

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1964)  
**Heft:** 4

**Artikel:** News from the trade  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-798231>

#### **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:** 14.02.2026

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

# News from the Trade

## Three Fruitful Decades



On June 1st this year, Mr. A.J. Fehr, manager of the Lorze Spinning Mill Ltd., Baar, retired after over 30 years of untiring activity in the service of this firm. Mr. Fehr joined the management in 1933, at a time when the economic slump made business particularly difficult not only for the spinning-mill at Baar, but also for the manufac-

ring subsidiary it possessed at Bellegarde (France) at the time. This difficult period was followed almost immediately by the war, which also raised some very tricky problems, making a reorganization of the firm necessary. In 1942, A.J. Fehr took over the commercial management of the firm, which played an active part in the conclusion of a collective labour contract, signed in 1946 and the first of its kind in Switzerland. After the war, the manager, who was well aware of the important part rational technical organization plays in the quality of products, set out to modernise the firm not only from the point of view of the premises but also the technical plant. Mr. Fehr's greatest achievement however was in the field of social institutions. In 1942 he introduced a staff reserve fund, which he ran with great ability until his retirement. It was also due to his efforts that in 1945 a welfare office which was extremely popular with the staff came to be founded in co-operation with four other firms in Zug. The social schemes put into effect since then (workers' lounges, nurseries, holiday homes, accommodation, etc.) are too numerous to be listed here in detail. To all these undertakings, the manager A.J. Fehr devoted himself wholeheartedly just as he did to the sale of yarns and the commercial development of the firm. We are happy therefore to join all those who worked under him for over 30 years in wishing him a long and enjoyable retirement.

## The Road to Success

In eighteen years, Mavir Ltd. of Zurich has already moved four times, which will not surprise those who remember that in 1946, when the firm was founded, the entire staff consisted of the boss, Mr. Mazzolini himself, while today the firm employs a staff of 30 in Zurich and some 50 women at Roveredo, as well as providing employment for 200 women working in their own homes.

But let us go into slightly more detail! In 1946, Mr. Virginio Mazzolini launched out on his own, exporting textiles in general and handkerchiefs in particular. One year later, he employed a staff of two in a new office and in 1951 seven, this expansion necessitating a second change of premises. At the same time, the firm set up its own manufacturing programme for printed handkerchiefs and furnishing fabrics. 1957 brought a new change of premises and a concentration of the firm's activity on handkerchiefs, together with the opening of a sewing factory for finishing work at Roveredo (canton of the Grisons). Last year, finally, the firm moved once again into new premises; today it produces and exports printed hand-

kerchiefs (both roller- and screen-printed) for women and children, fine fancy handkerchiefs for men and women, ordinary colour-woven handkerchiefs for men, women and children, embroidered handkerchiefs for women, head squares in cotton, silk and rayon, woollen scarves for men and women, and stoles in wool and silk, as well as embroidered tablecloths and napkins.

In order to celebrate officially the firm's most recent metamorphosis and to present it to their clients and friends, Mr. and Mrs. V. Mazzolini recently invited them — as well as members of the trade press — to visit their very attractive and well-planned new premises; after a very convivial cocktail party, the guests had the added pleasure of being taken on a delightful boat trip on the lake, at the same time enjoying the excellent cold buffet served on board the specially chartered boat.

Our thanks to the management of the firm for this enjoyable way of tightening the bonds of friendship and our best wishes for many successful years to come.