

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1942)  
**Heft:** 4

## **Werbung**

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. Siehe Rechtliche Hinweise.

### **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. Voir Informations légales.

### **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. See Legal notice.

**Download PDF:** 17.05.2025

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

Heer

HEER & CO. S.A. THALWIL SILK MANUFACTURERS

# Swiss Textiles

Nº 4 / 1945

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

*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. 12.—. Price of this Nº : Swiss Fr. 8.—, Postal account Nº II 1789, Lausanne. (See page 132 b.)

CHIEF EDITOR: CHARLES BLASER, LAUSANNE

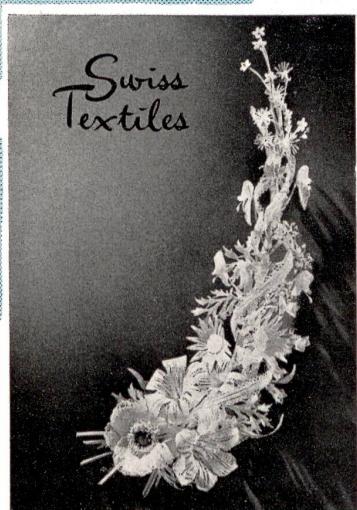
## General contents

INDEX OF ADVERTISERS . . . . . Page 132 a  
SWISS FASHION TEXTILES . . . . . Page 25

Forty of the leading Parisian couturiers presented their creations during the displays organized in Zurich by the Swiss Office for the Development of Trade under the auspices of the Syndical Chamber of Parisian Dressmaking. These unique models were specially conceived for, and inspired by, the magnificent materials supplied by the Swiss textile crafts and industries: fabrics, embroideries, laces and millinery braids.

As announced in *Swiss Textiles* N° 3/1945, our readers will find in the following pages reproductions of most of these remarkable creations.

INFORMATION CONCERNING  
SWISS PRODUCTS and SUNDRIES Pages 132 b  
PUBLICATIONS OF THE SWISS  
OFFICE FOR THE DEVELOP-  
MENT OF TRADE . . . . . Page 152



The lace garland reproduced on the cover of the present number has been selected from the collection of Aug. Giger & Cie, St-Gall.

SCHWARZ



STÜNZI SILKS  
HORGEN  
SWITZERLAND



DESSIN O1828  
"Fleurs de France"

ROBT. SCHWARZENBACH & Cie  
*Chalwil*

**SENN**  
**S**



Senn & Co. Ltd.  
BASLE SWITZERLAND  
ESTABLISHED 1725

Manufacturers of all kinds of  
ribbons. Well assorted stocks  
in all important qualities.



NOVELTIES  
IN  
PRINTED AND PLAIN  
RAYON AND STAPLE-FIBRE FABRICS

**Haas & Co**

15, BLEICHERWEG

**ZURICH**



SCHWARZ



SQUARES  
SCARVES

*F. Blumer & Co.*

SCHWANDEN (GLARUS) SWITZERLAND

SCHWARZ

*Reichenbach & Co.  
St. Gall*



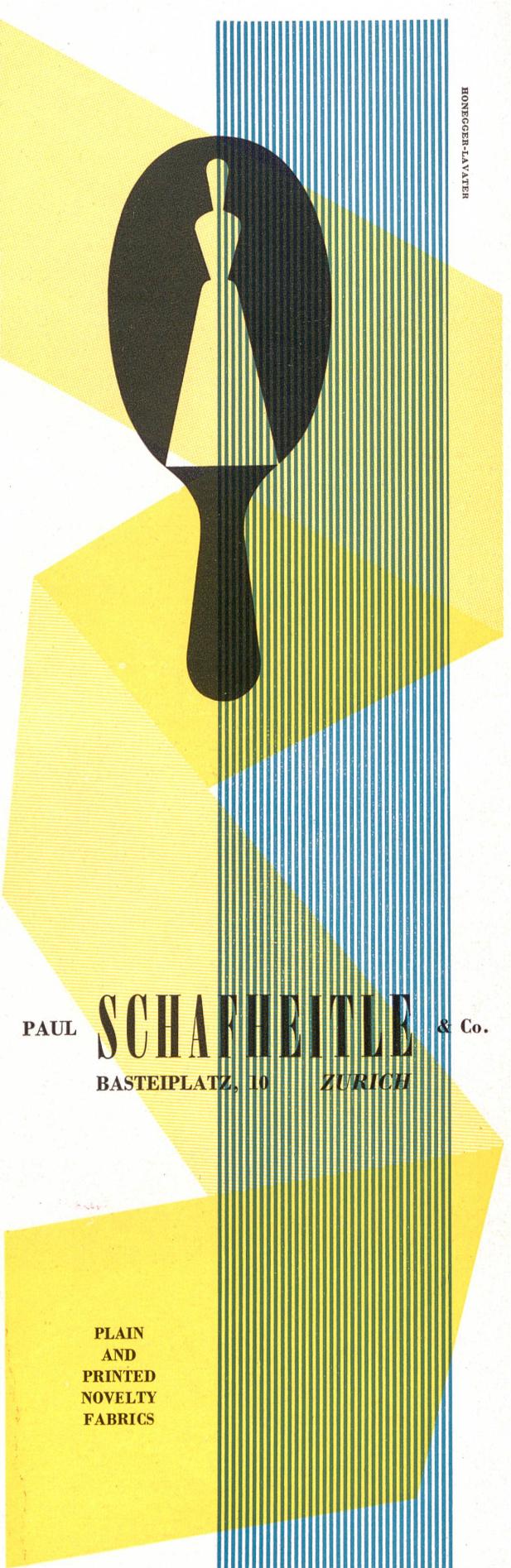
Plain and printed  
novelty dress  
materials and  
lingerie fabrics.  
Embroiderries,  
laces, dotted  
Swisses.  
Cotton, Staple fibre,  
Rayon.



SCHWARZ



KARL SCHOCH & CO., ZURICH  
FASHION FABRICS FOR GOWNS AND DRESSES  
SILK, RAYON, STAPLE FIBRE



PAUL SCHAFFHITTE & Co.  
BASTEIPLATZ, 10 ZURICH

PLAIN  
AND  
PRINTED  
NOVELTY  
FABRICS

HAUSAMMANN & Co  
*Winterthur*

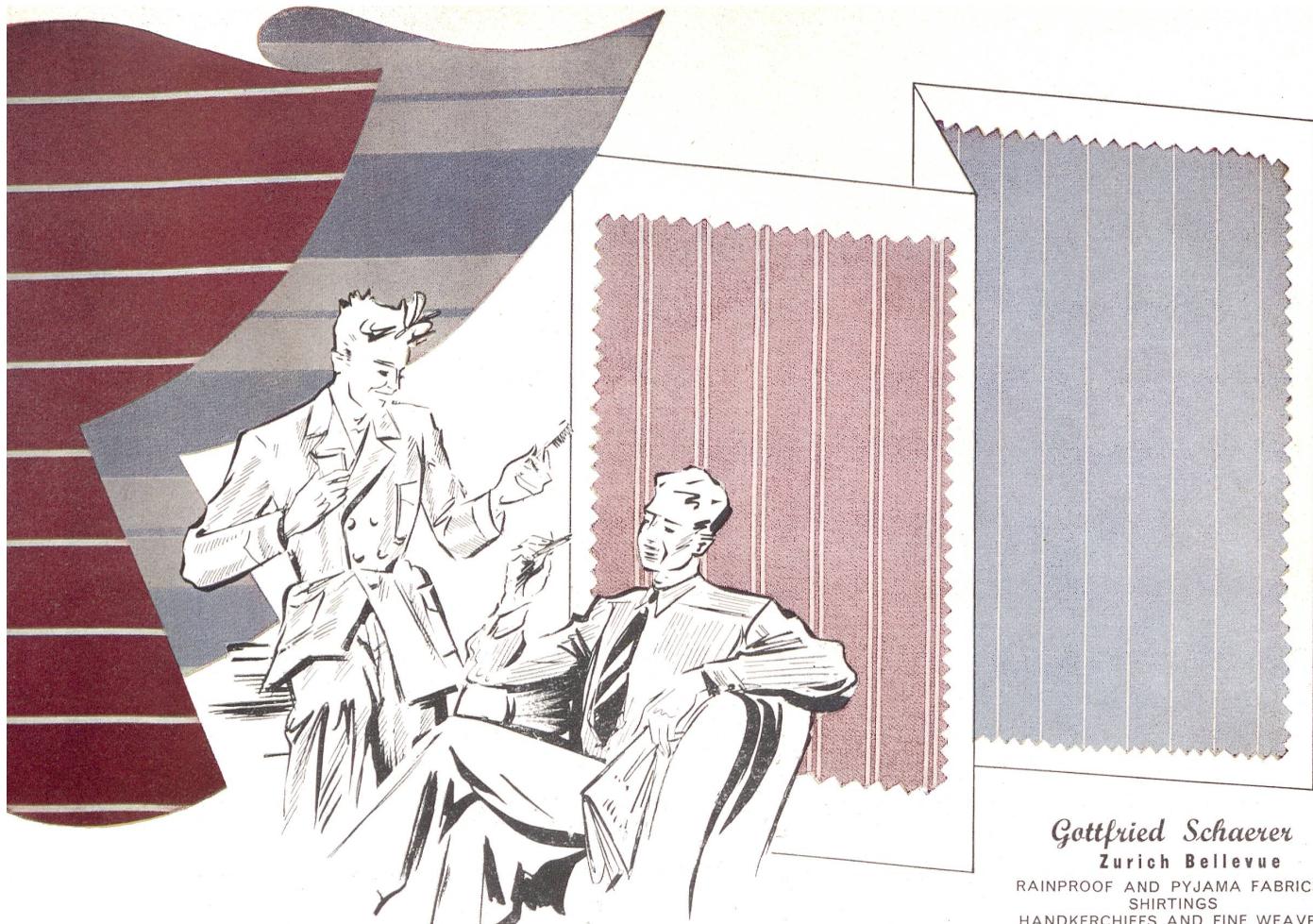
FABRICS FOR DRESSES AND SOFT FURNISHINGS



*100 years*

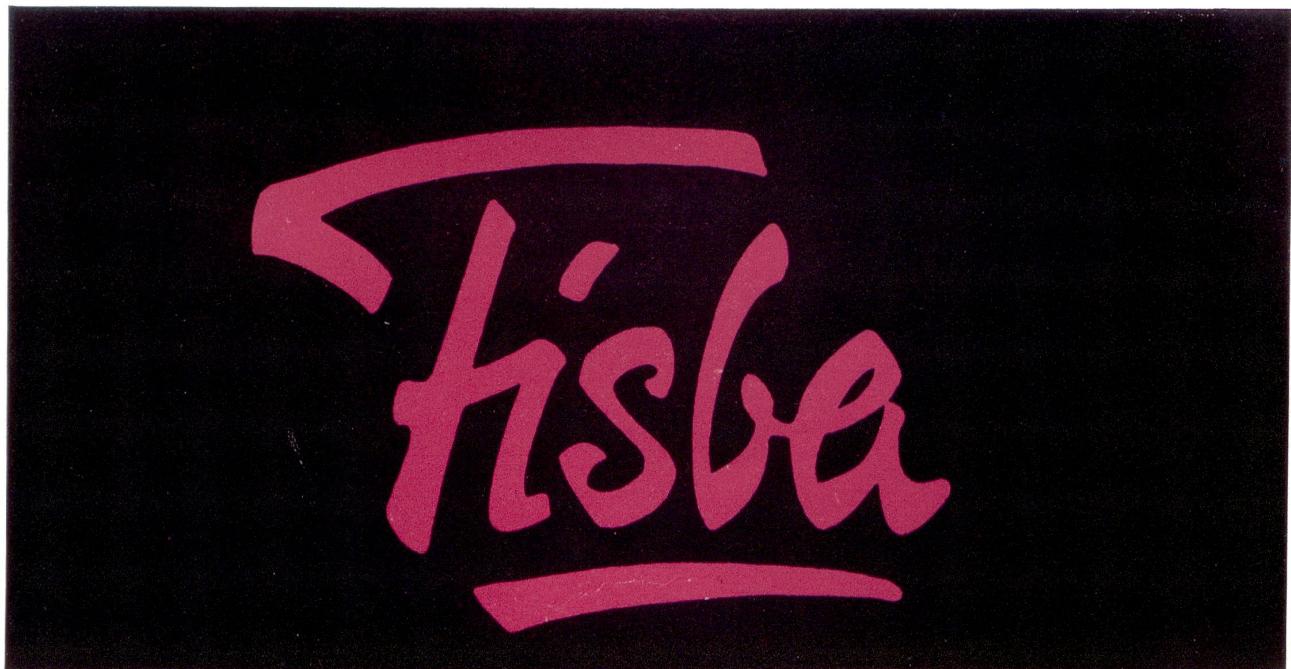
# Stehli silks





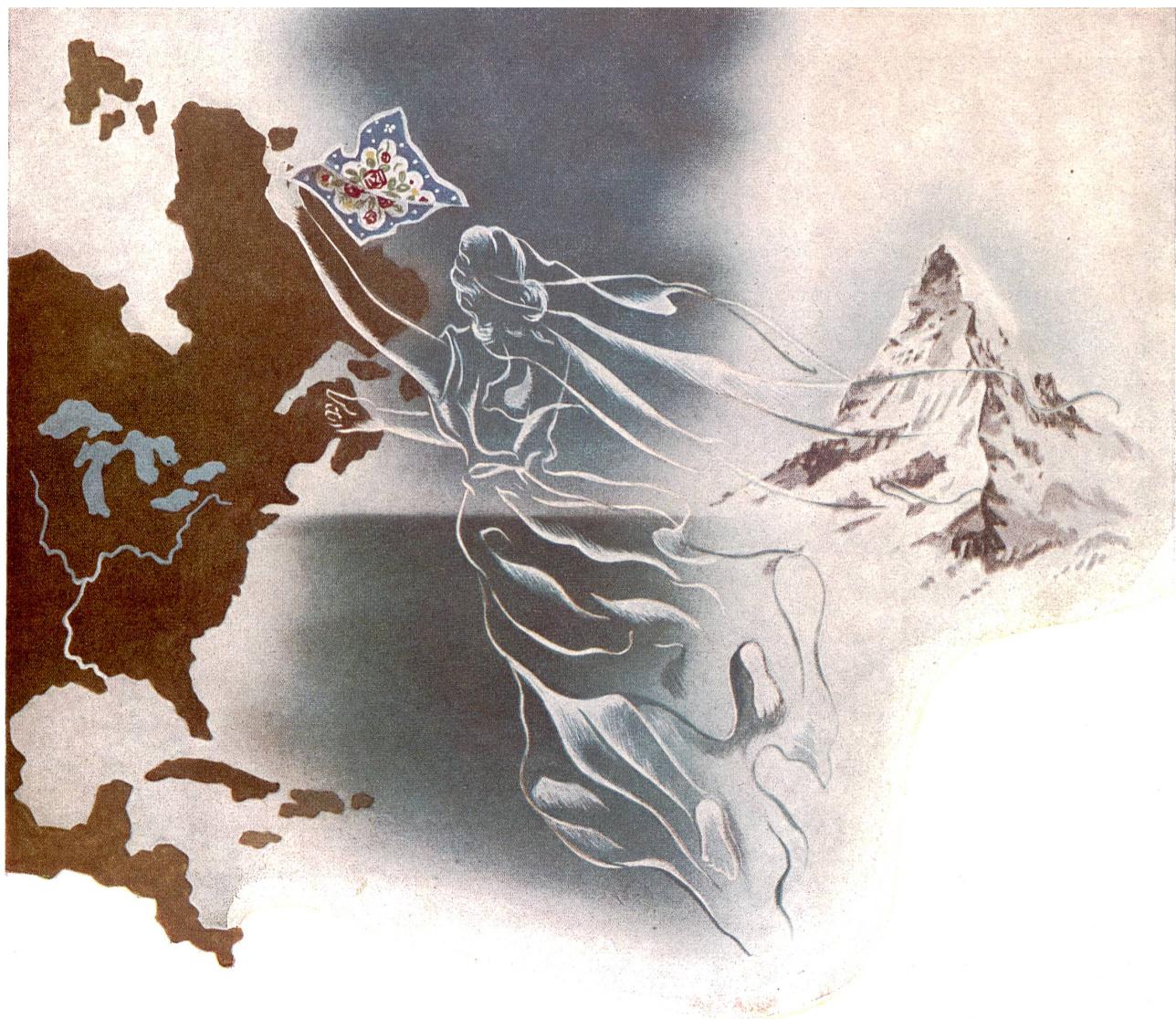
*Gottfried Schaefer*  
Zurich Bellevue

RAINPROOF AND PYJAMA FABRICS,  
SHIRTINGS  
HANDKERCHIEFS AND FINE WEAVES



COTTON FABRICS STAPLE FIBRE RAYON EMBROIDERED FABRICS HANDKERCHIEFS

*Christian Fischbacher Co St. Gallen*



*Swiss textiles are as famous  
as our mountains.*

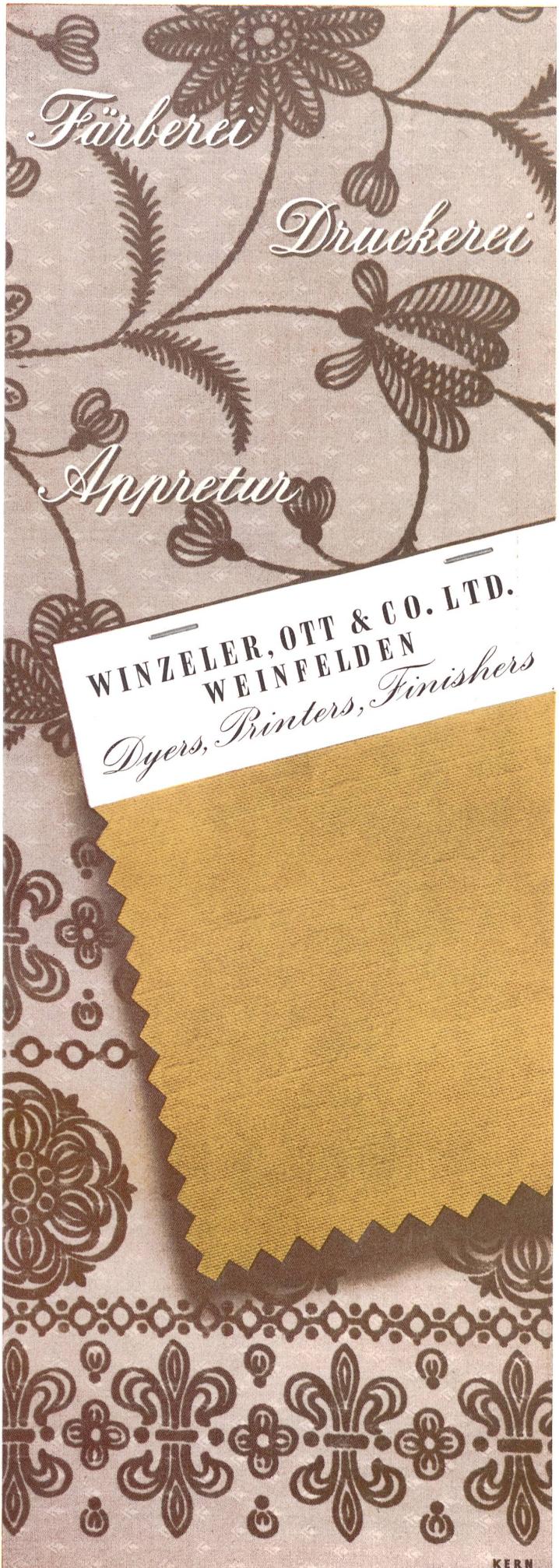
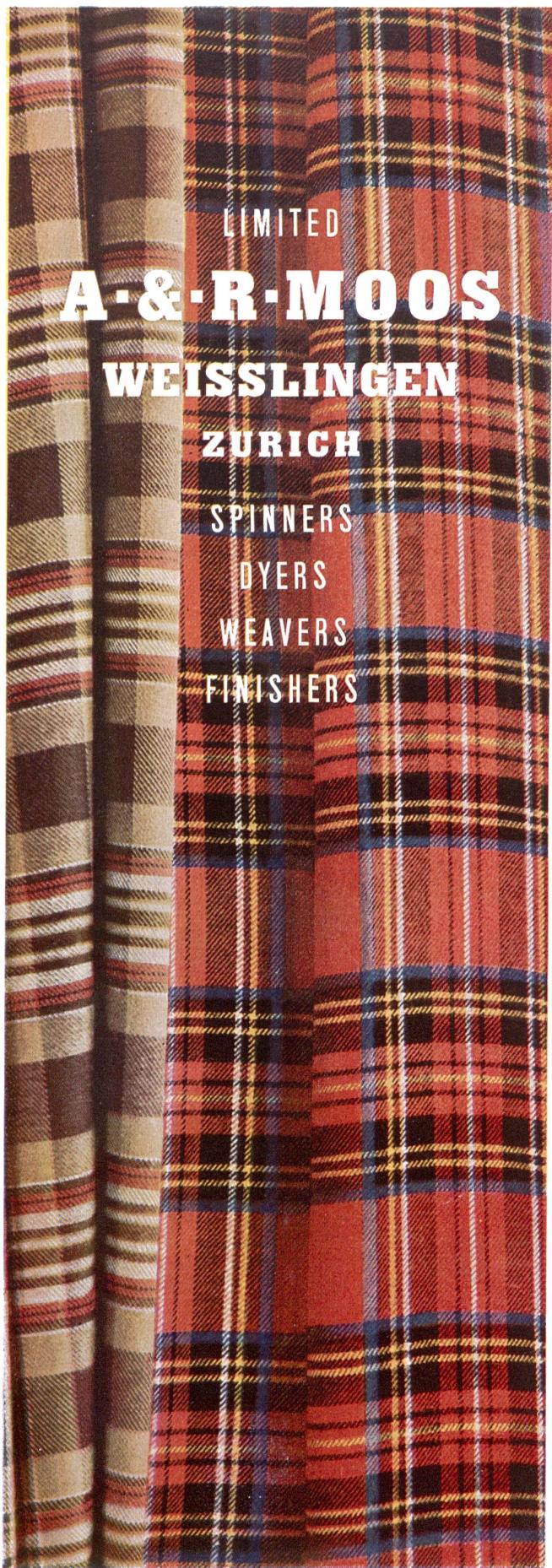
*Our productions unceasingly  
cross the Ocean.*

**ALBERT GESER LTD.**

*Alpine*

ST. GALL

44 OBERER GRABEN



*Julius Stitzel ZÜRICH*

PURE SILK, RAYON AND STAPLE FIBRE FABRICS, PLAIN AND PRINTED



NP Nuber Propaganda



*Josef Heeb Ltd.*

APPENZELL - SWITZERLAND



**SALZMANN & CO. ST. GALL**

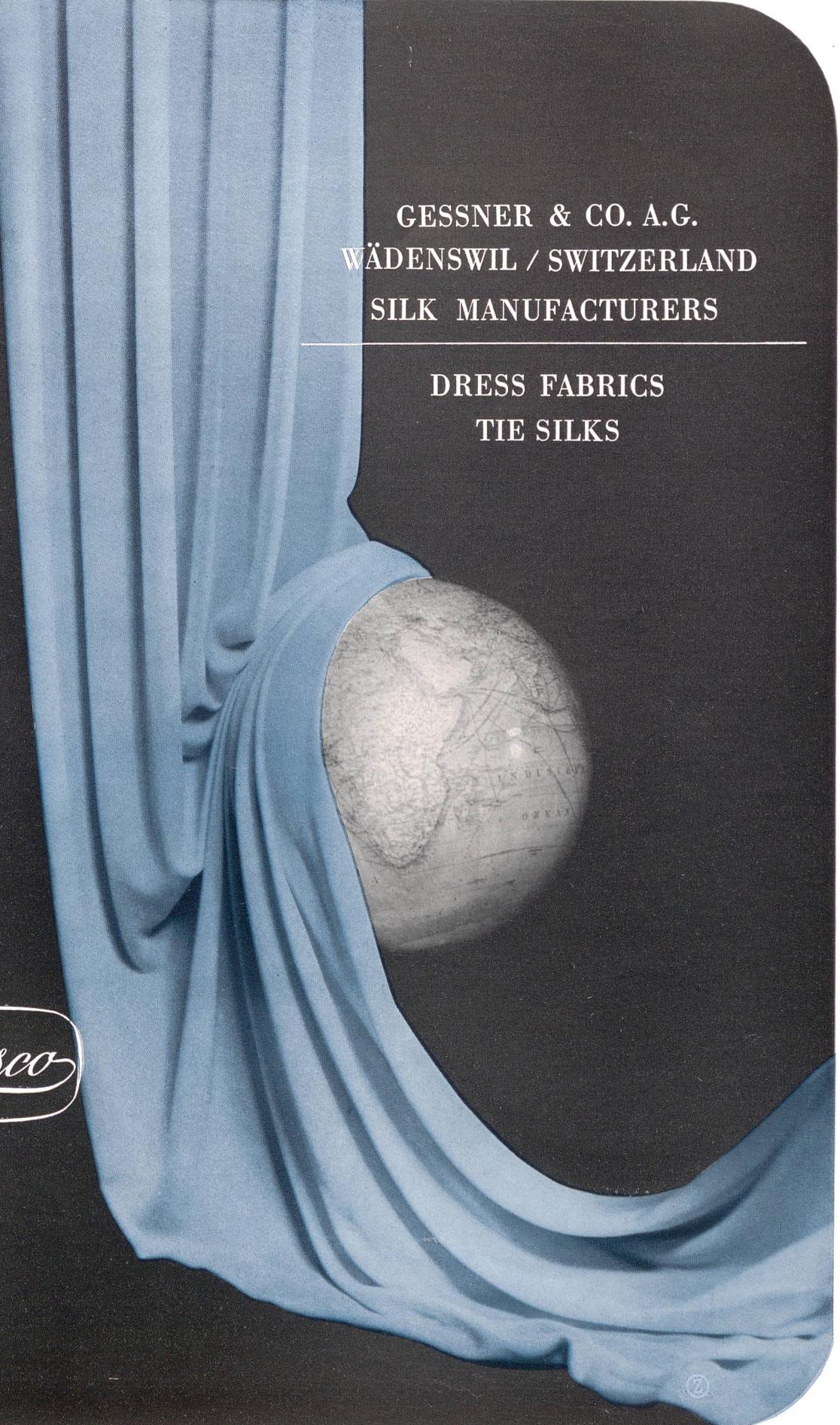
DOUBLED COTTON-, STAPLE-FIBRE AND RAYON YARNS  
FOR SHIRTINGS AND FANCY DRESS GOODS



# *Umbrella fabrics*



**BOSSHARD-BÜHLER+CO. AG**  
*Wetzikon*  
ZÜRICH

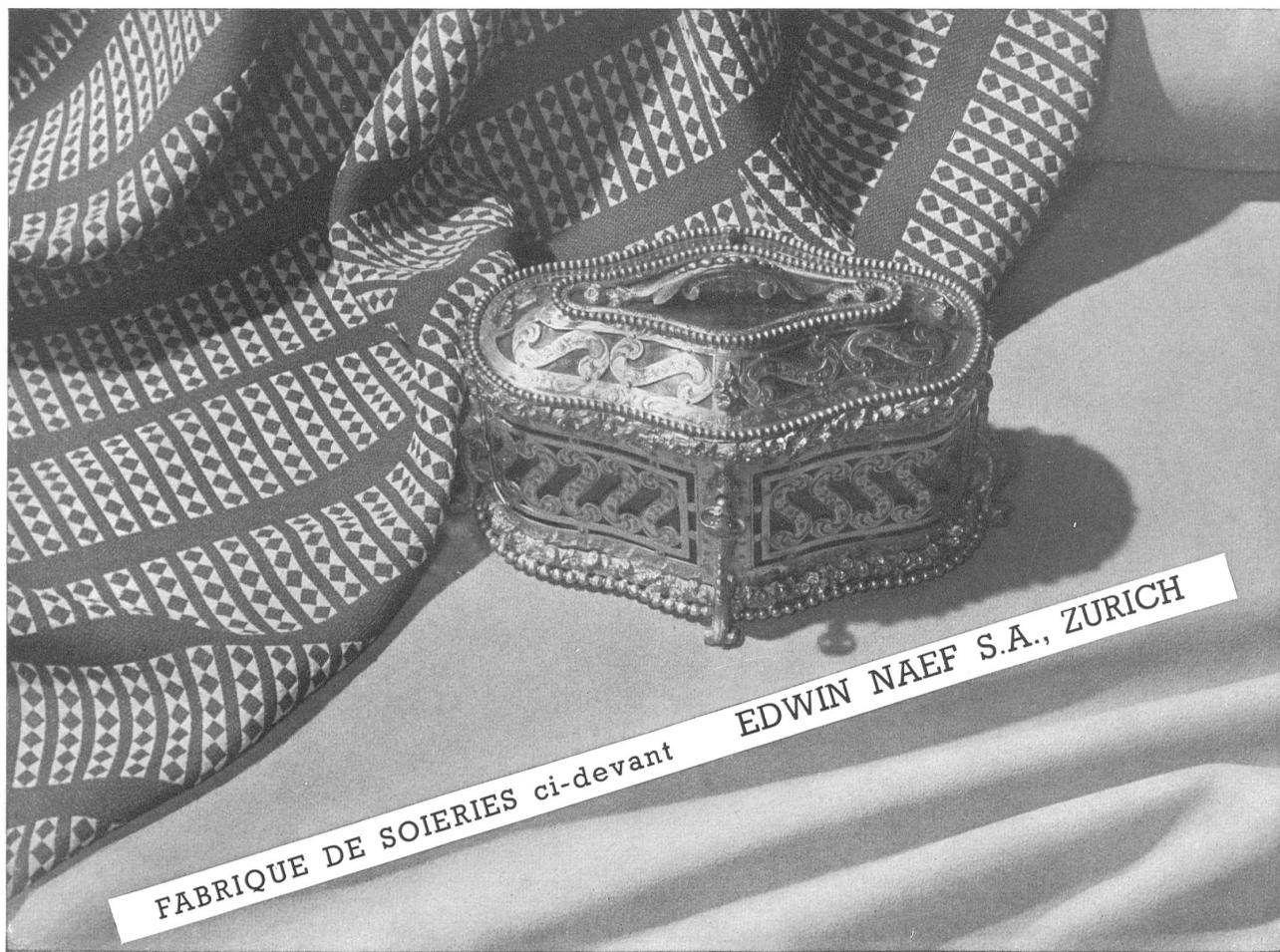


GESSNER & CO. A.G.  
WÄDENSWIL / SWITZERLAND  
SILK MANUFACTURERS

---

DRESS FABRICS  
TIE SILKS





*Naef frères*

Silk mills  
formerly  
**Naef Brothers Ltd. Zurich**

SILK MANUFACTURERS

**SIBER & WEHRLI Ltd.**

ZURICH

DRESS MATERIALS  
PLAIN, FANCIES, PRINTS  
NOVELTIES IN STAPLE-FIBRE  
FABRICS FOR LININGS  
AND LINGERIE  
FABRICS FOR CORSETS  
FABRICS FOR CURTAINS  
NECKWEAR SILKS  
SCARVES AND NECK-SQUARES



Artificial Silk  
Staple Fibre  
FELDMUHLE LTD. RORSCHACH (SWITZERLAND)





What a joy to walk at one's ease in these charming "BALLY" Autumn Models!  
Soft, supple leather ensures foot comfort; BALLY's shoes you will see walking  
on smart feet throughout England and America.



*Crêpe Juvella Viscose* printed in all fashionable shades  
from the 1946 collection presented by Messrs. **Rudolf Brauchbar & Cie., Zurich**

