

# McGregor of Switzerland

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## « Mode et Prestige » chez Longines

This spring, forty representatives of the Longines Watch Company, from twenty-seven different countries, met at St. Imier for three days for a general exchange of ideas. This meeting gave the managers of the firm, which has a tradition dating back almost a hundred years, an opportunity of putting its foreign agents into the picture concerning the latest trends in manufacture, research and organisation. Longines has never overlooked the fact that a watch is not only a utilitarian object but also a jewel, an invaluable adjunct of elegance. Therefore, leaving economic and technical matters aside for a moment, Longines put on for the benefit of those attending the meeting a presentation of the « Mode et prestige » collection, shown by charming mannequins wearing models created by St. Gall embroiderers and couturiers in collaboration with the Office for the Promotion of the Swiss Cotton and Embroidery Industry in St. Gall. This collection, which was specially dedicated to fashions and jewellery, bore eloquent witness to the continual creative efforts of the St. Imier firm. One striking piece on show was a new ladies' watch, one of the most expensive in the world, made of platinum and diamonds and valued at some 200,000 Swiss Francs (£ 17,000).

Mr. Maurice Savoye, Delegate of the Board of Directors and General Manager of the Longines Watch Co. Francillon Ltd., at Saint-Imier, being shown a luxury watch produced by his firm. The model is wearing a dress by Jeanpalmério, Zurich, with embroidery by Forster Willi & Co., Saint-Gall.



## McGregor of Switzerland

The more demanding professional life becomes—in industry, business, the civil service, etc.—the greater the need for man to organise his leisure time profitably, hence among other things the extraordinary development of leisure wear. The present keen competition reigning on world markets is imposing a very heavy strain on industry, which can only hope to succeed by concentrating on a limited field. This is one of the reasons that led to the foundation of the firm of « Fashion and Leisure Ltd. » in Schöftland, on the initiative of the well-known shirt and sportswear factory Fehlmann Sons Ltd. (trade mark « Lutteurs », i.e. « Wrestlers »). This firm will be manufacturing under license the well-known American « McGregor » models of shirts and other leisure and sports clothes ; at the same time, with the assistance of the Swiss skier and couturier, Willy Roth, it will also be creating its own models which will probably be purchased and featured by the American firm. Fashion and Leisure Ltd. will also export to Germany, Italy and the Scandinavian countries. Details concerning this new venture were made known to members of the press at a cocktail party given in Berne this spring. We shall probably have occasion later to return to the activities of this new firm, which goes in exclusively for men's fashions.



# Index des annonceurs et des maisons mentionnées dans la partie rédactionnelle

## Index of Advertisers and Firms contributing to the Editorial Features of this Number

### Indice de los anunciantes y de las casas mencionadas en las páginas de texto

### Verzeichnis der Inserenten und der im redaktionellen Teil erwähnten Firmen

#### BRODERIES ET DENTELLES — EMBROIDERIES AND LACES — BORDADOS Y ENCAJES — STICKEREIEN UND SPITZEN

Alondra S. A., Wil	16
Burgauer & Cie S. A., St-Gall	24
Eisenhut & Co., Gais	130
Eugster & Huber S. A., St-Gall	24, 63-66, 126
Christian Fischbacher Co., St-Gall	20, 63-66
Forster Willi & Co., St-Gall	
2, 31-33, 35-37, 40, 46, 97, 105, 107, 111, 113, 116, 120, 121, 122	
H. Frei & Cie A.-G., Diepoldsau	16
Carl Gorini, St-Gall	16
R. & W. Graf, Rebstein	126
Honegger & Cie S. A., St-Gall	24
Willy Jenny & Co., St-Gall	128
Leumann, Boesch & Co. S. A., Kronbuehl	131
Theodor Locher & Cie, St-Gall	78
E. Mettler-Muller S. A., Rorschach	II
A. Naef & Cie S. A., Flawil	10, 45, 97, 106
J. G. Nef & Co. S. A., Hérisau	39, 63-66, 79
Reichenbach & Cie, St-Gall	27, 34, 63-66, 118
Jakob Rohner S. A., Rebstein	11, 38, 63-66
Paul Sailer & Co., St-Gall	130
B. Schoenenberger & Co. A.-G., St-Gall	128
Walter Schrank & Co. S. A., St-Gall	115
A.-G. vorm. Gebrüder Tobler & Co., Teufen	16
Union S. A., St-Gall	3, 41, 42, 43, 44, 63-66, 97, 107, 113, 115, 116
Wetter & Co., Hérisau	16

#### COLORANTS — DYESTUFFS — COLORANTES — FARBSTOFFE

Ciba Société Anonyme, Bâle	IV
----------------------------	----

#### CONFECTION ET LINGERIE EN TISSUS — WOVEN READY-MADE WEAR AND UNDERGARMENTS — ROPAS HECHAS Y ROPAS INTERIOR DE TEJIDO — KONFEKTION UND WÄSCHE AUS STOFF

Amy Couture, Bâle	97
Baerlocher & Co., Rheineck	24, 74
Bischoff Textiles S. A., St-Gall	74
Canzani & Co., Zurich	99
El-El S. A., Zurich	75, 76
R. & W. Graf, Rebstein	126
L. Grossenbacher S. A., Zurich	97
H. Haller & Co., Zurich	98
Jeanpalmério, Zurich-Paris	97, 122
Kaltenmark & Co. S. A., Zurich	77
Lahco S. A., Baden	69
Leisinger & Cie S. A., Zurich	97
Leumann, Boesch & Co. S. A., Kronbuehl	131
Maison Lis, Zurich	78
Macola A.-G., Zurich	97
Marianne Couture, St-Gall	97
Mode et loisirs S. A., Schöffland	122
Lucien Nordmann, Berne	99
Käthe Schenkel-Eckert, Horn	25, 71
S. A. Jacob Scherrer, Romanshorn	98
Arthur Schibli S. A., Genève	98
Geny Spielmann, Zurich	70

#### DIVERS — MISCELLANEOUS — DIVERSOS — VERSCHIEDENES

Kaspar Humbel (Moules-Buckles), Uetikon am See	129
Alfred Rosenstiel (dessous de bras—dress-shields), Zurich	24

#### ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ECHARPES — SCHÄRPFEN UND VIERECK-TÜCHER

F. Blumer & Cie, Schwanden	7, 95
Eisenhut & Co., Gais	130
Christian Fischbacher Co., St-Gall	20
Honegger & Cie S. A., St-Gall	24

Mavir, Zurich	126
Siber & Wehrli S. A., Zurich	12
Arthur Vetter & Co., Zollikon	94, 132

#### FIŁÉS ET RETORS — YARNS AND TWISTS — HILADOS Y TORCIDOS — GARNE UND ZWIRNE

Joseph Bancroft & Sons Co. A.-G., Zurich	25, 71, 75, 102
Max Billeter & Co., Küsnacht/Zurich	126
Boppart & Cie S. A., Goldach	132
Braschler & Cie, Zurich	16
Heberlein & Co. S. A., Wattwil	15
Filature de la Lorze, Baar	9
Gugelmann & Cie S. A., Langenthal	73, 74
E. Mettler-Muller S. A., Rorschach	II
Rohvil: Gisler & Gisler, Zurich	22
Société Industrielle pour la Schappe, Bâle	19
Hans Städler S. A., St-Gall	16
Trub & Cie S. A., Uster	24
Société de la Viscose Suisse, Emmenbrücke	102
Emile Wild & Cie S. A., St-Gall	16
Zwicky & Cie, Wallisellen	16

#### FIŁS A COUDRE — SEWING-THREADS — HILOS DE COSER — NÄHFADEN

Max Billeter & Co., Küsnacht/Zurich	126
Filature de la Lorze, Baar	9
E. Mettler-Muller S. A., Rorschach	II
Zwicky & Cie, Wallisellen	16

#### FIŁS, RUBANS ET TISSUS ELASTIQUES — ELASTIC YARNS RIBBONS AND FABRICS — HILOS, CINTAS Y TEJIDOS ELASTICOS — ELASTISCHE FÄDEN, BÄNDER UND GEWEBE

Chaussures Bally, Société Anonyme de Fabrication	13
Schoenenwerd	16
Kundt & Co., Elgg	16

#### LAINE — WOOL — LANA — WOLLE

Kammgarnweberei Bleiche A.-G., Zofingue	63-66, 129
---	------------

#### MONTRES — CLOCKS — RELOJES — UHREN

Compagnie des montres Longines S. A., Saint-Imier	122
---	-----

#### MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS — TASCHENTÜCHER

Baerlocher & Co., Rheineck	24, 88
Albin Breitenmoser S. A., Appenzell	91
Christian Fischbacher Co., St-Gall	93
A. Günther & Co. S. A., St-Gall	132
Honegger & Cie S. A., St-Gall	24
Mavir Zurich	126
J. G. Nef & Cie S. A., Hérisau	4
Oertle & Co. Teufen	92, 127
Jacob Rohner S. A., Rebstein	90
Paul Sailer & Co., St-Gall	130
Stoffel & Co. St-Gall	89
S. A. ci-devant Tobler Frères & Cie, Teufen	16
Union S. A., St-Gall	3

#### TEINTURIERS, IMPRIMEURS, FINISSEURS — DYERS, PRINTERS, FINISHERS — TINTOREROS, ESTAMPADORES, PRESTADORES — FARBER, DRUCKER, APPRETEURE

Basler Stückfärberei A.-G., Bâle	128
Elsaesser & Co. A.-G., Kirchberg/Bern	16
Weberei Sirnach, Sirnach	24
A.-G. Ausrüstwerke Steig, Herisau	130



**TISSUS DE COTTON, SOIE, LIN, RAYONNE, NYLON ET FIBRANNE — COTTON, SILK, LINEN, RAYON, NYLON AND STAPLE-FIBRE FABRICS — TEJIDOS DE ALGODÓN, SEDA LINO, RAYÓN Y FIBRANA — STOFFE AUS BAUMWOLLE, LEINEN, SEIDE, KUNSTSEIDE, ZELLWOLLE, NYLON**

Emile Anderegg S. A. Weinfelden	127
Abegg Frères Horgen	24
L. Abraham & Cie, Soieries S. A., Zurich	28 49-55 110
Baerlocher & Co., Rheineck	24 63-66 81
Joseph Bancroft & Sons Co. S. A., Zurich	25 71 75 102
Bégé S. A. Zurich	21 63-66 83
Burgauer & Cie S. A., St-Gall	24 63-66
Elsaesser & Co. S. A., Kirchberg (Berne)	16
Eugster & Huber S. A., St-Gall	24 63-66 126
Filtex S. A., St-Gall	71
Christian Fischbacher Co., St-Gall	20 63-66 80 97 108
Charles Gorini St-Gall	16
Gugelmann & Cie S. A., Langenthal	63-66 73 74 85
H. Gut & Cie S. A., Zurich	8 63-66 82 112
Gyr & Co., Frauenfeld	23 63-66 86
Haas & Co., Zurich	84
Hausamman Textiles S. A., Winterthur	24
Heer & Cie S. A., Thalwil	63-66 76 77 111
Honegger & Co. S. A., St-Gall	24
Kahn & Reber S. A., Zurich	16
Max Kirchheimer Söhne & Co., Zurich	5
Leumann Boesch & Co. S. A., Kronbuehl	131
Mettler & Cie S. A., St-Gall	24 63-66 75 97 108 109
Naef Frères S. A., Zurich	19 58 63-66 109
J. G. Nef & Cie S. A., Hérissau	4 63-66 71
Reichenbach & Cie St-Gall	27 48 63-66, 108
Sager & Cie, Dürrenäsch	131
Robt. Schwarzenbach & Co., Thalwil	1, 57, 63-66, 70, 114, 117, 118
Siber & Wehrli S. A., Zurich	12
Weberei Sirmach, Sirmach	24

Soieries Stehli S. A., Zurich	18
Stoffel & Co., St-Gall	17, 47, 74, 97, 101, 105, 107, 109, 116, 119
S. A. Stünzi Fils, Horgen	26, 63-66
Tissage Wallenstadt, Wallenstadt	24, 131
Weissbrod-Zurrer Fils, Hausen a. A.	63-66
Wetter & Co., Hérissau	16
Winzler, Ott & Cie S. A., Weinfelden	63-66, 84, 129
R. E. Zinggeler, Adliswil	131

**TRICOT ET JERSEY (VÊTEMENTS ET LINGERIE) — KNITTED AND JERSEY GOODS (APPAREL AND UNDERWEAR) — ARTÍCULOS DE PUNTO (VESTIDOS Y ROPA INTERIOR) — TRIKOT UND JERSEY (KONFEKTION UND WÄSCHE)**

Aspor S. A., Porrentruy	24
Egger, Eisenhut & Co., Aarwangen	24
His & Co. S. A., Murgenthal	99
Lahco S. A., Baden	69
Jakob Laib & Co., Amriswil	24
Nabholz S. A., Schoenenwerd	14, 101, 103
A. Naegeli S. A., Trikotfabriken Berlingen u. Winterthur, Winterthur	24
Oumansky & Cie Genève	99
J. F. Rohrer-Bolliger S. A., Romanshorn	68, 132
Ruepp & Co. S. A., Sarmenstorf	99
Pius Wieler Söhne, Kreuzlingen	99
Alwin Wild, St. Margrethen	16

**TULLE — NET — TUL — TÜLL**

Société suisse de l'industrie tulleière S. A., Münchwilen	6
---	---

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