

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1963)  
**Heft:** 4

**Artikel:** Fine cottons, embroideries and television  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-798681>

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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

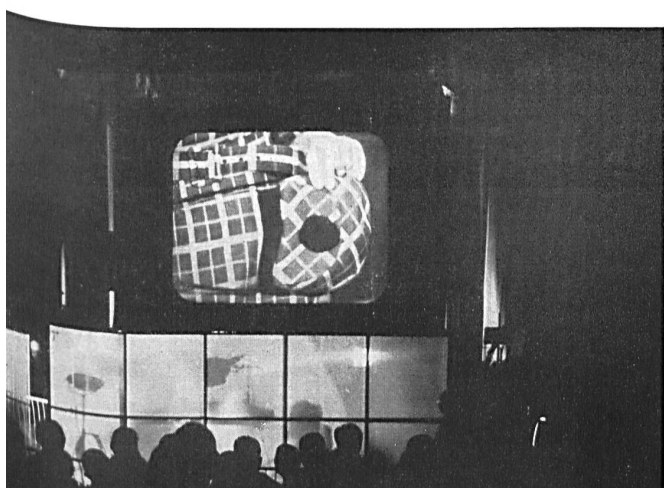


Prise d'un gros plan pour la retransmission par «Eidophore»  
 Shooting a close-up for the «Eidophore» transmission  
 Toma de un primer plano para ser retransmitido por el «Eidoforo»  
 Nahaufnahme für «Eidophor»-Wiedergabe

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



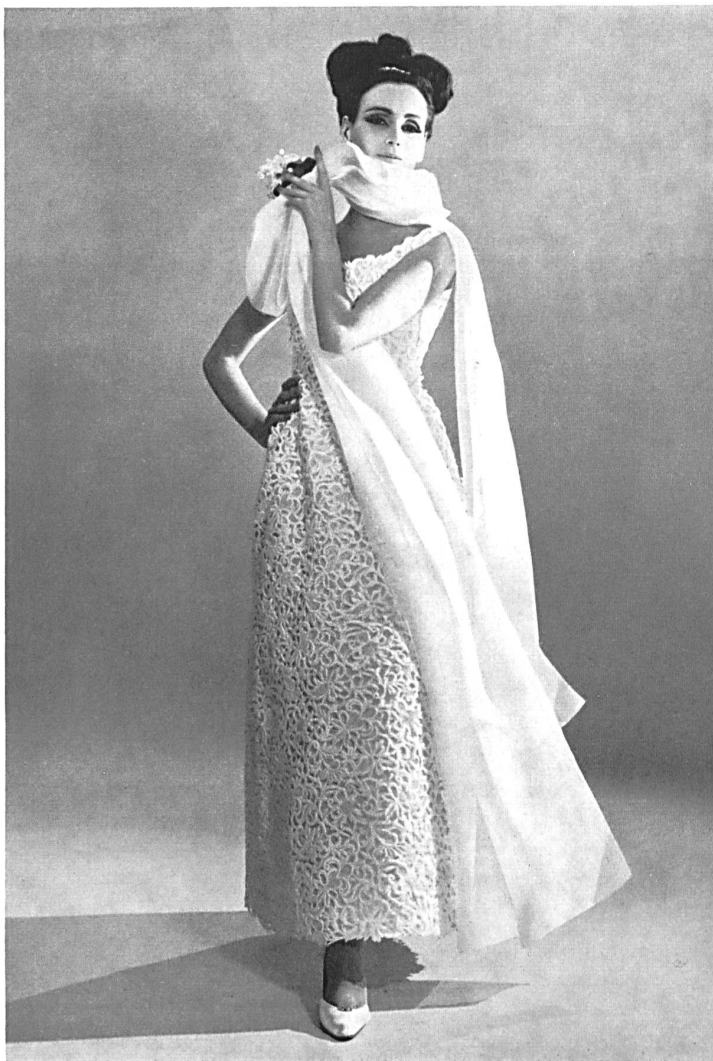
in Basle has set up a branch for the construction and working of this Swiss invention, with which it is possible to project television images, in black or colour, onto a very big screen. The public was thus able to see, together



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

