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Photo Agefoba

# 36th Swiss Industries Fair

BASLE

April 19th - 29th, 1952

As we said in our last number, the centre of attraction of the exhibition of textiles at the next Industries Fair in Basle will once again be the hall so aptly named "Creation". This year, this hall which has always been greatly admired for its artistic qualities has undergone a change and will be presented in an entirely new form. Above, we show a photograph taken in the "Creation" hall of 1951,

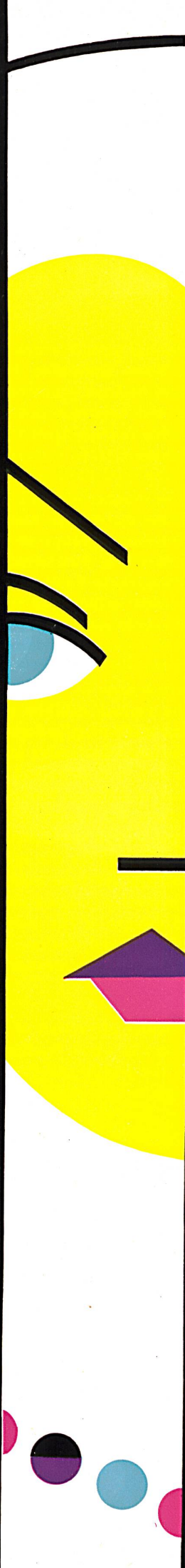
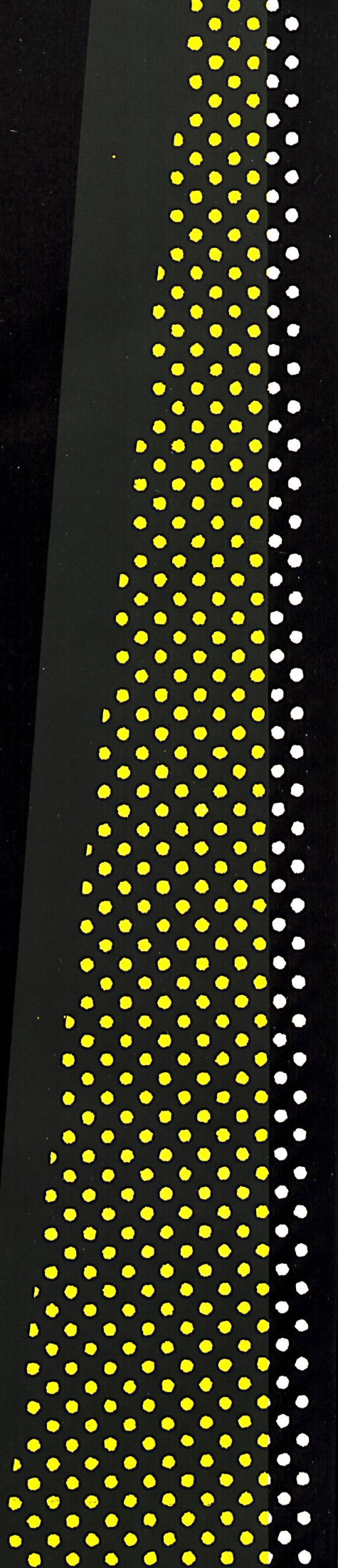
which gives a view of part of the "Saint-Gall embroideries and fabrics" stand, carried out by the "exhibitions" section of the Fashion School of the Saint-Gall Museum of Arts and Crafts, under the direction of Mr. Hans Stettbacher. Furthermore, the following pages will give an idea of what visitors may expect to find in the Textiles section of this year's Fair.

## Erratum

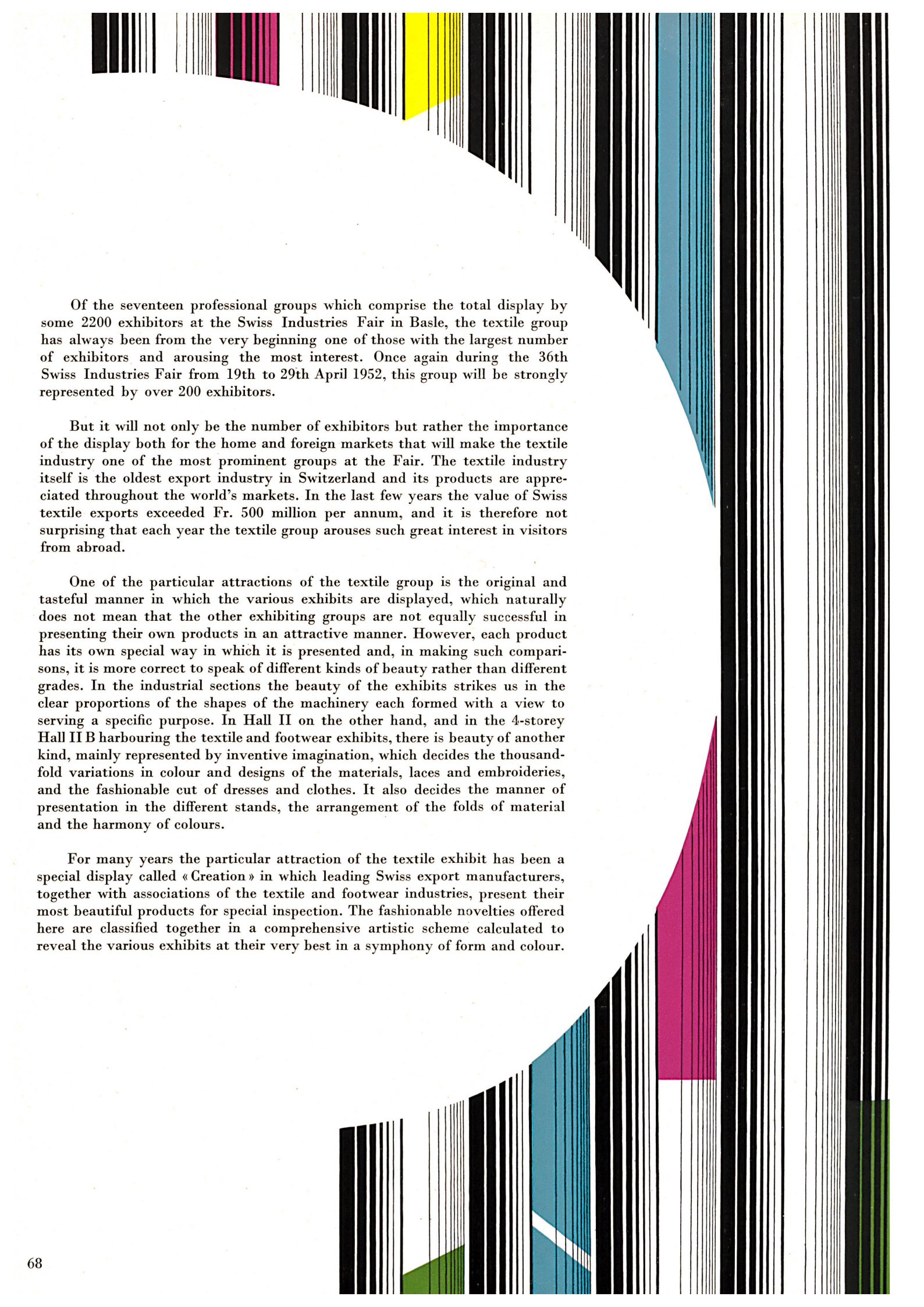
Owing to a regrettable error, we announced on page 55 of the last number of this periodical (N° 4/1951) that the 36th Swiss Industries Fair in Basle would be taking place from April 9th - 19th. In actual fact, this important economic event is being held from April 19th to 29th, 1952.

" T. S. "

**Swiss Industries Fair Basle**  
**19<sup>th</sup> - 29<sup>th</sup> April 1952**



**GRAND HOTEL**

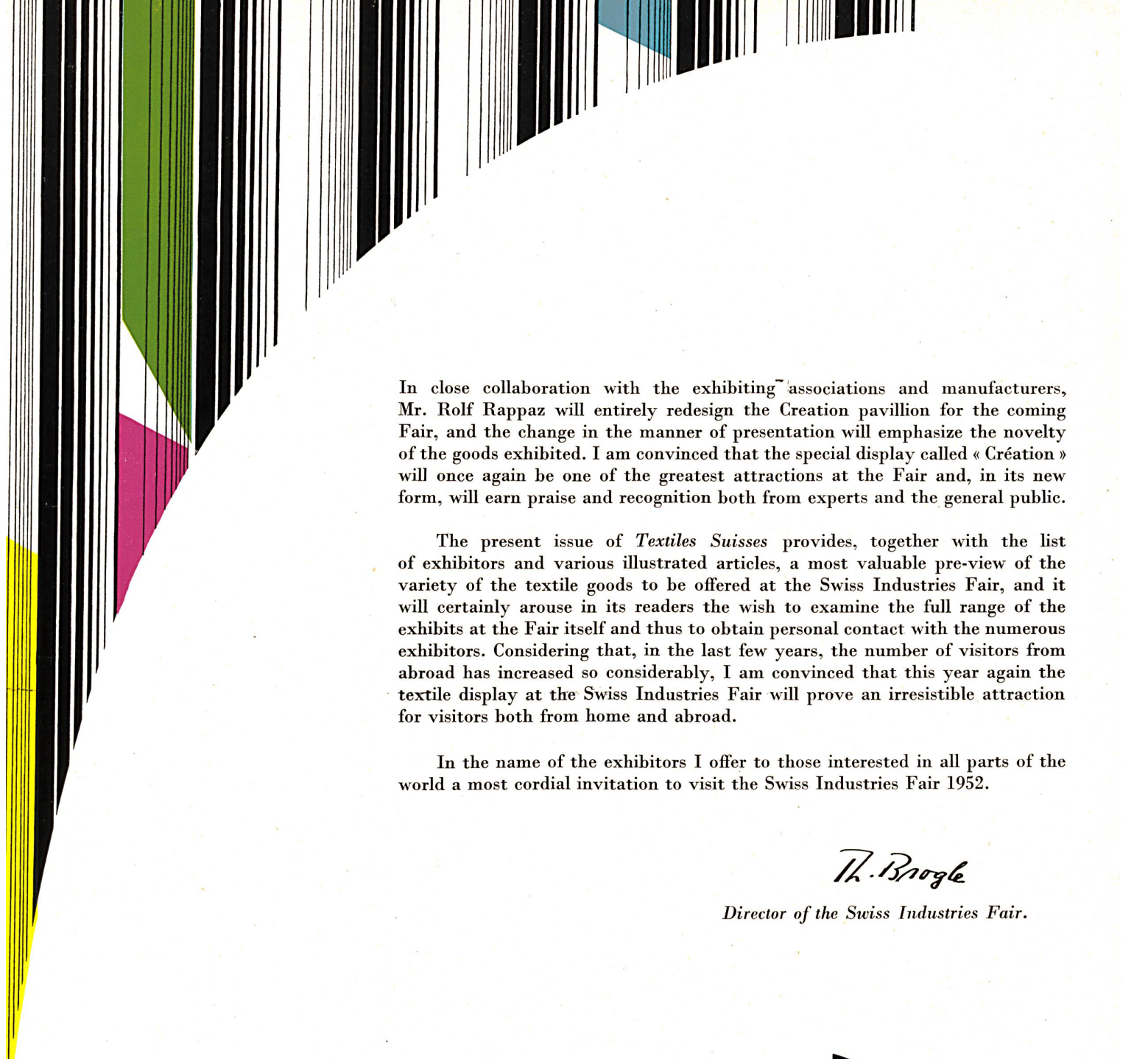
The page features a complex abstract graphic design. It consists of numerous vertical stripes of varying widths and colors, including black, white, yellow, blue, and green. These stripes are arranged in a way that creates a sense of depth and movement, with some stripes appearing to recede into the background while others come forward. The design is particularly dense on the right side of the page, where the stripes are more closely packed and include more varied colors like magenta and teal. The overall effect is a dynamic, almost architectural composition that frames the text on the left.

Of the seventeen professional groups which comprise the total display by some 2200 exhibitors at the Swiss Industries Fair in Basle, the textile group has always been from the very beginning one of those with the largest number of exhibitors and arousing the most interest. Once again during the 36th Swiss Industries Fair from 19th to 29th April 1952, this group will be strongly represented by over 200 exhibitors.

But it will not only be the number of exhibitors but rather the importance of the display both for the home and foreign markets that will make the textile industry one of the most prominent groups at the Fair. The textile industry itself is the oldest export industry in Switzerland and its products are appreciated throughout the world's markets. In the last few years the value of Swiss textile exports exceeded Fr. 500 million per annum, and it is therefore not surprising that each year the textile group arouses such great interest in visitors from abroad.

One of the particular attractions of the textile group is the original and tasteful manner in which the various exhibits are displayed, which naturally does not mean that the other exhibiting groups are not equally successful in presenting their own products in an attractive manner. However, each product has its own special way in which it is presented and, in making such comparisons, it is more correct to speak of different kinds of beauty rather than different grades. In the industrial sections the beauty of the exhibits strikes us in the clear proportions of the shapes of the machinery each formed with a view to serving a specific purpose. In Hall II on the other hand, and in the 4-storey Hall II B harbouring the textile and footwear exhibits, there is beauty of another kind, mainly represented by inventive imagination, which decides the thousand-fold variations in colour and designs of the materials, laces and embroideries, and the fashionable cut of dresses and clothes. It also decides the manner of presentation in the different stands, the arrangement of the folds of material and the harmony of colours.

For many years the particular attraction of the textile exhibit has been a special display called «Creation» in which leading Swiss export manufacturers, together with associations of the textile and footwear industries, present their most beautiful products for special inspection. The fashionable novelties offered here are classified together in a comprehensive artistic scheme calculated to reveal the various exhibits at their very best in a symphony of form and colour.



In close collaboration with the exhibiting associations and manufacturers, Mr. Rolf Rappaz will entirely redesign the Creation pavillion for the coming Fair, and the change in the manner of presentation will emphasize the novelty of the goods exhibited. I am convinced that the special display called « Création » will once again be one of the greatest attractions at the Fair and, in its new form, will earn praise and recognition both from experts and the general public.

The present issue of *Textiles Suisses* provides, together with the list of exhibitors and various illustrated articles, a most valuable pre-view of the variety of the textile goods to be offered at the Swiss Industries Fair, and it will certainly arouse in its readers the wish to examine the full range of the exhibits at the Fair itself and thus to obtain personal contact with the numerous exhibitors. Considering that, in the last few years, the number of visitors from abroad has increased so considerably, I am convinced that this year again the textile display at the Swiss Industries Fair will prove an irresistible attraction for visitors both from home and abroad.

In the name of the exhibitors I offer to those interested in all parts of the world a most cordial invitation to visit the Swiss Industries Fair 1952.

*H. Brogle*

*Director of the Swiss Industries Fair.*



*Swiss Industries Fair*

**Squares  
and Scarves**

**Carpets  
Miscellaneous**

**Yarns  
Fabrics  
Ribbons  
Threads**

**Knitted and  
Jersey Goods**

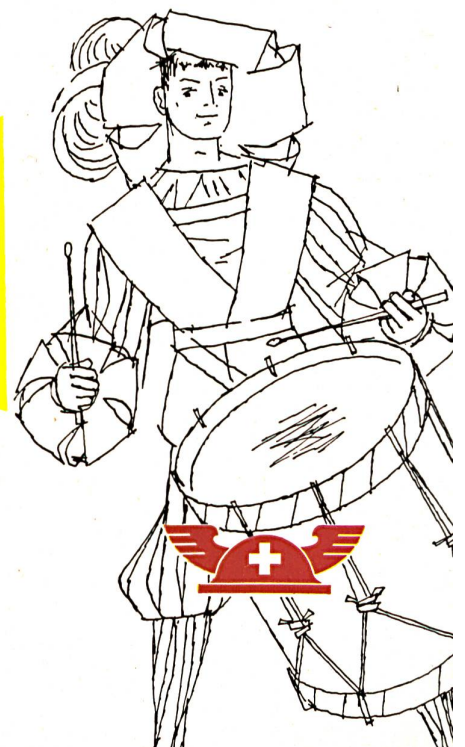
**Gloves  
Handkerchiefs  
Neckties**

**Ready-made  
Clothing  
Hats**

**Embroideries  
and Laces**

**Silk  
Rayon  
and Staple-Fibre  
Fabrics**

**Cotton  
Wool  
Linen Fabrics**



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

|                                   |                 |
|-----------------------------------|-----------------|
| Elastic A.-G.                     | Basel           |
| Elastic-Textil Siegrist A.-G.     | Oftringen       |
| Ganzoni & Co., Aktiengesellschaft | Winterthur      |
| Gummi-Werke Richterswil A.-G.     | Richterswil     |
| Haag, Oscar                       | Küsnacht-Zürich |
| Müller-Brunner & Cie              | Rheinfelden     |

**CHAPEAUX • HATS • SOMBREROS • HÜTE**

|                           |            |
|---------------------------|------------|
| Augsburger A.-G., E. & A. | Lützelflüh |
| Baehler A.-G., E.         | Bern       |
| Bruggisser & Co. A.-G.    | Wohlen     |
| Fürst & Co. A.-G.         | Wädenswil  |
| Hess & Co., J.            | Basel      |
| Isler & Co. A.-G., J.     | Wohlen     |
| Stäger & Co. A.-G.        | Villmergen |
| Steinmann & Co. A.-G.     | Wohlen     |

**REVUES SPECIALES DES TEXTILES • TEXTILE PERIODICALS • REVISTAS ESPECIALES DE TEXTILES • TEXTIL-FACH-ZEITSCHRIFTEN**

|                                                           |        |
|-----------------------------------------------------------|--------|
| Textil-Revue, Glärnisch-Verlags- und Annoncen G. m. b. H. | Zürich |
|-----------------------------------------------------------|--------|

**CRAVATES • NECKTIES • CORBATAS • KRAWATTEN**

|                      |        |
|----------------------|--------|
| Kirschner, Siegfried | Zürich |
| Lanz, Paul           | Zürich |
| Reinhard, Ernst      | Zürich |

**CONFECTION • READY-MADE CLOTHING • ROPAS HECHAS • KONFEKTION**

|                                           |              |
|-------------------------------------------|--------------|
| A.-G. Fehlmann Söhne                      | Schöffland   |
| Aktiengesellschaft Gust. Metzger          | Basel        |
| Aktiengesellschaft Protector              | Basel        |
| Beltex A.-G.                              | Arzo         |
| Chappuis, C. AMSA S.A.                    | Melano       |
| Conte Italia                              | Lugano       |
| Egger, Eisenhut & Co.                     | Aarwangen    |
| Emina                                     | Ascona       |
| Guggenheim, Max                           | Binningen    |
| Hasler & Co.                              | Frauenfeld   |
| Herz Immanuel & Söhne                     | Luzern       |
| Iris Wäsche A.-G.                         | Staffelbach  |
| Kauf Otto A.-G.                           | Ebnat        |
| Lahco A.-G.                               | Baden        |
| Müller A.-G., Johann                      | Strengelbach |
| Napal-Lederbekleidungen                   | Zürich       |
| PKZ Burger-Kehl & Co. A.-G.               | Zürich       |
| Roth & Co.                                | Zofingen     |
| Sanco A.-G.                               | Zürich       |
| Schneider & Co., C.                       | Basel        |
| Schwarz & Co.                             | Solothurn    |
| Soc. An. Lavelli & Maiocchi (S. A. L. M.) | Lugano       |
| Spiesshofer & Braun                       | Zurzach      |
| Sträuli-Sport                             | Zürich       |
| Sura A.-G.                                | Reitnau      |
| Tempelhof, Léon                           | Neuchâtel    |
| Thomi-Zurlinden, G.                       | Langenthal   |
| Weber A.-G., Carl                         | Winterthur   |

**TRICOTS ET JERSEYS • KNITTED AND JERSEY GOODS • ARTICULOS DE PUNTO • TRIKOT UND JERSEY**

|                                             |        |
|---------------------------------------------|--------|
| Aktiengesellschaft vorm. Meyer-Waespi & Cie | Zürich |
| Calida A.-G.                                | Sursee |

|                                   |                   |
|-----------------------------------|-------------------|
| Laib & Co., Jakob                 | Amriswil          |
| Müro-Werk Müller-Roggli           | Thun              |
| Nabholz A.-G.                     | Schönenwerd       |
| Oertle, Ernst                     | St. Gallen        |
| Schulthess & Co. A.-G.            | Basel             |
| STRIWI O. Rittler & Cie           | Wiler/Lötschental |
| Textil A.-G.                      | Huttwil           |
| Tuchschmid, Th.                   | Amriswil          |
| Vollmoeller Wirkwarenfabrik Uster | Uster             |
| Wyler, Saly                       | Uster             |

**BRODERIES ET DENTELLES • EMBROIDERIES AND LACES • BORDADOS Y ENCAJES • STICKEREIEN UND SPITZEN**

|                                                              |            |
|--------------------------------------------------------------|------------|
| Cavadini-Berger                                              | Lugano     |
| Kaufmännisches Directorium                                   | St. Gallen |
| Schweizerischer Spinner-, Zwirner- und Weber-Verein          | Zürich     |
| Verband Schweizerischer Garnhändler und Gewebe-Exporteure    | St. Gallen |
| Verband der Schweizerischen Textil-Veredlungsindustrie VSTV. | Zürich     |
| Vereinigung Schweizerischer Stickerei-Exporteure             | St. Gallen |
| Wyss, E. M.                                                  | Montreux   |

**TAPIS • CARPETS • ALFOMBRAS • TEPPICHE**

|                                 |            |
|---------------------------------|------------|
| Aebi & Cie, Tuchfabrik Sennwald | Sennwald   |
| Düring-Hotz, Hans.              | Zug        |
| Frey-Kronenberg, G.             | Weinfelden |
| Knüpftteppich-Fabrik A.-G.      | Lotzwil    |
| Nüesch's Erbe & Co., Walter     | Sennwald   |
| Schweizerische Teppichfabrik    | Ennenda    |
| Staub & Co., A.                 | Seewen     |
| Superba S.A.                    | Biron      |
| Tischhauser & Co., Anton        | Teufen     |

**FILES • YARNS • HILADOS • GARNE**

|                                      |              |
|--------------------------------------|--------------|
| Bürgin A.-G.                         | Hölstein     |
| Chessex & Co.                        | Schaffhausen |
| Ernst & Co., H.                      | Aarwangen    |
| Frey & Co. A.-G., E.                 | Basel        |
| Industrie-Gesellschaft für Schappe   | Basel        |
| Moersdorff-Scherer A.-G.             | Zürich       |
| Pedolin's Erben A.-G., N.            | Chur         |
| Stefanoni, B.                        | Ascona       |
| Striga A.-G. für moderne Strickgarne | Basel        |

**SYNDICAT SUISSE D'EXPORTATION DES INDUSTRIES DE L'HABILLEMENT • EXPORTERS ASSOCIATION OF THE SWISS CLOTHING INDUSTRY • ASOCIACION SUIZA DE EXPORTACION DE LAS INDUSTRIAS DE LA VESTIMENTA • EXPORTVERBAND DER SCHWEIZERISCHEN BEKLEIDUNGSINDUSTRIE**

**TISSUS DE COTON, LAINE, SOIE, LIN, RAYONNE ET FIBRANNE • COTTON, WOOL, SILK, LINEN, RAYON AND STAPLE-FIBRE FABRICS • TEJIDOS DE ALGODON, LANA, SEDA, LINO, RAYON Y FIBRANA • STOFFE AUS BAUMWOLLE, WOLLE, SEIDE, LEINEN, KUNSTSEIDE, ZELLWOLLE**

|                                              |                  |
|----------------------------------------------|------------------|
| Aktiengesellschaft Ernest H. Fischer's Söhne | Dottikon (Aarg.) |
| Aktiengesellschaft A. & R. Moos              | Weisslingen      |
| Appenzeller-Herzog & Co.                     | Stäfa            |
| Baer, Moetelli & Cie                         | Winterthur       |
| Basler Webstube                              | Basel            |
| Beck & Co., Alfred                           | Steckborn        |
| Berger S.A., H.                              | Eclépens         |
| Birmannshof-Textil A.-G.                     | Basel            |
| Bischoff Textil A.-G.                        | St. Gallen       |
| Bloch Sohn & Co. A.-G., S. J.                | Zürich           |

Brauchbar & Cie, Rudolf Zürich  
 Bündner Wolldeckenfabrik Hch. Schwendener Sils-Albula  
 Burgauer & Co., C. L. Zürich  
 Cilander A.-G. Herisau  
 Dutex A.-G. Schaan  
 Eichenberger, Peter Rudolf Basel  
 EMAR Seidenstoffweberei A.-G. Zürich  
 Fischbacher Co., Christian St. Gallen  
 Gugelmann & Co. A.-G. Langenthal  
 Guggenheim Sohn & Co., Berthold Zürich  
 Gut & Co. A.-G., H. Zürich  
 Gyr & Co. Frauenfeld  
 Habis Textil A.-G. Flawil  
 Hausammann & Co. Winterthur  
 Heberlein & Co. A.-G. Wattwil  
 Heer & Co. A.-G. Thalwil  
 Hefti & Co. A.-G., F. Hätzingen (Gl.)  
 Huber & Co., August Gossau/St. G.  
 Kammgarnspinnerei Langenthal Langenthal  
 Kammgarnweberei Bleiche A.-G. Zofingen  
 Kreft & Co., A. Escholzmat  
 Leinenweberei Bern A.-G. Bern  
 Manufacture de Cravates Croix d'Or S. A. Genève  
 MAVIR, Dr V. Mazzolini Zürich  
 Au Menuet, B. Ris Genève  
 Mettler & Co. A.-G. St. Gallen  
 Meyer & Co. Moudon  
 Möbelstoffweberei Langenthal A.-G. Langenthal  
 Müller & Cie A.-G., R. Seon  
 Nef & Cie, J. G. Herisau  
 Palma & Co. A.-G. Zürich  
 Pedolin's Erben A.-G., N. Chur  
 Pfenninger & Co. A.-G. Wädenswil  
 Raduner & Co. A.-G. Horn  
 RBC Soieries S. A. Zürich  
 Reis & Co., Paul Zürich  
 S. A. E. Girardet & Cie La Sarraz (Vd)  
 Sängler & Cie Langnau i. E.  
 Schild A.-G., Tuch- und Deckenfabrik Bern und Liestal  
 Schmid & Co., Leinenwebereien Burgdorf  
 Schmid's Sohn A.-G., Rob. Gattikon (Zch)  
 Schwarzenbach & Co., Robt. Thalwil  
 Schweizerische Bindfadenfabrik Flurlingen/Schaffh.  
 Schweizerische Decken- und Tuchfabriken  
 Pfungen-Turbenthal A.-G. Pfungen  
 Schweizerische Leinen-Industrie A.-G. Niederlenz  
 Schweizerischer Seidenstoff-Grosshandels- und Exportverband Zürich  
 Schwob & Co. A.-G. Bern  
 Seidenstoffwebereien vorm. Gebr. Naef A.-G. Zürich  
 Seidenwarenfabrik vorm. Edwin Naef A.-G. Zürich  
 Siber & Wehrli A.-G. Zürich  
 Société de la Viscose Suisse Emmenbrücke  
 Spoerry & Schaufelberger A.-G. Rapperswil  
 Stamm & Co. Eglisau  
 Stehli & Co. Zürich  
 Stitzel, Julius Zürich  
 Stoffel & Co. St. Gallen  
 Stucki's Söhne, F. & E. Steffisburg  
 Stünzi Söhne, Aktiengesellschaft Horgen  
 Tesseta A.-G. Zürich  
 Tessiner Tuch- und Deckenfabrik A.-G. Locarno  
 Tuchfabrik Belp A.-G. Belp/Bern  
 Tuchfabrik Entlebuch A.-G. Entlebuch  
 Tuchfabrik Goldach A.-G. Goldach (St. G.)  
 Tuchfabrik Kirchberg A.-G. Kirchberg (St. G.)  
 Tuchfabrik Lotzwil A.-G. Lotzwil  
 Tuchfabrik Schaffhausen A.-G. Schaffhausen  
 Tuchfabrik Sennwald, Aebi & Cie Sennwald  
 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  
 Verband Schweizerischer Kammgarnwebereien Zürich  
 Verband Schweizerischer Seidenstoff-Fabrikanten Zürich  
 Verband der Wolltuchfabrikanten in der Schweiz Zürich

Vereinigte Kammgarnspinnereien  
 Schaffhausen und Derendingen Derendingen  
 Verron & Co., G. Zürich  
 Walliser Tuchfabrik A.-G. Sitten  
 Weberei Aarau A.-G. Aarau  
 Winzeler, Ott & Co. A.-G. Weinfelden  
 Wollweberei Rothrist Rothrist  
 Wollweberei Rüti A.-G. Rüti/Glarus  
 Wollweberei Zofingen Zofingen  
 Worb & Scheitlin A.-G. Burgdorf

#### BAS • STOCKINGS • MEDIAS • STRÜMPFE

Argo A.-G. Möhlin  
 Dierauer, Guido Zürich  
 Dürsteler & Co. A.-G., J. Wetzikon  
 Rohrer, Oscar Speicher/App.  
 Ruckstuhl, Alois Wil  
 Vereinigte Strumpffabriken A.-G. St. Gallen

#### GANTS • GLOVES • GUANTES • HANDSCHUHE

Egger, Eisenhut & Co. Aarwangen  
 Frey-Gaetzi A.-G., E. Degersheim  
 Müro-Werk Müller-Roggli Thun  
 Thomi-Zurlinden, G. Langenthal

#### ÉCHARPES, MOUCHOIRS • SCARVES, HANDKERCHIEFS • ECHARPES, PANUELOS • SCHÄRPEN, TASCHENTÜCHER

Blumer & Co., F. Schwanden  
 Breitenmoser A.-G., Albin Appenzell  
 Burgauer & Cie, C. L. Zürich  
 Huber-Lehner, Mily Appenzell  
 Muller-Munz, W. « WILMUL » Vevey

#### FILS A COUDRE • SEWING THREADS • HILOS DE COSER • NÄHFADEN

Dürsteler & Co. A.-G., J. Wetzikon  
 Mettler-Müller A.-G., E. Rorschach  
 Zwicky & Co. Wallisellen

#### BOUTONS • BUTTONS • BOTONES • KNÖPFE

Guyer & Co., Richard Zürich  
 Boutons Tempelhof La Chaux-de-Fonds

#### DIVERS • MISCELLANEOUS • DIVERSOS • VERSCHIEDENES

A.-G. Posamentenfabrik Zofingen Zofingen  
 Besser, Leo Horgen  
 Color-Metal A.-G. Zürich  
 Geiser & Cie Emmenau-Aktiengesellschaft Hasle-Rüegsau  
 Gummi Hug A.-G. Zürich  
 LANA Handstrickapparate, H. Burger Zürich  
 Luethi, Johann Rohrbach/Bern  
 Metallo A.-G. Chiasso  
 Morel-Lusti, Maria Ascona  
 NADAG Nadelfabrik A.-G. Wil  
 Passap A.-G. Zürich  
 RiRi A.-G. Zürich  
 Steiger, Paul Basel  
 Strotz, Karl Uznach  
 Tissage Crin Steinmann S. A. La Chaux-de-Fonds  
 Vogel A. L. Zürich