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ROBT. SCHWARZENBACH & Co.,
THALWIL
Tissu tropical jacquard en coton mélangé
Jacquard tropical fabric in mixed cotton
Tejido « tropical » Jacquard de algodón
mezclado
Tropical Jacquardgewebe aus gemischter
Baumwolle
Modèle : Walter Kriesemer & Co. A.-G.,
Saint-Gall
Photo Lutz

*On the occasion of the Brussels Universal
and International Exhibition 1958*

THE SWISS TEXTILE AND CLOTHING INDUSTRIES

Although a periodical like Textiles Suisses — whose main purpose is to keep its readers informed of the novelties of which fashion is made — cannot continually refer to the structure of the industry itself, there are nevertheless occasions when it is interesting to call attention to the general set-up of Swiss textile production.

Switzerland's participation in the Brussels Universal and International Exhibition presents an ideal opportunity for casting a glance round all those activities which, although perhaps unfamiliar to our readers, are nevertheless essential to the making of the lovely creations they know and admire so much. In the following pages therefore, we are giving a general survey of all the branches in question, according to their relative importance rather than the extent of their participation in the Universal Exhibition.

We are sure that regular readers as well as those who will be making the acquaintance of our periodical for the first time at the Brussels Fair will appreciate this objective, concise and up-to-date account of Switzerland's textile industry which — we sincerely hope — will not only be of interest to them but also perhaps come in useful when next they visit Switzerland.

THE EDITORS





TISSAGES DE SOIERIE
NAEF FRÈRES S.A.,
ZURICH
Bouclé Medina.
Modèle : D. Lewenstein
Zurich.

No other Swiss industry is so rich in contrasts as the various branches of textile production. For the most part they are activities that have evolved from work carried out by the family in the home in order to satisfy man's basic need to clothe himself. Swiss textile products have nevertheless risen above this purely utilitarian level to become articles of fashion. They therefore offer the paradox of being a type of production determined to a large extent by the decisions of international fashion circles, but nevertheless carried out in the main by small concerns in rural districts with the help of workers whose rustic character in no way detracts from the quality of the workmanship. Another paradox is presented by the fact that these factories, which are often old in origin and modest in appearance, are equipped with the very latest machinery and are run on the most

HEER & C^{ie} S.A., THALWIL

1. « Bouclette » — rayonne et coton / rayon and cotton / rayón y algodón / Rayonne und Baumwolle.
2. « Bouclette pointillée or » — rayonne et métal / rayon and metal thread / rayón e hilos metálicos / Rayonne und Metallgarn.
3. « Natté shantung » — soie naturelle / pure silk / seda pura / Naturseide.
4. « Montmartre » — rayonne et fibranne / rayon and staple fibre / rayón y fibrana / Rayonne und Zellwolle.
5. « Crystal Punch » — rayonne.
6. « Demi-Crêpe » — rayonne et laine / rayon and wool / rayón y lana / Rayonne und Wolle.

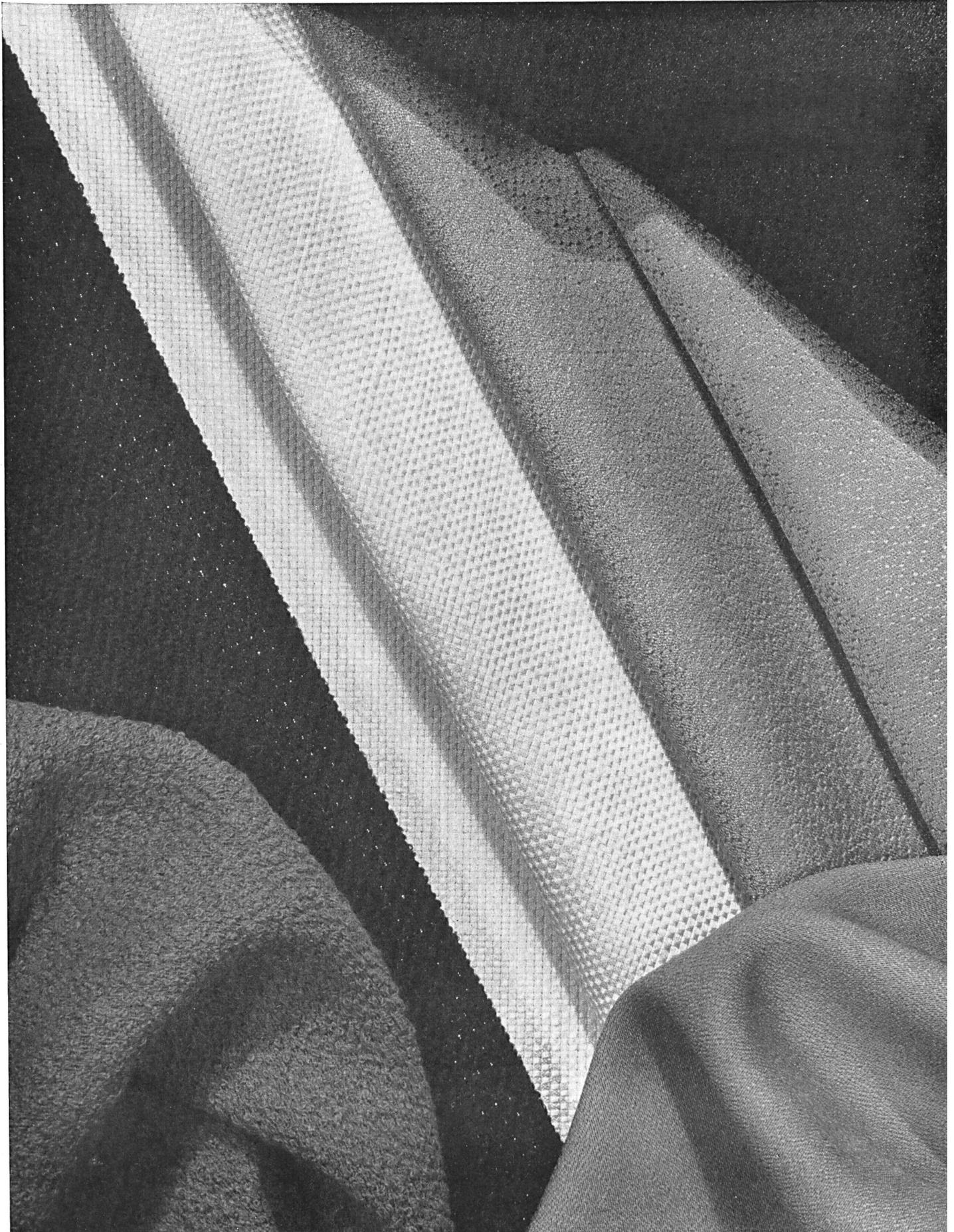
Photo Droz.

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« ZURRER », WEISBROD-ZURRER FILS,
HAUSEN S/A.
Térylène « Pana-Print » imprimé / printed /
estampado / bedrukt.
Modèle : Eugen Braunschweig, Zurich.
Photo Ateljé Ugglå AB.



up-to-date rational lines permitted by the very original nature of the production, which concentrates on the manufacture of small quantities of high quality articles, with the main emphasis on the part played by the designer and manpower, and which makes a point of renewing its models each season and adapting itself immediately to changes in fashion and even of foreseeing them. Attention should also be called to the influence exerted by other countries on Swiss textile industries, either by refugees — from the 16th century up to the present day — or otherwise.

The silk industry has existed in its present form in Switzerland since the 17th century; it covers all stages of manufacture and includes work with artificial fibres (rayon) and synthetic fibres (nylon and similar products).

In the field of spinning, we find throwing, twisting and the manufacture of sewing threads.

Weaving is unquestionably the most important of the textile activities. It has developed mainly in the neighbourhood of the town of Zurich, which is itself the centre of the silk trade and the exportation of fabrics. The annual output of fabrics, two-thirds of which is regularly exported, is estimated at 150 million Swiss francs' worth. The nature of this production, its geographic situation and the high wages it has to pay prevent it from offering competitive prices on world markets. Like other Swiss textile branches, it must therefore concentrate on the manufacture of high quality, exclusive novelties in silk, rayon and synthetic fibres for Parisian haute couture and all the big international fashion centres. Tie-silks enjoy a very good reputation. The handweaving of silk bolting cloth is another important feature of the silk industry. These industrial fabrics, used in milling, are also required today for the manufacture of the silk screens used in textile printing (screen printing) and in the graphic arts (silk screen printing). Almost the whole of the annual output valued at between 9 and 10 million Swiss francs is exported.

Silk ribbons have been manufactured for over 400 years in the countryside around Basle, which is the commercial centre of this activity. The bulk of the output is exported to more than seventy countries in all parts of the world. This industry, whose products are of outstanding quality and always in keeping with the latest fashion trends, still plays an important part in the international market. Swiss ribbons are used in all branches of clothing: couture, ready-to-wear, lingerie, corsetry and millinery, and new uses are continually being found for them, in particular in packaging.

Basle is also Switzerland's shappe (silk waste) spinning centre. This industry has greatly developed its manufacture of fancy yarns in different fibres required for the making of special weaving effects.

The progress of science and the increasing world demand are responsible for the rapid development of the artificial and synthetic fibres industry. The manufacture of viscose rayon started in Switzerland in 1906 and has since developed considerably. The output of Swiss rayon factories is used in weaving, the manufacture of ribbons, the knitwear and jersey industries and for technical purposes (tyre cords); in addition to mat and shiny yarns, it includes various special fibres (hollow, vat-dyed, etc.) as well as artificial straws for the millinery braid industry. Rayon is also the basic material used in the manufacture of staple fibre (rayon fibres, cut to size and spun like natural cotton or wool fibres). Since 1956, synthetic fibres too have been made in Switzerland, either under license from foreign patents or according to original processes. Swiss industry

HEER & C^{ie} S.A., THALWIL
Kontikki (soie naturelle).
Modèle: Jacob Scherrer S.A.,
Romanshorn.
Photos Ateljé Ugglå AB.

HEER & C^{ie} S.A., THALWIL
Térylène plissé.
Jupe de / Skirt by / Falda de
Rock von:
Haury & Co. A.G., Saint-Gall.





«SISAF», SOCIÉTÉ INDUSTRIELLE
 POUR LA SCHAPPE, BALE
 S. A. DE FILATURES
 DE SCHAPPE, KRIENS

Orlon filé schappe ; douillet, léger, séchant immédiatement, résistant, irrétrécissable et inattaquable par les mites

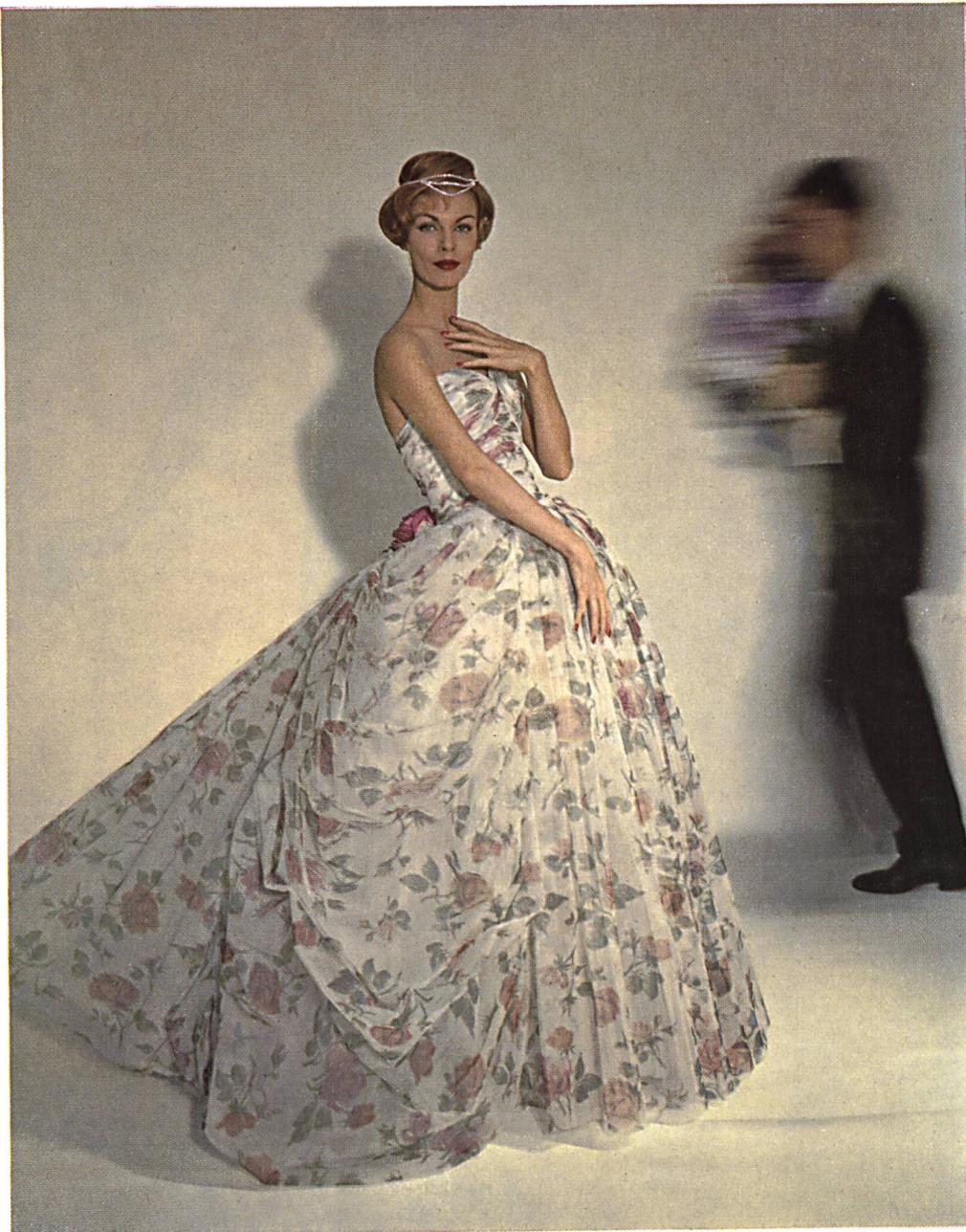
Schappe spun orlon ; soft, light, quick-drying, hard-wearing, shrink-resistant, mothproof

Orlon hilado como cadarzo ; suave ligero, inmediatamente seco, duradero, inencogible y resistente a la polilla

Schappegesponnener Orlon ; mällig, leicht, schnelltrocknend, dauerhaft, nicht eingehend und mottensicher

Modèles : (à gauche - on the left - a la izquierda - links) jupe plissée : Fehlbaum & Co., A.-G., Burgdorf ; pullover : La Maille, Lausanne ; jaquette : Vollmoeller, Uster ; (à droite - on the right - a la derecha - rechts) : His & Co., S. A., Murgenthal
 Photo Schmutz

has moreover played an important part in the development of the use of these fibres by creating a process, since adopted in numerous countries, for the transformation of ordinary continuous yarns into the so-called stretch yarns. Whereas in 1920 the total output of artificial fibres amounted to only 600 metric tons, it exceeded 25 000 tons in 1957 (synthetic fibres included), some 70 % of this amount being exported. These industries employ more than 5000 workers.



SOCIÉTÉ SUISSE
DE L'INDUSTRIE TULLIÈRE S. A.,
MUNCHWILEN

Impression multicolore sur tulle de nylon à finissage
ignifuge permanent

Multicoloured print on nylon net with permanent
flameproof finish

Estampación de 8 colores sobre tul de nylon con
acabado permanente ininflamable

8-farbiger Druck auf Nylon-Permatüll, Ausrüstung
flammenhemmend

Modèle : Marty & Co., Zurich

SOCIÉTÉ SUISSE DE L'INDUSTRIE TULLIÈRE S.A., MUNCHWILEN

Impression multicolore sur tulle de nylon à finissage ignifuge permanent.

Multicoloured print on nylon net with permanent flame proof finish.

Estampación de 8 colores sobre tul de nylon con acabado permanente ininflamable.

8-farbiger Druck auf Nylon-Permatüll, Ausrüstung flammenhemmend.

Modèle: Marty & Co., Zürich.

Photo Lutz.





Two centuries ago the cotton industry gradually began to oust the spinning and weaving of linen which had developed in the north-east of Switzerland. It expanded rapidly, especially after the introduction of machinery, and today it has become one of the country's major economic activities, providing employment for some 25 000 persons.

Cotton spinning and twisting is carried out on 1 200 000 and 350 000 spindles respectively, in a hundred or so mills situated in the cantons of St. Gall, Glaris and Zurich. Most of the output of yarns, estimated at a total annual value of several hundreds of millions of Swiss francs, is absorbed by weaving and embroidery concerns on the home market.

Cotton weaving is carried out in approximately a hundred concerns on some 20 000 mechanical looms. The average annual output is valued at over 500 million francs. The manufacturing programme covers a wide range. The standard qualities are sold mainly on the home market, while most of the fine fabrics are exported. These fine fabrics include plain, colour-woven, figured or printed materials, outstanding either for their high novelty, which makes them much sought after in the fashion industries, or for their wearing qualities (for example, colour fastness, waterproofing, etc.) which satisfy the most exacting demands. In addition to the classical fabrics there are now many new creations made possible by the progress achieved in weaving, dyeing, printing and finishing in general. Let us mention, among others, mousselines, batistes, voiles, organdies, poplins and gabardines as well as furnishing fabrics, marquisesettes for curtaining, etc.

STOFFEL & Co., SAINT-GALL

Les nouveautés en coton qui se vendent.

Bestselling cotton fabrics.

Las novedades de algodón que se venden.

Bestsellers unter den Baumwoll-Nouveautés.

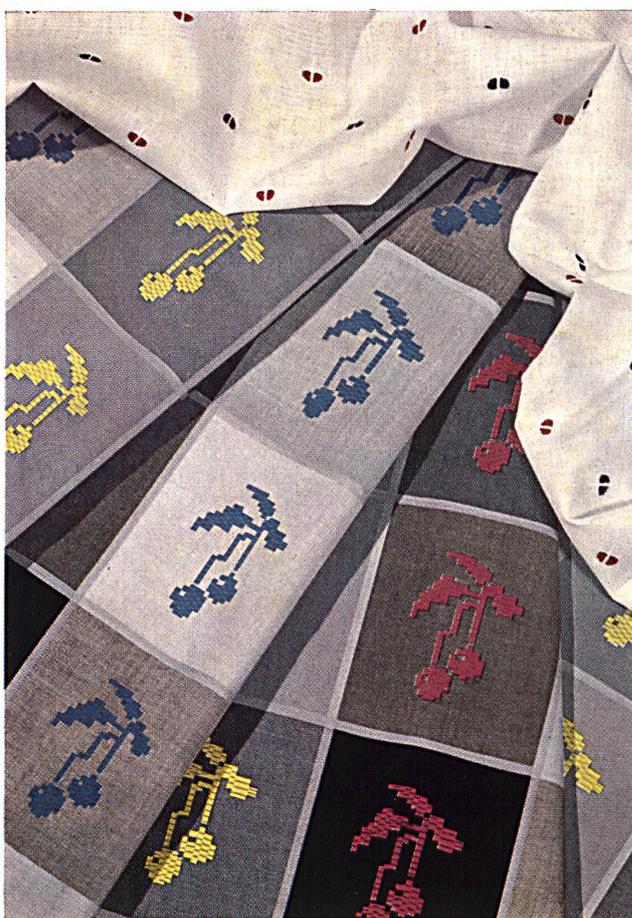
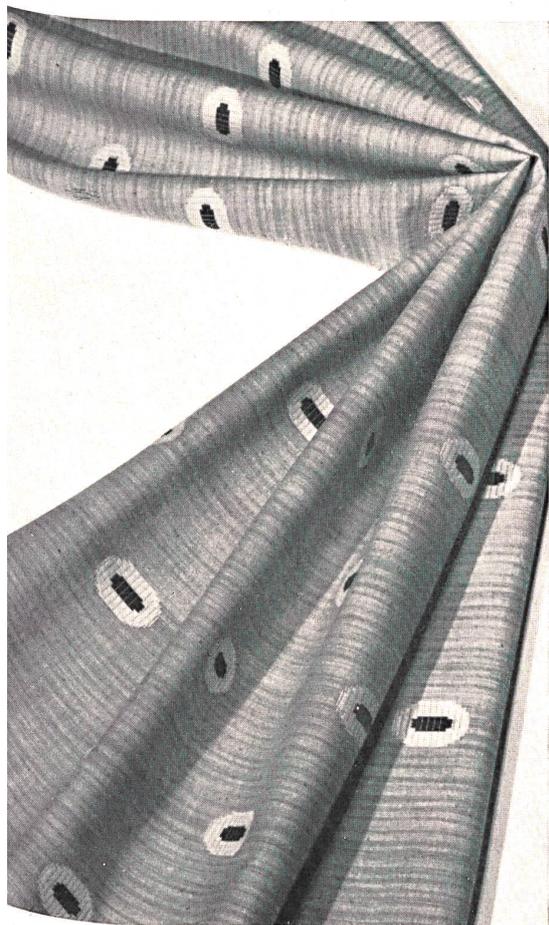
Photo Droz.





HEER & C^{ie} S.A., THALWIL
Popeline Félice (coton).
Modèle : Iris Mode S.A., Staffelbach.
Photo Matter.

The popularity of these fabrics has made it possible to compensate in part for the big set-backs incurred in the embroidery industry during the 1930 slump. Another speciality of the fine cottons industry, the manufacture of colour-woven and especially printed handkerchiefs, was developed in the district of St. Gall at the time of the slump and has subsequently developed to a remarkable extent.



« FISBA », CHRISTIAN FISCHBACHER Co.,
SAINT-GALL

Tissu estival avec dessins tissés ; finissage Fisba-Stayrite
Summery fabric with woven designs and Fisba-Stayrite finish
Tejido de verano con dibujos tejidos ; acabado Fisba-Stayrite
Sommergewebe mit eingewobenen Effekten und Fisba-Stayrite Ausrüstung

« FISBA », CHRISTIAN FISCHBACHER Co.,
SAINT-GALL

Batiste de coton fin pour robes, avec effets de fils coupés. Tissu léger pour blouses, imitation lin, avec dessins tissés en couleurs
Fine cotton batiste for dresses, with clip-cord effects.
Light fabric for blouses, imitation linen, with colour woven designs
Batista de algodón fino para vestidos, con efectos de vaimica. Tejido ligero para blusas imitando lino, con dibujos tejidos en colores
Feiner Baumwollbatist für Kleider, mit apartem Clip-Cord Muster. Duftiges Leinen-Imitat-Gewebe für Blusen, mit bunt eingewobenen Effekten

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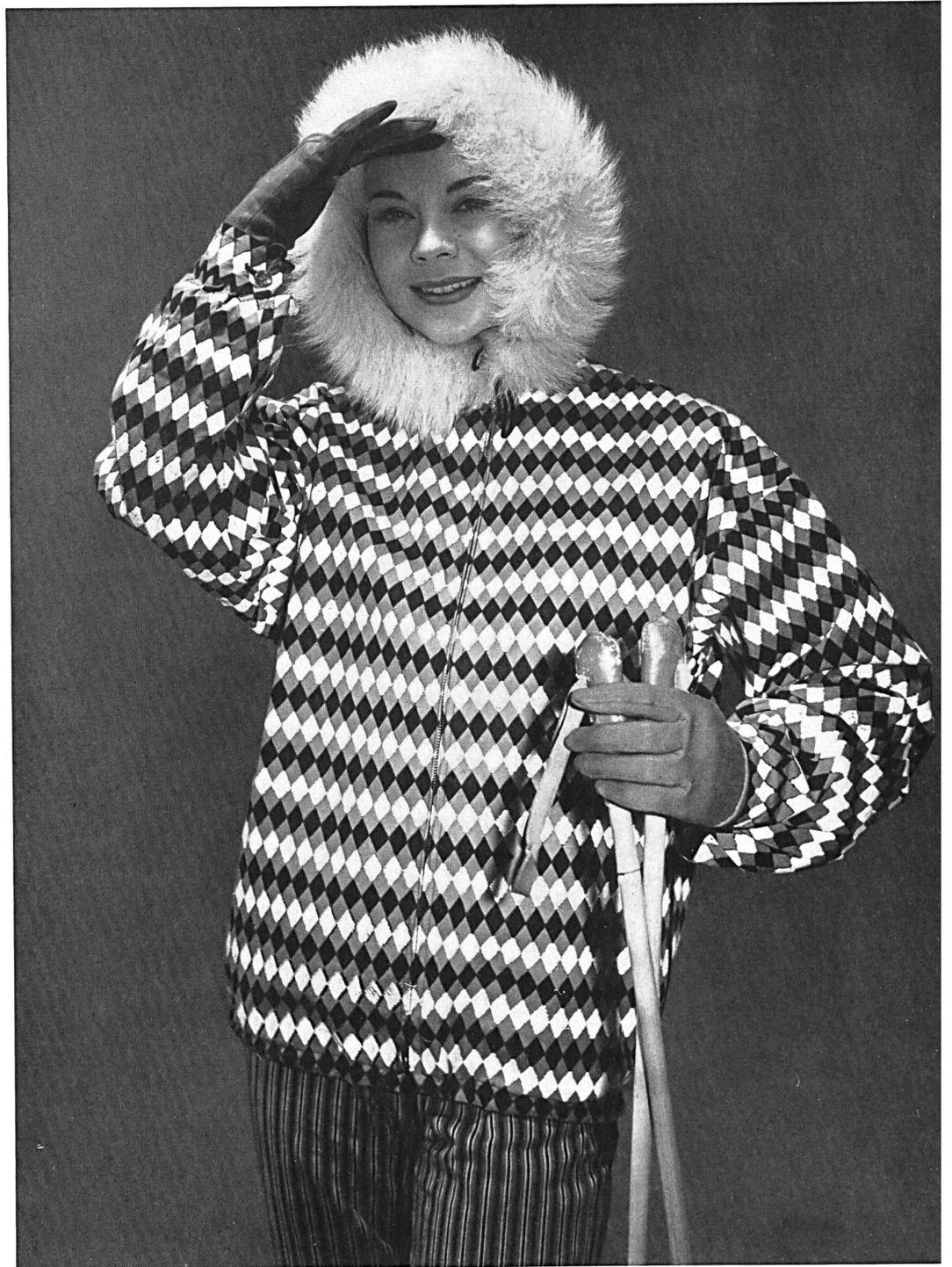


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«NELO», J. G. NEF & Co. S. A.,
HERISAU

Nouveaux tissus mode de haute élégance :
Elegant latest fashion materials :
Nuevos tejidos de moda sumamente elegantes :
Neue Qualitäten von modischer Eleganz :

- 1) «Satin Soirée» — tissu de coton avec impression velours / cotton fabric with flock-printed designs / tejido de algodón con dibujos estampados «flock» / Baumwollgewebe mit Velourdruck
- 2) «Satin Paloma» — tissu de coton très drapant / cotton fabric with good draping qualities / tejido de algodón de muy buena caída / Baumwollgewebe, speziell weich fallend
- 3) «Satin Pamela» — satin de laine / wool satin / satén de lana / Wollsatín
- 4) «Satin Gala» — tissu de coton avec impression argent / cotton fabric with silver print / tejido de algodón con estampado plata / Baumwollgewebe mit Silberdruck



RAYTEX A.G., ZURICH

Tissu de coton hydrofugé « Pluvaflex » avec impression lumineuse permanente

Water repellent « Pluvaflex » cotton fabric with permanent fluorescent print

Tejido de algodón hidrofugado « Pluvaflex », con estampado luminescente permanente

« Pluvaflex » wasserabstossendes Baumwoll-Gewebe mit reflektierendem Druck, permanent ausgerüstet

Modèle : Wintro G.m.b.H., Saint-Gall



METTLER & Cie S. A., SAINT-GALL
Photo Droz

« Cachemine » — tissu mixte ardil et fibranne, caractère laine, pour robes et blouses / ardil and staple-fibre wool type mixed fabric, for dresses and blouses / tejido mezclado de ardil y fibrana, tipo lana, para vestidos y blusas / wollähnliches Gewebe aus Ardil und Zellwolle für Blusen und Kleider

« Chiffon-Casella » — chiffon de coton, imprimé main, pour robes flou / hand printed cotton chiffon for loosely-sitting dresses / chifón de algodón estampado a mano para vestidos de hechura suelta / Baumwoll-Chiffon, handbedruckt, für Kleider in der Richtung « flou »

« Manolito » — dessins modernes sur une belle qualité d'ottoman / modern designs on a beautiful ottoman / dibujos modernos sobre otomán de muy buena calidad / gewagte Dessins auf schöner Ottoman-Qualität



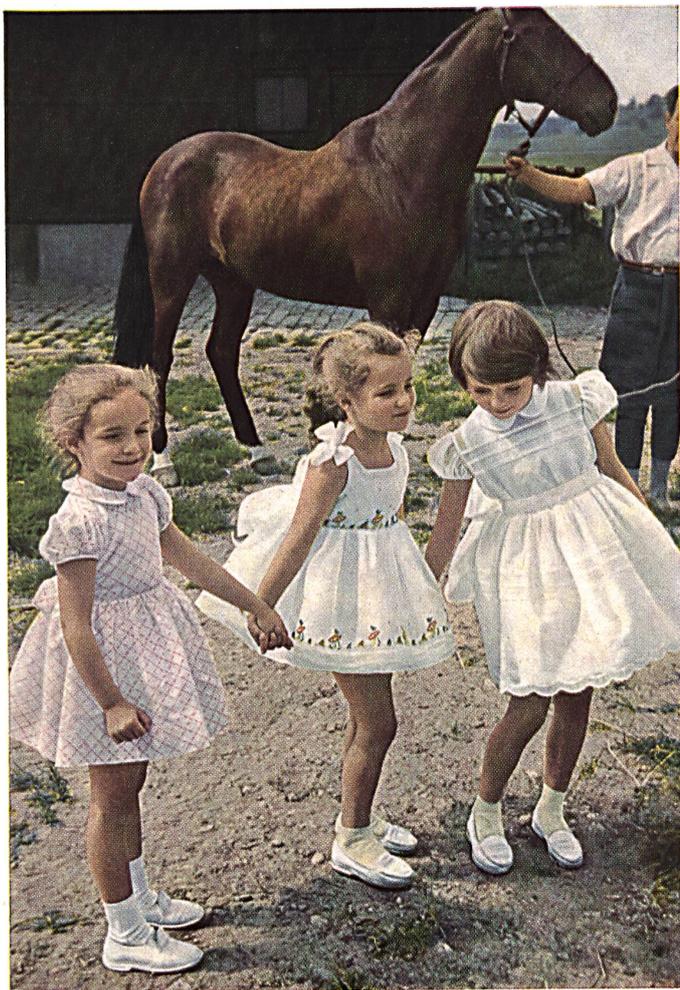
Embroidery was introduced into the canton of St. Gall on a commercial basis some two centuries ago. Today this industry is completely mechanised and women hand-embroiderers (canton of Appenzell) are employed only for accessory work such as monogramming and the hemming of handkerchiefs. The main centres of production, of which the town of St. Gall is the centre (cantons of St. Gall, Thurgau and Appenzell) contain

W. N. GUBSER A.G., SAINT-GALL
Broderies et mouchoirs.
Embroideries and handkerchieves.
Bordados y pañuelos.
Stickereien und Taschentücher.
Photo Droz.





850 power looms and 800 hand looms. The Swiss embroidery industry has succeeded in surviving, in spite of wars and crises and in maintaining and increasing its reputation on foreign markets. The part it plays in Parisian haute couture is well known. The need to provide fashion designers with a constant flow of novelties compels manufacturers to be continually on the lookout for fresh ideas. Thus alongside the traditional types of white embroidery such as broderie anglaise, allover, braids, flounces, etc., there are new types such as imitation guipure, coloured embroideries, embroideries made of metal threads, straw and wool and embroideries of other kinds. Today, not only mousselines, voiles, batistes, organdies and other cotton fabrics are used as base materials but fabrics



ED. STURZENEGGER A.-G., SAINT-GALL
 Broderie en couleurs sur organdi de coton / Coloured embroidery on organdy / Bonito bordado sobre organdi de algodón / Buntstickerei auf Baumwoll-
 Organdy
 Modèle : Ed. Sturzenegger A.-G., Saint-Gall



ED. STURZENEGGER A.-G., SAINT-GALL
 Organdi avec broderie en couleurs à la machine à main / Coloured hand-machined embroidery on organdy / Organdí bordado en colores con la máquina manual / Organdy mit farbiger Hand-
 maschinenstickerei
 Modèle : Ed. Sturzenegger A.-G., Saint-Gall

THEODOR LOCHER & Co., SAINT-GALL

Batiste brodée pour blouses. Popeline brodée pour blouses. Laize guipure. Satin de coton brodé.
 Embroidered batiste for blouses. Embroidered poplin for blouses. Guipure allover. Embroidered cotton satin
 Batista bordada para blusas. Popelina bordada para blusas. Tela bordada. Satén de algodón bordado
 Bestickter Batist für Blusen. Bestickte Popeline für Blusen. Guipure Spitze mit Valencienne-Effekt. Bestickter Baumwollsatin



WALTER STARK, SAINT-GALL
 Blouse en satin brodé
 Embroidered satin blouse
 Blusa de satén bordado
 Bluse aus besticktem Satin



WALTER STARK, SAINT-GALL
 Blouse en satin brodé
 Embroidered satin blouse
 Blusa de satén bordado
 Bluse aus besticktem Satin



EISENHUT & Co., GAIS

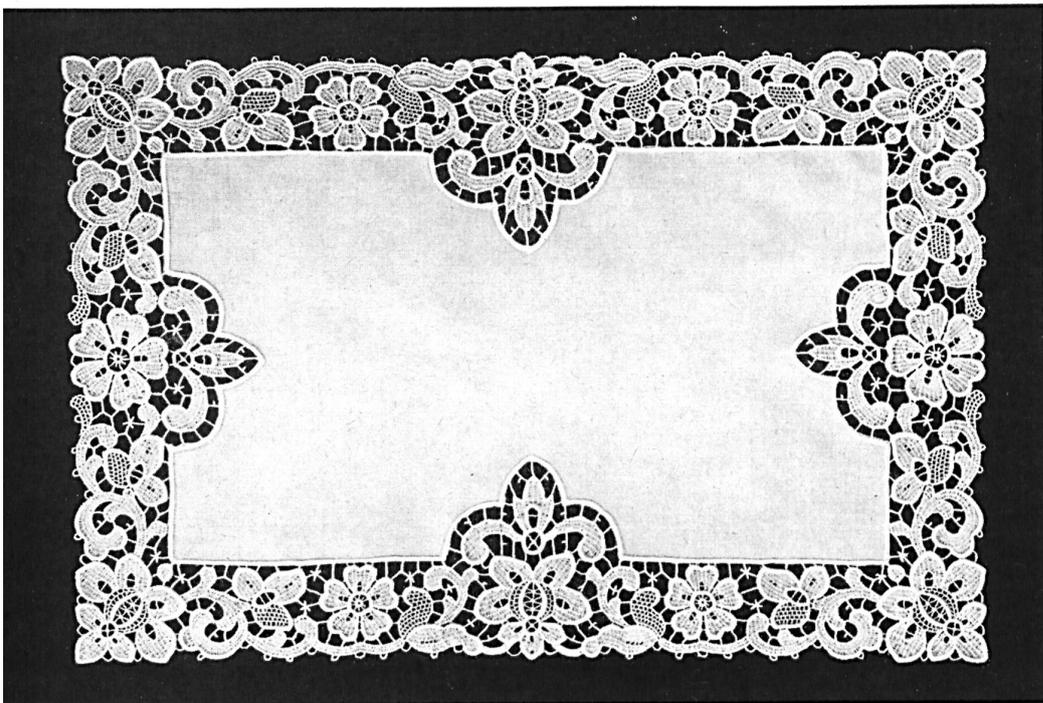
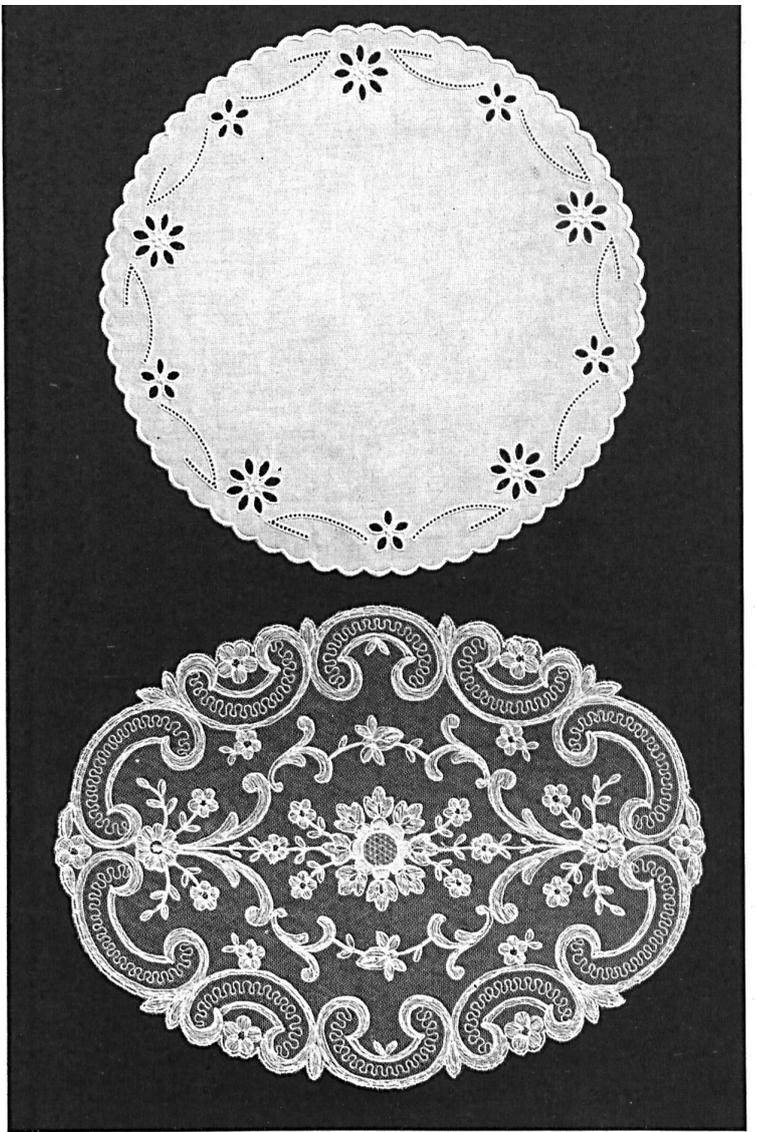
Broderie sur lin — Galons guipure et organdi —
Bande batiste.

Embroidered linen allover — Organdy and guipure
galoons — Batiste edging.

Lino bordado — Galones de guipur y organdi —
Tiras bordadas de batista.

Bestickter Leinen — Organdy und Guipure Galonen
Batist Band.

B. AMMANN, KIRCHBERG
 Spécialité de napperons brodés en tous genres. — Broderies.
 Manufacturers of embroidered tray-cloths of all kinds. — Embroideries.
 Mantelitos bordados de todos generos. — Bordados.
 Bestickte Zierdeckchen in allen Ausführungen. — Stickereien.



B. AMMANN, KIRCHBERG
 Spécialité de napperons brodés en tous genres. — Broderies.
 Manufacturers of embroidered tray-cloths of all kinds. — Embroideries.
 Mantelitos bordados de todos generos. — Bordados.
 Bestickte Zierdeckchen in allen Ausführungen. — Stickereien.

of all the other fibres too, such as silk, rayon, nylon, wool, etc. Let us also mention the manufacture of embroidered curtains on tulle, marquissette and voile as well as that of colour embroidered handkerchiefs.

The total exports of embroideries have risen since the second world war from 80 million to 120 million Swiss francs a year.

BÄCHTOLD & Co., A.G., HERISAU

Broderies sur nylon pour jupons telles que volants en forme et panneaux.

Nylon embroideries already shaped as flouncings and panels for underskirts.

Bordados sobre tela de nylon conformados para enaguas.

Abgepasste Volants und Einsätze aus besticktem Nylon für Unterröcke.

Photo Droz.





The wool textile industry has developed enormously during the last twenty-five years and has considerably increased its output. Like other textile branches, it depends on other countries for its supplies of raw materials, Switzerland being able to meet only 3% of the country's needs in raw wool.



LEEMANN
& SCHELLENBERG S.A.
ZURICH

Tissu / Fabric / Tejido
Gewebe : Jerseylaine.
Modèle : R. Cafader & Co.
Zurich.
Photo Kurt Kriewall.

« RECO », REICHENBACH & Co.,
SAINT-GALL

« Recolana », mousseline de laine
imprimée ; printed wool challis ;
muselina de lana estampada ;
Wollmusselin bedruckt.

« Crepelaine », crêpe de laine imprimé ;
printed wool crepe ; crespón de lana
estampado ; bedruckter Wollkrepp.
Photo Droz.



TISSAGE BLEICHE S.A., ZOFINGUE

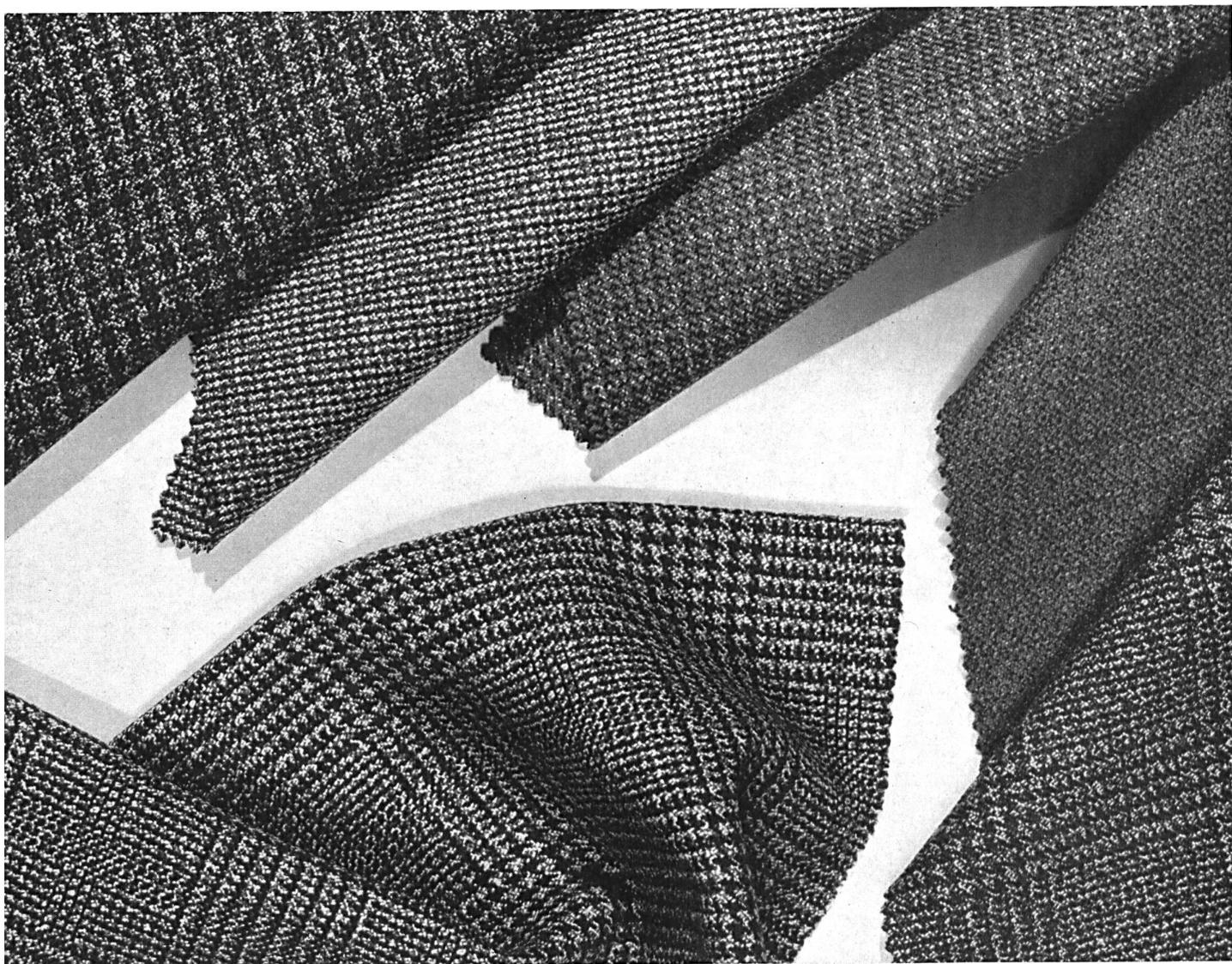
Dessins nouveaux en tissus de peigné retors « Swiss-Twist » pure laine de tonte, éprouvés pour le sport et le voyage.

New designs in "Swiss-Twist" pure worsted fabrics, ideal for sportswear and travelling.

Nuevos dibujos en tejidos « Swiss-Twist » de lana de vellón peinada retorcida, apropiados para el deporte y el viaje.

Neuartige Dessins in « Swiss-Twist », bestbewährte Gewebe für Reise und Sport aus reiner Schurwolle gezwirnt.

Photo Droz



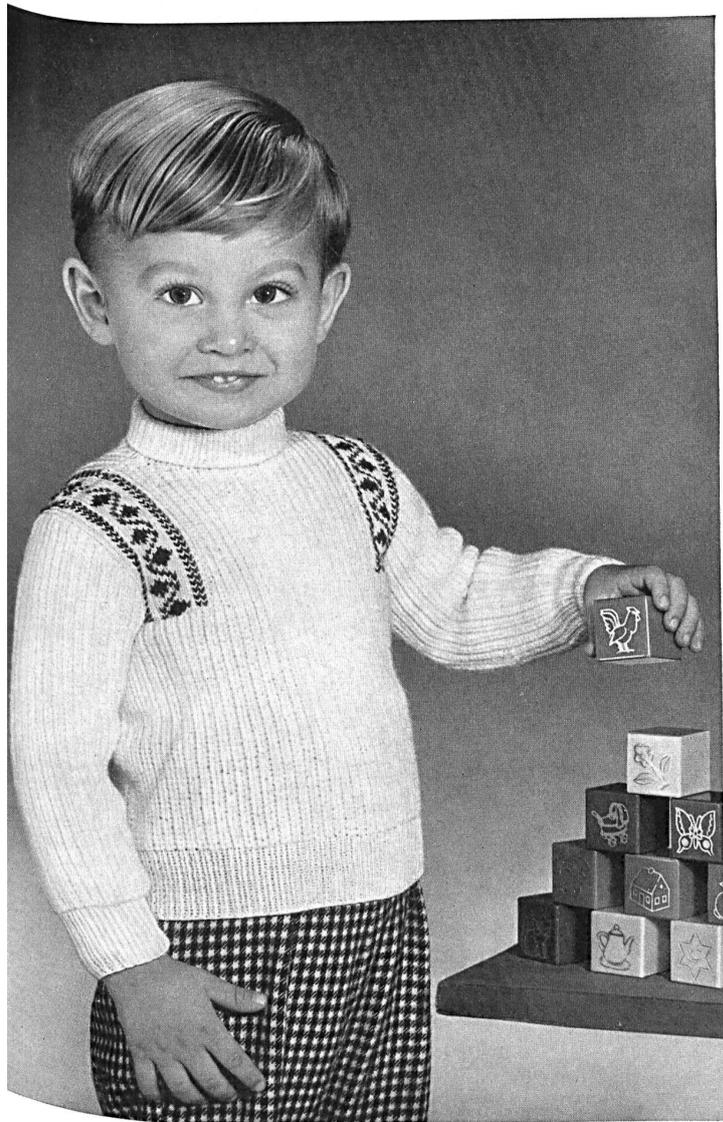
The spinning and twisting of combed and carded wools are carried out on some 350 000 spindles, and Swiss spinning and twisting mills supply yarns for weaving and the knitwear and jersey industries as well as wools for handknitting.

Weaving is carried out on some 3300 looms. The manufacturing programme ranges from cloths and blankets to classical and fancy fabrics for men and women, in woollens and worsteds, in all fashionable designs and colours, including the finest specialities such as mousselines. Switzerland also possesses several carpet and felt factories.

Dating back to the Middle Ages, the linen industry is still flourishing in the cantons of Berne and Aargau where it is carried on in 30 factories employing some 3000 workers.

Switzerland's linen production consists mainly of high quality linens for household use : sheets, towels, tablecloths and classical and modern furnishing fabrics. The speciality that has made its name abroad however is the damask table linen for hotels, which is found in the best establishments all over the world.

The knitwear and jersey industry only really developed in the modern sense during



GEISER S.A., HUTTWIL

Spécialiste en layettes et vêtements pour enfants, tricotés à la main en pure laine de tonte ; modèles originaux exclusifs. Articles tricotés à la machine. Manufacturers of layette and children's garments, hand-knitted in pure virgin wool ; original and exclusive models. — Machine knitted articles.

GEISER S.A., HUTTWIL

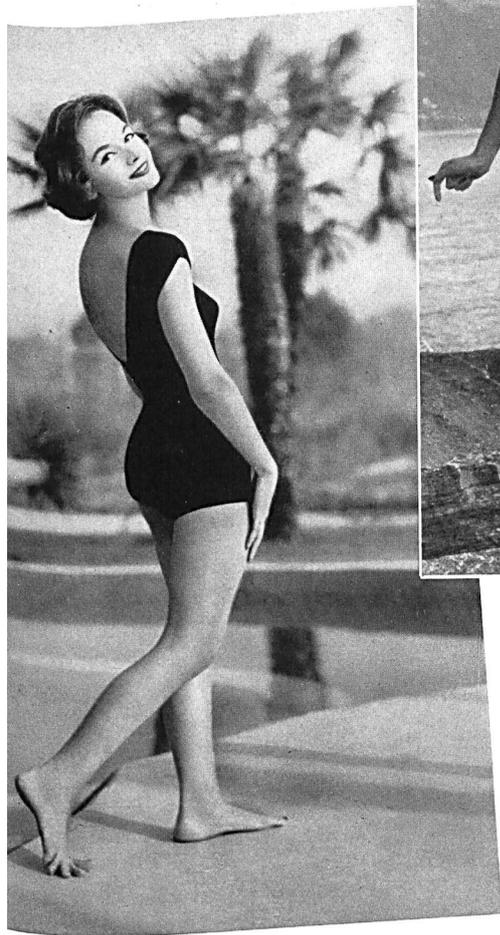
Casa especializada para vestidos de bebés y niños, en genero de punto a mano de lana pura ; modelos originales exclusivos. Artículos hechos a máquina. Especialisiert in der Herstellung von Baby- und Kinderbekleidung aus handgestrickter reiner Schurwolle ; eigene exklusive Modelle. Maschinengestrickte Artikel.

the last forty years. This industry is situated mainly in the north of the country ; in the districts of St. Gall and Appenzell, it has partly replaced the embroidery industry, but well-known factories are also found in other parts of the country. In Switzerland, nearly 200 factories, that is to say one seventh of all clothing concerns, make knitted fabrics ;

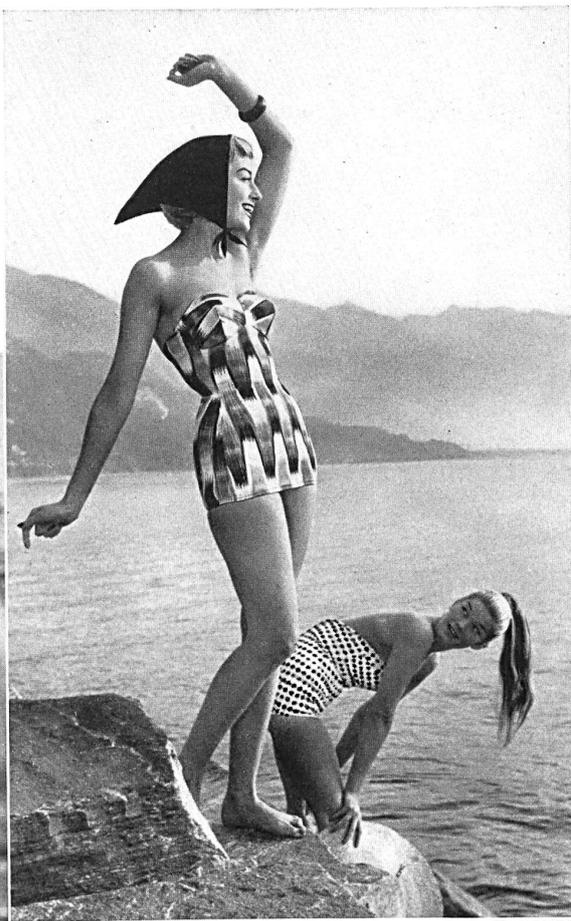


« ROBORO »,
J. F. ROHRER-BOLLIGER S.A.,
ROMANSHORN

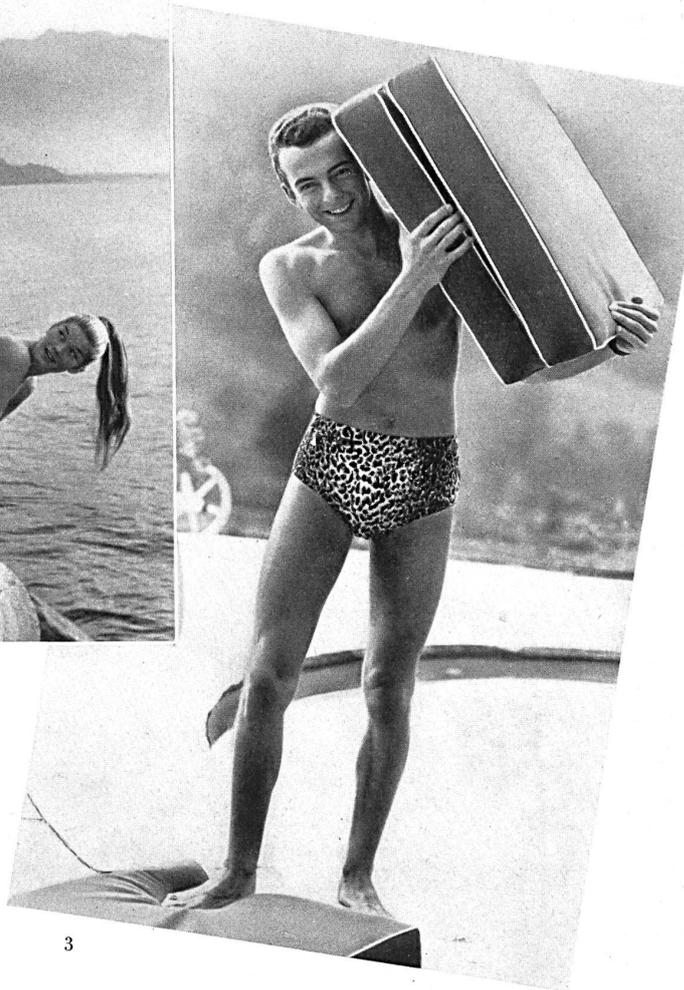
Elégant maillot de bain en lastex imprimé.
Fashionable swimsuit in printed lastex.
Traje de baño elegante de lastex
estampado.
Eleganter Badeanzug aus bedrucktem
Lastex.
Photo Stwolinski



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3

LAHCO S.A., BADEN

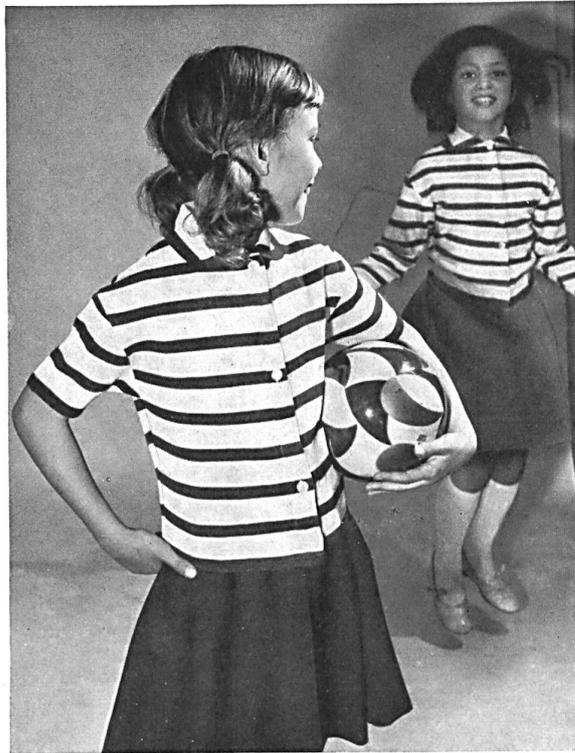
- 1 Maillot de bain en « Héléanca » ; se fait aussi avec dessins imprimés.
« Helanca » swimsuit ; also available with printed designs.
Traje de baño « Helanca » ; puede obtenerse también con dibujos estampados.
« Helanca »-Badeanzug ; auch buntbedruckt in farbenfrohen Dessins zu haben.
Photo Lutz
- 2 Maillots de bain en « Héléanca », avec dessins imprimés en couleurs.
« Helanca » swimsuits with color printed designs.
Trajes de baño « Helanca » con dibujos estampados en colores.
« Helanca »-Badeanzüge buntfarbig bedruckt.
Photo Stwolinski
- 3 Culotte de bain Lastex, dessin ocelot, avec poche à fermeture à glissière.
Lastex bathing trunks with ocelot design and practical zip pocket.
Calzón de baño de Lastex, con dibujo imitando piel de ocelote y bolsillo con cierre de cremallera.
Lastex Badehose mit Ozelot-Dessin und der praktischen Reißverschluss-Tasche.
Photo Lutz

Pullovers kimono en coton mercerisé. — Kimono pullovers in mercerized cotton. — Pulóveres estilo kimono de algodón mercerizado. — Kimono Pullovers aus mercerisierter Baumwolle.



« molli », RUEGGER & Co., ZOFINGUE

Jolies jaquettes rayées avec col original; se font en pure laine décatie ou en coton mercerisé. — Attractive striped jackets with original collars; available in pure decatized wool or mercerized cotton. — Bonitas chaquetas listadas con cuello original; pueden obtenerse de lana deslustrada o de algodón mercerizado. — Hübsche gestreifte Jacken mit modischen Kragen; in reiner dekatiertes Woll oder mercerisierter Baumwolle erhältlich.



Très pratique blouse jersey en fin coton mercerisé. — Very practical jersey blouse in fine mercerized cotton. — Chaquetilla muy práctica de algodón fino mercerizado. — Sportliche Jersey-Bluse aus feiner mercerisierter Baumwolle.



Fraîche marinière rayée en coton mercerisé. Twin-set très pratique pour porter sur une jupe ou un pantalon; se fait en coton mercerisé ou en pure laine décatie, en tons pastel ou foncés. — Light middy blouse in mercerized cotton. Very practical twin-set for wear with a skirt or trousers; available in mercerized cotton or pure decatized wool in pastel or dark shades. — Marinera muy fresca, de algodón mercerizado. Juego muy practico para llevar con falda o pantalón; se fabrican de algodón mercerizado o de lana deslustrada pura en los matices pastel u oscuros. — Gestreifte Marinière aus mercerisierter Baumwolle. Praktischer Twin-set aus reiner dekatiertes Woll oder mercerisierter Baumwolle, erhältlich in pastell oder dunklen Tönen zum tragen mit einer Jupe oder Hose.
Photos Henn.



« STREBA », JOHANN MULLER S.A., WOHLLEN

Une chemise de nuit de rêve, en nylon, richement ornée de dentelle, avec devant drapé.

A dreamlike nylon nightdress, richly trimmed with lace, with draped front.

Un camizón de ensueño de nylon con pechera drapada y profusamente adornada de puntillas.

Der Traum eines Nachthemdes aus Nylon mit drapiertem Vorderteil, reich verziert mit Spitzen.

Photo Schmutz.

« HOCOSA »

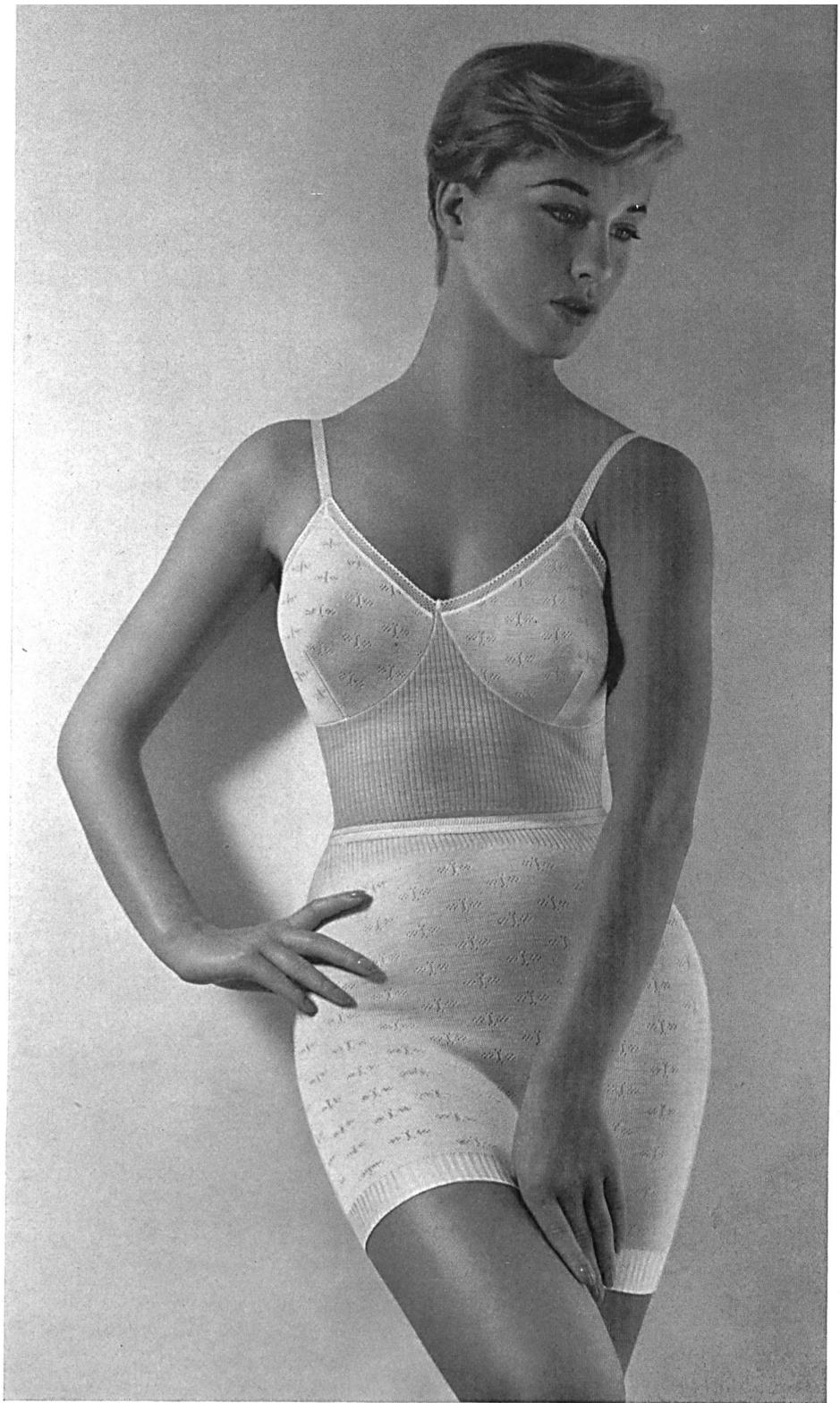
HOCHULI & Co. S.A., SAFENWIL

Parure en tricot fantaisie, douillettement chaude mais extra-légère, en pure laine mitinisée et rendue infuiltrable par le procédé « Dylan ».

Fancy tricot lingerie set, warm and cosy but extra-light in pure Mitin moth-proofed wool which will not felt owing to its « Dylan » finish.

Juego de lencería de punto fantasía suavemente calida pero extraligera, de pura lana mitinisada y que no se afieltra debido al acabado « Dylan ».

Mollig warm und doch federleicht ist diese fantasiegestrückte Garnitur aus reiner Wolle, und zudem « Mitin »-mottenecht und « Dylan »-filzecht behandelt.



these factories provide employment for about 12 000 men and women, not counting those who do piece work in the home. The rising figures for exports show the importance of this industry ; in fact, exports of knitted clothing and lingerie rose in value from 17.4 million francs in 1950 to 45 million in 1957.

The manufacture of stockings and socks is carried on in 25 factories by some 2000 persons.



F. BLUMER & Cie., SCHWANDEN

Carrés à franges en mousseline de laine imprimés à la main en décors cachemire traditionnels, en 70×70 et 80×80 cm.

Traditional hand printed challis, 28×28" and 32×32", fringed.

Cuadrados con franjas en muselina de lana, estampados a mano, dibujos tradicionales de Casimir, 70×70 y 80×80 cm.

Traditionsmässig handbedruckte Vierecktücher in Reinwooll-Cachemire, 70×70 cm gefranst.



MAX KREIER Co., SAINT-GALL

Nouveautés en carrés imprimés : soie, laine et coton.

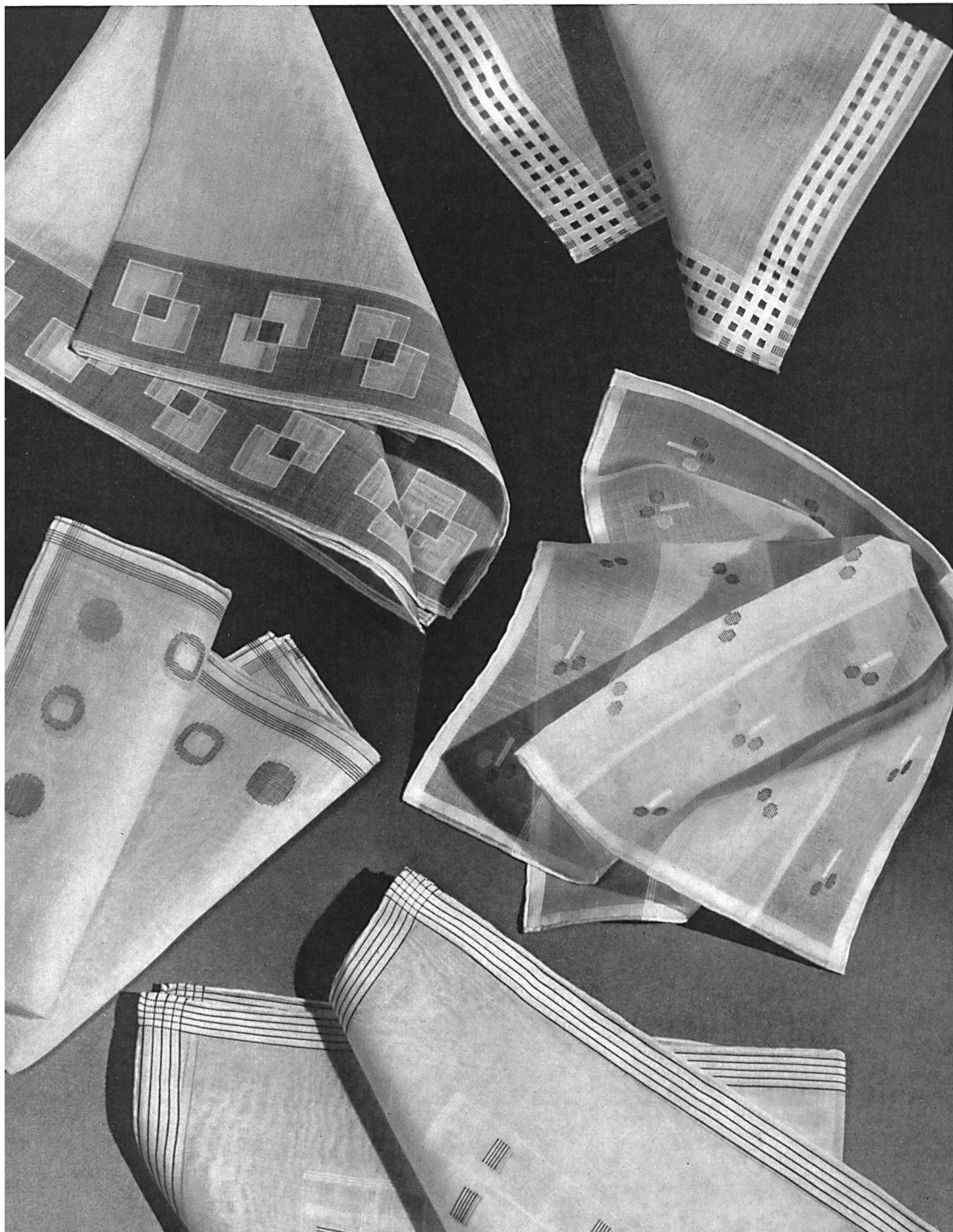
Novelty printed squares in silk, wool and cotton.

Chales estampados de novedad en seda, lana y algodón.

Neuheiten in bedruckten Carrés : Seide, Wolle, Baumwolle.

« SOL MONTANUS », HONEGGER & C^{ie} S.A.,
SAINT-GALL

Nouveautés fantaisie en mouchoirs pour dames et messieurs.
Fancy novelty handkerchieves for ladies and men.
Pañuelos novedades de fantasía para señora y caballero.
Feine Fantasie Nouveauté Taschentücher für Damen und Herren.
Photo Droz.





« DUBARRY »,
KÄTE SCHENKEL-ECKERT,
HORN

Chiffon imprimé pure soie.
Pure silk printed chiffon.
Chifón de seda pura estampado.
Bedrucker, reinseidener Chiffon.



« DUBARRY »,
KÄTE SCHENKEL-ECKERT,
HORN

Chiffon pure soie. / Pure silk
chiffon. / Chifón de seda pura.
Reinseidener Chiffon.



« DUBARRY »,
KÄTE SCHENKEL-ECKERT,
HORN

Foulard imprimé, pure soie. /
Printed pure silk twill. / Fular de
seda pura estampado. / Bedruck-
ter, reinseidener Foulard.



« DUBARRY »,
KÄTE SCHENKEL-ECKERT,
HORN

Chiffon imprimé pure soie. /
Printed pure silk chiffon. / Chifón
de seda pura estampado. /
Bedrucker, reinseidener Chiffon.

The development of the ready-to-wear clothing industry during the last decades is even more striking. The number of firms engaged in the manufacture of outer garments rose from some 90 concerns at the beginning of the century to over 600 to-day, employing 25 000 workers and office staff, 4000 of whom did piece work in the home. Half of this



**«EMAND», EMILE ANDEREGG S.A.,
WEINFELDEN**

**Manteau de pluie en tissu hydrofugé.
Water repellent raincoat.**

**Abrigo de lluvia en tejido impregnado.
Regenmantel aus wasserabstossendem
Gewebe.**

Photo Schmutz.

« SAMODE », MODEN S.A.,
MONTREUX

Riche blouse en organdi de soie et très fine broderie découpée.
Elegant silk organdy blouse with very fine cut-out embroidery.
Hermosa blusa de organdi de seda con puntillas finas recortadas.
Elegante Bluse aus Seidenorgandy und sehr feiner ausgeschnittener Stickerei.



« SAMODE »,
MODEN S.A.,
MONTREUX

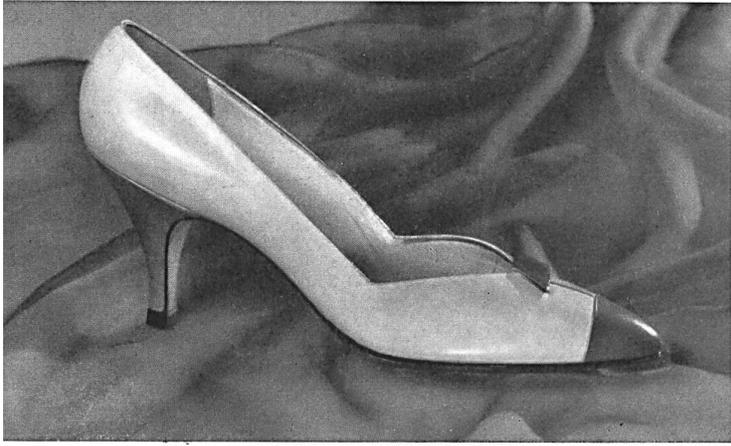
Ensemble imprimé en pure soie.
Printed pure silk ensemble.
Conjunto de seda pura estampada.
Ensemble aus reiner Seide bedruckt.

« SAMODE », MODEN S.A.,
MONTREUX

Robe cocktail de très fine dentelle.
Cocktail dress in very fine lace.
Traje de coctél de puntilla muy fina.
Cocktailkleid aus sehr feiner Spitze.

number were employed in making men's clothing. It should be pointed out here that the women's ready-to-wear industry has been meeting with great success on foreign markets for some time now. The dresses, suits, coats, skirts, blouses and other garments it makes are always inspired by the latest Paris fashions, adapted and toned down to suit the tastes of the very large clientele in different countries. Lastly, the materials used are of the best quality while the cut, sewing and finishing are always impeccable.

Knitted garments, whether classical articles such as sports sweaters or creations belonging more to the field of fashion, such as knitted or jersey dresses and suits, also



CHAUSSURES BALLY S.A. DE FABRICATION,
SCHENENWERD
Modèles déposés.

play an important part in the development of the clothing industry, but they have already been dealt with in the paragraph above devoted to the knitwear and jersey industry. The same applies to knitted underwear.

Woven lingerie manufacture (women's underwear, men's shirts, etc.) provide employment for some 7000 men and women (including cottage workers) in just under 150 concerns. Mention should also be made of 120 other concerns specialising in the making of ties, corsets, braces, gloves, hats and caps and employing some 3000 persons.

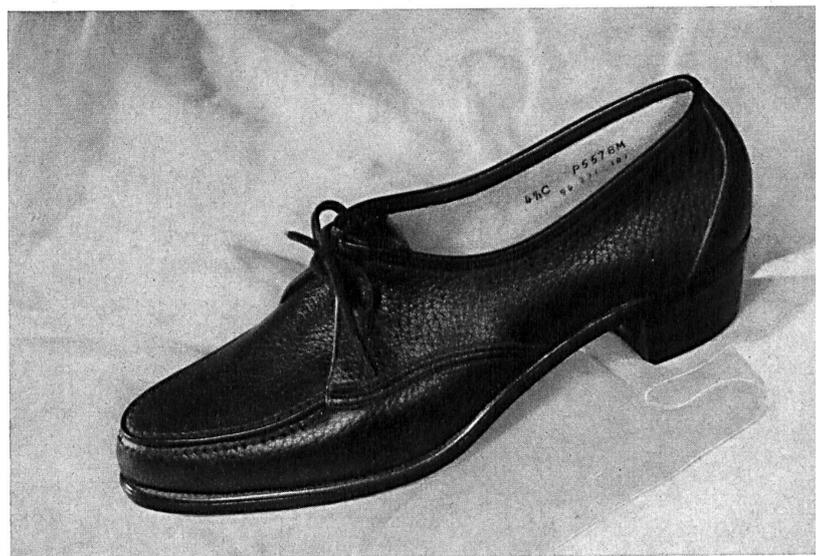
*The typical features of the Swiss textile industry outlined at the beginning of this section also apply to the **straw braid** industry : production of articles that have to be renewed with each season's change of fashion, production concentrated in a rural district (canton of Aargau), destined mainly for export (as a general rule about 98 % of the total output). The fifteen concerns of this industry work only during the winter months and the 2000 to 2500 men and women workers it employs do agricultural work in the summer months. This unusual arrangement helps to ensure the stability of the labour force and to avoid economic crises. At present, use is no longer made of natural straw, but of all kinds of artificial materials, generally with a viscose base ; the products of this industry, which lead the field in the markets of the world owing to their great novelty, are used for the manufacture of hats, footwear, ladies' bags and other fashion articles.*

A study of Switzerland's textile production would not be complete without some mention of the finishing concerns. The advances made in industrial chemistry and technology, during the last century and this, have enabled this industry to progress from the

simple processes of bleaching and dyeing to modern highly technical processes such as mercerisation, printing, flock-printing, waterproofing, impregnation and various other treatments making fabrics shrinkproof and crease-resistant and conferring on them numerous other qualities of wear and appearance that are remarkable for their permanence and resistance to washing.

The footwear industry, which is closely related to that of clothing, made its first appearance in Switzerland about the middle of the 19th century, when C.F. Bally founded the firm which still bears his name. Even before the turn of the century, other factories had been established so that today this industry numbers some 90 firms and 14 000 workers. The annual output varies between 10 and 12 million pairs of shoes, mostly made of leather. Exports have always played an important role in this branch and at present over one and a half million pairs are exported every year. In order to maintain their position on foreign markets, the bigger Swiss footwear factories devote special attention to questions of artistic creation and at the same time to good workmanship and comfort. Among the Swiss articles that are especially popular abroad, let us mention leather shoes and more particularly smart fashionable shoes for women and ski boots.

Tanning, which is one of the oldest industries in Switzerland, is continually coming up against strong foreign competition. It has however succeeded in bringing itself completely up to date and regaining the place it had temporarily lost. Today it uses processes which have all the advantages of the old time-honoured methods as well as the benefits of the latest technical progress. It caters mainly for the home market, but is also capable of exporting on a large scale.



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