

Between Paris and Switzerland

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BETWEEN PARIS AND SWITZERLAND

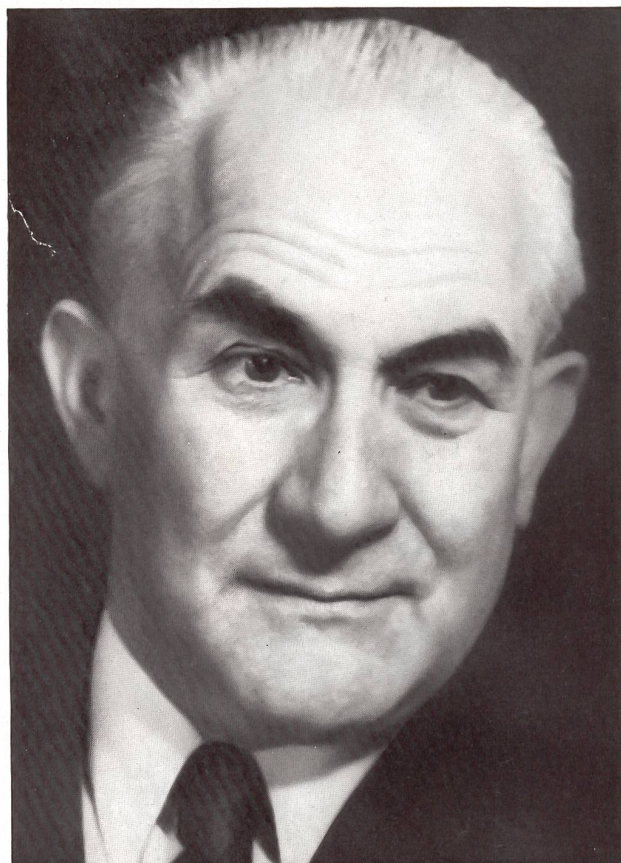
An Anniversary

Mr. Max Oscar Zürcher, the devoted and distinguished correspondent of «Textiles Suisses» in Paris, celebrated his 70th birthday on the 16th May last. A native of Teufen (canton of Appenzell), Mr. Zürcher was born on 16th May, 1879 at St. Gall.

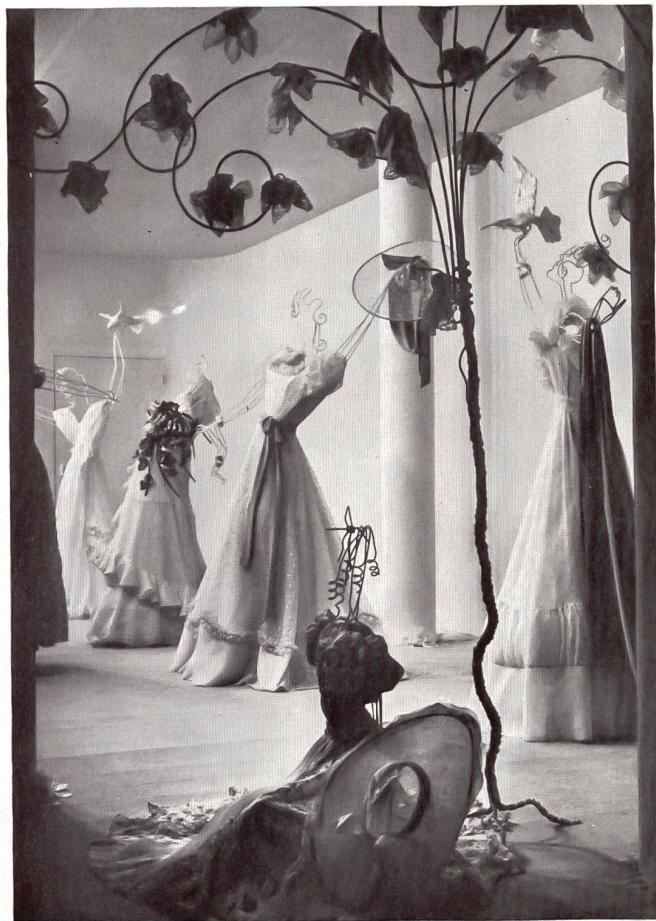
On leaving school after passing his matriculation examination, Mr. Zürcher completed a commercial apprenticeship in the Stauder Embroidery Factory at St. Gall. He was sent by his employer to Paris for a period of probation; this stay was prolonged, and Mr. Zürcher has spent the whole of his career on the banks of the Seine.

Early in this century, Mr. Zürcher began to acquire the widest possible professional knowledge of textiles and made himself familiar with French clients, especially those in Paris. Even as early as this Mr. Zürcher, together with some friends from St. Gall staying in Paris at the time, Messrs. Giger, Hauser and Hug (at the moment president of the St. Gall Chamber of Commerce), started a movement, which still exists, with a view to putting St. Gall, by continually adapting its production, in a position to meet the demands of Haute Couture. Mr. Zürcher has since then always actively contributed to this movement with his work and his new ideas.

Having become general agent for Stauder & Co. in France, Mr. Zürcher was unlucky enough to see the liquidation of this firm brought about by the post-war crisis. Although badly hit by this cruel blow of fate, Mr. Zürcher started up on his own account a business constituting a permanent commercial link between Swiss



Max Oscar Zürcher



producers of embroidery and fine fabrics and the market in France. Interrupted by the second World War, Mr. Zürcher's commercial activities began afresh with the liberation.

A true citizen of the canton of Appenzell, the land of the «Lands-gemeinde» or Open-Air Parliament, where public spirit is high, Mr. Zürcher takes a great interest in all kinds of social and national work. For many years he has been a member of the Board of Directors of the Helvetic Benevolent Society in Paris, is particularly interested in the Swiss Old People's Home, and has taken an active part in the founding of a Swiss hospital in Paris.

Back in Switzerland during the war years of 1940-44, Mr. Zürcher put himself first of all at the service of his refugee compatriots from France, then at the service of the Swiss Red Cross (Aid to the Children of France), displaying great activity in his capacity as a representative of this society. Nor let us forget that Mr. Zürcher has, for many years and with great distinction, represented the interests of Swiss embroidery on the Board of Directors of the Swiss Chamber of Commerce in France.

Finally, in line with his general activity in the service of Franco-Swiss textile exchanges, Mr. Zürcher has for many years shown a great interest in «Textiles Suisses». He is, at the moment, correspondent for this periodical in Paris and its very valued friend and adviser. We wish to express here to Mr. Zürcher our gratitude for all he has contributed to the economy of his country in nearly half a century of whole-hearted service and devotion. We heartily congratulate him on the occasion of his recent anniversary, and send him our very best wishes.

Alb. M.

An outstanding event in the annals of Swiss embroidery :

Creations by Robert Piguet for the Swiss Pavilion at the International Exhibition in Paris, 1937.