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Economic News

Mr. Max Bally's 80th birthday

Mr. Max Bally, President of the Bally Holding Company, celebrated his eightieth birthday this spring. This indefatigable captain of industry has taken a leading part in the development and expansion of Bally shoes throughout the world. Always on the lookout for the possibility of introducing improvements into footwear, both in the practical field and that of fashion, Max Bally succeeded in inspiring those under him with the same driving force. The editors of *Textiles Suisses* take great pleasure in sending him their congratulations and best wishes for a long continuation of his eminently successful career.

An original advertising tour

More and more frequently today, particularly in the textile industry, the manufacturer of a semi-finished product tries to promote sales by advertising the articles made with his product direct to the consumer. This is what the firm of Hausamann Textiles at Winterthur did for its famous rainwear fabric OSA-ATMOS, 67 % Diolene polyester fibre and 33 % cotton. So far, nothing very new! But what is original is that this firm carried out its publicity on a European scale in the most direct manner possible. An advertising team, consisting of 6 women and 3 male models, together with an announcer, advertising manager and the rest, all traveling in three genuine London taxis driven by their chauffeurs, made a trip of some 5,825 miles, visiting 19 towns in 7 different countries to present 100 models of raincoats and other types of rainwear made of OSA-ATMOS fabrics by 22 different firms in Switzerland and other countries, including a number of Parisian haute couture houses! The different points of call included Rome, Milan, Turin, Geneva, Lausanne, Berne, Zurich, Munich, Stuttgart, Frankfurt, Cologne, Düsseldorf, Hamburg, Stockholm, Gothenburg, Amsterdam, Copenhagen and finally Paris. We had the pleasure of watching the fashion parade given in Geneva and were charmed by the elegance of the models, worthy of this very fine fabric, in modern colours that were sometimes bold but always in perfect good taste.

Moisture in Textiles

This book (in English) is mainly concerned with the relationship between the moisture content of a fibre and that in the atmosphere and with effects such as heat changes, which occur during the manufacturing process. The interactions of moisture and fibres have many technical consequences, such as for example changes in weight, which are not without their financial importance. That is why this book, which deals with these questions in a strictly scientific manner, will prove invaluable both to the research worker studying the theoretical aspects of moisture in fibres and to the technologist, who is concerned with problems at the production level (*Moisture in Textiles* by J. W. S. Hearle and R. H. Peters, The Textile Institute and Butterworth Scientific Publications, Manchester and London, 1960).

The Jacob Rohner Ltd. catalogue

Jacob Rohner Ltd. in Rebstein have just brought out a catalogue for their customers showing how their embroideries look when used for the making of lingerie, dresses and blouses. Rohner's make a careful study of evolving trends in textile and fashion techniques, and their collections include not only the traditional cottons but also fabrics in synthetic fibres and mixed fabrics. It is a real feast for the eyes to see all the ready-to-wear and haute couture dresses, the blouses, nightgowns and negligés, pyjamas, slips and petticoats as well as little girls' frocks made of embroidered fabrics or trimmed with embroidery. This interesting brochure is published in English, French and German.

Swiss textiles in Germany

At Lubeck, the Overbeck Society for art lovers organised an exhibition in the Behnhaus, combining fine arts and fashion. The former were represented by engravings by Matisse and the latter by glass bead necklaces and silk squares made by C. L. Burgauer & Co. in Zurich. At the private viewing, Mr. Burgauer of Zurich spoke with great wit and humour on the decorative significance of silk squares to an audience of some 120 persons.

European Fashion Rendez-vous

This presentation of some fifty models made of the "Dralon" fabrics produced by Bayer Ltd., at Leverkusen, was held in a score of European towns including Vienna, Munich, Milan, Zurich, Berlin, Stockholm, Copenhagen, Paris, Brussels and Rotterdam. The models had been made by couture and ready-to-wear houses of eleven countries and Swiss ready-to-wear circles were represented at this event by models made by the firms of H. Haller of Zurich and Arthur Schibli of Geneva.

Swiss Pro Tricot

The Swiss Pro Tricot Association is made up of a number of leading Swiss knitwear manufacturers who were farsighted enough to realise the advantages to be had from collaborating in the field of advertising while holding fast to their complete freedom in the spheres of production and sales. This collaboration has resulted in the publication of advertisements showing models (dresses, two-piece outfits, pullovers, etc.) made by different firms and has even spread to include products other than those of the textile industry. In one range of advertisements, for example, several mannequins were posed in front of the display counters of a concentrated soups factory. The latest *Journal du Tricot*, No. 5, advertises the products of the knitwear and hosiery industry in conjunction with those of one of the top

Swiss watchmaking factories. "A glance in her mirror and a glance at her watch, two gestures symbolising today's busy, active woman who, in order to avoid any error in her choice of what to wear, consults her watch and her mirror". An example of good advertising stepping beyond the narrow bounds of selfish interests and thus acquiring human interest which more than doubles its value.

Exports periodicals

In addition to this review, the Swiss Office for the Development of Trade also publishes other export periodicals such as, for example, *Swiss Industry and Trade* which appears three times a year, in separate English, French, German, Spanish and Italian editions, as well as a special edition entitled *Switzerland-U.S.A.* devoted more particularly to American-Swiss trade relations. No. 1/60 of this publication, which has just come out, contains in addition to the special feature on "Anglo-Swiss Economic Relations" a number of articles aimed specifically at the American reader, e.g., "Trade Relations between Southern California and Switzerland", "United States Investments in Switzerland", and "Swiss-American Flashes" as well as a series of short reports, "Opportunities and Suggestions for Businessmen", a "Buyer's Guide" and other interesting features. A free specimen copy of any of these publications may be obtained on request from the publishers (indicate which language): Box No. 2049, Lausanne I (Switzerland.)

An exhibition of precious laces at St. Gall

In addition to the collection of laces and embroideries at the Textile Museum, which is the most important permanent display of its kind in the world and contains many rare items representing three centuries of textile art (16th to 18th centuries), St. Gall has organised

a summer exhibition lasting until the end of September 1960

«BAROQUE and ROCOCO»

This exhibition shows some of the finest pieces of these periods, which have been specially selected from the Iklé and Jacoby collection and are displayed in a most attractive manner. The display includes some figurative plastic embroideries of great historic interest.

Tourist Office of the Town of St. Gall.