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fabrics. In addition to purely sportswear there were also a number of models designed to add a touch of originality and gaiety to the already colourful scene of a winter sports resort.



Second National Swiss Cotton Week 1959

The Swiss cotton and embroidery industries have once again this year entrusted their Publicity Office in St. Gall with the organisation of a National Cotton Week. This decentralised event is intended to draw the attention of the general public to the advantages of cotton and embroidery and to the important part they play in fashion. Retailers will be invited to take part in this big advertising campaign, the highlight of which will be an itinerant exhibition fitted up in a train belonging to the Swiss Federal Railways and scheduled to visit 14 of the biggest towns in Switzerland. The public will thus be able to see the wide variety of uses to which cotton fabrics are put, especially as the exhibition will be enhanced by a fashion parade and the showing of a documentary film. The retailers taking part in this joint effort will be supplied with exhibition and advertising material by the Publicity Office. The National Cotton Week is expected to give a big boost to the sale of embroideries and cotton fabrics on the Swiss market.

PRATICA A new idea

The Industrie-Gesellschaft für Schappe (SIS) in Basle has been carrying out research for some time now in an attempt to discover first what happens to its yarns from the moment they leave the factory till the time they reach the consumer and, second, what influence the spinner could exert on the intermediary industrial users to ensure a lasting and as big a consumption of yarns as possible.

The results of this research showed clearly that a manufacturer of special yarns, with practically no competitors, must try to exert a real influence on the use of his products at all stages up to that of the finished product. It is not enough for a spinning mill of the type in question to create new yarns and to offer them to the client and then merely to wait and see whether these yarns are used... or not.

The publicity office SISAF, which handles marketing and advertising for SIS has taken note of these conclusions and is now launching a number of finished articles throughout Europe (men's shirts, women's blouses, sports jackets, pyjamas, house dresses, raincoats, bed linen) at prices laid down or recommended for the wholesale and retail trades.

With this aim in view, SIS is trying to negotiate gentlemen's agreements in all countries — without a host of crippling rules and regulations — between ready-to-wear manufacturers, weavers and itself in its capacity as a supplier of yarns, with a view to the creation of production and distribution groups which will manufacture and put on the market finished articles under the trade name "PRATICA" (SISAF). All these products are introduced to retailers by means of intensive propaganda and, once they are sufficiently distributed throughout the trade, retail sales are encouraged by a vast advertising campaign directed at the general public. These manufacturing groups are extremely effective from the commercial point of view; the close collaboration existing between them enables them at all times to form a very true picture of the market as a whole, which helps them avoid mistake of policy.

The large-scale advertising and the prominent trade mark create a demand which enables the manufacturers, wholesalers and retailers concerned to do regular business at stable prices almost unaffected by the low priced offers of competitors.

Naturally the SISAF Publicity Office keeps an eye on the weaving and finishing of the fabrics as well as on the manufacture of the finished products.

The first article produced according to the principles explained above is a man's shirt SISAF-PRATICA due to be launched on all European markets during the course of the year. This shirt will give the customer a feeling of unusual comfort. The SISAF-PRATICA shirt is made from a fabric of a new kind of man-made fibre guaranteed "no iron" and "wash and wear". The fabric contains mat nylon filament, but mainly nylon spun according to the schappe process and specially finished, produced by the Industrial Company for Schappe. This fabric satisfies all aesthetic requirements and is completely pervious to cutaneous respiration.

Furthermore, SISAF-PRATICA articles are all sanitized, a process by which the fabric is impregnated to prevent the formation of the micro-organisms that cause odour, and which consequently also lengthens the life of the fabric. The price of these shirts will be fixed at the same level for all countries and will be computed so as to offer the best chances of achieving big sales.

The SISAF Publicity Office is continually on the lookout for ways of improving the quality of the products it puts on the market and of widening the market so as to be able to offer favourable possibilities of business to all ready-to-wear manufacturers who work with it.

Permanent pleats and trouser creases



Pantalon mouillé puis séché

A gauche : traité au SI-RO-SET ; à droite : non traité

Trousers dried after having been wet

Left : treated with SI-RO-SET, right untreated

Pantalón mojado y secado

A la izquierda : tratado con SI-RO-SET. A la derecha : sin tratar

Die Hose wurde durchnässt und wieder getrocknet

Links : mit SI-RO-SET behandelt, rechts unbehandelt

For many years trouser creases and skirt pleats were the bane of every man and woman's existence ; no matter how well put in, they soon required fresh attention on the part of the wearer. Luckily these troubles are now nearly over as there exists a simple means, called SI-RO-SET, of making creases and pleats in woollen fabrics permanent. This new process was thought out and

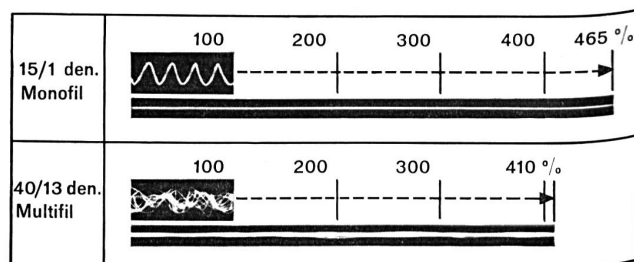
perfected by the wool textile research laboratories of C.S.I.R.O. (Commonwealth Scientific and Industrial Research Organisation) at Geelong (Australia), which is publicising it throughout the world in order to enable consumers to benefit by the appreciable improvement it makes possible. The International Wool Secretariat is presenting SI-RO-SET to the public, and the Zurich office of this organisation has organised demonstrations for clothing manufacturers and the trade press in the premises of the Terlinden & Co. Ltd. Dye-works at Küsnacht near Zurich.

This new process is extremely simple to carry out provided a few technical instructions are strictly followed, and it will enable ready-to-wear clothing manufacturers to put on the market trousers and skirts with creases and pleats that are perfectly resistant to repeated washing and able to stand up to rain — an invaluable asset in men's trousers — without the fabric becoming hard or losing its soft feel and draping qualities. SI-RO-SET has a promising future ahead of it and is bound to become widely used all over the world during the next few years.

Agilon¹ in Switzerland

We wish just to mention here, without going into any technical details, that the bulky yarn known as "Agilon", which has for some time been manufactured in the United States and several European countries, is now being produced in Switzerland too. "Agilon" is a curly yarn made of single or multiple strand nylon filament, with a permanent crinkle. The elasticity, softness and bulk of this yarn make it highly appreciated for the manufacture of underwear, socks, crêpe stockings, various knitted garments, carpets, etc. In Switzerland, "Agilon", made of first quality Nylsuisse¹, is manufactured by the *E. Mettler-Muller Co. Ltd.* Twisting Mills and Sewing Thread Factory at *Rorschach*.

The elasticity of Agilon yarn



¹ Registered Trade Marks.

Silk ribbons in the new fashion

Hats trimmed with ribbons abound in all the new collections. Among many lovely creations, let us mention the cloche hats in thick veiling trimmed with ribbons, the haloes with large bows attached. The triumph of belts in couture has naturally led to lavish use of ribbons. Ribbons encircle waists and tie in long hanging loops, are threaded into the fabric or are wound horizontally edge to edge to give a corselet effect attractively emphasising the longer waist. Ribbons are also used to adorn bodies and skirts in the form of bows, large loops, cape effects and countless flounces. Everywhere ribbons form an attractive complement to the graceful fashion of today.

St. Gall Embroideries on the Stage

Each spring the Lausanne Municipal Theatre stages a lavish revue, famous for its outstanding costumes. This big musical production regularly plays to a full house for several weeks before going off on tour to several big towns in Switzerland and nearby France. This year, one glamour number, during which nineteen fabulous dresses were worn either by show girls or dancers, was devoted entirely to the embroideries of St. Gall. The audience had the opportunity of seeing these embroideries at closer range in the theatre lounge where a special display had been arranged.



The display of embroideries
in the theatre lounge

The Wells' Sisters from the Bentyber ballet
troupe of Paris wearing dresses made
of St. Gall embroidery
at the Lausanne Theatre's annual revue