

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1959)  
**Heft:** 4: b

**Artikel:** News from the trade  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-798568>

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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 ».

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## *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.

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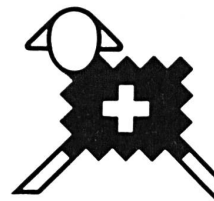
# NEWS FROM THE TRADE

## *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.

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## Ribbons of Basle Ribbons of Fashion

Ribbons are all the rage once again! They abound in all the collections, tied in bows at the neck, on the belt, at the waist, on shoulder straps, on the bodice...

Neither wishing nor being able to give even a brief list here of all the uses to which ribbons have been put in the



Jacques Heim



Christian Dior

new collections, we should simply like to point out that the press department of the Swiss silk ribbon industry in Zurich is always ready to supply any information that may be required concerning the manufacture, sale and use of Swiss silk ribbons. The latest edition of its illustrated folder contains a detailed analysis of the use of ribbons in the collections of all the great Parisian couturiers. The texts are made easier to follow and even more useful by the large number of sketches accompanying them, some idea of which can be obtained from the few illustrations shown opposite.

## Marcel Guggenheim-Wyler



Marcel Guggenheim-Wyler died suddenly of a heart attack at the early age of 46. He was head of the firm of Berthold Guggenheim Sons & Co., in Zurich, which is well known in Switzerland and abroad as well as to readers of this periodical. It was he who was responsible, through his efficiency and hard work, for the great progress made by this firm during the last few years. It was he, too, who introduced the trade mark « bégé » under which the firm sold its dress fabrics. Marcel Guggenheim-Wyler always personally supervised the making up of his collections, which were meeting with increasing success abroad as well as at home thanks to their high quality and excellent good taste. He also placed great importance on establishing contacts with Parisian Haute Couture and his efforts were highly successful. His inexhaustible energy and unceasing efforts resulted in the very gratifying expansion of his firm, which he had taken over in 1950. The firm will continue along the lines laid down by the deceased, under the management of experienced collaborators.

In addition to his work in the field of fabrics, Marcel Guggenheim-Wyler was President of the Board of Directors of the clothing firm « Berufskleiderfabrik Co. Ltd. ».

In paying tribute to this indefatigable worker, our periodical addresses its heartfelt sympathy to his family and associates.

T.S.