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Economic News

A Jubilee:

the Société de la Viscose Suisse Ltd., Emmenbrücke

Half a century ago a group of foreign industrialists established a factory in Switzerland for the production of viscose rayon. It began by manufacturing artificial horsehair for the Swiss millinery braid industry, followed the next year by rayon yarns which were used by Swiss passementerie and ribbon factories and exported in ever increasing quantities. During the first world war, the firm at Emmenbrücke became an important supplier of raw materials to the Swiss textile industry; the concern progressed so satisfactorily that about the year 1920 it was able to set up a new factory at Widnau and break free from its foreign ties. The 1930 slump dealt it a heavy blow, but production started up again normally in 1936 after the devaluation of the Swiss franc. During the second world war, the Swiss Viscose Company was able, by stepping up its output, to supply the Swiss textile industry with yarns and in this way forestall unemployment in

this branch. In 1942, the Widnau factory began to produce staple fibre and expanded this branch to such an extent that by the end of the war it was producing 125,400 lb. of rayon and staple fibre a day. After the war, the firm took over a factory at Steckborn; in 1948, it went in for the production of high tenacity rayon for tyre manufacture and in 1950-51 began to produce nylon yarns.

The importance of this concern, which has just celebrated its fiftieth anniversary, is clearly seen from the fact that its exports amounted to 85 million Swiss francs in 1955, which represented 9.45 % of the total exports of the Swiss textile industry as a whole.

The Swiss Viscose Company's Jubilee was marked by the publication of a commemorative booklet and a series of celebrations during which a new decorative panel in graffiti, presented to the management by the workers, was unveiled.

Jacob Rohner Co. Ltd.

This firm, which was founded in 1875 and is well known to readers of «Textiles Suisses», has just published an extremely interesting illustrated catalogue in which it shows in black and white as well as colour reproductions a wide selection of its vast production. It is quite impossible for us to attempt to enumerate, even briefly, all the articles — allover, braids, insertions, embroidered handkerchiefs, blouse fronts, etc. — produced on the more than a hundred automatic looms with 10 to 15 yard long continuous filaments in this firm's four factories, which

provide employment for some 800 workers and staff. Among the novelties, let us nevertheless call attention to the coloured embroideries combined with spray-gun prints. This fine catalogue issued by Jacob Rohner Co. Ltd. of Rebstein, which is made very easy to understand by the captions printed in four languages (English, French, German and Spanish), also contains, at the end, a small glossary of the terms most commonly used in the embroidery trade, which will be of great use to all those who glance through the pages of this interesting booklet.

«CHARME», the Pocket Diary for the Woman of Taste

We take pleasure in calling attention to the publication of the delightful «Charme» Calendar, which may well be called «The Pocket Diary for the Woman of Taste». This little volume is tastefully presented in paperback, cloth or leather editions, in an attractive little cardboard case. In addition to several short texts and attractive illustrations, several of them in colour, it includes sections for addresses and telephone numbers as well as the diary

for 1957, packed with amusing aphorisms and anecdotes about Women, Love and Marriage. A book-mark of genuine St. Gall embroidery makes it possible to open the diary quickly at one's favourite page. Available in French, German or English editions, it makes a charming present to give... as well as to receive.

(Charme Publications, Zollikon-Zurich.)