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# News

## The Jubilee of the Swiss Tulle Industry

As we announced in our last number, the Swiss Net Comp. Ltd., in Münchwilen, this autumn celebrated the fiftieth anniversary of its foundation. This important landmark in the firm's history was fittingly commemorated by a banquet attended not only by all the personnel of the firm but also by a large number of guests including local and cantonal personalities, representatives of friendly firms, both suppliers and clients, and trade organizations as well as members of the textile and daily press. After a speech of welcome by the manager, Mr. W. R. Brupbacher, who called attention to the significance of the firm's motto « Confidence and Progress », guests were able to hear Mr. Alfred Muller (Amriswil), President of the Board of Directors, followed by Mr. Karl Weber (Zurich), vice-president, who had been asked to present to the firm the bust of the late J. Heinrich Frey, who had been a member of the Board of Directors since 1913 and its chairman from 1923 to 1960. The commemoration party, during which guests were entertained by music played by members of the Zurich Chamber Orchestra, also included a tour of the factory and a fashion parade organized with the co-operation of the Publicity Centre of the Swiss Cotton and Embroidery Industry in St. Gall; all the models displayed had been made with products of the

An amusing moment: three mannequins wearing swimsuits, wrapped in a huge length of lilac coloured « bobbinet » tulle



Youthful cocktail dress, worn with a jacket, in embroidered « bobbinet » tulle  
A Lis model, Zurich  
Photographs by A. Hollenstein, Bettwiesen

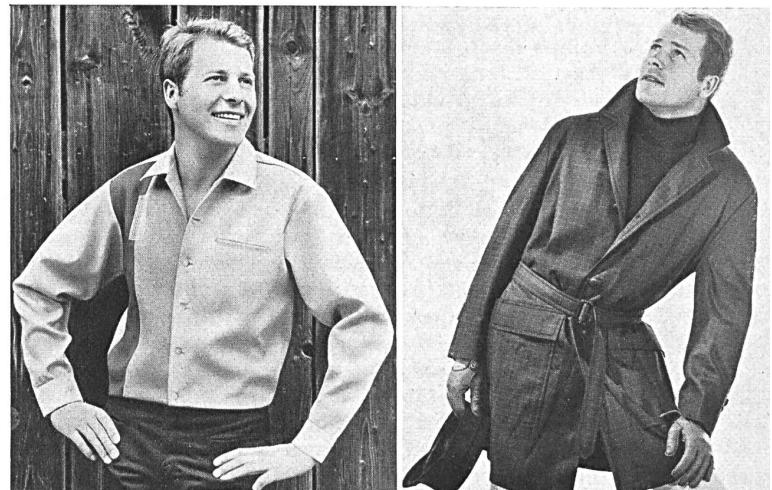


Swiss Net Comp. Ltd. Feeling sure that they will be of interest to our readers, we have included here a few photographs taken during the parade.

## In Connection with a Centenary

During the official celebrations commemorating the centenary of Fehlmann Sons Ltd. at Schöftland (see « Textiles Suisses » No. 4/1963, page 179), Mr. Heinz Fehlmann made a remarkable speech entitled « An eye on the past — but open to the future », the following passages of which are striking enough, in our opinion, to merit being quoted here: « I am personally convinced that a firm which concentrates its greatest efforts on increasing profits and raising its economic power is not only helping to destroy the fabric of our liberal and democratic society, but is at the same time sapping its own foundations. The nature of our present-day economic structure is such that, in the long run, the only firms with a chance to survive are those whose managements are prepared to consider themselves dedicated to the service of the community and act accordingly. This observation is not a sign of sentimentalism on my part, and the head of every firm, even those who care but little or not at all for their responsibilities towards society as a whole, cannot help reaching the same conclusion after a careful analysis of their own firm's position. »

« These considerations show us that our aim must be to serve our fellowmen by means of a strong and sound



Two McGregor models by Fehlmann Sons Ltd.

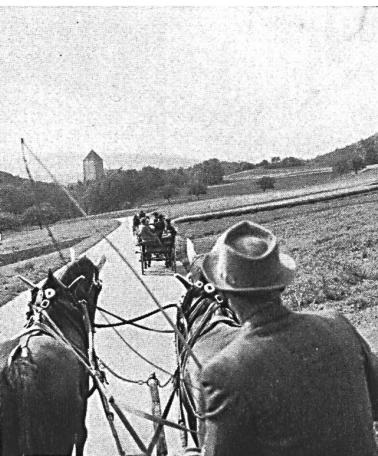
concern and in this way to make our contribution to the maintenance and advancement of a society and an economy with the interests of mankind at heart. »



## Autumn Outing

Mr. A. Helbling,  
manager of Agor Ltd.

Agor Ltd., in Zurich, the advertising firm responsible for the Bally Footwear Factory's publicity, invited members of the press to an autumn outing to Herblingen Castle, near Schaffhausen. After a leisurely drive in horse-drawn carriages, the guests' arrival at the castle was greeted by a fanfare sounded from the turrets. After being received by representatives of the firm of Bally, the guests were given refreshments and at the same time



Mr. Fr. Streuli,  
Managing director of Bally's Shoe  
Factories Ltd.

On the way to Herblingen Castle

an opportunity of admiring the castle's collection of antiques. This winter's new models of footwear were shown by means of slides accompanied by a running commentary, after which the guests were given a talk, also illustrated with slides, on the National Exhibition which is to be held in Lausanne in 1964. During the luncheon that followed, Mr. Helbling, manager of Agor Ltd., made a very amusing speech after the manner and in the costume of Hans Sachs, the famous shoemaker-poet of the Middle Ages. Our congratulations to Mr. Helbling on his brilliant idea for adding a new touch to press receptions !

### An Anniversary in the Textile Industry

This summer, Mr. J. H. Angehrn celebrated his 40th anniversary with Heer & Co. Ltd., the well-known silk factory at Thalwil. It was in fact on August 14th, 1923, after several years spent abroad — in Paris, London and New York — that Mr. Angehrn joined the firm of which his father was manager, to take over himself on the latter's death in 1941. Mr. Angehrn organized the manufacture of silk with great efficiency and very early on recognized the fast growing importance of synthetics in this branch. He has also placed his talents at the service of the textile industry as a whole, having for many years been an active member of the committees of the Zurich Association of

the Silk Industry and other groups and organizations. It should be added that Mr. Angehrn, who also recently celebrated his 65th birthday, has for a long time been a member of the editorial board of « Textiles Suisses ». It is therefore to an old friend that our periodical extends its wishes here for many more years of continued health and fruitful activity.



### More than Three Centuries in the Linen Industry

In 1963 Worb & Scheitlin AG. at Worb, celebrated the 333rd anniversary of their foundation as well as the fiftieth anniversary of their conversion into a limited company. In 1630, in fact, Jakob Frankhauser founded a linen and cloth firm at Berthoud. At this date, Emmenthal cloths enjoyed a fine reputation, extending far beyond the frontiers of Switzerland. For 250 years, the firm, whose cloths were woven in the homes of its employees, belonged to seven successive generations of the same family, until taken over in 1881 by the Kappeler brothers, succeeded in 1897 by Oscar Scheitlin, who had joined the firm while it still belonged to the Frankhauser family. Under the energetic and inspired leadership of

the new owner, weaving by hand gave way to mechanical production. After overcoming many difficulties, the firm developed into a big well-known concern. In 1913, it purchased a mechanical mill at Worb, whence the change in its name. Today, this firm, which is still in the hands of the Scheitlin family, manufactures damask table cloths and coloured cloths, tea sets, bed linen, kitchen cloths, aprons, bath towels, etc. in plain weaves executed on dobby and Jacquard looms. We here extend our wishes for the continued prosperity of this remarkable firm which although over three hundred years old has nevertheless remained youthful and shown great vitality and dynamism.

### In the Swiss Wool Textile Industry

Up till now, approximately two-thirds of the total exports of the Swiss wool textile industry, amounting each year to some 100 million Swiss francs' worth (\$23.2 million), were bought by Common Market (EEC) countries. The discriminatory measures practised by EEC in the way of import duties are hampering exports to these countries more and more. For this reason, Swiss wool textile factories are endeavouring to develop their outlets in non-EEC countries. The Wool Textile Industry Associa-

tion is backing these efforts, in particular through its periodical « Swiss Woollens », which is published in French, German and English. The same association, which is seeking to make the designation of the nature of the fibres used in fabrics compulsory, and which has introduced a label for marking Swiss articles made of pure virgin wool, published a booklet last spring entitled « Looking after Woollens is Easy », which met with great success in its French, German and Italian versions since 600 000 copies have already been issued to textile retailers for distribution to their clientele.



## A Departure in the Textile Publicity World

Mr. Bruno Meyer, the active and popular manager of the Publicity centre of the Swiss Cotton and Embroidery Industry, St. Gall, will be relinquishing his post at the

end of 1963 to take over the management of OLMA, the National Dairy Trade Exhibition in St. Gall. While we are pleased at this appointment for Mr. Meyer's sake, we cannot help regretting that this old friend — with whom the editors of «Textiles Suisses» have long maintained the most cordial relations — will be leaving textile circles for another fields.

Let us mention that Mr. Bruno Meyer, who was born in Basle in 1911, pursued his studies in this town, where he was awarded his doctorate in Natural Sciences. Subsequently he went in for journalism, in particular as head of the press department of Swissair, followed by periods in teaching and international transport. In 1958 he was appointed manager of the Publicity Centre, where he was able to put to effective use his great organizing ability, dynamism and affability. Mr. Meyer naturally formed part of the editorial committee of «Textiles Suisses». With our regrets at seeing him relinquish his functions, we present him here with our best wishes for his future career.

## A Centenary in the Silk Industry

This year marks the hundredth anniversary of the foundation of the Schönenberg Silk Mills, whose products are well known throughout the world of textiles, although under another name. These mills belong, in fact, to Siber & Wehrli Co. Ltd., in Zurich. It was in order to take advantage of the motive power represented by the waters of the river Thur that the factory in question was built at Schönenberg, and it is interesting to note that even today 65 % of the power consumed by the factory is produced directly on the spot in a small electrical power station by means of turbines, which have simply replaced the water-wheel originally turning the looms.

The firm's manufacturing programme includes pure silk, rayon, cotton, staple fibre and nylon fabrics for women's wear, produced on dobby and Jacquard looms, cotton, staple fibre and nylon fabrics for raincoats, rayon and nylon lining fabrics, cotton, rayon, staple fibre and pure silk curtaining fabrics, in dobby and Jacquard weaves, rustic cloths for pure silk aprons, corsetry fabrics, tie fabrics in silk, rayon and terylene as well as technical fabrics for electrical insulation, typewriter ribbons, filters, and nylon parachute fabrics. With regard to social welfare, it is interesting to note that as early as 1882 the firm had made arrangements to supply its workers with foodstuffs and that today it possesses 113 apartments for the use of its personnel.

## Modeurop replaces Euro-Mode

At its 8th congress in Berlin during the month of October, Euro-Mode decided to change its name to Modeurop. This organization, whose head office is in Berne (Switzerland), has selected the following colours

for the autumn/winter 1964/65 leather fashions: women's accessories, Somali, a luminous dark brown, and Tundra, a dark green with touches of tan, and for men, Bahia, a dark nutbrown, and Somali, as described above. The next congress is to be held in Amsterdam on April 10th and 11th, 1964.

## Object Lesson on chemical Fibres

In the field of chemical fibres, the Société de la Viscose Suisse at Emmenbrücke has just published a new educational aid for school libraries and other educational establishments in the form of a carton measuring 30 x 32 cm, one side of which contains a series of diagrams illustrating and explaining the manufacturing processes while the other holds plastic tubes containing samples of the products at each stage of manufacture. This interesting documentation is supplied by the Société de la Viscose Suisse at 40 % of the cost price to those genuinely interested.

