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Fine Cottons, Embroideries and Television

Half-way through June this year, the Publicity Centre of the Swiss Cotton and Embroidery Industries in St. Gall, under the dynamic management of Mr. Bruno Meyer, held its traditional spring fashion parade in the

Berne Casino. This showing gives the Swiss press an opportunity of admiring the latest creations by Swiss designers and ready-to-wear manufacturers, made from Swiss fabrics and embroideries produced mainly in the district of St. Gall.

The highlight of this year's event was the use of colour television on a big screen for part of the parade, with direct retransmission by means of the famous «Eidophore» apparatus. The Ciba chemical products factory



Prise d'un gros plan pour la retransmission par «Eidophore»
 Shooting a close-up for the «Eidophore» transmission
 Toma de un primer plano para ser retransmitido por el «Eidoforo»
 Nahaufnahme für «Eidophor»-Wiedergabe

VOLLMOELLER,
 FABRIQUE
 DE BONNETERIE S. A.,
 USTER
 Costume trois-pièces pour
 fillette
 Three-piece outfit for little
 girl
 Conjunto de tres piezas
 para niña
 Dreiteiliges Kinderkleid
 Photo Tenca

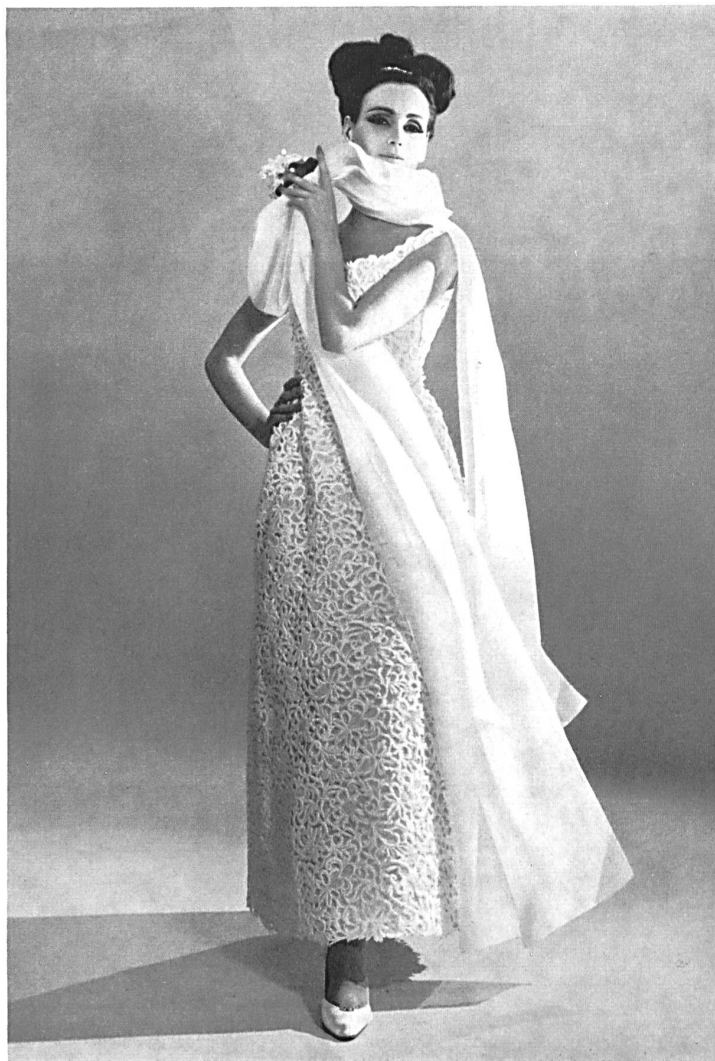


in Basle has set up a branch for the construction and working of this Swiss invention, with which it is possible to project television images, in black or colour, onto a very big screen. The public was thus able to see, together

Le studio de TV sur la scène et projection d'un détail sur grand écran au moyen de l'«Eidophore»
 The TV studio on the stage and projection of a close-up on the big «Eidophore» screen
 Estudio de televisión sobre el escenario y proyección de un detalle sobre pantalla grande mediante el «Eidoforo»
 Das Fernsehstudio auf der Bühne und Vorführung eines Details auf Grossleinwand mit der «Eidophor»-Apparatur



Shantung de coton brodé suisse
Embroidered Swiss cotton Shantung
Shantung de algodón bordado suizo
Bestickter Schweizer Baumwoll-Shantung
Modèle Jeanpalmério, Zurich
Photo Rév



Guipure blanche de Saint-Gall
St. Gall white etched lace
Encaje guipur blanco de San Galo
Weisse St. Galler Guipure
Modèle Macola S. A., Zurich
Photo Tenca

at the same time, the actual photographing of the parade for TV in a studio set up on the stage and the direct colour transmission of the scene onto the screen placed above it. The interesting feature of the use of the Eidophore process is that it makes it possible when desired to show the whole hall close-ups of details of the fabrics and embroideries used.

STOFFEL S. A., SAINT-GALL

Shantung de coton à dessin plumetis
Cotton shantung with dotted Swiss sample
Shantung de algodón con dibujos de plumetis
Baumwollshantung mit Plumetis-Dessin
Modèle Couture Marianne, Saint-Gall
Photo Rév



Dentelle de laine de Saint-Gall
 St. Gall wool lace
 Encaje de lana de San Galo
 St. Galler Wollspitze
 Modèle Altermatt Couture, Bâle
 Photo Tenca

An attractive feature of the fashion parade was the direct retransmission on «Eidophore» of a marionette show designed to promote the international Felisol label (Federation of the International Fastness Label) which is used for indicating textiles dyed in fast colours.

The standard of the parade was higher than ever, in keeping with the St. Gall Promotion Office's tradition of progress — a tradition that is literally imposed upon it by the continual progress that is a distinguishing mark of Swiss manufacturers of fine cotton fabrics and embroideries.



Guipure de Saint-Gall noire
 Black St. Gall etched lace
 Encaje de guipur negro de San Galo
 Schwarze St. Galler Guipure
 Photo Tenca

Broderie découpée de Saint-Gall sur piqué
 de coton
 Cut-out St. Gall embroidery on cotton piqué
 Bordado recortado de San Galo sobre piqué
 de algodón
 St. Galler Spachtelspitze auf Baumwoll-Piqué
 Modèle Jeanpalmério, Zurich
 Photo Rév

