

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1945)
Heft: 3

Artikel: Modern magic
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-799096>

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: 14.09.2025

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

MODERN MAGIC

Below : A mannequin presents an « haute-couture » model (Fischer, Geneva).

Opposite : Snapped in the studio during the making of the film. On the left, under the glare of the lamps, is the mannequin of the preceding scene ; on the right, perched on the truck, are the producer and camera-man.

Please also see illustrations on pages 28 and 30 which have been reproduced from the film « Modern Magic ».



There is one branch of industry in relation to which one is quite justified in speaking of « modern magic », and that is textile finishing, to which we have devoted a serial article in the previous and present numbers of « Swiss Textiles ». We refer our readers to the article on page 27 which resumes the impressions gained by our reporter when visiting an important textile finishing factory.

It is not difficult to understand that it was tempting to record these impressions by camera and to make a film thereof. Not a documentary designed merely for educational purposes, but one which would capture the atmosphere in a finishing factory and show the man in the street how delicate fabrics are made... the man in the street who may, after all, be the man who sells these fabrics, or buys them, or whose job it is to handle them in any way. The attempt has proved successful. It was no light task, not because the subject is not easy to take, but on the contrary because so many interesting and complex details are involved, that great discrimination was necessary to seize the essentials and compose a synthesis, suggestive and attractive by its very briefness, rather than to register a monotonous visual enumeration. « Modern Magic », an OSEC film realized by Scientifilm, Lausanne, has been shot for the most part in the factory of Messrs. Heberlein & Co. Ltd. at Wattwil ; producer and supervisor, Henry Wyden and camera, Adrien Porchet. This is a short, approximately fourteen minute reel, of which versions with commentaries in French, English, Portuguese, Spanish and German have been made ; it can be obtained in 16 mm. and 35 mm. For all information please write to the Lausanne offices of the Swiss Office for the Development of Trade.