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STOFFEL & CO., SAINT-GALL

Photos Schmutz

Jacquard cotton fabric for winter wear
Modèle El-El S. A., Zurich

Sport and elegance

At the end of each summer, the élite of the equestrian sporting world flock to St. Gall for the annual « Journées hippiques ». Horses are very much in the limelight in eastern Switzerland, a part of the country that, it should be remembered, was agricultural and has remained so to a certain extent in spite of being industrialised. It is by no means unusual therefore to find many famous names

from the world of textiles among the prizewinners at the horse show.

This is not exactly the place to dwell at length upon the International Horse Show and the Official International Dressage Championship in which leading horsemen of thirteen countries took part. Let us just say that as in other years everything went off most successfully and that the Official International Dressage Championship, which had a very large number of entrants including some Soviet officers who were very strong favourites, was won by a Swiss rider. Let us also add that the St. Gall « Journées hippiques » was held under the patronage of H.S.H. Prince Francis-Joseph II of Liechtenstein and the former Federal Councillor, K. Kobelt, and that prominent among the many well-known riders was the athletic figure of H.R.H. Prince Bernhard of the Netherlands.

The charming town of St. Gall, which was gaily decorated and decked with flags in honour of this great occasion, and the green hills surrounding it made a magnificent setting for the sports events and fashion displays that were held in the brilliant sunshine which has now become traditional.

St. Gall always combines its great sporting event of the year with the presentation of the loveliest creations of its



UNION S. A., SAINT-GALL

Embroidery
Modèle Haury & Co., Saint-Gall



FORSTER WILLI & CO.,
SAINT-GALL

Organdie with chenille
embroidery
Modèle Gack, Zurich



METTLER & CIE S. A.,
SAINT-GALL

Fancy cotton rips
Modèle Gack, Zurich



JAKOB SCHLÄPFER,
SAINT-GALL

Embroidered cotton poplin
Modèle H. & A. Heim S. A., Zurich

industry. A fashion show was therefore once more held at the hippodrome, in between the different events. But guests and journalists had already seen the best of these models the day before and at the same time had an opportunity of admiring the famous Iklé and Jacoby collection at the Museum of Industrial Arts, as well as a small collection of the oldest Swiss embroideries surviving today (including priceless treasures from the beginning of the 14th century) and the new display of embroideries and fine cotton fabrics. Like the others, the last-mentioned exhibition has been arranged with excellent good taste by Mr. Hans Stettbacher. The fine fabrics and embroideries on display are so lovely in fact that any undue emphasis, any exaggeration would only detract from the effect; the simplicity of their setting therefore heightens the remarkable impression they make. This wonderful collection of the present-day achievements of St. Gall industry is intended to give visitors to the capital of

embroidery an overall picture of the variety and beauty of the products they may expect to find there. Textile experts and laymen alike, who are passing through St. Gall, must no more miss this display than the Iklé and Jacoby collection.

On this page we reproduce some of the models presented at St. Gall during the « Journées hippiques ».

CIBA booklets

We have already on several occasions drawn the attention of readers to the remarkable booklets brought out in English, French and German by Ciba, the big chemical and pharmaceutical products firm in Basle. These booklets, dealing in great detail with various textile subjects and extremely well edited, illustrated and presented, form an invaluable mine of information. Among recent publications on subjects likely to be of particular interest to our readers, let us mention the booklets entitled: « Felt », « Furnishing Fabrics », « Shirts », and « Men's Wear ». The latest issue is devoted to « The Fashion Journal » and contains articles on the precursors of the fashion journal and some eminent editors of fashion journals, in particular Cartier de Villemessant and Emile de Girardin. The next Ciba publication will be devoted to Coptic textiles.

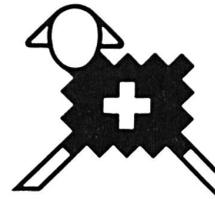
NEWS FROM THE TRADE

Artificial and synthetic fibres... and others

The International Committee for Rayon and Synthetic Fibres (C.I.R.F.S.) in Paris, organised an international conference on women's ready-to-wear clothing in Dusseldorf, at the beginning of this summer. In his closing address, the President of the Publicity Department of C.I.R.F.S. pointed out that « one of the main results of the conference has been to emphasise the fact that the traditional names applied to the different branches of the textile industry no longer correspond to reality, for all these branches use artificial and synthetic fibres to an increasing extent. Today, thanks to the new fibres, the women's clothing industry has access to a range and variety of fabrics that could not have been imagined even twenty years ago. Consequently, and also as a result of the continual development of fibres and fabrics, it is quite useless and pointless to try to claim a monopoly for any one fibre, for there are no miracle fibres, nor any fibres that can claim the sole right to set themselves up as the criterion of quality. »

The speaker also stressed the need for an international code for the upkeep and care of textiles. « The work being carried out in Europe is nearing completion », he added. This code will consist of symbols that will be easily understood in all countries.

The need for close cooperation between fibre producers and the clothing industry and trade was evident throughout this conference. The « fibre war » would have to end. The increasing use of mixed textiles — the subject of one of the reports made at the conference — is sufficient to show that this attitude is completely outmoded today.



A mark of quality for Swiss woollen fabrics

In order to increase the popularity of Swiss woollen fabrics and at the same time to defeat the competition of certain products of dubious quality (more particularly fabrics made of reprocessed or reused wool), the Swiss Associations of Cloth, Blanket and Worsted Manufacturers have introduced a mark of quality in the form of a stylised lamb with the Swiss cross. This means of identification will not only be displayed in shops but also attached to all articles made of pure new wool or mixed fabrics and will indicate the exact virgin wool content (60, 70, 80 or 90 %). The above associations also plan to make this mark of quality known to the Swiss general public by means of an extensive advertising campaign.
