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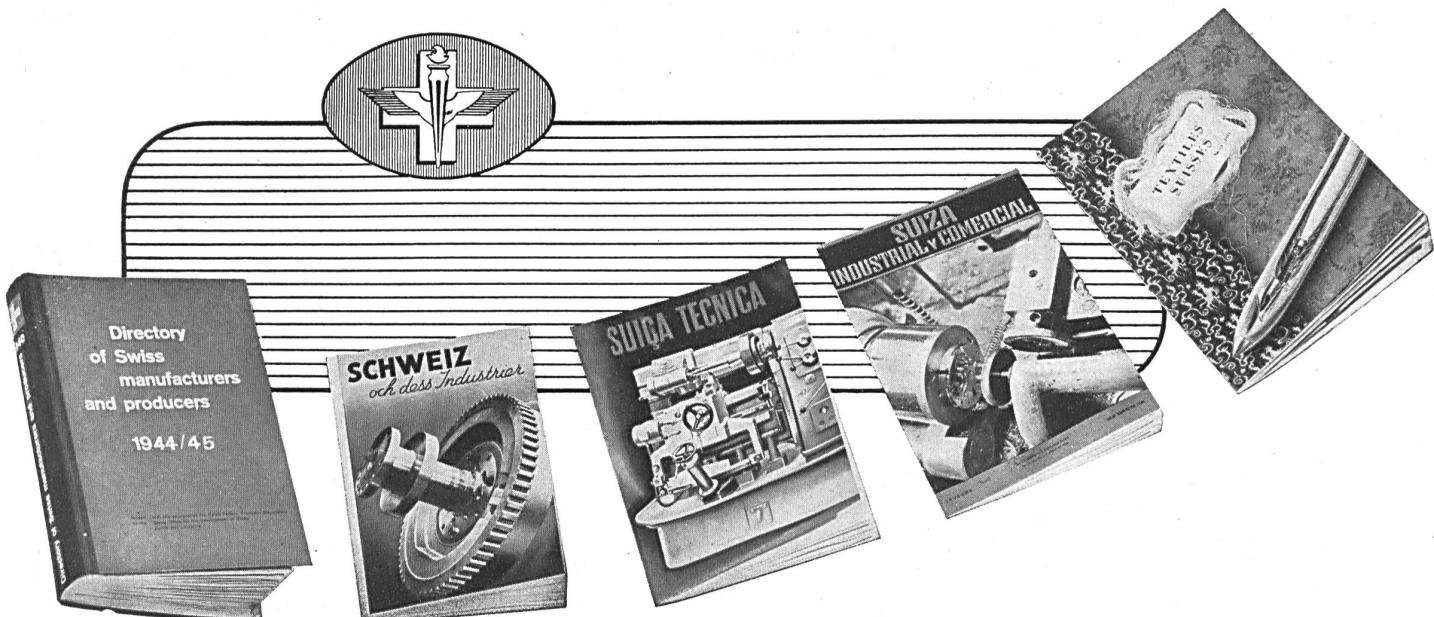
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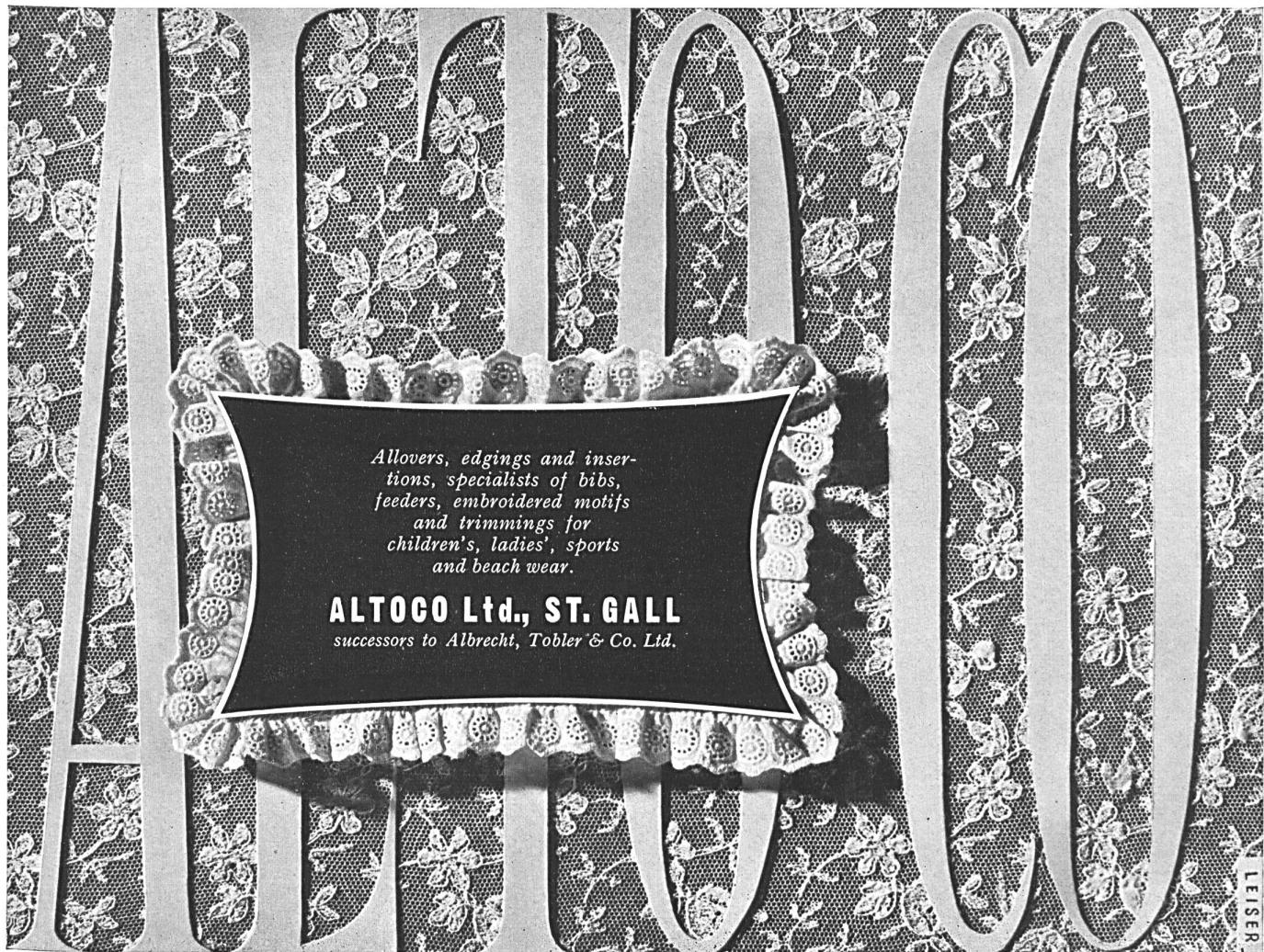
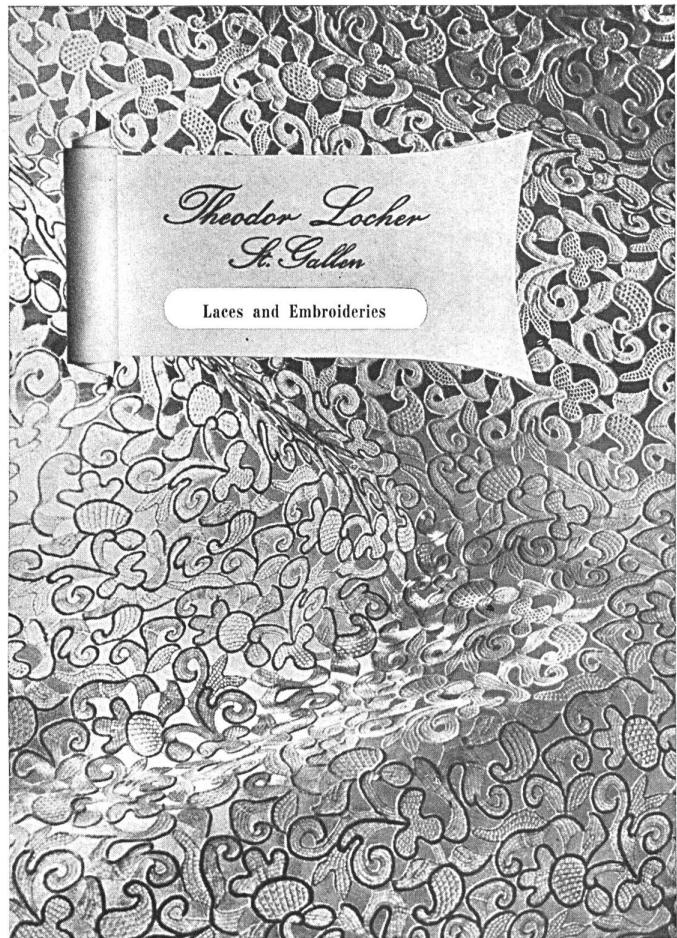
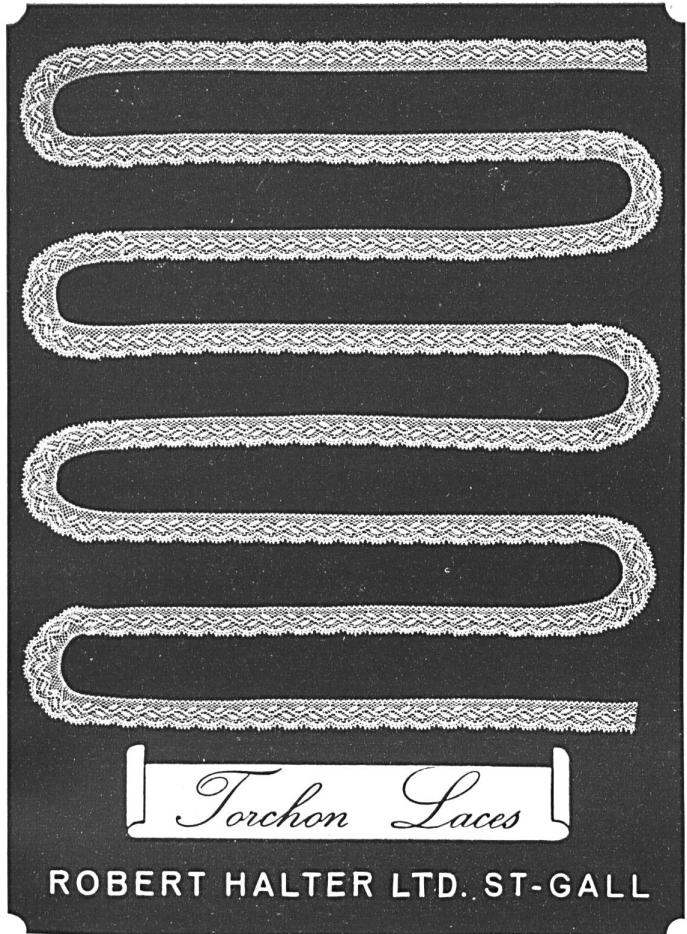
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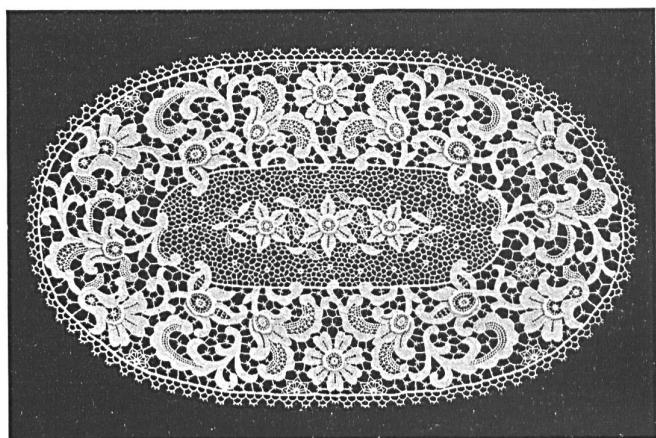


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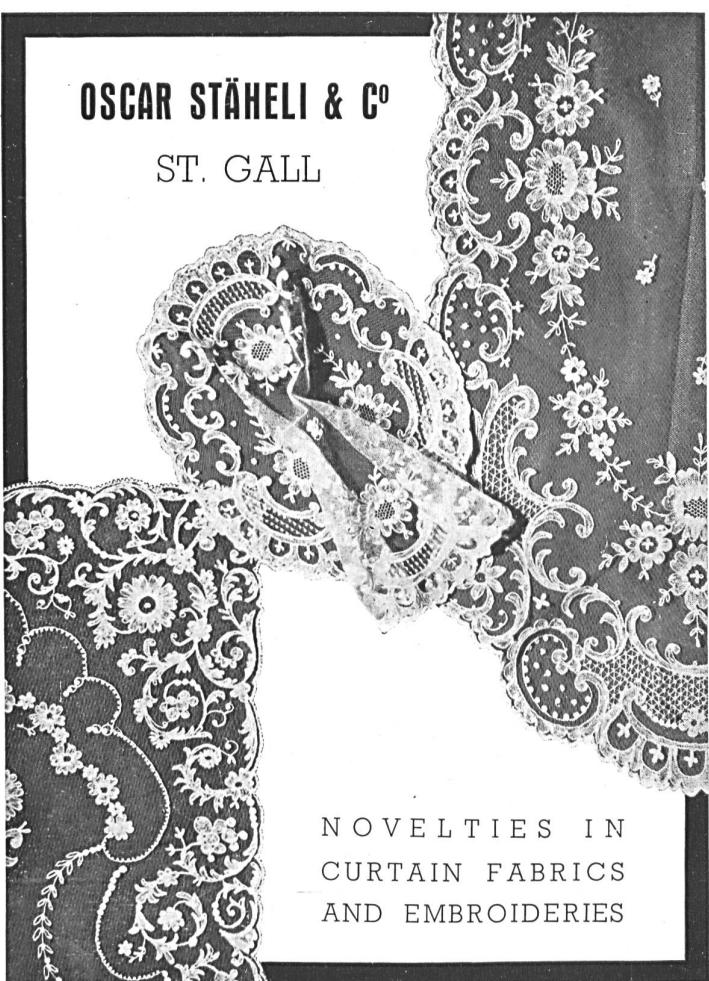


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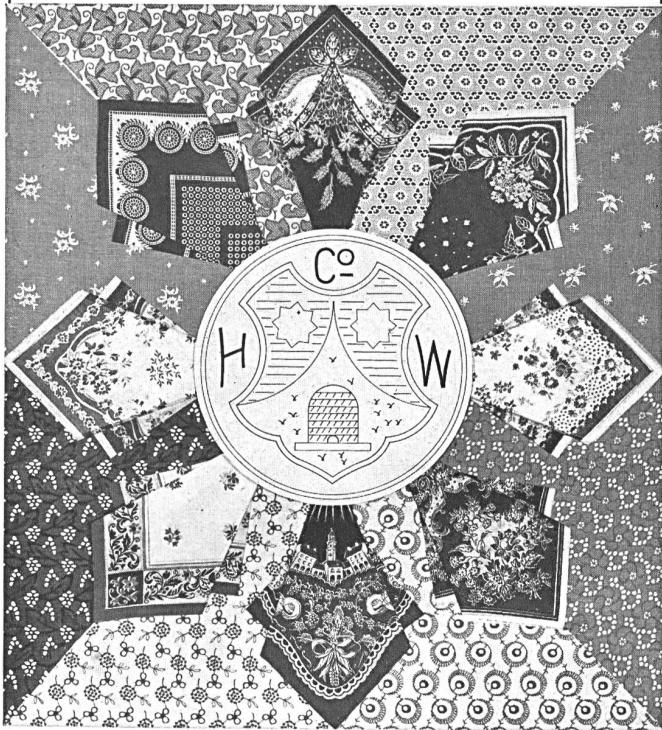
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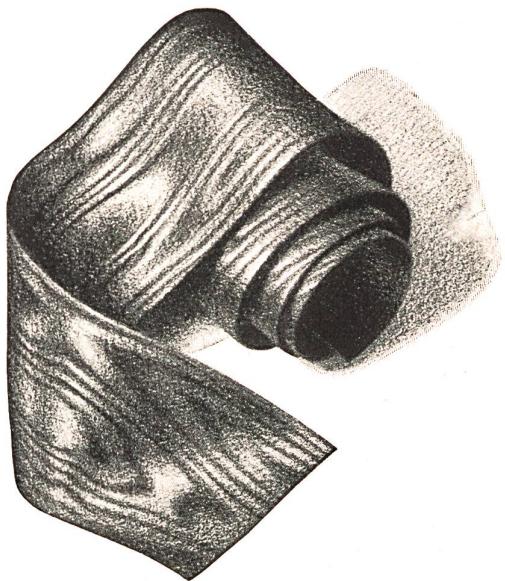
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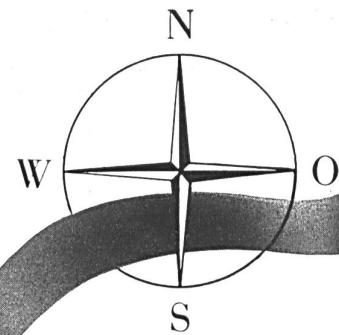
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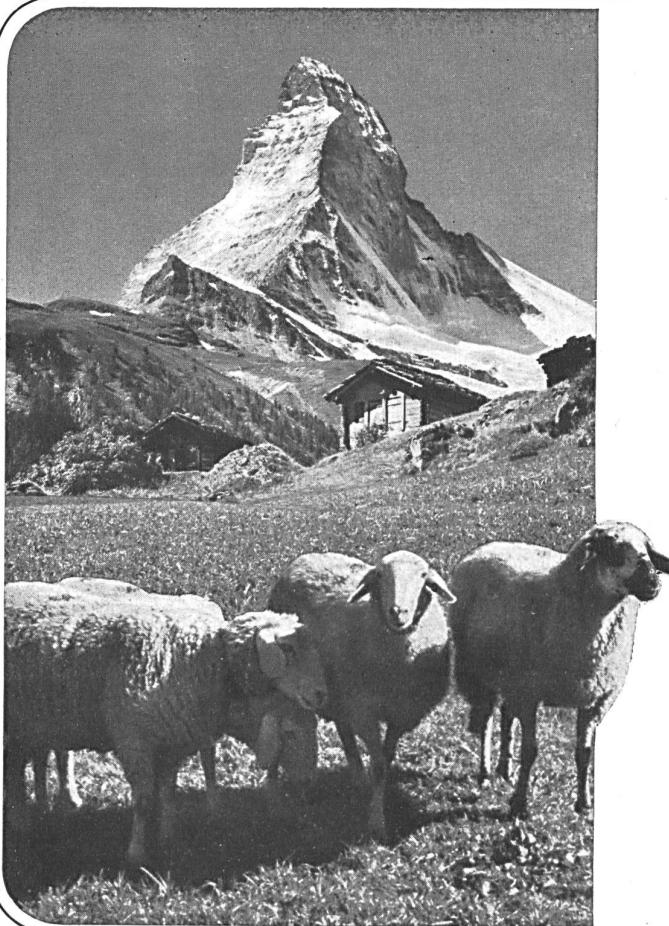
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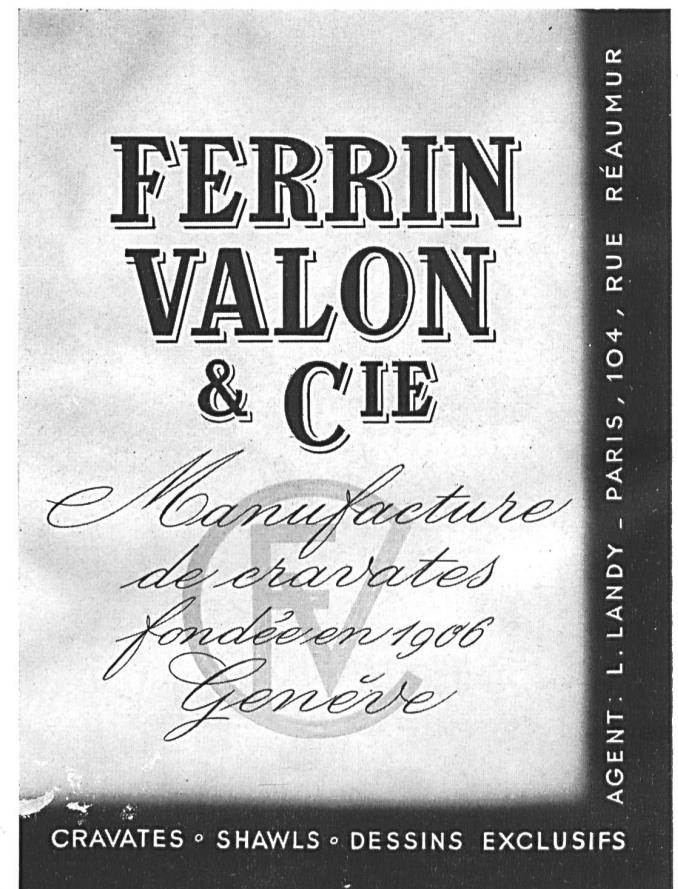
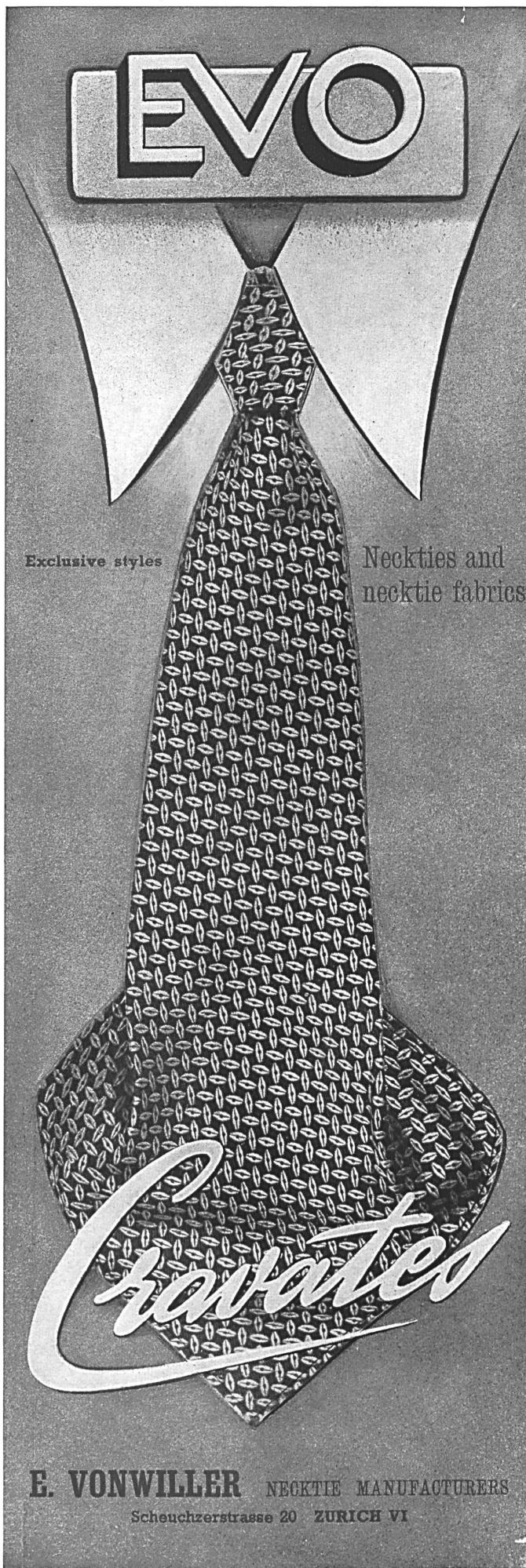
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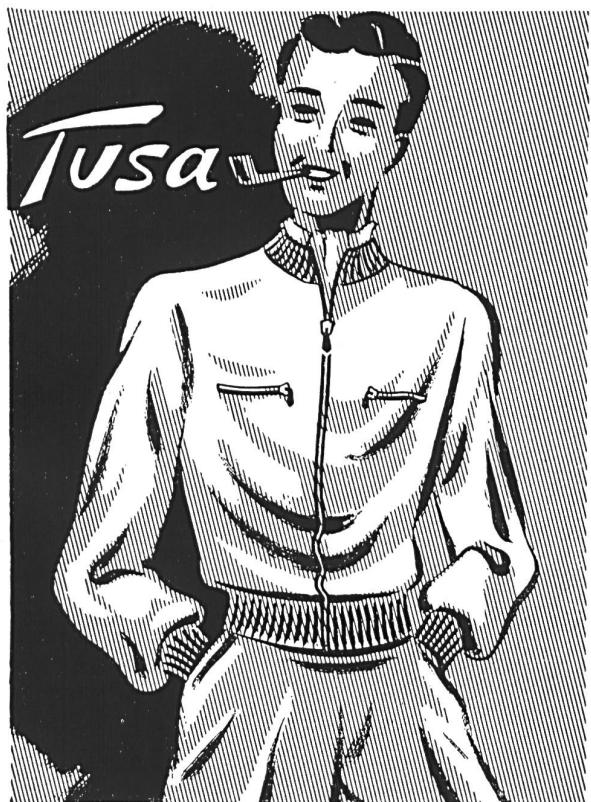
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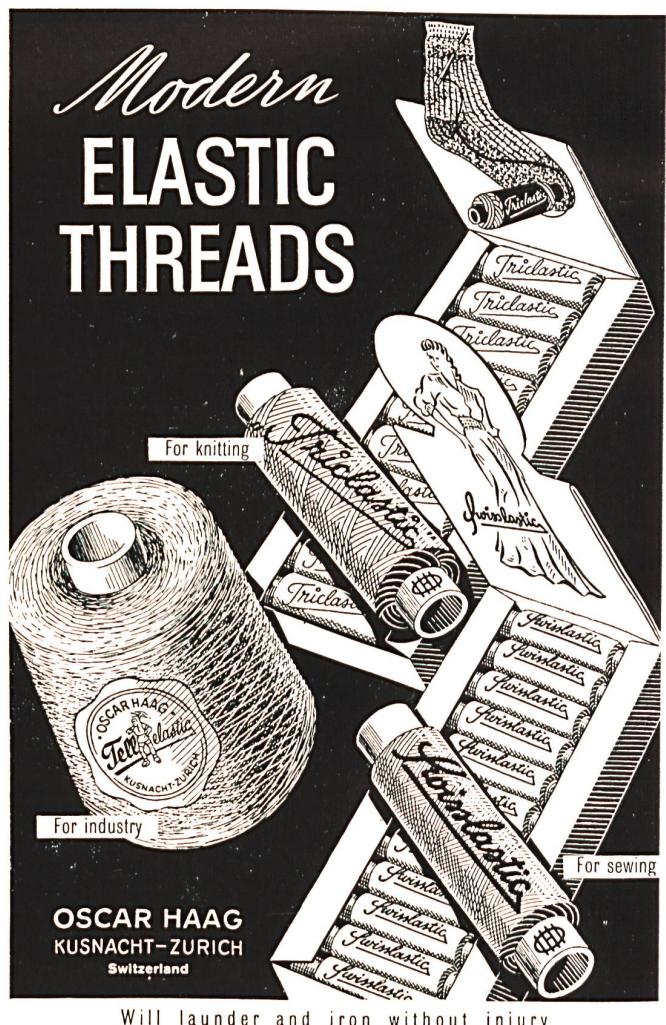
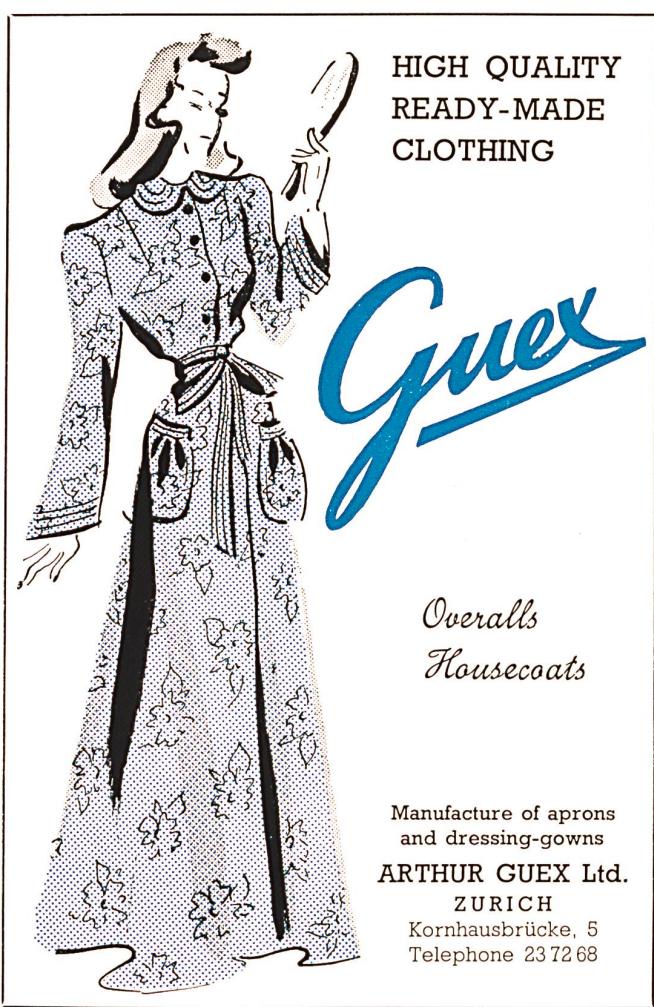
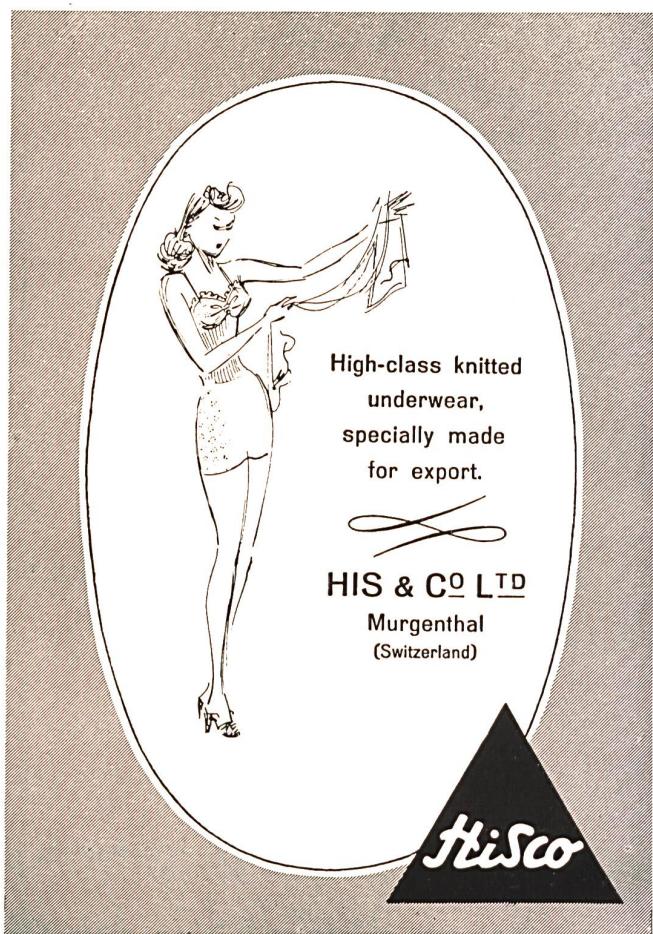
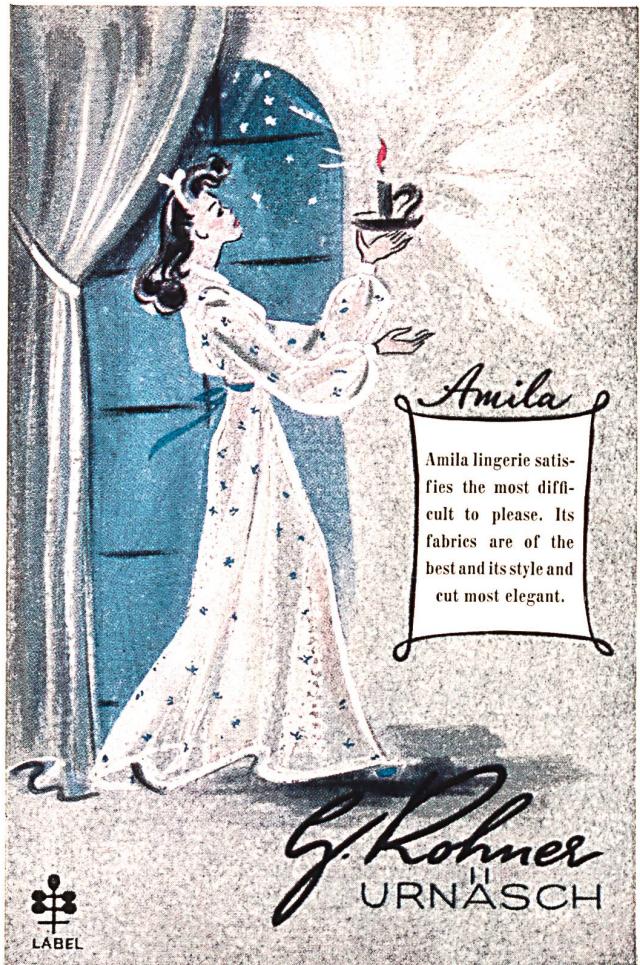
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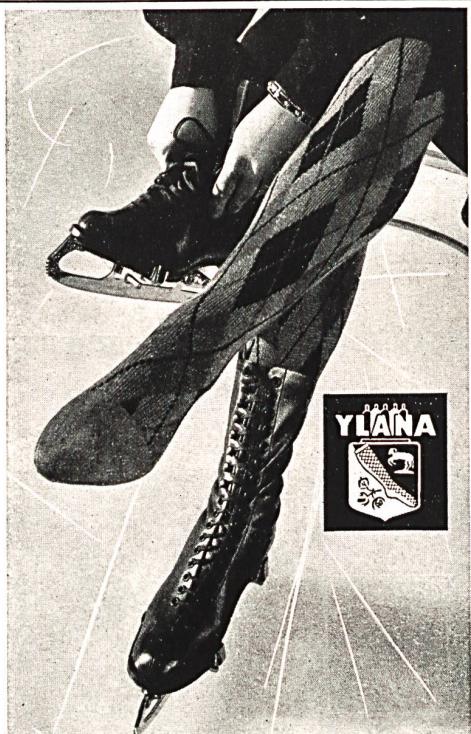




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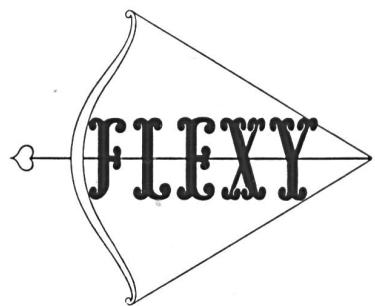
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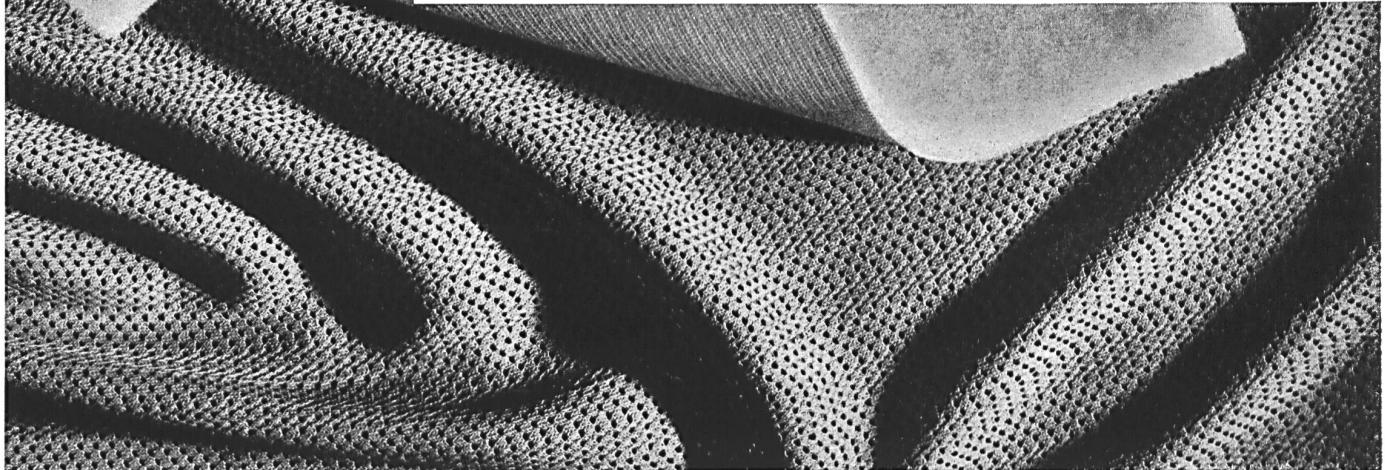
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Information concerning Swiss Products:

Swiss Office for the Development of Trade: Zürich, Börsenstrasse, 10, and Lausanne, Place de la Riponne, 3.

An Association for furthering the development of foreign trade; gives free information concerning Swiss products and puts buyers into contact with manufacturers; edits sundry publications: see page 83.

The film «The Rise of a World Industry» illustrates strawbraid manufacturing processes employed in the Wohlen industry. «La fibranne, produit suisse» is a film illustrating the manufacture of synthetic textile fibres, namely, rayon and staple fibre, and their possibilities of utilization. The film «Modern magic» gives a survey of the dressing and finishing of textiles in an important factory (see page 82). Ask for booking conditions.

Oversea-Agencies of the Swiss Office for the Development of Trade:

Great Britain. — London: Swiss Office for the Development of Trade, Montagu Place 16.

Near East (Syria, Lebanon, Iraq, Cyprus). — Beyrouth: Office commercial suisse pour le Proche-Orient, B. P. 809.

Palestine. — Tel-Aviv: Swiss Trade Office for Palestine, P.O.B. 2117.

Iran. — Teheran: Office suisse d'expansion commerciale, délégation pour l'Iran, C. P. 9.

North Africa. — Algiers: Office suisse d'expansion commerciale, 3, rue Edmond Adam.

West Africa. — Lagos: Swiss Trade Commissioner, P.O. Box 571.

South Africa. — Johannesburg: Consulate general of Switzerland, Export Service, P. O. Box 3364. — Cape Town: Consulate of Switzerland, Export Service, P. O. Box 806.

East Africa. — Nairobi (Kenya): Swiss Office for the Development of Trade, P. O. Box 1161.

British India. — Bombay: Swiss Trade Commissioner, P.O.B. 102.

Far East. — Shanghai: Swiss Office for the Development of Trade, P. O. Box 740.

Canada. — Toronto: Swiss Office for the Development of Trade, 159, Bay Street.

Antilles and Central America. — Havana: Oficina suiza de expansión comercial, Edificio Bacardi 606.

Northern Brazil. — Recife (Pernambuco): Instituto Suizo de Expansão Comercial, Agencia para o Norte do Brazil, Caixa Postal 596.

Colombia, Ecuador, Venezuela. — Bogota: Oficina suiza de expansión comercial.

Swiss Legations and Consulates in all countries of the world.

How to subscribe to «Swiss Textiles»

All subscriptions for «Swiss Textiles» can be addressed to the commercial agencies of the Swiss Office for the Development of Trade (see above), or to one of the following:

AUSTRALIA: Sydney, Oversea Trade Co., Victoria House, 83, Pitt Street.

GREAT BRITAIN: London W.C. 1, S. Fiorentini & Partners Ltd., Bloomsbury Square, 4.

For countries where no agency has been established or for which no address is given, please write to the Swiss Chambre of Commerce, to the Swiss Legation or Consulate, or direct to the Swiss Office for the Development of Trade, Post Box 4, Lausanne, from which all information can be obtained.

SWISS TEXTILES AND FRENCH FASHIONS

July 5th and 6th 1945 were red-letter days, not only in the history of Franco-Swiss friendship, but also in the chronicles of international fashions.

For on those two days were held, at the Zurich Congress House, Gala Fashion Parades organized by the Swiss Office for the Development of Trade under the patronage of the Syndicate Chamber of Parisian Dressmaking.

Switzerland played host to Paris and, from their trunks — which were certainly not heavy — the guests drew forth embroidered St. Gall organdies, Wohlen straws, woven and printed fabrics of Swiss manufacture.

The Swiss Office for the Development of Trade conceived the idea of sending to Paris fabrics, embroideries, laces and strawbraid manufactured by Switzerland's most famous textile specialists and most skilful craftsmen. And the greatest masters of Parisian fashions transformed these materials into fairy gowns presented by Parisian mannequins.

Thus was born a mode of exchange, enchanting to the taste, from which both countries may expect to derive mutual benefit by their fruitful co-operation. For the first time since the war, the adepts of the Rue de la Paix and its neighbourhood were able to escape from behind their barriers and to cross a

In the foreground is a gown by Grès in lamé gold organdie. Behind, from left to right: gown by Agnès Drecoll; gown with appliquéd designs by M. Ricci; a J. Lanvin model in embroidered net; lastly, a Balenciaga model.

A distinguished audience applauds the parade of white embroidered St. Gall organdies. The scene is decorated with pyramids of blue, white and pink hydrangeas.



frontier — the friendliest frontier of all, the first to be opened to them and one which has never ceased from being a welcoming threshold.

M. Lucien Lelong, President of the Syndicate Chamber of Parisian Dressmaking, MM. Gorin and

Caldaguès, General Secretary and Director of the Publicity Department, Madame Jeanne Lanvin, Madame Bruyère, and many other great couturiers, accompanied the mannequins and gave their trip a certain official stamp never before conferred on a foreign tour of this kind.

The Syndicate Chamber of Fashion was represented by its President, Madame Jane Blanchot accompanied by Mesdames Rose Valois and Germaine Legroux.

Forty of the best known dressmaking firms and fashion leaders had devoted weeks, and even months of work to the creation of the models which were presented during the two Gala Nights at the Zurich Congress House. Exclusive models, specially conceived for, and inspired by, the admirable materials supplied by Swiss industry and crafts.

The meeting between the Swiss hosts and the visitors from Paris was a moving scene, spontaneous, that of friends reunited. There was so much to be said after four years...

In his opening speech, M. Lelong expressed the gratitude of his fellow-travellers and paid hommage to Switzerland. This country, he said, had played the role of the Sister of Charity of Europe during the last few terrible years and, in the midst of the battle of the giants, preserved its liberty of speech, welcomed fugitives, fed prisoners of war and received children

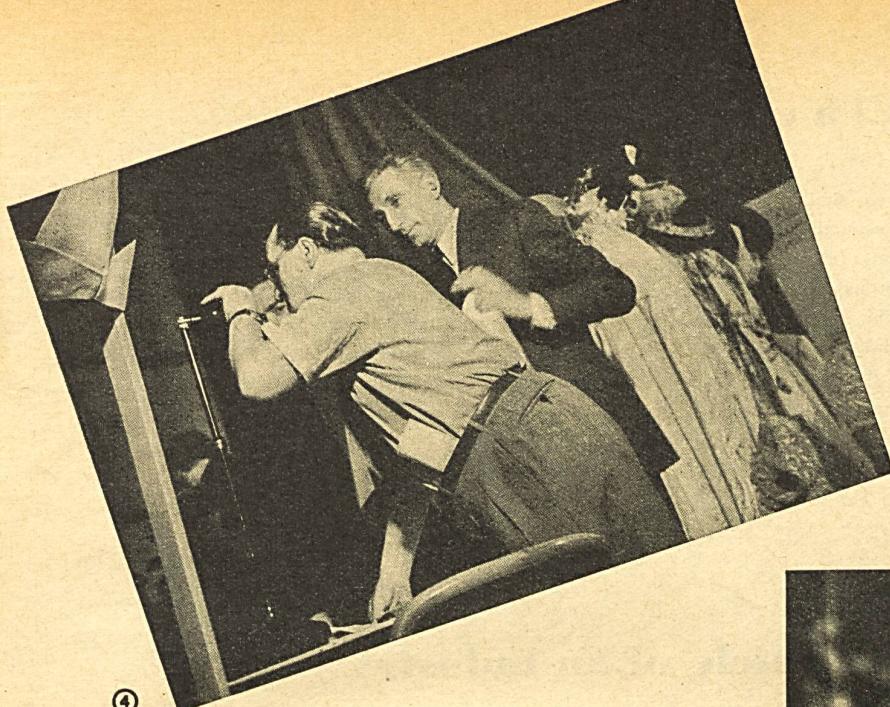


① M. Lucien Lelong, President of the Syndicate Chamber of Parisian Dressmaking, making his opening speech. The parade is about to begin. From left to right: M. Lienert, M. Guérard, Mme Lanvin.

② Smart Madame Germaine Legroux, in a gown of black silk jersey fabric by Grès, was accompanied by her charming niece (left).

③ In a evening tailor-made Madame Jane Blanchot, President of the Syndicate Chamber of Paris Fashions, jots down notes on her programme.





④

④ In the wings, MM. Gorin (in foreground) and Caldaguès devote unsparing efforts to the organization of the parades.

⑤ Madame Jeanne Lanvin was accompanied by her nephew, M. Jean Gaumont. Here you see her congratulating one of the Swiss manufacturers on the St. Gall embroidered organdies.

⑥ Here are M. and Mme Bécart, the latter better known to the well-dressed woman by the name of Madame Bruyère.



⑤

into its homes. Switzerland will ever remain an object of affection to the French, and particularly to the Parisians.

The President of the Syndicate Chamber also expressed the admiration of the Parisian seamstresses — who well know how to appreciate beautiful things — for the fabrics created on Swiss looms.

Then to the delight of a distinguished and crowded audience came the parade of the mannequins along the raised platforms which had been erected across the huge hall of the Congress House.

One evening gown of straw, remarkably worked and regal in style, proved a triumph. «The most expensive dress in the world», murmured the audience «made of straw from the fields, but so skilfully and patiently wrought that it looks like cloth of gold». A gown fit for a palace, a museum or an altar...

The parade of white embroidered St. Gall organdies was a veritable ballet, ethereal and unforgettable. It was a scene worthy of the whole world's eyes.

The pronounced success of these events has testified that the Land of Quality and the City of Elegance can co-operate in the creating of fashions, and that a future association along these lines cannot fail to be fruitful and of the highest interest.



⑥

The greatest part of the models presented in this fashion parade will be represented in our « Swiss Textiles » No. 4/1945.

Armita a new Shirting

Armita fabrics are remarkable for their soft sheen, similar to that of silk, and which in cotton goods can only be obtained by mercerization, which is not so durable in effect. Armita fabrics have a further advantage of being cool to the touch, but not cold; this quality is due to the excellent combination of the Armita chain (strongly cohesive when the textile is wet, spun-dyed and, consequently, boiling, laundry and light-proof) with the bulky Arma weft, also highly wet resistant. Wear and technical tests made at the Federal Institute for Material Testing and Research in St. Gall have given excellent results; the friction solidity of the textile when wet, which is most important in the case

of shirtings, corresponds to that of cotton of the same quality. Consequently, Armita fabrics can rival with poplins both in quality and price.

Since 1943, the sale of Armita fabrics, which are entirely made from Swiss raw materials (Société de la Viscose Suisse S.A., Emmenbrücke), has constantly increased; in fact, its sale is only restricted by the manufacturing difficulties due to present conditions. These new quality shirtings promise to enjoy a greater success than ever next autumn at the Swiss Comptoir in Lausanne.

The family chronicle of an industry

In celebration of their second centenary, Messrs. Mettler of St. Gallen, whose managing director, Mr. Arnold Mettler-Bener, is also a well-known figure in the sporting world, have published a commemorative booklet tracing the story and development of the firm. This little work *) is dedicated to the friends of the Mettler family and to the firm itself; it is in fact the story of a family of manufacturers and business-men, a story which intermingles with the history of the textile industry in Eastern Switzerland. The courage, patience, tenacity and intelligence of the modest country weavers who, early in the story, laid the foundations of a great industry and, nothing daunted,

* Published in German under the title: „Chronik des Textilunternehmens Mettler & Co. A.G., St. Gallen, 1745-1945. Eine ostschweizerische Textilgeschichte durch zwei Jahrhunderte“.

faced all manner of obstacles, reconstituted their firm after periods of depression and so developed it that they finally won international repute — all these allowed the founders of the firm in the late XVIIIth century and early XIXth centuries to sustain victoriously the vicissitudes arising from the wars of the French Revolution and the Empire; these qualities reappear in their descendants and most certainly warrant the trust that the Swiss textile industry, after the dark years of war we have just lived through, will once again march forward towards a great destiny. The Chronicle of the House of Mettler is extremely well presented, with an elegant binding, fine printing and illustrations, both black and white and in colour. The booklet does honour to the firm and to all the craftsmen and artists who have contributed to its publication.

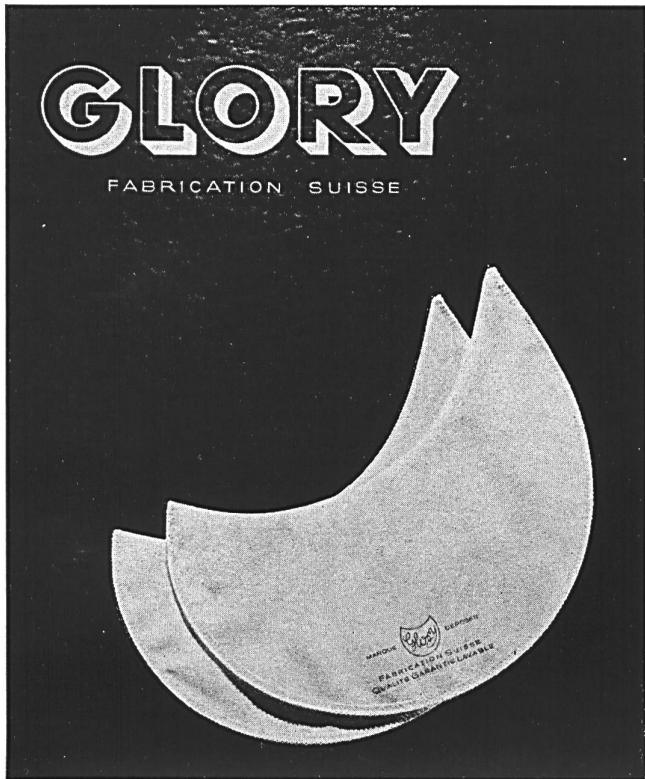
Contact, Comprehension, Confidence, Co-operation

Although Swiss industry has suffered during the war as a result of the lack of raw materials, it has not however sustained material loss or destruction as have other European countries; consequently, there is no need for reconstruction. Nevertheless, this great privilege lays Swiss industry under certain social obligations. In order to maintain a closer contact between staff and employers on the one hand, and between manufacturers and customers on the other, many firms are now publishing house journals in view of drawing all economic circles closer together and furthering their mutual understanding. Relations between employer and employee, between sellers and buyers, are no longer based on the notion of profit alone, but are animated by a new spirit of trust and co-operation.

Acting on these principles, Messrs. Fischbacher & Cie of St. Gallen early this year instituted the publication of a House Journal called «Bulletin Fisba». This small review is remarkably well edited and charmingly presented; it will come out every few months. Its aim is to establish a link between producer and customers — lingerie manufacturers, outfitters, wholesale dealers, etc. In desultory fashion, the Journal tells the story of the firm's activity which began almost 130 years

ago, showing its rôle in the general cultural and economic evolution of the country, without laying stress on the purely commercial side of the matter. The first two numbers of this new publication, edited in both French and German, promise well for the future of this interesting innovation. In the first we find, presented in the form of a brief chronicle, the firm's rise and development; its beginnings were modest, a small enterprise in the Toggenburg district which has become a great international organization. In the second number of the «Bulletin Fisba» is an amusing «Tale of the Handkerchief» which will be particularly appreciated by those whose job it is to manufacture and sell this indispensable daily accessory.

Politics and economics too often lack the personal touch which alone can confer on our daily work that spirit of human dignity we need and, for this reason, we feel that the initiative of this St. Gall firm should be recognized as the expression of an essentially democratic principle; it is also a factor conducive to a better understanding and co-operation between various groups of workers and will doubtless worthily contribute to the revival of international trade relations which have, alas! been interrupted only too long.



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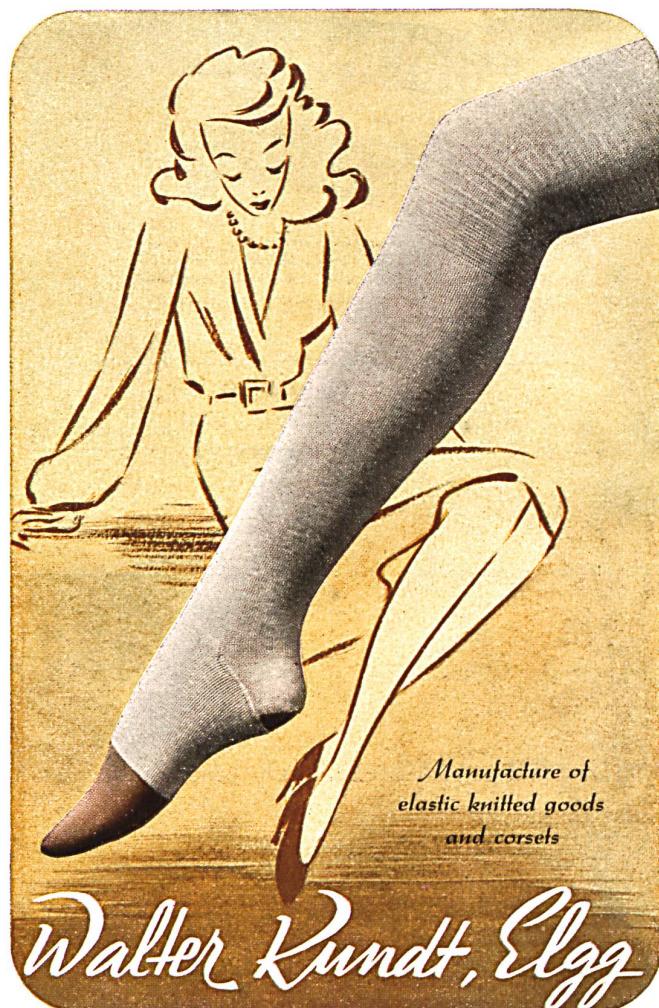
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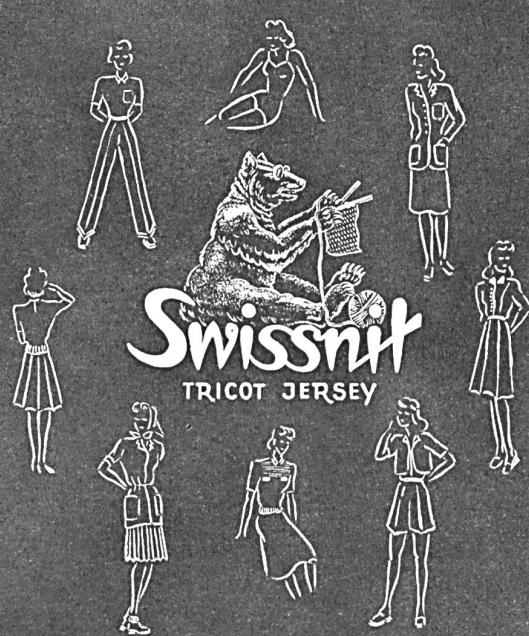
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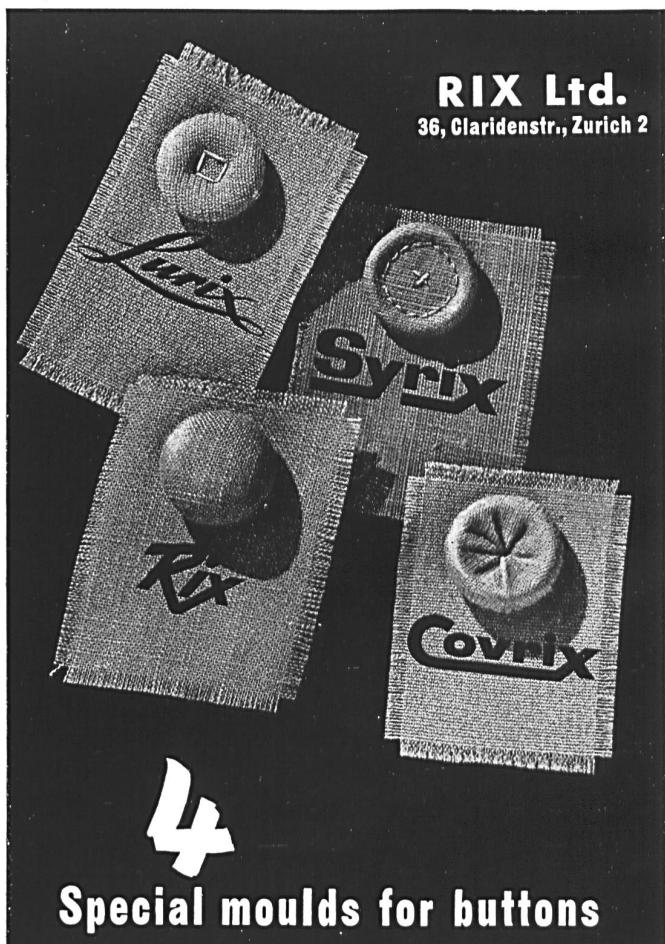


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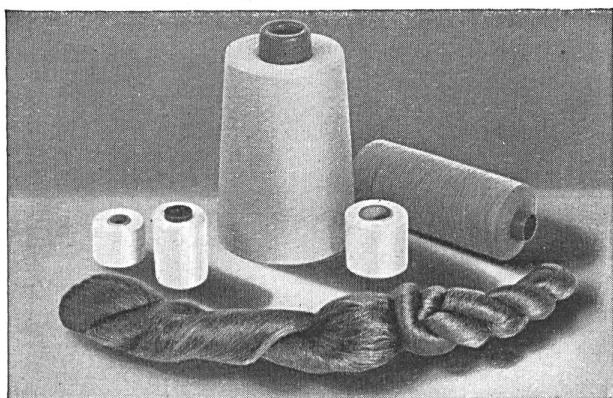
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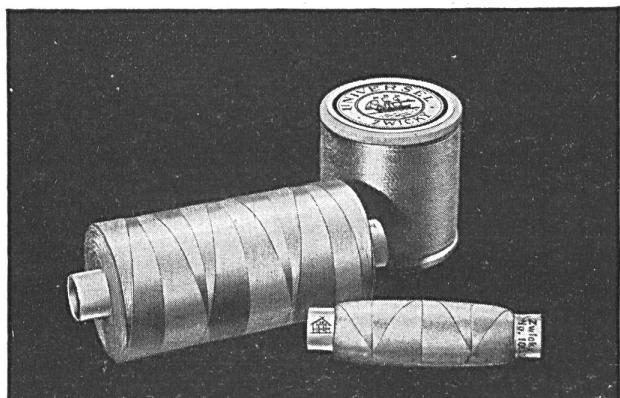
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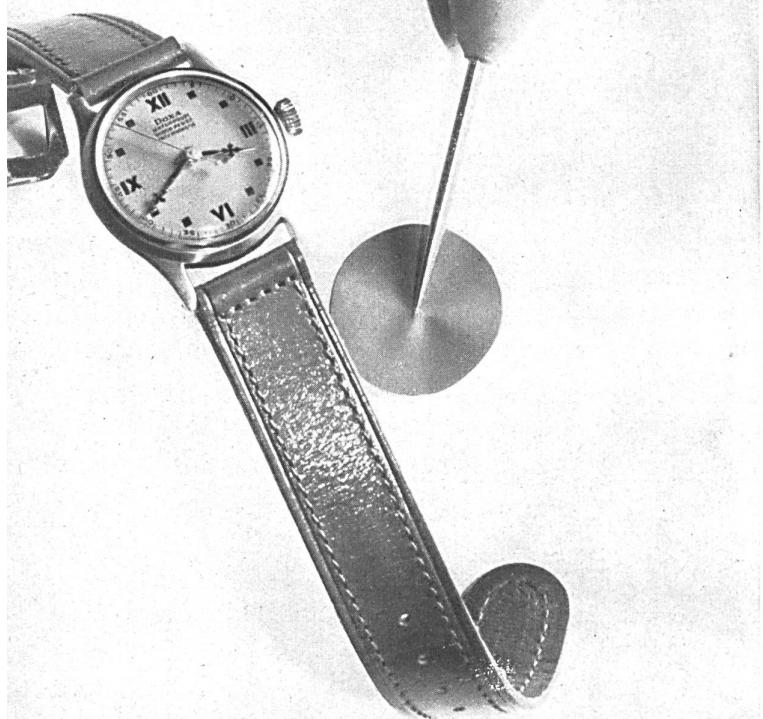
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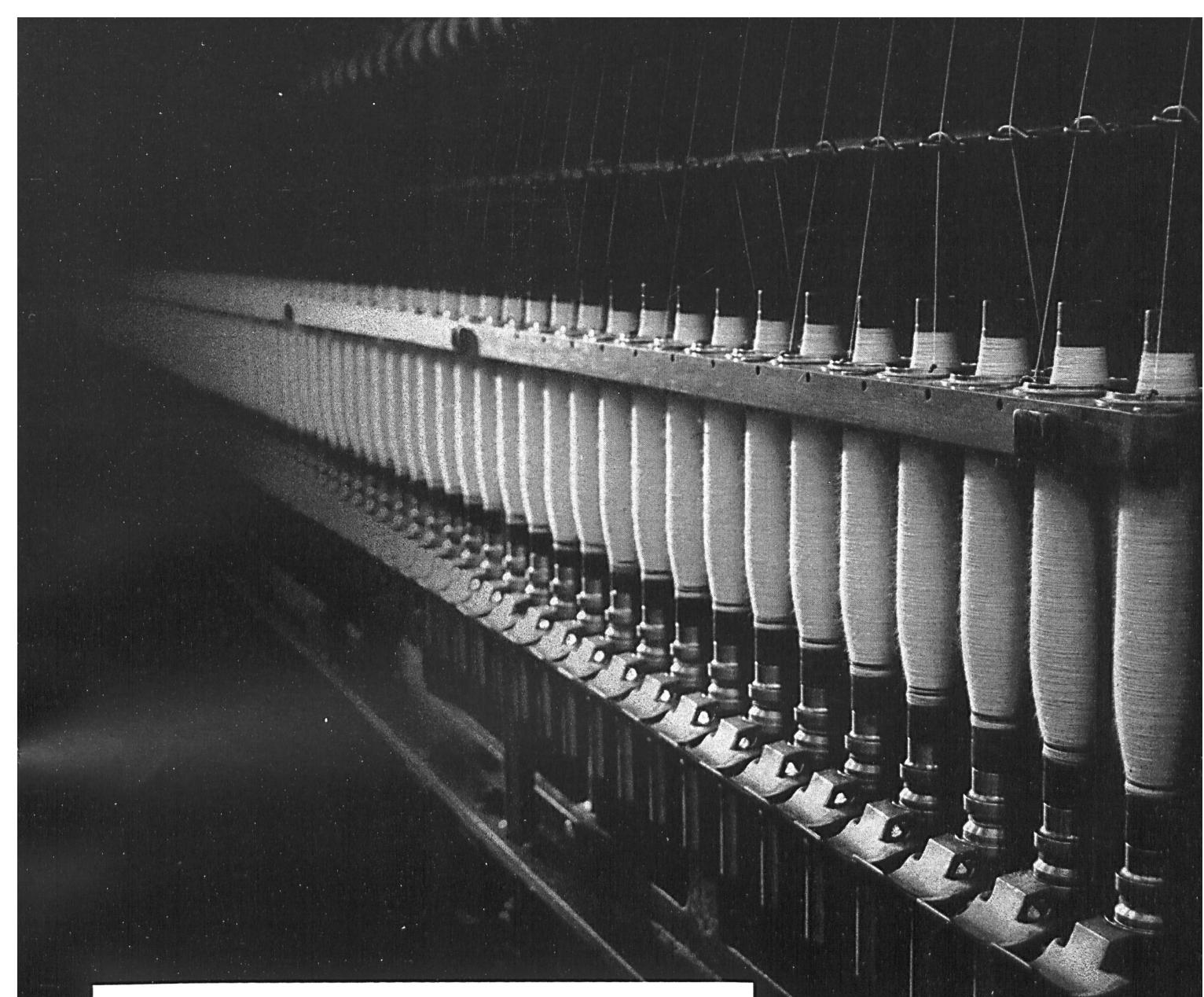
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