

**Zeitschrift:** Textiles suisses [Édition française]  
**Herausgeber:** Office Suisse d'Expansion Commerciale  
**Band:** - (1952)  
**Heft:** 1

**Artikel:** 36th Swiss industries fair  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-792507>

### Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 22.07.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

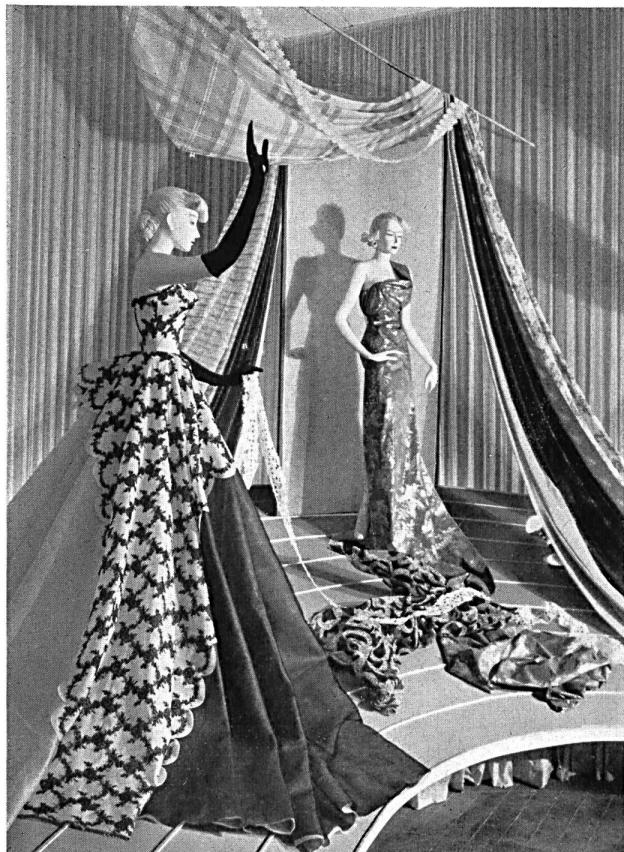


Photo Agefoba

# 36th Swiss Industries Fair

BASLE

April 19th - 29th, 1952

As we said in our last number, the centre of attraction of the exhibition of textiles at the next Industries Fair in Basle will once again be the hall so aptly named "Creation". This year, this hall which has always been greatly admired for its artistic qualities has undergone a change and will be presented in an entirely new form. Above, we show a photograph taken in the "Creation" hall of 1951,

which gives a view of part of the "Saint-Gall embroideries and fabrics" stand, carried out by the "exhibitions" section of the Fashion School of the Saint-Gall Museum of Arts and Crafts, under the direction of Mr. Hans Stettbacher. Furthermore, the following pages will give an idea of what visitors may expect to find in the Textiles section of this year's Fair.

## Erratum

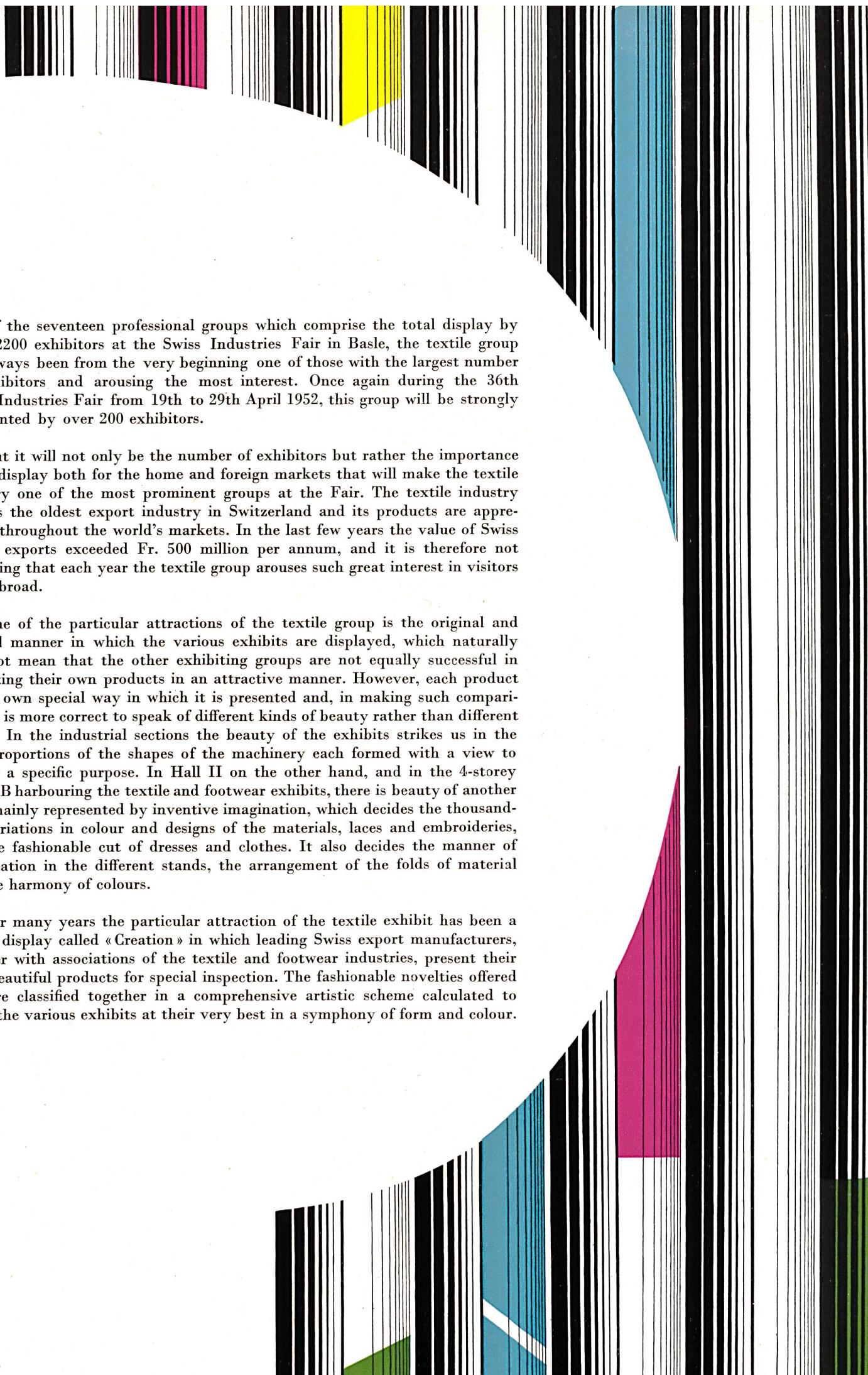
Owing to a regrettable error, we announced on page 55 of the last number of this periodical (No 4/1951) that the 36th Swiss Industries Fair in Basle would be taking place from April 9th - 19th. In actual fact, this important economic event is being held **from April 19th to 29th, 1952.**

"T. S."

# Swiss Industries Fair Basle

## 19<sup>th</sup>-29<sup>th</sup> April 1952



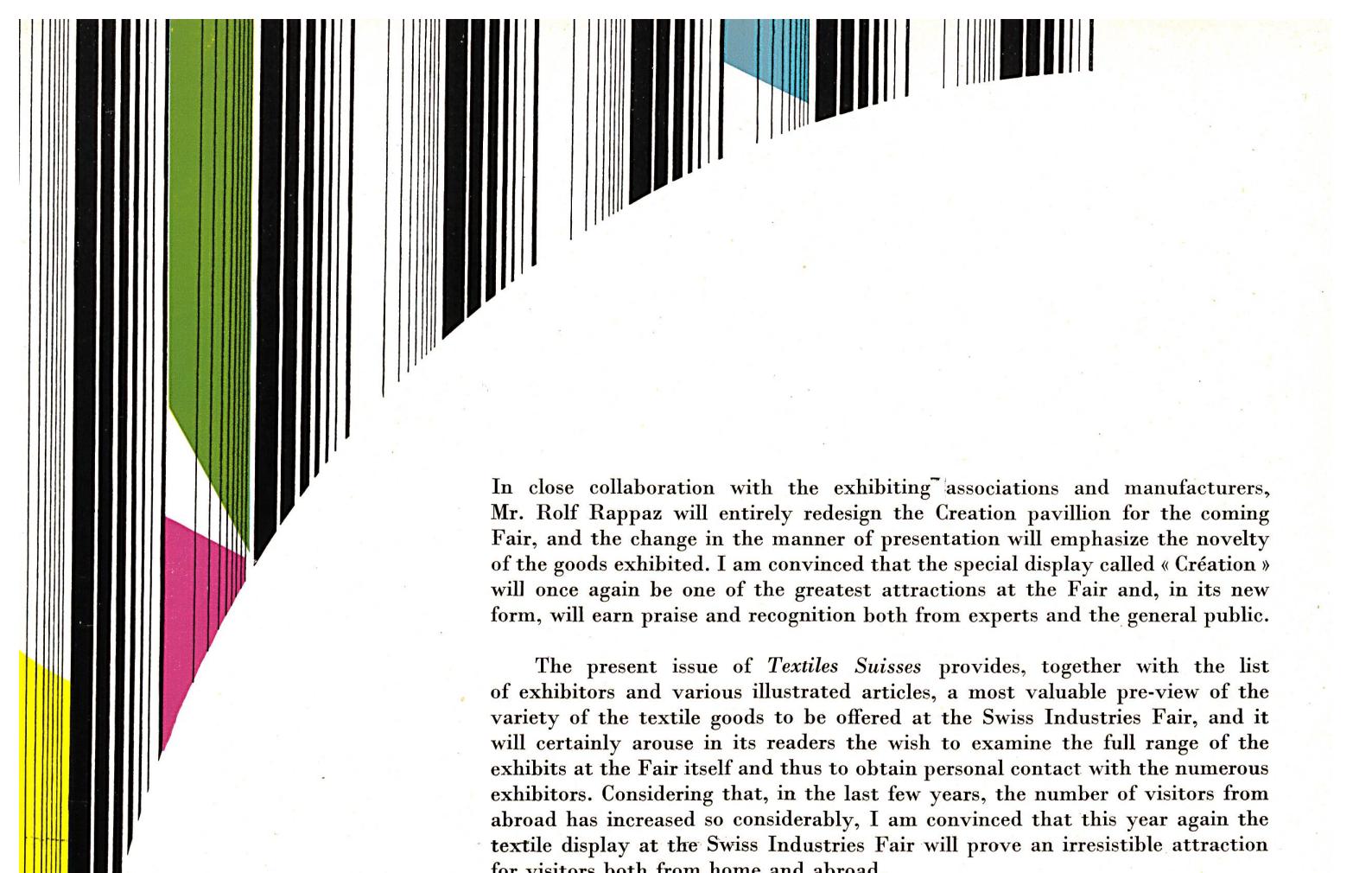


Of the seventeen professional groups which comprise the total display by some 2200 exhibitors at the Swiss Industries Fair in Basle, the textile group has always been from the very beginning one of those with the largest number of exhibitors and arousing the most interest. Once again during the 36th Swiss Industries Fair from 19th to 29th April 1952, this group will be strongly represented by over 200 exhibitors.

But it will not only be the number of exhibitors but rather the importance of the display both for the home and foreign markets that will make the textile industry one of the most prominent groups at the Fair. The textile industry itself is the oldest export industry in Switzerland and its products are appreciated throughout the world's markets. In the last few years the value of Swiss textile exports exceeded Fr. 500 million per annum, and it is therefore not surprising that each year the textile group arouses such great interest in visitors from abroad.

One of the particular attractions of the textile group is the original and tasteful manner in which the various exhibits are displayed, which naturally does not mean that the other exhibiting groups are not equally successful in presenting their own products in an attractive manner. However, each product has its own special way in which it is presented and, in making such comparisons, it is more correct to speak of different kinds of beauty rather than different grades. In the industrial sections the beauty of the exhibits strikes us in the clear proportions of the shapes of the machinery each formed with a view to serving a specific purpose. In Hall II on the other hand, and in the 4-storey Hall II B harbouring the textile and footwear exhibits, there is beauty of another kind, mainly represented by inventive imagination, which decides the thousand-fold variations in colour and designs of the materials, laces and embroideries, and the fashionable cut of dresses and clothes. It also decides the manner of presentation in the different stands, the arrangement of the folds of material and the harmony of colours.

For many years the particular attraction of the textile exhibit has been a special display called «Creation» in which leading Swiss export manufacturers, together with associations of the textile and footwear industries, present their most beautiful products for special inspection. The fashionable novelties offered here are classified together in a comprehensive artistic scheme calculated to reveal the various exhibits at their very best in a symphony of form and colour.



In close collaboration with the exhibiting associations and manufacturers, Mr. Rolf Rappaz will entirely redesign the Creation pavilion for the coming Fair, and the change in the manner of presentation will emphasize the novelty of the goods exhibited. I am convinced that the special display called « Crédit » will once again be one of the greatest attractions at the Fair and, in its new form, will earn praise and recognition both from experts and the general public.

The present issue of *Textiles Suisses* provides, together with the list of exhibitors and various illustrated articles, a most valuable pre-view of the variety of the textile goods to be offered at the Swiss Industries Fair, and it will certainly arouse in its readers the wish to examine the full range of the exhibits at the Fair itself and thus to obtain personal contact with the numerous exhibitors. Considering that, in the last few years, the number of visitors from abroad has increased so considerably, I am convinced that this year again the textile display at the Swiss Industries Fair will prove an irresistible attraction for visitors both from home and abroad.

In the name of the exhibitors I offer to those interested in all parts of the world a most cordial invitation to visit the Swiss Industries Fair 1952.



*Director of the Swiss Industries Fair.*



*Th. Brogle*

**Squares  
and Scarves**

**Yarns  
Fabrics  
Ribbons  
Threads**

**Carpets  
Miscellaneous**

**Knitted and  
Jersey Goods**

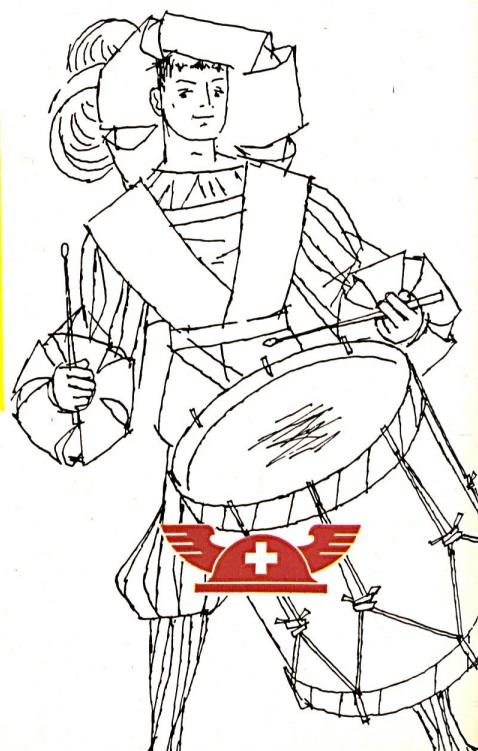
**Gloves  
Handkerchiefs  
Neckties**

**Ready-made  
Clothing  
Hats**

**Embroideries  
and Laces**

**Silk  
Rayon  
and Staple-Fibre  
Fabrics**

**Cotton  
Wool  
Linen Fabrics**



FILS, RUBANS, TISSUS ELASTIQUES • ELASTIC YARNS,  
RIBBONS AND FABRICS • HILOS, CINTAS Y TEJIDOS  
ELASTICOS • ELASTISCHE FÄDEN,  
BÄNDER UND GEWEBE

Elastic A.-G.  
Elastic-Textil Siegrist A.-G.  
Ganzoni & Co., Aktiengesellschaft  
Gummi-Werke Richterswil A.-G.  
Haag, Oscar  
Müller-Brunner & Cie

Basel  
Oftringen  
Winterthur  
Richterswil  
Küschnacht-Zürich  
Rheinfelden

CHAPEAUX • HATS • SOMBREROS • HÜTE

Augsburger A.-G., E. & A.  
Bachler A.-G., E.  
Bruggisser & Co. A.-G.  
Fürst & Co. A.-G.  
Hess & Co., J.  
Isler & Co. A.-G., J.  
Stäger & Co. A.-G.  
Steinmann & Co. A.-G.

Lützelflüh  
Bern  
Wohlen  
Wädenswil  
Basel  
Wohlen  
Villmergen  
Wohlen

REVUES SPECIALES DES TEXTILES •  
TEXTILE PERIODICALS • REVISTAS ESPECIALES DE  
TEXTILES • TEXTIL-FACH-ZEITSCHRIFTEN

Textil-Revue, Glärnisch-Verlags- und  
Annoncen G. m. b. H.

Zürich

CRAVATES • NECKTIES • CORBATAS • KRAWATTEN

Kirschner, Siegfried  
Lanz, Paul  
Reinhard, Ernst

Zürich  
Zürich  
Zürich

CONFECTION • READY-MADE CLOTHING •  
ROPAS HECHAS • KONFEKTION

A.-G. Fehlmann Söhne  
Aktiengesellschaft Gust. Metzger  
Aktiengesellschaft Protector  
Beltex A.-G.  
Chappuis, C. AMSA S.A.  
Conte Italia  
Egger, Eisenhut & Co.  
Emina  
Guggenheim, Max  
Hasler & Co.  
Herz Immanuel & Söhne  
Iris Wäsche A.-G.  
Kauf Otto A.-G.  
Lahco A.-G.  
Müller A.-G., Johann  
Napal-Lederbekleidungen  
PKZ Burger-Kehl & Co. A.-G.  
Roth & Co.  
Sanco A.-G.  
Schneider & Co., C.  
Schwarz & Co.  
Soc. An. Lavelli & Maiocchi (S. A. L. M.)  
Spiesshofer & Braun  
Sträuli-Sport  
Sura A.-G.  
Tempelhof, Léon  
Thomi-Zurlinden, G.  
Weber A.-G., Carl

Schöftland  
Basel  
Basel  
Arzo  
Melano  
Lugano  
Aarwangen  
Ascona  
Binningen  
Frauenfeld  
Luzern  
Staffelbach  
Ebnat  
Baden  
Strelgelsbach  
Zürich  
Zürich  
Zofingen  
Zürich  
Basel  
Solothurn  
Lugano  
Zurzach  
Zürich  
Reitnau  
Neuchâtel  
Langenthal  
Winterthur

TRICOTS ET JERSEYS • KNITTED AND JERSEY GOODS •  
ARTICULOS DE PUNTO • TRIKOT UND JERSEY

Aktiengesellschaft vorm. Meyer-Waespi & Cie  
Calida A.-G.

Zürich  
Sursee

Laib & Co., Jakob  
Müro-Werk Müller-Roggli  
Nabholz A.-G.  
Oertle, Ernst  
Schulthess & Co. A.-G.  
STRIWI O. Rittler & Cie  
Textil A.-G.  
Tuchschmid, Th.  
Vollmoeller Wirkwarenfabrik Uster  
Wyler, Saly

Amriswil  
Thun  
Schönenwerd  
St. Gallen  
Basel  
Wiler/Lötschental  
Huttwil  
Amriswil  
Uster  
Uster

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

Cavadini-Berger  
Kaufmännisches Directorium  
Schweizerischer Spinner-, Zwirner- und Weber-Verein  
Verband Schweizerischer Garnhändler und  
Gewebe-Exporteure  
Verband der Schweizerischen Textil-  
Veredlungsindustrie VSTV.  
Vereinigung Schweizerischer Stickerei-Exporteure  
Wyss, E. M.

Lugano  
St. Gallen  
Zürich  
St. Gallen  
Montreux

TAPIS • CARPETS • ALFOMBRAS • TEPPICHE

Aebi & Cie, Tuchfabrik Sennwald  
Düring-Hotz, Hans  
Frey-Kronenberg, G.  
Knüpfteppich-Fabrik A.-G.  
Nüesch's Erbe & Co., Walter  
Schweizerische Teppichfabrik  
Staub & Co., A.  
Superba S. A.  
Tischhauser & Co., Anton

Sennwald  
Zug  
Weinfelden  
Lotzwil  
Sennwald  
Ennenda  
Seewen  
Büron  
Teufen

FILES • YARNS • HILADOS • GARNE

Bürgin A.-G.  
Chessex & Co.  
Ernst & Co., H.  
Frey & Co. A.-G., E.  
Industrie-Gesellschaft für Schappe  
Moersdorff-Scherer A.-G.  
Pedolin's Erben A.-G., N.  
Stefanoni, B.  
Striga A.-G. für moderne Strickgarne

Hölstein  
Schaffhausen  
Aarwangen  
Basel  
Basel  
Zürich  
Chur  
Ascona  
Basel

SYNDICAT SUISSE D'EXPORTATION DES INDUSTRIES  
DE L'HABILLEMENT • EXPORTERS ASSOCIATION OF  
THE SWISS CLOTHING INDUSTRY • ASOCIACION  
SUIZA DE EXPORTACION DE LAS INDUSTRIAS DE LA  
VESTIMENTA • EXPORTVERBAND DER SCHWEI-  
ZISCHEN BEKLEIDUNGSDUSTRIE

TISSUS DE COTON, LAINE, SOIE, LIN, RAYONNE ET  
FIBRANNE • COTTON, WOOL, SILK, LINEN, RAYON  
AND STAPLE-FIBRE FABRICS • TEJIDOS DE ALGODON,  
LANA, SEDA, LINO, RAYON Y FIBRANA • STOFFE AUS  
BAUMWOLLE, WOLLE, SEIDE, LEINEN, KUNSTSEIDE,  
ZELLWOLLE

Aktiengesellschaft Ernest H. Fischer's Söhne Dottikon (Aarg.)  
Aktiengesellschaft A. & R. Moos Weisslingen  
Appenzeller-Herzog & Co. Stäfa  
Baer, Moetteli & Cie Winterthur  
Basler Webstube Basel  
Beck & Co., Alfred Steckborn  
Berger S. A., H. Eclépens  
Birmannshof-Textil A.-G. Basel  
Bischoff Textil A.-G. St. Gallen  
Bloch Sohn & Co. A.-G., S. J. Zürich

Brauchbar & Cie, Rudolf Zürich  
 Bündner Wolldeckenfabrik Hch. Schwendener Sils-Albula Zürich  
 Burgauer & Co., C. L. Herisau  
 Cilander A.-G. Schaan  
 Datex A.-G. Basel  
 Eichenberger, Peter Rudolf Zürich  
 EMAR Seidenstoffweberei A.-G. St. Gallen  
 Fischbacher Co., Christian Langenthal  
 Gugelmann & Co. A.-G. Zürich  
 Guggenheim Sohn & Co., Berthold Zürich  
 Gut & Co. A.-G., H. Zürich  
 Gyr & Co. Frauenfeld  
 Habis Textil A.-G. Flawil  
 Hausammann & Co. Winterthur  
 Heberlein & Co. A.-G. Wattwil  
 Heer & Co. A.-G. Thalwil  
 Hefti & Co. A.-G., F. Hätingen (Gl.)  
 Huber & Co., August Gossau/St. G.  
 Kammgarnspinnerei Langenthal Langenthal  
 Kammgarnweberei Bleiche A.-G. Zofingen  
 Kreft & Co., A. Escholzmatt  
 Leinenweberei Bern A.-G. Bern  
 Manufacture de Cravates Croix d'Or S. A. Genève  
 MAVIR, Dr V. Mazzolini Zürich  
 Au Menet, B. Ris Genève  
 Mettler & Co. A.-G. St. Gallen  
 Meyer & Co. Moudon  
 Möbelstoffweberei Langenthal A.-G. Langenthal  
 Müller & Cie A.-G., R. Seon  
 Nef & Cie, J. G. Herisau  
 Palma & Co. A.-G. Zürich  
 Pedolin's Erben A.-G., N. Chur  
 Pfenninger & Co. A.-G. Wädenswil  
 Raduner & Co. A.-G. Horn  
 RBC Soieries S. A. Zürich  
 Reis & Co., Paul Zürich  
 S. A. E. Girardet & Cie La Sarraz (Vd)  
 Sänger & Cie Langnau i. E.  
 Schild A.-G., Tuch- und Deckenfabrik Bern und Liestal  
 Schmid & Co., Leinenwebereien Burgdorf  
 Schmid's Sohn A.-G., Rob. Gattikon (Zch)  
 Schwarzenbach & Co., Robt. Thalwil  
 Schweizerische Bindfadenfabrik Flurlingen/Schaffh.  
 Schweizerische Decken- und Tuchfabriken Pfungen  
 Pfungen-Turbenthal A.-G. Pfungen  
 Schweizerische Leinen-Industrie A.-G. Niederlenz  
 Schweizerischer Seidenstoff-Grosshandels- und Exportverband Zürich  
 Schwob & Co. A.-G. Bern  
 Seidenstoffweberei vorm. Gebr. Naef A.-G. Zürich  
 Seidenwarenfabrik vorm. Edwin Naef A.-G. Zürich  
 Siber & Wehrli A.-G. Zürich  
 Société de la Viscose Suisse Emmenbrücke  
 Spoerry & Schaufelberger A.-G. Rapperswil  
 Stamm & Co. Egglisau  
 Stehli & Co. Zürich  
 Stitzel, Julius Zürich  
 Stoffel & Co. St. Gallen  
 Stucki's Söhne, F. & E. Steffisburg  
 Stünzi Söhne, Aktiengesellschaft Horgen  
 Tesseta A.-G. Zürich  
 Tessiner Tuch- und Deckenfabrick A.-G. Locarno  
 Tuchfabrik Belp A.-G. Belp/Bern  
 Tuchfabrik Entlebuch A.-G. Entlebuch  
 Tuchfabrik Goldach A.-G. Goldach (St. G.)  
 Tuchfabrik Kirchberg A.-G. Kirchberg (St. G.)  
 Tuchfabrik Lotzwil A.-G. Lotzwil  
 Tuchfabrik Schaffhausen A.-G. Schaffhausen  
 Tuchfabrik Sennwald, Aebi & Cie Sennwald  
 Tuchfabrik Sevelen A.-G. Sevelen (St. G.)  
 Tuchfabrik Spinnler & Co. A.-G. Liestal  
 Tuchfabrik Truns A.-G. Truns (Grb.)  
 Tuchfabrik Vetsch A.-G. Grabs (St. G.)  
 Tuchfabrik Wädenswil A.-G. Wädenswil  
 Tuchfabrik Zürcher & Co. A.-G. Langnau  
 Uehlinger, August Basel  
 Verband Schweizerischer Kammgarnwebereien Zürich  
 Verband Schweizerischer Seidenstoff-Fabrikanten Zürich  
 Verband der Wolltuchfabrikanten in der Schweiz Zürich

Vereinigte Kammgarnspinnereien Zürich  
 Schaffhausen und Derendingen Derendingen  
 Verron & Co., G. Zürich  
 Walliser Tuchfabrik A.-G. Sitten  
 Weberei Aarau A.-G. Aarau  
 Winzeler, Ott & Co. A.-G. Weinfelden  
 Wollweberei Rothrist Rothrist  
 Wollweberei Rüti A.-G. Rüti/Glarus  
 Wollweberei Zofingen Zofingen  
 Worb & Scheitlin A.-G. Burgdorf  
 Kammgarnspinnerei

### BAS • STOCKINGS • MEDIAS • STRÜMPFE

Argo A.-G. Möhlin  
 Dierauer, Guido Zürich  
 Dürsteler & Co. A.-G., J. Wetzikon  
 Rohrer, Oscar Speicher/App.  
 Ruckstuhl, Alois Wil  
 Vereinigte Strumpffabriken A.-G. St. Gallen

### GANTS • GLOVES • GUANTES • HANDSCHUHE

Egger, Eisenhut & Co. Aarwangen  
 Frey-Gaetzi A.-G., E. Degersheim  
 Müro-Werk Müller-Roggli Thun  
 Thomi-Zurlinden, G. Langenthal

### ÉCHARPES, MOUCHOIRS • SCARVES, HANDKERCHIEFS • ECHARPES, PANUELOS • SCHÄRKEN, TASCHENTÜCHER

Blumer & Co., F. Schwanden  
 Breitenmoser A.-G., Albin Appenzell  
 Burgauer & Cie, C. L. Zürich  
 Huber-Lehner, Mily Appenzell  
 Muller-Munz, W. « WILMUL » Vevey

### FILS A COUDRE • SEWING THREADS • HILOS DE COSER • NÄHFÄDEN

Dürsteler & Co. A.-G., J. Wetzikon  
 Mettler-Müller A.-G., E. Rorschach  
 Zwicky & Co. Wallisellen

### BOUTONS • BUTTONS • BOTONES • KNÖPFE

Guyer & Co., Richard Zürich  
 Boutons Tempelhof La Chaux-de-Fonds

### DIVERS • MISCELLANEOUS • DIVERSOS • VERSCHIEDENES

A.-G. Posamentenfabrik Zofingen Zofingen  
 Besser, Leo Horgen  
 Color-Metal A.-G. Zürich  
 Geiser & Cie Emmenau-Aktiengesellschaft Hasle-Rüegsau  
 Gummi Hug A.-G. Zürich  
 LANA Handstrickapparate, H. Burger Zürich  
 Luethi, Johann Rohrbach/Bern  
 Metallo A.-G. Chiasso  
 Morel-Lusti, Maria Ascona  
 NADAG Nadelfabrik A.-G. Wil  
 Passap A.-G. Zürich  
 RiRi A.-G. Zürich  
 Steiger, Paul Basel  
 Strotz, Karl Uznach  
 Tissage Crin Steinmann S. A. La Chaux-de-Fonds  
 Vogel A. L. Zürich