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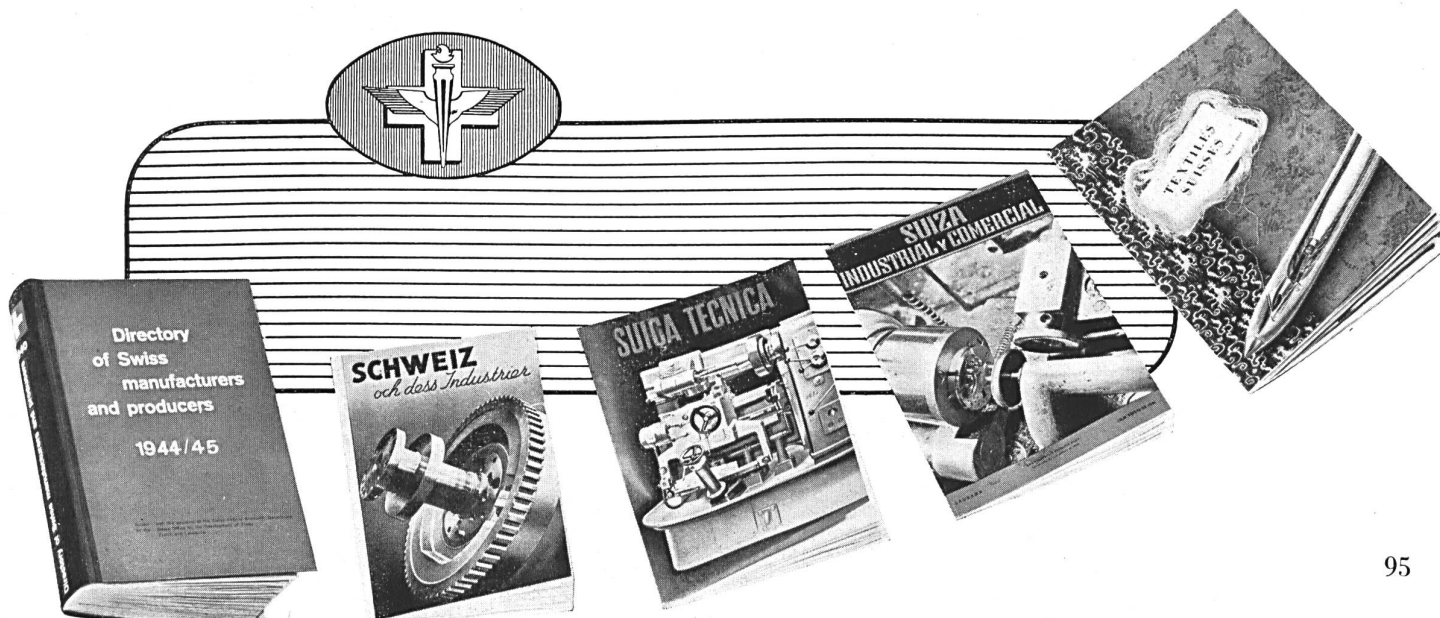
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7

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An advertisement for W. Sarasin & Co Ltd. featuring a detailed illustration of a roll of dark-colored ribbon, partially unrolled to show its texture. The text "W. SARASIN & CO Ltd" and "BASLE" is printed in a serif font below the ribbon. Below that, the phrase "Ribbons of any description" is written in a smaller, italicized serif font.

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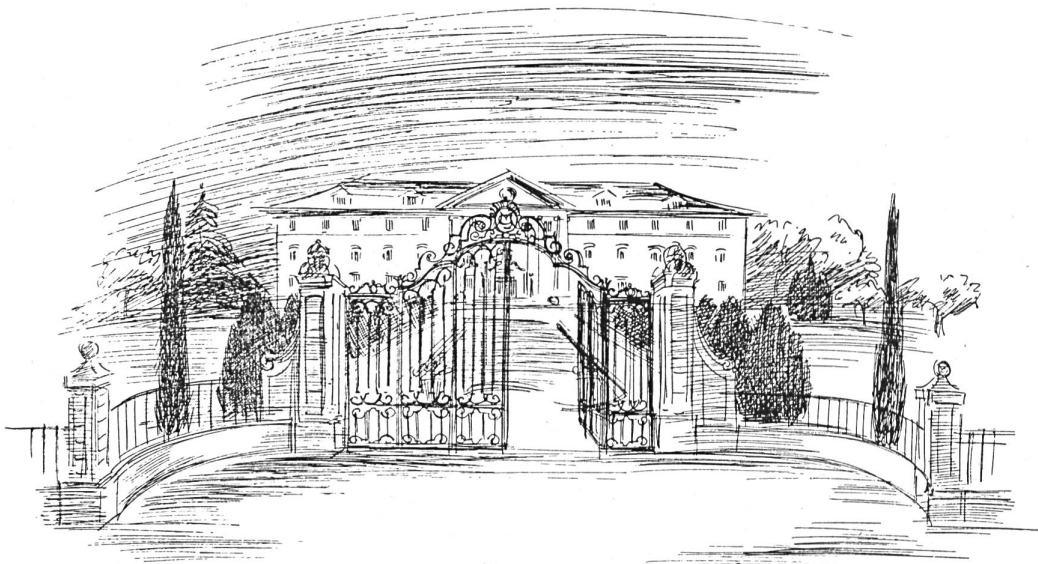
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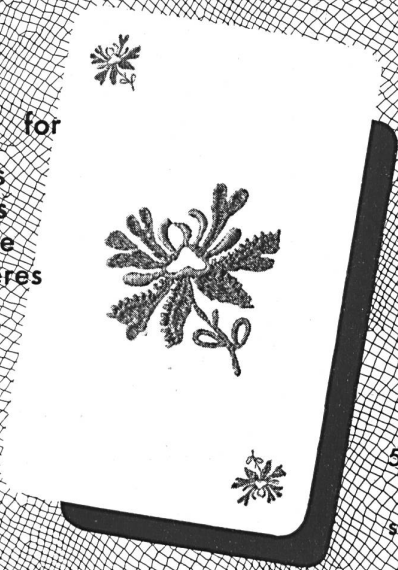


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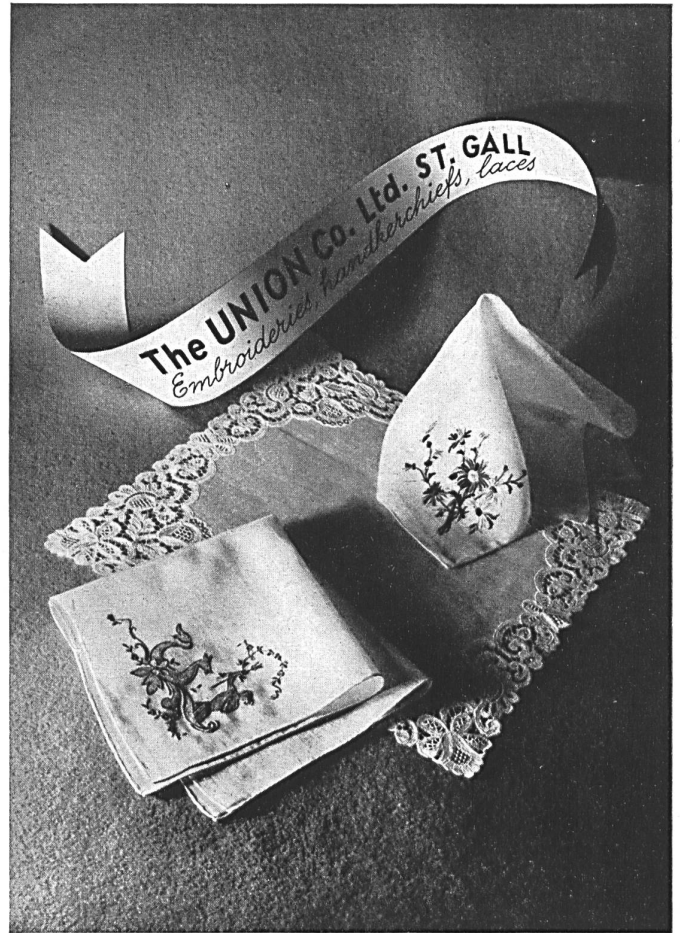
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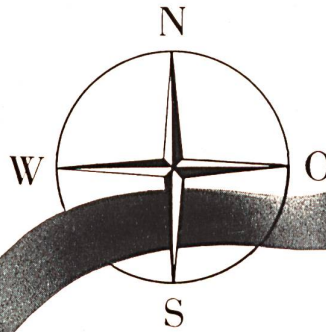


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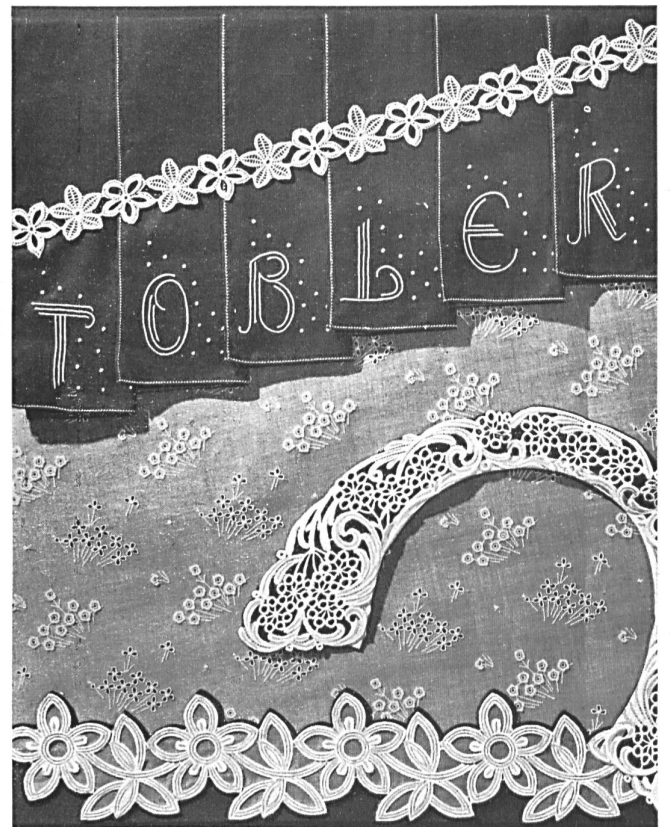
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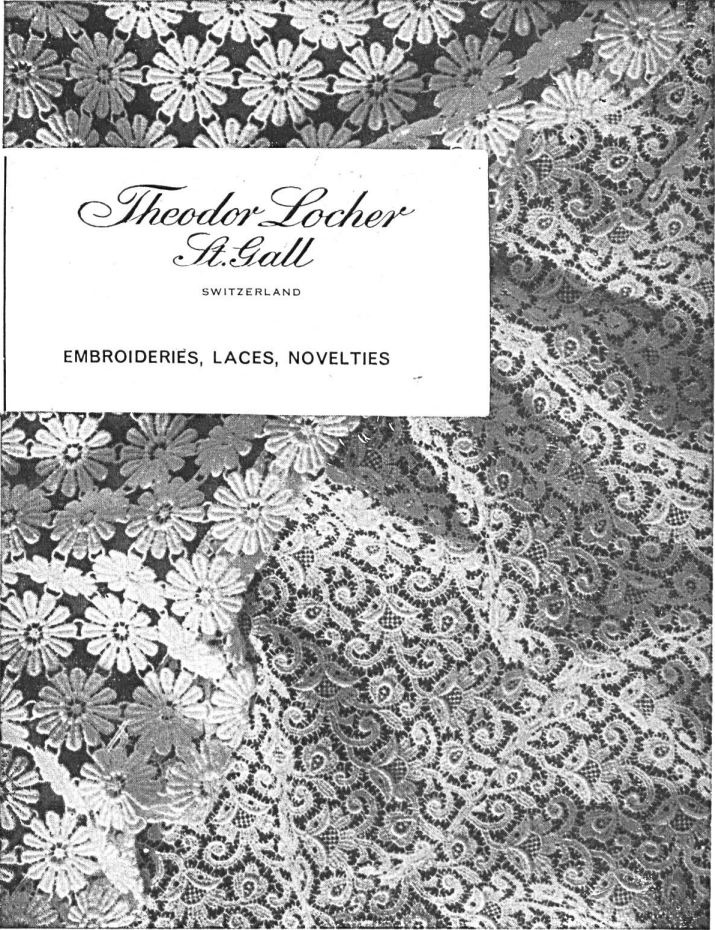


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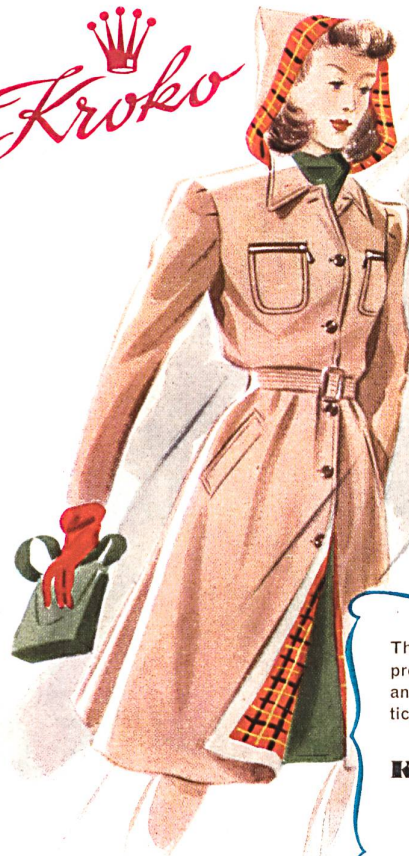
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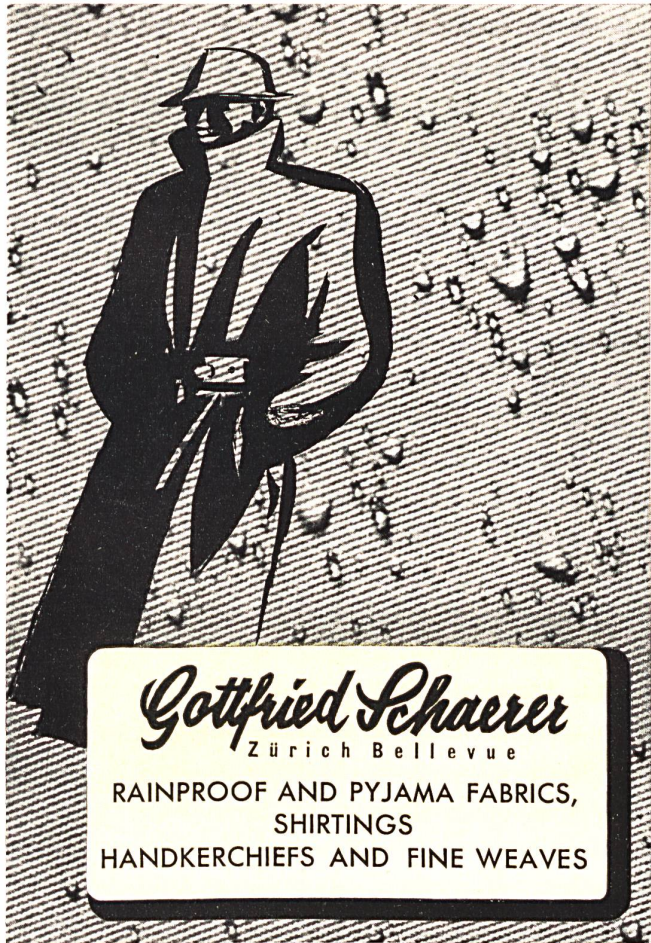
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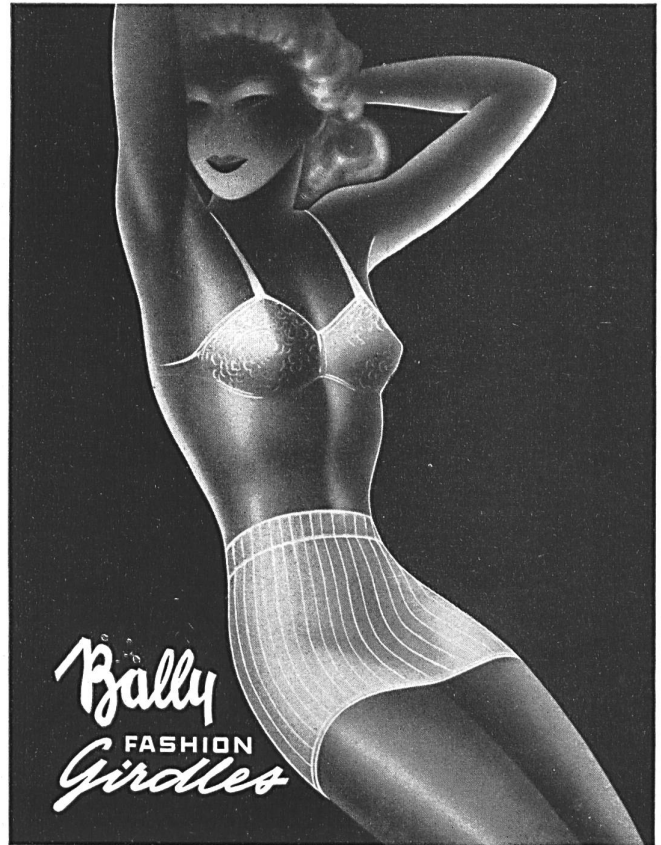
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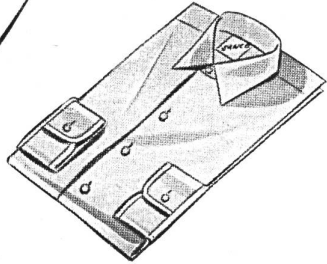
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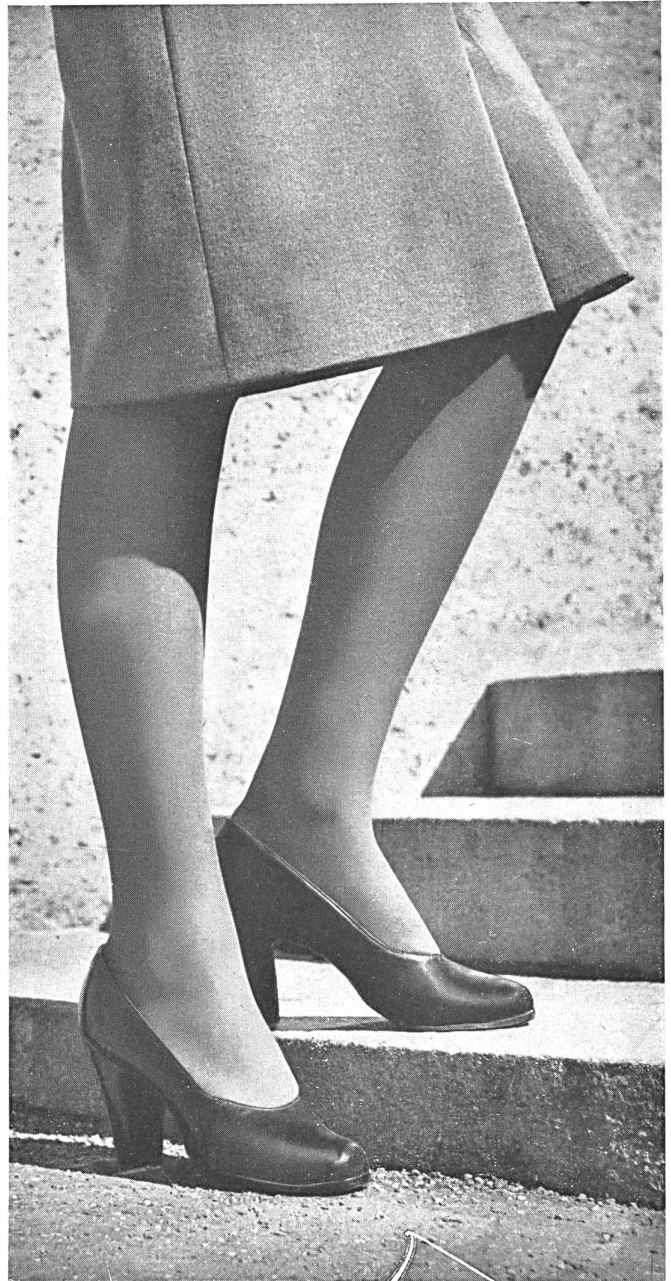
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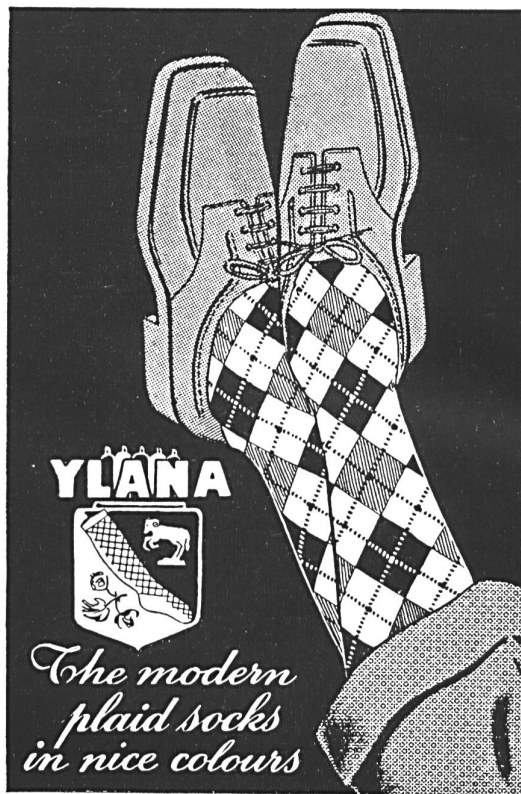
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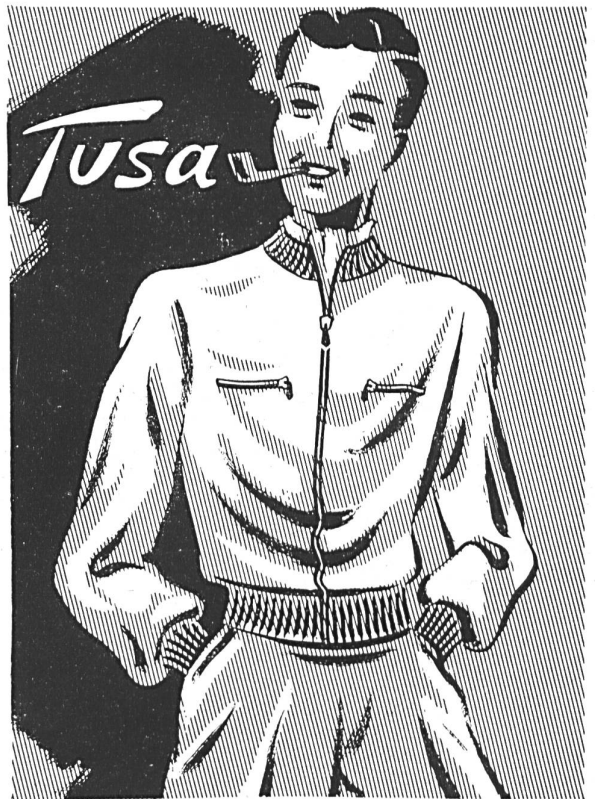
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Sommaire général

	Pages
Index des annonceurs	116 a
Les produits de l'industrie textile suisse à la Foire suisse d'Echantillons, Bâle 1945	17-24
Broderies, dentelles, mouchoirs	33-44
Tresses de Wohlen	45-53
Montres	54

	Pages
Tissus d'aujourd'hui	55-78
Tricotés et jerseys	79-88
Confection	89-93
Accessoires de mode	94
Publications de l'Office suisse d'expansion commerciale	95

General contents

Index of advertisers	116 a
Swiss textile products at the Swiss Industries Fair, Basle, 1945	17-24
Embroideries, laces, handkerchiefs	33-44
Wohlen braidings	45-53
Watches	54
Fabrics of to-day	55-78
Knitwear and jerseys	79-88
Ready-made clothings	89-93
Fashion accessories	94
Publications of the Swiss Office for the Development of Trade	95

Sumario general

Indice de los anunciantes	116 a
Productos de la industria suiza de los textiles en la Feria Suiza de Muestras, Basilea 1945	17-24
Bordados, encajes, pañuelos	33-44
Trenzados de Wohlen	45-53
Relojes	54
Tejidos nuevos	55-78
Generos de punto y jerseys	79-88
Confección	89-93
Accesorios de la moda	94
Publicaciones de la Oficina Suiza de Expansión Comercial	95

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 los textos

BOUTONS — BUTTONS — BOTONES

Grämiger frères S. A., Bazenheid	118
Kaspar Humbel, Uetikon a. See	117
Rix S. A., Zurich	94, 120

BRODERIES ET DENTELLES — EMBROIDERIES AND LACES BORDADOS Y ENCAJES

Forster Willi & Cie, St-Gall	40
H. W. Giger S. A., Flawil	29, 39
Robert Halter S. A., St-Gall	107
Theodor Locher, St-Gall	107
P. Messmer & Cie, St-Gall	103
E. Mettler-Muller S. A., Rorschach	38, 104
Jul. Michel & Cie, Zurich	44, 103
A. Naef & Cie, Flawil	34, 35, 107
Neuburger & Cie, St-Gall	38
Palma & Cie, Zurich	27
Reichenbach & Cie, St-Gall	2
Jacob Rohner S. A., Rebstein	37
Sailer & Schönsleben, St-Gall	105
Walter Schrank & Cie, St-Gall	42
Walter Stark, St-Gall	36
Sturzenegger & Tanner & Cie S. A., St-Gall	31, 41
S. A. ci-devant Tobler frères & Cie, Teufen	106
Union S. A., St-Gall	33, 103
Hugo Wachs & Cie, St-Gall	103

COLORANTS — DYESTUFFS — COLORANTES

Ciba, Société pour l'industrie chimique à Bâle, Bâle. Couverture IV	
---	--

CONFECTION — READY-MADE CLOTHES — CONFECCIÓN CHEMISES — SHIRTS — CAMISAS

Emile Anderegg S. A., St-Gall	2
Fagreve S. A., Riva San Vitale	89
Arthur Guex S. A., Zurich	90, 108
Franz Heusser, Zurich	89, 115
Kleinberger & Cie, St-Gall	106
E. Kneubuhler, Zofingue	108
Kroko S. A., Mumliswil	108
Respolco S. A., Zurich	115
Karl Ruckstuhl, Zurich	92, 93
Sanco S. A., Zurich	91, 113
Schellenberg, Sax & Cie S. A., Trubbach	115
Société des Ateliers modernes S. A., Lausanne	112
Yvel S. A., Zurich	91, 108

CRAVATES — NECKTIES — CORBATAS

W. Haus & Cie, Zurich	99
S. Kirschner, Zurich	63, 99
E. Vonwiller, Zurich	63, 101
A. & H. Zivi S. A., Genève	62, 98

ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ECHARPES

Emile Anderegg S. A., St-Gall	2
F. Blumer & Cie, Schwanden	65, 98
Albert Geser S. A., St-Gall	78
J. Kreier-Baenziger's Erben, St-Gall	105
Siber & Wehrli S. A., Zurich	16

Stoffel & Cie, St-Gall	15
Tissages de Soieries Wila S. A., Zurich	8

FIBRANNE ET RAYONNE — STAPLE-FIBRE AND RAYON — FIBRANA Y RAYÓN

Feldmühle S. A., Rorschach	Couverture II
Société de la Viscose Suisse S. A., Emmenbrucke ..	Couverture III

FILÉS — YARNS — HILOS

Bäumlin, Ernst & Cie, St-Gall	120
E. Mettler-Muller S. A., Rorschach	117
Société industrielle pour la Schappe, Bâle	25
Zwicky & Cie, Wallisellen	120

FILS, RUBANS ET TISSUS ÉLASTIQUES — ELASTIC YARNS, RIBBONS AND FABRICS — HILOS, CINTAS Y TEJIDOS ELASTICOS

Chaussures Bally S. A. de Fabrication, Dép. tissus élastiques, Schönenwerd	111
Oscar Haag, Kusnacht-Zurich	90, 110

FILS A COUDRE — SEWING THREADS — HILOS DE COSER

E. Mettler-Muller S. A., Rorschach	117
Zwicky & Cie, Wallisellen	120

FILS A TRICOTER — HAND KNITTING YARNS — HILADOS PARA OBRAR DE PUNTO

Striga S. A., Bâle	81, 112
--------------------------	---------

MONTRES — WATCHES — RELOJES

Manufacture des Montres Doxa, Le Locle	3, 54
--	-------

MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS

Charles Gorini, St-Gall	15
Joseph Heeb S. A., Appenzell	43, 106
Hirzel & Cie S. A., Zurich	13
Kleinberger & Cie, St-Gall	106
J. Kreier-Baenziger's Erben, St-Gall	39, 105
P. Messmer & Cie, St-Gall	103
Oertle & Cie, Teufen	105
Sailer & Schönsleben, St-Gall	43, 105
Gottfried Schaerer, Zurich	109
Stoffel & Cie, St-Gall	15
S. A. ci-devant Tobler frères & Cie, Teufen	106
Union S. A., St-Gall	103
Hugo Wachs & Cie, St-Gall	103

OUATE ET OUATINE — WADDING AND COTTON-WOOL LINING — UATA Y UATINA

Edouard Grossmann-Appert, Thalwil	119
---	-----

RUBANS — RIBBONS — CINTAS

Bally frères S. A., Schönenwerd	100
De Bary & Cie S. A., Bâle	104
Cintela S. A., Bâle	101
Enderle S. A., Zurich	98
W. Sarasin & Cie S. A., Bâle	100
Senn & Cie S. A., Bâle	104
Vischer & Cie, Bâle	101

**TISSUS DE COTON, LAINE, SOIE, RAYONNE ET FIBRANNE —
COTTON, WOOL, SILK, RAYON AND STAPLE-FIBRE FABRICS
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	Pages
L. Abraham & Cie Soieries S. A., Zurich	10, 55
Albrecht & Morgen, St-Gall	4
Emile Anderegg S. A., St-Gall	2, 75
Appenzeller-Herzog & Cie, Staefa-Zurich	30
Jacob Baenziger S. A., St-Gall	10
Baer, Mœtteli & Cie, Winterthour	14
Baumann-Grütter Söhne, Langenthal	4, 76
S. J. Bloch Fils & Cie S. A., Zurich	14, 71
Bosshard-Buhler & Cie S. A., Wetzikon	1
Rudolf Brauchbar & Cie, Zurich	30, 71
Burgauer & Cie S. A., St-Gall	11
Emar S. A., Zurich	28
Enderle S. A., Zurich	98
Max Epstein & Cie, Zurich	57, 100
Eugster & Huber, St-Gall	15
Christian Fischbacher Co., St-Gall	7
J. & A. Gardiol, Genève	73
Gessner & Cie S. A., Wädenswil	96
H. W. Giger S. A., Flawil	29
Filature & Tissage Glatfelden, Glatfelden	7
Charles Gorini, St-Gall	15
Grieder & Cie, Zurich	27
Berthold Guggenheim, Zurich	13, 74
H. Gut & Cie S. A., Zurich	13
Hugo Gutmann, Zurich	10
Haas & Cie, Zurich	6, 58
Hausamann & Cie, Winterthour	99
Heer & Cie S. A., Thalwil	26, 59
Hirzel & Cie S. A., Zurich	13
A. Huber & Cie, Gossau	14
Max Kirchheimer, Zurich	3
J. Kreier-Baenziger's Erben, St-Gall	105
H. Leemann & Cie S. A., Zurich	11
Mettler & Cie S. A., St-Gall	28, 60
S. A. A. & R. Moos, Weisslingen	31, 66
Edwin Naef S. A., Zurich	11
Silk Mills formerly Naef Brothers Ltd., Zurich	32, 64
Ostertag, Hausamann & Cie, Zurich	4
Palma & Cie, Zurich	27, 77
Reichenbach & Cie, St-Gall	2, 70
Tissage mécanique de Soieries Ruti, Zurich	7, 68
Gottfried Schaerer, Zurich	109
Paul Schafheitle & Cie, Zurich	31, 61
Schlegel & Cie, Bâle	6, 67
Schmid & Cie, Burgdorf	27, 76
Wm. Schroeder & Cie S. A., Zurich	8, 62
E. Schubiger & Cie S. A., Uznach	28
E. Schurpf & Cie S. A., St-Gall	29
Robt Schwarzenbach & Cie, Thalwil	97

	Pages
Schwob & Cie S. A., Berne	29
Tissages Réunis Sernftal, Engi	67, 97
Siber & Wehrli S. A., Zurich	16
Tissage Sirmach, Sirmach	6, 68, 74
Stehli & Cie, Zurich	69
Julius Stitzel, Zurich	8, 58
Stoffel & Cie, St-Gall	15, 56
S. A. Stunzi fils, Horgen	12
Sturzenegger & Tanner & Cie S. A., St-Gall	31
Taco S. A., Zurich	3
Hugo Wachs & Cie, St-Gall	103
Wagner & Cie, Gelterkinden	30, 73
Weberei Wallenstadt A.-G., Wallenstadt	9
Weisbrod-Zürcher Söhne, Hausen a. A.	5, 72
Tissage de Soieries Wila S. A., Zurich	8

TRESSÉS DE PAILLE — STRAW BRAIDS — TRENZAS DE PAJA

Association argovienne des fabricants de tresses de paille, Wohlen	45
Bertschinger & Cie S. A., Wohlen	102
M. Bruggisser & Cie S. A., Wohlen	50, 51
Dreifuss frères S. A., Wohlen	47, 48, 49
Jacques Isler & Cie S. A., Wohlen	53
Georges Meyer & Cie S. A., Wohlen	102
Stäger & Cie S. A., Villmergen	52
Otto Steinmann & Cie S. A., Wohlen	46

**TRICOTS ET JERSEYS — KNITWEAR AND JERSEYS —
PRENDAS DE PUNTO Y JERSEYS**

S. A. ci-devant W. Achtnich & Cie, Winterthour	87, 114
C. Burgi & Cie, Kreuzlingen	88, 113
His & Cie S. A., Murgenthal	84, 116
Hochuli & Cie, Safenwil	86, 116
H. Kiene, Kreuzlingen	80, 112
Walter Kundt, Elgg	111
Lion & Cie, Kreuzlingen	83, 114
Manufactures de Bas Réunies S. A., Flawil-St-Gall	82, 113
G. Muller-Renner S. A., Kreuzlingen	83, 117
A. Naegli S. A., Berlingen et Winterthour	88, 110
G. Rohner, Urnäsch	87, 114
Ruegger & Cie, Zofingue	86, 112
Ruepp & Cie S. A., Sarmenstorf	79
Ryff & Cie S. A., Berne	85, 111
Swiss Knitting Co., Zollikofen-Berne	80, 110
Tricoterna S. A., Berne	80, 109
Th. Tuchschild, Amriswil	81, 116
Vollmüller, Fabrique de bonneterie, Uster	109
Yvel S. A., Zurich	108

VOILETTES — VEILS — VELOS

Paul Dubler & Cie, Wohlen	94, 102
---------------------------	---------

Renseignements sur la production suisse :

Office Suisse d'Expansion Commerciale, Zurich, Börsenstrasse, 10, et Lausanne, Place de la Riponne, 3.

Association pour le développement du commerce extérieur; donne gratuitement des renseignements sur la production suisse et met en rapport acheteurs et fabricants. Edite diverses publications: voir page 95.

Le film documentaire « Parures » donne une idée générale de l'industrie textile suisse. Le film « Tous les chapeaux du monde » montre la fabrication des tresses de paille à Wohlen. Le film « La fibranne, produit suisse » illustre la fabrication des fibres textiles synthétiques, c'est-à-dire de la rayonne et de la fibranne, et leurs possibilités d'utilisation. Demandez les conditions de présentation.

Agences commerciales à l'étranger de l'Office Suisse d'Expansion Commerciale :

Afrique du Nord. — Alger : Office suisse d'Expansion Commerciale, 3, Rue Edmond Adam.

Proche-Orient (Syrie, Liban, Irak, Chypre). — Beyrouth : Office Commercial Suisse pour le Proche-Orient, B. P. 809.

Chambres de commerce suisses à l'étranger :

Belgique : Bruxelles, rue du Congrès, 1.
France : Bureau central à Paris, 16, Av. de l'Opéra. Autres sièges à Lyon : 44, Rue Molière; Marseille : 7, Rue d'Arcole; Besançon : 30, Av. Carnot; Bordeaux : 9, Rue Foy; Lille : 1, Place Jacquart; Strasbourg : 10, Rue des Francs-Bourgeois.

Légations et consulats de Suisse dans tous les pays du monde.

Information concerning Swiss Products :

Swiss Office for the Development of Trade : Zürich, Börsenstrasse, 10, and Lausanne, Place de la Riponne, 3.

An Association for furthering the development of foreign trade; gives free information concerning Swiss products and puts buyers into contact with manufacturers; edits sundry publications: see page 95.

The documentary film « Cradle of Fashion » gives a general survey of the Swiss textile industry. The film « The Rise of a World Industry » illustrates strawbraid manufacturing processes employed in the Wohlen industry. « La fibranne, produit suisse » is a film illustrating the manufacture of synthetic textile fibres, namely, rayon and staple fibre, and their possibilities of utilization. Ask for booking conditions.

Oversea-Agencies of the Swiss Office for the Development of Trade :

Near East (Syria, Lebanon, Iraq, Cyprus). — **Beyrouth** : Office commercial suisse pour le Proche-Orient, B.P. 809.

Palestine. — **Tel-Aviv** : Swiss Trade Office for Palestine, P.O.B. 2117.

Iran. — **Teheran** : Office suisse d'expansion commerciale, délégation pour l'Iran, C.P. 9.

North Africa. — **Algiers** : Office suisse d'expansion commerciale, 3, rue Edmond Adam.

West Africa. — **Lagos** : Swiss Trade Commissioner, P.O. Box 571.

South Africa. — **Johannesburg** : Consulate general of Switzerland, Export Service, P.O. Box 3364. — **Cape Town** : Consulate of Switzerland, Export Service, P.O. Box 806.

Swiss Chambers of Commerce :

Argentine : Buenos-Aires, Calle Piedras 113. — **Brazil** : Rio de Janeiro, Rua Candido Mendes 45, 1º and., C.P. 1775.

East Africa. — **Nairobi (Kenya)** : Swiss Office for the Development of Trade, P.O. Box 1161.

British India. — **Bombay** : Swiss Trade Commissioner, P.O.B. 102.

Far East. — **Shanghai** : Swiss Office for the Development of Trade, P.O. Box 740.

Canada. — **Toronto** : Swiss Office for the Development of Trade, 159, Bay Street.

Antilles and Central America. — **Havana** : Oficina suiza de expansión comercial, Edificio Bacardi 606.

Northern Brazil. — **Recife (Pernambuco)** : Instituto Suíço de Expansão Comercial, Agencia para o Norte do Brazil, Caixa Postal 596.

Swiss Legations and Consulates in all countries of the world.

Informes sobre la producción suiza :

Oficina Suiza de Expansión Comercial : Zurich, Börsenstrasse, 10, y Lausana, Place de la Riponne, 3.

Asociación para el desarrollo del comercio exterior ; informa gratuitamente sobre la producción suiza y pone en relaciones a compradores y fabricantes. Edita diversas publicaciones : vease página 95.

La película documental « Para las hijas de Eva » da una idea general de la industria textil suiza. La película « El trenzado suizo, capricho femenino » muestra la fabricación del trenzado de la paja en Wohlen. La película « La fibrante, produit suisse », ilustra la fabricación de las fibras textiles sintéticas, es decir del rayón y de la fibrán, y sus posibilidades de utilización. Pídanse las condiciones de presentación.

Agencias comerciales en el extranjero de la Oficina Suiza de Expansión Comercial :

España. — **Madrid** : Delegación en España de la Oficina Suiza de Expansión Comercial, Juan Bravo, 1.

Proximo Oriente. — **Beyrouth** : Office commercial suisse pour le Proche-Orient, B.P. 809.

Palestina. — **Tel-Aviv** : Swiss Trade Office for Palestine, P.O.B. 2117.

Irán. — **Teherán** : Office suisse d'expansion commerciale, délégation pour l'Iran, C.P. 9.

Africa del Norte. — **Argel** : Office suisse d'expansion commerciale, 3, rue Edmond Adam.

Africa Occidental. — **Lagos** : Swiss Trade Commissioner, P.O. Box 571.

Africa Oriental. — **Nairobi (Kenya)** : Swiss Office for the Development of Trade P.O. Box 1161.

Africa del Sur. — **Johannesburg** : Consulate general of Switzerland, Export Service, P.O. Box 3364. **Cape Town** : Consulate of Switzerland, Export Service, P.O. Box 806.

India Inglesa. — **Bombay** : Swiss Trade Commissioner, P.O.B. 102.

Extremo Oriente. — **Shang-Hai** : Swiss Office for the Development of Trade, P.O. Box 740.

Canada. — **Toronto** : Swiss Office for the Development of Trade, 159, Bay Street.

Antillas y América Central. — **La Habana** : Oficina suiza de expansión comercial, Edificio Bacardi 606.

Brazil del Norte. — **Recife (Pernambuco)** : Instituto Suíço de Expansão Comercial, Agencia para o Norte do Brasil, Caixa Postal 596.

Cámaras de Comercio Suizas en el extranjero :

Argentina. — **Buenos-Aires** : Calle Piedras, 113. — **Brasil** : Rio de Janeiro, Rua Candido Mendes 45, 1º and., C.P. 1775.

Legaciones y Consulados de Suiza en todos los países.

Où s'abonner aux « Textiles Suisses » ?

Tout abonnement aux « Textiles Suisses » peut être souscrit auprès des agences commerciales de l'Office suisse d'expansion commerciale (voir à la page 116a), ou à l'une ou l'autre des adresses ci-après :

PORTUGAL : Lisbonne, Wilhelmine Fischer, Rue Rodrigues Sampaio, 158.

SUISSE : Lausanne, Office suisse d'expansion commerciale, Case postale 4.

TURQUIE : Istamboul, Librairie Hachette, Poste centrale.

Pour les pays où il n'y a pas d'agences ou ceux pour lesquels nous n'avons pas mentionné d'intermédiaires, prière de s'adresser aux Chambres de commerce suisses, aux légations ou consulats de Suisse, ou encore écrire à l'Office suisse d'expansion commerciale, Case postale n° 4, Lausanne, qui renseignera.

How to subscribe to « Swiss Textiles »

All subscriptions for « Swiss Textiles » can be addressed to the commercial agencies of the Swiss Office for the Development of Trade (see above), or to one of the following :

AUSTRALIA : Sydney, Oversea Trade Co., Victoria House, 83, Pitt Street.

GREAT BRITAIN : London W.C. 1, S. Fiorentini & Partners Ltd., Blombury Square, 4.

For countries where no agency has been established or for which no address is given, please write to the Swiss Chambre of Commerce, to the Swiss Legation or Consulate, or direct to the Swiss Office for the Development of Trade, Post Box 4, Lausanne, from which all information can be obtained.

¿ En dónde suscribirse a los « Textiles Suizos » ?

Para suscribirse a los « Textiles Suizos », dirijase a una de las agencias comerciales de la Oficina Suiza de Expansión comercial (véase más arriba).

Para los países en los que no hay agencias, dirijase a las Cámaras de Comercio Suizas, a las Legaciones o Consulados de Suiza, o bien escríbase a la Oficina Suiza de Expansión Comercial, Apartado de Correos 4, Lausanne, que informará.



Swiss Fashion Textile

A new « Swiss Fashion Textile » collection was presented in Zurich on February 27th and 28th during a series of fashion parades. This collection, presented under the patronage of the Swiss Office for the Development of Trade, consists exclusively of spring and summer fashions. As in the case of its predecessors, this collection is the outcome of close cooperation between Swiss textile manufacturers and couturiers. It includes over 90 models, all created with the latest novelties produced by the Swiss textile industry and is composed of five distinct groups: Sport, Week-end, Afternoon, Dinner and Evening Wear and Bridal Gowns.

A few of the models are illustrated in the following photographs taken before the event. We shall deal more fully with this fine collection in our next number, and select the most interesting details for our readers' information.

Photos Tenca and Guggenbuhl.



A Jubilee

The firm Bertschinger & Co. Ltd., Wohlen, manufacturers of fancy braids for Ladies Hats, founded 1895, celebrates this year their 50th anniversary. During this long period of years the said firm

has created a great number of nice and interesting novelties and their rich assorted sample collections have always been taken up favourably by their customers.

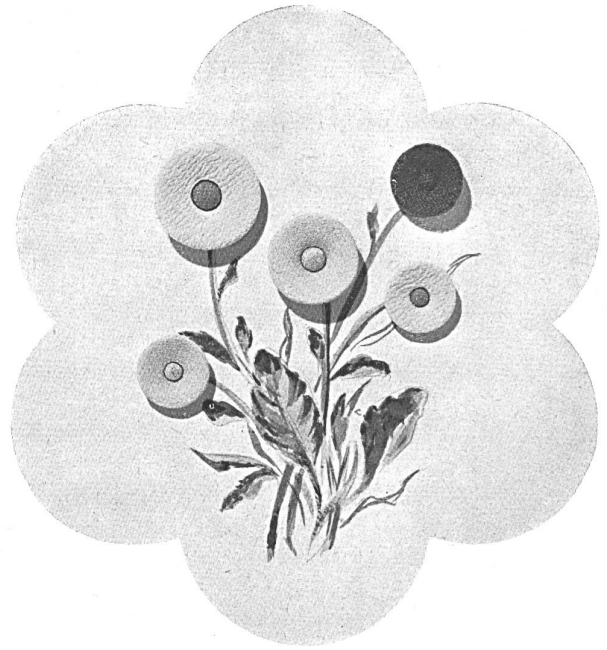
The fabric reproduced on the cover of the present number is presented by Heer & Co. Ltd., Thalwil

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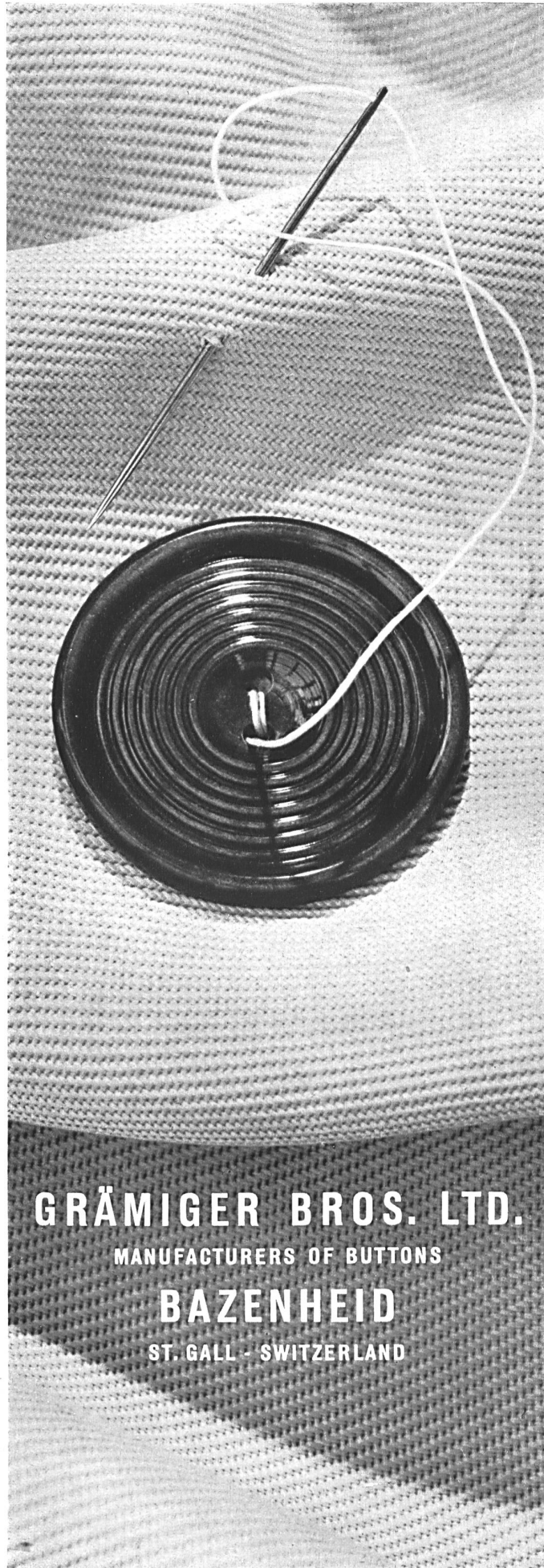
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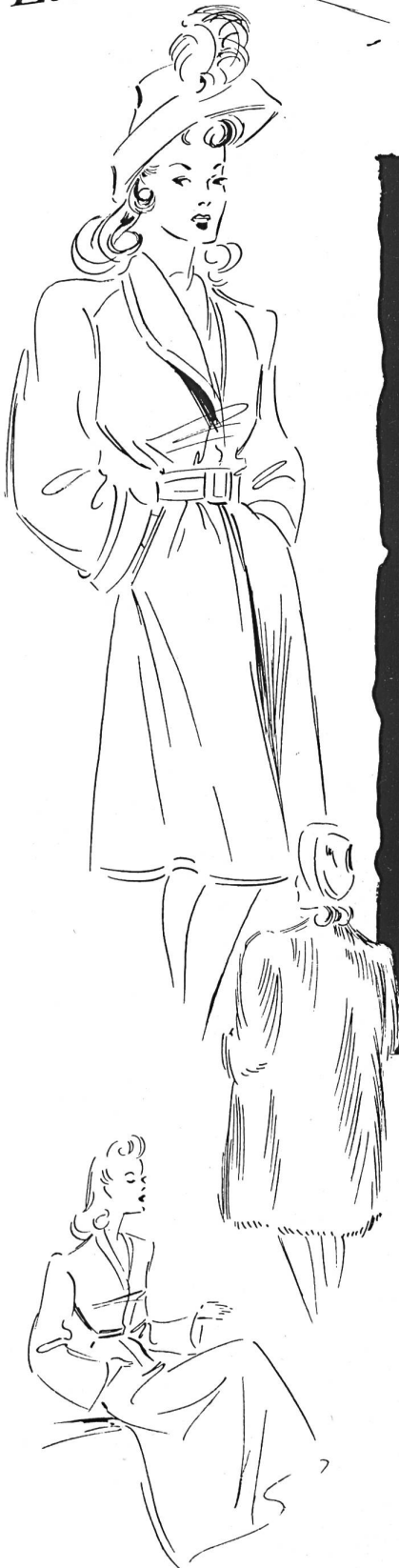
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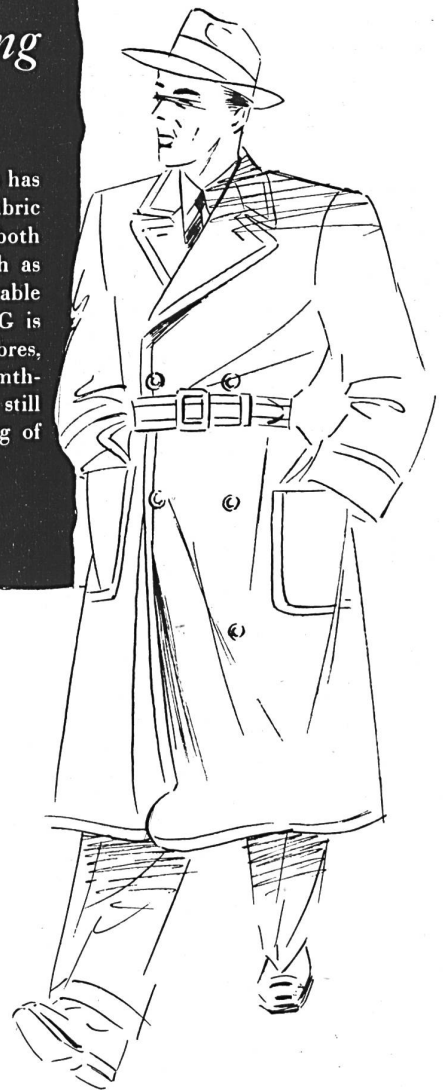
When the bitter North-Easter chills you to the very bone, both outdoor and indoor garments can never be too cosy. And yet, thick woollen fabrics and furs are often too cumbersome for real comfort. That is why furriers, tailors and outfitters like to use warm, light-weight linings, to the choice of which they give much care, for only the best can ensure good results.

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Write for samples and offers to:



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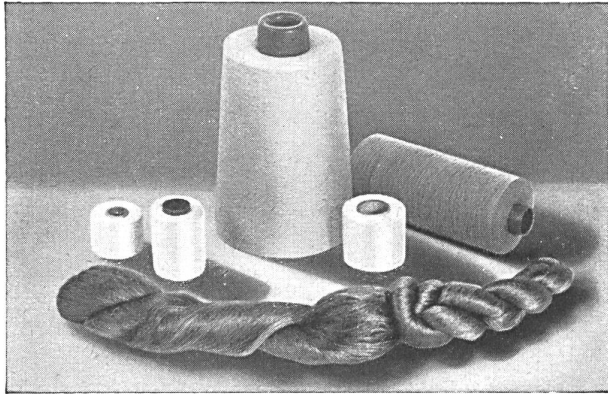
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Zwicky & Co. - Wallisellen-Zürich

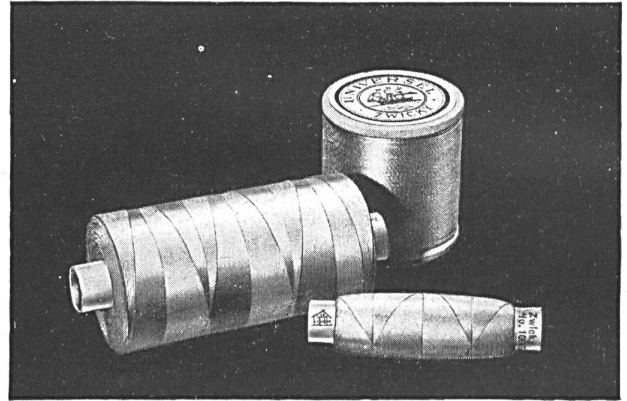
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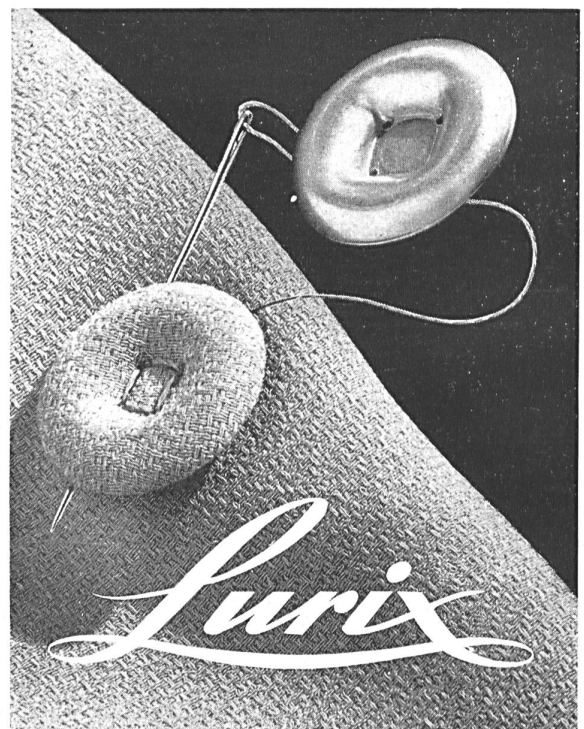
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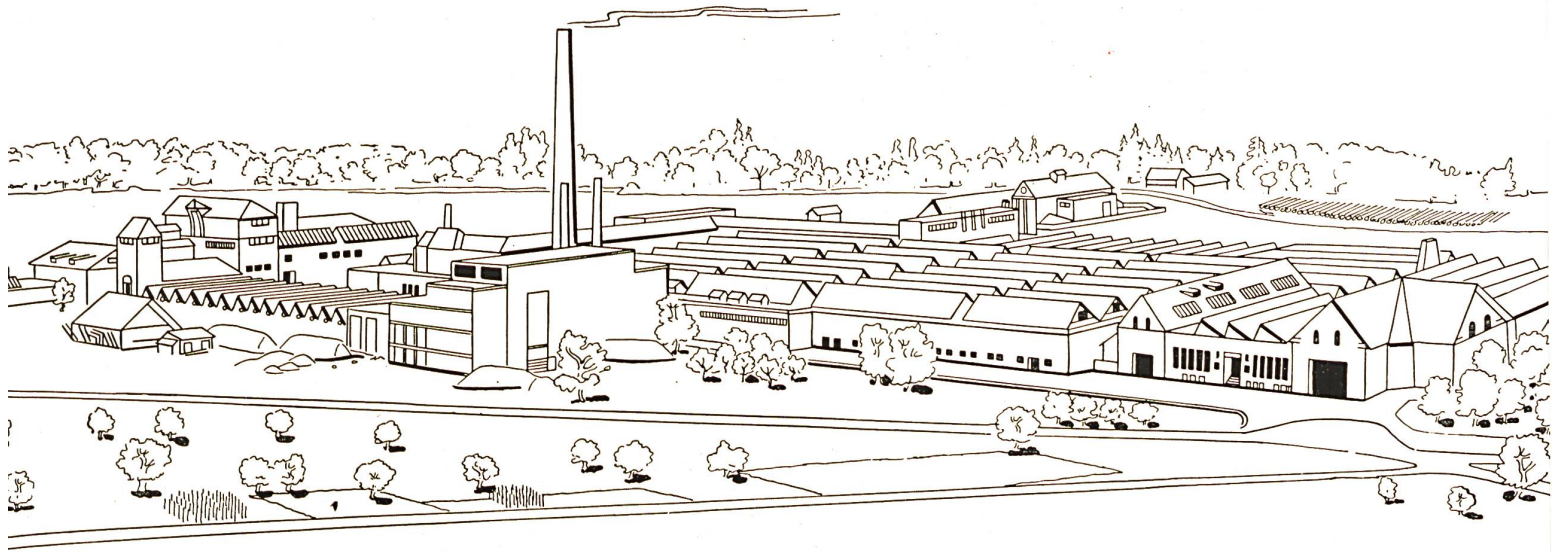
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Without colour our fabrics and fashions, our homes and gardens – yes! even life itself – would be dull and drab, for colours make clothing more cheerful, women more beautiful, life more enjoyable.

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It was more difficult for our forefathers. By dint of hard work they could produce a dull red from mad-

der, a blackish blue from indigo. Even the royal purple, which was prepared from shellfish, and which inspired the ancient bards with its apparent beauty, was actually only a dull violet, on which the woman of to-day would not waste a second glance.

But one day artificial colour came into being. Chemists, working with their test-tubes and glass flasks and bunsen burners, their retorts and condensers, discovered how dyestuffs could be manufactured from coal-tar. The victorious march of colour had commenced.

Ciba, too, has played her part in this development. Hundreds of dyestuffs of inspiring beauty and admirable quality have been created in her laboratories and manufactured in her plants.

Day and night, drums containing Ciba dyestuffs have left Basle for all the corners of the globe. When Joan Doe admires the radiant orange of her new shawl, when Ying-Tschun is made happy by the delicate hues of her robe, when men and women all over the world bring sunshine into their homes by means of colourful carpets, lovely draperies, and cheerful upholstery – how much in the way of thanks do they owe to the work of Ciba chemists!

Let us show you in subsequent advertisements in this series how modern dyestuffs come into being.

CIBA

Society of Chemical Industry in Basle