

Objektyp: **Advertising**

Zeitschrift: **Swiss textiles [English edition]**

Band (Jahr): - **(1945)**

Heft 2

PDF erstellt am: **22.07.2024**

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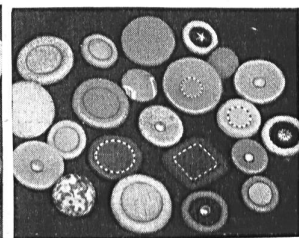
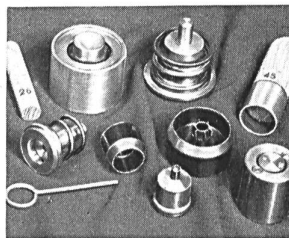
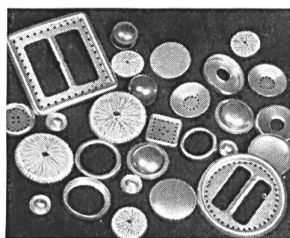
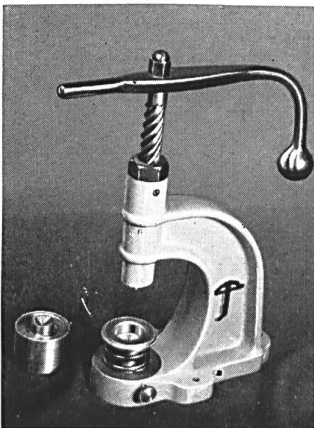
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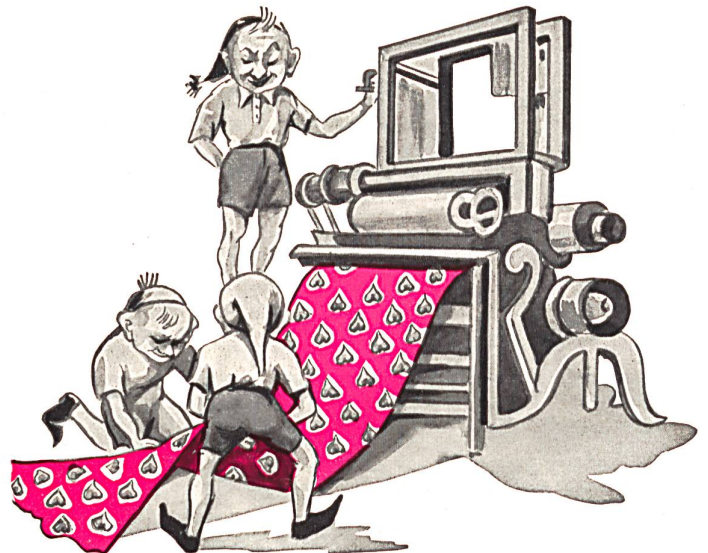
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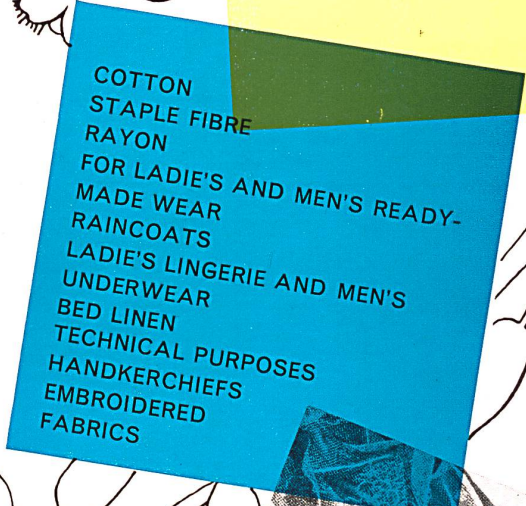
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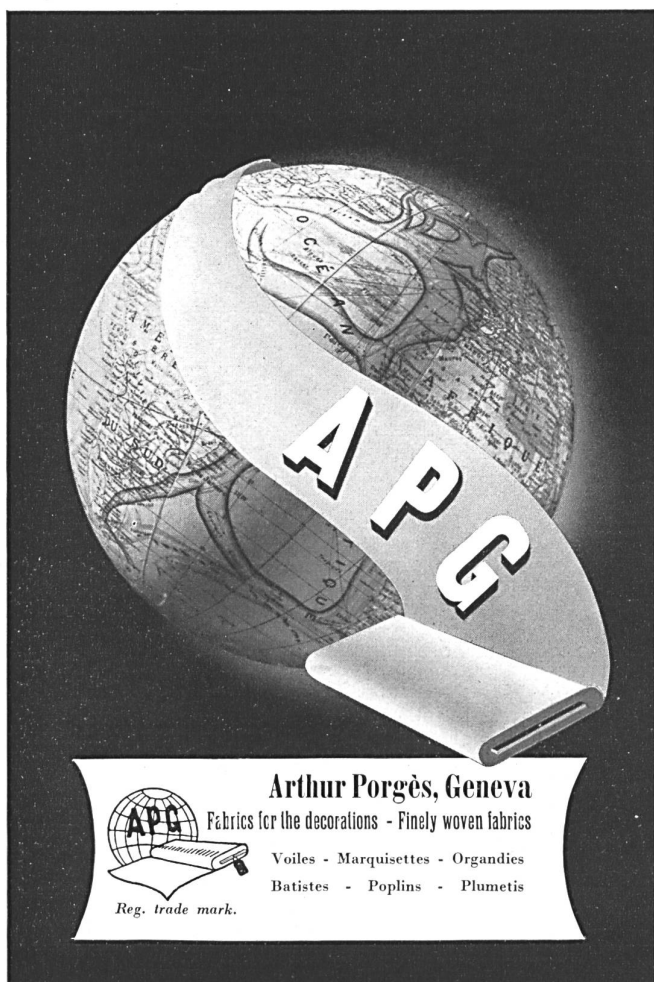
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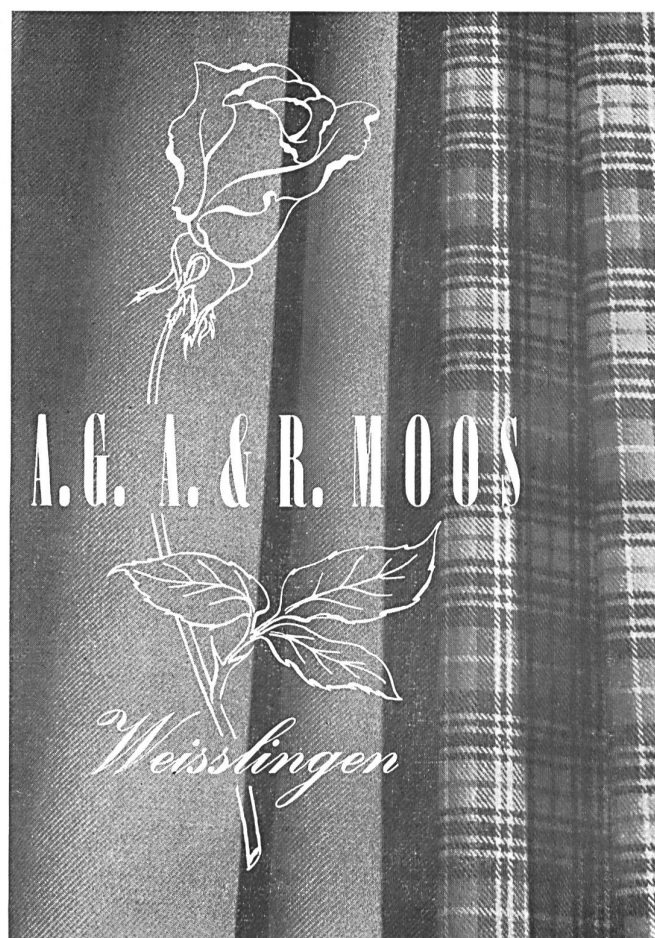
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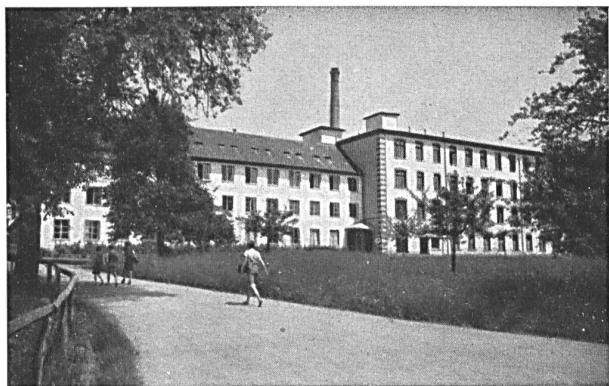
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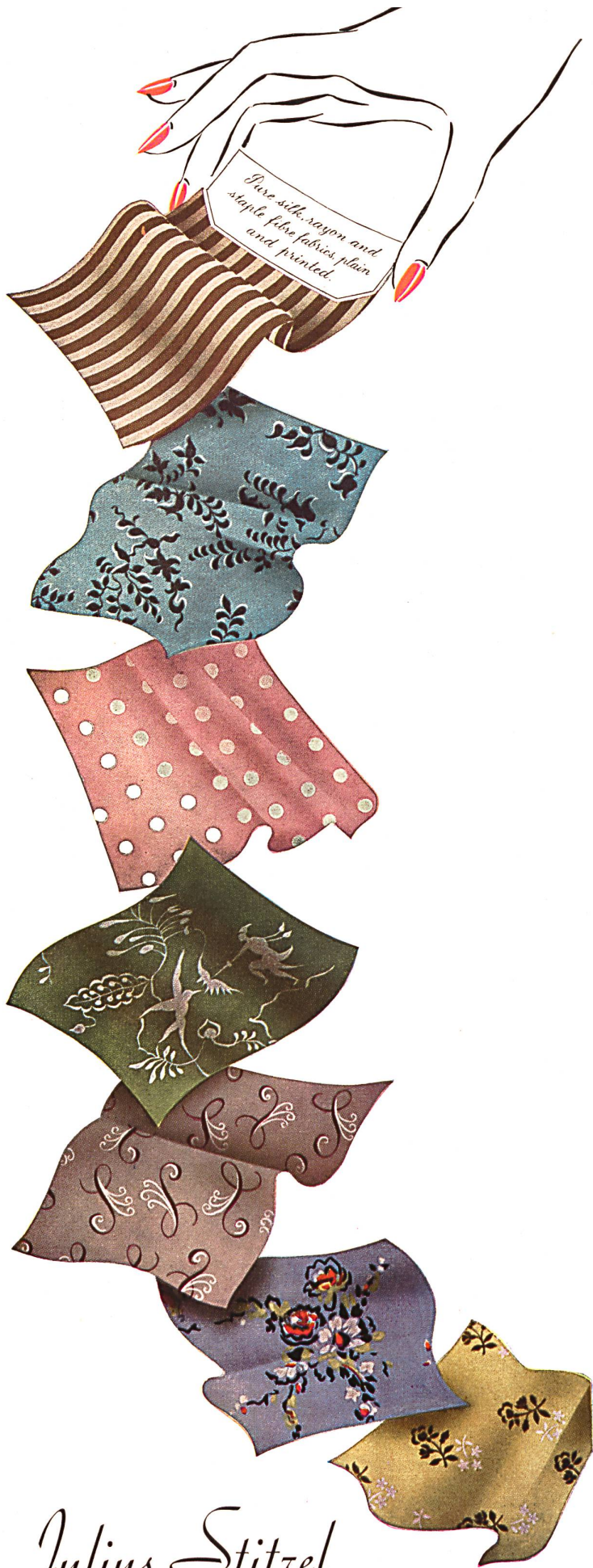
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Contents

	Pages		Pages
Index of advertisers	96 a	Ready-made clothing	56-59
Swiss Fashion Textiles	1-21	Accessories	60
Swiss Costumes	35-37	Knitwear	61-65
A modern industry: Textile Finishing	38-40	Wohlen Braidings	66-73
Embroideries, Laces, Handkerchiefs	41-55	Fabrics of to-day	74-86

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		FILES — YARNS — HILOS	
Grämiger Frères S.A., Bazenheid	119	Bäumlin, Ernst & Cie, St-Gall	97
Kaspar Humbel, Utikon a. See	88	E. Mettler-Muller S.A., Rorschach	116
Rix S. A., Zurich	97	Société industrielle pour la Schappe, Bâle	34
		Zwicky & Cie, Wallisellen	117
BRODERIES ET DENTELLES — EMBROIDERIES AND LACES — BORDADOS Y ENCAJES		FILS, RUBANS ET TISSUS ÉLASTIQUES — ELASTIC YARNS, RIBBONS AND FABRICS — HILOS, CINTAS Y TEJIDOS ELASTICOS	
Bischoff & Muller S.A., St-Gall	20	Oscar Haag, Kusunacht-Zurich	57, 114
Eisenhut & Cie, Gais	45, 96	FILS A COUDRE — SEWING THREADS — HILOS DE COSER	
Forster Willi & Cie, St-Gall	5, 14, 15, 41	E. Mettler-Muller S.A., Rorschach	116
Albert Geser S.A., St-Gall	47	Zwicky & Cie, Wallisellen	117
H. W. Giger S.A., Flawil	8	FILS A TRICOTER — HAND KNITTING YARNS — HILADOS PARA OBRAS DE PUNTO	
Robert Halter S.A., St-Gall	101	Striga S.A., Bâle	62, 114
Theodor Locher, St-Gall	45, 101	MONTRES — WATCHES — RELOJES	
P. Messmer & Cie, St-Gall	100	Manufacture des Montres Doxa, Le Locle	60, 120
E. Mettler-Muller S.A., Rorschach	51, 104	MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS	
Jul. Michel & Cie, Zurich	46	Baerlocher & Cie, Rheineck	89
A. Naef & Cie, Flawil	15, 20, 42, 43, 101	Christian Fischbacher Co., St-Gall	50, 91
Palma & Cie, Zurich	32	Albert Geser S.A., St-Gall	47
Reichenbach & Cie, St-Gall	19, 20, 93	Charles Gorini, St-Gall	33
Jacob Rohner S.A., Rebstein	48, 49	Joseph Heeb S.A., Appenzell	52, 100
Sailer & Schönsleben, St-Gall	50, 97	Hirzel & Cie S.A., Zurich	88
Walter Schrank & Cie, St-Gall	14, 15, 44	Kleinberger & Cie, St-Gall	104
Walter Stark, St-Gall	18, 21	J. Kreier-Baenziger's Erben, St-Gall	94
Ed. Sturzenegger S.A., St-Gall	52, 94	P. Messmer & Cie, St-Gall	100
S.A. ci-devant Tobler frères & Cie, Teufen	104	Oertle & Cie, Teufen	100
Union S.A., St-Gall	1, 14, 21, 100	Jacob Rohner S.A., Rebstein	48, 49
COLORANTS — DYESTUFFS — COLORANTES		Sailer & Schönsleben, St-Gall	50, 97
Ciba, Société Anonyme, Bâle	Couverture IV	Gottfried Schaerer, Zurich	29
CONFECTION — READY-MADE CLOTHES — CONFECCIÓN CHEMISES — SHIRTS — CAMISAS		Stoffel & Cie, St-Gall	31
Arthur Guex S.A., Zurich	57, 116	Ed. Sturzenegger S.A., St-Gall	52, 94
Franz Heusser, Zurich	56, 111	S.A. ci-devant Tobler Frères & Cie, Teufen	104
Kleinberger & Cie, St-Gall	104	Union S.A., St-Gall	100
E. Kneubuhler, Zofingue	110	OUATE ET OUATINE — WADDING AND COTTON-WOOL LINING — UATA Y UATINA	
F. Kurt S.A., Olten	57, 116	Edouard Grossmann-Appert, Thalwil	118
S.A. Gust. Metzger, Bâle	105	RUBANS — RIBBONS — CINTAS	
Respolco S.A., Zurich	111	Bally Frères S.A., Schönenwerd	99
Otto Rohrer, Romanshorn	56, 105	De Bary & Cie S.A., Bâle	98
Alfred Rosenstiel, Zurich	116	Enderle S.A., Zurich	92
Karl Ruckstuhl, Zurich	58, 59	W. Sarasin & Cie S.A., Bâle	99
Sanco S.A., Zurich	105	Senn & Cie S.A., Bâle	98
Société des Ateliers Modernes S.A., Lausanne	111	Vischer & Cie, Bâle	20, 98
Yvel S.A., Zurich	112	TISSUS DE COTON, LAINE, SOIE, RAYONNE ET FIBRANNE — COTTON, WOOL, SILK, RAYON AND STAPLE-FIBRE FABRICS TEJIDOS DE ALGODÓN, LANA, SEDA, RAYÓN Y FIBRANA	
CRAVATES — NECKTIES — CORBATAS		L. Abraham & Cie Soieries S.A., Zurich	9, 30, 81
Ametco S.A., Zurich	120	Albrecht & Morgen, St-Gall	29
S. Kirschner, Zurich	86, 110	Ametco S.A., Zurich	120
E. Vonwiller, Zurich	110	Appenzeller-Herzog & Cie, Staefa-Zurich	93
A. & H. Zivi S.A., Genève	86, 93	Weberei Azmoos, Azmoos	85
ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ECHARPES		Jacob Baenziger S.A., St-Gall	30
Ametco S.A., Zurich	120	Baerlocher & Cie, Rheineck	84, 89
F. Blumer & Cie, Schwanden	3, 26, 53	Baumann-Grütter Söhne, Langenthal	84, 103
Filtex S.A., St-Gall	96	S. J. Bloch Fils & Cie S.A., Zurich	14, 88
J. Kreier-Baenziger's Erben, St-Gall	52, 94	Bosshard-Buhler & Cie S.A., Wetzikon	23
Siber & Wehrli S.A., Zurich	25	Rudolf Brauchbar & Cie, Zurich	11
Stoffel & Cie, St-Gall	31, 54	Burgauer & Cie S.A., St-Gall	31
Vischer & Cie, Bâle	98	Emar S.A., Zurich	9, 11, 80, 87
Tissages de Soieries Wila S.A., Zurich	90	Enderle S.A., Zurich	92
Winzeler, Ott & Cie S.A., Weinfelden	55	FIBRANNE ET RAYONNE — STAPLE-FIBRE AND RAYON — FIBRANA Y RAYÓN	
A. & H. Zivi S.A., Genève	93	Feldmühle S.A., Rorschach	Couverture II
FIBRANNE ET RAYONNE — STAPLE-FIBRE AND RAYON — FIBRANA Y RAYÓN		Société de la Viscose Suisse S.A., Emmenbrucke	Couverture III

	Pages		Pages
Les Fils de Adolf Fenner, Zurich	88	Strub & Cie, Zurich	4, 33
Filatures réunies de laine peignée de Schaffhouse et Derendingen, Derendingen	5	S.A. Stunzi fils, Horgen	8, 102
Filtex S.A., St-Gall	76, 96	Taco S.A., Zurich	10, 16, 89
Christian Fischbacher Co., St-Gall	50, 91	Wagner & Cie, Gelterkinden	30
J. & A. Gardiol, Genève	83	Weberei Wallenstadt A.-G., Wallenstadt	106
Gessner & Cie S.A., Wädenswil	24	Weisbrod-Zürcher Söhne, Hausen a. A.	15, 78, 95
Filature & Tissage Glattfelden, Glattfelden	33	Tissage de Soieries Wila S.A., Zurich	90
Charles Gorini, St-Gall	33	Winzeler, Ott & Cie S.A., Weinfelden	55
Grieder & Cie, Zurich	95	TEINTURE EN PIÈCES — DYEING WORKS — TINTE EN PIEZAS	
Berthold Guggenheim, Zurich	78, 91	Société pour teinture en pièces S.A., Bâle	115
H. Gut & Cie S.A., Zurich	77	TRESSÉS DE PAILLE — STRAW BRAIDS — TRENZAS DE PAJA	
Hugo Gutmann, Zurich	92	Association argovienne des fabricants de tresses de paille, Wohlen	66, 67
Haas & Cie, Zurich	81, 95	M. Bruggisser & Cie S.A., Wohlen	4, 6, 68, 69
Hausamann & Cie, Winterthour	74, 99	Dreifuss Frères S.A., Wohlen	6, 10, 14, 72
Heer & Cie S.A., Thalwil	18, 27	Jacques Isler & Cie S.A., Wohlen	70
Hirzel & Cie S.A., Zurich	88	Otto Steinmann & Cie S.A., Wohlen	5, 11, 71, 73
A. Huber & Cie, Gossau	103	TRICOTS ET JERSEYS — KNITWEAR AND JERSEYS — PRENDAS DE PUNTO Y JERSEYS	
Max Kirchheimer, Zurich	91	S.A. ci-devant W. Achtnich & Cie, Winterthour	62, 64, 108
J. Kreier-Baenziger's Erben, St-Gallen	94	Ametco S.A., Zurich	120
Tissage de Toile de Langenthal S.A., Langenthal	5, 8	Hochuli & Cie, Safenwil	63, 112
H. Leemann & Cie S.A., Zurich	31	H. Kiene, Kreuzlingen	62, 112
Mettler & Cie S.A., St-Gall	4, 19, 82, 89	Walter Kundt, Elgg	63, 114
S.A. A. & R. Moos, Weisslingen	84, 92	Lion & Cie, Kreuzlingen	109
R. Muller & Cie S.A., Seon	107	Manufactures de Bas Réunies S.A., Flawil-St-Gall	117
Fabrique de soieries ci-devant Edwin Naef S.A., Zurich	9, 15, 26	G. Muller-Renner S.A., Kreuzlingen	64, 113
Tissages de Soieries ci-devant Näf Frères S.A., Zurich	7, 8, 19, 22, 79	A. Naegeli S.A., Berlingen et Winterthour	63, 109
Ostertag, Hausamann & Cie, Zurich	87	G. Rohner, Urnäsch	108
Palma & Cie, Zurich	32	Ruegger & Cie, Zofingue	64, 108
Arthur Porgès, Genève	80, 92	Ruepp & Cie S.A., Sarmentorf	61
Reichenbach & Cie, St-Gall	6, 75, 93	Ryff & Cie S.A., Berne	65, 113
Tissage de Laine Ruti S.A., Ruti (Glaris)	2, 3	Swiss Knitting Co., Zollikofen-Berne	62, 112
Tissage mécanique de Soieries Ruti, Zurich	78, 87	Th. Tuchschild, Amriswil	109
Gottfried Schaerer, Zurich	29	Yvel S.A., Zurich	112
Paul Schafheitle & Cie, Zurich	75, 90	TULLE — NET — TUL	
Schlegel & Cie, Bâle	90	Société Suisse de l'Industrie Tullière S.A., Munchwilen	21
Wm. Schröder & Cie S.A., Zurich	82, 96	VOILETTES — VEILS — VELOS	
E. Schubiger & Cie S.A., Uznach	15, 21	Paul Dubler & Cie, Wohlen	60, 120
Robt Schwarzenbach & Cie, Thalwil	11, 17, 32		
Schwob & Cie S.A., Berne	89		
Siber & Wehrli S.A., Zurich	5, 25		
Tissage Sirnach, Sirnach	82, 103		
Stehli & Cie, Zurich	8, 14, 28		
Julius Stitzel, Zurich	76, 94		
Stoffel & Cie, St-Gall	11, 31, 54		

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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. The film « Modern magic » gives a survey of the dressing and finishing of textiles in an important factory. Ask for booking conditions.

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The swiss industries fair, Basle

Eve's Point of View

The textile section of the Swiss Industries Fair this year was a pleasant sight to see as one entered the great hall dedicated to this industry. The visitor was captivated by the fresh, gay atmosphere which all those who had a hand in conceiving and realizing the arrangement of the stands managed so delightfully to create.

A good many exhibitors did not merely present finished articles, but showed also whole manufacturing processes and the crowds, drawn by these interesting features, lingered long in front of looms and textile printing machines.

This does not mean to say that the hall looked like a factory. Oh, dear no! Far from it! One cannot stress enough how well the essentially feminine character of his industry was expressed. First, by the central pavilion, attracting the gaze as one stood on the threshold of the hall, and which was dedicated to St. Gall specialities. Tastefully presented, the products of various firms grouped in this collective display struck a light and distinctive note. Tullies and nets, organdies, muslins, fluttered there like butterflies. There, aerially dainty, folds of fabric suggested a gown, and the gown, a ball; here, lacy jabots cascaded over silks woven by faery hands, while the gaze followed charming arabesques of braid to realms of fancy. Never before has lace played so important a part in feminine clothing. I have seen gowns expressly created for an application of lace, and bodices resplendent with guipure. For lingerie, of course, lace was particularly in evidence and insertions are all the vogue.

Farther along the hall, in a small showcase, were capricious convolutions of ribbons, symbols of feminine coquetry, presented here for various uses — in knots, puffs and rosettes. Here were also taffetas, gros grain ribbons, satins turned into amusing millinery trimmings, dainty buttonholes for tailor-mades and other fanciful small nothings which add so much to the charm of a pretty woman.

And what should be said of all those handkerchiefs and scarves, except that their incomparable range was a real delight. Manufacturers have taken remarkable care in the printing of these small articles and shown astonishing powers of imagination. Nevertheless, out of this great diversity, two trends were very evident in the matter of designs which

seemed to fall into two distinct classes: those destined for sports, and those for elegant wear.

Mention must also be made of the novelties exhibited by manufacturers of printed fabrics. This year, there seems to be a still greater rivalry between gay, bright colours and sober, pastel tones, the latter made coaxing and attractive by their very paleness. Many fabrics display great splashes of colour. Flowers seem to predominate over geometrical designs, or if not flowers, medleys of leaf and stem motifs. Yet, everywhere, we find a tendency towards curved lines which lend so much grace to even the simplest frock. For pale-hued fabrics, colder tones are the order of the day; these need to be underlined by the gay note of belt, handbag or other accessory. Bayaderes reappeared on the stands of certain manufacturers. These fabrics which, a few years ago, tended towards vulgarity by their heaviness, are today most harmonious, the value of the colours being better equilibrated.

Furnishing fabrics were also well represented at the Basle Fair. There has been a great demand for these materials of late and, from what was to be seen at Basle, it can be justly said that they « make the home ». The displays presented by interior decorators show a marked tendency towards great simplicity, and the value of furniture is stressed more and more by bright-hued fabrics. Here again, flower designs are all the fashion, either in thick bunches or scattered in wide bands over the material, but always giving the appearance of rich profusion.

While on the subject of furnishing fabrics, one should mention the efforts several specialized firms have made in the creation of substitute materials. Some are really remarkable imitations, ranging from crisp chintz to leather. Craftsmen were to be seen at the Fair weaving carpets from strips of coloured rags which, some years ago, one would have tossed into the rag-bag as useless; today, tastefully woven, they prove delightfully effective, as one could judge from the finished articles shown at the Fair.

All this goes to prove that, in the world of textiles, the inventive spirit of executives and manufacturers, has succeeded in providing us with all the commodities we require.

Catherine.

Sample-card of colours (Winter 1945-46)

Twice yearly, the Piece Dyeing Works Ltd., Basle and Messrs. Dyeing, Printing & Finishing Co., Clavel & Lindenmeyer Ltd., Basle, publish a sample-card showing the colours in vogue for the current season. The card is of convenient size and extremely well presented. The improvement in international com-

munications has made it possible to renew old contacts with international fashion centres and this encouraging fact is apparent in the new, harmoniously composed colour-card, which can be obtained for the price of Sw. frs. 15.—.

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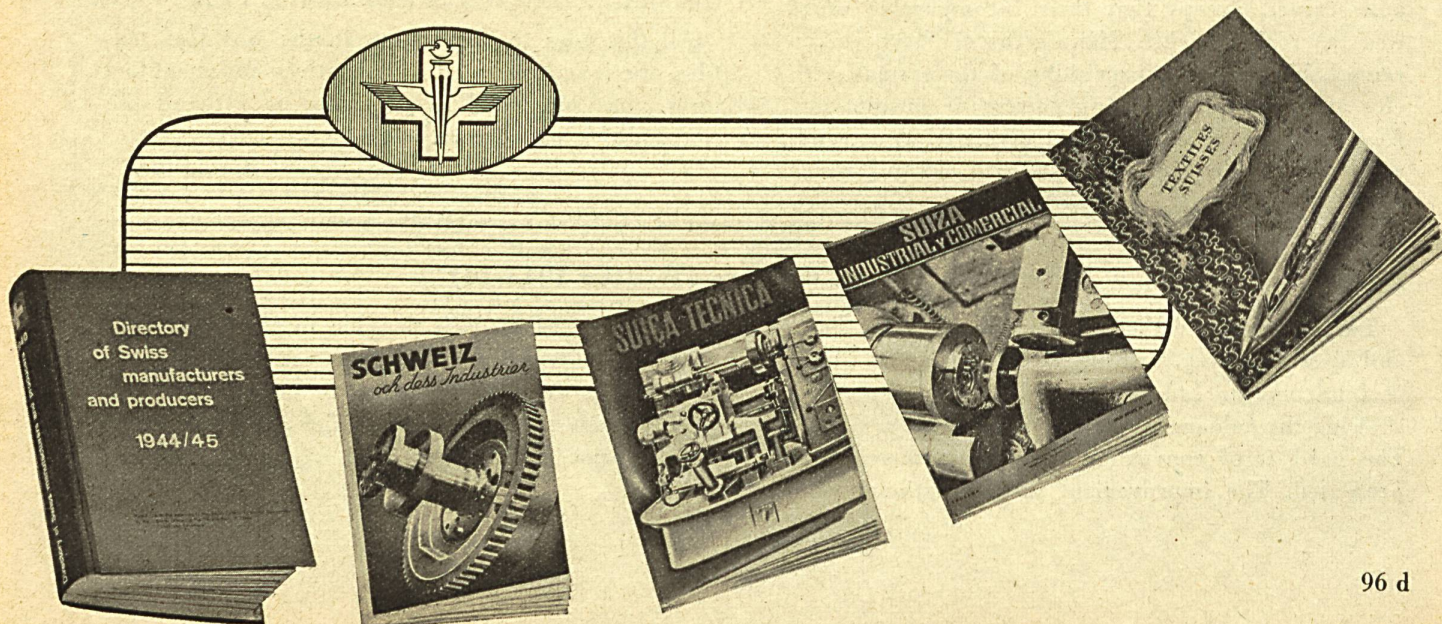
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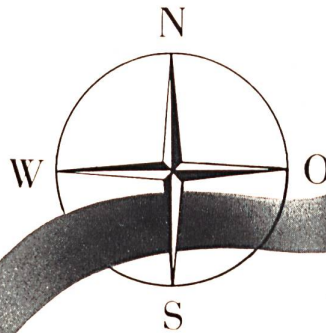


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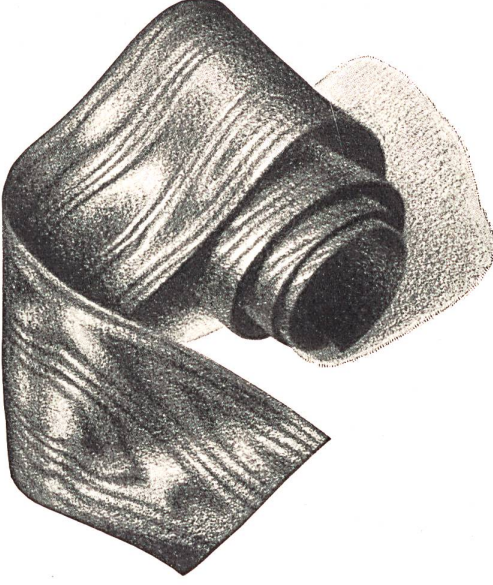
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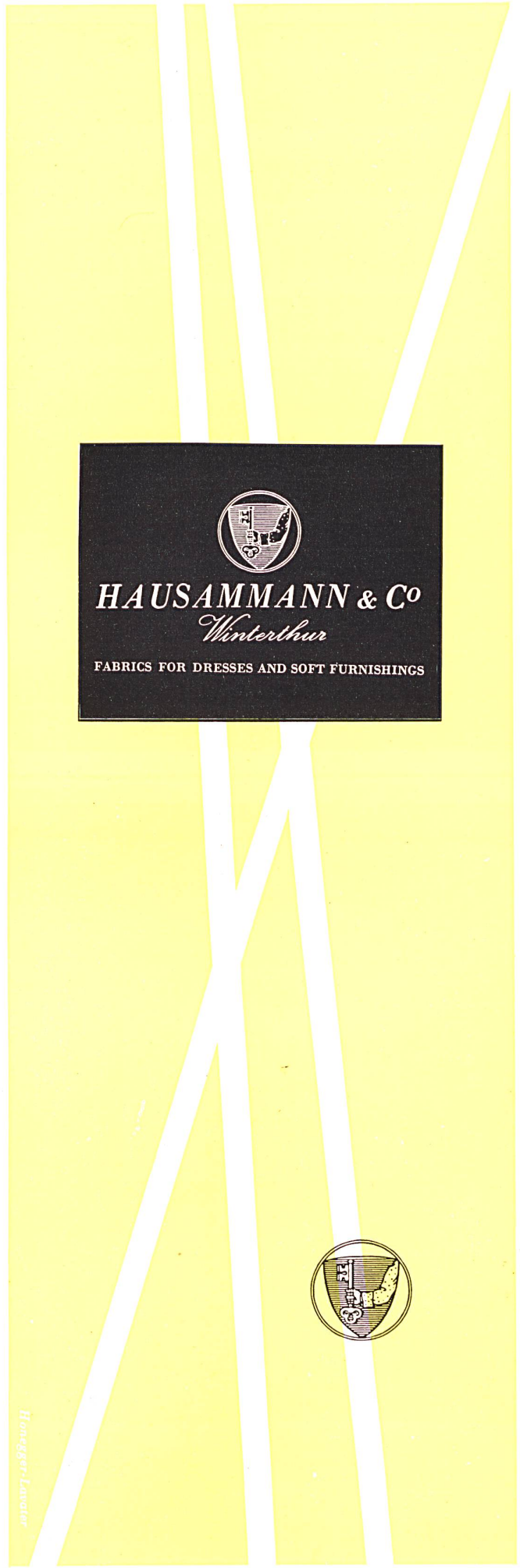
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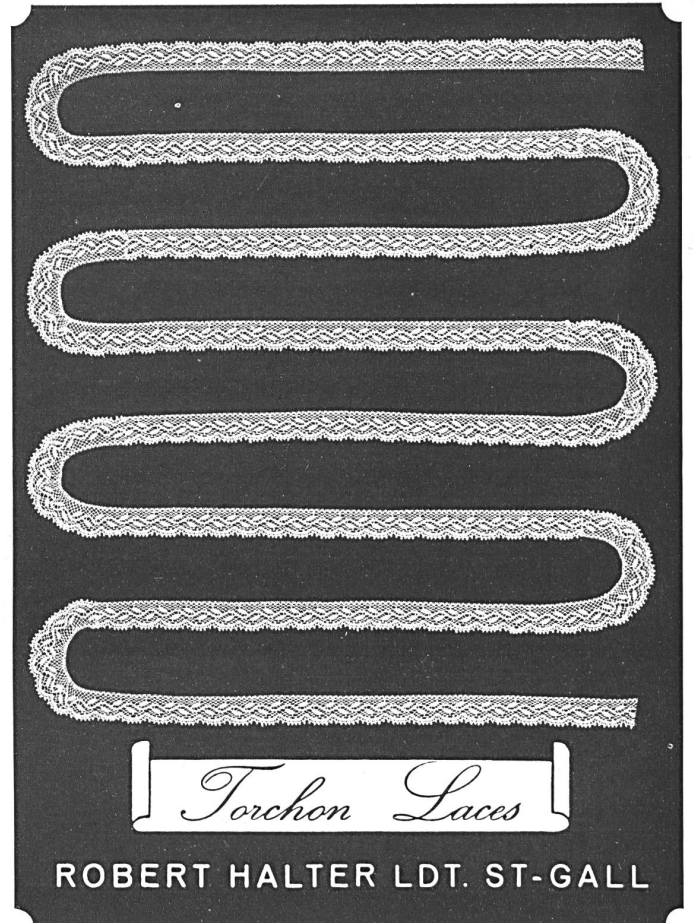
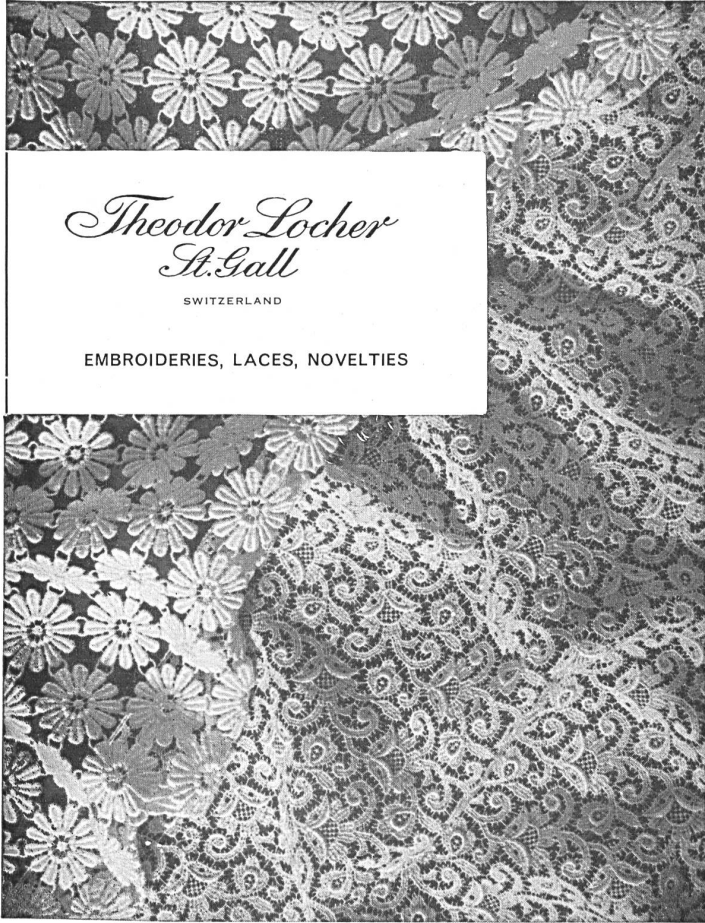
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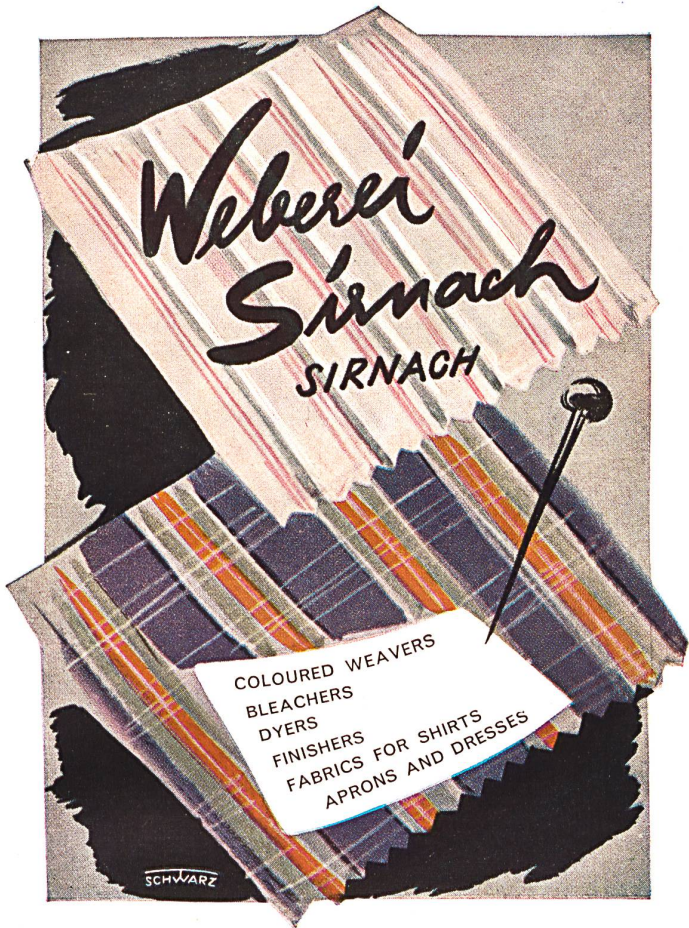
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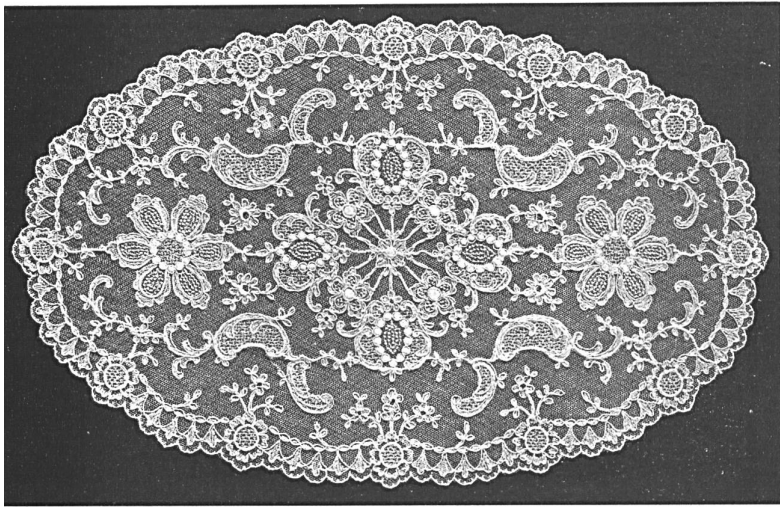


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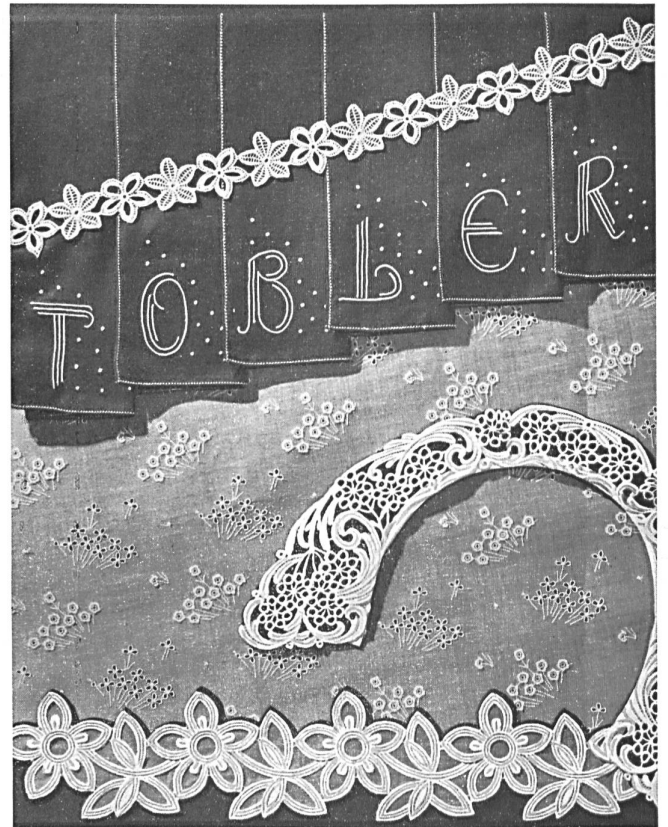
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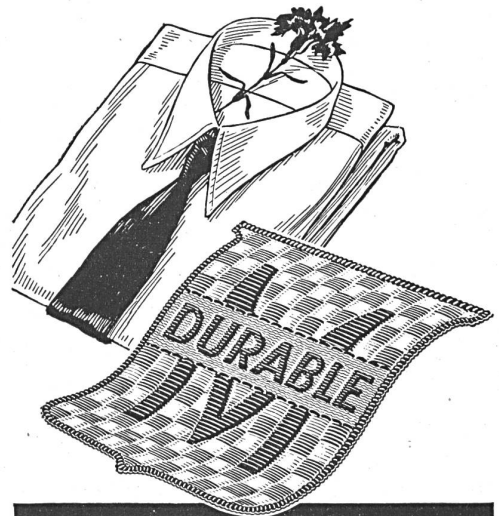
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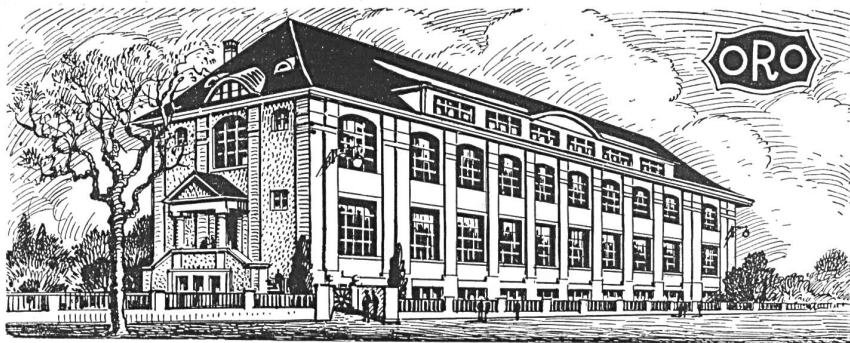
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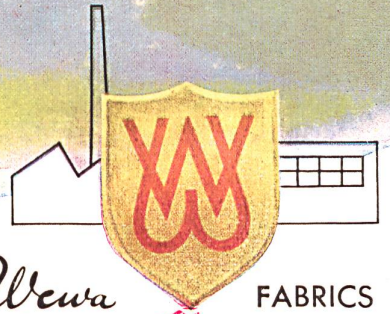
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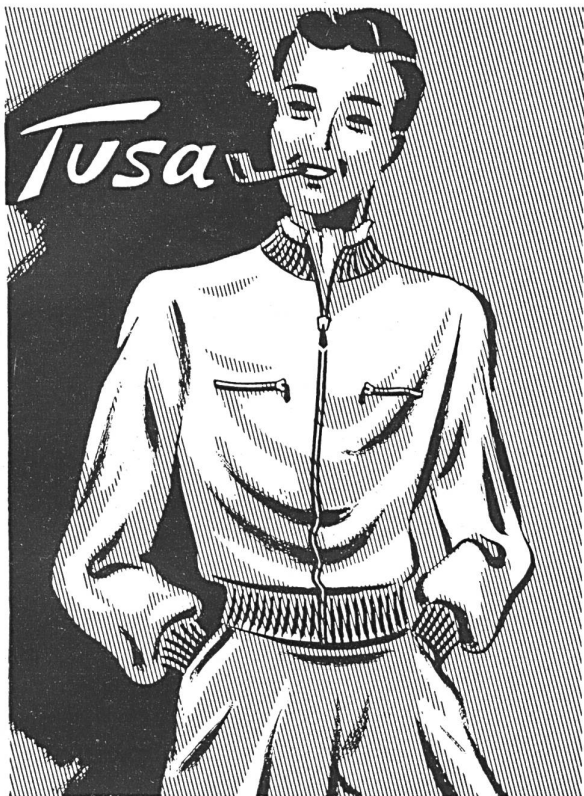
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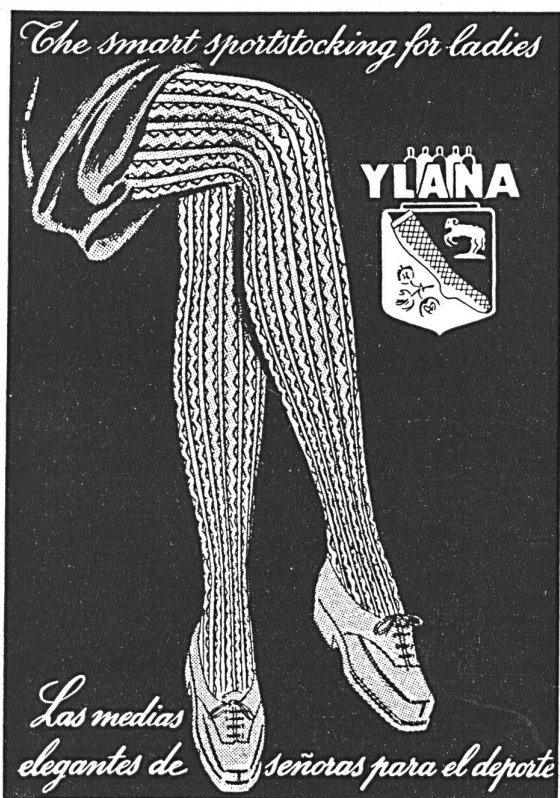
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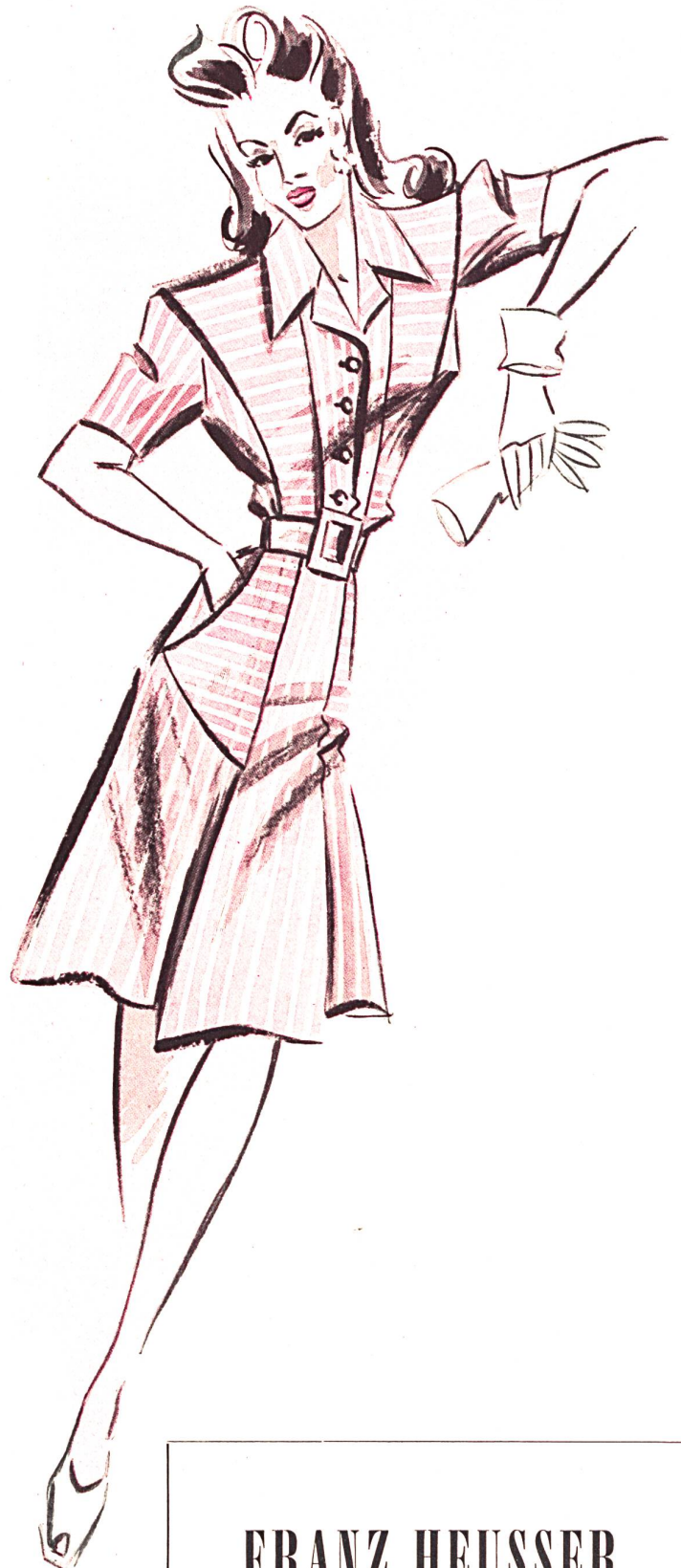
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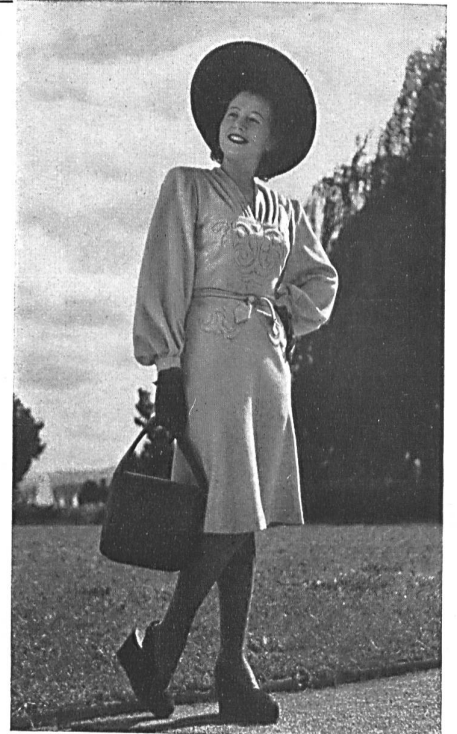


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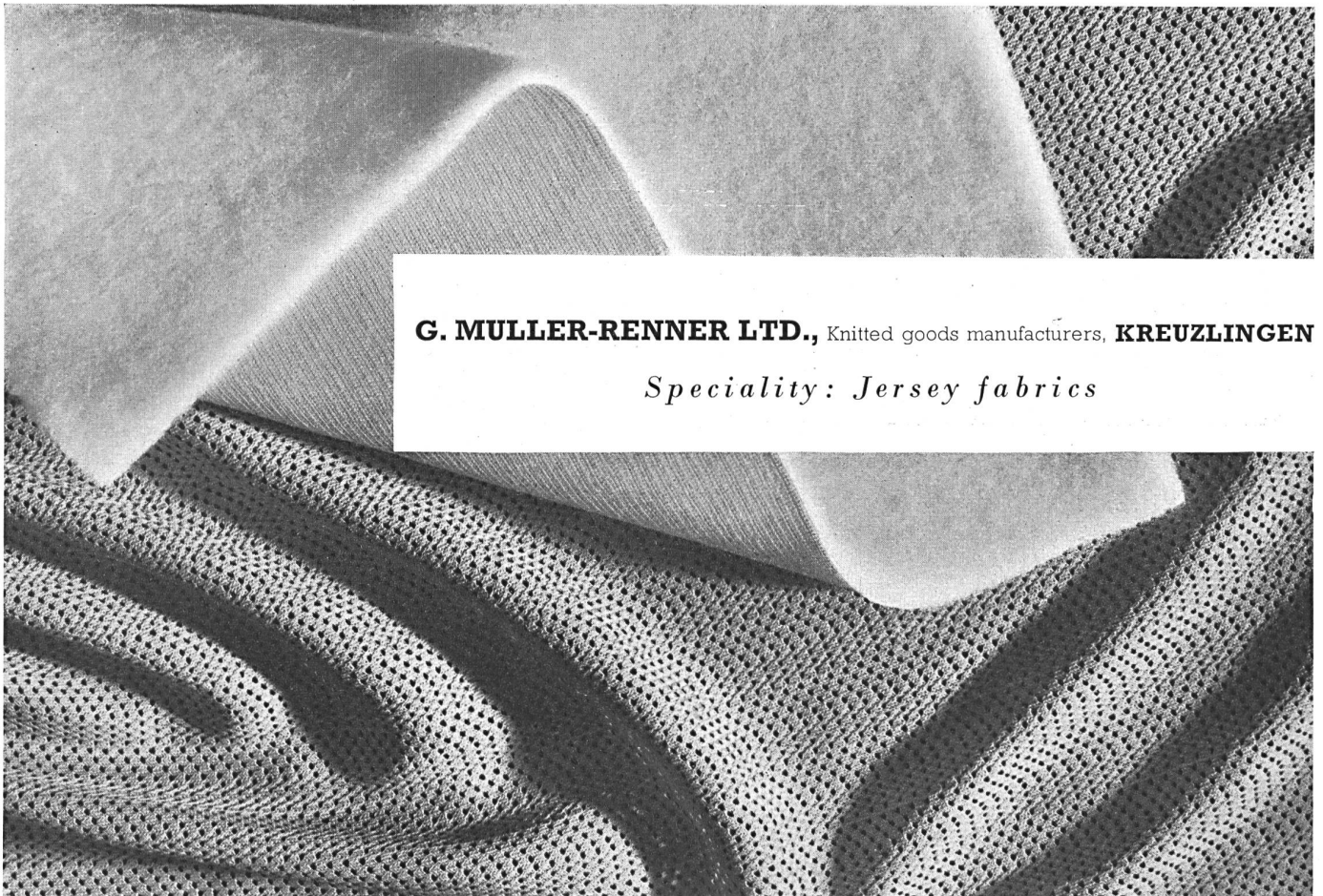


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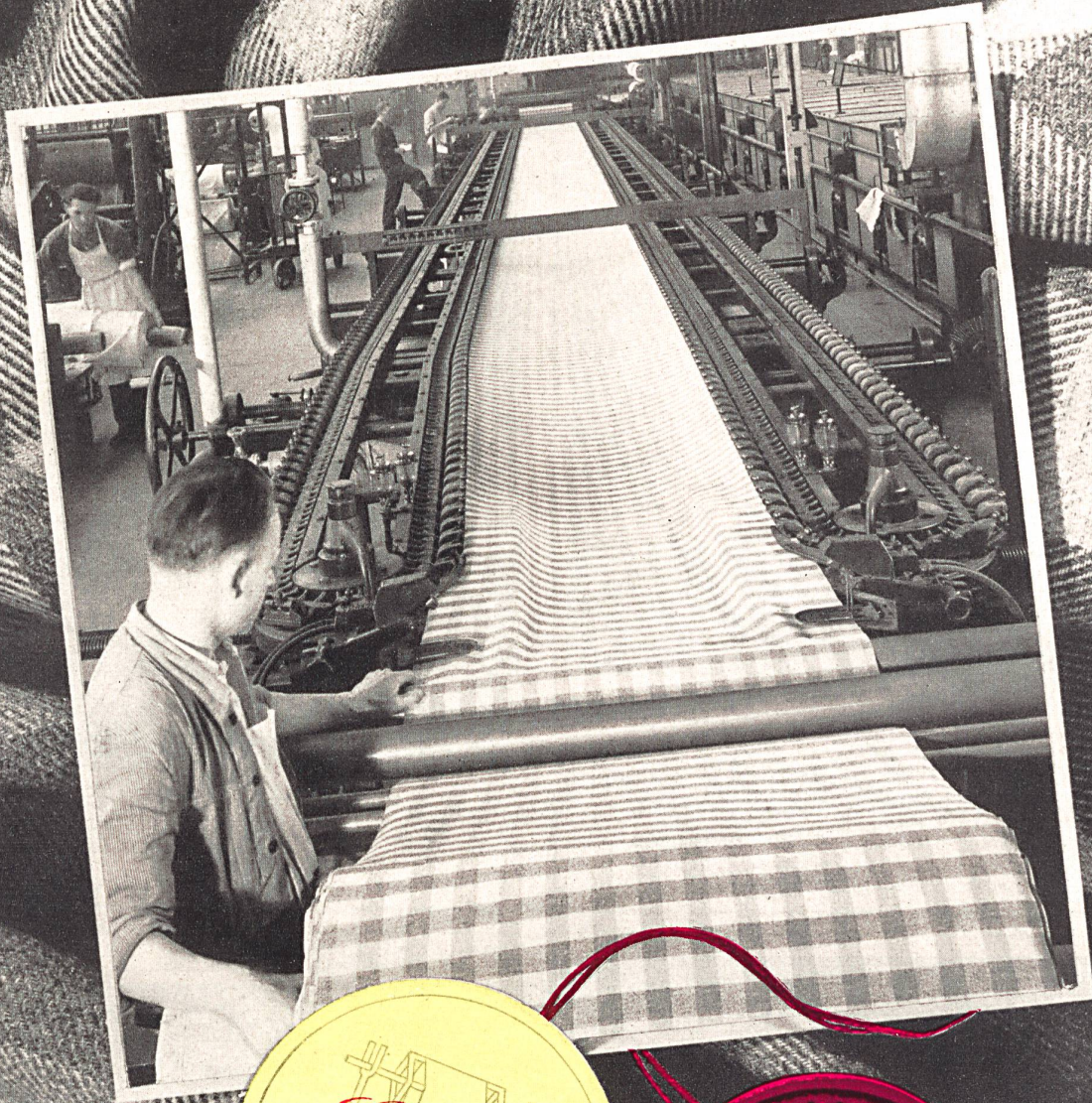
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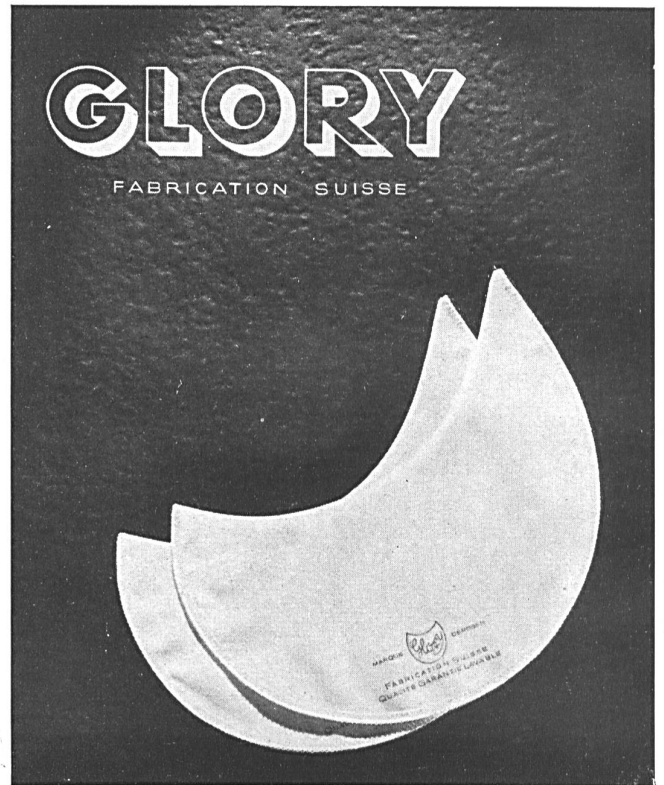
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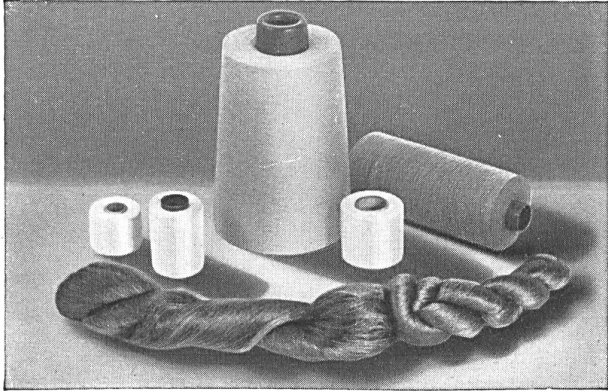
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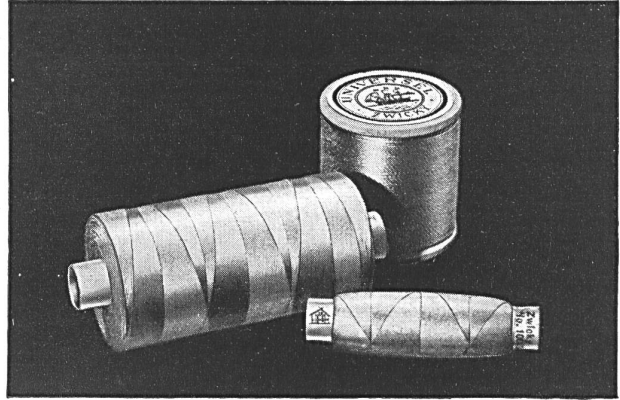
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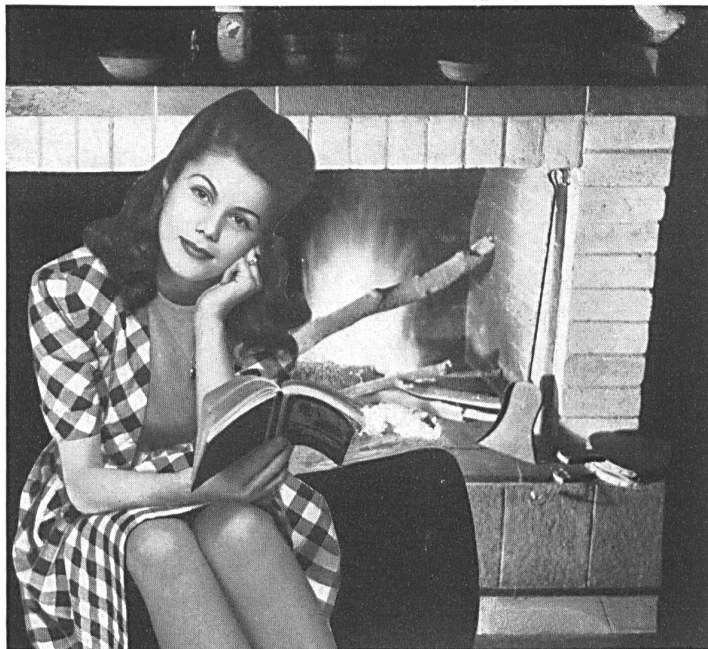
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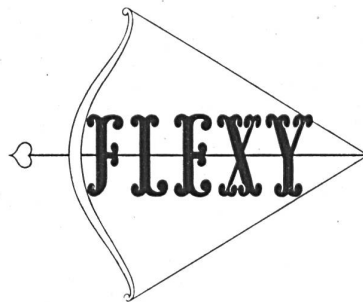
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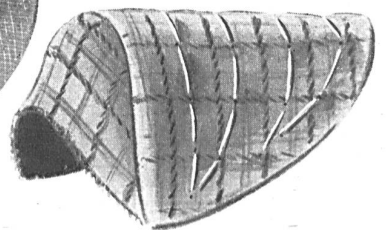
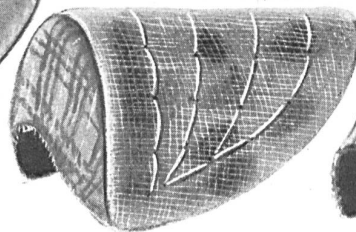
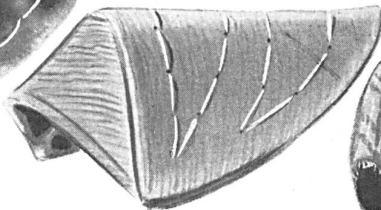
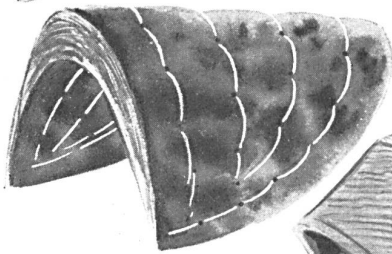
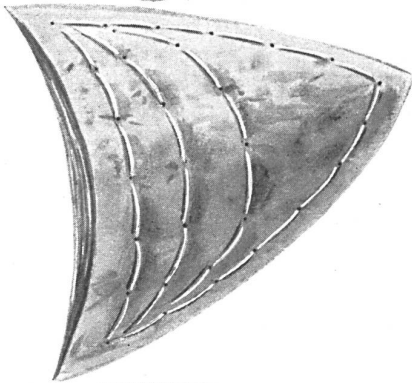
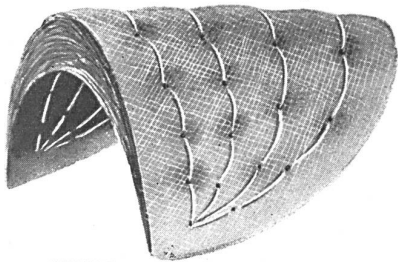
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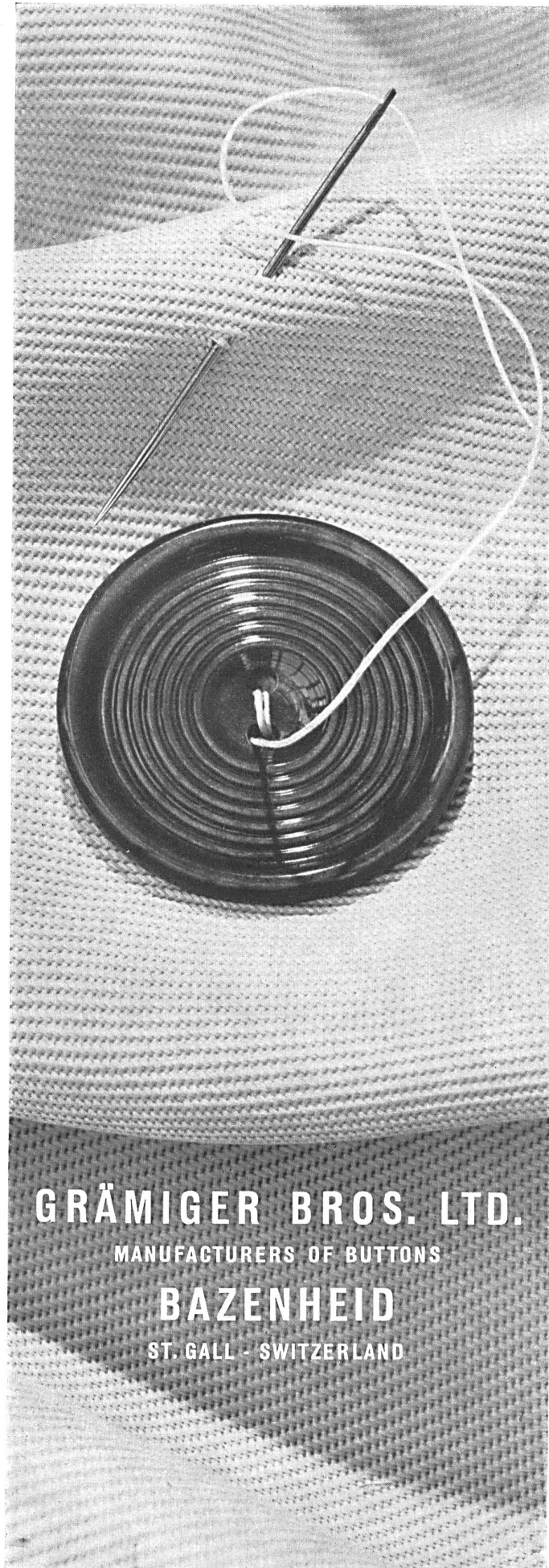
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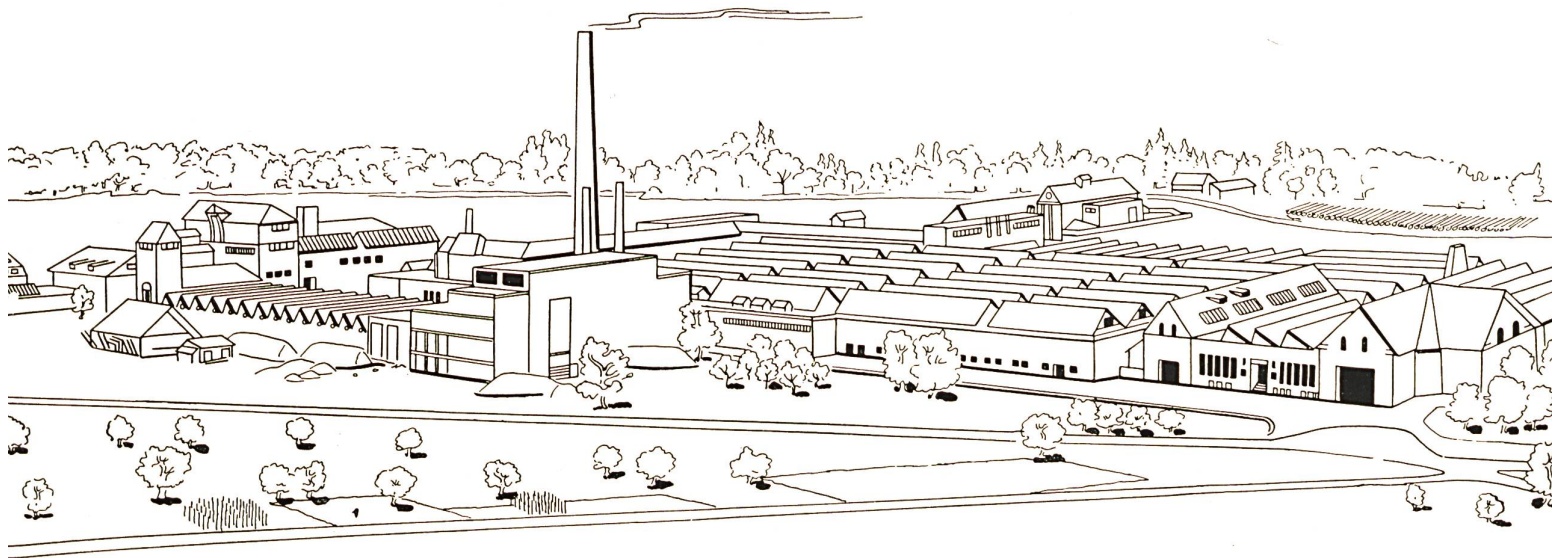
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