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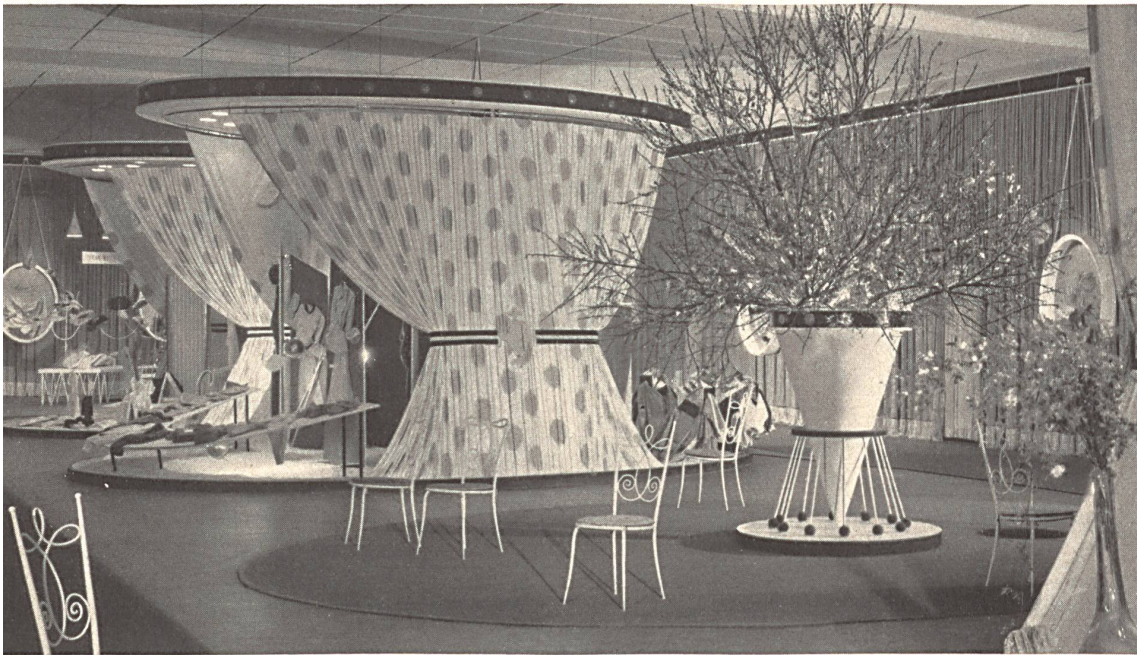
c r é a t i o n



Swiss Industries Fair Basle 1951

A striking feature of the Swiss Industries Fair is the uniform manner in which the development of the display of Swiss textiles has increased since 1941. In the longer period covering the first 25 years of the Fair, the average number of exhibitors in the textile industry was 113. From 1942 the average figure rose to 192 and in the last five years it even exceeded 220. This is all the more noteworthy

seeing that a very appreciable section of this industry depends on export trade and finds itself continually confronted by obstacles of a serious nature. The explanation of the participation in the Swiss Industries Fair is best found in the fact that, after the second world war which only added to the chaos in which general international economic relations were floundering, it was exactly the Swiss textile industry which laid the greatest weight on extracting the greatest possible advantage from the export function of the Industries Fair.



The great variety of textile products made in Switzerland has been represented for a number of years at the great industrial display in Basle in a manner which really and truly offers a comprehensive cross-section of this particular branch of Swiss production. That will again be the case at the 35th Industries Fair from 7th to 17th April 1951 as will be readily seen from the attached list of exhibitors. It may not be devoid of interest to give a short summary of the individual branches of this industry as they are going to be presented in the Textile Hall.

Mention must first of all be made of the excellent display of materials made of wool, cotton, linen, silk and artificial silk (rayon). These are ably seconded by a wide range of accessories e. g. yarns, twists, thread, elastic ribbons and tissues, and also buttons and other haberdashery. Visitors will again be surprised at the choice display of scarves, ties, hosiery and millinery, and we must not omit to mention



c r é a t i o n

the splendid selection of knitwear for every purpose, as well as the ready-made wear for ladies, gentlemen and children. All these goods will be displayed in Hall II and in part of Hall II b in the new building and it is quite certain that they will arouse the attention of interested buyers and the unstinted admiration of the feminine visitors.

This general display will be further enhanced by the special display entitled « Creation » alongside the actual Textile Hall. In the last five years this show, embracing the whole range of fashion goods presented with the utmost skill and taste, has been the cynosure of delighted visitors and will



undoubtedly be it again in 1951. If proof is needed it will be found in the goods offered for demonstration and in the masterly skill with which Donald Brun succeeds in always finding novel methods of creating the right kind of framework within which to present this jewel of the Industries Fair.

From the foregoing it will be clear that this display of goods produced by one of the leading Swiss industries directs its appeal not only to Swiss buyers themselves but just as much, and in a most impressive manner, to buyers from foreign countries. The circumstance that since the end of the war the number of these foreign visitors more than doubled last year compared with 1946 justifies the well-founded hope that, in 1951 as well, this display of Swiss textile goods will make its influence felt far beyond the national frontiers. There is all the more reason for fully appreciating the fact that the present tastefully produced edition of *Textiles Suisses* has again been willing to repeat the invaluable assistance given in former years in the form of effective collaboration.

H. Brogle

Director of the Swiss Industries Fair

Swiss Industries Fair 1951 Basle

Embroideries and ribbons

Sewing threads, buttons

Cotton, wool

Silk

rayon

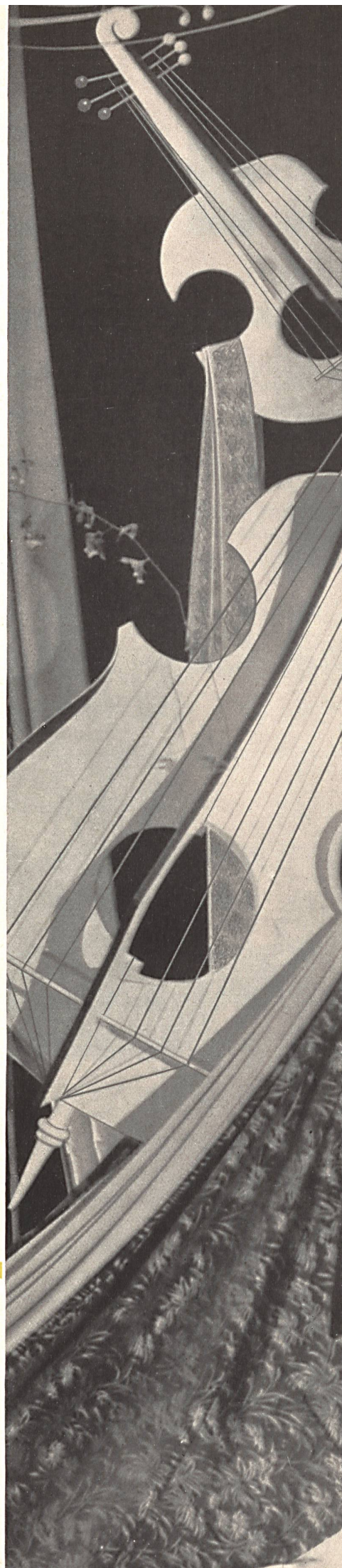


Carpets

Linen, staple-fibre

Laces, knitted goods, jersey material

Hats



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

Elastic A.-G.	Basel
Ganzoni & Co., Aktiengesellschaft	Winterthur
Gummiwerke Richterswil A.-G.	Richterswil
Haag, Oscar	Küsnacht-Zürich
Müller-Brunner & Cie	Rheinfelden

CHAPEAUX • HATS • SOMBREROS • HÜTE

Augsburger A.-G., E. & A.	Lützelfüh
Bachler Bern A.-G., E.	Bern
Fürst & Co. A.-G.	Wädenswil
Waldi Mützen G. m. b. H.	Böckten

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Aktiengesellschaft Protector	Basel
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Conte Italia	Lugano
Emina	Ascona
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Guggenheim, Max	Binningen
Herz Immanuel & Söhne	Luzern
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PKZ Burger-Kehl & Co. A.-G.	Zürich
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Schneider & Co., C.	Basel
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Sträuli-Sport	Zürich
Sura A.-G.	Reitnau
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Thomi-Zurlinden, H.	Langenthal

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Oertle, Ernst	St. Gallen
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Textil A.-G.	Huttwil
Tuchschmid, Th.	Amriswil
Vollmoeller Wirkwarenfabrik Uster	Uster
Wyler, Saly	Uster

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AND LACES • BORDADOS Y ENCAJES •
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Nüesch, Walter	Sennwald
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Tischhauser & Co., Anton	Teufen

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Ernst & Co., H.	Aarwangen
Frey & Co. A.-G., E.	Basel
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Pedolin's Erben A.-G., N.	Chur
Stefanoni, B.	Ascona
Striga A.-G. für moderne Strickgarne	Basel

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Gummi-Hug A.-G.	Zürich
LANA Handstrickapparate, H. Burger	Zürich
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Morel-Lusti, Maria	Ascona
NADAG Nadelfabrik A.-G.	Wil
Passap A.-G.	Zürich
RiRi A.-G.	Zürich
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Telimex A.-G.	Zürich
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ASOCIACION SUIZA DE EXPORTACION DE LAS
INDUSTRIAS DE LA VESTIMENTA • EXPORTVER-
BAND DER SCHWEIZERISCHEN BEKLEIDUNGS-
INDUSTRIE

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RAYON AND STAPLE-FIBRE FABRICS • TEJIDOS
DE ALGODON, LANA, SEDA, LINO, RAYON Y
FIBRANA • STOFFE AUS BAUMWOLLE, WOLLE,
SEIDE, LEINEN, KUNSTSEIDE, ZELLWOLLE

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Aktiengesellschaft Stünzi Söhne	Horgen
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Palma A.-G.	Zürich
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Plabag A.-G.	Zürich
Raduner & Co. A.-G.	Horn
RBC Seiden A.-G.	Zürich
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Siber & Wehrli A.-G.	Zürich
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Stehli & Co.	Zürich
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Stoffel & Co.	St. Gallen
Strub & Co.	Zürich
Stucki's Söhne, F. & E.	Steffisburg
Studio Color	Zürich
Tesseta A.-G.	Zürich
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Tuchfabrik Belp A.-G.	Belp/Bern
Tuchfabrik Entlebuch A.-G.	Entlebuch
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Tuchfabrik Kirchberg A.-G.	Kirchberg (St. G.)
Tuchfabrik Lotzwil A.-G.	Lotzwil
Tuchfabrik Schaffhausen A.-G.	Schaffhausen
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
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Schaffhausen-Derendingen	Derendingen
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Weinmann Söhne, L. M.	Birmenstorf-Zürich

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Mettler-Müller A.-G., E.	Rorschach
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