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NEWS FROM THE TRADE

14th Swiss Export Week.

The readers of this periodical are well acquainted with the **Swiss Export Week** organised, as a general rule, twice a year in Zurich by the **Exporters Association of the Swiss Clothing Industry**. From June 20th-25th this year, thirty-four manufacturers affiliated with this organization will be presenting to their foreign clients assembled here from all parts of the world, their latest creations for the 1949/50 winter season, including dresses, two-piece outfits, suits, coats, blouses, jersey dresses and blouses, sports wear, raincoats, etc.

As we have already pointed out, it is a very great advantage for buyers to be able to view and make their choice of the very best of the Swiss export collections in a few days and under the most favourable conditions, without any loss of time or unnecessary moving about, particularly in a centre such as Zurich, which combines all the practical conveniences with all the amenities.

Zurich is at its most charming in this season and will offer its guests, besides innumerable opportunities for

business, the very best in entertainment at its June Festival. To mention but a few of these events: at the Opera, « Die Meistersinger », « Der Rosenkavalier » and « Tristan », with the added attraction of artists such as Knappertsbusch, Maria Reining (Vienna) and Kirsten Flagstad, not forgetting the Paris Opera Ballet; at the theatre, « Faust » Pt. I and Pt. II, and other plays by Goethe; open-air performances of serenades and ballets, and also in the open-air « A Midsummer-Night's Dream »; and, in addition, a company from the Commedia dell'Arte in Milan. At the Tonhalle there will be concerts with V. Andreae, Knappertsbusch and George Szell conducting, and the soloists Giesecking, Ginette Neveu and Rudolph Serkin. Let us also mention, among many other interesting events, a great Pierre Bonnard exhibition and an exhibition of Swiss Theatrical Art, on the occasion of the International Theatre Congress. All this will enable the businessman here for the **14th Export Week**, to combine business with pleasure.

Anniversary.

One of the most important embroidery factories in Switzerland, the firm **Jacob Rhoner S. A. of Rebstein** (St-Gall), has just celebrated the 75th anniversary of its foundation and, in order to commemorate this occasion in a suitable manner and to enable its faithful clientele to take part in the event, it has published a very interesting illustrated booklet which appears to us worthy of mention in these pages. In it there are some views of the firm's factories and of the embroidery machines, followed by a series of photographs of the principal articles manufactured: edgings and insertions, broderie anglaise, net an guipure laces, guipure allover, allover on organdie,

batiste and voile, handkerchiefs embroidered in white and in colours, bibs, embroidered curtains, doilies, embroidered trimmings for lingerie, Oriental and African embroideries. After these, we are shown samples of different beautiful cotton fabrics — plain and printed organdies, opals, marquissettes, voiles — made by this firm's new department.

This intelligent form of propaganda seems to us to be an excellent way of maintaining good relations between the supplier and his clients, in spite of all the obstacles which, at the moment, are standing in the way of foreign trade.

International Silk Union.

As we have already announced in our previous numbers, the **International Silk Union** is to be founded at the end of May in Zurich. This organization will replace the **International Silk Federation**, which was founded in 1920, and whose activities were brought to an end by the war. The constituent assembly will probably bring together nearly 200 delegates, representing 18 nations of four continents.

We shall have occasion to return to this event later on and shall keep our readers well informed of the work of this new international organization.

Late News — Zurich, May 30th, 1949.

The **International Silk Union** was founded to-day in the Zurich Congress Hall, in the course of a plenary session opened at 9.30 a.m. by the Federal Councillor **Mr. Rubattel**, representing the Swiss government, in the presence of numerous personalities and delegates. **Mr. Ariste Potton**, of Lyons, has been appointed President.

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

BOUTONS — BUTTONS — BOTONES — KNÖPFE

Grämiger Frères S. A., Bazenheid	126
Kaspar Humbel, Uetikon a. See	126
Rix S. A., Zurich	127

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

Emile Anderegg S. A., Weinfelden	122
Eisenhut & Co., Gais	110, 130
Christian Fischbacher Co., St-Gall	13
Forster Willi & Cie, St-Gall	43, 48, 50, 51, 53
Aug. Giger & Cie, St-Gall	54
Robert Halter, S. A., St-Gall	131
Honegger & Co., Ltd., St-Gall	9
Hufenus & Cie, St-Gall	56, 57
Theodor Locher, St-Gall	132
E. Mettler-Müller S. A., Rorschach	130
A. Naef & Cie, Flawil	52, 55
Neuburger & Co., S. A., St-Gall	110
Reichenbach & Cie, St-Gall	8, 58, 107
Jacob Rohner S. A., Rebstein	108, 109, 117
Saller & Schoensleben, St-Gall	132
Jakob Schläpfer, St-Gall	131
Walter Schrank & Cie, St-Gall	45, 54, 56, 132
Union S. A., St-Gall	44, 46, 47, 49, 58, 74, 131
Hugo Wachs & Co., St-Gall	120

CHAPEAUX — HATS — SOMBREROS — HÜTE

Augsburger, Lützelflüh	138
------------------------------	-----

CRAVATES — NECKTIES — CORBATAS — KRAWATTEN

S. Kirschner, Zurich	98
----------------------------	----

COLORANTS — DYESTUFFS — COLORANTES — FARBSTOFFE

Ciba Société Anonyme, Bâle	IV
----------------------------------	----

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

Emil Anderegg AG., Weinfelden	122
E. Braunschweig & Cie S. A., Zurich	1
Arthur Guex S. A., Zurich	112, 138
Kiene & Merz S. A., Kreuzlingen	21
E. Kneubühler, Zofingue	118
Macola S. A., Zurich	1
Willy Meyer S. A., Zurich	1
Mylady AG., Rheineck	136
Sanco S. A., Zurich	138
Schellenberg, Sax & Cie S. A., Trübbach	111, 137

DIVERS — MISCELLANEOUS — DIVERSOS — VERSCHIEDENES

H. Menet-Guyer & Cie (tapis de table — table-cloths — tapices de sobremesa — Tischdecken), Waldstatt	116
Alfred Rosenstiel (sous-bras — dress-shields — sobra-queiras — Armblätter), Zurich	127

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

F. Blumer & Cie, Schwanden	22, 97
Christian Fischbacher Co., St-Gall	13
Honegger & Cie S. A., St-Gall	9
Sager & Cie, Dürrenäsch	119
Siber & Wehrli S. A., Zurich	2
Stoffel & Cie, St-Gall	16
Arthur Vetter & Cie, Zollikon	133
Vischer & Cie, Bâle	115
Winzeler, Ott & Cie S. A., Weinfelden	23, 96

ÉCOLE DE MODE — FASHION-SCHOOL — ESCUELA DE MODA — MODESCHULE

Ecole de mode Friedmann, Zurich	114
---------------------------------------	-----

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

Feldmühle S. A., Rorschach	III
----------------------------------	-----

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

Bäumlin, Ernst & Cie, St-Gall	138
Boppart & Cie, Goldach	132
J. Dürsteler & Cie S. A., Wetzikon-Zurich	127
Filature de la Lorze, Baar	122
Salzmann & Cie, St-Gall	25
Société Industrielle pour la Schappe, Bâle	II
Textil-Export S. A., St-Gall	125
Trüb & Cie S. A., Uster	118
Société de la Viscose suisse S. A., Emmenbrücke	74
R. Zinggeler, Zurich	128
Zwicky & Cie, Wallisellen	129

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

Oscar Haag, Kunsnacht-Zurich	105, 112, 128
------------------------------------	---------------

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

Boppart & Cie, Goldach	132
J. Dürsteler & Cie S. A., Wetzikon-Zurich	127
E. Mettler-Müller S. A., Rorschach	127
Zwicky & Cie, Wallisellen	129

MONTRES — WATCHES — RELOJES — UHREN

Manufacture des Montres Doxa S. A., Le Locle	95, 121
--	---------

MOUCHOIRS — HANDKERCHIEFS — PAÑUELOS — TASCHENTÜCHER

Emar S. A., Zurich	26
Christian Fischbacher Co., St-Gall	13
Joseph Heeb S. A., Appenzell	92, 130
Honegger & Cie S. A., St-Gall	9
Société Anonyme A. & R. Moos, Weisslingen	93
Reichenbach & Cie, St-Gall	8
Jakob Rohner S. A., Rebstein	117
Saller & Schoensleben, St-Gall	132
Gottfried Schaerer, Zurich	137
Stoffel & Cie, St-Gall	16
Union S. A., St-Gall	131
Hugo Wachs & Co., St-Gall	120

OUATE ET QUATINE — WADDING AND COTTON-WOOL LINING — HUATA Y HUATINA — WATTE UND WATTELINE

Grossmann & Cie, Thalwil	124
--------------------------------	-----

RUBANS — RIBBONS — CINTAS — BÄNDER

De Bary & Cie S. A., Bâle	11
Sager & Cie, Dürrenäsch	119
W. Sarasin & Cie S. A., Bâle	115
Senn & Cie S. A., Bâle	15
Thurneysen & Cie S. A., Bâle	120
Vischer & Cie, Bâle	115

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

Färberei Schlieren, Schlieren	3
Société Anonyme A. & R. Moos, Weisslingen	24
Zwicky & Cie, Wallisellen	129

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

L. Abraham & Cie, Soleries S. A., Zurich	6, 62, 63, 66, 67
Albrecht & Morgen, St-Gall	116
Emile Anderegg S. A., Weinfelden	122
Appenzeller-Herzog & Cie, Staefa-Zurich	133
S.-J. Bloch Fils & Cie S. A., Zurich	126
Bosshard-Bühler & Cie S. A., Wetzikon-Zurich	17
Rudolf Brauchbar & Cie, Zurich	19, 61, 64, 65, 68, 81
Burgauer & Cie S. A., St-Gall	118
Emar S. A., Zurich	26, 69
Eugster & Huber, St-Gall	126
Les Fils de Adolf Fenner, Zurich	121
Filature et Tissage Glattfelden, Glattfelden	129
Christian Fischbacher Co., St-Gall	13, 91
E. Gagg-Vogelsang, Hombrechtikon	119
Gattiker & Steinmann, Richterswil	20
Bertold Guggenheim, Zurich	120
H. Gut & Cie S. A., Zurich	10
Hugo Gutmann, Zurich	113
Heer & Cie S. A., Thalwil	14, 70, 71
Honegger & Cie S. A., St-Gall	9
Max Kirchhelmer, Zurich	125
Lauterburg & Cie, Langnau (E.)	88
Tissage de Toile de Langenthal S. A., Langenthal	88
Leemann & Schellenberger S. A., Zurich	114
Mettler & Cie S. A., St-Gall	4, 94
Seidendruckerei Mittlödi A.G., Mittlödi	12
Société Anonyme A. & R. Moos, Weisslingen	24
Edwin Naef S. A., Zurich	18
Reichenbach & Cie, St-Gall	8, 92
Tissage mécanique de soieries Rüti, Zurich	117
R. Scheller & Cie, Zurich	124
Schmid & Cie, Burgdorf	87
Siber & Wehrli S. A., Zurich	2
Silkatex, S. A. pour soieries, Zurich	115

Julius Stitzel, Zurich	119
Stoffel & Cie, St-Gall	16, 57, 59, 60
S. A. Stünzi Fils, Horgen	5
A. Tischhauser & Co., Teufen	121
Tissage Wallenstadt, Wallenstadt	114
Baumwoll-Spinnerei und -Weberei Wettingen, Wettingen	7
Worb & Scheitlin S. A., Burgdorf	87

TRESSES DE PAILLE — STRAW BRAIDS — TRENZAS DE PAJA — STROHGEFLECHTE 40, 72, 73

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

S. A. ci-devant W. Achtnich & Cie, Winterthur	134
Hochuli & Cie, Safenwil	105, 135
Kiene & Merz S. A., Kreuzlingen	21, 100
Jakob Laib & Co., Amriswil	104, 135
Tricotage Suisse Lehmann S. A., Langenthal	134
Manufactures de Bas Réunies S. A., Flawil-St-Gall	123
G. Müller-Renner S. A., Kreuzlingen	113
Mylady A.G., Rheineck	136
Nabholz S. A., Schoenenwerd	103
A. Naegeli, Tricotfabriken Berlingen und Winterthur, Winterthur	106
Ruegger & Cie, Zofingue	104, 134
Ruepp & Cie S. A., Sarmenstorf	99
Ryff & Cie S. A., Berne	102, 123
Jos. Sallmann & Cie, Amriswil	136
Vollmoeller, Fabrique de bonneterie Uster, Uster	101, 135
Pius Wieler Söhne, Kreuzlingen	105
Yvel S. A., Zurich	137

TULLE — NET — TUL — TÜLL

Société suisse de l'industrie tullière S. A., Munchwilen	133
--	-----

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