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News

Anniversary of a world-famous Swiss trade-name

A quarter of a century ago this summer, the Swiss firm of Heberlein & Co. Ltd., at Wattwil (St. Gall), registered the now world-famous trade-mark « Helanca ». In 1936, after many years of intensive research, the chemists and technicians of this very large Swiss firm succeeded in giving continuous artificial silk yarns a permanent crinkle, thus making them soft, springy and elastic. During the war, Helanca yarns were used to replace wool, which had become scarce, especially for the knitting of babies' garments. After the war the sensational success of nylon gave Heberlein's research workers the idea of applying the advantages of the Helanca process to this fibre. The first nylon Helanca yarns were used for the manufacture of men's socks, a field that they completely revolutionized within a few years. Since then Helanca yarns have been continually perfected and production methods greatly improved; today they are used for the manufacture of a wide range of different articles such as lingerie, men's and children's underwear, swimsuits, gloves, stockings, and sports and leisure wear, as well as, combined with other fibres, for the weaving of elastic fabrics for sportswear. Today, Helanca yarns, a Swiss invention, are produced under licence by 102 manufacturers, in 17 different countries.

blic. The foreign firms included twelve Swiss manufacturers of outergarments for men and boys, sports and leisure wear, men's shirts and underwear, leather clothes, hats, hosiery for men and children, etc. The news and press department of the Exporters Association of the Swiss Clothing Industry was also represented at the Salon by an information stand. On the whole, Swiss exhibitors were satisfied with the results of their participation and the business transacted — the number of visitors being considerably higher than in previous years — and the customers were particularly struck by the smartness and quality of the articles on display.

An Important Anniversary in the Swiss Knitwear Industry

75 years ago, the firm known today under the style of Ruegger & Co. was founded at Zofingen, on September 1st, 1886 to be precise. Right from the start, this firm, which specialized in the manufacture of knitted lingerie, went in for exports and made its trade mark « molli » well known all over the world. Specializing first of all in feminine lingerie, it subsequently started to manufacture articles for layettes and children's underwear as well as, somewhat later, pullovers for children and beachwear.

Today, this firm — to which « Textiles Suisses » extends its warm wishes for many more years of fruitful activity — is managed by two grandsons of one of its founders.

International Salon of Men's Clothing, Cologne



Partial view of the Swiss participation. Photo Horch.

The success of this fashion event, which was held in Cologne (Germany) at the end of August, exceeded that of all previous occasions, with regard to the number not only of those taking part but also of trade visitors. This year's Salon incorporated 374 firms, 97 of which came from 11 countries other than the Federal German Repu-

Triumph International

As its name indicates, this firm specializing in corsetry is an international concern and possesses a factory in Switzerland (Spiesshofer & Braun at Zurzach). Being of the opinion that couturiers' creations cannot appear to their best advantage unless worn over the right foundation, it decided to work hand in hand with the designers in order, by means of corsetry, to hold and mould women's figures to the shape dictated by elegance. So as to be closer to couture circles, it took over a private mansion in Paris where it presented this summer a collection of foundation garments, brassieres, girdles, etc. as well as swimsuits. Styles by the Parisian couturiers Jacques Heim and Jacques Estérel and by Heinz Oestergaard, Berlin, were shown to fill up the display.

