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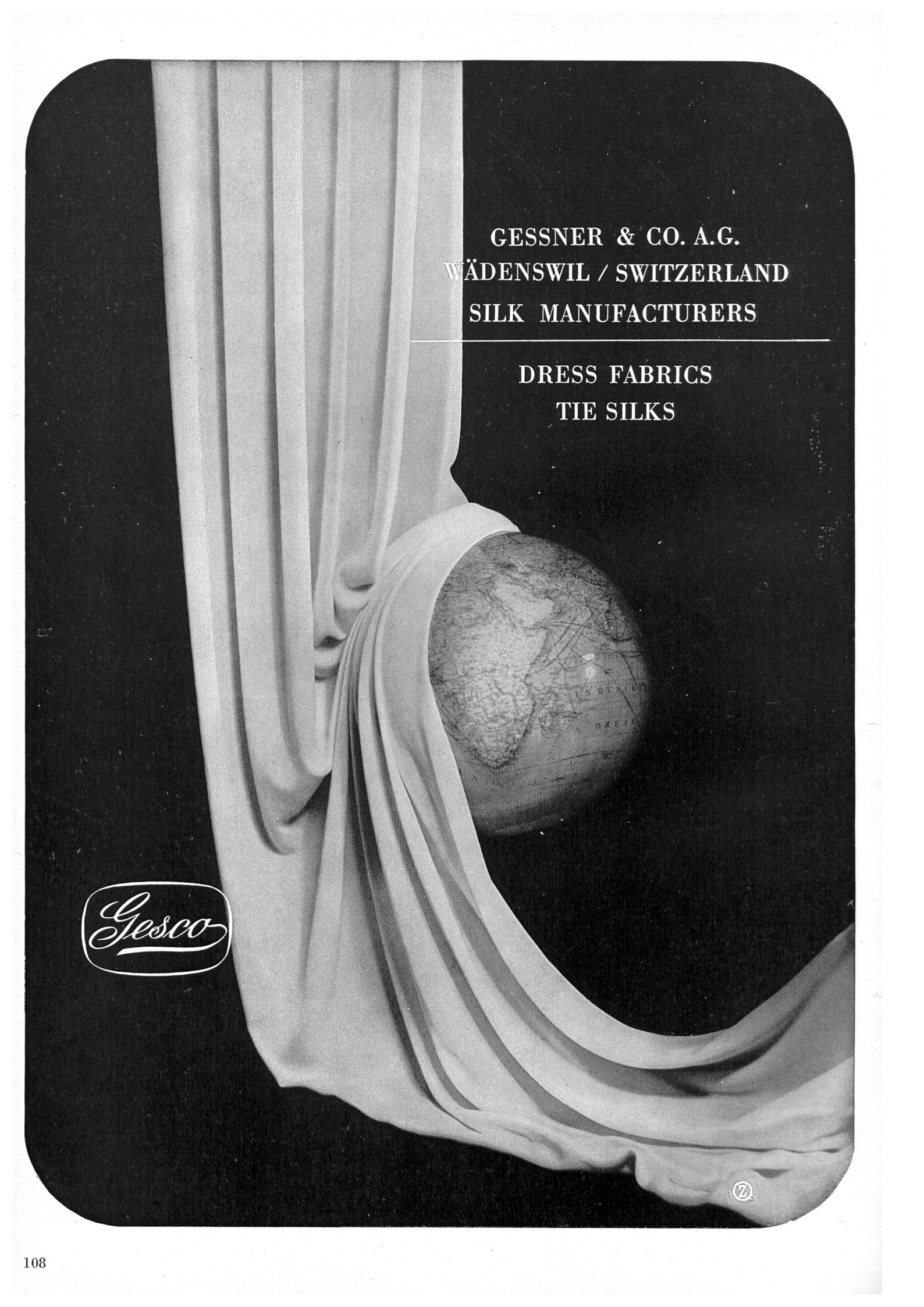


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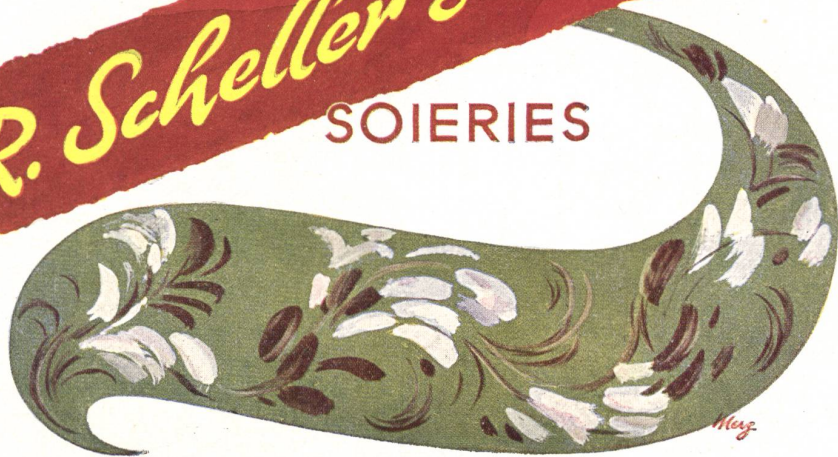
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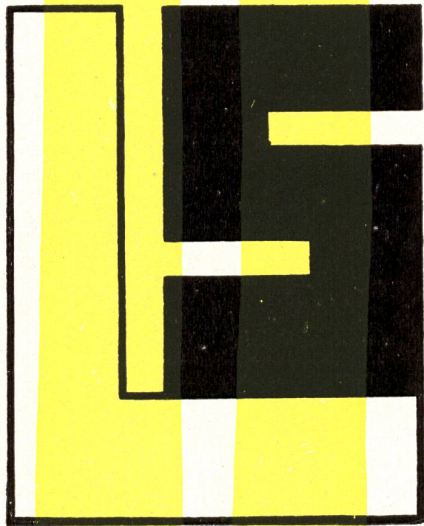
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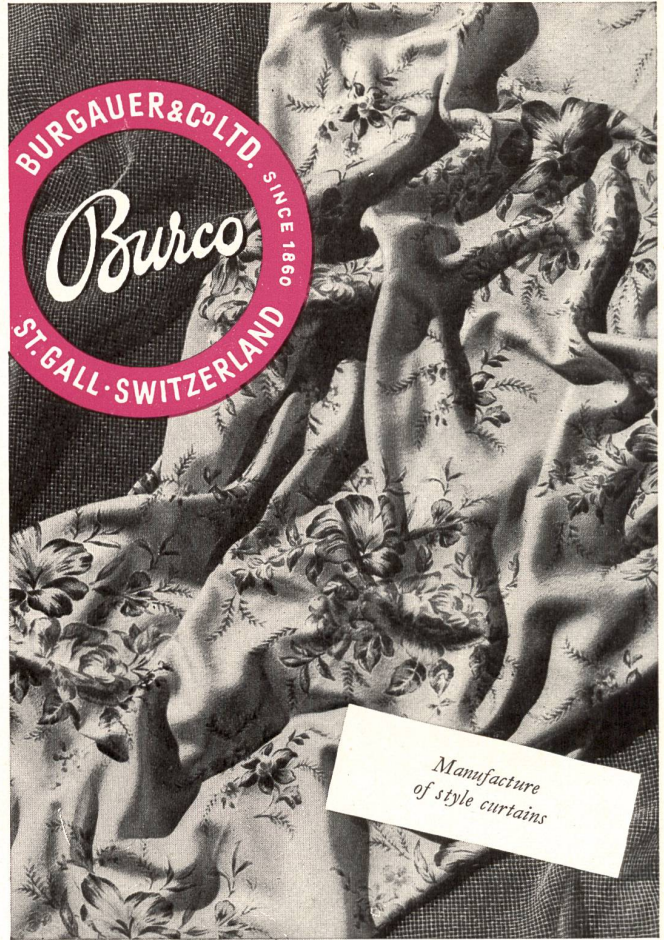
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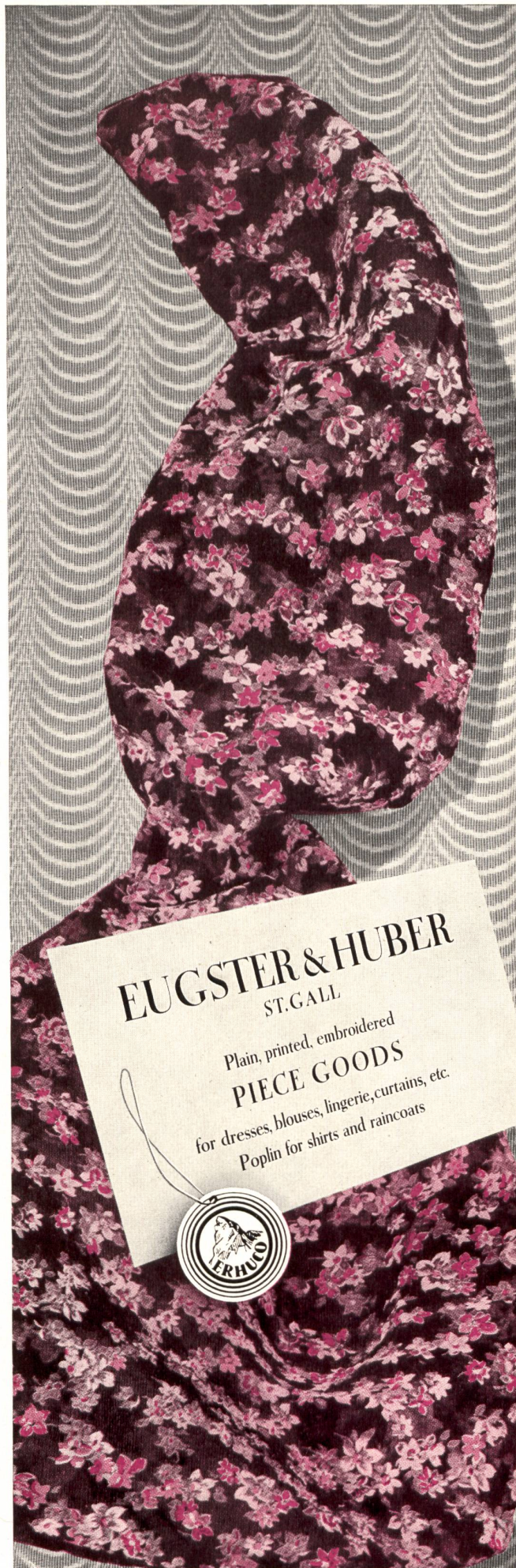
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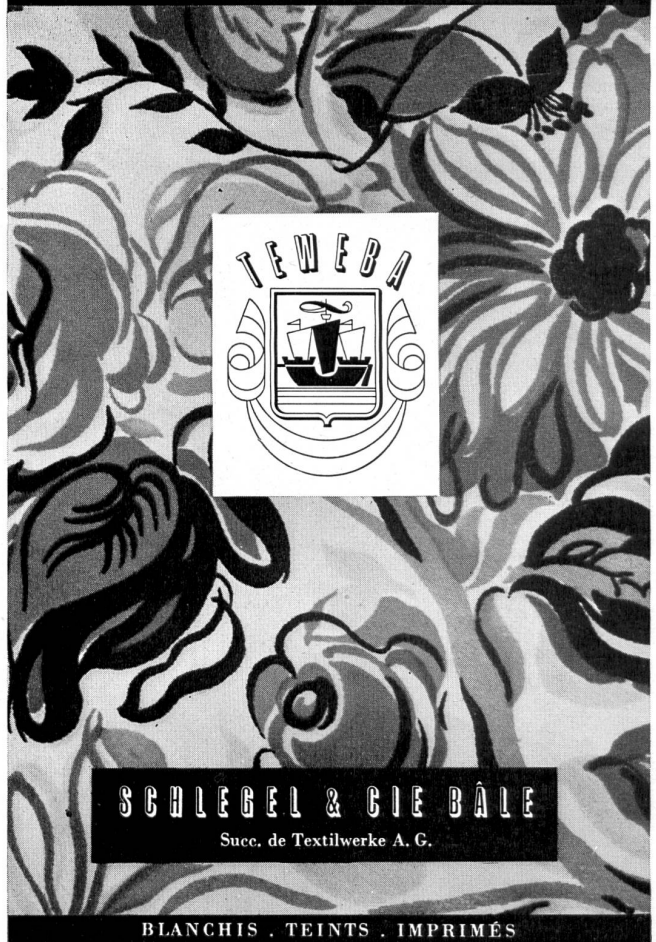
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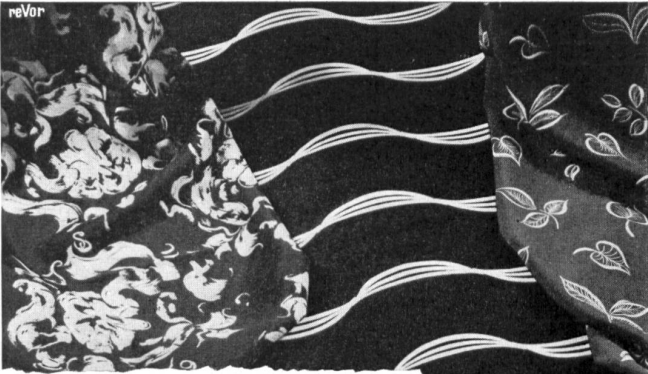
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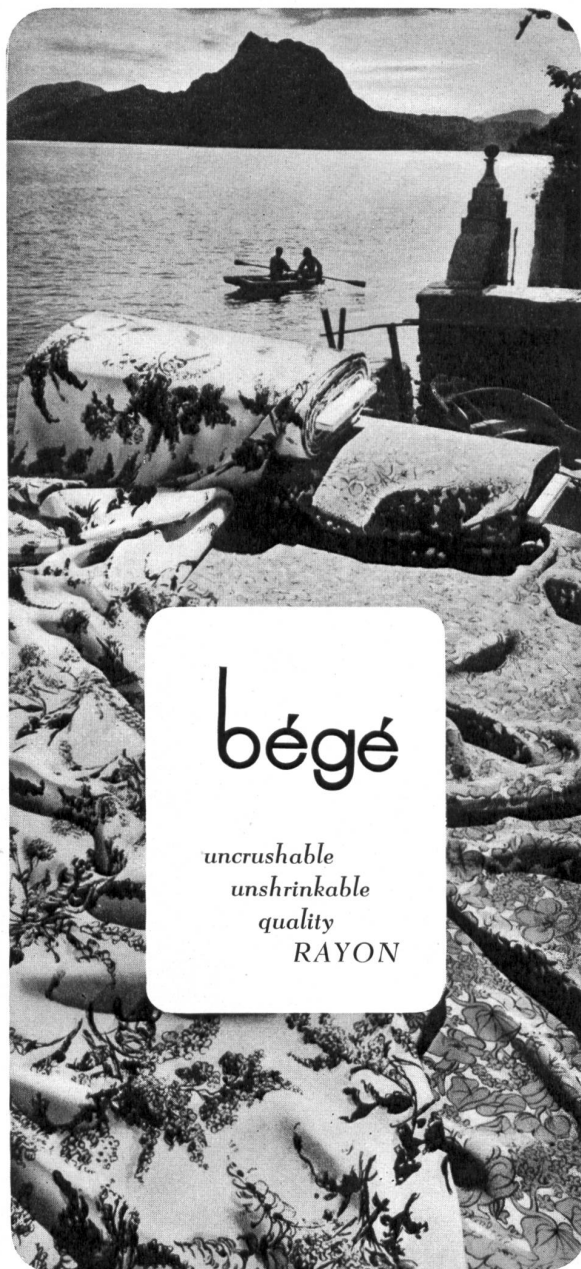
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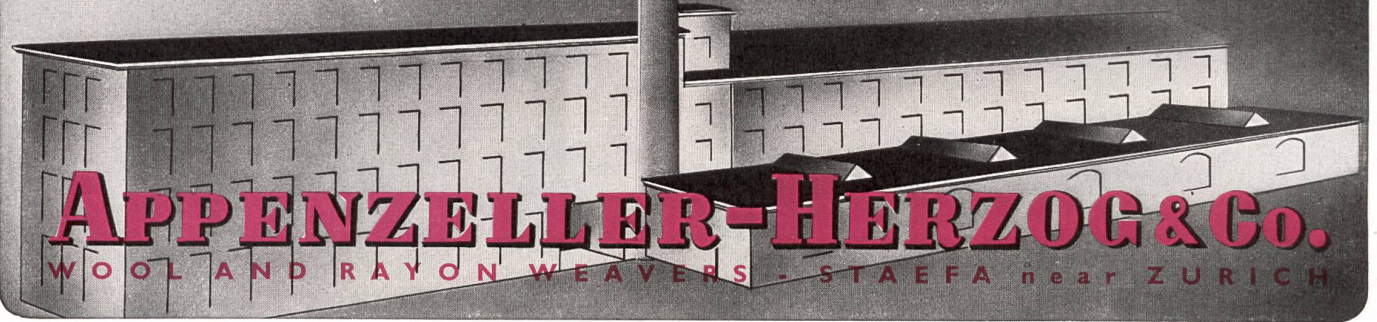
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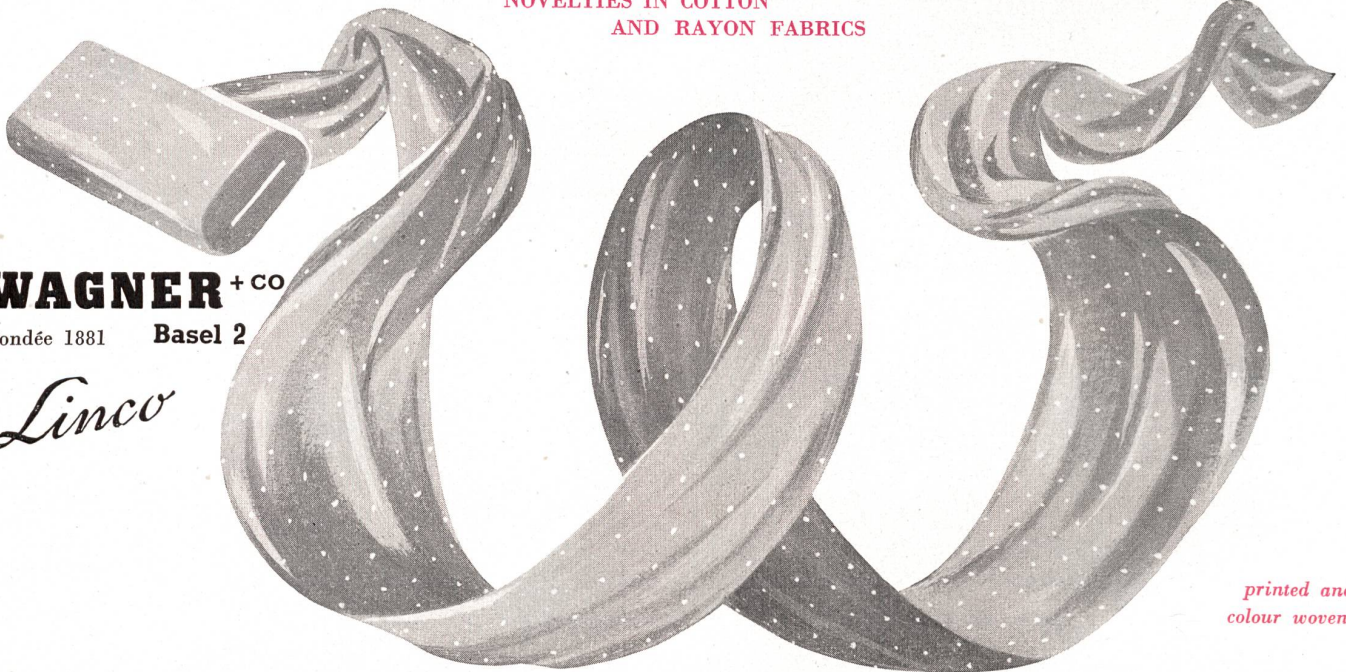
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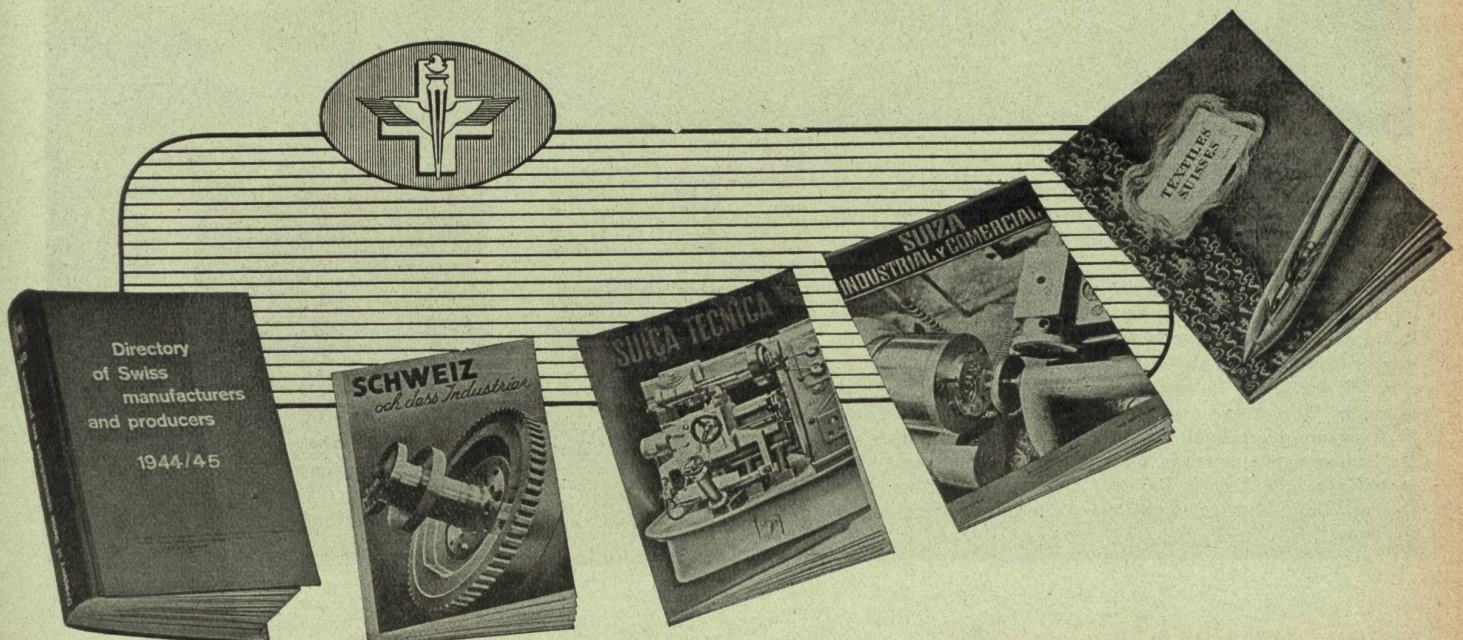
Swiss Office for the Development of Trade

Editorial Department

Place de la Riponne 3

LAUSANNE

Telephone 3 73 31



The Swiss Association of Woollen Fabric Manufacturers

has just published its Annual Report for 1946, an extremely well written work, from which we have pleasure in giving the following interesting points. The Association is subdivided into three groups : woollen cloth manufacturers, worsted manufacturers and felt manufacturers.

The situation in the industry as a whole proved very satisfactory last year, although executives are aware of the fact that the present boom may be succeeded by a period of depression ; this prospect is naturally dictating a policy of prudence. The attitude is manifest in the fact that mill-owners have taken the opportunity offered by

by the present situation, not to enlarge their premises, but to modernize their plant. An investigation conducted by the secretariat of the Association has shown that production capacity has been improved by the perfecting of technical installations. In the manufacture of light-weight fabrics, for instance, the number of ordinary looms decreased by 33,7 % over the 1938-1946 period, whereas the automatic looms employed, increased by 167,6 % during the same period. Corresponding figures in the suitings branch are + 5 % and + 740 % ; they are even more eloquent than the former.

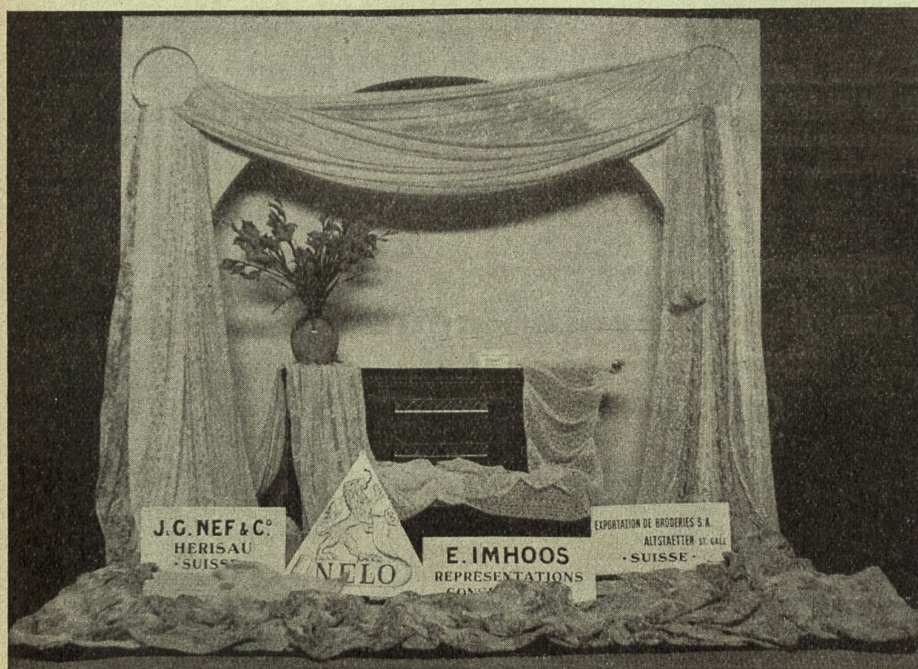
Swiss Export Syndicat of the Apparel Industries

The voluminous report published for 1946 by this group has revealed some interesting facts. The Swiss apparel industries rank among those which benefited the most, last year, from the favourable turn of the market and the universal need for restocking. However, this group was also the most badly hit by the export restrictions imposed by the Swiss Government during the latter half of the year. Foreign trade figures (obtained by suppressing certain foreign items) show a total value in the amount of 58 million Swiss francs for export,

against 16 millions in 1945, 10,5 millions in 1944 and 12,5 million in 1938. In 1946, the value of these exports represented 2,2 % of the whole of the Swiss export trade, as compared with 1,1 % in 1945 and 0,9 % in 1944 and 1938.

The increase in exports has placed these industries on the same footing as they enjoyed in the 'twenties, just after the first World War. (1920 = 2,3 % of Switzerland's total export trade : 1928 = 2,1 %).

Swiss textiles on foreign markets



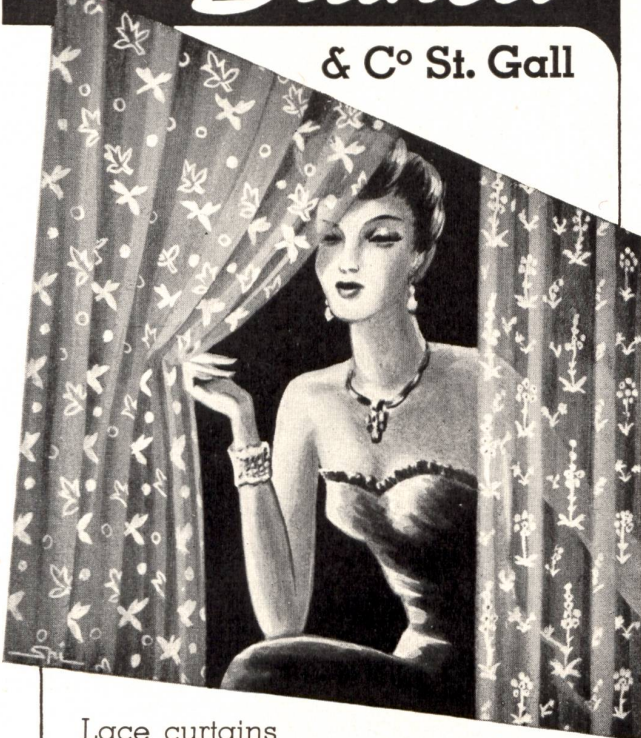
The Casablanca Fair was held for the first time in 1936 and, after four consecutive years, was unfortunately interrupted by the war. On January 1st 1947, the Vth International Casablanca Fair was inaugurated by General Juin and remained open until July 6th last. No other countries but France were officially represented, but many foreign products were to found exhibited by private firms. We have pleasure in reproducing here two views of the stands presented by the Swiss firm, Messrs. Em. Imhoos of Casablanca, agents for Swiss products. One of our photographs shows the display of fine St. Gall embroideries and, the other, Swiss insecticides for which Mr. Imhoos acts as agent in his territory. In the second photograph, note the French Resident General for Morocco and General Juin ; the scene was taken on the opening day of the Fair.

CASABLANCA



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Lace curtains
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bleached, dyed
and impregnated

SCHWARZ

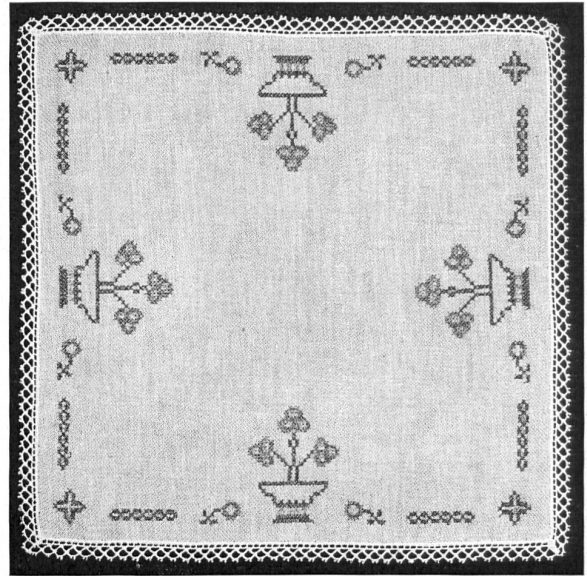
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E. Mettler-Müller Ltd.

Rorschach

Founded 1883



Design No 1875

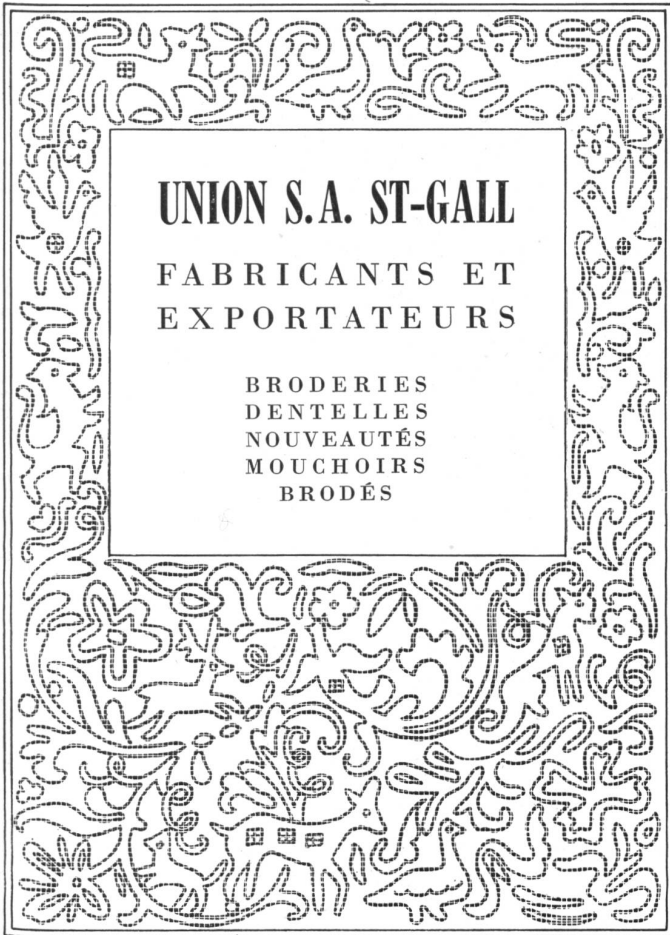
Fancy-Linens in lace and Embroidery
Napperons brodés et de dentelles
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Fils élastiques modernes
pour l'industrie



OSCAR HAAG Kusnacht-Zurich Suisse



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MOUCHOIRS
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Nos agences commerciales et
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(Voir page 116 b)

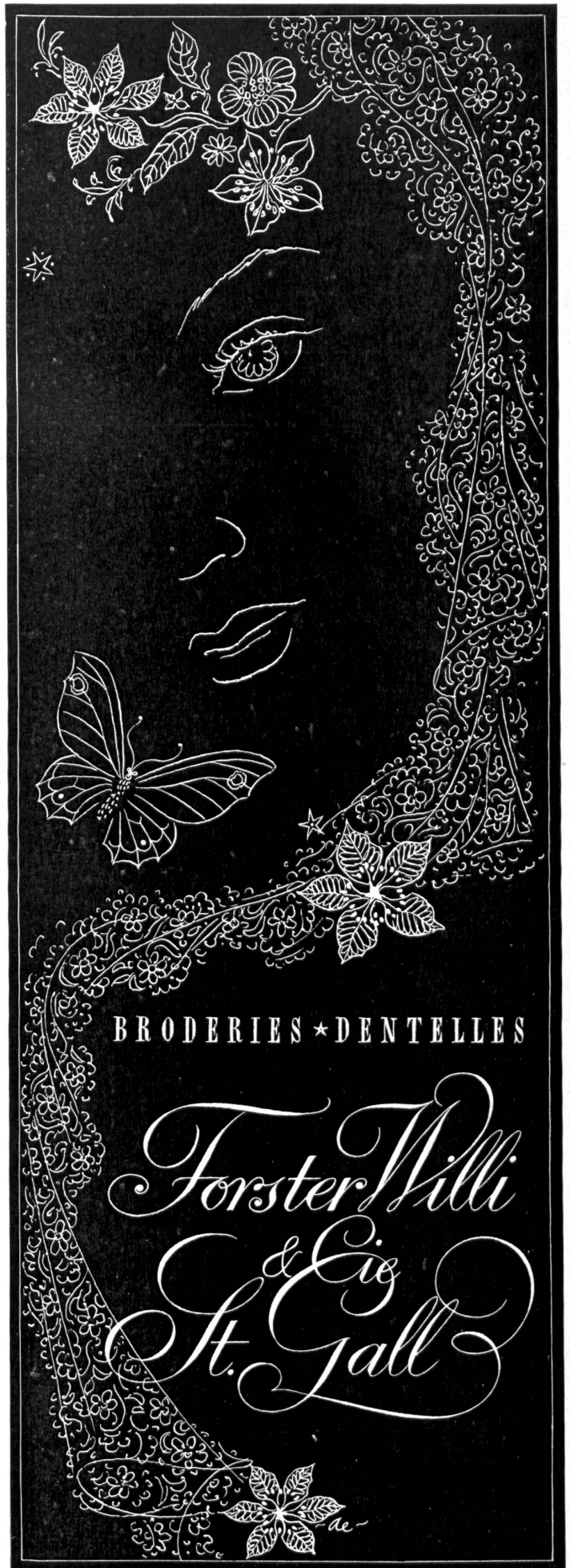
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Lausanne I

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& Cie
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WASCO

WALTER SCHRANK & CO ST. GALL
Proderies Dentelles

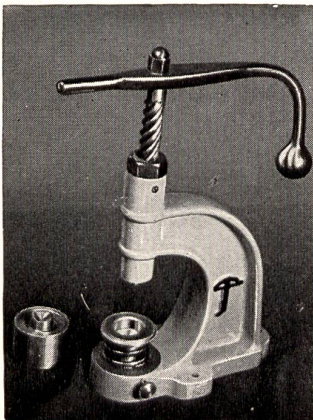
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Piece goods embroidered
printed
plain



Sturzenegger+Tanner & Co. Ltd.

ST. GALL SWITZERLAND

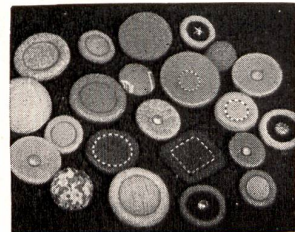
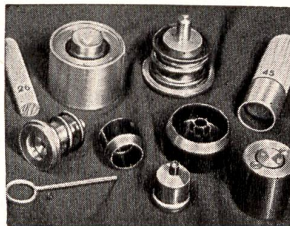
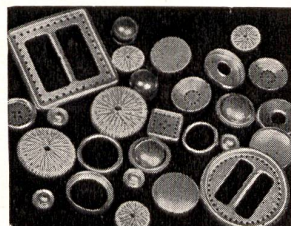
Knopffabrik KASPAR HUMBEL Uetikon am See

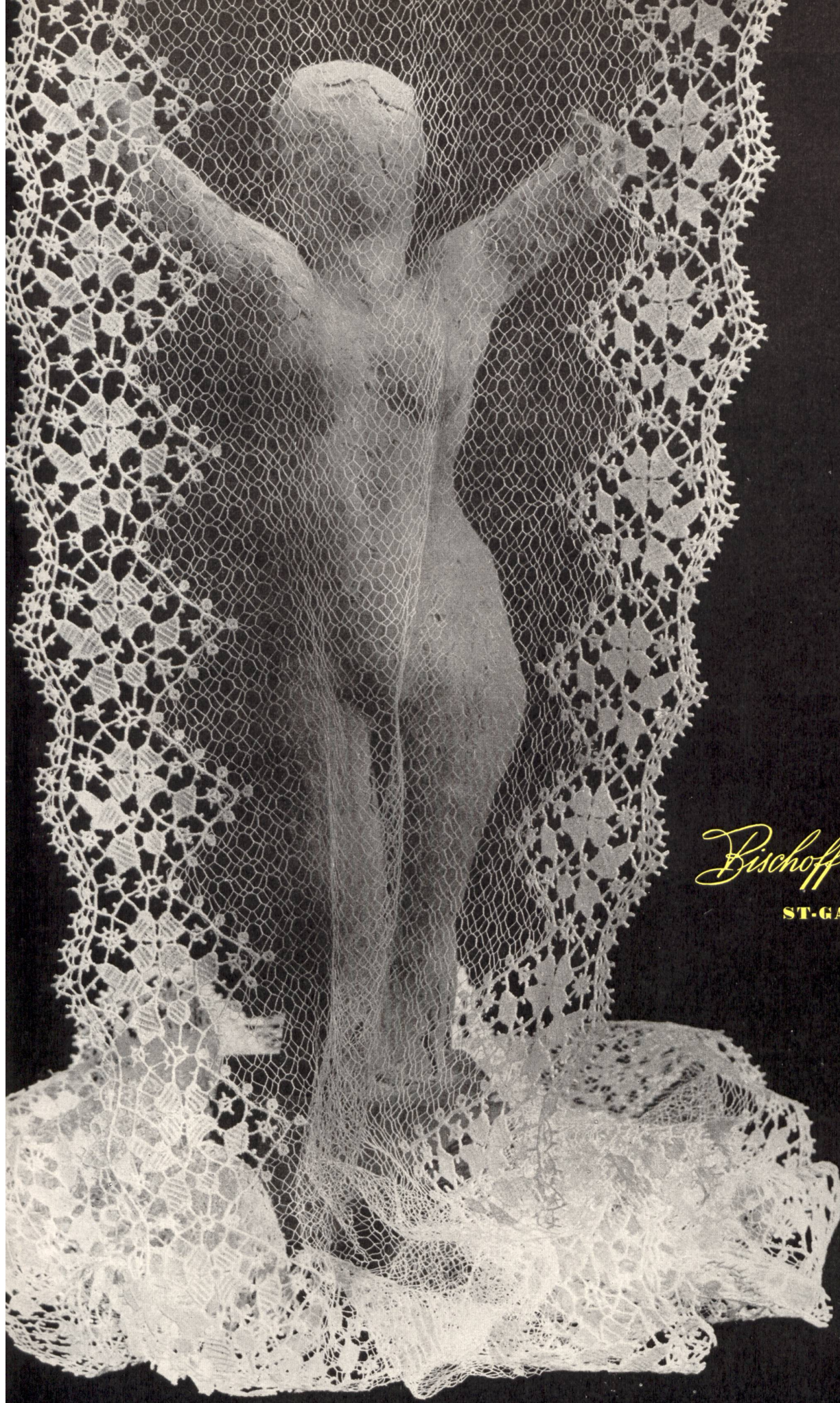


Presses à boutons
Outillages pour boutons
Moules à boutons

Button presses
Tools and cutters
Button moulds

Prensas, herramientas y piezas
Sueltas para la fabricación
de botones forrados





Bischoff & Müller AG

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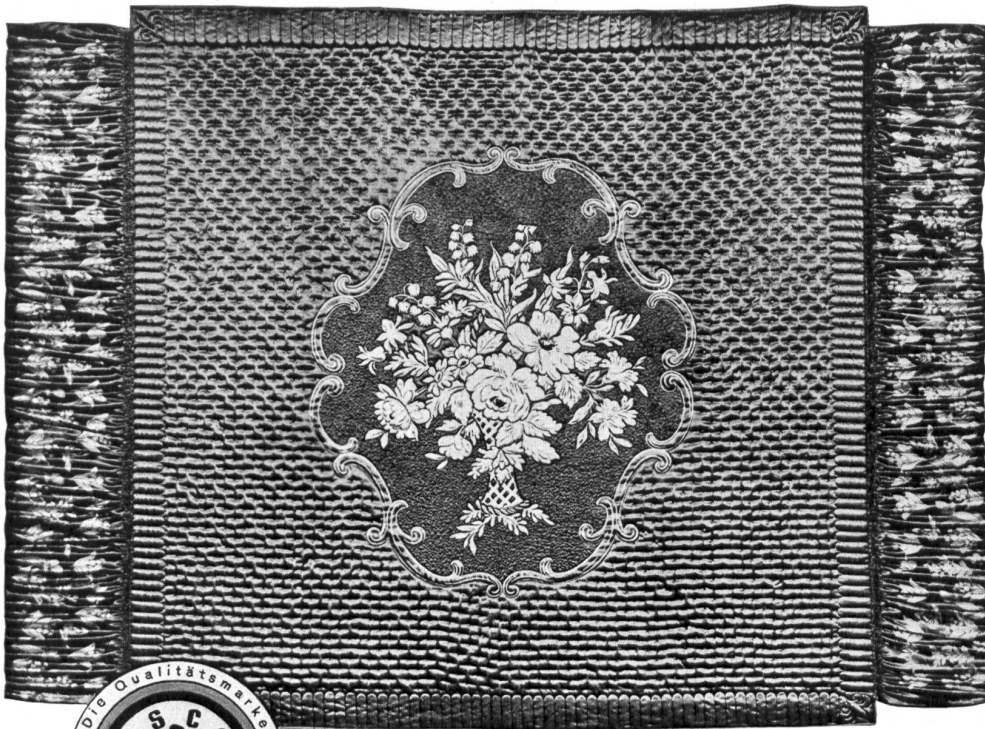
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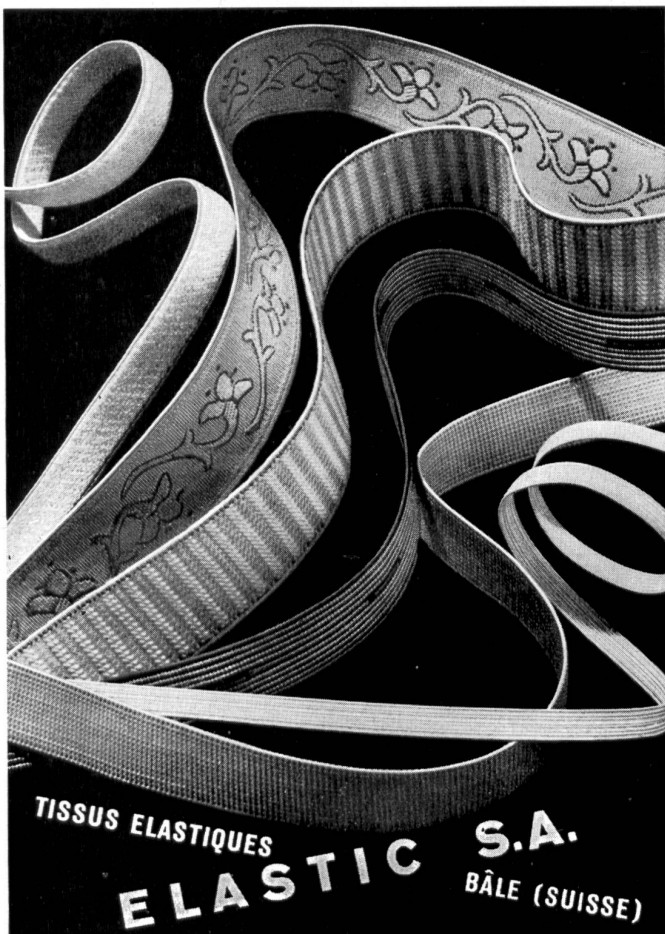
PATENT-HYGIENADECKE

abnehmbar

ASCO-TRINITAS

Patent-Decken

KINDERWAGENDECKEN



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ELASTIC S.A.
 BÂLE (SUISSE)

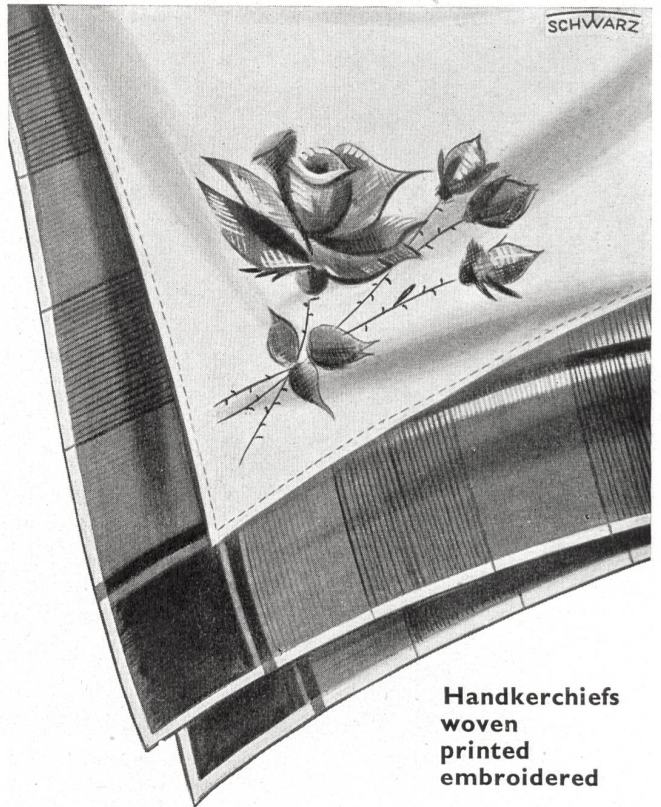
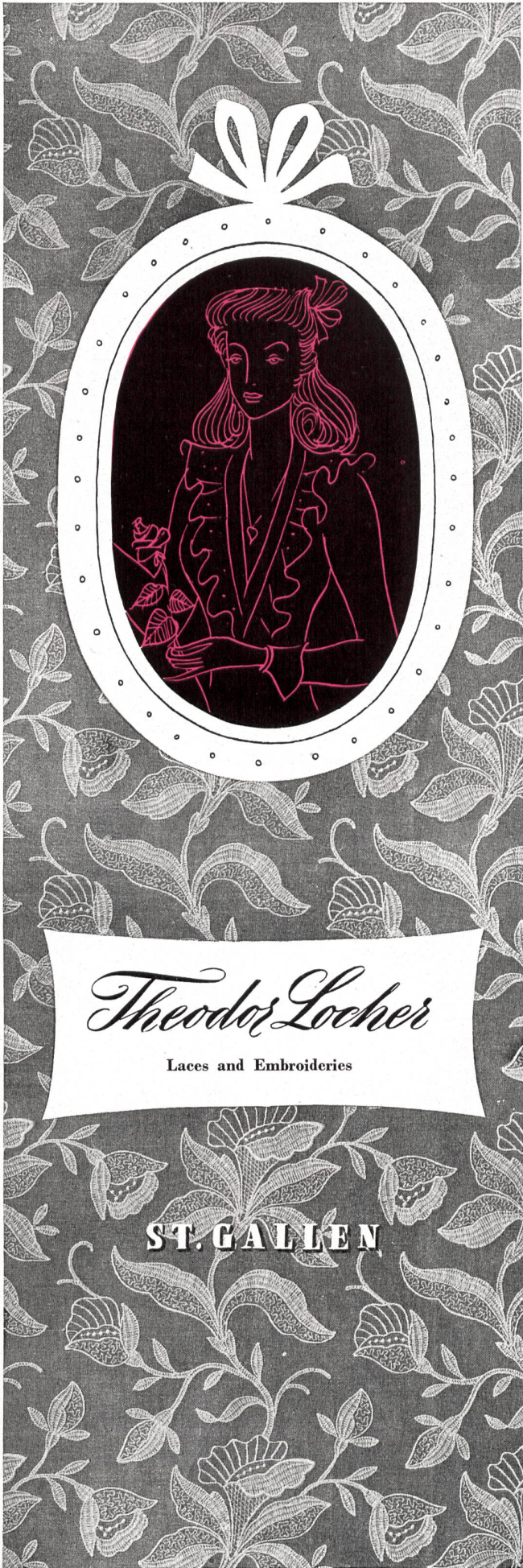


Handkerchiefs — Embroideries

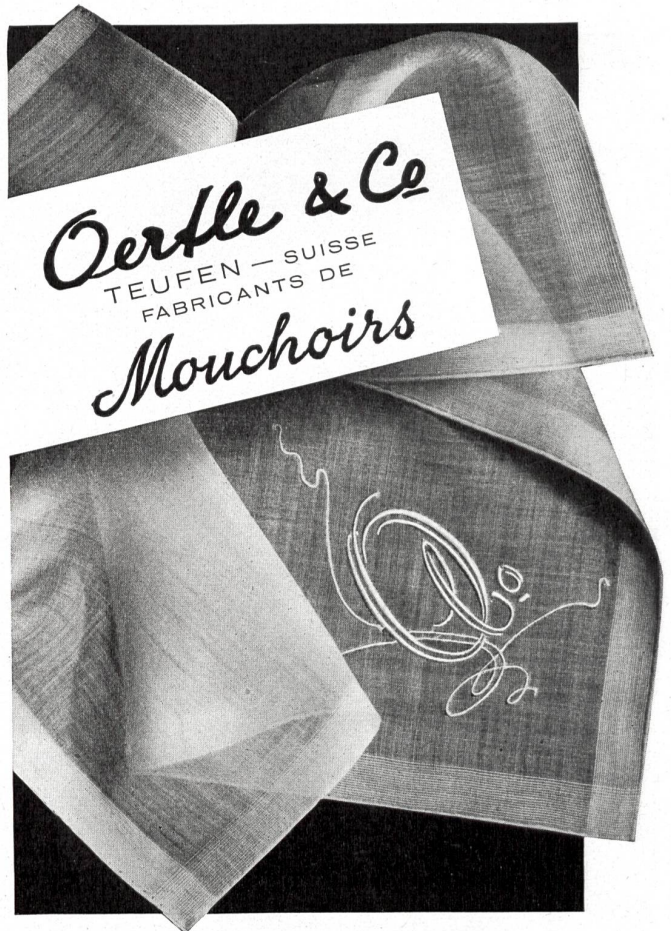
ED. **Sturzenegger** Ltd.

ST. GALL

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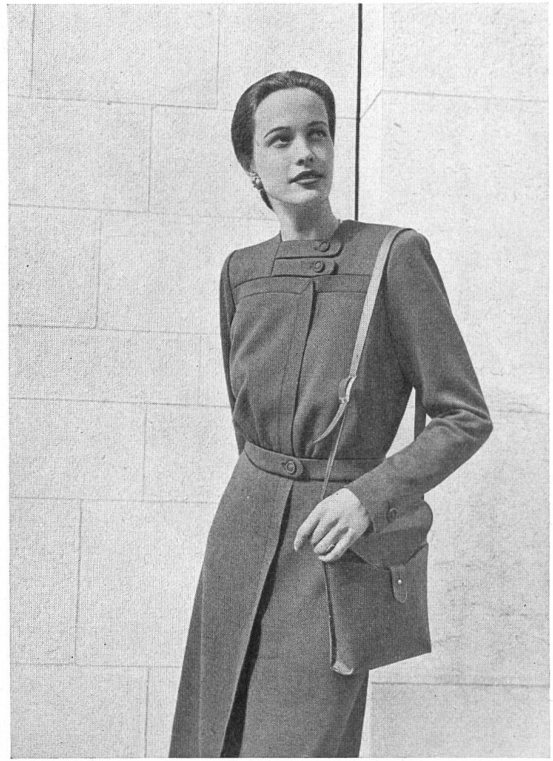
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Heinzelmann
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Ladies' dresses Dresses, blouses, skirts, jackets, housedresses in silk, rayon and woolen material
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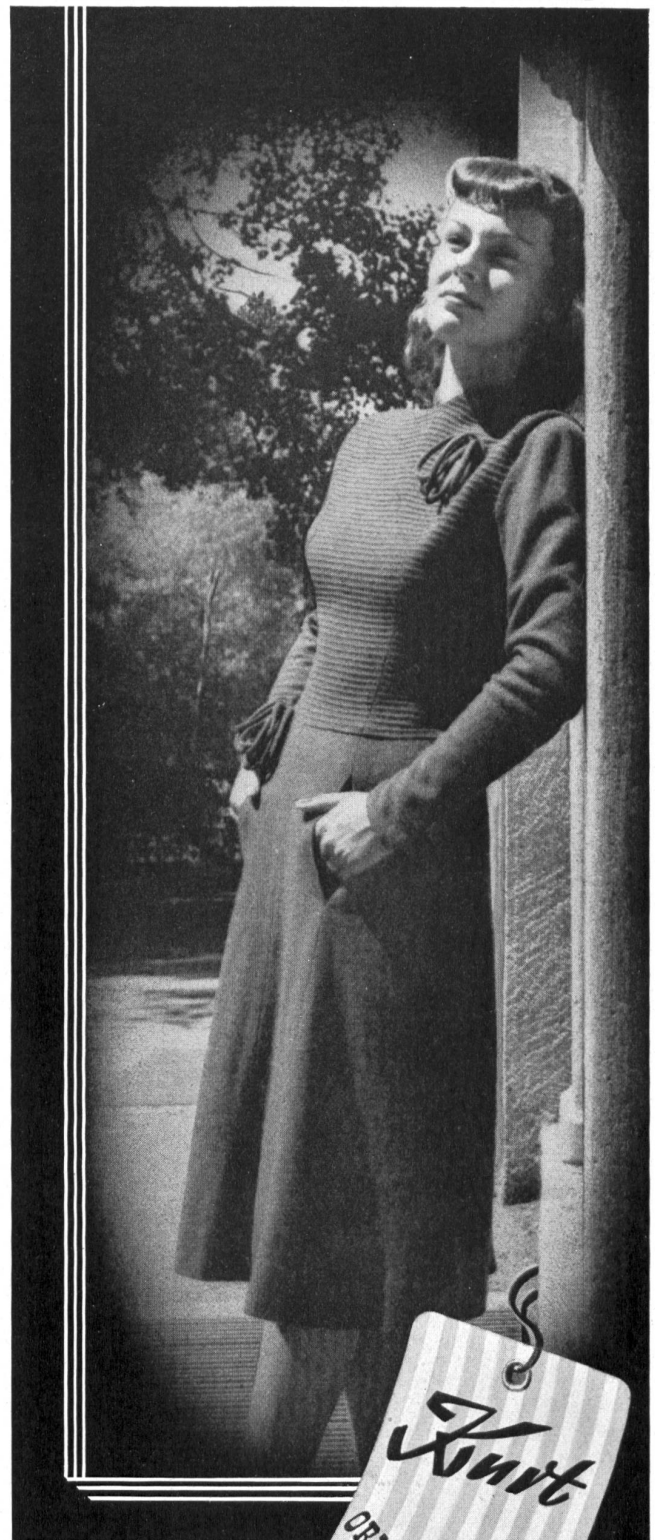
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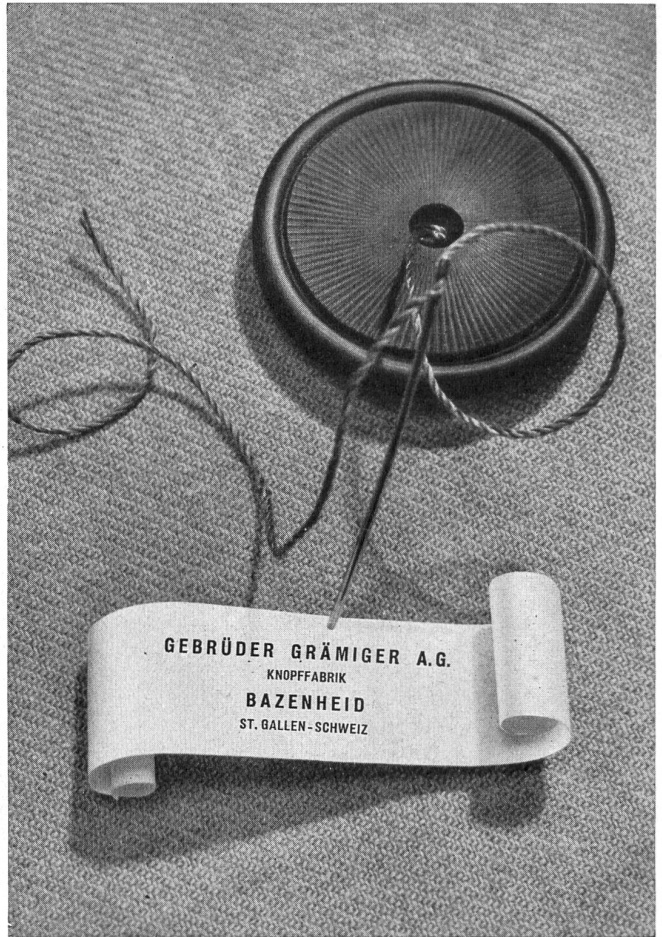
X Dresses for ladies, children, babies



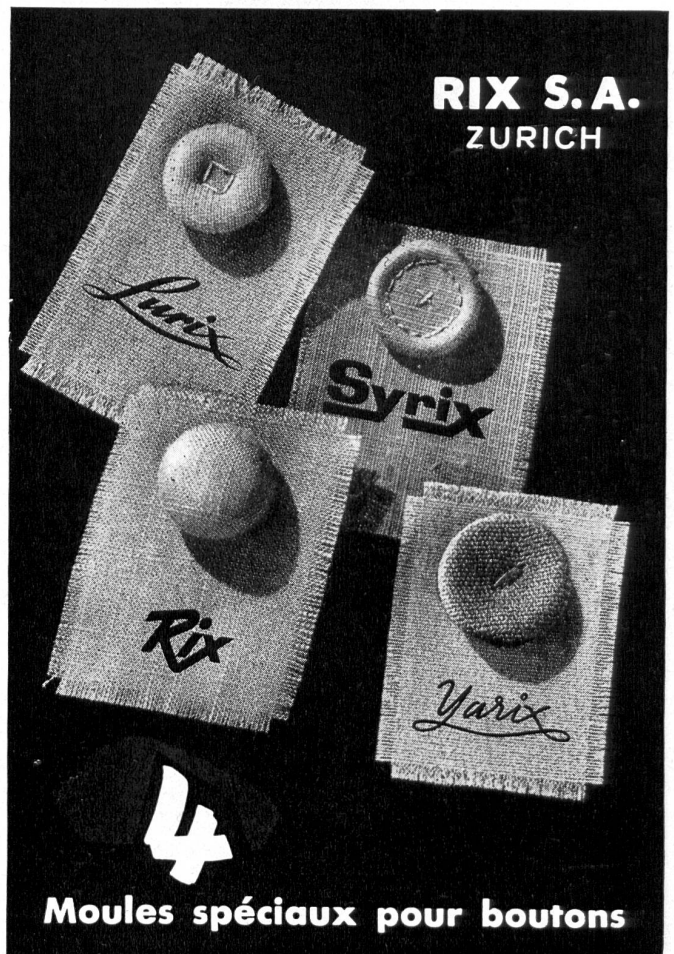
Le charme de la silhouette féminine
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RIX S.A.
 ZURICH

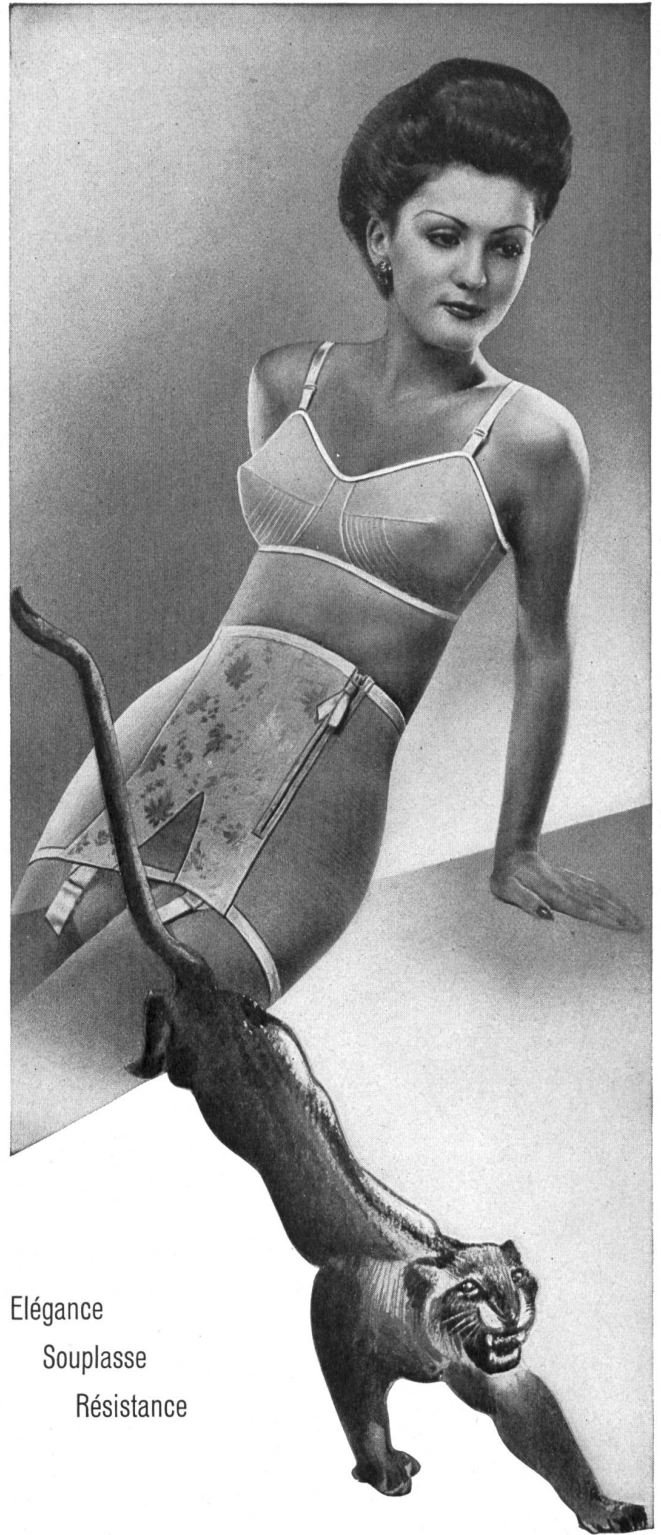
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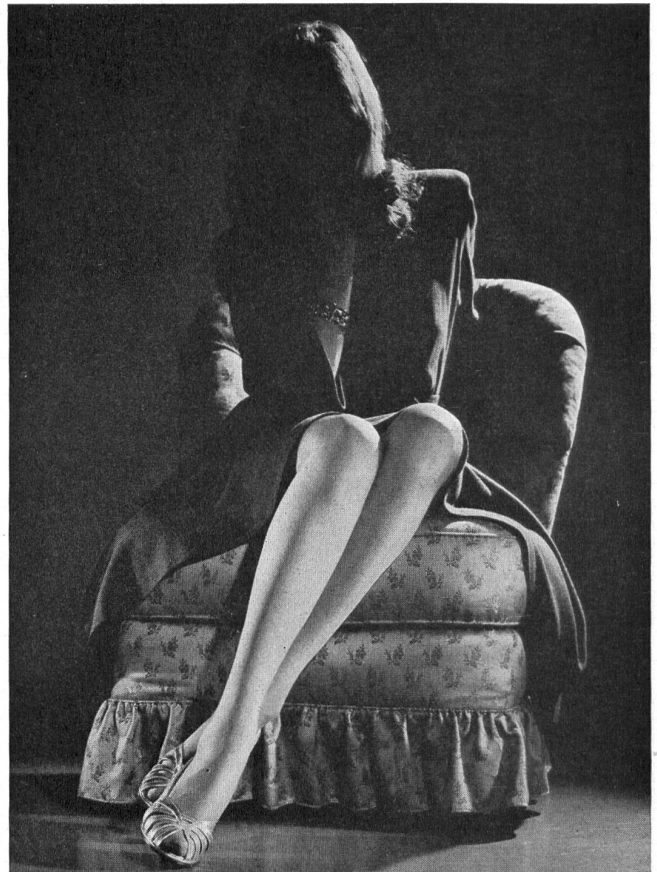
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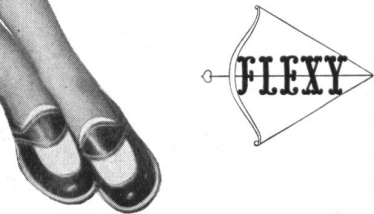
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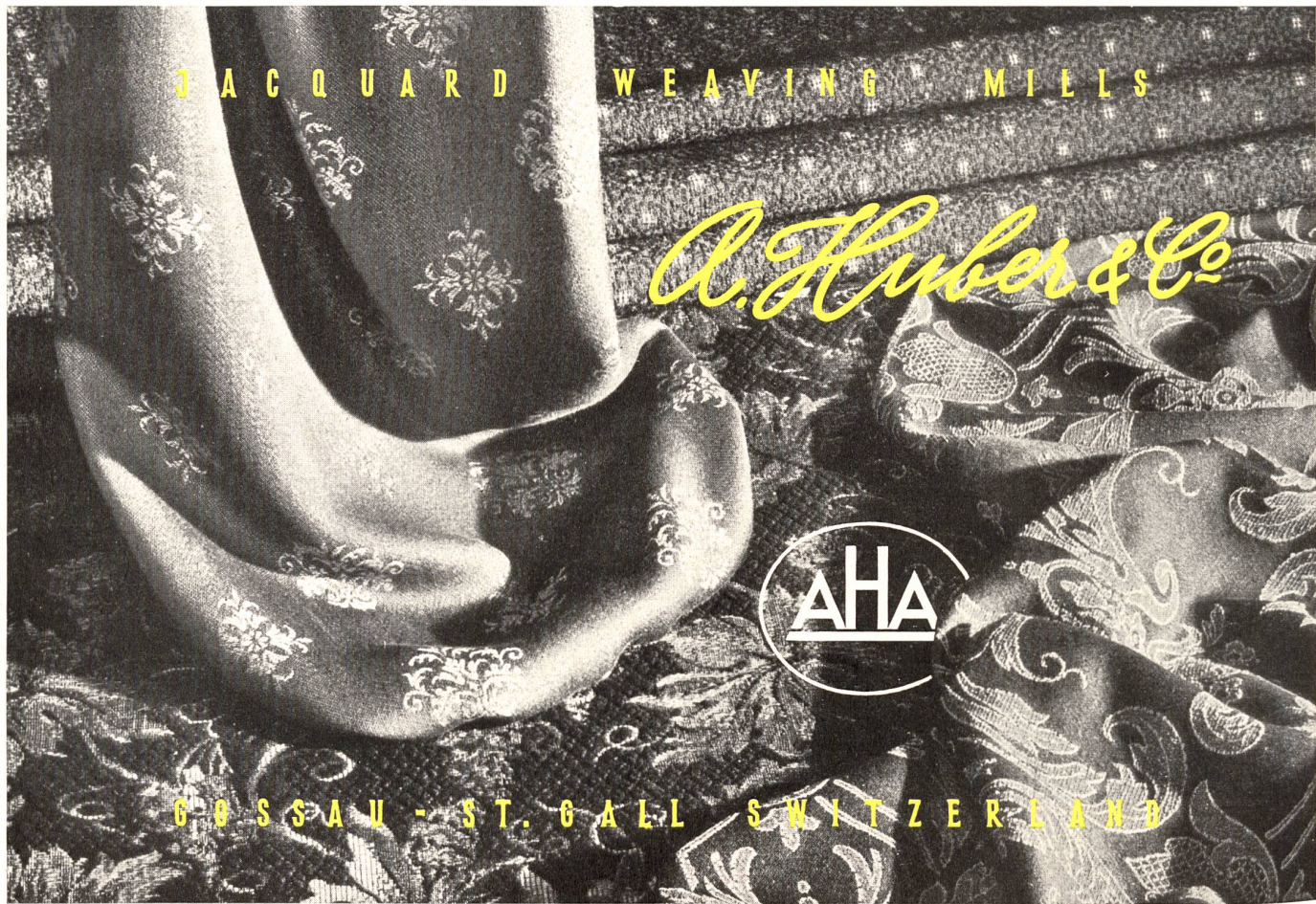


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GROSSMANN & Co.
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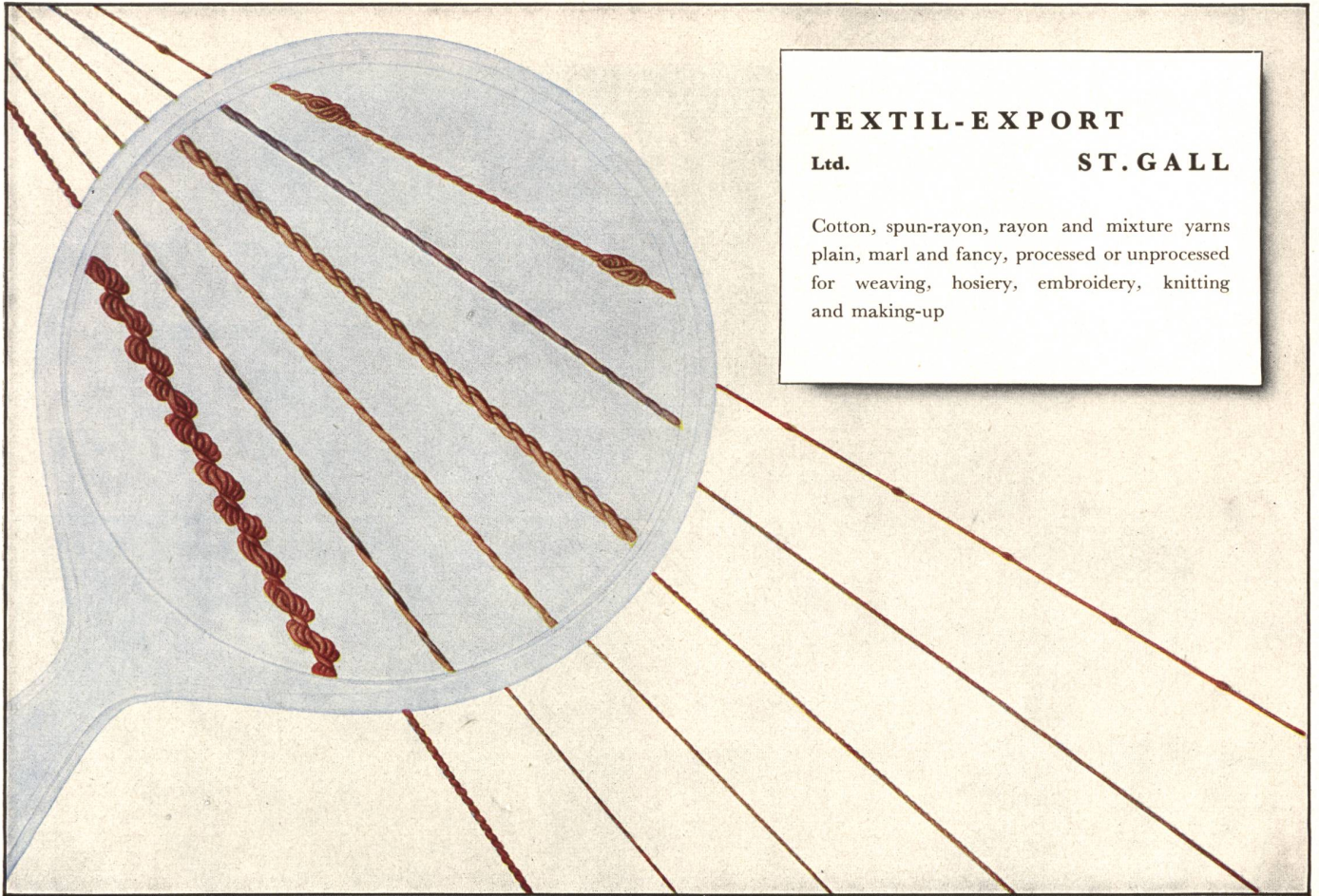


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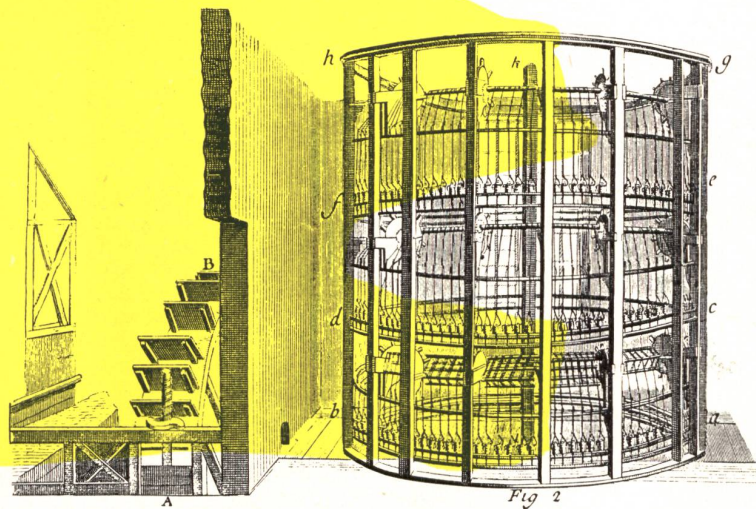
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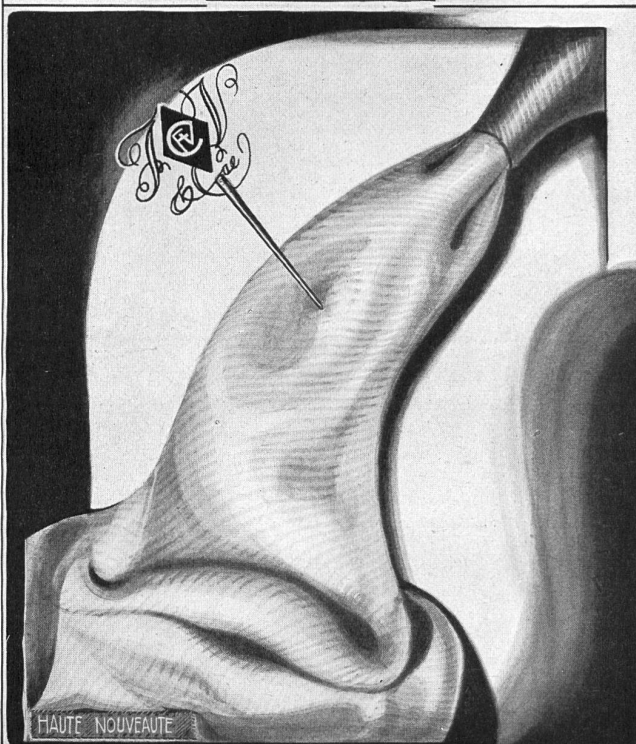


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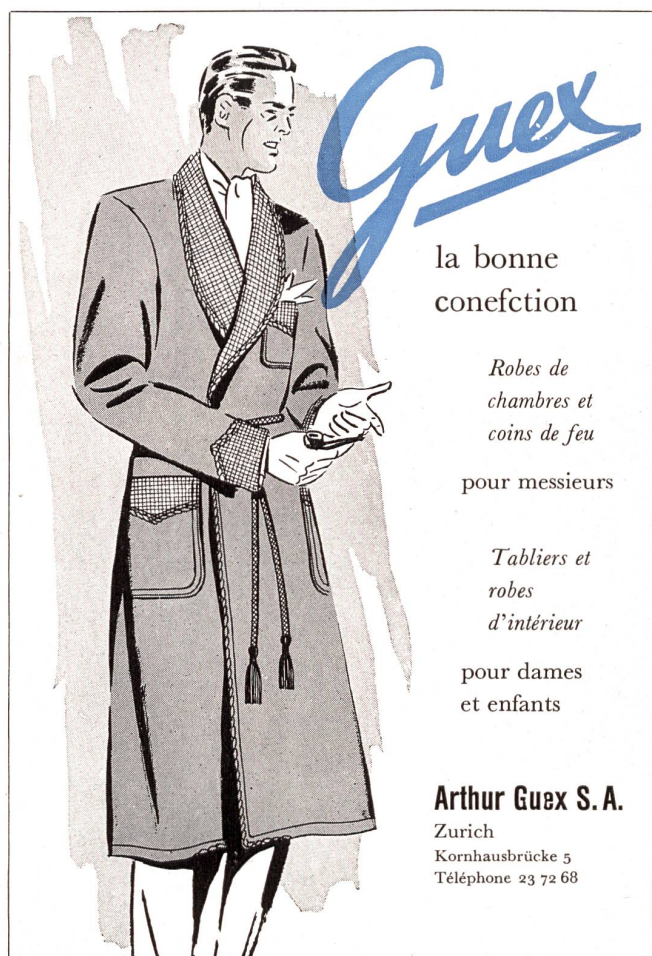
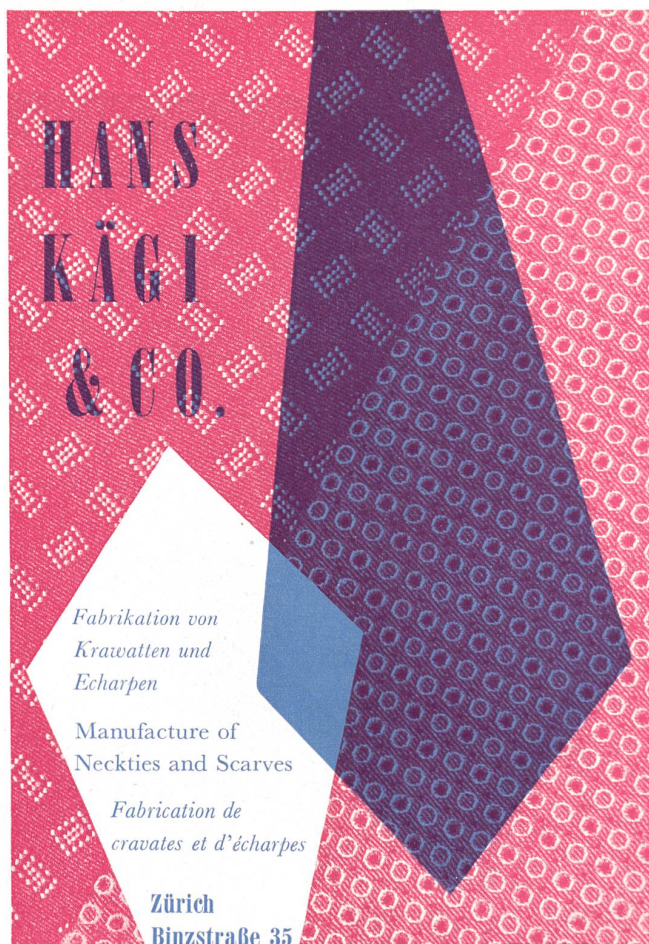
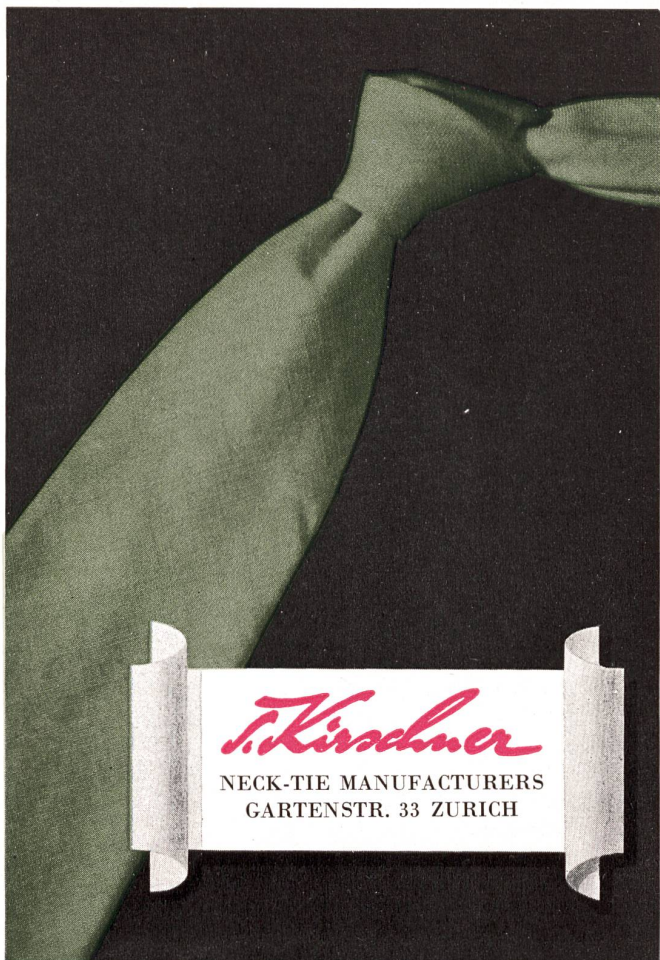
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