zurich.

Links : Frau Meyerhofer, die rührige Mitarbeiterin des Exportverbandes, Zürich.

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

BOUTONS — BUTTONS — BOTONES — KNÖPFE

Kaspar Humbel, Uetikon a. See 131

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

Bischoff Textiles S. A., St-Gall 17
Burgauer & Co. S. A., St-Gall 27
Eisenhut & Co., Gais 149
Eugster & Huber S. A., St-Gall 27
Export A.-G., St-Gall 132
Filtex S. A., St-Gall 24
Christian Fischbacher Co., St-Gall 14
Forster Willi & Cie, St-Gall 15, 43, 46, 47, 50, 51, 54, 55, 57, 71, 80, 84
H. Frel & Cie, Diepoldsau 24
Aug. Giger & Cie, St-Gall 49, 149
Charles Gorini, St-Gall 24
R. & W. Graf, Rebstein 148
N. Gubser & Co., St-Gall 31
Hausamann Textiles S. A., Winterthur 145
Honegger & Cie S. A., St-Gall 27
Hufenus & Cie, St-Gall 55, 148
E. Mettler-Muller S. A., Rorschach 16
A. Naef & Cie, Flawil 13, 45, 50, 52, 53
J. G. Nef & Co. S. A., Hérisau 51, 58, 59, 60, 82, 148
Reichenbach & Cie, St-Gall 27
E. Roelli & Cie S. A., St-Gall 22, 81, 144
Jacob Rohner S. A., Rebstein 150
Paul Sailer & Co., St-Gall 152
Jakob Schläpfer, St-Gall 155
Walter Schrank & Co., St-Gall 146, 147, 149
Ed. Sturzenegger S. A., St-Gall 28, 44, 48, 49, 56
Union S. A., St-Gall 24
Wetter & Cie, Hérisau 24

COLORANTS — DYESTUFFS — COLORANTES — FARBSTOFFE

Ciba Société Anonyme, Bâle IV
J. R. Geigy S. A., Bâle 1, 2
Sandoz S. A., Bâle 5

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

Emile Anderegg S. A., Weinfelden 3, 27
Baerlocher & Co., Rheineck 24
Benazzi S. A., Zurich 31, 128, 129
Friedli, Lucerne 144
Kneubühler & Cie, Zofingue 156
Marty & Co., Zurich 136, 137, 143
Roth, Iselin & Cie, Zofingue 91, 130, 156

CRAVATES — NECKTIES — CORBATAS — KRAWATTEN

Ferrin, Racloz & Cie, Genève 130

DIVERS — MISCELLANEOUS — DIVERSOS — VERSCHIEDENES

Siegfried Bollag & Co., Buying Agents, Zurich 24

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

F. Blumer & Cie, Schwanden 21, 117
O. Eugster & Co., Trogen 119, 153

Ferrin, Racloz & Cie, Genève 118
Filtex S. A., St-Gall 24
Christian Fischbacher Co., St-Gall 14
N. Gubser & Co., St-Gall 115
Honegger & Cie S. A., St-Gall 27
Max Kreier Co., St-Gall 29
Siber & Wehrli S. A., Zurich II
Stoffel & Cie, St-Gall 26
Arthur Vetter & Co., Zollikon 152

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

Max Billeter & Co., Küssnacht 24, 151
Boppard & Cie S. A., Goldach 156
Heer & Cie S. A., Oberuzwil 150
Spinnerei an der Lorze, Baar 9
E. Mettler-Muller S. A., Rorschach 16, 27
Hans Städler S. A., St-Gall 24
Trub & Cie S. A., Uster 27
Emil Wild & Co., St-Gall 24
Zwicky & Cie, Wallisellen 24

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

E. Mettler-Muller S. A., Rorschach 16, 27
Zwicky & Cie, Wallisellen 24

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

Chaussures Bally S. A.,
Dép.: Tissus élastiques, Schönenwerd 20
Oscar Haag, Küssnacht-Zurich 154

LAINE — WOOL — LANA — WOLLE

Tissages Bleiche S. A., Zofingue 96, 101
Verein Schweizerischer Wollindustrieller, Zurich 92
Wollweber Rütli A.-G., Rütli (Glarus) 97, 100

MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS — TASCHENTÜCHER

Baerlocher & Co., Rheineck 24, 112
Bischoff Textiles S. A., St-Gall 17, 110
Albin Breitenmoser S. A., Appenzell 116
Filtex S. A., St-Gall 24
Christian Fischbacher Co., St-Gall 109
Honegger & Cie S. A., St-Gall 27
Max Kreier Co., St-Gall 29
Mavir-Zurich, Zurich 112
S. A. A. & R. Moos, Weisslingen 107
Jakob Rohner S. A., Rebstein 112
Paul Sailer & Co., St-Gall 150
Walter Schrank & Co., St-Gall 115, 155
Stoffel & Cie, St-Gall 26, 108
Ed. Sturzenegger S. A., St-Gall 149
Tobler Söhne & Co., Teufen 24
Union S. A., St-Gall 111

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

Grossmann & Cie S. A., Thalwil 153

RUBANS — RIBBONS — CINTAS — BÄNDER

Sager & Cie, Dürrenäsch 151

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

Baumann & Co., Langenthal	150
Heberlein & Co. S. A., Wattwil	7
Heer & Cie S. A., Oberuzwil	150
S. A. A. & R. Moos, Weisslingen	30
Sandoz S. A., Bâle	5
Stoffel & Cie, St-Gall	26
Weberel Sirmach, Sirmach	24
Zwicky & Cie, Wallisellen	24

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

Abegg Frères, Horgen	27
L. Abraham & Cie, Soieries S. A., Zurich	34, 61, 62, 63, 64, 65, 66, 68, 69, 70, 72
Emil Anderegg S. A., Weinfelden	3, 27
Baerlocher & Co., Rheineck	24
Baumann & Co., Langenthal	150
Braschler & Cie, Zurich	24
Rudolf Brauchbar & Cie, Zurich	143
Burgauer & Cie S. A., St-Gall	27
Elsaesser & Cie S. A., Kirchberg/Be	27
Emar S. A., Zurich	33
Eugster & Huber, St-Gall	27
Export A.-G., St-Gall	132
Filtex S. A., St-Gall	24
Christian Fischbacher Co., St-Gall	14, 76, 77
Charles Gorini, St-Gall	24
Berthold Guggenheim Fils & Cie, Zurich	32, 142
H. Gut & Cie S. A., Zurich	11
Hausammann Textiles S. A., Winterthur	27, III
Heer & Cie S. A., Thalwil	6, 73, 83, 136
Hirzel & Cie S. A., Zurich	27
Honegger & Co. S. A., St-Gall	27

Max Kirchheimer Söhne & Co., Zurich	12
Leemann & Schellenberger A.-G., Zurich	154
Mettler & Cie S. A., St-Gall	10, 134
S. A. A. & R. Moos, Weisslingen	30, 91
Naef Frères S. A., Zurich	4, 138, 139, 140, 141
J. G. Nef & Cie S. A., Hérisau	25, 76, 135
Reichenbach & Cie, St-Gall	75, 82, 83, 132, 148
E. Roelli & Co. S. A., St-Gall	27
Jacob Rohner S. A., Heerbrugg	22
The Ruti Silk Co., Zurich	153
E. Schubiger & Cie S. A., Zurich	152
Siber & Wehrli S. A., Zurich	II
Weberel Sirmach, Sirmach	24
Stoffel & Cie, St-Gall	26, 74, 79, 133
S. A. Stünzi Fils, Horgen	8, 67
Tissage Wallenstadt, Wallenstadt	23
Wetter & Cie, Hérisau	24
Winzler, Ott & Co. S. A., Weinfelden	155

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

Aspor S. A., Porrentruy	27
Egger, Eisenhut & Co., Aarwangen	27
O. Eugster & Co., Trogen	153
Geiser S. A., Huttwil	19
Hochuli & Cie, Safenwil	150
Jakob Laib & Cie, Amriswil	27
Nabholz S. A., Schönenwerd	125
A. Naegeli S. A., Trikotfabriken Berlingen und Winterthur, Winterthur	27, 127
Ruegger & Cie, Zofingen	154
Ruepp & Co. S. A., Sarmenstorf	124
S. A. Jacob Scherrer, Romanshorn	126, 127
Alwin Wild, St. Margrethen	24

TULLE — NET — TUL — TÖLL

Société suisse de l'Industrie tullière S. A., Munchwilen	137
--	-----

Where to subscribe to « TEXTILES SUISSES »

Australia.	Oversea Trade Co., Victoria House, 83, Pitt Street, Sydney.	Pakistan.	Legation of Switzerland, Clifton N° 98 off Partab Singh Sethi Road, Karachi.
British West Africa.	Consulate of Switzerland, P. O. B. 359 Swanmill, Station Road, Accra (Gold Coast).	Philippines.	Consulate of Switzerland, 232, A. Mabini Street, Ermita, Manila.
Canada.	Mr. R. J. Taber, 99, King Street West, Toronto (Ont.). Simon News Agency 3815 Dupuis Ave. Montreal 26	Rhodesia (North).	Swiss Office for the Development of Trade, B. P. 1153, Elisabethville (Belgian Congo).
China.	Legation of Switzerland, 8 C. Nan Ho Yen, Peking. Consulate General of Switzerland, 87, Mowming Road, Grosvenor House, Shanghai.	South Africa.	Legation of Switzerland 818 George Av. P. O. B. 2289, Pretoria Consulate of Switzerland, 601, International House, Cor. Loveday & Kerk Street, Johannesburg. Consulate of Switzerland, 634, South African Mutual Building P.O.B. 37, 14 Darling Street, Capetown.
Cyprus.	Mr. Shukuroglou, Swiss Consular Agency P. O. B. 123, Nicosia.	Straits Settlements.	Consulate of Switzerland, Union Building, Collyer Quay, Singapore.
Denmark.	A. C. Illum Handelshus A/S Ostergade 52-54, Copenhagen.	Sweden.	Nordiska Kompaniet, Hamngatan 18-20, Stockholm.
East Africa.	Consulate of Switzerland, P. O. B. 102, Tanga (Tanganyika) B. E. A.	Switzerland.	Swiss Office for the Development of Trade. Place de la Riponne 3, Lausanne.
Egypt.	Swiss Chamber of Commerce, 8, Abdel Khalek Saroit Pacha Street, B. P. 352, Calro. Swiss Chamber of Commerce, 40, Safia Zaghibul, B. P. 836, Alexandrie.	Thailand.	Legation of Switzerland, 125/1, Savankaloke Road, Bangkok.
Ireland.	Eason & Son Ltd., 79-82, Middle Abbey Street, Dublin.	U. S. A.	The International News Company, 131, Varick Street, New York 13 (N. Y.). Classique Modes Co., Imported Fashion Publications, 202, West 40 Street, New York 18 (N. Y.). Legation of Switzerland, 2900, Avenue Cathedral N. W., Washington 8 (D. C.). Consulate General of Switzerland, 444, Madison Avenue, New York 22 (N. Y.). Consulate of Switzerland, Lincoln tower, 751 East Wacker Drive, Chicago 1 (Illinois). Consulate of Switzerland, Atlas Bank Building 901, Walnut Street 518-524, Cincinnati 2 (Ohio). Consulate of Switzerland, 511, W. M. 740 South Broadway, Los Angeles 14 (Cal.). National Publications Company, 1151, South Broadway, Los Angeles 15. Consulate of Switzerland, 236 International Trade Mart, New-Orleans 12 (La.). Consulate of Switzerland, 226, S 16th Street, Philadelphia 2 (Pa.). Consulate of Switzerland, 55, New Montgomery Street, San Francisco 5 (Cal.). Consulate of Switzerland, 1331, Third Av., Seattle 1 (Wash.). Consulate of Switzerland, 1012, Ambassador Building, 411, N. 7th Street, St. Louis (Mo.).
Great Britain.	S. F. & Partners Ltd., Bloomsbury Square 4 a, London W. C. 1.		
India.	Swiss Trade Commissioner for India, Gresham Assurance House, Sir Phirozshah Mehta Road, Box 102, Fort-Bombay.		
Indonesia.	Legation of Switzerland, Djalan Diponegoro 5, Djakarta - Java.		
Israël.	Groupement Suisse pour le Commerce avec Israël (GSI), P. O. B. 2117, 28, Ahad Haam St., Tel Aviv.		
Japan.	Fukuichi Co., Ltd., P.O. Box 96, Higashi, Osaka No 7, 1 — chome, Awajimachi, Higashi-ku, Osaka. Meiji-Shobo, Publisher & Bookseller, 4-2, chome Surugadal, Kanda Tokyo.		
New Zealand.	Universal Business Directories Ltd., 44-46, Kingston Street, Auckland.		
Netherlands.	Nederlandsch - Zwitsersche Kamer van Koophandel, 146 Singel Amsterdam.		
Norway.	A/S Norwesens Kioskkompan P. O. B 25, Oslo.		

Subscribe to « TEXTILES SUISSES » (« Swiss Textiles »)
and we shall be happy to register your name on our mailing list !