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## Change of Scene at Arthur Schibli Ltd.

At the end of 1963, Arthur Schibli Ltd., in Geneva, inaugurated their new factory. The firm, which was founded in 1918, had been taken over by Mr. Arthur Schibli in 1941. Under his efficient and popular management, the concern prospered and shared the boom experienced by the Swiss ready-to-wear industry immediately after the war. The old premises in the Rue de la Rôtisserie rapidly became too small, in spite of the amount of piece work carried out in its employees' homes and the opening of a number of workshops close by. The expansion of the firm, which exports 60 % of its output, raised numerous problems which could only be solved in a completely new setting, designed from scratch to meet the firm's new technical, economic and social needs. In the spring of 1960 therefore work was started on the construction of the new factory, which today houses a staff of almost 200 and is equipped with all the latest plant, enabling

efficient work to be carried out under the best possible conditions. In addition to piece work in the home, which has not been entirely abandoned, Arthur Schibli Ltd., makers of women's coats and suits, practise both the system of partial production, in which each seamstress carries out only one operation on multitudes of the same part of a garment, and the system in which one seamstress makes the whole garment.

It is hardly necessary to add that all this work is carried out under the best possible material conditions, combined with a very favourable working atmosphere due mainly to the great understanding of the owner, who created a welfare fund in 1941.

In their functional and aesthetic new factory, Arthur Schibli Ltd., whose attractive models are well known to readers of «Textiles Suisses», are perfectly equipped for continuing the high quality production that made their name.

