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SWISS TEXTILE NEWS



Swiss fashions for children in Cologne

The International Children's Fair in Cologne is growing more and more popular. For the first time, at the recent fair from April 14th to 16th, 1967, the Exporters Association of the Swiss Clothing Industry was represented by a collective stand displaying creations in this field by Aroleid Co. Ltd., at Aarau, Ruedger & Co. (trade mark "molli") at Zofingen and E. Schupisser-Steiner (trade mark "Kiko") at Rätterschen. These firms were delighted with the results of

the experience and their stand attracted great interest. It was visited by many buyers not only from Germany but from many other countries too, who not only asked for information but also placed a great many orders. The next International Fair of the same kind will be held in Cologne from October 20th to 22nd this year, and it is hoped that many more Swiss manufacturers of children's wear will want to be included on the Swiss stand.

Zurich Textile School

The Press was recently invited to view the "home-made" exhibits on display at the Zurich Textile School, a show staged at the end of each scholastic year. Just as informative to the visitors as the survey of the practical and written schoolwork performed was the inspection of the schoolrooms, the machine workshop and above all the test laboratory.

Ranking third after the engineering and the metal industry, textiles hold an important place in Switzerland's national economy. Around 40 per cent of the entire textile output is exported, yielding a figure of more than 1000 million Swiss Francs a year. Including the associated trading and processing firms, the textile industry employs some 200,000 workers.

Switzerland enjoys a worldwide reputation as "the land of elegant textiles". Among the objectives of the Swiss Textile Schools in Zurich and Wattwil are to uphold this reputation and seize every opportunity to enhance it.

Way back in 1881 the Zurich Silk Company established its Silk Weaving School in Zurich. In 1945 it was augmented with a modern machine workshop which, ever since, has been kept up to date with the latest machines and appliances, most of them made available by the Swiss textile machines industry.

Recognised by the State and subsidised by the Confederation, the Canton and the City of Zurich, this institution trains the younger generation for leading positions in the textile industry and the textile

trade, among them **master weavers and weaving technicians, dispatchers, textile merchants and textile designers.** As in every other branch of industry, it is impossible for the textile industry to ignore revolutionary technical developments; hence the School has included new subjects in its curriculum in recent years. In addition to the **classical subjects** common to all textile schools, tuition has been extended to the **technology of chemical fibres, technology of embroidery and knitting, statistics and textile testing, management and operation, planning and works accounting.** The teaching staff is composed of five full-time and twelve part-time instructors with many years of practical experience in the industry and in tuition. This ensures a solid, realistic training in all departments.

Ravissa is ravishing!

The "Ravissa" process, invented and patented throughout the world by the Swiss textile finishing firm of Raduner & Co. Ltd. at Horn, makes it possible to give easy-care qualities to fine cotton fabrics such as voile, crêpe, batiste and mousseline, while before this was only possible with heavier fabrics like poplin and satin. Fabrics treated with the Ravissa finish can be spin-dried and require no ironing. But Raduner has further improved its process—which had already met with great success among cotton fabric manufacturers—so that it could be used on embroideries, as was seen this spring at Interstoff where fabrics for lingerie, blouses and dresses were displayed that were remarkable for their softness and beautiful draping qualities. It must be added that Ravissa fabrics can be boiled provided the colours used are sufficiently fast; another great advantage is that they can be spin-dried, for this speeds up drying considerably, a great asset when it comes to percale bed-linen. Thanks to this new improvement, Switzerland's traditional fine cotton fabrics can take up the offensive again in several sectors. The following firms have now adopted the process: Albrecht & Morgen Ltd., Christian Fischbacher Co., Forster Willi & Co., Mettler & Co. Ltd., Reichenbach & Co. Ltd., Jakob Schläpfer & Co., Walter Schrank & Co. Ltd., The Union Company Ltd., all of St. Gall, and A. Naef & Co. Ltd. at Flawil, J.G. Nef & Co. Ltd., at Herisau, Baerlocher & Co. at Rheineck, and the Wettingen Weaving Mills at Wettingen.



Model: Ritex Co. Ltd., Zofingen



Model: TREVIRA- Studio

Trevira International Studio



Model: A. Blum & Co., Zurich

**One is as
young as one feels—
and acts!**

Everyone in the field of textiles knows the rapid rise to success of polyester fibre, used either pure or mixed with wool or cotton. The Hoechst Co. Ltd. dyestuffs factory produces Trevira® polyester fibre (represented in Switzerland by the firm of Pluss-Staufier at Oftringen), which occupies a prominent position on the market and continues to grow in popularity, especially since the expiry of the patents protecting its production. In order to step up the spread of Trevira® by encouraging its use, the manufacturer maintains a planning and applications department at the service of users, to propose and suggest new ideas to them, both in the fields of weaving and fashion. The Trevira International Studio periodically organizes fashion parades featuring models made from Trevira® fabrics and jerseys for both women and men by well-known designers. The most recent of these displays was held in the

Zurich-Horn Casino in Zurich. The excellently organized fashion display and banquet were preceded by a number of talks devoted to the importance of polyester fibres on the textile market and to the new trends in Trevira® fabrics, and enabled the large audience to see some of the latest creations of famous couturiers like Litrico and Pierre Cardin for men's fashions and Günther Brosda for women's fashions. It is interesting to note that in quite a few models this designer features puffed bloomers or bermuda shorts, held tightly by a band above the knee and worn under a slightly shorter skirt revealing them. Another feature is the wide use, in men's and women's leisure wear, of a kind of printed sail cloth in Trevira® and cotton.

The Swiss ready-to-wear factory for men, Ritex Co. Ltd. at Zofingen, contributed two models to this parade.

It is a good sign of vitality to take on a new lease of life after 110 years, as the Sirnach Weaving Mills, founded in 1857, are doing by starting up the production of high quality articles for export, after having worked up till now exclusively for the home market. This does not mean however that the firm had lagged behind, as can be seen from the fact that investments during the last 10 years amounted to some S. Fr. 10 million, that the annual output of colour-woven fabrics is 6½ million yards while its finishing plant (dyeing, bleaching, etc.), equipped with the latest machinery, handles the total output of the firm's own fabrics as well as another 6½ million yards for other manufacturers, and finally that the annual consumption of yarns is 800 tons, 90 % being cotton.

From this spring, the firm's collection is guided mainly by market needs and presented under two trade names: Sirnarose for bed-linen, furnishing fabrics, table linen and kitchen cloths, and Sirnasswiss for the retail sale of fabrics for blouses, dresses, leisure and sports wear, shirts and children's wear. All these colour-woven fabrics, from the finest voile, batiste and crêpe to poplin and sail cloth, show a decidedly modern, young and sporting influence. On the whole, the Sirnasswiss collection has been planned with a view to the manufacture of a complete wardrobe for men and women, in the sporting style. To make its new production known abroad, the dynamic firm of Sirnach organized a fashion parade for its



potential clientele and the press, at which were shown many very attractive models of dresses, suits and outfits for men and women made by leading Swiss ready-to-wear manufacturers. The event, which naturally included a visit to the modernized

and rationalized production plant and in which all the personnel of the firm and the local inhabitants also took part, started with a showing of an original kind—by the finalists of a fashion competition open to the women of the district, who themselves

presented the models they had created with fabrics provided by the firm. This was a friendly way of promoting public relations, to be added to the credit of the Sirnach Weaving Mills, and we wish them the greatest success in their exports!



Model: Euro-7 PK

Euro-7 in Zurich



Model: Weko, Zurich

Miss America chooses "Ban-Lon"

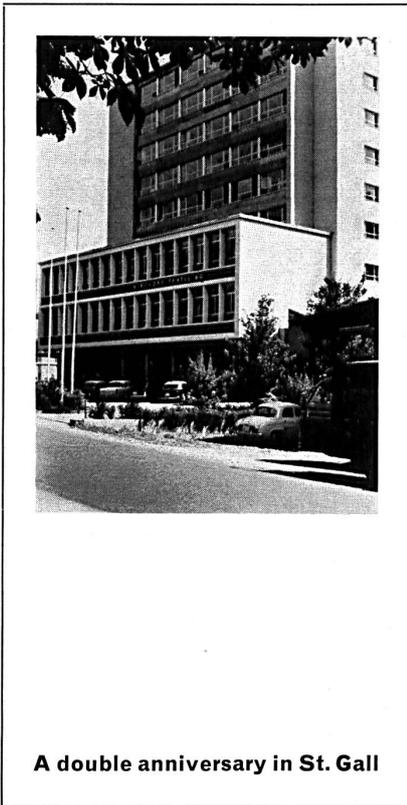


An International Display of Synthetic Fabrics

The European Men's Fashion group known as "Euro-7" is composed of men's clothing factories from 7 European countries, all leading firms that have banded together for the purpose of promoting a European men's fashion, contributing to the integration of European trade, exchanging information on fashion, technics and trade, fixing common aims with regard to line, colour, etc. It is neither a company nor an association but simply a working group without statutes or legal form, based purely on a gentlemen's agreement. Twice a year, the heads of these firms meet at one of the member's premises to discuss their joint professional problems. In addition, all the buyers for members of the group meet at regular intervals to settle in particular questions of colour, design and fabrics, while the designers and production chiefs meet in their turn to decide on the choice of line and discuss technical problems of manufacture, machinery, rationalization, etc. This spring the meeting of the heads of firms, which was attended by the heads of factories from France, Belgium, the Netherlands, Germany, Italy and Switzerland, was held in Zurich—where the group was founded in 1958—in the premises of the PKZ-Burger-Kehl & Co. Ltd. factory. Accompanying this meeting was a display of some ten models created by members. Let us finally add that the PKZ firm where the meeting was held employs 320 workers and office staff and has just inaugurated new factory buildings to complete its present premises.

Miss America 1967 has decided to place herself at the service of "Ban-Lon"®. This bulky yarn by Joseph Bancroft & Sons Co. possesses the advantage of allowing the manufacture of a jersey that is both light and strong, taking up little room in luggage, easy to wash, drying in the twinkling of an eye, non-iron, pleasant to wear and perfect for dyeing and printing. In short, an ideal material for travelling, making it possible to be always well dressed, at any time of the day, under all circumstances, in spite of the weight limit for luggage in air travel. This is what Miss America—attractive Jane Ann Jayroe, 20 year old music student at the University of Oklahoma City—told us at the recent fashion parade held in the Grand Hotel Dolder in Zurich. To become Miss America a girl must not only be pretty—as one would expect—but with her physical charms she must combine intelligence, a good education and the ability to use her natural gifts, that is to say she must know how to behave in public and stand up to the rigours of interviews, official visits, radio and TV broadcasts, etc., all requiring a sterling character and remarkable physical resistance. And for her tour Miss America has chosen a wardrobe in "Ban-Lon"®.

I.C.I. (Switzerland) Ltd., of Zurich, recently presented there some 1,200 fabrics manufactured by 114 firms in "Terylene"® and "Crimplene"® yarns. The purpose of the display was to show ready-to-wear manufacturers the variety and choice to be found in fabrics, knitted materials and embroideries made with these synthetics. The display included articles by manufacturers from all EFTA countries as well as a number of Common Market countries. Special mention should be made of the embroideries in Crimplene® such as guipures, embroidered allowers and edgings for the summer 1968, produced by a group of seven St. Gall manufacturers. We wish to call attention here to the original way in which the fabrics shown in the parade were presented. As the emphasis was on the fabrics and not on the dresses, the former were draped over mini-dress sized frames, which the mannequins held in front of them as they paraded past—just as if they were hiding behind them—making it possible to judge the fabrics more objectively than if they had been shown as already made-up models.



A double anniversary in St. Gall

Bischoff Textiles Co. Ltd., of St. Gall, recently celebrated a double event: the 40th anniversary of its foundation and the 70th birthday of its founder, Mr. Otto Bischoff. It was in fact on May 1st 1927, at the height of the biggest slump ever experienced by the Swiss embroidery industry, that Mr. Otto Bischoff-Hungerbühler, with an optimism that many at the time considered as rash, founded his embroidery export business. The new firm concentrated first of all on the Spanish market, where its founder was already well established. Then Otto Bischoff turned his attention to France, by supplying this market with new articles created for the trimming of the charmeuse lingerie which was all the rage at the time. These embroideries, which met with great success, are still one of the firm's specialities. To meet the growing demand, the firm added a manufacturing department of its own in 1934. Down through the years, the firm's name was changed several times until, in 1948, its present name was entered in the trade register, while the firm's field of activity also changed, according to economic circumstances and the political situation, a market lost in one place being replaced by increased activity in another part of the world. In order to avoid the danger involved in too narrow specialization, the firm took over a coat factory, Mafa Co. Ltd. in St. Gall, where the attractive women's raincoats known all over

Switzerland today under the trade name "Matador" have been manufactured since 1946. The creation of a handkerchief department, going in for the manufacture and sale of handkerchiefs and embroidered gift articles as well as a department for the manufacture and sale of aprons, tablecloths and furnishing fabrics widened the production programme. In 1953/54, two factories were built to house twenty embroidery looms. During the following years, the problem of lack of space was solved by the construction of a nine-storey administrative building; a few years later, in a nearby building, the handkerchief and furnishing fabric departments were installed. Meanwhile to allow its workers to share in the firm's success, Bischoff Textiles separated from one of its factories, which was formed into an independent limited liability company, working in order for the parent firm, and in which members of the firm were able to purchase shares. Under the pressure of various economic factors, the firm established a production branch in South Africa. Under the name of Bischoff Embroidery S.A. (Pty) Ltd., with a staff of 112, it has been producing embroideries for the local market since 1964, on 9 automatic looms. Last year, finally, the firm was expanded once again by the purchase of the "Württembergische Stickereifabrik GmbH" at Ravensburg which works exclusively for the German market on 11 automatic looms and provides employment for about 90 men and women. Today Bischoff Holding Co. Ltd. employs 770 persons in all its various concerns (home workers excepted), the overall management being directed from St. Gall itself. "Textiles Suisses" takes pleasure in wishing this courageous firm and its no less courageous founder many more years of prosperity and success.

J. E. Hefti †

The untimely death has just been announced, at the age of only 53, of Mr. John Ernst Hefti, vice-director of I.C.I. (Switzerland) Ltd. in Zurich. Since 1949, the deceased had worked devotedly and unceasingly for the Swiss branch of Imperial Chemical Industries Ltd., thus making a decisive contribution to its development. As chief of one of the sales departments and especially as head of the company's administrative section, he devoted his untiring energy, great professional conscience and deep sense of humanity to the solution of the many tasks incumbent upon him. Thus he succeeded in creating, within the firm, a friendly, pleasant atmosphere conducive to efficiency and good work.

Victor Jacob †

Tips for "Osa-net" users

In order to simplify for housewives the purchase, making up, hanging and care of Terylene® curtains, Hausamann Textil Co. Ltd. at Winterthur (Switzerland) has published a very well produced booklet giving a description of the different types of curtains, as well as very clear, detailed and illustrated instructions on everything concerning net curtaining. It tells the housewife how to calculate the length of material needed, the way to cut, measure and sew the fabrics—or rather the different ways, since there are just as many ways as there are effects to be achieved—and finally it gives invaluable advice on washing and drying. This handy booklet full of useful advice is given out to all women buying "osa-net" curtaining fabrics in Switzerland as well as in several foreign countries; German and French versions are already available for distribution.

Mr. Victor Jacob, lawyer, Head of the Swiss Union of Cotton Spinners, Twisters and Weavers in Zurich, died this spring at the early age of 45. The untimely death of this highly qualified man is a sad loss not only for the group he presided over but for all Swiss textile circles. To the accomplishment of his task he brought selfless devotion and a great capacity for work; his tact and innate ability, the clearness of his views and his very realistic sense of what was possible enabled him to show great understanding in reconciling interests that were often conflicting. Thus in his ten years tenure of office with the Union, first of all as secretary then as manager, he had become, both at home and abroad, a highly respected figure noted for his efficiency. Victor Jacob, struck down in his prime by illness, devoted himself to his work quite literally right up till his last moments. "Textiles Suisses" of whose editorial committee the deceased was a member, wishes to extend here its heartfelt sympathy to all those afflicted by this tragic loss, on both the professional and the human levels.