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*T. A. Ruepp*

Mr. Traugott Arnold Ruepp, founder and Chairman of the Board of Ruepp & Co. Ltd. of Sarmenstorf, died last June after a short illness. The deceased was born in 1885 and had served his apprenticeship in the embroidery branch at Saint-Gall. He had then worked abroad, particularly in Paris and overseas. His ambition was to create his own business in the textile field but in the speciality less dependent on fashion than embroidery. At Sarmenstorf, in the home of his great-parents, he began making hand-knitted clothing. In 1913, he bought his first hand-knitting frames and in 1916 he built the first part of the present factory, which he developed over the years to make the imposing, modern business, that it is to-day employing more than 250 workers. Here are made the numerous knitted garments which have created the renown of the « Alpinit » trade-mark all over the world\*. Ably assisted by his wife and whole heartedly devoted to the principle of quality, the late Mr. Ruepp made his trademark and the products which it represents symbols of the fame of the Swiss knitwear industry of the highest class. Furthermore, he had a very high notion of the duties of the head of a business towards his employees, for whom he created and endowed a pension system and various other benefits. It is interesting to note that Mr. Ruepp, well known in his leisure hours, as a balloonist, was a few years ago together with Mrs. Ruepp granted honorary citizenship in the commune of Sarmenstorf.

The editors of « Swiss Textiles », who appreciated the sometimes rather outspoken but refreshing frankness of the deceased, herewith express their heartfelt sympathy to his family and all those who worked with him.

## *An unusual anniversary*

This spring, Stoffel Co. Ltd., of Saint-Gall, celebrated its 170th anniversary. The celebration took place in the birthplace of the enterprise in the little city of Arbon

on the lake of Constance. On this occasion, the Chairman of the Board, Mr. Max Stoffel, who had decided to retire after having devoted 52 years of his life to the prosperity of the family concern, turned over his responsibilities to his son-in-law, Mr. Richard Welti. Let us note that Mr. Patrick Stoffel, who is also a member of the firm's executive staff represents the 6th generation of this well-known industrial family.

All our congratulations go to the firm whose advertisements and editorial contributions appear regularly in each number of « Swiss Textiles ».

## *Color trends, 1966-1967*

The Swiss Textile Council has just published new color cards showing the new trend for the 1966-1967 autumn-winter season. These trends are based on more « lively », less muted, colors replacing the many pastel tones. The color card for wool contains 15 shades while the card for fabrics in cotton, silk and synthetic fibers as well as for lingerie contains, in addition, two lingerie colors : lavender and hydrangea blue. These cards, developed by the Fashion Committee of the Swiss Textile Council, sum up the general trend of international fashion centers. Each shade can be placed in one of the following three categories : multiple-purpose colors, avant-garde colors and colors for combinations and contrasting effects. These valuable work tools will be on sale about the middle of October at a price of 15 Swiss francs each or two for 25 francs.

## *The International Wool Label*



PURE LAINE VIERGE

IWS, the International Wool Secretariat, is a publicity organization supported by 200 000 wool producers in Australia, New Zealand and South Africa. Its aim is not so much to step up the use of wool, since the production of this fibre cannot be increased indefinitely, but to improve its wearing qualities and to make them known. At the same time, it tries to protect the reputation of high quality virgin wool against the harm that can be done to it by the use of low quality wool (more especially shoddy) whose properties no longer satisfy present-day requirements. This aspect of the work of IWS was dealt with at a recent press conference during which the main members of IWS's Zurich office presented to representatives of the Swiss press the new international label (see above) protecting products made of pure virgin wool. This label has already been registered in over 90 countries and is used for the moment as an indication of quality mainly for knitting wool, fabrics, blankets and carpets. Its use implies compliance with certain

\* See « Swiss Textiles » No. 1/1964, page 119.

rules and certain minimum standards. To be entitled to this label, an article must be made of pure virgin wool (in which a mixture of 5% of other types of fibre is permitted for the sole purpose of giving decorative effects not possible with wool), i. e. wool that has been used for no other purpose since sheering, whose colours are fast to light and perspiration, which offers a given resistance to traction and, in the case of carpets, has a certain weight and has been given a proper mothproof finish. The introduction of the IWS quality label has been carefully worked out over a long period of time, first of all in cooperation with users of the raw material : spinners, weavers and knitwear manufacturers, and then with the general public. The new label, which will be widely publicized by means of a large-scale advertising campaign, will give consumers, apart from all questions of fashion, the guarantee that they are buying a product made from a high quality raw material.

The IWS Conference, which was attended by a hundred or so press correspondents, was accompanied by the showing of films and the presentation of advertising material, giving some idea of the tremendous amount of work that has gone into the introduction of the new quality label.

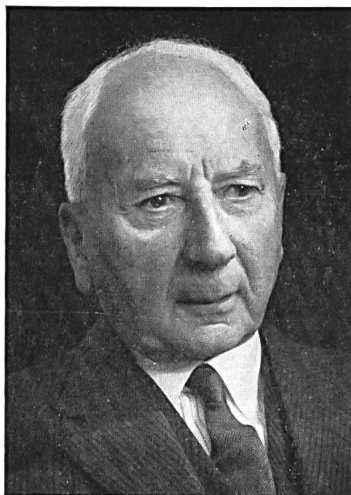
#### *A Non-Iron Cotton Fabric for Embroideries*

The popularity of pure cotton shirts that literally require no ironing encouraged manufacturers to look for a process giving a non-iron finish to cotton fabrics for blouses and dresses. Tests carried out for over a year now have made it possible, thanks to the experience previously acquired in the manufacture of shirting fabrics, to achieve positive results. The difficulty was to make sure that after washing the fabric remained smooth around the embroidered parts. The process now having been perfected, embroidered cotton fabrics requiring absolutely no ironing are being launched on the market under the name of « Splendina non-iron », a trade mark registered throughout the world. This new line of fabrics is unequalled for its wearing qualities and comfort, and can be washed by machine up to 60° C. In addition to cotton satin, other kinds of fabric are at present undergoing tests so that there will shortly be a wide range of easy-care grounds for embroidery on the market. In this way, by combining their efforts, the Swiss embroidery and textile finishing industries are placing on the market a whole new range of products meeting the most exacting requirements.

Several well-known embroidery manufacturers have already begun to use the new fabric : Bischoff Textiles Ltd., St. Gall ; Forster Willi & Co., St. Gall ; A. Naef & Co. S. A., Flawil ; Reichenbach & Co. Ltd. ; Jakob Schlaepfer & Co. ; Walter Schrank & Co. Ltd. ; Union Co. Ltd. and Willy Zurcher Ltd., all of St. Gall.

The Splendina collection will be presented to makers-up this autumn for the first time. Thus, thanks to the systematic work of textile technicians, women will now be able to buy embroidered fabrics combining the advantages of cotton and easy care.

#### *A long and fruitful career*



This summer, Mr. Alfred Raduner, president of Raduner & Co. Ltd., one of the biggest fabric finishing firms in Switzerland, celebrated his 80th birthday, shortly after celebrating his 60th anniversary in the service of his firm. In 1905, in fact, he first joined his father's concern, which he took over in 1930 and ran with great success in spite of several crises and great difficulties. The merit for the firm's industrial growth and prosperity is undoubtedly due to the courage, energy and enterprise of Mr. Alfred Raduner, who is also a keen sportsman and whose activity is in no way limited to looking after his own interests. In fact he has devoted a great deal of time to professional institutions. In particular, he was president of the Thurgau Chamber of Commerce and a member of the Committee of the St. Gall Chamber of Commerce for twenty years, first of all as vice-president and then as president. He was also president of the Swiss Chamber of Commerce and a member of the Directorate of the Swiss Union of Trade and Industry as well as on the Board of Directors of the Swiss National Bank. It should also be added that Mr. Raduner, who is still very alert and enjoys wonderful physical health, and takes an active interest in sport, has found time, in spite of his many other activities, for a brilliant military career.

We wish him many more years of health and success.

(Raduner & Co. Ltd., Horn.)

*Montreux*

*an important Congress*

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