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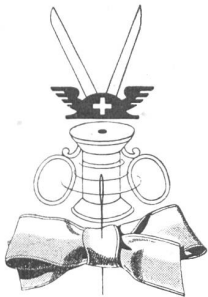
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A glimpse at the Section Textiles and Fashion

Not only has Swiss industry succeeded in holding its own, but it has also overcome a thousand of difficulties : it is bold, progressive and inventive.

The 1941 Basle Fair is the tangible — I would even say, the inspiring — proof of this. The results obtained by tremendous efforts, untiring research and the production of familiar objects under the most diverse forms, are amazing.

Swiss firms of long-standing and unquestioned repute offer a wide selection of elegant footwear.

Manufacturers and designers have had perforce to submit to new conditions, but shoe styles follow a new trend which opens up innumerable possibilities. They afford the greatest comfort while ensuring that graceful carriage which is the hall-mark of true femininity.

Here's the latest in Summer shoes — chic and charming with their color contrasts and clean-cut lines. Shoes with fine open-work proving the craftsman's skill. Novelty sandals of entirely new raw materials offer great flexibility and mold the foot harmoniously.

Then there is the collection of facet-heeled shoes, gaily flippant liffies, slipper shoes of suède and calf and kid combinations, models with wooden heels inspired by the Ticino zoccoli (or clog) — rather extravagant, these, but greatly in demand — woven shoes of raffia with wedge or cork heels, town shoes modelled on the Dutch clog, sandals of woven ribbon.

The ribbon industry of Basle has just created a charming novelty : artificial silk ribbons for knitting.

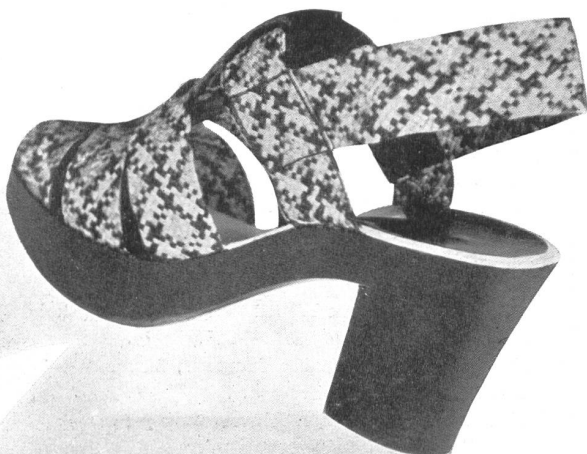
These ribbons are washable, color-fast and moth-proof and can be knitted like ordinary silk or cotton thread.

They make up into the most adorable baby-wear, pull-overs of varied designs, sports dresses, afternoon and evening wear, and are sure to be all the vogue.



Hug & Co., Herzogenbuchsee.
Sommerschuhe.
Chaussures d'été.
Sommer shoes.
Calzado de verano.

Fretz & Co. A.-G., Aarau.
Eine letzte Neuheit.
Une nouvelle création.
A new creation.
Una nueva creación.



A little farther on, the latest models in knitted underwear are exhibited : new styles in wool and cotton mixed with artificial fibres or wood-fibre wool, which are a great success...



Striga A.-G., Basel.

Ein Pullover, aus Kunstseidenbändern gestrickt.
Un pullover en rubans à tricoter en soie artificielle.
A pullover knitted in artificial silk knitting ribbons.
Un pullo-over de cintas de punto, en seda artificial.

And for next Winter we note in particular two beautiful woollen jersey fabrics : one of pure wool mixed with schappe for luxurious underwear, the other also of pure wool but interwoven with wood-fibre wool which makes it very durable. These materials are extremely warm and cosy and will prove ideal for undergarments for men, women and children.

Here is a fine all-Swiss product : wood-fibre wool, or as its manufacturer poetically calls it : « the wool of our forests »...

Flaky, soft and warm, extraordinarily luminous, this wool can easily be mistaken for real wool.

After long and patient research it has been possible to give this material the appearance of wool and to make it proof against alkali, light and washing.

Thanks to this new product the problem of warm clothing is solved and we shall be able to dress delightfully...

There are also wool imitations in artificial silk. One of these is a fabric made entirely of artificial yarn containing 60 % to 80 % cellulose schappe and 20 % to 30 % acetate fibre.

A typically Swiss product known the world over and used in foreign armies is the ski jacket.

This jacket, so modern with its hood, clean-cut youthful line, is light in weight, uncrushable and proof against wind and cold...

The sportsman's ideal is to be comfortably clad and protected against all weathers at the highest altitudes...

After years of patient labor, the day has come when every article of feminine clothing is truly practical...

This is proved by the overall or house-dress, so much in favor among sophisticated Hollywood stars...

Impeccably cut, charmingly gored and washable even to its buttons which are also impervious to ironing...



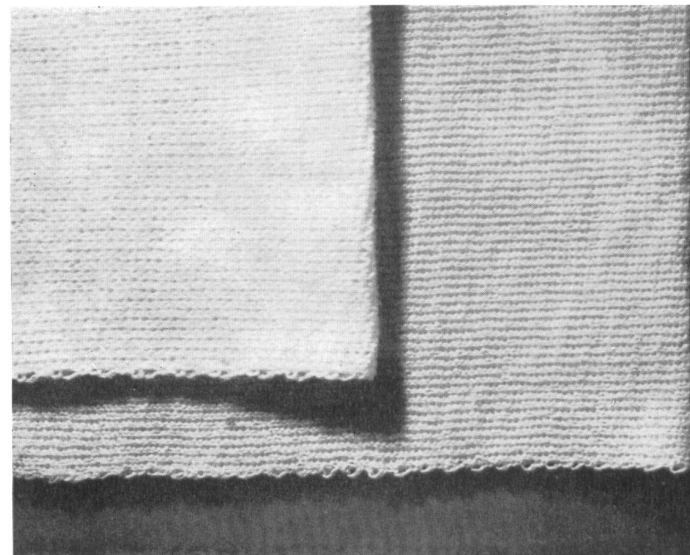
Ruegger & Co., Zofingen.

Gewebe aus Wolle und Zellwolle, Wolle und Schappe für gestrickte Unterkleider « Molli ».

Tissus laine et laine de bois, laine et chappe de soie, pour sous-vêtements tricotés « Molli ».

Knitted fabrics for « Molli »-underwear : mixtures of wool and wood-fibre wool, wool and schappe.

Tejidos lana y lana de madera, lana y « chappe » de seda, para ropa interior de punto « Molli ».



Heberlein & Co. A.-G., Wattwil.

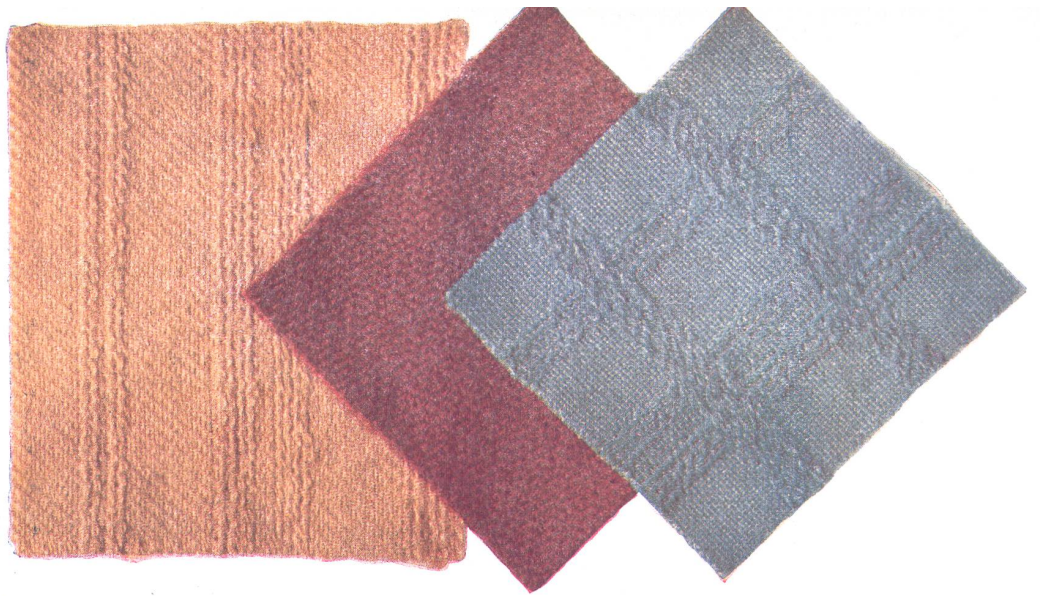
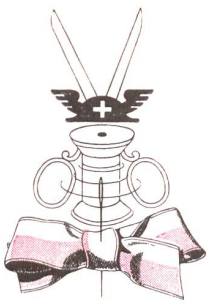
« Helanca », « die Wolle unserer Wälder ».

« Helanca », « la laine de nos forêts ».

« Helanca », « the wool of our forests ».

« Helanca », « la lana de nuestras selvas ».





Société de la Viscose suisse S.A., Emmenbrücke.

« ADORA »-Stoffe aus Zellwollgarnen hergestellt.

Tissus « ADORA » en fibres de laine de bois.

« ADORA » wood-fibre wool fabrics.

Tejidos « ADORA » de fibras de lana de madera.



Walter Nuesch, Sennwald.

« Waron », die Astrachanimitation.

L'astrakan imitation « Waron ».

« Waron », imitation astrakan.

El astracán imitación « Waron ».



Gust. Metzger A.-G., Basel.

« Sturmwind »-Skibluse 1941/1942 ».

La blouse de ski « Sturmwind 1941/1942 ».

The « Sturmwind 1941/1942 » ski jacket.

La blusa de esquí « Sturmwind 1941/1942 ».

At the Basle Fair is shown the 1941 house-dress of exquisite multicolored cretonne...

Finally, another entirely Swiss-made product is the astrakan fabric, a faithful reproduction of fur astrakan...

It is made of woven chenille mounted on a foundation and it looks most seductive...

Silky and of shining black it will make both practical and luxurious coats and jackets...

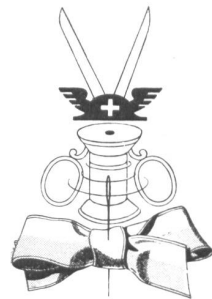
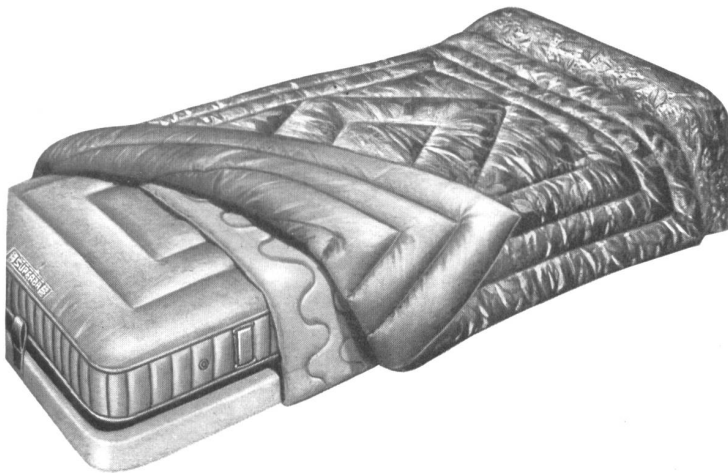
Neck-tie exhibits are well to the fore and they prove irrefutably that in spite of difficulties new creations are produced every day.

There are many Jacquard designs. Discreet stripe effects on grey grounds, spots and dots or capricious patterns in all tones of red are still much in vogue, as are also classical navy-blues, maroons and greens.

The latest thing in comfort is exhibited at the Swiss Industries Fair in Basle in the form of Swiss-made mattresses and bed-covers.

Inside these mattresses are about a hundred silent best-quality steel springs and they are stuffed with a skilful combination of cushions and covers specially prepared and stitched together ensuring their perfect shape.

A series of air-valves along the sides provides



Superba A.-G., Büron.

Die Matratze Superba-Lux, die Superba-Luna-Decke und die Superba-Decor-Steppdecke.

Les fameux matelas Superba-Lux, les couvertures Superba-Luna et les couvertures piquées Superba-Decor.

The well-known Superba-Lux mattresses, Superba-Luna blankets and Superba-Decor quilts.

Los famosos colchones Superba-Lux, los cobertores Superba-Luna y los cobertores cosidos a máquina Superba-Decor.

faultless ventilation and renders them dust- and moth-proof.

These mattresses are most resilient and can be rolled and folded very easily.

Then there is a new type of blanket made of a special kind of material and filled with natural white silk. This article has for some time past been replacing woollen and camel-hair blankets on both Swiss and foreign markets.

These blankets are feather-light and deliciously warm and cosy...

But there is yet another type of bed-cover, still more exclusive and attractive: a piqué cover which features a clever and practical fastening, so that it can be used to protect the pillows during the day and the blanket during the night...

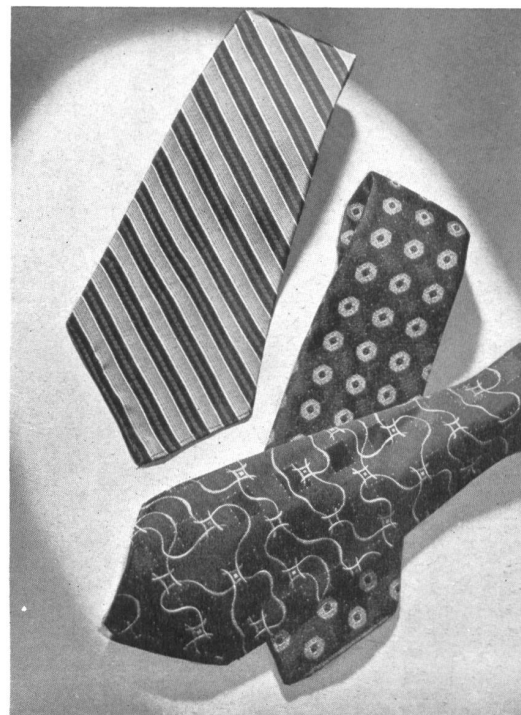
A real innovation...

Are not comfort, smartness and practicalness such as these essentially modern factors?

To sleep under such carefully studied conditions is to ensure more joyous living, more vitality, strength and beauty.

It is possible to give here only a mere glimpse of the Basle Fair, a few inadequate words to bring to your notice the splendid achievements of Swiss industry.

Andrée Brossin.



E. Vonwiller, Zürich.

Einige Muster «EVO»,
Quelques échantillons «EVO».
A few «EVO» samples.
Algunas muestras «EVO».



C. Schneider & Co. A.-G., Basel.

«Birma», die Rockschrürze 1941.

«Birma», la robe-tablier 1941.

«Birma», the 1941 house frock.

«Birma» el vestido-delantal 1941.