

Swiss industries fair

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SWISS INDUSTRIES FAIR

The Swiss Industries Fair in Basle includes as usual a special Textile, Fashion and Clothing Section.
We give below a list of exhibitors and a supplement showing a few of the articles and striking novelties exposed.



BASLE

1-11 MAY

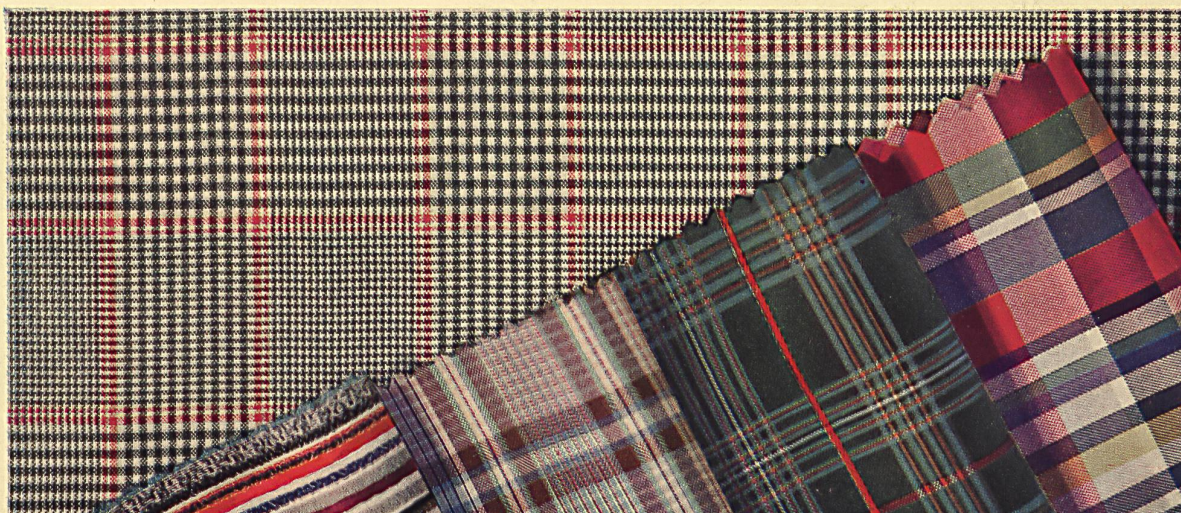
1943

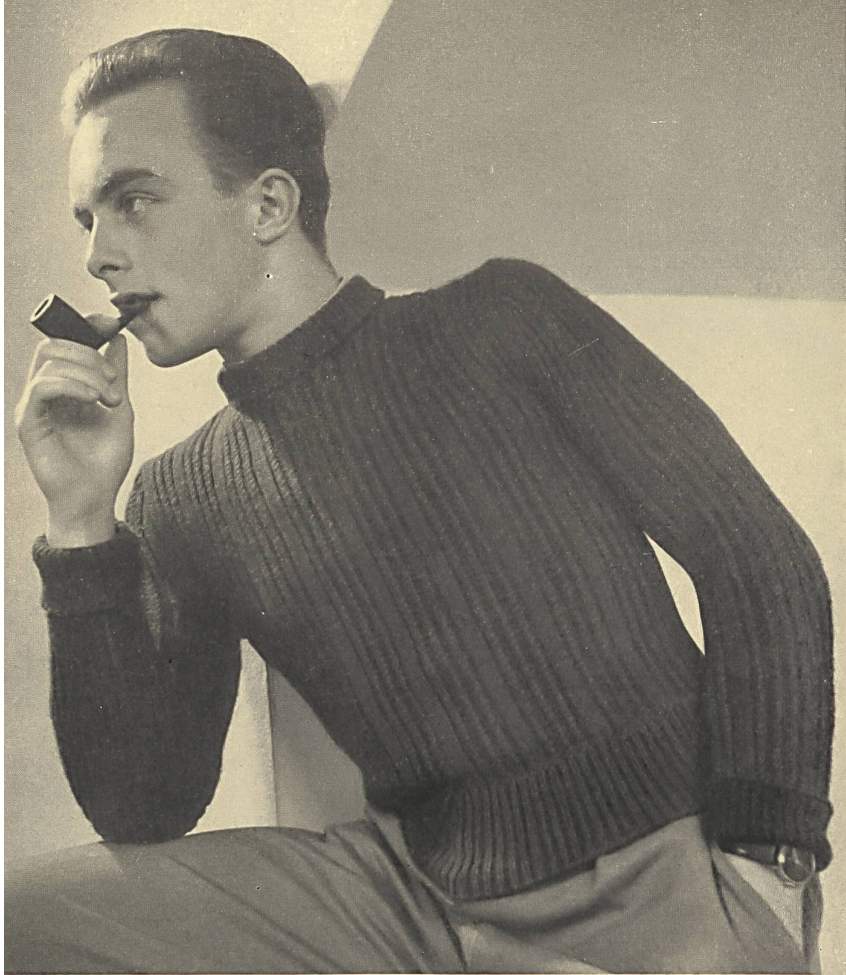
EXHIBITORS IN GROUP IV TEXTILES - FASHION - CLOTHING

(List established as at 8th March by the Fair's Secretary)

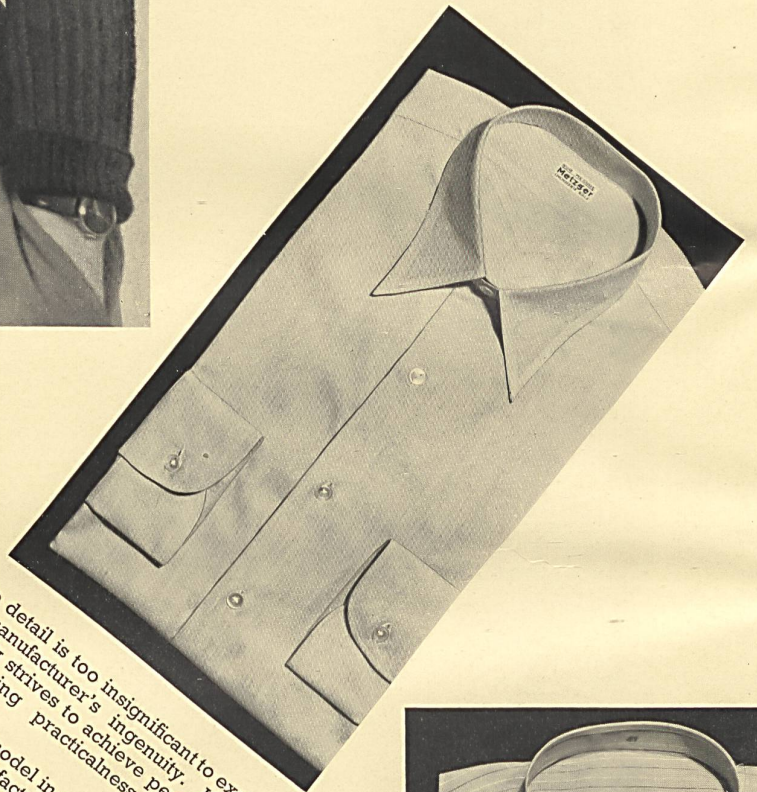
- A.-G. vorm. W. Achtnich & Co., Winterthur.
Associazione Fabbricanti Zoccoli del Cant. Ticino, Lugano.
Baer, Moeteli & Cie., Winterthur.
Bally Schuhfabriken A.-G., Schönenwerd.
Basler Webstube, Verein für Jugendfürsorge, Basel.
Beltex A.-G., Herrenwäschefabrik, Arzo (Tessin).
Leinenweberei Bern A.-G., Bern.
Berthele & Schindler, Zürich.
Bila A.-G., Lausen.
Schweizerische Bindfadenfabrik, Schaffhausen.
Werner Born A.-G., Bindfaden- und Seilerwarenfabrik, Langenthal.
Braun & Cie., Passementerie, Basel.
C. Bürgi & Cie., Kreuzlingen.
Félix Castellino, Versoix-Genève.
Chessex & Cie., Schaffhausen.
Fritz Danuser & Co. A.-G., Abt. Bastwaren-Fabrikation, Zürich.
G. W. Egger & Co., Industrie- und Sporthandschuhfabrikation, Aarwangen (Bern).
Schuhfabrik Elgg A.-G., Elgg.
H. Ernst & Cie., Aarwangen (Bern).
Fahrner, Stepperei und Holzwarenfabrik, Uster.
A.-G. Fehlmann Söhne, Schöftland.
Filmos A.-G., Tapetenfabrik, Oftringen (Aargau).
Fretz & Cie. A.-G., Schuhfabrik, Aarau.
Modewerkstätten Hans Frischknecht, Zürich.
Gesellschaft für chemische Industrie in Basel, Basel.
J. R. Geigy A.-G., Basel.
Fritz Gegauß Söhne A.-G., Steckborn.
Josef Göggerle, wasserdichte Schürzen für alle Berufe, Basel.
Graeter & Cie., Schaufenstereinrichtungen, Basel.
Gebr. Grenacher, Etzgen.
Gubler & Co., Korbfabrik und Bastindustrie, Wila (Zürich).
Berthold Guggenheim, Zürich.
Richard Guyer & Cie., Zürich.
Oscar Haag, moderne Gummifäden, Küssnacht-Zürich.
Schweizerische Häuteschädenkommission, Zürich.
Heberlein & Co. A.-G., Wattwil.
Helvetia Nähmaschinen, Filiale Basel, Luzern und Altdorf.
Schuhfabrik Henke & Co. A.-G., Stein am Rhein.
Peter Hirt, Kunstleder G. m. b. H., Zürich.
E. Hubacher, Basel.
J. Huber-Lehner, « Stoffel's Tüchli », Appenzell.
Hug & Cie. A.-G., Herzogenbuchsee.
Kaspar Humbel, Stoffknopfmaschinen, Utetikon am See.
Hungerbühler & Co., Zürich.
Imobersteg & Cie., Huttwil.
Industriegesellschaft für Schappe, Basel.
Internationale Verbandstoff-Fabrik, Schaffhausen und Neuhausen.
Fr. Joho, elektrische « Joho » Fallmaschinen-Maschinen und « Joho » Handapparate, Basel.
Otto Kauf, Herrenwäschefabrik, Ebnat-Kappel.
Kaufmännisches Direktorium, St. Gallen.
Kotva-Export-Import A.-G., Zürich:
Kollektivaussteller: Kammgarnweberei Bleiche, Zofingen.
Brac A.-G., Breitenbach.
M. Bruggisser & Co. A.-G., Wohlen.
Gebr. Dreifuss A.-G., Wohlen.
Globag, Schaffhausen.
E. Hess, Basel.
Peter Hirt, Kunstleder G. m. b. H., Zürich.
Jacob Isler & Co. A.-G., Wohlen.
Jacques Meyer & Co. A.-G., Wohlen.
Georges Meyer & Co. A.-G., Wohlen.
Sandherr A.-G., Berneke.
Schneider & Co., Bern.
O. Steinmann & Co. A.-G., Wohlen.
Kammfabrik Krokro A.-G., Mümliswil (Sol.).
H. Kuny & Cie., Plüschweberei, Küttigen/Aarau.
Jakob Laib & Co., Amriswil.
Lang & Cie., Reiden.
Schweizerische Leinen-Industrie A.-G., Niederlenz.
J. Lüthi & Co., Schuhfabrik, Burgdorf.
E. Mettler-Müller A.-G., Rorschach.
A.-G. Gust. Metzger, Wäsche-Kragenfabrik, Basel.
Max Meyer-Casser A.-G., Basel.
A.-G. vorm. Meyer-Waespi & Cie., « Cosy », « Flim-Flam », Zürich-Altstetten.
Willy Muller-Munz, « Wilmul », Vevey.
Nadag, Nadelfabrik A.-G., Wil (St. Gallen).
A.-G. Protector, Regen- und Windschutzbekleidung, Basel.
Ernst Reinhard, vorm. E. Graf & Co., Zürich.
Schweizerischer Reiseartikel- und Lederwaren-Detaillisten-Verband, Ortsgruppe Basel.
Ringier & Cie. A.-G., Zofingen.
Al. Ruckstuhl, Fabrik moderner Strumpfwaren, Wil.
Rüegger & Co., Zofingen.
Emil Rütishauser, Schuhbedarf, Kreuzlingen.
Ryna A.-G., Käsetuchweberei, Bern.
Sänger & Cie., Langnau (Bern).
Louis Spahr, Sattlerwaren und Reiseartikel, Basel.
Superba A.-G., Büren.
Schaltegger-Hess, Winterthur.
Schaub & Cie., Zofingen.
Schirmfabrik A.-G., St. Gallen.
Schmid & Cie., Leinenwebereien, Burgdorf.
C. Schneider & Co., Birmannshof A.-G., Basel.
Schwob & Cie. A.-G., Leinenweberei, Bern.
A. Staub & Cie., Steppdeckenspezialfabrik, Seewen/Schwyz.
Sträuli-Sport, Zürich.
Striga A.-G. für moderne Strickgarne, Basel.
Strub & Co., Zürich.
Strub, Glutz & Co. A.-G., Schuhfabrik, Olten.
Handschuhstrickerei Tanner, Herisau.
Tavaro S.A., Nähmaschine « Elna », Genève.
Textil A.-G., Huttwil.
H. Thomi-Zurlinden, Handschuhfabrikation, Langenthal.
Tricouni S.A., Genève.
Tschudi & Cie., Ennetbühls (Glarus).
« Uhu » H. Ulrich, St. Gallen.
Verband der Wolltuchfabrikanten, Zürich.
Vereine Strumpffabrik A.-G., St. Gallen, Flawil.
Société de la Viscose suisse S.A., Emmenbrücke.
Kollektivaussteller mit: M. Bruggisser & Cie. A.-G., Wohlen.
Elastic S.A., Basel.
Weberei Grüneck, Grüneck.
Gugelmann, Langenthal.
Habis Textil A.-G., Flawil.
A.-G. A. & R. Moos, Weisslingen.
Müller & Cie. A.-G., Seon.
Rossner & Co., St. Gallen.
Schmid & Cie., Burgdorf.
Seidenwarenfabrik, Zürich.
Weberei Sirnach, Sirnach.
Taco A.-G., Zürich.
Schweizerische Gesellschaft für Tüllindustrie A.-G., Münchwilen.
Wagner & Co., Gelterkinden.
Walder & Co., Brüttisellen.
Weibel-Kragenfabrik A.-G., Basel.
Worb & Scheitlin A.-G., Burgdorf.
Saly Wyler, Strumpf « Sawy », Uster.
E. M. Wyss, Montreux.
Zwicky & Bannwart, « Wifel Hexe », Zürich-Schwamendingen.

Light and laundry resistant fabrics are essential for little summer blouses, smart yet practical shirt blouses, children's clothes and country frocks. **Linc**o rayon fabrics, guaranteed fadeless, unshrinkable and crease-resisting, manufactured by Messrs. **Wagner & Co., Gelterkinden**, satisfy all these requirements.





Messrs. **Fehlmann Sons Ltd., Schöffland**, present a new model in their «Lutteurs» shirts. Its special feature is a particularly well-cut semi-stiff collar through which the tie slips with ease. The «Lutteurs» shirt, with its smart «Rialto» button-up cuffs, is enjoying great popularity. «Lutteurs» ski jackets and «Iris» ladies' overalls and lingerie strike a gay note in this firm's display.



Messrs. **Schaub & Co., Zofingue**, have already acquired a well-deserved reputation for their «Rheina» knitting-wools.

This firm is now putting a new product on the market: the «Talisman» fadeless staple fibre knitting yarn, which possesses excellent warmth-giving properties thanks to a judicious mixture of various staple fibres.

Everyone will find a collar to suit his individual requirements among the models presented by Messrs. **Weibel S.A., Basle**. Their new «Pilot» is an American cut collar. Apart from their wide range of colourings, «Weibel» collars offer another great advantage: they cost very little. Their special feature is well-known: they do away with laundry cares. Used collars are replaced by new ones without burdening the clothes budget.

No detail is too insignificant to exercise a manufacturer's ingenuity. He constantly strives to achieve perfection by combining practicalness with beauty of form. The latest model in men's shirts designed and manufactured by Messrs. **Gust. Metzger Ltd., Basle**, constitutes real progress along these lines; it features the «Roller», an entirely new kind of collar stiffened by a special chemical process.



Messrs. **Bila S.A., Lausen**, are specialized in the tailoring of distinctive shirts for men.

In the firm's new factory, equipped with the latest type of labour-saving machines, both home and foreign orders can be executed very rapidly.

One of the firm's specialities is the manufacture of permanently stiff collars which do not require starching.

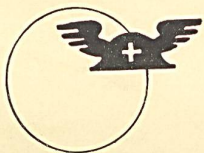


The dainty and soft-hued lingerie sets in knitted and jersey fabrics manufactured by Messrs. **Rüegger & Co., Zofingue**, sheathe the body like a skin. The most popular bedjacket is the model closely fitting round the neck.



Baby's health must not suffer from the difficulty of the times we live in. Everything has been done to make artificial materials equal natural products in cosiness and suppleness, and they were bound to be adopted for babies' wear.

The quality of « Mon Bijou » babies' wear manufactured by Messrs. **Textile Co. Ltd., Huttwil**, has ensured its success. The various articles bearing this label — rompers, coatees, eskimo trousers, etc., are widely appreciated.



« Helanca » yarns produced by Messrs. **Heberlein & Co. S.A., Wattwil**, are growing increasingly popular, not only for handwork, but also for industrial purposes.

Among the chief qualities of this yarn are its warmth-giving properties, its elasticity and its infinite washability; moreover, garments knitted with « Helanca » yarns do not stretch or shrink.

« Helanca », a new artificial yarn, is the outcome of much patient research.

The above illustration shows a hand-knitted Grieder model in « Helanca ».

Messrs. **J. R. Geigy S.A. of Basle** have aimed at presenting a general survey of the progress realized in the preparation of chemical products used for the perfecting of textiles.

Prominence has been given to « Mitin » moth protector. This product constitutes a real progress in this domain, because the value of wools processed with « Mitin » is enhanced by the guarantee of durability it confers upon them. At the present time, when any deterioration is an absolute loss, « Mitin » is becoming an important economic factor.



Messrs. **Striga S.A., Basle**, present a rich collection of knitting yarns. The alpaca wool used for this dainty hand-knitted pullover can be obtained in all fashionable shades.

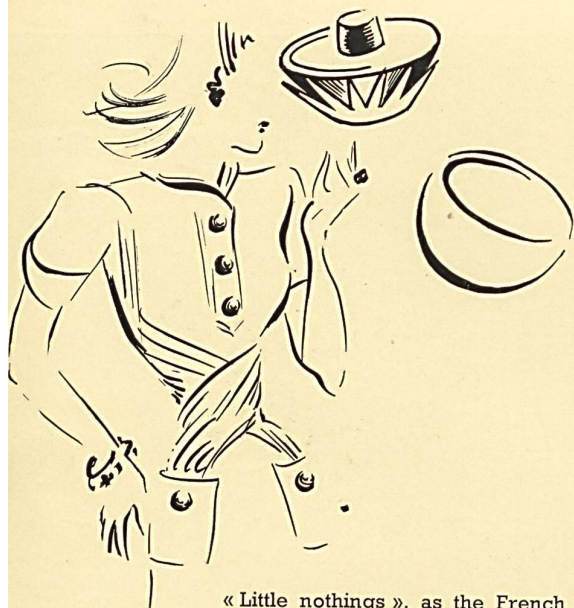


Messrs Ltd. Company formerly W. Achtnich Co., Winterthur, present little « Sawaco » spring frocks in cosy woollen, rayon or staple fibre jerseys. Swimsuits are already coming out; some 100 % cotton, others in Helanca or rayon, all guaranteed fadeless.



Willy Muller, « Wilmul » products, Vevey, exhibits a charming hand-painted scarf. It really is the latest thing! Most originally cut in three parts — it can be combined for many uses : as a front, jabot, cape, bolero or accessory.

This model can be obtained in any fabric, as preferred : muslin, chiffon, georgette, crêpe de Chine, pure silk or rayon.



« Little nothings », as the French say, are the symbol of the well-groomed woman... Messrs. Richard Guyer & Co., Zurich, present their stainless metal buttons « Rix », so easy to cover with any kind of material.

« Rix » buttons can be obtained in convex or flat shapes with the under part white or black to suit the frock.



Rayon underwear has proved its worth. Nevertheless, Messrs. Jakob Laib & Co., Amriswil constantly strive to improve their technique. A charmeuse « Yala-Fixcolor » nightgown is a necessary asset to any well-groomed woman's wardrobe. Light, laundry and perspiration resistant, it is trimmed with dainty incrustations and embroidery or lace.

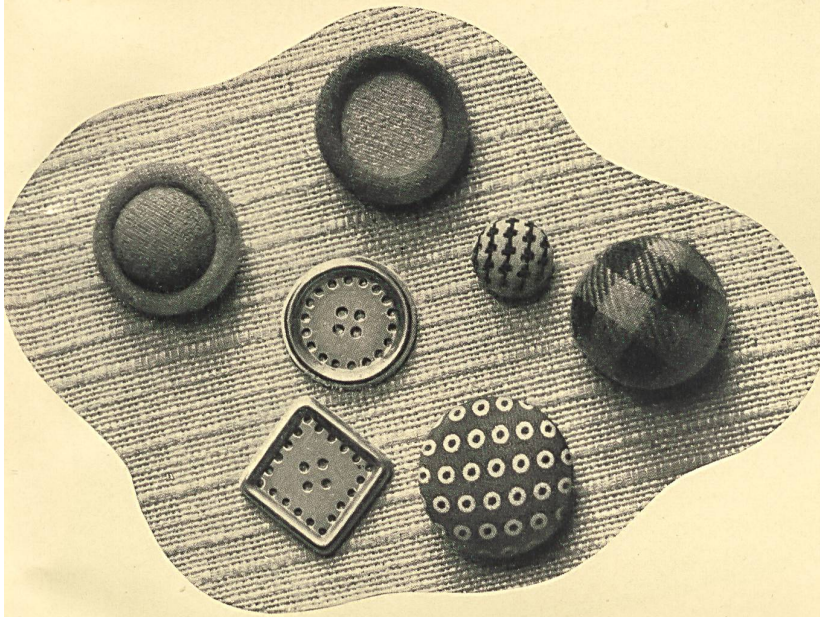


Messrs. Ltd. Company
formerly W. Achtnich
Co., Winterthur.

Lingerie, too, is even
fresher and daintier than
ever: nightgowns, bed-
jackets in all kinds of
fabrics, in wool or cotton
mixtures, staple fibre and
rayon.



Messrs. Kroko S.A., Mümliswil, are
specialized in the manufacture of rain-
coats and proofed sports jackets. The
model shown here is created in fabrics
produced by Messrs. S. J. Bloch & Co.,
and Messrs. Strub & Co., of Zurich.



Messrs. Kaspar Humbel, Uetikon a/See, manufac-
ture dummies for material-covered buttons. They
are the only firm in Switzerland producing dum-
mies with the metal underside (the part sewn on
to the garment) covered with a thread binding;
this facilitates the sewing of the button on the
cloth.

This firm also manufactures button dummies
with little holes around the edges which make
them easy to cover and embroider.

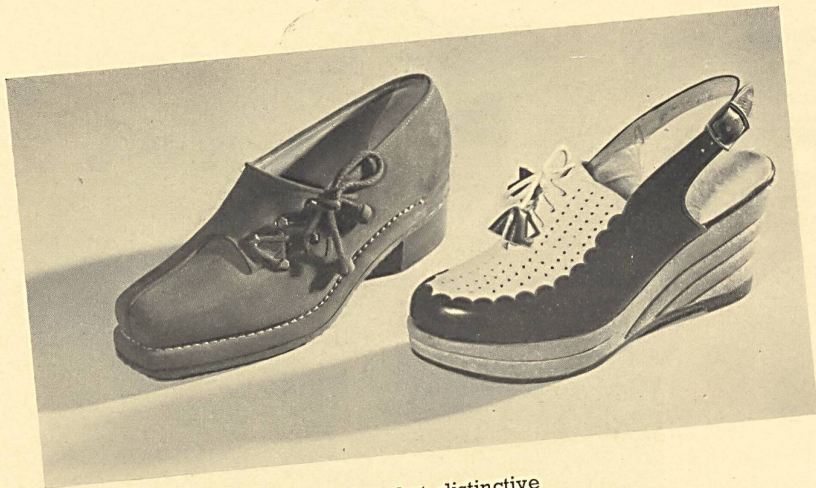


The 23 firms forming the Association of Swiss
Wool Manufacturers, Zurich, have arranged a
collective display presenting a fine choice of
fabrics for men and ladies wear. Despite the dif-
ficulties arising from war conditions, a wide
selection of cloths suitable for sports wear, ski
outfits, costumes, suits and uniforms are exposed
on this stand. To the range of pure wool qualities
have been added those mixed with artificial fibres
of a quality equalling pre-war products. New
raw materials are so carefully treated that they
offer every guarantee.



The main feature of «Sawy» stockings
from Messrs. Saly Wyler, Uster, is not
sheerness, but a durable, distinctive
texture.

«Sawy» stockings can be obtained in
five qualities: three for summer and two
for winter wear.



What a pleasure it is to choose that distinctive shoe matching both one's gown and personality from among the many fine models presented by Messrs. Bally Shoe Manufacturers, Schönenwerd.

Here are some of Bally's registered models: afternoon shoe in black reindeer, « Biscaya » sandal in white nubuck with blue calf Boulevard trimming, and semi-brogue walking shoe in « scarproof » with side lacing and rubber sole.



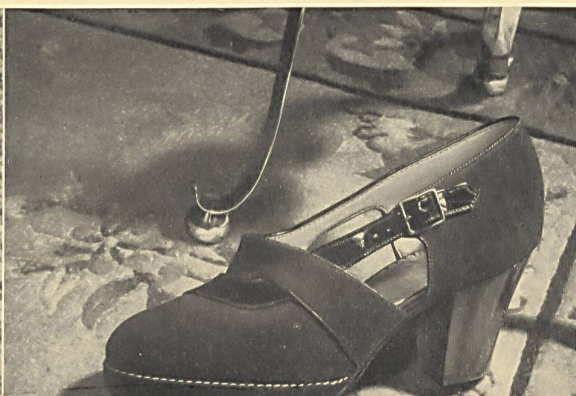
Despite the shortage of raw materials, Messrs. **Waldler & Cie., Brüttisellen**, are maintaining their standards of quality and elegance by the perfection of their cut and fine workmanship. A few samples of their products are illustrated above: fine summer shoes in material or leather with cork soles; hand-stitched ladies' golf shoe.



Forty years of Fretz footwear!

Distinctive, real cork-soled footwear, as light as a feather, will certainly arrest visitors' attention.

From the wide range of their products, Messrs. **Fretz & Co. S.A., Aarau**, have selected a choice denoting excellent taste. Their display will please clients by its distinction and modern harmonious lines.



Messrs. **Hug & Co. S.A., Herzogenbuchsee**, have once again given proof of their perfect mastery in the art of shoe manufacture.

To be convinced of this, just glance at the sporty walking shoe opposite, in « Scotchgrain » (grained leather) with its original fastening rather like the hooked lacing of a ski boot, or at the afternoon model in chamois leather with patent leather trimming and an intercalary cork sole.



The **Tanner Knitted Glove Factory** in **Herisau**, was founded in 1941 in view of counteracting the shortage in knitted gloves caused by import difficulties. The firm is able to employ skilled women workers of the Canton of Appenzell who have an inherited gift for fine needlework. The models illustrated above show that Tanner gloves stand out by their quality and particularly fine workmanship.



Dainty ladies' handbags in a Swiss fabric eminently suitable for this purpose are manufactured in the **Hungerbühler & Co., Zurich**, workshops. The elegance and finish of these bags answer to the dearest wishes of a woman's heart. They are made impermeable to rain by a special process; they always retain their shape and are, moreover, very reasonably priced.



E. M. Wyss, Montreux. When spring returns, the tailormade reigns supreme, and in its train comes the bevy of fresh and charming little blouses. White is always popular, even for winter wear, but in the spring it is worn more than ever. Hand-sewn, transparent arabesques of Valenciennes lace and St. Gall embroideries on voile or organdie make the blouse a work of art.





Even in face of present difficulties, Messrs. Schmid & Co., Burgdorf, produce pure linen specialities of unrivalled quality, such as unbleached linens and very fine table linen. Besides this, faithful to the general trend of the Swiss textile industry, this firm has created a most varied collection of rayon and staple fibre fabrics in the course of the last few years. Apart from their fine appearance, these fabrics are surprisingly resistant to laundering and boiling.



Stoffels handkerchiefs with hand-rolled hems are one of the charming specialities of Messrs. J. Huber-Lehner, Appenzell. These original handkerchiefs for ladies' and men's wear, are made of plain fabrics or fancy weaves and prints manufactured by Messrs. Stoffel & Co., St. Gall. They form delightful gifts and offer retailers new sales possibilities.



For the last 30 years, Messrs. E. Mettler-Muller Ltd., Rorschach, have combined taste with quality. Their sewing thread, widely used and appreciated for its great resistance, is especially suitable for industrial sewing machines such as those used in the straw, footwear, ready-made clothes and lingerie industries.



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