

Objektyp: **Advertising**

Zeitschrift: **Swiss textiles [English edition]**

Band (Jahr): - **(1943)**

Heft 1-2

PDF erstellt am: **12.07.2024**

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern. Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden. Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

### **Haftungsausschluss**

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

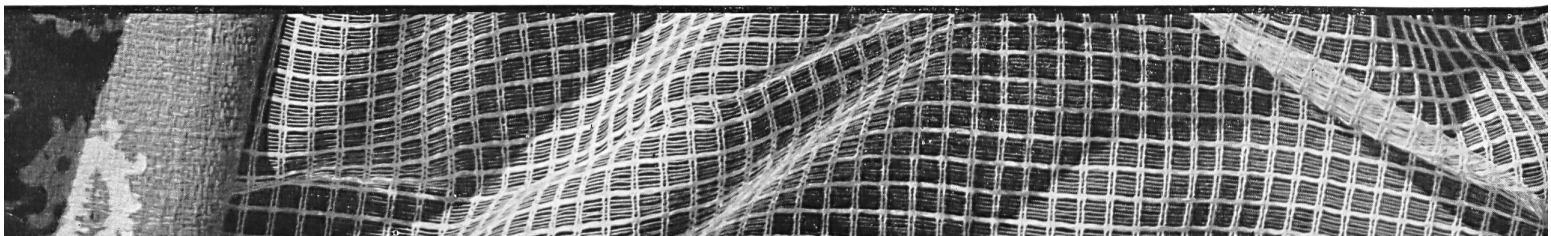
Trade mark for Novelties in Plain, Printed and Embroidered Cotton and Rayon Piece-goods for DRESSES and CURTAINS

La marca para Novedades en tejidos de algodón y de seda artificial lisos, estampados y bordados para VESTIDOS y CORTINAS

A marca para novidades em tecidos de algodão e seda artificial lisos, estampados e bordados, para VESTUARIOS e CORTINAS



J. G. NEF & C°, HERISAU (SWITZERLAND) Swiss fabrics since 1805





# Order Form

Name .....

Address .....

Town, Country .....

Please send us your publication „SWISS TEXTILES“ for one year at the rate of : **Abroad : Sw. frs. 6.—, Switzerland : Sw. frs. 4.—** (Delete whichever is not applicable).

The above amount is being forwarded by .....

Date : .....

Signature : .....

---

---

Subscribe to

## Swiss Textiles

---

Annual  
subscription  
rates :

**Switzerland**  
**Sw. frs. 4.—**

**Abroad**  
**Sw. frs. 6.—**

For information concerning transfer of subscriptions, please apply to Swiss representatives abroad.

---

---



# SWISS TEXTILES

1943

Special publication of the  
Swiss Office for the Development of Trade, Zurich and Lausanne

N° 1/2

EDITOR AND PUBLISHER : SWISS OFFICE FOR THE DEVELOPMENT OF TRADE, POST BOX 4, LAUSANNE

The „SWISS TEXTILES” are issued four times per year.  
Annual subscription : Swiss Fr. 6.—. Price per copy : Swiss Fr. 2.—. Postal account N° II 1789, Lausanne.

Chief-editor : CHARLES BLASER, Lausanne

## SUMMARY OF CONTENTS :

	Pages :		Pages :
Index of Advertisers .....	2	Cotton Fabrics .....	66-67
Swiss Fashion Textiles .....	15-48	Wohlen Braidings .....	68-72
Textiles, Fashion, Clothing at the Swiss Industries Fair, Basle .....	49-56	Knitwear .....	73-75
The 2nd Swiss Fashion Week in Zurich .....	57-60	Ready-Made Clothes .....	76
Watches .....	61	For the Home .....	77-79
Footwear .....	62-63	Embroideries and Laces .....	80-84
Neck Squares and Handkerchiefs .....	64-65	Silk, Rayon and Staple-Fibre Fabrics .....	85-92

## SEE P. 49 : TEXTILES AT THE SWISS FAIR BASLE 1943

### Information Concerning Swiss Products :

**Swiss Office for the Development of Trade**, Zurich, Börsenstrasse 10, and Lausanne, Place de la Riponne 3.

An Association for furthering the development of foreign trade; gives free information concerning Swiss products and puts buyers into contact with manufacturers; edits the following publications : « Directory of Swiss Manufacturers and Producers »; quarterly review : « Swiss Industry and Trade » and « Swiss Technics »; booklets : « Switzerland and her Industries » (published in the chief languages). Ask for specimen copies.

The documentary film « Cradle of Fashion » gives a general survey of the Swiss textile industry. The film « The Rise of a World Industry » illustrates strawbraid manufacturing processes employed in the Wohlen industry. « A Modern Fairytale » is a film illustrating the manufacture of synthetic textile fibres, namely, rayon and staple fibre, and their possibilities of utilization. Ask for booking conditions.

### Oversea-Agencies of the Swiss Office for the Development of Trade :

**Near East** (Syria, Libanon, Iraq, Cyprus). — **Beyrouth** : Office commercial suisse pour le Proche-Orient, B.P. 809.

**Palestine**. — **Tel-Aviv** : Swiss Trade Office for Palestine, P.O.B. 2117.

**Iran**. — **Teheran** : Office suisse d'expansion commerciale, délégation pour l'Iran, C.P. 9.

**North Africa**. — **Algiers** : Office suisse d'expansion commerciale, 3, rue Edmond Adam.

**West Africa**. — **Lagos** : Swiss Trade Commissioner, P.O. Box 571.

**South Africa**. — **Johannesburg** : Consulate general of Switzerland, Export Service, P.O. Box 3364. — **Cape Town** : Consulate of Switzerland, Export Service, P.O. Box 806.

### Swiss Chambers of Commerce :

**Argentine** : Buenos-Aires, Calle Piedras 113. — **Brazil** : Rio de Janeiro, Associação das Casas de Comercio Suissas, C.P. 1404.

**British India**. — **Bombay** : Swiss Trade Commissioner, P.O.B. 102.

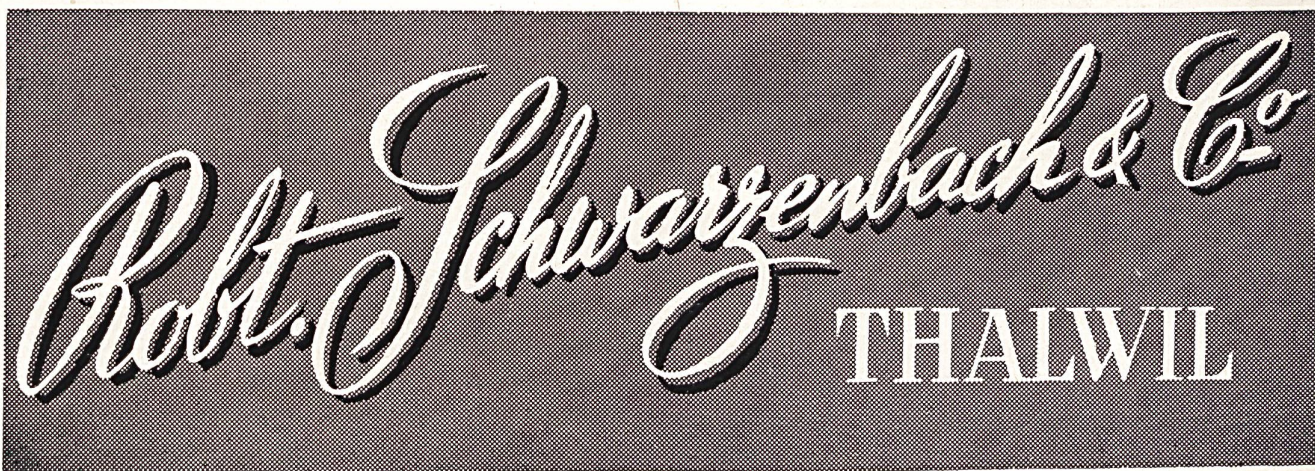
**Far East**. — **Shanghai** : Swiss Office for the Development of Trade, P.O. Box 740.

**Canada**. — **Toronto** : Swiss Office for the Development of Trade, 159, Bay Street.

**Antilles and Central America**. — **Havana** : Oficina suiza de expansión comercial, Edificio Bacardi 606.

**Northern Brazil**. — **Recife** (Pernambuco) : Instituto Suisso de Expansão Comercial, Agencia para o Norte do Brasil, Caixa Postal 896.

**Swiss Legations and Consulates in all countries of the world.**





**INDEX OF ADVERTISERS — INDICE DE LOS ANUNCIADORES**  
**INDICE DE ANUNCIANTES**

**BUTTONS — BOTONES — BOTÕES**

Kaspar Humbel, Uetikon am See ..... 10

**COTTON FABRICS — TEJIDOS DE ALGODÓN — TECIDOS DE ALGODÃO**

Emil Anderegg Ltd., St. Gall .....  
Jacob Baenziger A.-G., St. Gall ..... 14  
Baer, Moetteli & Co., Winterthur ..... 9  
Baerlocher & Co., Rheineck ..... 9  
Eugster & Huber, St. Gall ..... 6  
Christian Fischbacher Co., St. Gall ..... 11  
Charles Gorini, St. Gall ..... 11  
J. Kreier-Baenziger's Erben, St. Gall ..... 12  
Mettler & Co. Ltd., St. Gall ..... 12  
Ltd. A. & R. Moos, Weisslingen ..... 13  
J. G. Nef & Co., Herisau ..... II  
Reichenbach & Co., St. Gall ..... 13  
Gottfried Schaerer, Zurich ..... 102  
Schlegel & Co., Nachfolge Textilwerke A.-G., Basle ..... 6  
E. Schürpf & Co. Ltd., St. Gall ..... 7  
Sturzenegger & Tanner & Co. Ltd., St. Gall ..... 4  
Taco Ltd., Zurich ..... 13  
Webererei Sirmach, Sirmach ..... 12  
Webererei Wallenstadt A.-G., Wallenstadt ..... 9

**ELASTIC THREAD — HILOS ELÁSTICOS — FIOS ELASTICOS**

Oscar Haag, Kusnacht-Zurich ..... 100

**EMBROIDERIES AND LACES — BORDADOS Y ENCAJES — BORDADOS E RENDAS**

Bischoff & Müller Ltd., St. Gall ..... IV  
Eisenhut & Co., Gais ..... 4  
C. Forster-Willi & Co., St. Gall ..... 5  
Theodor Locher, St. Gall ..... 4  
Jul. Michel & Co., Zurich ..... 3  
A. Naef & Co., Flawil ..... 3  
J. G. Nef & Co., Herisau ..... II  
Walter Schrank & Co., St. Gall ..... 4  
Sturzenegger & Tanner & Co. Ltd., St. Gall ..... 4  
The Union Co. Ltd., St. Gall ..... 5

**HANDKERCHIEFS — PAÑUELOS — LENZOS**

Baerlocher & Co., Rheineck ..... 9  
Josef Heeb Ltd., Appenzell ..... 101  
Kleinberger & Co., St. Gall ..... 101  
Sailer & Schönsleben, St. Gall ..... 102  
Gottfried Schaerer, Zurich ..... 102  
Ed. Sturzenegger A.-G., St. Gall ..... 101  
The Union Co. Ltd., St. Gall ..... 5

**READY-MADE CLOTHES — CONFECCIÓN — CONFECÇÃO**

Haury & Co., St. Gall ..... 100  
E. Kneubühler, Zofingen ..... 9  
Respolco Ltd., Zurich ..... 100

**RIBBONS — CINTAS — FITAS**

W. Sarasin & Co. Ltd., Basle ..... 103  
Senn & Co. Ltd., Basle ..... 103  
Vischer & Co., Basle ..... 103

**SHIRTS — CAMISAS**

Gust. Metzger Ltd., Basle ..... 10

**SILK, RAYON AND STAPLE-FIBRE FABRICS — TEJIDOS DE SEDA, RAYON Y FIBRANA — TECIDOS DE SEDA, SEDA E LÃ ARTIFICIAL**

Appenzeller-Herzog & Co., Staefa near Zurich ..... 6  
Jacob Baenziger A.-G., St. Gall ..... 14  
Baer, Moetteli & Co., Winterthur ..... 9  
Bossard-Buehler & Co. Ltd., Wetzikon ..... 94  
Emar Silk Manufacturers Ltd., Zurich ..... 96  
Gessner & Co. Ltd., Wädenswil ..... 2, 95  
Berthold Guggenheim, Zurich ..... 95  
Hugo Gutmann, Zurich ..... 10  
Haas & Co., Zurich ..... 95  
Heer & Co. S.A., Thalwil ..... 97  
Hirzel & Co. Ltd., Zurich ..... 94  
Mettler & Co. Ltd., St. Gall ..... 12  
Ltd. A. & R. Moos, Weisslingen ..... 13  
Edwin Naef S.A., Zurich ..... 97  
J. G. Nef & Co., Herisau ..... II  
Reichenbach & Co., St. Gall ..... 13  
Schlegel & Co., Nachfolge Textilwerke A.-G., Basle ..... 6  
E. Schubiger & Co. Ltd., Uznach and Kaltbrunn ..... 6  
Robt. Schwarzenbach & Co., Thalwil ..... 1  
Siber & Wehrli Limited, Zurich ..... III  
Stehli & Co., Zurich ..... 96  
Strub & Co., Zurich ..... 96  
Stünzi Sons Ltd., Horgen ..... 93  
Taco Ltd., Zurich ..... 13  
Wagner & Co., Gelterkinden ..... 14  
Webererei Sirmach, Sirmach ..... 12  
Webererei Wallenstadt A.-G., ..... 9  
Wila Silk Mills Ltd., Zurich ..... 95

**SQUARES AND SCARVES — CUADRADOS Y ECHARPES — QUADRADOS E ECHARPES**

F. Blumer & Cie., Schwanden ..... 102

**TABLECLOTHS AND NAPKINS — MANTELES Y MANTELITOS — TOALHAS E NAPPERONS**

E. Mettler-Müller Ltd., Rorschach ..... 3

**TRICOTS AND JERSEYS — PRENDAS DE PUNTO Y JERSEYS — MALHAS E JERSEYS**

Ltd. Company formerly W. Achtnich & Co., Winterthur ..... 98  
Buser & Keiser & Co. Ltd., Laufenbourg ..... 99  
Hochuli & Co. Safenwil ..... 98  
Ruegger & Co., Zofingen ..... 98  
Ruepp & Co. S.A., Sarmenstorf ..... 99  
Swiss Knitting Co., Zollikofen-Berne ..... 99

**WATCHES — RELOJES — RELOGIOS**

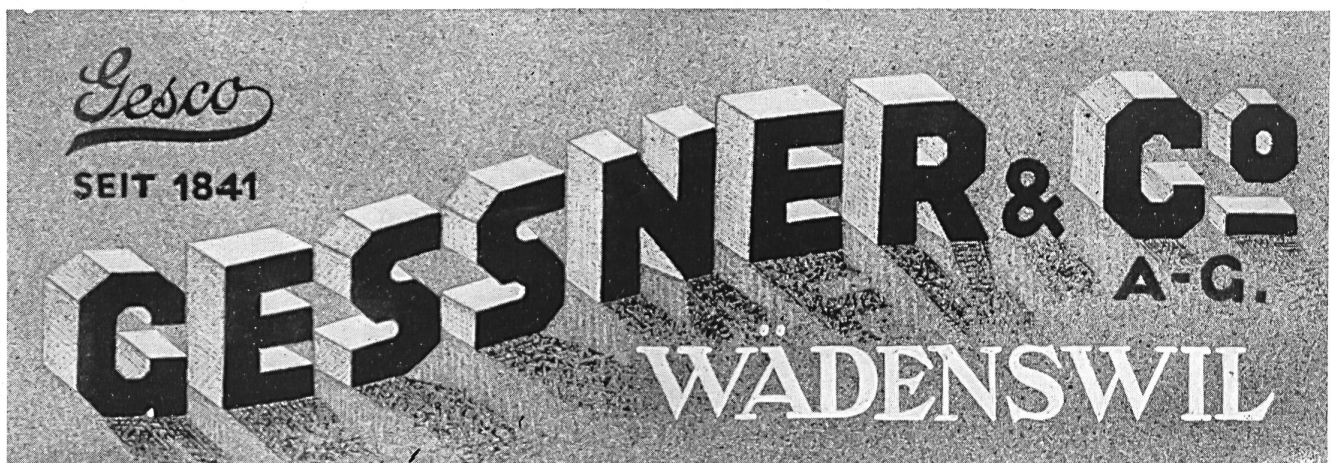
Manufacture des Montres Doxa, Le Locle ..... 5  
Compagnie des Montres Longines, Francillon S.A., Saint-Imier ..... 8

**WOOLEN FABRICS — TEJIDOS DE LANA — FAZENDAS DE LÃ**

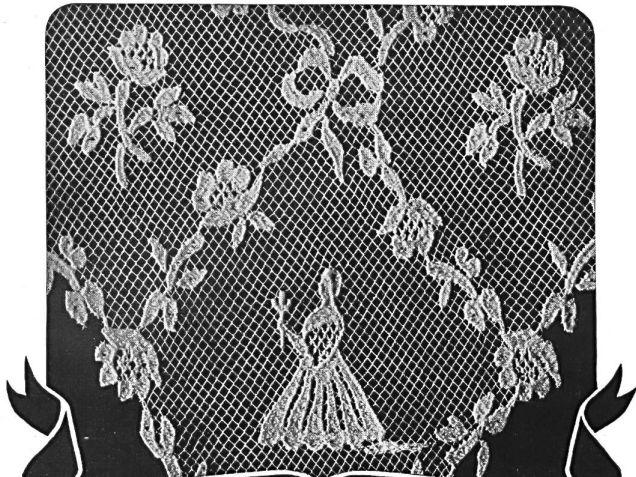
Filatures réunies de laine peignée de Schaffhouse et Derendingen, Derendingen ..... 101  
The Rütli Wool Weaving Co. Ltd., Rütli ..... 100

**YARNS — HILOS — ESTAMBRES**

Ernst Braschler, Zurich ..... 11







*Symbol of Quality*

LACES FOR

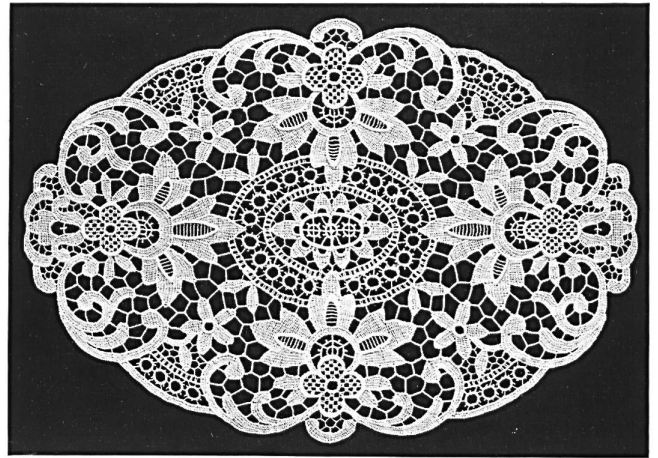
LINGERIE  
DRESSES  
BRASSIERES

**Jul. Michel & C°**  
*Zurich*

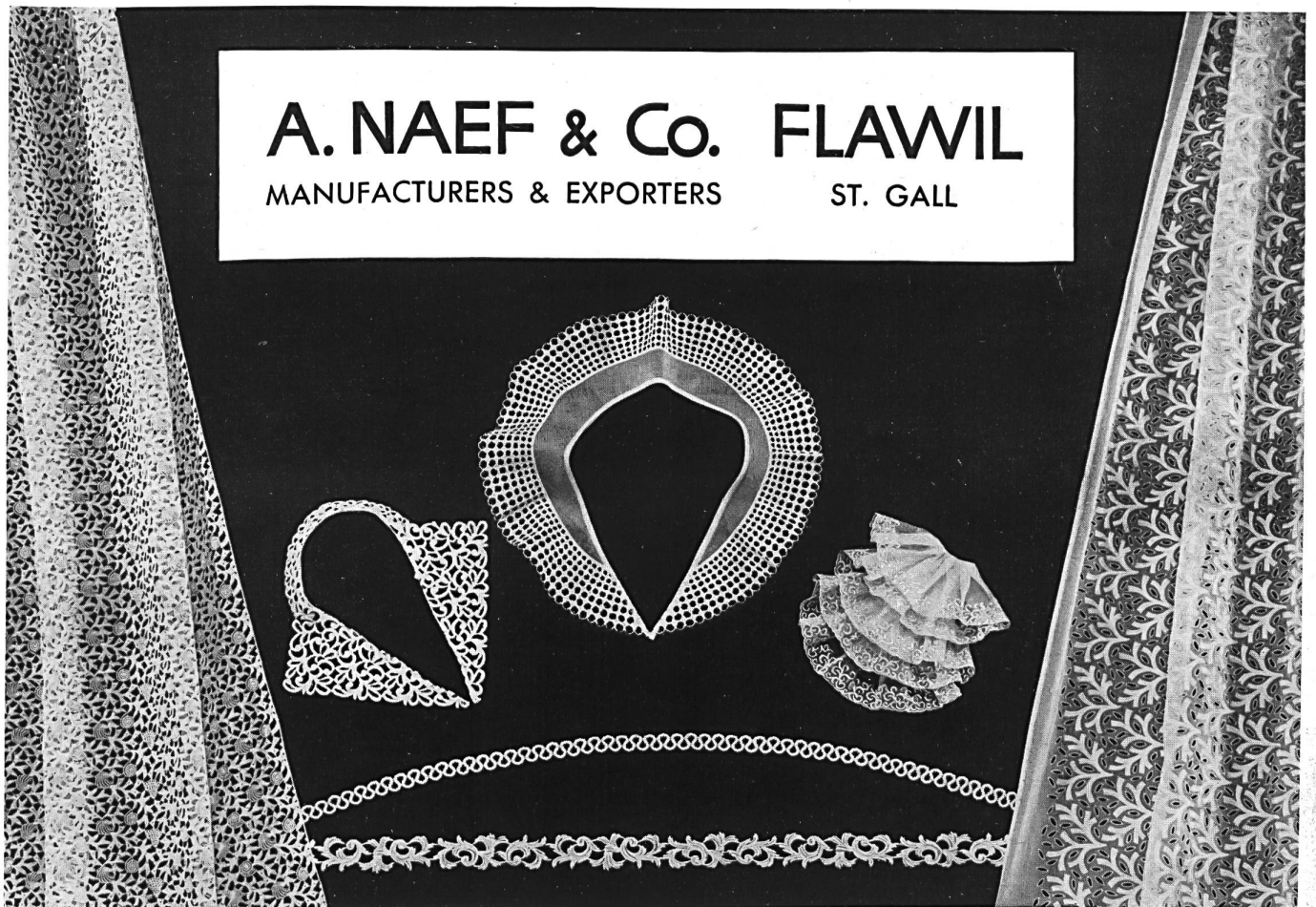
LACE MANUFACTURES  
ESTABLISHED 1894

**E. Mettler-Müller Ltd.**  
Rorschach

Founded 1883




Manufacturers and exporters  
of  
embroidered teacloths and fancy linens  
novelties in needlerun- and lace-napery  
Duchesse- and Dressing-table-Sets



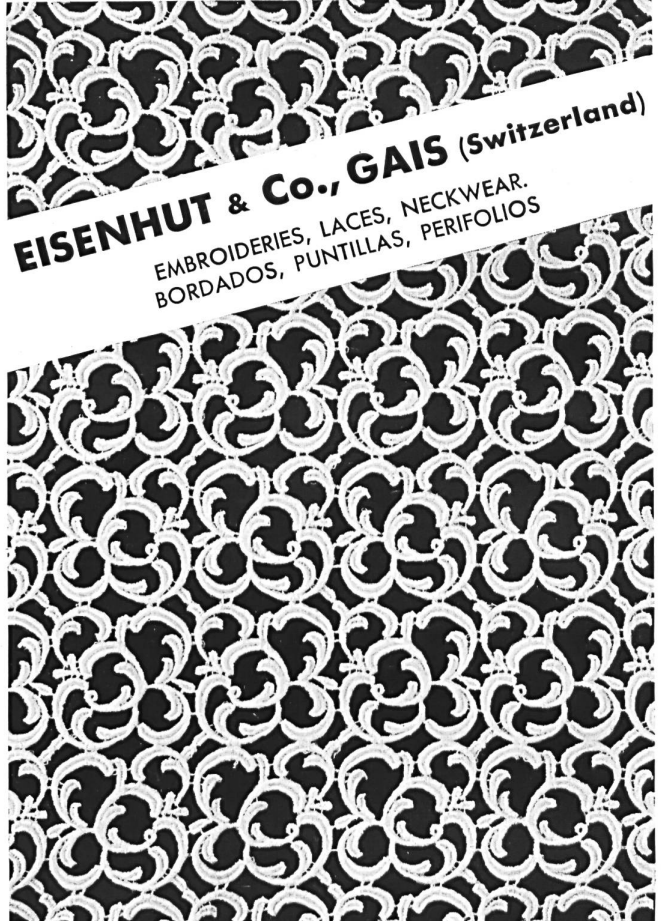
**A. NAEF & Co. FLAWIL**  
MANUFACTURERS & EXPORTERS ST. GALL



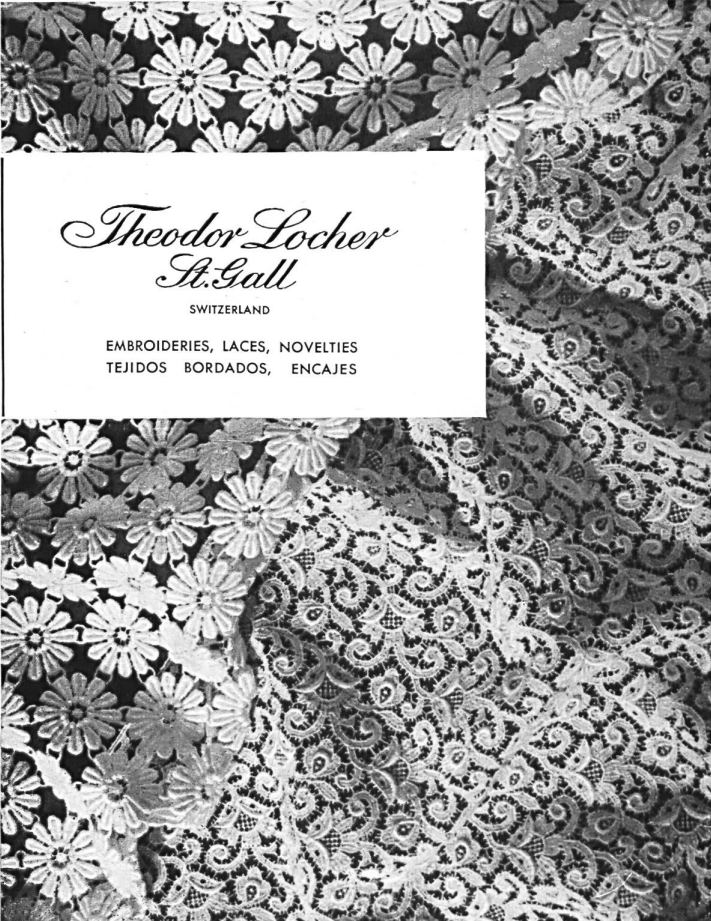


**Sturzenegger & Tanner & Co. Ld.**  
 St. Gall

known for their  
*Novelties* in  
 Piece-goods *embroidered*  
*printed*  
*plain*



**EISENHUT & Co., GAIS (Switzerland)**  
 EMBROIDERIES, LACES, NECKWEAR.  
 BORDADOS, PUNTILLAS, PERIFOLIOS



*Theodor Locher*  
*St. Gall*  
 SWITZERLAND  
 EMBROIDERIES, LACES, NOVELTIES  
 TEJIDOS BORDADOS, ENCAJES

# WALTER SCHRANK & Co

**ST. GALL (SWITZERLAND)**

MANUFACTURERS AND EXPORTERS

OF EMBROIDERED

MATERIALS FOR DRESSES,

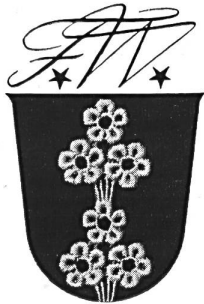
NET AND GUIPURE- LACE- NOVELTIES,

EMBROIDERED HANDKERCHIEFS

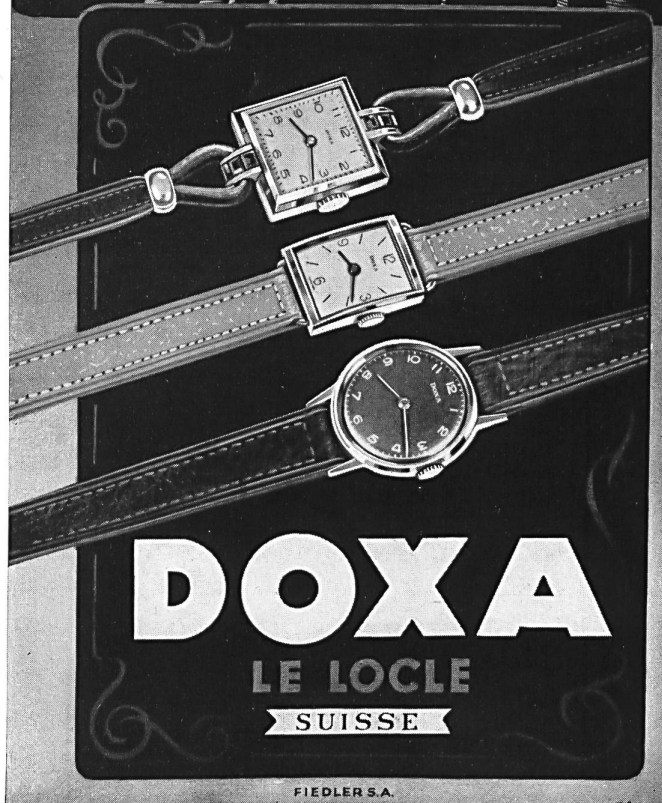
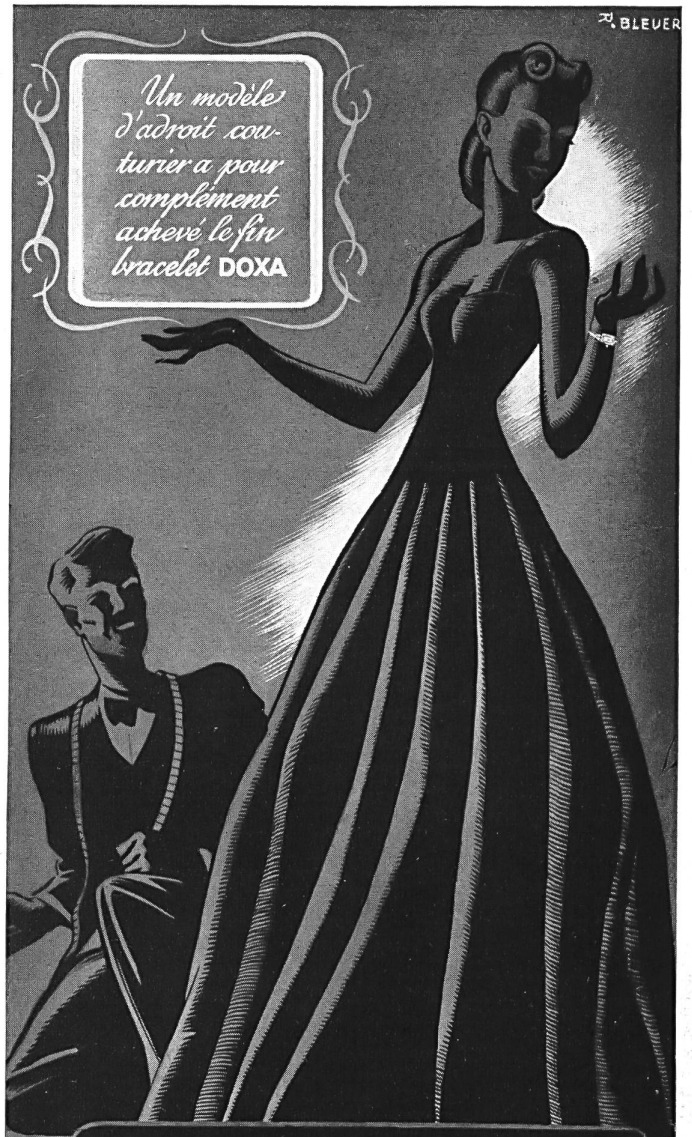
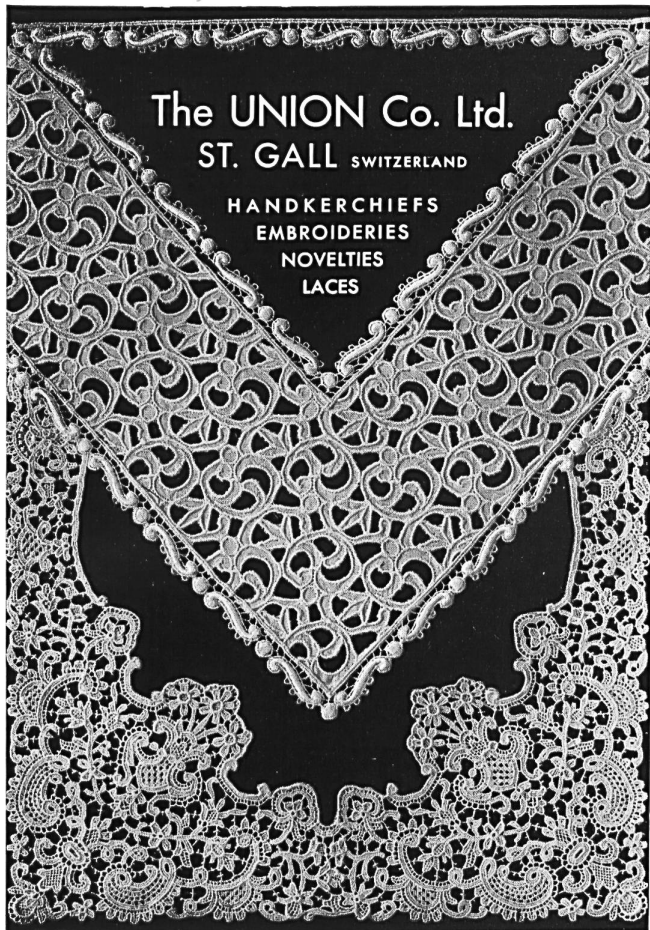


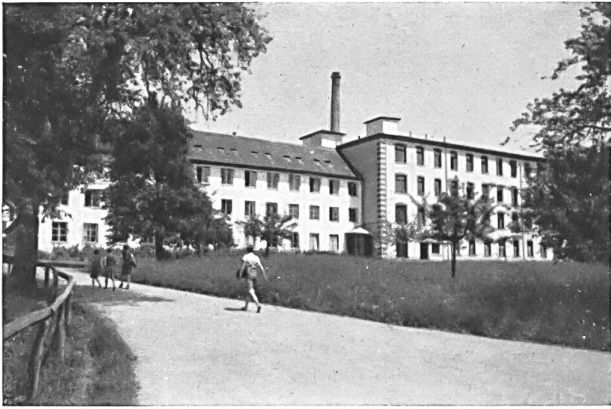
★ ★  
**C.FORSTER-WILLI & CO.**

**ST. GALL**



*Novelties*  
**IN EMBROIDERIES  
& LACES**





## APPENZELLER-HERZOG & Co.

WOLL AND RAYON WEAVERS

STAEFA near ZURICH

Plain and fancy fabrics in rayon and staple-fibre

Linings and shirtings for men's wear

Tea-cloths

WOOLLEN FABRICS

for ladies' dresses and coats



*Tewebe*

fabrics of cotton, staple fibre, rayon, bleached, dyed, printed.

**SCHLEGEL & Co. Nachfolge Textilwerke A. G. BASLE**

## EUGSTER & HUBER

ST. GALL

*Embroidered*

*Plain*

*Printed*



FABRICS

*for*

*dresses, blouses, lingerie, curtains*

FABRICS FOR LADIES WEAR

PLAIN AND FANCY GOODS

NATURAL SILK

RAYON

STAPLE FIBRE

NOVELTIES IN RAYON

AND MIXED MATERIALS

LINGERIE SILKS

TOILE DE SOIE

SILK MANUFACTURERS

*E. Schubiger & Co. Ltd.*

UZNACH AND KALTBRUNN  
(SWITZERLAND) FOUNDED IN 1858



E. SCHURPF & C<sup>o</sup> Ltd.

ST. GALL

# Curtain Fabrics

MARQUISETTES AND  
VOILES

PLAIN  
EMBROIDERED  
PRINTED  
FANCIES

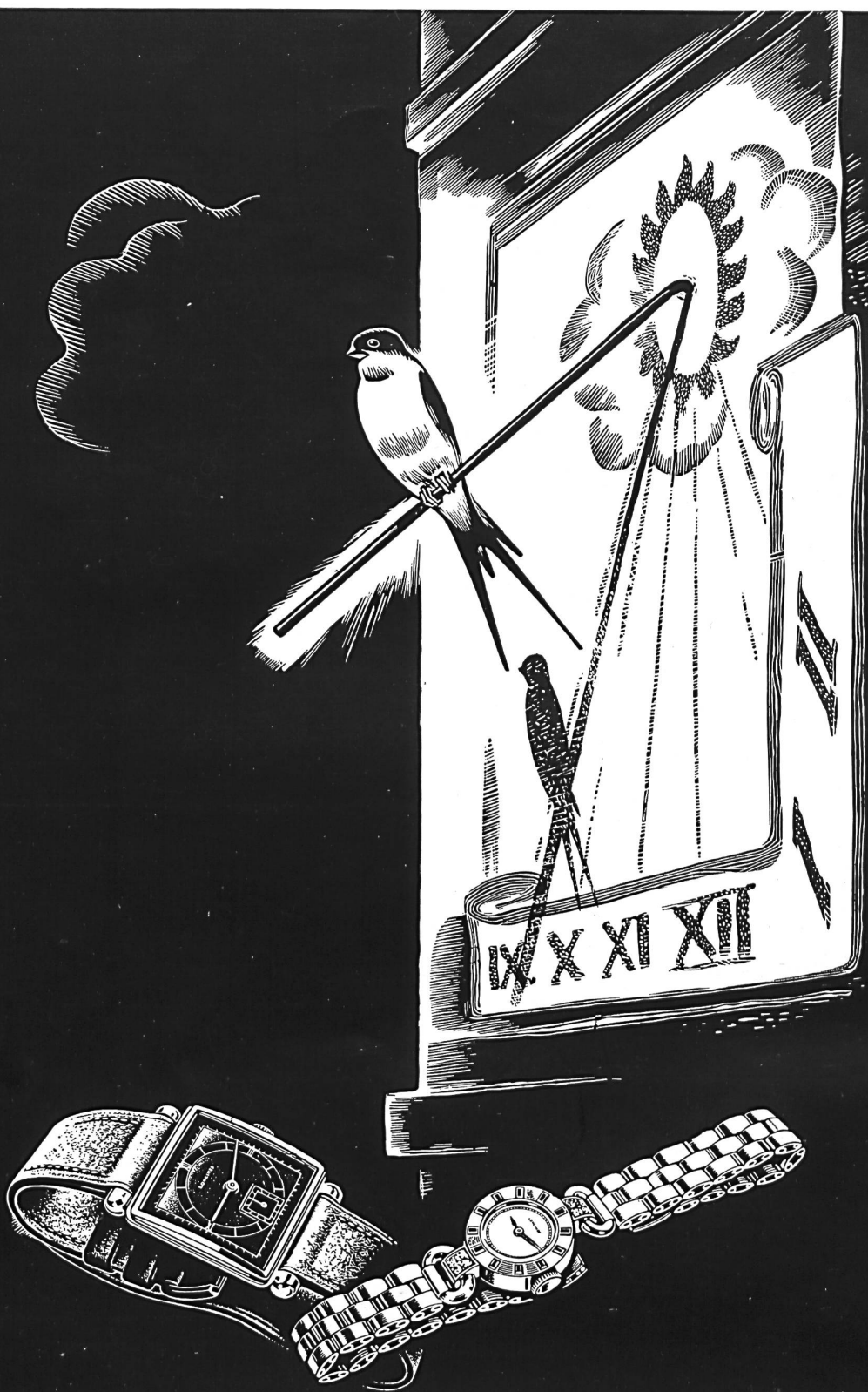


# Emil Anderegg Ltd. St. Gall

*Mechanical weaving*



*Plain, fancy figured and printed fabrics for  
curtains, dresses and lingerie. Goods manu-  
factured from cotton, rayon and staple fibre*



**LONGINES**



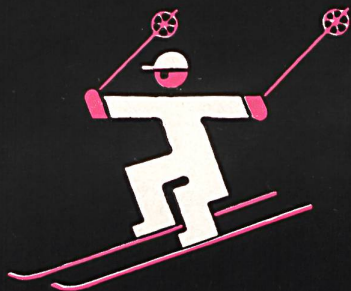


# BAER, MOETTEL & Co.

## WINTERTHUR

MANUFACTURERS AND WHOLESALERS OF  
COTTON-, RAYON-, STAPLE FIBRE-  
AND MIXED FABRICS

Plain, Printed and Fancy Piece Goods

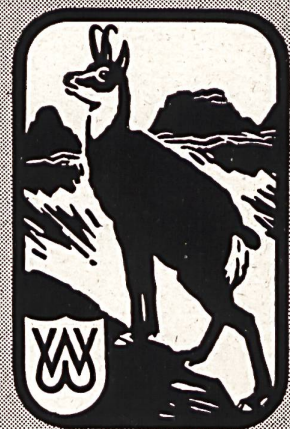


**E. KNEUBÜHLER**  
ZOFINGEN (Suisse)

Manufacturers of Sports Clothing and Coats  
Manufacture de vêtements sport et manteaux  
Sportkleider- und Mantelfabrik  
Sportkleeding- en mantelfabriek

COTTON  
RAYON  
STAPLE FIBRE

*Wewa - Fabrics*



WEBEREI WALLENSTADT A. G.  
**WALLENSTADT**  
(St. Gall)

**Baerlocher & Co** **RHEINECK**  
(ST. GALL)



75 YEARS  
MANUFACTURERS  
EXPORTERS  
1868 - 1943

- ORGANDIES PLAIN, PRINTED, CLOQUÉS
- BATISTES
- VOILES, MARQUISETTES FOR CURTAINS
- POPELINES
- HANDKERCHIEFS
- DEPT. R.: RAINCOATS



Fondée 1888

**DURABLE**

*La chemise élégante*

S.-A. GUST. METZGER BÂLE

Established 1888

**DURABLE**

*A perfect shirt*

GUST. METZGER, LTD. BASLE

Button moulds  
to be covered by hand

Boutons à recouvrir  
à la main

*la Couturière*

Button moulds for machines  
that don't fray and that never cut the thread

*Kaspar Hummel Uetikon am See*

TO OBTAIN  
REPRESENTATION  
OF SWISS FIRMS

apply to the

**Swiss Office for  
the Development of Trade**

*Zurich*

*Hugo Gutmann*

MANUFACTURE OF SILK FABRICS

**ZURICH** 18, Peterstrasse

**SILK LININGS**

FOR READY-MADE CLOTHING

**RAW FABRICS**

FOR PRINTING

**CURTAIN FABRICS**



**ERNST BRASCHLER  
ZÜRICH**

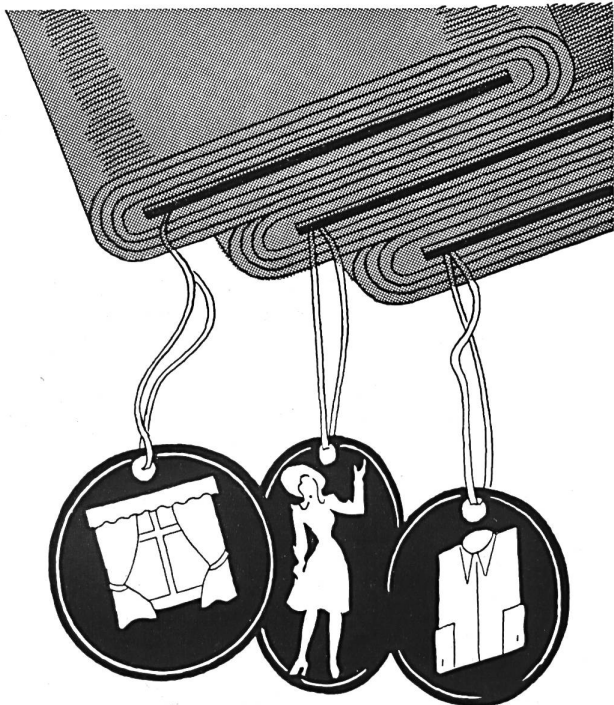
Office : Bederstr. 3, Zürich 2  
Address : P. O. B. 240, Zürich 7  
Telegrams : « Tebras » Zürich  
Phone : 7 38 38 Zürich (051)

SPECIALITY :

*Structure Yarns*

of staple fibres for

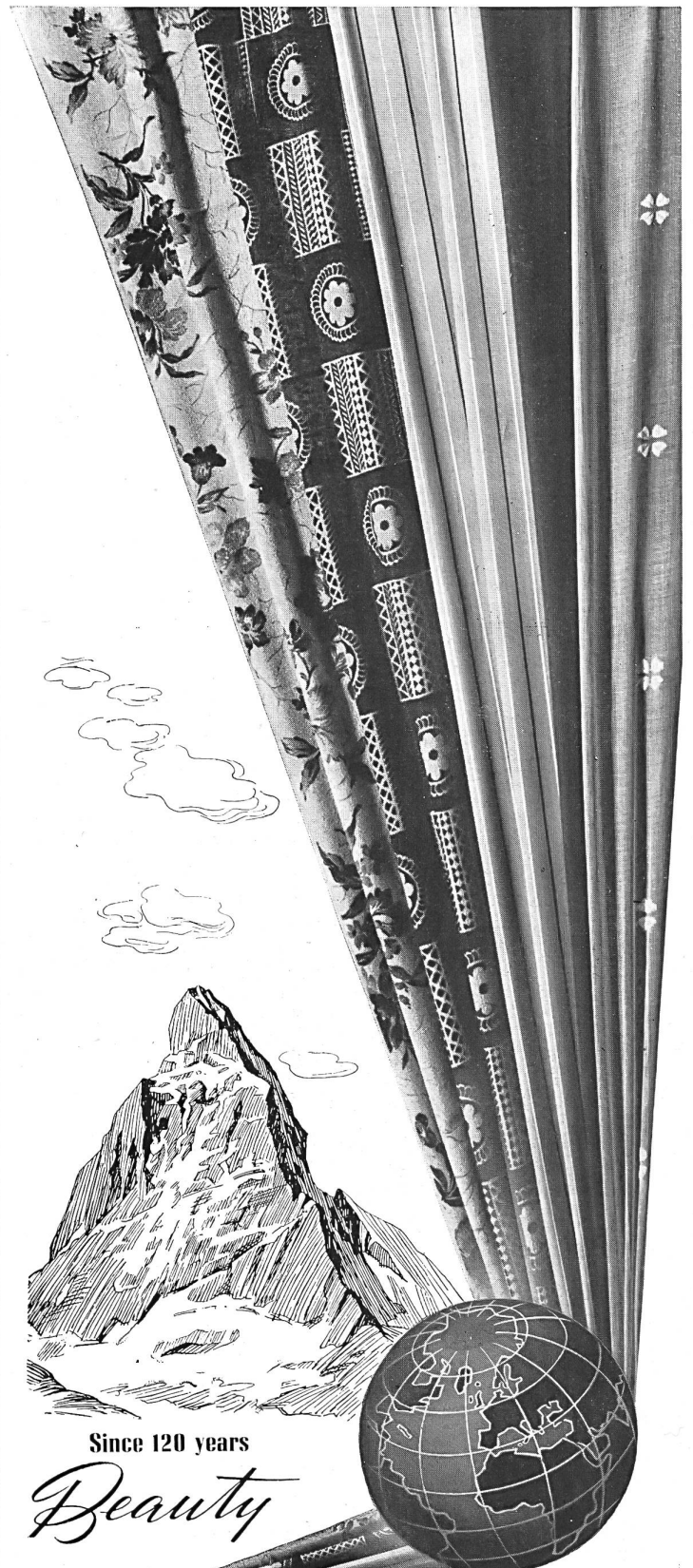
**SHANTUNG-  
HONAN-  
DOUPION-  
LINEN-  
IMITATIONS**



VOILES - MOUSSELINES - POPELINES

*Charles Gorini*

ST - GALL (SUISSE)



Since 120 years

*Beauty*



*and quality*

lay the foundation for the good reputation  
of our merchandise all over the world

**Christian Fischbacher Co.  
St. Gall**



h/w



**METTLER + CO**  
**LTD**  
**ST. GALL**

*Switzerland*

*Novelties in all Textiles*  
*Silk and Rayon Mills*  
*Print and*  
*Export Depts.*



**J. KREIER-BAENZIGER'S ERBEN**

**ST. GALL**  
 SWITZERLAND



SWISS COTTON GOODS  
 SPUN RAYON

PRINTED HANDKERCHIEFS  
 AND SQUARES

NOVELTIES



COLOURD WEAVERS  
 BLEACHERS  
 DYERS  
 FINISHERS



FABRICS FOR SHIRTS APRONS AND DRESSES

**WEBEREI SIRNACH, SIRNACH**  
 (SWITZERLAND)



*Novelties - for Ladies*



Fabrication of tissues for blouses and dresses, poplins for shirts and pyjamas, tissues for sports shirts, furniture and curtains.

LTD. **A & R. MOOS**  
Weisslingen (Zurich)  
spinners / dyers / weavers and finishers

**Lingerie**  
*Novelty fabrics*

"RECOVERA"  
"RECOTOILE"

Plain and printed fabrics  
Curtains  
Dotted Swiss  
Embroideries  
Laces

**Reichenbach & Co.**  
ST. GALL · SWITZERLAND

Reco

SCHWARZ

*Novelty Fabrics*

FINE COTTON  
STAPLE FIBRE  
RAYON

**Taco** LTD  
Zurich



# JACOB BAENZIGER A.-G. - ST-GALL

*Swiss Textiles*



MUSLINS - POPLINS - OPALS  
 MARQUISSETTES - BATISTS  
 CAMBRICS  
 VOILES PLAIN AND FANCY  
 FOR CURTAINS  
 ORGANDIES PLAIN AND PRINTED  
 ARTIFICIAL SILK FABRICS

*8 factories are working for you*

Spinners  
 Weavers  
 Manufacturers  
 Bleachers, Dyers and Finishers

Piece goods of fine cotton,  
 rayon and rayon spun yarns

Plain, fancy figured and  
 printed fabrics

**THEREFORE BUY**

*Stoffel's*

Stoffel & Co. St.Gall Switzerland

*Linco*



## *Finest Rayon Fabrics*

Colour weaves, crush or crease-resisting. Washproof fast colours.  
 Will launder faultlessly. For blouses, dresses and shirts.

## *Staple fibre fabrics*

In colour weaves for dresses and blouses.

**WAGNER & Co. GELTERKINDEN** (Switzerland)