

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1957)
Heft: 1

Artikel: The "swiss week" at Dusseldorf
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798405>

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>

The «Swiss Week» at Dusseldorf



Dusseldorf has been said to have the greatest future before it of any town in the whole of the German Federal Republic. Having already organised similar events featuring other countries, it had arranged a Swiss Week to be held from March 10th to 16th. This was a decentralised exhibition held under the patronage of Mr. Th. Heuss, President of the German Federal Republic and Mr. Streuli, President of the Swiss Confederation, and organised by the City of Dusseldorf in collaboration with the Swiss Consulate in Dusseldorf, the Zurich branch of the Swiss Office for the Development of Trade, the Swiss National Tourist Office and the Pro-Helvetia Foundation in Zurich among others.

The programme included a number of lectures on cultural, economic and political subjects by eminent Swiss personalities, exhibitions by Swiss painters, displays of books and Swiss tourist posters, concerts of Swiss music, a presentation of documentary films, a performance of Fr. Durrenmatt's play «The Old Lady's Visit», fashion parades and numerous receptions. Over six hundred Dusseldorf shopkeepers took part in a competition for the best window displays featuring Swiss products. A novel way of making Swiss products known and stimulating public interest was a competition which involved the detection of a number of errors in the window displays.

On this page we are showing three different views of the window display of a big store which won first prize in category 2 (department stores with their own window dresser).



Photos Paulsen



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

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

Altoco S. A., St-Gall	90
Eisenhut & Co., Gals	181, 198
Eugster & Huber S. A., St-Gall	14, 198
Filtex S. A., St-Gall	28
Christian Fischbacher Co., St-Gall	12
Forster Willi & Cie, St-Gall	31, 42, 44, 45, 46, 50, 51, 54, 55, 59, 86, 99
H. Frei & Cie, Diepoldsau	28
Gabathuler & Co., Azmoos	28
Aug. Giger & Cie, St-Gall	40, 41, 197
Carl Gorini, St-Gall	28
R. & W. Graf, Rebstein	202
Hausammann Textiles S. A., Winterthur	1
Honegger & Cie S. A., St-Gall	14, 17
Hufenus & Cie, St-Gall	199
Theodor Locher & Co., St-Gall	185
E. Mettler-Muller S. A., Rorschach	6
A. Naef & Cie, Flawil	22, 39, 47, 56, 57
J. C. Neff & Co. S. A., Hérisau	11
Neuburger & Cie S. A., St-Gall	182
Reichenbach & Cie, St-Gall	60, 61, 94, 95, 114
E. Roelli & Cie S. A., St-Gall	14
Jacob Rohner S. A., Rebstein	15, 62, 63
Paul Sailer & Co., St-Gall	195
Jakob Schläpfer, St-Gall	91
Walter Schrank & Co., St-Gall	52, 53, 197
Sturzenegger & Tanner & Co. S. A., St-Gall	198
Ed. Sturzenegger S. A., St-Gall	184, 200
A.-G. vorm. Gebrüder Tobler & Co., Teufen	28
Union S. A., St-Gall	13, 43, 48, 49, 54, 58, 81, 183
Wetter & Cie, Hérisau	28

CHAUSSURES — SHOES — CALZADOS — SCHUHE

Chaussures Bally S. A., Schönenwerd	26
-------------------------------------	----

COLORANTS — DYESTUFFS — COLORANTES — FARBSTOFFE

Ciba Société Anonyme, Bâle	IV
J. R. Geigy S. A., Bâle	9, 10

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

Algo S. A., Zurich	187, 188
Emile Anderegg S. A., Weinfelden	3, 14
Baerlocher & Co., Rheineck	14
El-EI S. A., Zurich	186
Kneubühler & Cie, Zofingue	202
Lis, Zurich	183
Moden S. A., Montreux	192
Mylady S. A., Rheineck	14
Oumansky & Co., Genève	165
Käte Schenkel-Eckert, Horn	184, 196

Semaine suisse d'exportation — Swiss Export Week — Schweizer Exportwoche, Zürich

Exportverband der Schweiz, Bekleidungsindustrie, Zürich	
Syndicat suisse des exportateurs de l'industrie de l'habillement, Zurich	104-107
W. Achtnich & Cie S. A., Wallisellen	152
Aebi & Cie S. A., Hérisau	138, 160
Emil Anderegg S. A., St-Gall	128, 154
R. Anderes S. A., St-Gall	110, 136
Benazzi S. A., Zurich	110, 111, 155
Bischoff Textil S. A., St-Gall	124, 157
A. Blum & Cie, Zurich	148
Braendlin & Co., Jona	129, 159
Brüllmann & Co., Zurich	113, 116, 154
Canzani & Co., Zurich	125, 156
El-EI S. A., Zurich	108
Humbert Entress S. A., Aadorf	140
Maison Gack, Zurich	112

His & Co. S. A., Murgenthal	133, 160
Knechtli & Co. S. A., ci-devant Swiss Knitting Co., Zollikofen-Berne	153
Krähenbühl & Co., Clarens-Montreux	144
Künzli S. A., Stregelbach	149, 162
Joh. Laib & Co. S. A., Amriswil	145, 158
Jakob Laib & Co., Amriswil	139, 162
P. Lüthi & Co., Zurich	115, 116, 137
La Maille, Lausanne	132, 142, 158
Mylord S. A., Châtel-St-Denis	126, 127
Nabholz S. A., Schönenwerd	141
Luclen Nordmann, Berne	117
Otta S. A., Zurich	118, 120, 122
Oumansky & Co., Genève	130, 131
Primella S. A., Zurich	130, 114
Ruepp & Cie S. A., Sarmenstorf	136, 147, 163
S. A. Jacob Scherrer, Romanshorn	161
Arthur Schibli S. A., Genève	119, 121, 123
Victor Tanner S. A., St-Gall	134, 135
René Waegeli, Genève	146, 151
E. Weber & Co., Zurich	109, 156
Pius Wieler Fils, Kreuzlingen	150
Zimmerli & Cie S. A., Aarbourg	143

DIVERS — MISCELLANEOUS — DIVERSOS — VERSCHIEDENES

Siegfried Bollag & Co., Buying Agents, Zurich	28
---	----

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

F. Blumer & Cie, Schwanden	27, 189
Filtex S. A., St-Gall	28
Hans Fierz, Zurich	196
Christian Fischbacher Co., St-Gall	12
Honegger & Cie S. A., St-Gall	14
Max Kreier Co., St-Gall	179
Mavir, Zurich	199
Siber & Vehrli S. A., Zurich	II
Stoffel & Cie, St-Gall	4
Arthur Vetter & Co., Zollikon	196

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

Bäumlin, Ernst & Co., St-Gall	200
Boppart & Co. S. A., Goldach	202
Braschler & Co., Zurich	28
Heer & Cie S. A., Oberuzwill	195
Filature de la Lorze, Baar	23
E. Mettler-Muller S. A., Rorschach	7
Roth & Cie, Wangen a. A.	202
Société Industrielle pour la schappe, Bâle	20, 21, 190, 191
Hans Städler S. A., St-Gall	28
Trub & Cie S. A., Uster	14
Emil Wild & Co., St-Gall	28, 199
Zwicky & Cie, Wallisellen	28

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

E. Mettler-Muller S. A., Rorschach	7
Zwicky & Cie, Wallisellen	28

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

Chaussures Bally S. A.	
Dép.: Tissus élastiques, Schönenwerd	19
Oscar Haag, Küssnacht	201

LAINÉ — WOOL — LANA — WOLLE

Tissage Bleiche S. A., Zofingue	167, 201
---------------------------------	----------

**MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS
— TASCHENTÜCHER**

Baerlocher & Co., Rheineck	14
Albin Breitenmoser S. A., Appenzell	180
Filtex S. A., St-Gall	28
Christian Fischbacher Co., St-Gall	12
Gabathuler & Co., Azmoos	28
Honegger & Cie S. A., St-Gall	14, 178
Mavir, Zurich	199
Jakob Rohner S. A., Rebstein	15
Paul Sailer & Co., St-Gall	195
Stoffel & Cie, St-Gall	4
Ed. Sturzenegger S. A., St-Gall	200
A.-G. vorm. Gebrüder Tobler & Co., Teufen	28
Union S. A., St-Gall	13

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

Heer & Cie S. A., Oberuzwil	195
S. A. A. & R. Moos, Weisslingen	16
Stoffel & Cie, St-Gall	4
Weberel Sirmach, Sirmach	28
Alwin Wild, St. Margrethen	28
Zwicky & Cie, Wallisellen	28

**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 BAUM-
WOLLE, LEINEN, SEIDE, KUNSTSEIDE, ZELLWOLLE, NYLON**

Abegg Frères, Horgen	14
L. Abraham & Cie, Soleris S. A., Zurich	32, 65, 66, 67, 68, 69, 72, 73, 74, 75, 76, 85
Emile Anderegg S. A., Weinfelden	3, 14
Baerlocher & Co., Rheineck	14
Rudolf Brauchbar & Cie, Zurich	2, 78, 79, 80, 88, 96
Burgauer & Cie S. A., St-Gall	194
Emar S. A., Zurich	188
Eugster & Huber S. A., St-Gall	14, 198

Hans Fierz, Zurich	196
Filtex S. A., St-Gall	28
Christian Fischbacher Co., St-Gall	12, 174, 175
Charles Gorini, St-Gall	28
Berthold Guggenheim Fils & Cie, Zurich	24
H. Gut & Cie S. A., Zurich	29
Haas & Cie, Zurich	186
Hausammann Textiles S. A., Winterthur	1, 14, 92, 93, 177
Heer & Cie S. A., Thalwil	8, 77, 84, 187
Hirzel & Cie S. A., Zurich	199
Honegger & Co S. A., St-Gall	14, 17
Max Kirchheimer Söhne & Co., Zurich	III
Mettler & Cie S. A., St-Gall	14, 87
S. A. A. & R. Moos, Weisslingen	16, 98, 176
Naef Frères S. A., Zurich	186
J. G. Nef & Cie S. A., Hérissau	11
Reichenbach & Cie, St-Gall	64, 85, 89, 95, 194
Mechanische Seidenweberei Ruti, Zurich	195
Sager & Cie, Dürrenäsch	201
Robt. Schwarzenbach & Co., Thalwil	25, 97, 164
Siber & Wehrli S. A., Zurich	II
Weberel Sirmach, Sirmach	28
Stehli & Co. S. A., Zurich	18
Stoffel & Cie, St-Gall	4, 89, 173
S. A. Stünzi Fils, Horgen	5, 90, 91
Taco S. A., Zurich	90
Tissage Wallenstadt, Wallenstadt	14
Weisbrod-Zürcher Söhne, Hausen a. A.	190, 191
Wetter & Cie, Hérissau	28

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

Aspor S. A., Porrentruy	14
Egger, Eisenhut & Co., Aarwangen	14
Hochuli & Cie, Safenwil	193, 197
Jakob Laib & Cie, Amriswil	14
Joh. Müller S. A., Wohlen	30, 193
A. Naegeli S.A., Trikotfabriken Berlingen und Winterthur, Winterthur	14
Ruegger & Cie, Zofingue	201
Alwin Wild, St. Margrethen	28

Where to subscribe to «TEXTILES SUISSES»

Australia.	Oversea Trade Co., Victoria House, 83, Pitt Street, Sydney.	Pakistan.	Legation of Switzerland, Clifton No 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.
Cyprus.	Mr. Shukuroglou, Swiss Consular Agency P. O. B. 123, Nicosia.	Straits Settlements.	Consulate of Switzerland, 634, South African Mutual Building P.O.B. 37, 14 Darling Street, Capetown.
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, Cairo. 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 American News Company, 131, Varlick Street, New York 13 (N. Y.). Classique Modes Co., Imported Fashion Publications, 202, West 40 Street, New York 18 (N. Y.). French & European Publications, Inc 610 Fifth Avenue, New York 20 (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 Phirozschah Mehta Road, Box 102, Fort-Bombay.		
Indonesia.	Legation of Switzerland, Djalan Diponegoro 5, Diakarta - Java.		
Irac.	Legation of Switzerland, Saadun Street No 3/1/2, Alwiyah, Bagdad.		
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 Kloskompan P. O. B 25, Oslo.		

Subscribe to «TEXTILES SUISSES» («Swiss Textiles»)

and we shall be happy to register your name on our mailing list !