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Switzerland's foreign trade and textiles in 1958

The general economic recession that prevailed last year was not without its repercussions on Switzerland's foreign trade, the figures for which, especially those of imports, failed to reach the record heights achieved in 1957. It should be pointed out that each month last year the values of imports were lower than the corresponding figures for 1957, whereas the monthly values of exports occasionally exceeded those of the previous year. Here are the overall figures for the last three years :

	in millions of Swiss francs		
	1956	1957	1958
Total imports	7,597.0	8,447.1	7,335.2
Total exports	6,203.5	6,713.9	6,648.8
Adverse balance	1,393.5	1,733.2	686.4

The excess of imports over exports amounts to approximately two-fifths of the high deficit recorded the previous year. This change is due largely to the big drop in the adverse balance of trade that occurred during the second half of 1958. It will perhaps be remembered that the all-time high reached by Swiss exports last October (640.8 million Sw. Fr.) resulted in a credit balance of 9 million francs. The trade coefficient (that is to say the value of exports expressed as a percentage of that of imports) which has dropped steadily since 1954, rose considerably above the figure for 1957 to that of 90.6 %, as compared with the post-war average of 84 %.

Below we give the export values of the main categories of textiles for the last three years :

	in millions of Swiss francs		
	1956	1957	1958
Cotton yarns	69.3	76.8	58.0
Cotton fabrics	178.2	176.8	161.7
Embroideries	120.7	134.4	121.2
Schappe	11.6	11.4	7.9
Yarns of artificial fibres	101.6	100.6	105.4
Fabrics of pure and artificial silk	90.5	91.7	93.6
Ribbons of pure and artificial silk	11.8	12.9	12.2
Woollen yarns	39.6	33.1	29.4
Woollen fabrics	40.0	45.1	36.5
Hosiery and knitwear	46.2	51.2	46.9
Ready-to-wear clothing	64.0	69.2	68.5
Millinery braid	34.1	31.7	22.9
Footwear	43.7	46.2	41.2

On the whole, therefore, Swiss exports of textile products fell off considerably, except for those of artificial fibre yarns and pure and artificial silk fabrics.

Switzerland's imports of textile products, as we mentioned above, also fell off on the whole ; the drop generally affected all supplier countries with but few exceptions.

The overall total for the commodities listed below amounted to 722.5 million Swiss francs for the year 1958, as compared with 932.4 million for the previous year (1 million Sw. Fr. = U.S. \$233,000).

Here then are the figures relating to Switzerland's main textile imports during 1958, with particulars concerning the most important suppliers, followed in each case by the values for 1957 in parentheses ; all figures refer to millions of Swiss francs.

Cotton 214.79 (287.82) ; raw cotton 126.62 (180.99) : Peru 36.66 (36.46), United States 31.45 (80.96), Mexico 22.16 (22.12), Egypt 16.73 (24.96) ; printed fabrics 12.67 (13.39) : German Federal Republic 4.43 (4.79), France 1.83 (1.84), Netherlands 1.77 (1.90), Austria 1.29 (1.20) ; velvets 9.72 (9.24) : Italy 4.55 (4.04), German Federal Republic 3.13 (2.90) ; hand embroideries 1.11 (1.24) : China 0.91 (1.05).

Silk 112.— (135.69) ; raw silk 14.82 (19.23) : Japan 7.45 (10.98), China 7.34 (8.18) ; fabrics in artificial and synthetic yarns, filament 10.— (15.44) : United States 5.33 (10.77), German Federal Republic 2.— (2.43), Italy 1.18 (0.91) ; fabrics in silk or schappe 9.68 (15.32) : China 4.38 (9.42), Italy 1.98 (1.92), Japan 1.58 (1.47), France 1.33 (2.13).

Wool 233.81 (335.99) ; worsted tops 48.96 (80.22) : France 21.90 (42.07), Uruguay 13.79 (15.89) ; fabrics 41.19 (48.92) : Great Britain 11.56 (13.70), Italy 10.60 (12.86), German Federal Republic 5.04 (7.55), France 5.02 (5.23) ; carpets 33.87 (40.12) : Iran 9.87 (12.27), Belgium-Luxemburg Union 6.39 (8.56) ; washed wool, dyed 20.82 (27.05) : Australia 6.08 (6.54), Belgium-Luxemburg Union 3.23 (5.35), Great Britain 2.40 (2.94), German Federal Republic 2.09 (2.30) ; raw wool 23.04 (38.18) : Australia 12.21 (20.85), South Africa 4.88 (8.30), Argentina 2.59 (2.45), France 1.42 (0.75).

Ready to wear clothing 161.48 (172.70) ; woollen underwear 27.01 (28.33) : Italy 8.79 (9.27), Great Britain 5.42 (7.05), Japan 4.47 (1.59), German Federal Republic 3.62 (5.00), France 1.97 (2.46) ; woollen garments for women and girls 16.28 (18.92) : Netherlands 5.81 (7.09), German Federal Republic 3.77 (4.35), Great Britain 2.56 (3.91), France 1.61 (1.51) ; silk underwear, rayon, nylon, etc. 15.19 (15.48) : German Federal Republic 7.06 (5.36), United States 4.13 (6.35), France 1.08 (1.19) ; stockings of artificial and synthetic fibres, filament 12.29 (14.20) : Italy 3.86 (2.12), United States 2.92 (5.69), German Federal Republic 1.92 (1.94), Austria 1.09 (1.72) ; woollen garments for men and boys 9.95 (13.16) : German Federal Republic 4.75 (7.41), Netherlands 1.80 (1.68), Great Britain 1.58 (1.92), Italy 0.67 (1.30).



Swiss fortnight

London, October 5th to 17th, 1959

Switzerland will be on show in Great Britain this autumn for a period of two weeks, from October 5th to 17th. She will not only be giving the people of London, Manchester and Glasgow an overall view of Swiss products, business possibilities and services but at the same time presenting a less commercial side of her activities in a number of outstanding cultural events.

We wish to stress that this will be the biggest demonstration of goodwill that Switzerland has ever organised in Great Britain and we are sure that readers will readily forgive us if we step for a moment outside the domain of purely textile matters to speak of it here.

First and foremost is the commercial side. The main purpose of this Fortnight is to show the man and woman in the street what Switzerland produces and what she can offer them in various fields, such as foodstuffs, office machinery and household appliances, precision instruments, watches, books, footwear, cotton fabrics, silk fabrics, embroideries, ready-to-wear clothing and lingerie. This is not wasted effort, because in spite of intensive propaganda most people throughout the world still visualise Switzerland as a land of mountains (and skiing), watches and cheese—three facets that are true but nevertheless quite insufficient to give a true picture of the country.

The most important part of the Swiss Fortnight will consist of a decentralised exhibition formed of window displays in a number of the leading shopping streets (in London : Piccadilly, Regent Street, Oxford Street, Old and New Bond Streets, Knightsbridge, Brompton Road, Kensington High Street ; in Manchester : Deansgate, Market Street and St. Ann's Place, and in Glasgow : Sauchiehall Street, Buchanan Street and Argyle Street).

The attention of the general public will be drawn to the presence of Swiss products in these shop windows by a suitable advertising campaign as well as by advertising panels and banners in the windows themselves.

With regard to the programme of cultural events, it is unfortunately not possible to reproduce it here in its entirety ; we wish however to call attention to some of its most important features.

First of all, there are the Exhibitions, which include an Architectural Exhibition to be held in the Royal Institute of British Architects and possibly an Exhibition of Swiss Painters in the British Museum. There will also be an Exhibition of Swiss maps, old and



new, in the rooms of the Royal Geographical Society. In this connection it is perhaps worthwhile calling attention to the fact that Switzerland is famous for her cartographic industry and that her maps are considered among the best in the world. This is also true to a certain extent of commercial posters and an Exhibition of Advertising Art is to be given at the Tea Centre. A Retrospective Exhibition of Swiss Posters will also be held at the Royal Festival Hall at the same time as an exhibition of books. The most important of these events however will be the Exhibition of Modern Swiss Painting in the Tate Gallery.

In the field of music, let us mention a BBC broadcast of a contemporary work by the Geneva composer Franck Martin, the opera "The Tempest" based on Shakespeare's play, conducted by Maître Ernest Ansermet (Wednesday September 30th); another famous Swiss conductor, Paul Sacher, will be conducting a Swiss Chamber Orchestra at the Royal Festival Hall (Friday, October 16th). In addition, the BBC will be broadcasting over TV (Sunday, October 4th) a film about music in Switzerland entitled "Swiss Musical Film", the musical side of the film being supervised by the well-known Swiss composer Jean Binet. It is also planned to perform a work by a Swiss playwright, Max Frisch or F. Dürrenmatt.

A big Charity Ball is to be given at the Dorchester Hotel on Tuesday, October 6th, in aid of the British Pestalozzi Village; this ball will be accompanied by a fashion parade showing some thirty to forty ready-to-wear Swiss models including a certain number of dresses made of S. Gall embroidery.

And here we are again, after skipping over a large number of receptions, inaugurations and festivities of varying importance, back among events of a more specifically commercial character, among which we wish to mention a big fashion parade arranged by Swiss ready-to-wear manufacturers to take place at the Dorchester Hotel (Tuesday, October 6th) for the benefit of British buyers and the fashion press.

Before bringing this rapid survey to a close, we should like to add that the Swiss Fortnight is organised by the Swiss Office for the Development of Trade (Zurich office) with the assistance of other Swiss institutions, including "Pro Helvetia", an organisation devoted to furthering cultural relations, the Swiss National Tourist Office and the Exporters Association of the Swiss Clothing Industry, and that it is placed under the patronage of the Swiss Ambassador in London and other British and Swiss personalities.

By way of conclusion we give below a list (far from exhaustive) of some of the products of the Swiss clothing and textile industries likely to be of interest to the British market. We should be only too happy to help any of our readers in the United Kingdom or elsewhere who are interested in one or more of these articles by supplying them with any information they may require or by arranging for manufacturers to forward quotations.

Textiles Suisses





What Switzerland offers British consumers

Importers, wholesalers and retailers
who are interested in any of the articles
mentioned below

can obtain information and addresses by writing to
The Swiss Office for the Development of Trade
Lausanne, 18, rue Bellefontaine — Zurich, Dreikönigstrasse 8

Silk industry

Ladies' dress goods.
High class novelty fabrics for evening wear, day wear, sportswear
in silk, rayon, cotton, wool, nylon, terylene, orlon, spun rayon, etc.
Jacquard woven, printed, plain and fancy woven.
Tie silks.
Scarves.
Shirting materials.
Umbrella fabrics.
Shoe fabrics.
Facings for evening wear.
Novelty linings for fur coats.

Embroideries for children's dresses, bibs.
Embroidered aprons.
Mats, table sets, table runners.
Curtains.
Church embroideries and garments.
Flag, pennants, badges.

Cotton industry

Printed cotton fabrics for blouses and dresses (satin, renforcé, etc.).
Plain structure fabrics (imitation linen, etc.).
Fancy woven cotton fabrics for dresses.
Fancy woven cotton shirtings.
Colour woven fabrics.
Cotton interlinings for collars.
Water repellent rainwear fabrics (novelties).
Printed fabrics for lingerie.
Printed cotton fabrics for curtains (chintz, satin, structure fabrics).
Printed ladies' handkerchiefs.
Colour woven ladies' and men's handkerchiefs.
Figured ladies' and men's handkerchiefs.
Piqué.
Muslin.
Organdy.
Dotted Swiss (plumetis).

Wool textile industry

Worsted and woollen yarns
down to the finest counts for weaving and knitting, including: raw
yarns, dyed yarns, crêpes and voiles (worsted), fancy twists, mixed
yarns, synthetic yarns.

Worsted and woollen yarns for hand-knitting
(prepared for retail sale).

Worsted and woollen fabrics for all uses,

from the heaviest to the lightest weights, including: dress fabrics,
fabrics for women's suits and coats, fabrics for men's suits, fabrics
for men's overcoats (carded), gabardine (worsted), fabrics for ski-
trousers, elasticised fabrics for ski-trousers, éceru and dyed cashmeres
for printing and embroidery, tropical fabrics, tartans, smooth and
crêped mousselines, éceru, dyed and printed fabrics for duffle coats,
novelty fabrics, etc.

Scarves, bandannas, squares, etc. (plain, colour-woven or printed).

Furnishing fabrics and drapes, woollen plush.

Blankets and travelling rugs.

Woollen and animal hair rugs and carpets.

Fabrics for slippers and industrial fabrics of all kinds.

Felts and woollen filtering fabrics.

Other felt articles for all uses.

Stuffing fabrics of fur and twisted animal hair.

Embroidery industry

Embroideries on cotton, linen, silk, rayon, synthetic fibres, wool.
Burnt-out laces, guipures.
Trimming articles :
bandes, entredeux, galloons, motifs.
Embroidered blouses, blouse fronts.
Collars, cuffs, jabots.
Handkerchiefs.



Linen industry

Kitchen-, table- and bed-linen
in white and colour; fine damasks for tablecloths and napkins.
Linen for hospitals, hotels, boarding schools, etc.
Ticking for mattresses.
Fabrics for sun blinds.
Sail cloths.
Canvas covers.
Industrial fabrics (cloths for cheese manufacture and book-binding).
Needlework fabrics.
Furnishing fabrics and curtaining.
Dress fabrics.

Silk ribbon industry

Taffeta ribbons.
Single and double face satin ribbons.
Failletine ribbons.
Heavy faille ribbons.
French petersham ribbons.
Tartan ribbons.
Novelty hairbow ribbons.
Pointed nylon hairbow ribbons.
Rayons, silk and nylon velvet ribbons.
Shoulderstrap ribbons.
Figured satin ribbons.
Jacquard ribbons.
Nylon cloqué ribbons.
Crepe ribbons.
Novelty hat ribbons.
Chocolate and tinsel ribbons.
Floral ribbons.
Typewriter ribbons.

Footwear industry

Ladies high fashion footwear.
Cocktail shoes.
Courts.
Straps and evening sandals.
Evening shoes.
Walking, trotteur and casual shoes.
Growing girl and teenage shoes, ballerinas.
Fashion and classical, week-end and leisure footwear of all types for men.
Ski boots.
After ski boots.
Bootes.
Warm lined casuals and courts.
Hiking and mountain boots.
Golf, tennis and every type of sport shoe including boating, basketball, and trampoline.
Slippers and mules.
Children's fashion and casual footwear.

Clothing industry

Ladies' coats and costumes.
Coats and costumes for children.
Dresses.
Beachwear.
Blouses.
Skirts (woven, jersey).
Girls' and children's wear (woven, jersey).
Knitted babies' wear.
Jersey dresses and knitted outerwear (for ladies, for men).
Knitted underwear (for ladies, for men, for children).
Men's and boys' clothing.
Duffle-coats, auto-coats for ladies.
Raincoats and loden coats (for ladies, for men, for children).
Ski- and sports-wear (woven, jersey).
Leather clothing, nappa and Suède.
Ladies' underwear of woven materials.
Corsets, brassières.
Men's shirts and underwear of woven materials.
Underwear crêpe-de-santé.
Men's collars.
Ladies' stockings (silk, nylon wool, etc.).
Sport stockings and socks.
Bathing suits (woven, jersey).
Housedresses.
Neckties.
Scarves (woven, jersey).
Knitted gloves.
Sewing silk.
Knitted fabrics.
Ladies' hats ; models.
Hoods.
Trimmings for ladies' hats.
Felt hats for men.
Showerproof hats for ladies and gentlemen.
Caps and ski-caps for ladies, men and children.
Uniform caps.

Strawbraids industry

Strawbraids for ladies hat from the finest to the rough handmade types, including all kinds of extended Crinbraids.
Jerseys and allovers of straw and rayon materials for the ladies hat-trade.
Hatshapes sewn, handwoven and embroidered.

