

The fashion display

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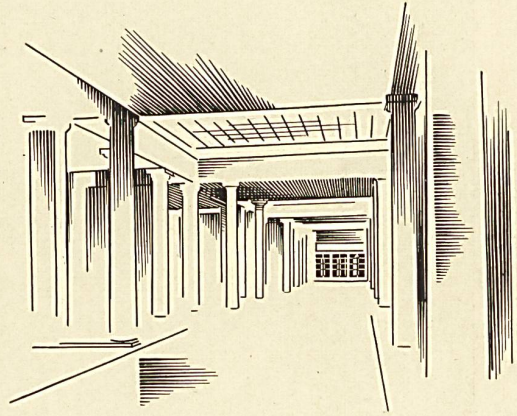
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The Fashion Display

at the Swiss Industries Fair, in Basel,
March 30 th - April 9 th 1940

The Swiss textile industry occupies an important section of the Swiss Industries Fair in Basle. The different branches of this industry are in a position not only to supply the home market, but also to meet the demands of the export trade.

This year, some of the products of the textile industry, such as embroideries, hold the place of honour in the Swiss Pavilion at the New York World's Fair, a place which was usually assigned to them at the Swiss Industries Fair in Basle. Nevertheless, the Textile Exposition Hall and the Fashion Display summarize in an excellent and interesting way the versatility of Swiss textile production. The qualities, which characterize all Swiss products, whether it be a marine chronometer or a delicate piece of lingerie or knitwear, are to be found here : the spirit of invention, the untiring search after new ideas, the careful perfection of detail — they are all made manifest once again in the textile section of the Fair in Basle.



THE EXHIBITERS OF THE FASHION SALOON

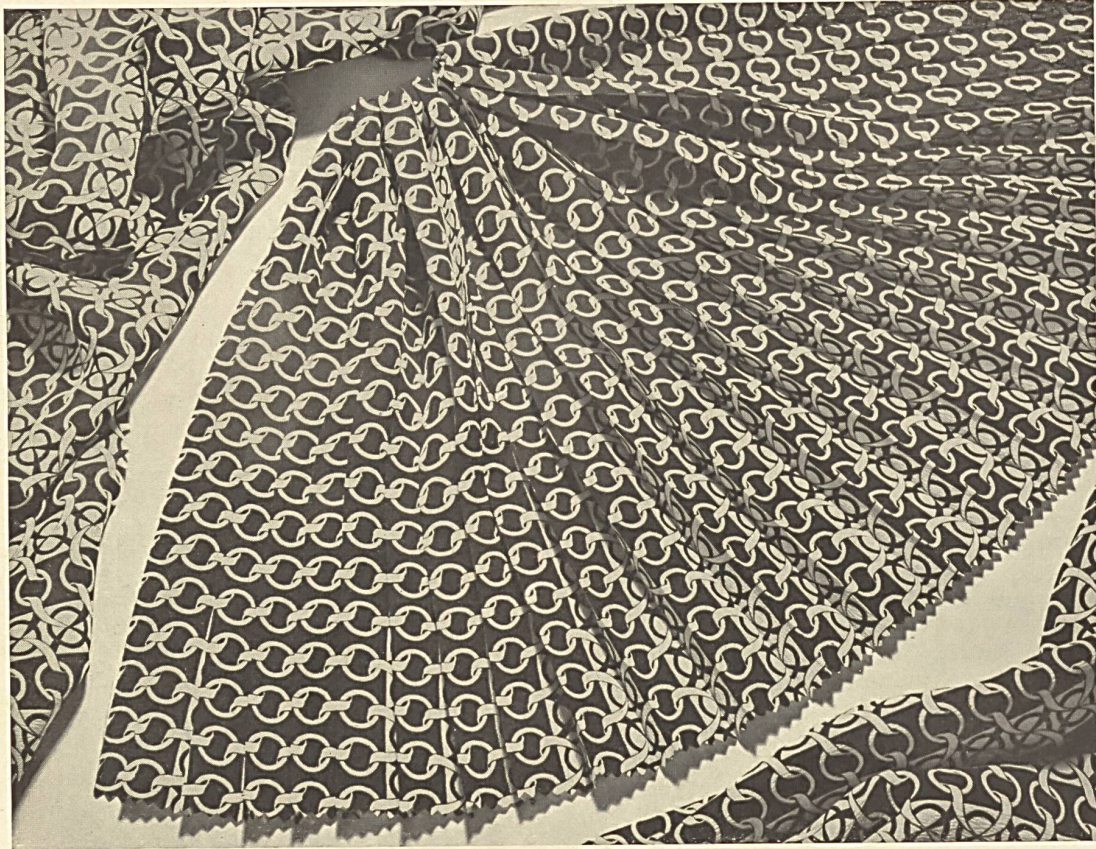
Baer & Cie, cotton fabrics, Winterthur.
F. Blumer & Cie, textiles printers and dyers, Schwanden.
Oscar Haag, rubber threads, Küsnacht.
Jean Hess & Cie, hat manufacture, Basle.
Jakob Laib & Co., knitted goods, Amriswil.
Lämmelin Ltd., tailors and haute couture, Basle.
A.-G. Gust. Metzger, sport clothes, Basle.
A. Naegeli Ltd., knitted goods, Winterthur.

Pasche, beauty institute, Vevey.
Rüegger & Co., knitted goods, Zofingen.
Schweiz. Heimatwerk, handwoven linen, Zurich.
Swiss Net Comp. Ltd., Müchwilen.
Strub & Co., cotton fabrics, Zurich.
Leinenweberei Langenthal A.-G., linen weaving, Langenthal.
E. Vonwiller, manufacture of neckties, Zurich.
Vereinigte Reissverschluss-Fabriken, Dr. Martin O. Winterhalter
A.-G., zip fasteners, Zurich.

LIST OF EXHIBITERS OF THE TEXTILES' GROUP

Mrs P. Achermann, invisible mending of stockings, St-Gall.
« Bernina » Nähmaschinenfabrik A.-G., manufacture of sewing machines, Steckborn.
Chessex & Cie, wollen carded yarns for spinning, Schaffhausen.
Cordinawerke Braun, clothes lines, curtain strings, Basle.
Elastic A.-G., rubber fabrics, Basle.
Elna S. A., manufacture of sewing-machines, Geneva.
H. Ernst & Cie, wool spinning mills, Aarwangen.
Swiss Twine Manufacturing Co., Schaffhausen.
Fehlmann Sons Ltd., manufacture of underwear and ready made clothes, Schöffland.
Edouard Foehr & Cie, invisible mender « Akrif », Geneva.
Ganzoni & Cie, rubber fabrics, Winterthur.
J.-R. Geigy A.-G., « Mitin », Basle.
Richard Guyer & Cie, laces, net, tissues for hangings, Zurich.
Heberlein & Co., A.-G., textile finishers, Wattwil.
Imobersteg & Cie, Huttwil, linen weavers, Huttwil.
A. Lisibach, manufacture jurassienne de bérets basques, Buix-Berne.
A. Miesmer, dyers, Gossau-Zurich.
Willy Muller, art's studio, Vevey.
Nadag Wil, manufacture of needles, Will-St-Gall.

Passap A.-G., hand knitting apparatus, Zurich.
Protector A.-G., sports blouses, Basle.
Sänger & Co., handweaving mills, Langnau.
Schmid & Cie, linen manufacturers, Burgdorf.
C. Schneider & Cie, Birmannshof A.-G., aprons, little cotton dresses, Basle.
W. Schott & Cie, manufacture of braces, Allschwil.
Schweizerische Leinen-Industrie A.-G. Niederlenz, linen-manufacturers, Niederlenz.
Schwob & Cie, linen weavers, Berne.
Société industrielle pour la schappe, département of wool spinning mills, Basle.
Carl Studach, manufacture of dress preservers, Winterthur.
Steppdeckenfabrik & Matratzenfabrik A.-G. Büron, mattresses Büron-Luzern.
Textilrevue, Zurich.
Tissages de toiles Berne S. A., linen weaving mills, Berne.
Basler Webstube, Basle.
Weibel-Kragenfabrik A.-G., manufacture of collars, Basle.
Worb und Scheitlin A.-G., linen weaving mills, Burgdorf.
Collective Exhibition of the Association of Swiss wool manufacturers, Zurich.



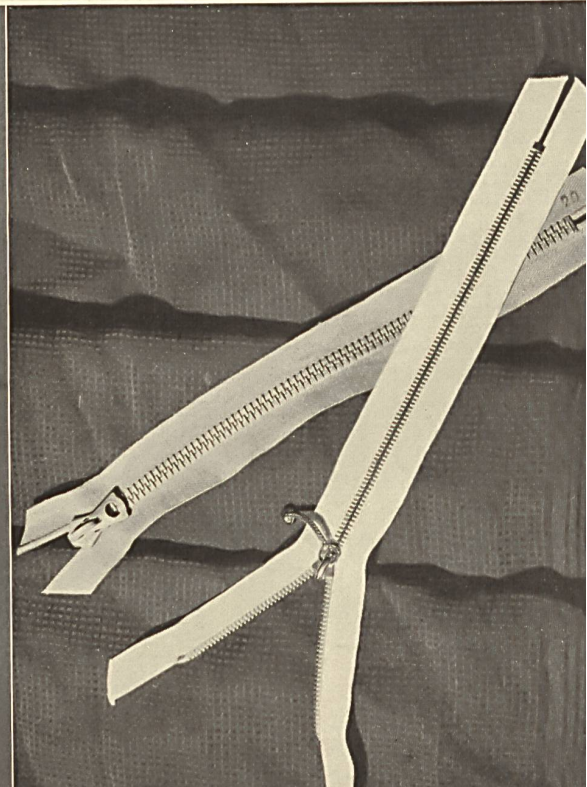
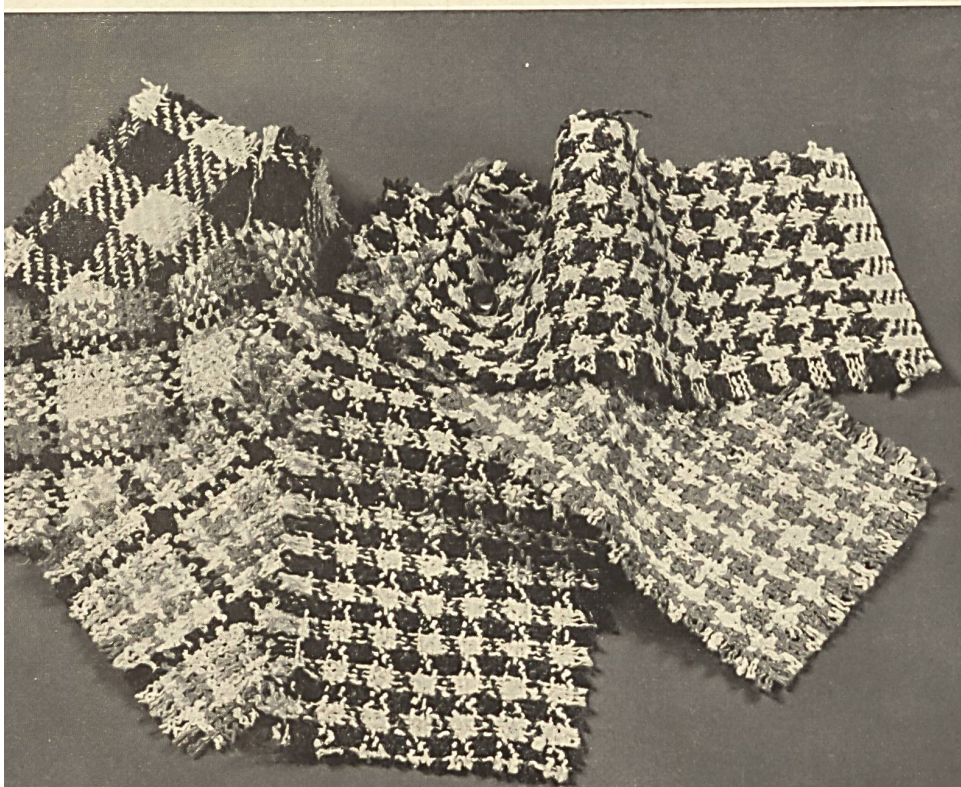
Design with original pleating effect in «Tyvana» Rayon, created by Strub & Co., Zurich.

A profusion of new materials, the latest creations in knitwoven fabrics and all kinds of dress accessories crowd the Fashion Display as flowers in a garden, the whole giving a very good idea of what will be worn in the world of fashion during the next few months.

The latest novelties in printed or plain cotton fabrics, both practical and charming, form with their cheerful gaiety a delightful contrast to the stern days in which we live.

Linen fabrics woven by Tissage de Toiles Langenthal S. A. Langenthal

Metal zip fasteners made by Vereinigte Reissverschluss-Fabriken Dr. Martin O. Winterhalter A. G., Zurich.



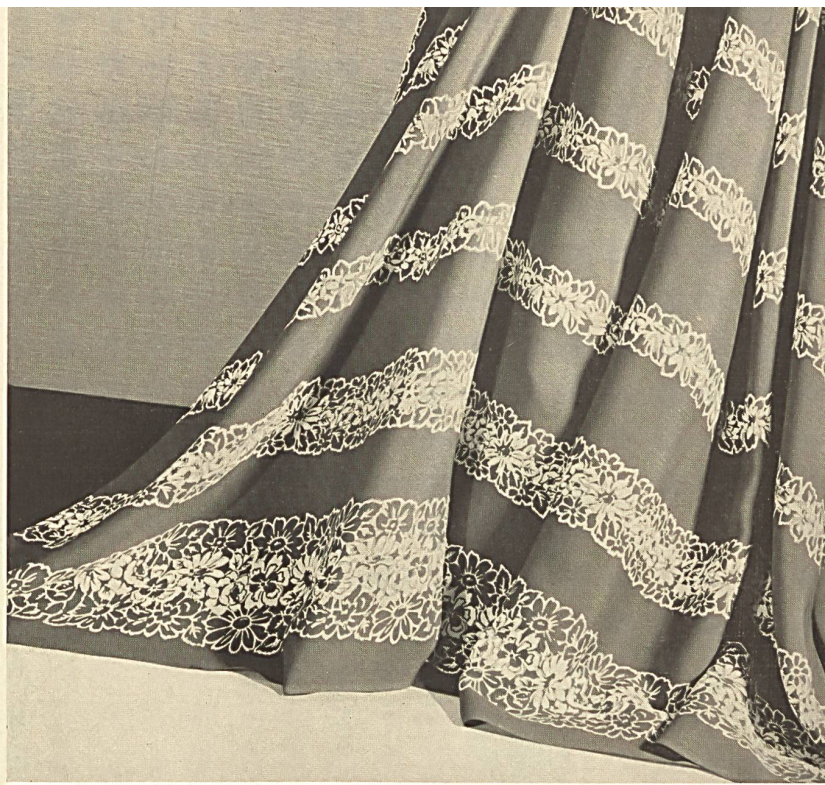
A wide printed border on «Tyvana» Rayon fabric designed by Strub & Co., Zurich.

Here, vaporous tulle spread the palette of their pastel hues. The rich variety of their texture, their many colours, plain or gaily printed, suggest many possibilities for all kinds of dresses, suitable for any occasion.

There, cool linen materials, checked and striped, rendered flexible and uncrushable by modern processes, make one visualize dresses and ensembles for hot summer days and tropical climates. In this group are also displayed designs of the home-spun type, so delightful for little aprons and smocks and even for fancy table linen.

Jersey and knitted fabrics are well to the fore, as is but right, because they are very much in vogue today, whether for underwear or for outer garments. Dresses, two-piece suits, blouses, perfect in style and cut, are made of these materials so smooth and supple that they have the appearance of lightweight woolen weaves. The models are trimmed with incrustations of contrasting colours or of cameo embroidery. Besides these novelties, classical styles and those suitable for sportswear are also displayed.

Knitwoven underwear is being constantly perfected. Particularly to be noted, is a new kind of charmeuse, unsurpassed for resisting countless launderings and even boilings, light and perspiration. The most elegant lingerie sets of pure silk, trimmed with



Nightgown in washproof «Yala-Fixcolor» charmeuse by Jakob Laib & Co., Amriswil

embroidery, are as strong in use as they are fragile in appearance. However, cosy underwear of wool or silk and wool mixture, classical in style, still has its partisans who have not been forgotten.

Many dress accessories are displayed, which lend an air of distinction and originality to any ensemble. Furs, for instance, and coquettish little hats, gloves of all colours, handbags, daringly printed scarves — and we had thought that there was nothing new to think of in this domain! — neckties inspired by events of the day and even beauty products, those indispensable accessories of fashion.



« molli » underwear made by Ruegger & Co. Zofingen

Ski jacket « Protector » made by Gust. Metzger Ltd., Basel



Sportswear strikes a practical note. The ever popular zip fastener, both ornamental and useful, is now used as trimming for afternoon frocks.

Handwoven textiles and a few modernized Swiss costumes follow the present trend of wearing national costumes which are often most practical and becoming for summer country wear.

Thus, in spite of being restricted by circumstances, the Fashion Display of the Swiss Industries Fair in Basle has reunited some of the products of the big Swiss textile industries and has maintained their tradition while awaiting the time when their exposition will be more in keeping with their importance.

T. de Chambrier.

Jersey outwears
for ladies



Jos. Sallmann & Co^{ie}
Amriswil (Switzerland)



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