

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1958)
Heft: 1

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>

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 texto

Verzeichnis der Inserenten und der im redaktionellen Teil erwähnten Firmen

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

Altoco S. A., St-Gall	219
B. Ammann, Kirchberg (St-Gall)	6, 70
Bächtold & Co. A.-G., Hérissau	71, 227
Bosshard & Cie S. A., St-Gall	36
Burgauer & Cie S. A., St-Gall	226
Eisenhut & Co., Gals	69, 224
Eugster & Huber S. A., St-Gall	40, 214
Filtex S. A., St-Gall	36
Christian Fischbacher Co., St-Gall	13
Forster Willi & Cie, St-Gall	25, 156, 159, 162, 170, 171, 174, 178, 179
H. Frei & Cie, Diepoldsau	36
Aug. Giger & Cie, St-Gall	161, 227
Carl Gorini, St-Gall	36
R. & W. Graf, Rebstein	225
W. N. Gubser S. A., St-Gall	65, 224
Hausmann Textiles S. A., Winterthur	1
Honegger & Cie S. A., St-Gall	40, III
Hufenus & Cie, St-Gall	224
Willy Jenny & Co., St-Gall	224
Kleinberger & Co., St-Gall	225
Leumann, Boesch & Co. S. A., Kronbuehl-St-Gall	223
Theodor Locher & Co., St-Gall	66
E. Mettler-Müller S. A., Rorschach	14
A. Naef & Cie, Flawil	20, 155, 157, 158, 164
J. G. Nef & Co. S. A., Hérissau	16, 165
Neuburger & Co. S. A., St-Gall	225
Oertle & Co., Teufen	226
Rau S. A., St-Gall	172, 175, 219
Reichenbach & Cie, St-Gall	26, 166, 199
Roelli & Cie S. A., St-Gall	40
Jacob Rohner S. A., Rebstein	8, 164, 173, 177, 207
Paul Saller & Co., St-Gall	225
Jakob Schläpfer, St-Gall	214
Walter Schrank & Co., St-Gall	11, 160, 169
Walter Stark, St-Gall	68, 175
Ed. Sturzenegger S. A., St-Gall	67, 222
Sturzenegger & Tanner & Co. S. A., St-Gall	219
A.-G. vorm. Gebrüder Tobler & Co., Teufen	36
Union S. A., St-Gall	5, 163, 168, 176
Wetter & Cie, Hérissau	36, 218

CHAUSSURES — SHOES — CALZADOS — SCHUHE

Chaussures Bally S. A., Schönenwerd	88, 89
-------------------------------------	--------

COLORANTS — DYESTUFFS — COLORANTES — FARBSTOFFE

Ciba Société Anonyme Bâle	IV
J. R. Geigy S. A., Bâle	9, 10
Sandoz S. A., Bâle	17

CONFECTION ET LINGERIE EN TISSUS — WOVEN READY-MADE WEAR AND UNDERGARMENTS — ROPAS HECHAS Y ROPAS INTERIOR DE TEJIDO — KONFEKTION UND WÄSCHE AUS STOFF

Emile Anderegg S. A., Weinfelden	3, 40, 86
Baerlocher & Co., Rheineck	40
Kneubühler & Cie, Zofingue	221
Leumann, Boesch & Co. S. A., Kronbuehl-St-Gall	223
Moden S. A., Montreux	39, 87
Käthe Schenkel-Eckert, Horn	23, 85

Semaine suisse d'exportation — Swiss Export Week — Schweizer Exportwoche, Zürich

Exportverband der Schweiz. Bekleidungsindustrie, Zürich	
Syndicat suisse des exportateurs de l'industrie de l'habillement, Zürich	90, 91, 92
W. Achtnich & Cie S. A., Wallisellen	107
Aebi & Cie S. A., Hérissau	113, 134, 138
R. Anderes S. A., St-Gall	96, 97, 137
Bischoff Textiles S. A., St-Gall	120, 121, 139
A. Blum & Cie, Zürich	118, 119
Canzani & Co., Zürich	137
El-Ei S. A., Zürich	93
Humbert Entress S. A., Aadorf	106
Gerstle & Co. A.-G., Zürich	124, 136
Haury & Co. A.-G., St-Gall	116, 117, 145
His & Co. S. A., Murgenthal	99, 143
Knechtli & Co. S. A., ci-devant Swiss Knitting Co., Zollikofen-Berne	102
Krähenbühl & Co., Clarens-Montreux	100
Künzli S. A., Stengelnbach	132, 140
Joh. Laib & Co. S. A., Amriswil	110, 111, 142
Jakob Laib & Co., Amriswil	109, 138
P. Lüthi & Co., Burgdorf	104
La Maille, Lausanne	108, 134, 140
Mylord S. A., Châtel-St-Denis	128, 129
Nabholz S. A., Schönenwerd	101, 105
Otto S. A., Zürich	125, 126, 127
Oumansky & Co., Genève	98, 133
Ruepp & Cie S. A., Sarmenstorf	113, 114, 141
S. A. Jacob Scherrer, Romanshorn	144
Arthur Schibli S. A., Genève	122, 123, 130
Victor Tanner S. A., St-Gall	112, 131
Tricoterna S. A., Berne	103

René Waegeli, Genève	115, 134
E. Weber & Co., Zurich	94, 143
Pius Wieler Fils, Kreuzlingen	135

DIVERS — MISCELLANEOUS — DIVERSOS — VERSCHIEDENES

Siegfried Bollag & Co., Buying Agents, Zurich	36
---	----

ÉCHARPES ET CARRÉS — SQUARES AND SCARVES — CUADRADOS Y ECHARPES — SCHÄRPEN UND VIERECK-TÜCHER

F. Blumer & Cie, Schwanden	19, 81
Hans Fierz, Zurich	220
Filtex S. A., St-Gall	36
Christian Fischbacher Co., St-Gall	13
Honegger & Cie S. A., St-Gall	III
Max Kreler Co., St-Gall	82, 83
Mavir, Zurich	221
Siber & Wehrli S. A., Zurich	II
Stoffel & Cie, St-Gall	12
Arthur Vetter & Co., Zollikon	223

FILES ET RETORS — YARNS AND TWISTS — HILADOS Y TORCIDOS — GARNE UND ZWIRNE

Bäumlin, Ernst & Co., St-Gall	217
Boppart & Co. S. A., Goldach	227
Braschler & Co., Zurich	36
Feldmühle A.-G., Rorschach	34
Heer & Cie S. A., Oberuzwil	228
Spinnerel an der Lörze, Baar	24
E. Mettler-Müller S. A., Rorschach	15
Roth & Cie, Wangen a. Aare	216
Société Industrielle pour la schappe, Bâle	30, 31, 55
Hans Städler S. A., St-Gall	36
Trub & Cie S. A., Uster	40
Emil Wild & Co., St-Gall	214
Zwicky & Cie, Wallisellen	36

FILS A COUDRE — SEWING THREADS — HILOS DE COSER — NÄHFADEN

Spinnerei an der Lörze, Baar	24
E. Mettler-Müller S. A., Rorschach	15
Zwicky & Cie, Wallisellen	36, 40

FILS, RUBANS ET TISSUS ÉLASTIQUES — ELASTIC YARNS, RIBBONS AND FABRICS — HILOS, CINTAS Y TEJIDOS ELÁSTICOS — ELASTISCHE FÄDEN, BÄNDER UND GEWEBE

Chaussures Bally S. A.	
Dép. Tissus élastiques, Schönenwerd	33
Oscar Haag, Künsnacht (Zurich)	217

LAINE — WOOL — LANA — WOLLE

Tissage Bleiche S. A., Zofingue	35, 74
Reichenbach & Co., St-Gall	72
Leemann & Schellenberg S. A., Zurich	73

MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS — TASCHENTÜCHER

Baerlocher & Co., Rheineck	215
Filtex S. A., St-Gall	36
Christian Fischbacher Co., St-Gall	13
W. N. Gubser S. A., St-Gall	65, 224
A. Gunther & Co. S. A., St-Gall	228
Honegger & Cie S. A., St-Gall	40, 84, III
Kleinberger & Co., St-Gall	225
Max Kreler Co., St-Gall	82
Mavir Zurich	221
J. G. Nef & Cie S. A., Hérissau	16
Oertle & Co., Teufen	226
Jakob Rohner S. A., Rebstein	8
Paul Saller & Co., St-Gall	225
Walter Schrank & Co., St-Gall	11
Walter Stark, St-Gall	68
Stoffel & Cie, St-Gall	12
Ed. Sturzenegger S. A., St-Gall	222
S. A. ci-devant Tobler Frères & Cie, Teufen	36
Union S. A., St-Gall	5

OUATE ET OUATINE — WADDING AND COTTON-WOOL LINING — HUATA Y HUATINA — WATTE UND WATTIELINE

Grossmann & Cie S. A., Thalwil	215
--------------------------------	-----

RUBANS — RIBBONS — CINTAS — BÄNDER

Senn & Cie S. A., Bâle	216
------------------------	-----

TEINTURIERS, IMPRIMEURS, FINISSEURS — DYERS, PRINTERS, FINISHERS — TINTOREROS, ESTAMPADORES, APRESTADORES — FÄRBER, DRUCKER, APPRETEUR

Heer & Cie S. A., Oberuzwil	228
Färberei Schlieren A.-G., Schlieren	213
Stoffel & Cie, St-Gall	12
Weberlei Sirmach, Sirmach	36
A.-G. Ausrüstwerke Steig, Hérissau	219
Alwin Wild, St. Margrethen	36
Zwicky & Cie, Wallisellen	36

TISSUS DE COTON, SOIE, LIN, RAYONNE, NYLON ET FIBRANNE — COTTON, SILK, LINEN, RAYON, NYLON AND STAPLE-FIBRE FABRICS — TEJIDOS DE ALGODÓN, SEDA, LINO, RAYÓN, NYLÓN Y FIBRANA — STOFFE AUS BAUMWOLLE, LEINEN, SEIDE, KUNSTSEIDE, ZELLWOLLE, NYLON

Abegg Frères, Horgen	40
L. Abraham & Cie, Soleris S. A., Zurich	44, 180-191
Emile Anderegg S. A., Weinfelden	3, 40
Baerlocher & Co., Rheineck	40, 215
Rudolf Brauchbar & Cie, Zurich	18
Burgauer & Cie S. A., St-Gall	40, 226
Eugster & Huber S. A., St-Gall	214
Hans Fierz, Zurich	220
Filtex S. A., St-Gall	36
Christian Fischbacher Co., St-Gall	13, 61
Charles Gorini, St-Gall	36
Berthold Guggenheim Fils & Cie, Zurich	7
H. Gut & Cie S. A., Zurich	41
Hausamann Textiles S. A., Winterthur	1, 40
Heer & Cie S. A., Thalwil	42, 51, 54, 60, 197, 204, 209
Hirzel & Co. S. A., Zurich	215
Honegger & Co. S. A., St-Gall	40
Kahn & Reber A.-G., Zurich	36
Max Kirchheimer Söhne & Co., Zurich	4
Leemann & Schellenberg S. A., Zurich	73, 216
Leumann, Boesch & Co. S. A., St-Gall	223
Mettler & Cie S. A., St-Gall	21, 40, 64, 205
A.-G. Mietlich, Richterswil	221
Naef Frères S. A., Zurich	2, 50, 201, 206
J. G. Nef & Cie S. A., Hérissau	16, 62
Raytex A.-G., Zurich	29, 63
Reichenbach & Cie, St-Gall	26, 72, 166, 167, 203
The Rüti Silk Co., Zurich	213
Sager & Cie, Dürrenäsch	220

E. Schubiger & Cie S. A., Uznach	32
Ernst Schurpf & Co. S. A., St-Gall	213
Färberel Schlieren A.-G., Schlieren	27, 49
Robt. Schwarzenbach & Co., Thalwil	11
Siber & Wehrli S. A., Zurich	36
Weberel Sirmach, Sirmach	38, 194, 195, 196
Stehli & Co., Zurich	12, 59, 198, 208
Stoffel & Cie, St-Gall	43, 192, 193
S. A. Stünzi Fils, Horgen	219
Sturzenegger & Tanner & Co. S. A., St-Gall	40
Tissage Wallenstadt, Wallenstadt	52, 202
Weisbrod-Zürcher Söhne, Hausen a. A.	36, 218
Wetter & Cie, Hérissau	

TRICOT ET JERSEY (VÊTEMENTS ET LINGERIE) — KNITTED AND JERSEY GOODS (APPAREL AND UNDERWEAR) — ARTÍCULOS DE PUNTO (VESTIDOS Y ROPAS INTERIOR) — TRIKOT UND JERSEY (KONFEKTION UND WÄSCHE)

Aspor S. A., Porrentruy	40
O. Eugster & Co., Trogen	221
Falbrard & Cie, Genève	220
Hochuli & Cie, Safenwil	80, 222
Geiser S. A., Huttwil	22, 75
Lahco S. A., Baden	77
Jakob Laib & Cie, Amriswil	40
Joh. Muller S. A., Wohlen	28, 79
A. Naegeli S. A., Trikotfabriken Berlingen u. Winterthur	40
Winterthur	76, 222
J. F. Rohrer-Bolliger S. A., Romanshorn	78, 223
Ruegger & Cie, Zofingue	36
Alwin Wild, St. Margrethen	

TULLE — NET — TUL — TÜLL

Société suisse de l'industrie tulleire S. A., Munchwilen.	37, 56, 57
---	------------

Where to subscribe to «TEXTILES SUISSES»

Australia.	Oversea Trade Co., Victoria House, 83, Pitt Street, Sydney.	Pakistan.	Embassy of Switzerland, Clifton N° 98, Karachi.
Canada.	Mr. R. J. Taber, 99, King Street West, Toronto (Ont.). Simon News Agency 1025 Ogilvy Ave. Montreal 15	Philippines.	Legation of Switzerland, 610 San Luis Street, P.O. Box 2515 Manila.
China.	Embassy of Switzerland, 8 C. Nan Ho Yen, Peking. Consulate General of Switzerland, 87, Mowming Road, Grosvenor House, Shanghai.	Rhodesia (North).	Swiss Office for the Development of Trade, B. P. 1153, Elisabethville (Belgian Congo).
Cyprus.	Mr. Shukuroglou, Swiss Consular Agency P. O. B. 123, Nicosia.	South Africa.	Legation of Switzerland 818 George Av. P. O. B. 2289, Pretoria
Denmark.	A. C. Illum Handelshus A/S Ostergade 52-54, Copenhagen.		Consulate of Switzerland, 75, Manners Mansions, Corner Jeppe and Joubert Streets, Johannesburg.
East Africa.	Consulate of Switzerland, P. O. B. 102, Tanga (Tanganyika) B. E. A. Consulate of Switzerland, P. O. B. 20008, Nairobi.		Consulate of Switzerland, 634, South African Mutual Building P.O.B. 37, 14 Darling Street, Capetown.
Egypt.	Swiss Chamber of Commerce, 8, Abdel Khalek Saroit Pacha Street, B.P. 352, Cairo. Swiss Chamber of Commerce, 40, Safia Zaghibul, B.P. 836, Alexandria.	Straits Settlements.	Consulate of Switzerland, Union Building, Collyer Quay, Singapore.
Ghana.	Consulate of Switzerland, P. O. B. 359, Swanmill, Station Road, Accra.	Sweden.	Nordiska Kompaniet, Hamngatan 18-20, Stockholm.
Ireland.	Eason & Son Ltd., 79-82, Middle Abbey Street, Dublin.	Switzerland.	Swiss Office for the Development of Trade, Bellefontaine 18, Lausanne.
Great Britain.	S. F. & Partner Ltd., 20 & 21 Bloomsbury Way, London W.C.1.	Thailand.	Legation of Switzerland, 746, Soi Phya Nak off Phya Thai Road, Bangkok.
India.	Swiss Trade Commissioner for India, Gresham Assurance House, Sir Phirozschah Mehta Road, Box 102, Fort-Bombay.	U. S. A.	The American News Company, 131, Varick Street, New York 13 (N. Y.). Classique Modes Co., Imported Fashion Publications, 202, West 40 Street, New York 18 (N. Y.). French & European Publications, Inc. 610 Fifth Avenue, New York 20 (N. Y.). Ambassy of Switzerland, 2900, Avenue Mady Jenney, European Fashion Magazine Service 1457, Broadway — RM. 1008, New-York 18 (N.Y.) Cathedral N. W., Washington 8 (D. C.). Consulate General of Switzerland, 444, Madison Avenue, New York 22 (N. Y.). Consulate of Switzerland, Lincoln tower, 75 East Wacker Drive, Chicago 1 (Illinois). Consulate of Switzerland, 2068 Carew Tower, 5th and Vine Streets Cincinnati 2, (Ohio) Consulate of Switzerland, 511, W. M. 740 South Broadway, Los Angeles 14 (Cal.). National Publications Company, 1151, South Broadway, Los Angeles 15. Consulate of Switzerland, 236 International Trade Mart, New-Orleans 12 (La.). Consulate of Switzerland, 226, S 16th Street, Philadelphia 2 (Pa.). Consulate of Switzerland, 55, New Montgomery Street, San Francisco 5 (Cal.). Consulate of Switzerland, 1331, Third Av., Seattle 1 (Wash.). Consulate of Switzerland, 1012, Ambassador Building, 411, N. 7th Street, St. Louis (Mo.).
Indonesia.	Legation of Switzerland, Djalan Diponegoro 5, Djakarta - Java.		
Irac.	Legation of Switzerland, Saadun Street No 3/1/2, Alwiyah, Bagdad.		
Israël.	Groupeement Suisse pour le Commerce avec Israël (GSI), P. O. B. 2117, 28, Ahad Haam St., Tel Aviv.		
Japan.	Fukuichi Co., Ltd., P.O. Box 96, Higashi, Osaka No 7, 1 — chome, Awajimachi, Higashi-ku, Osaka. Meiji-Shobo, Publisher & Bookseller, 4-2, chome Surugadal, Kanda Tokyo.		
Liberia.	Consulate General of Switzerland P. O. Box 283, Monrovia.		
New Zealand.	Universal Business Directories Ltd., 44-46, Kingston Street, Auckland.		
Netherlands.	Nederlandsch - Zwitsersche Kamer van Koophandel, 146 Singel Amsterdam.		
Norway.	A/S Narvesens Litteratortjeneste Postboks 115, OSLO.		

Subscribe to **TEXTILES SUISSES** (Swiss Textiles)
and we shall be happy to register you name on our mailing list !

The
RUTI SILK CO
Z U R I C H



Plain and jacquard novelty fabrics in pure silk, rayon, nylon, orlon, staple fibre and mixtures for ladies' dresses, umbrellas and quilts

Nouveautés en uni et jacquard en tissus soie naturelle, rayonne, nylon, orlon, fibranne et mélangés pour robes de dames, parapluies et édredons

Ein elegantes Kleid mit einem eleganten Schirm, die Stoffe dazu bei der
MECHANISCHE SEIDENWEBEREI RÜTI

FLEXARMIT

Der modernste, beste
Aufbügelstoff

The perfect, finest
interlining sealed trough
simple pressing

La doublure idéale,
adhérente à la chaleur

Rasch — einfach —
sicher

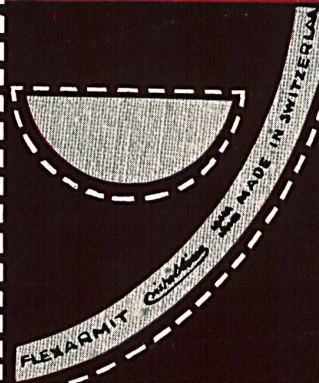
Speedy and simple —
cuts costs

Procédé abrégé —
rationnel

Formbeständig
Strong and durable
Indéformable



Mod. Kriesemer



Schweizer Produkt
Made in Switzerland
Marque déposée



Färberei Schlieren AG
Schlieren / Zürich

3 Jahrhunderte Textiltradition!
3 siècles de tradition en textiles!
Backed by our
3 centuries old experience!



PLAIN & NOVELTY twisted yarns
natural and artificial fibers



Emil Wild & Co. Ltd.

DOUBLERS & FANCY YARN DOUBLERS
ST. GALLEN (SWITZERLAND)

EMBROIDERIES

JAKOB SCHLÄPFER

ST. GALL SWITZERLAND



Engster & Huber

Cotton Piece Goods

Co. Ltd. St. Gall

Embroideries

Hirzel & Co., Ltd.

SILK MANUFACTURERS
SCHANZENGRABEN 15

Novelties in silk, rayon
and synthetic fabrics,
also Jacquards.

Ladies and children
umbrella fabrics. Tie silks.

Zurich 2



MANUFACTURERS
EXPORTERS

BAERLOCHER & Co
RHEINECK (ST. GALL)
SWITZERLAND



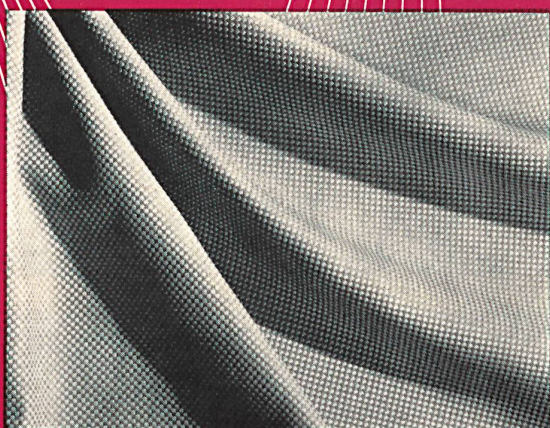
Lingerie-Batistes, Fancy Woven Novelties + Poplins for Blouses, Marquisettes, Handkerchiefs

WOLLWATTELINE - DAS IDEALE MANTELFUTTER



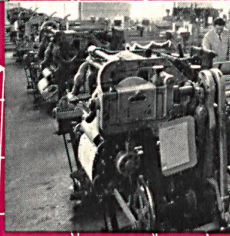
Grossmann & Co AG

THALWIL / SCHWEIZ

BLUSENSTOFFE
KLEIDERSTOFFE
KRAWATTENSTOFFE
SCHIRMSTOFFE

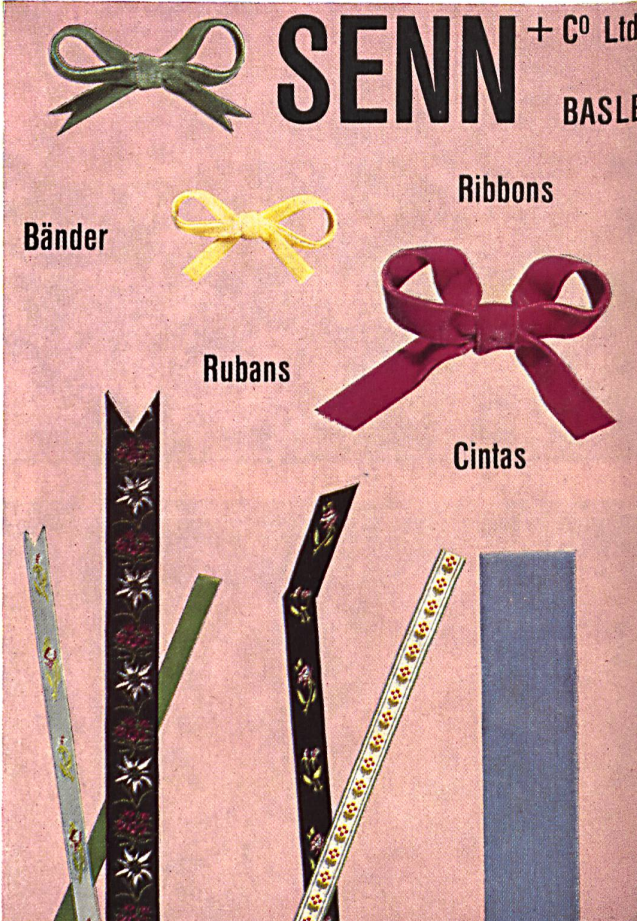




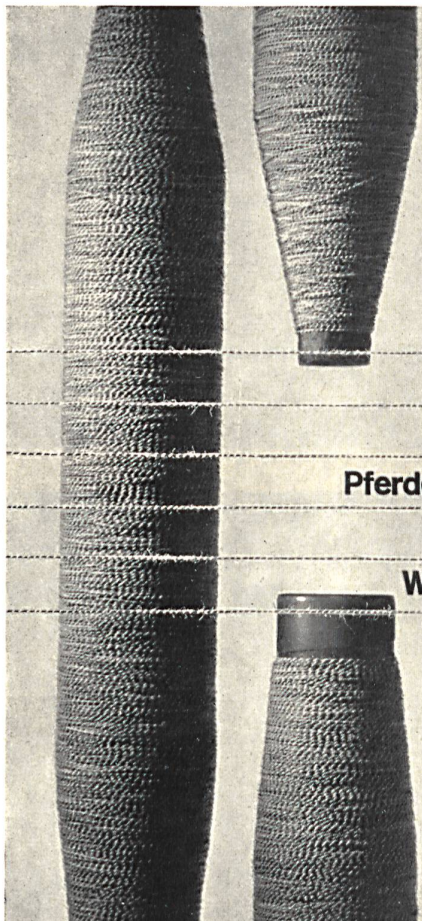
LE
LEEMANN & SCHELLENBERG AG.
ZÜRICH
 SEIDENWEBEREI • GEGR. 1860

SENN + Co Ltd.
 BASLE

Bänder **Ribbons** **Rubans** **Cintas**



Zwirnrosshaar
 der
Pferdehaarspinnerei
 Roth + Cie
 Wangen a/Aare





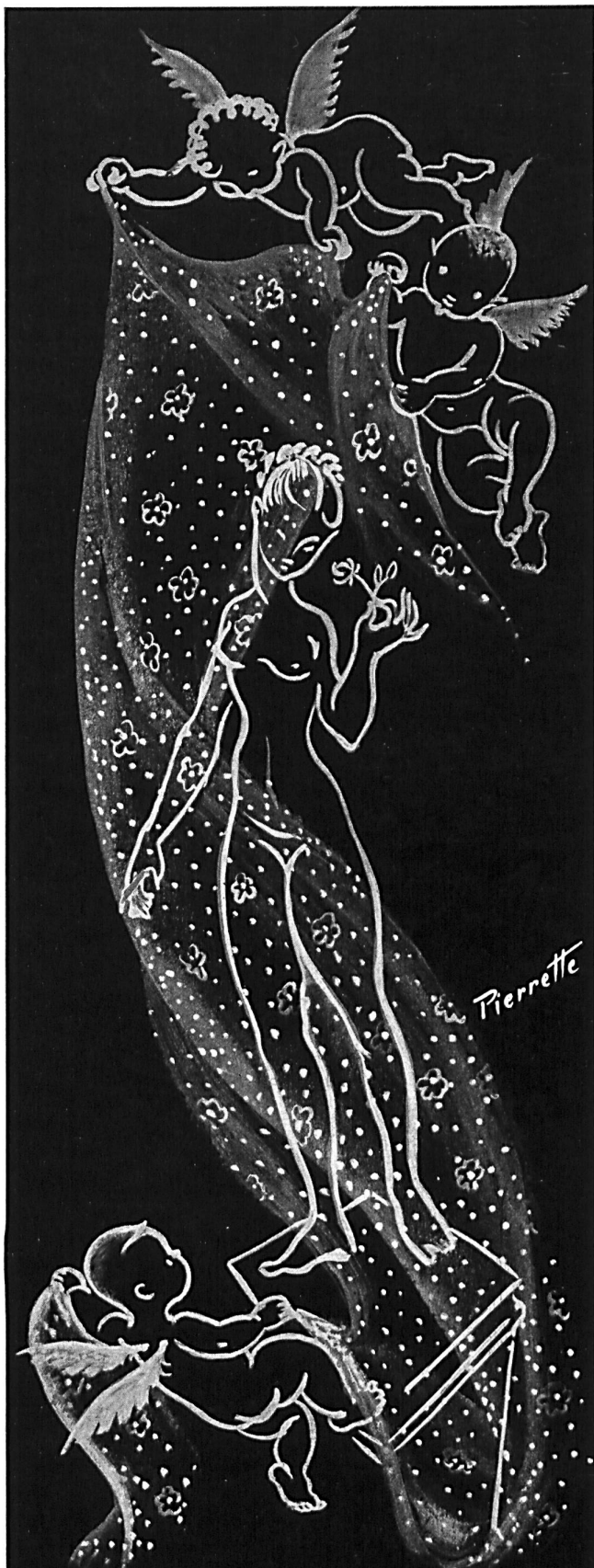
BAUMLIN, ERNST & CO. ST. GALL
 Doublers Retorderie



BAS ÉLASTIQUES - GUMMISTRUEMPFE
 extensibles en tous sens, fins, poreux, invisibles

Gummielastik

Fabrication : **OSCAR HAAG** Kusnacht-Zurich/Suisse



WETTER & CO
HERISAU

Embroideries — Guipure-Laces
Fine cotton piece goods

AL

TO

CO



ALTOCO AG

St. Gallen (Switzerland)

Manufacturers of all Kinds of Embroideries
and Trimmings and Specialists in Motifs and Badges

AG

Textilveredlung



VEREDLUNG UND HOCHVEREDLUNG VON STICKEREIEN,
GLATTEN- UND FANTASIEGEWEBEN

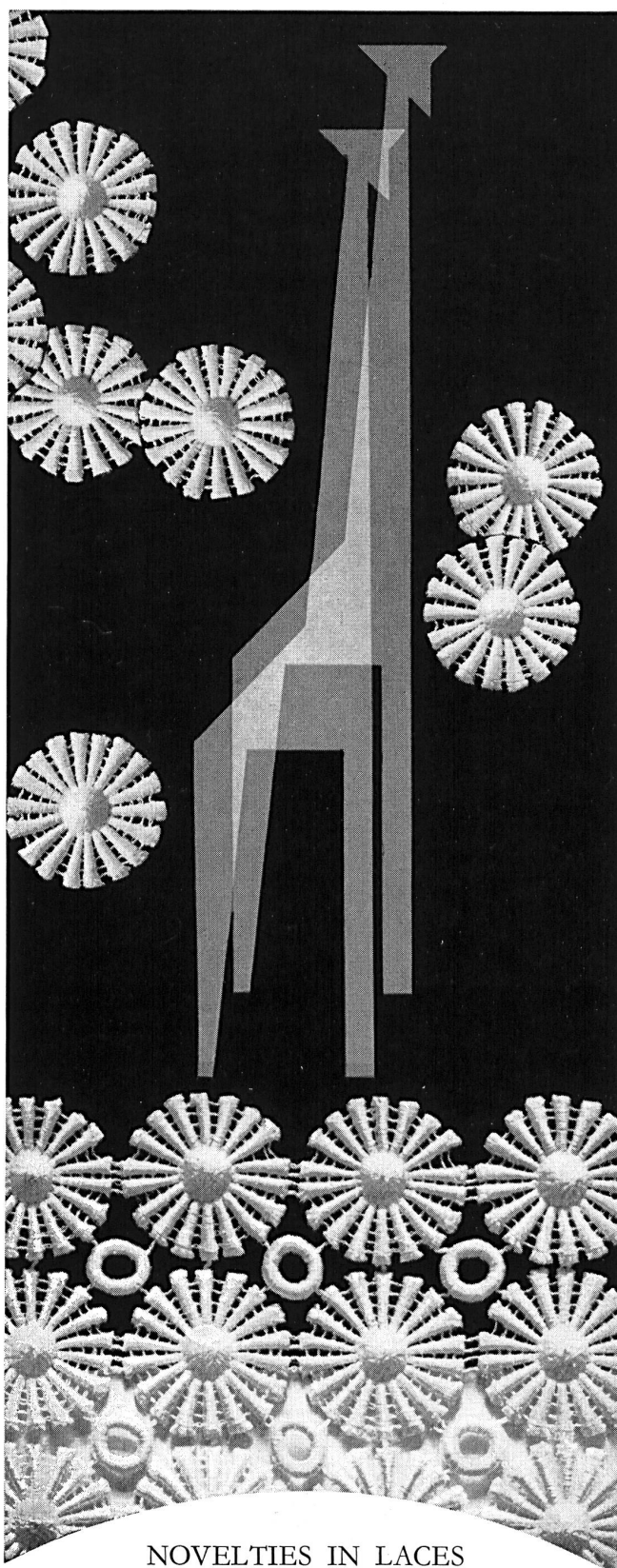
Mercerisation
Bleicherei
Färberei
Appretur

Ätzerei
Filmdruck
Flockprint

Transparent
Opal
Everglaze
Crease-Resisting
Minicare (no Iron)

A.-G. AUSRÜSTWERKE STEIG

HERISAU / SCHWEIZ
Telefon (071) 516 41/42/43

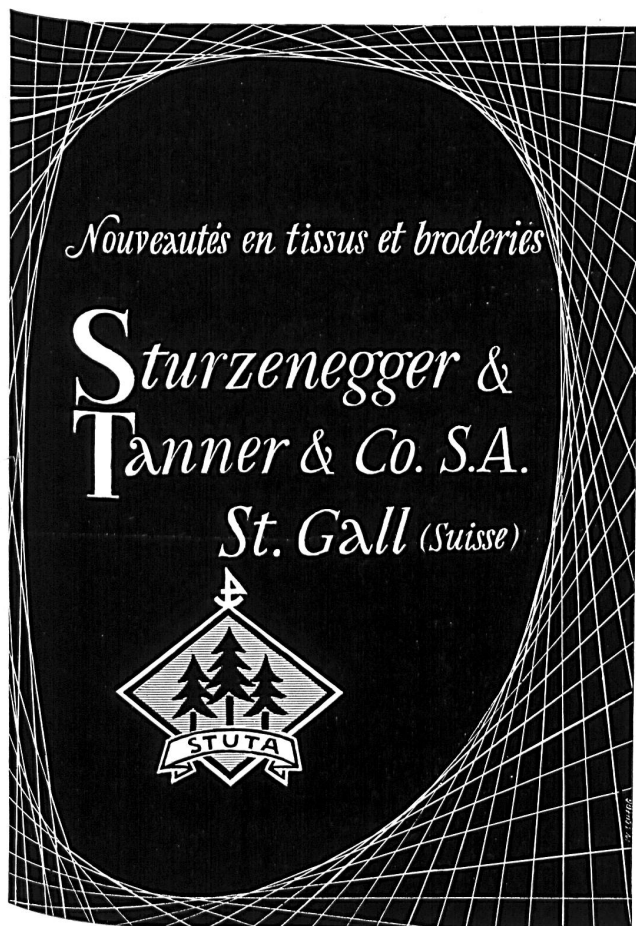


NOVELTIES IN LACES
AND EMBROIDERIES FOR DRESSES,
BLOUSES AND LINGERIE

RAU LTD.

ST. GALL

SWITZERLAND





L'élégance de Genève

Socquettes et chaussettes en Helanca ou en pure laine.

Dessins et coloris exclusifs, inédits et déposés.

MANUFACTURE DE BONNETERIE

FALBRIARD & CIE. GENÈVE

8, chemin des Mélézes
Tél. (022) 24 12 62



*Fabrication de tissus pour la mode
spécialité: laizes / fournitures
pour chapeaux / rubans / écharpes*

Sager & Cie
Dürrenäsch (Suisse)

Abonnez-vous à

Textiles Suisses



Nos agences commerciales
et nos intermédiaires à l'étranger
(voir page 212)
ainsi que

**L'OFFICE SUISSE D'EXPANSION
COMMERCIALE
RUE BELLEFONTAINE 18, LAUSANNE**

vous renseigneront

Hans Fierz

VORMALS BAUMANN & FIERZ - ZÜRICH

Fabrikation von

Krawattenstoffen

Jacquard Damenkleiderstoffen

Carrés, Kopftücher

Echarpen

O. EUGSTER & CO.

Strickwarenfabrik

TROGEN
bei St. Gallen



Neuheiten aus Wolle

*Stolas - Drei- und Vierecktücher
Echarpen - Mützen
Feine gestrickte Handschuhe
Sporthandschuhe*

Novelties in Wool

*Stoles - Squares - Triangles
Scarves - Caps
Fine knitted gloves
Sport gloves*

Nouveautés en laine

*Etoles - Carrés - Triangles
Echarpes - Bonnets
Gants tricotés fins
Gants de sport*

Keilhosen

Fuseaux

WELLSIT[®] Elastic

Elegante **Après-Skijacken**

Moderne **Après-Skihosen**

Sportliche **Dufflecoats**

Wollmäntel

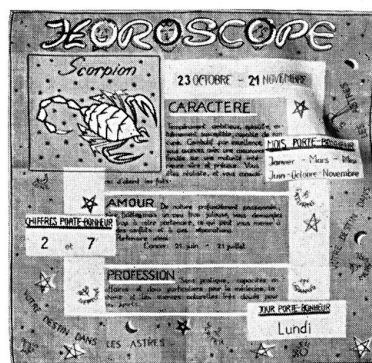
Autocoats

Parkas

SPORTKLEIDER UND MÄNTELFABRIK

KNEUBÜHLER & CIE
ZOFINGEN

Pochettes Horoscope... Horoscope Hankies...



Jedem
Tierkreiszeichen
sein Tüechli

Une pochette
pour chaque
signe du
zodiaque

A hanky for
every sign of the
zodiac

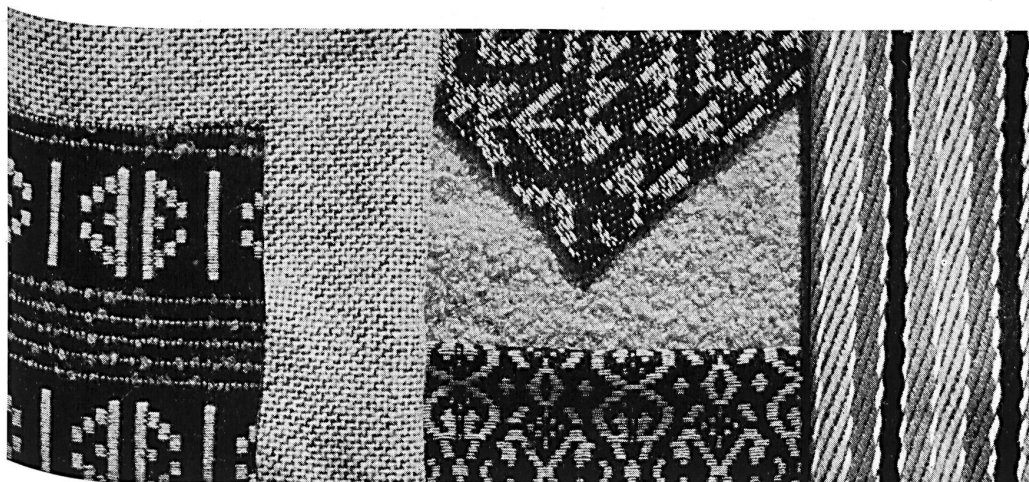
Ausstellerschachtel
mit 6 Dz. ass.

Boîte à choix
avec 6 dz. ass.

Special box for sale
with 6 dz. ass.



MAVIR ZÜRICH, 23, Genferstrasse



Nouveautés für
Kleider
Jupes
Costumes
Mäntel

A.-G. Mietlich
vorm. Gattiker & Steinmann
Richterswil / SCHWEIZ
Telefon 051/960166

ED **Sturzenegger** AG

ST-GALL - SUISSE
Poststrasse 17

ROBORO



Pullovers et gilets
Articles pour b  b  s
Costumes de bain

Jumpers and Cardigans
Babies' Wear
Bathing Suits

J.-F. Rohrer-Bolliger Ltd.
FABRIQUE DE BONNETERIE - KNITTING WORKS
Romanshorn

HOCHULI & CO. Ltd.
SAFENWILSwitzerland

Ladies' and children's
underwear
Superior quality

Hocosa

Créations

Arthur Vetter & Co., Zollikon (ZH)
Maison fondée en 1910



*Carrés et écharpes imprimés à la main
en pure soie,
laine, fibranne, etc.*

Leumann, Boesch & Co. Ltd.

Kronbuehl - St. Gall
(Switzerland)

Manufacturers of
Embroideries and Laces
Plain Cotton Piece Goods
Children's Frocks and Blouses
Ladies' and Children's Underwear

Elbeco
TRADE MARK

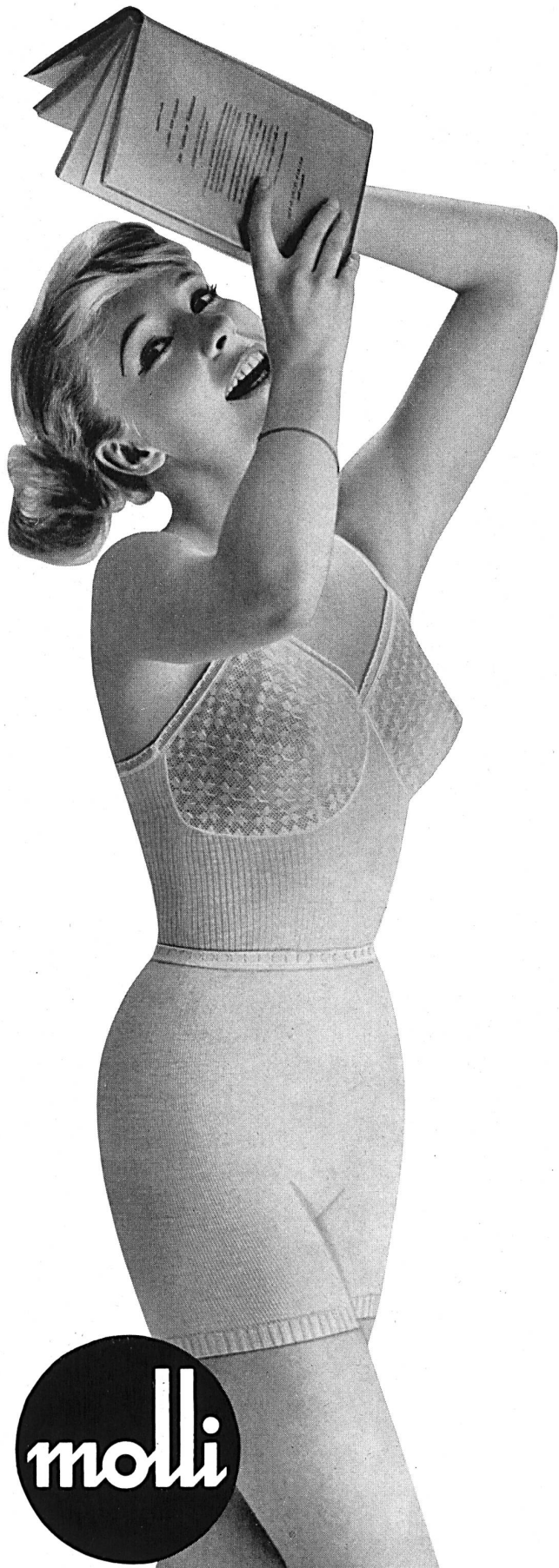
Plain Cotton Piece Goods



Children's Frocks and Blouses



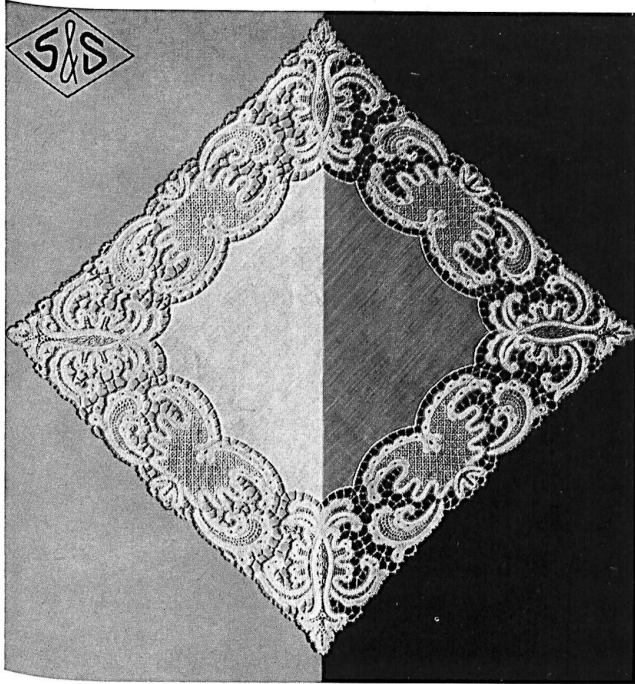
Ladies' and Children's
Underwear



moli

*Sous-vêtements tricotés en laine fine, mi-laine, fil d'Ecosse léger,
spun Orlon ou soie naturelle*

RUEGGER & Cie, ZOFINGUE
SUISSE



Embroidered and Lace
Handkerchiefs

Embroidered Piece Goods
and Laces

PAUL SAILER & CO.
Successors to
Sailer & Schoensleben
ST. GALL

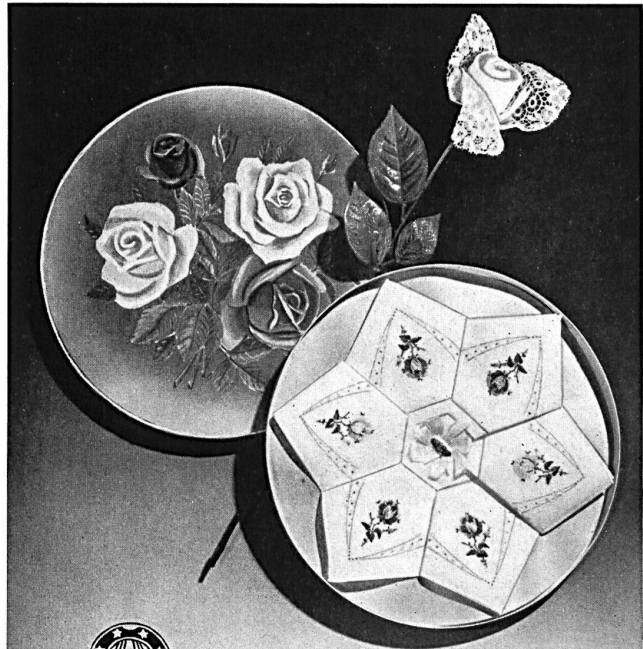
Neuburger & Co. S.A.
St-Gall



Fabricants de Nouveautés
Dentelles et Broderies

R. & W. **Graf**
REBSTEIN
(Switzerland)

Manufacturers of
embroidered trimmings
(edgings,
insertions etc.)
embroidered allover,
guipure embroideries,
nylon embroideries



Kleinberger & Co., St-Gall

*Manufacturers of embroidered
handkerchiefs
Gift packages a speciality*



Old St. Gall, for centuries the home of fine textiles, seen from the site now occupied by

BURGAUER & Co. Ltd.

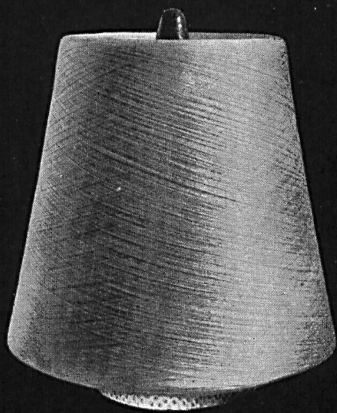
*Manufacturers of all traditional woven and embroidered St. Gall articles since 1860
curtainings and furnishing fabrics, percales, dotted Swiss, embroideries*



Mouchoirs et Broderies

Oertle & Co. Teufen
SUISSE

Retorderie Zwirnerei Doublers



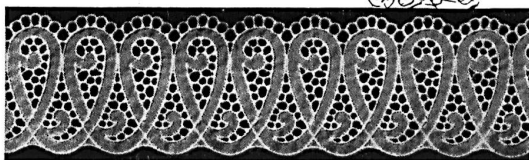
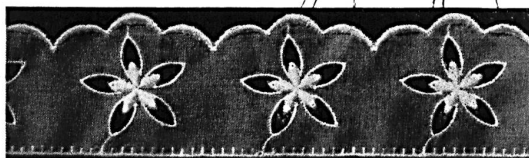
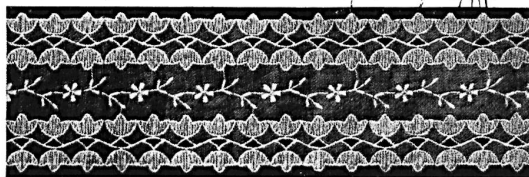
BOPPART & CO AG
Goldach Suisse

Aug. Giger & Co.
St. Gall

Hautes Nouveautés
en
Colifichets et Guipures



Fashion-
able
lingerie
laces



Embroidered Trimmings for Petticoats and Underwear

*
Bächtold & Co.
LIMITED
HERISAU
*

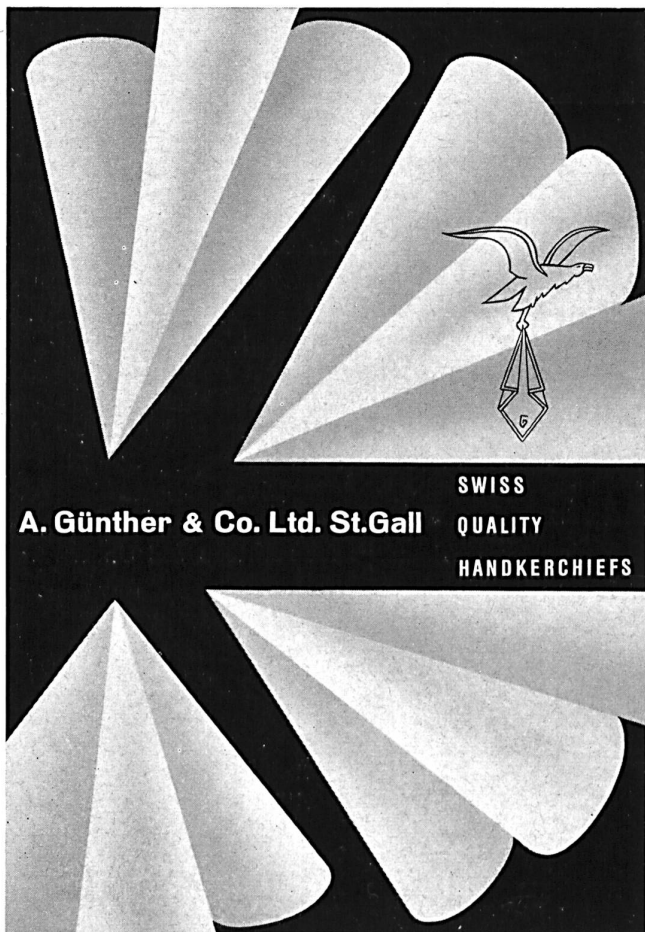


Heer & Cie. S.A. Oberuzwil (Suisse)

Retorderie / Mercerisage
Blanchissage / Teinturerie

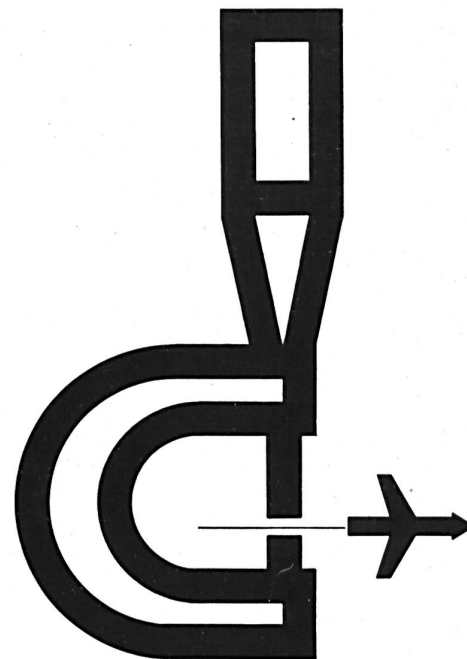


Fils pour toute l'Industrie textile
Yarns for the whole textile industry
Garne für die gesamte Textilindustrie



A. Günther & Co. Ltd. St.Gall

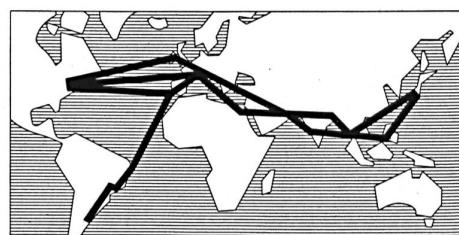
SWISS
QUALITY
HANDKERCHIEFS



**Swiss Craftsmanship
Worldwide**

Wherever you are when you board one of Swissair's modern planes — in New York, in South America, in Europe, or the Near or Far East — you'll find something different; you'll like the pleasant, harmonious decor of the interior, the spotless cleanliness of the cabin. And during your flight, the smooth, muffled hum of the powerful engines will tell you their story about the way they're cared for, about the watchful eyes and painstaking hands of the Swiss craftsmen that check every last detail to keep them as dependable as the proverbial Swiss watch.

You get these extras too —
Up-to-date aircraft equipped with RCA airborne weather radar
World-wide routes: Europe-South America-USA-Near and Far East
Delicious meals, from Swissair's world-famous chefs, included in your ticket



Your travel agent will tell you:
The fares are all the same: it's the service that's different

SWISSAIR

HANDKERCHIEFS

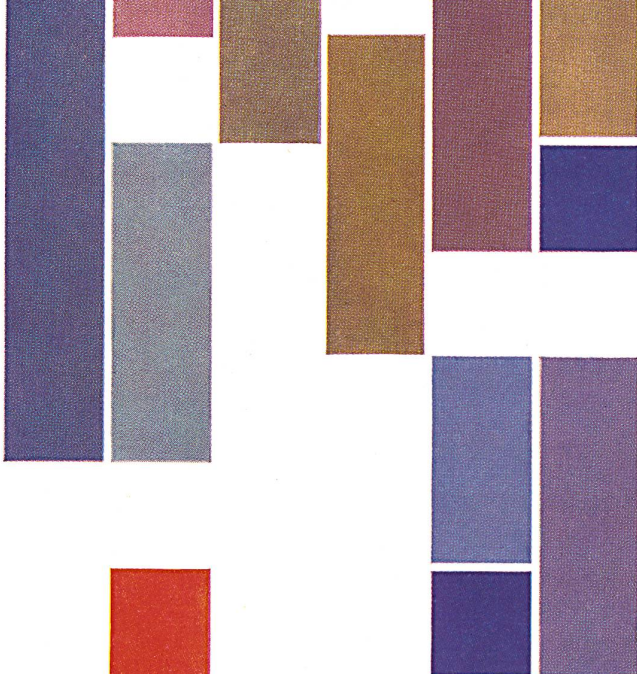


GOITZ

PLAIN AND EMBROIDERIES

*Honegger & Co. Ltd.
St. Gall*

EMBROIDERIES



**Fastness to washing
Fastness to light
Fastness to weathering**

Three factors of prime importance
in the dyeing and printing of cellulosic
fibre materials.

CIBA manufactures high quality dyes
for fast dyeings and prints on cellulosic fibres
the most renowned being the

[®] Ciba and [®] Cibanone dyes

The Ciba and Cibanone «F» brands
comply with all the specifications of the
Felisol* Fastness Label.

Ciba and Cibanone dyes are backed by years
of research, application experience
drawn from the five continents, and the
strictest quality control in manufacture.

**Ciba and Cibanone dyes
are the choice
for highest fastness on
cellulosic fibres**



*The new international mark of quality
which gives assurance that dyeings and prints
satisfy optimum fastness requirements.
[®] Registered trade-mark

C I B A