

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1957)

Heft: 1303

Artikel: Fashion holiday in Switzerland

Autor: W.D.

DOI: <https://doi.org/10.5169/seals-691389>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 18.02.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

FASHION HOLIDAY IN SWITZERLAND.

(A *soirée* given by the Textile Industry of St. Gall at Castle "Altenklingen").

Under the above heading an interesting article in the St. GALLER TAGBLATT of July 30th reported a unique event that took place towards the end of last month.

It appears that the textile industry of St. Gall thought it would be a good idea to show their friends and customers of the U.S.A. the latest developments and creations in Swiss cottons. In fact the chief of the publicity department went so far as to coin the phrase: "It is rumoured that Zurich now produces silks which fairly imitate the best cotton of St. Gall".

Some of the leading journalists writing for American fashion papers were on a journey through Europe in order to view the various new collections. The St. Gall industrialists took the opportunity to invite them on a tour through Switzerland, which they gladly accepted.

During their sojourn at St. Gall they spent the first evening at a garden party, given by Dr. A. Wiegner, President of the Publicity Department of the Cotton and Embroidery Industries. Having been favoured with a really beautiful and warm summer evening (not a foregone conclusion during this fickle season) the arrangements proved a complete success.

The next day was spent visiting in groups typical branches of the Industry in various parts of the Appenzellerland and the Rheintal. The evening was to provide the *pièce de résistance*: the *soirée* at Schloss "Altenklingen" in the Thurgau. This was indeed a happy inspiration which greatly appealed to our American friends, who are at all times susceptible to a touch of romance.

When the party arrived the castle presented itself in its full beauty in the evening light. The moat was crossed and the visitors found themselves scrutinised by two warriors in Swiss uniforms of olden times, presenting their halberds. On the far side of the courtyard stands the impressive main building of the castle. The party mounted two staircases which lead to a long corridor in which a wonderful collection of the latest creations in Swiss cotton textiles was exhibited: cloths and embroideries which went surprisingly well with the tapestries and antique furniture — and with the portraits of the old Zollikofers looking down from their frames upon the walls. The castle still remains the property of their descendants.

The inspection of all that was to be seen was only slightly and agreeably interrupted by a welcome icy cocktail, the serving of which also facilitated introductions between guests and hosts. There were Eugenia Shephard, who writes for the New York Herald Tribune, Betty Blackwell, of Mademoiselle, Mr. Dana O'Clare, two gentlemen of McCall's, and other important people from the world of fashion "over there". The topics of discussion ranged from travel to yodelling and from currencies to what can be had for the money. Appropriately enough everyone was in evening dress to suit the surroundings of "Altenklingen", which can look back into history over a period of nearly 500 years.

When by-and-by the last stragglers had arrived

the company were bidden to enter the Great Hall, with its chandeliers, its tapestries, lovely old furniture and exquisite pictures. In the centre stood the gleaming white table, decked for some 50 diners and embellished with the choicest flowers and the soft glow of candle-light. In the bay window, adorned with coats of arms, sat Fred Boehler with his "Hammond", who was to supply the finishing touch by the charm of his music.

At the head of the table sat Mr. Victor Zollikofer, in a white smoking jacket, and he rose to bid the guests welcome in a few well-chosen phrases. He briefly mentioned some facts about the castle and its architect (with his dog) and finally asserted that "Altenklingen" was not devoid of the proverbial castle "Ghost". He then invited all to proceed without further ado with the task in hand. The dinner proved indeed a happy and animated affair during which each participant in turn was asked to rise, to be introduced, through the toastmaster, by name and profession.

Amongst the hosts were such well-known personalities as Max Stoffel, Arnold Mettler, Willy Forster, Victor Widmer, Dr. Wiegner, and many others. The photographer had a busy time in all directions, whilst some of the proceedings were being televised. This applied in particular to the Mannequin Parade which followed and during which anything and everything was being shown that might excite the fluttering feminine heart: — Ski outfits, summer dresses, cocktail suits, evening gowns and even bathing costumes.

Make it Tasty

with

MAGGI

Continental Soup

When you try Maggi Soups you share one of the most closely guarded secrets of leading chefs. There are ten delicious varieties — each one prepared from exclusive Maggi recipes. With a packet of Maggi Soup you just add boiling water, simmer, and in a few minutes you've some of the most exciting helpings you've ever tasted. Serve Maggi Soups today.

Ten Delicious Varieties

MUSHROOM • ONION • SPRING VEGETABLE • NOODLE SOUPMIX (Chicken flavoured) • CHICKEN BOUILLON • CAULIFLOWER • PEA WITH SMOKED HAM • ASPARAGUS • CONSOMME WITH TURTLE MEAT • BEEF BOUILLON

4-6 plates of soup from each packet

For extra economy — Maggi packs are divided into two sealed half packets each making — 2-3 plates of soup.

MAGGI Extra SOUPS The Continental Favourite

Although this show lasted only half an hour, in order not to tire the guests, every item displayed was "it" and produced a sense of general admiration. Was it possible to produce all these fantastic creations from cotton? The models from the ateliers Marty & Co. and Gafader & Co., both of Zurich, evoked particular enthusiasm.

As the evening wore on it was only natural that such a happy atmosphere could not come to its proper close without "an invitation to the valse" — and to steps more brisk and modern. Champagne started to flow and was served to those who needed refreshment after exercise, as well as to the others who preferred spending their time chatting in one of the many cosy corners. The height of the dance, however, was reached in a Polonaise through the whole castle, even across the moat to a hunting lodge and back again. In this nearly everyone not only took part, but thoroughly enjoyed doing so.

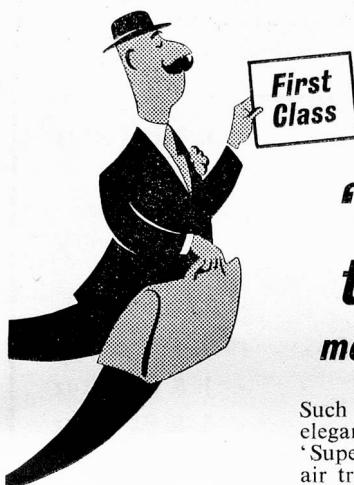
Meanwhile, the old castle stood out floodlit (with the equipment previously used for television) leaving on all an indelible impression of its serene dignity and beauty, even of grandeur.

"Altenklingen" (and its ghost) had witnessed a unique gathering within its precincts and a fashion display for which a finer and more romantic background it would have been impossible to conceive.

When the St. Gall industrialists undertake to do a thing they can be relied upon to do it sumptuously and well.

W.D.

Swissair Luxury



'Super Swiss'
twice daily
morning & afternoon

London-Zurich 'Super Swiss'
any morning at 11.30 or
any afternoon at 5.55.

Tourist Class also available.

Book through your Travel Agent NOW



OFFICES IN LONDON MANCHESTER GLASGOW BIRMINGHAM DUBLIN

NEW SWISSAIR AIR/SEA AGREEMENTS.

Swissair and Arosa Line have concluded an agreement for the mutual sale and exchange of transportation documents, payment of commission and interline settlement. It enables passengers to have a Swissair ticket endorsed for travel on an Arosa Line vessel or vice versa. As this agreement covers traffic on the North Atlantic no round trip reduction will be available.

Swissair has also concluded an Air/Sea Agreement with the Spanish shipping line Ybarra y Cia. of Seville. It provides for the sale of combined air/sea passages and the usual round trip reduction. Return tickets can furthermore be endorsed to either carrier after completion of the outward journey. So far Swissair has concluded sixteen similar agreements.

SWISSAIR'S OPERATIONS IN FIRST HALF OF 1957.

Swissair's traffic results for the first half of 1957 reflect the considerable expansion of operations that has taken place in that period. Offered capacity rose to 49,598,758 short ton-miles from 33,889,166 in the first half of 1956, an increase of 46 per cent. Revenue ton-miles performed increased by 39 per cent, giving an overall load factor of 62.2 per cent, compared with 65.5 per cent in the corresponding period a year ago.

The number of passengers carried on all sectors of the network rose by 30 per cent to 451,031 from 346,362.

The mileage flown increased to 8,057,690 from 6,269,290.

The volume of freight carried totalled 5,545 metric tons, compared with 4,813 metric tons, an increase of 15 per cent. Air mail carried rose by 17 per cent to 1,999 tons from 1,715 tons.

THE
ANGLO-SWISS INSURANCE &
REINSURANCE AGENCY LTD
29/30, High Holborn, London, W.C.1
Telephone: CHAncery 8554

is at the disposal of all members of the Swiss community to advise on any insurance matters in this country or abroad.

THE PERSONAL TOUCH—that's what counts
For all travels—by land sea and air
let A. GANDON make your reservations

Tickets issued at Station Prices - no booking fee
HOWSHIP TRAVEL AGENCY
188, Uxbridge Road - Shepherds Bush - W.12
Telephones: SHE 6268/9 and 1898