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# News from the Trade

## Obituary: *Dr. Rudolf V. Heberlein*



At the beginning of the year, Dr. Rudolf V. Heberlein, D. Litt. and chemical engineer (Federal Institute of Technology), died suddenly of a heart attack at the age of 56. The deceased had started his career in the well-known firm of Heberlein & Co. at Wattwil, whose chairman he was at the time of his death. But many other companies also received the benefit of his exceptional qualities, his spirit of enterprise, great energy and forceful personality, which made him one of the great captains of industry, listened to and respected not only in Switzerland but in foreign business circles too. In addition to the family concern, which he had played a leading part in developing during the last few decades, he took special interest in commercial aviation. Consequently he was well qualified to take Swissair in hand—as chairman of its board of Directors—at a time when it was going through a difficult period and he succeeded in imparting to it the impetus which has enabled it to develop to such an extraordinary extent these last few years. The premature death of Rudolf Heberlein is therefore a great loss not only to his relations and many friends, but also to Switzerland's textile industry and commercial aviation as well as a large number of other concerns, to all of whom "Textiles Suisses" addresses its sincere sympathy.

## *Bischoff Textil Co. 1927–1957*

In our last number (p. 71), we called attention to the 30th anniversary of the foundation of Bischoff Textil Co., at St.Gall. We are referring to it here once again as we wish to call attention to the interesting, well-produced little book that the anniversary firm has just published to commemorate the occasion. This well printed and attractively bound booklet not only gives an account of the firm, its development, its production and the construction of new

industrial and commercial premises, but also includes an interesting chapter on the origin and development of the town of St.Gall, followed by another on St.Gall as the centre of Switzerland's embroidery industry and on the development of this industry. This commemorative booklet is a very interesting, richly illustrated work of real documentary value.

## *Haury celebrates its 75th anniversary*

The firm of Haury & Co., at St.Gall, one of the biggest ready-to-wear clothing concerns in eastern Switzerland, celebrated the 75th anniversary of its foundation at the end of last year. But it should also be mentioned that the firm goes back even further, having originally been founded in 1835. It is only since 1882 however that the firm has been known by its present name. At that time, the ready-to-wear clothing industry had not as yet been introduced into Switzerland and Johannes Haury, the grandfather of the generation now running the firm, manufactured embroidery. But he soon started to massproduce aprons, followed a few years later by blouses. At the beginning of the present century, the firm expanded rapidly and became a large industrial concern. Today, still maintaining the same high standards of quality and elegance in the manufacture of blouses, the firm employs more than

300 workers and office staff in its factories at St.Gall and Bischofszell; actually this number will shortly be increased still further by the opening up of a new factory at Chur. This successful development, which has made the name of Haury famous in a large number of countries, is largely due to the cleverness and perspicacity of the heads of the firm who have succeeded in continually adapting their production to the changing requirements of the economy by a strict rationalisation of manufacture and in particular by bringing a wide range of extremely smart articles of excellent quality within the reach of the middle class, which represents the largest category of consumers today. "Textiles Suisses" joins the whole of the textile industry in congratulating this firm on its past achievements and wishing it continued success in the future.

## *At the Swiss Industries Fair in Basle (from April 12th to 22nd, 1958)*

As every year the Swiss Office for the Development of Trade will be organising a stand to answer all enquiries concerning Swiss exports.

The publications of the Swiss Office for the Development of Trade: «Textiles Suisses» – «Swiss Technics» – «Swiss Industry and Trade» – «Informations Economiques/Wirtschaftliche Mitteilungen» – «Directory of Swiss Manufacturers and Producers» will be on display for visitors to consult, buy or subscribe to.