

2nd international textile exhibition

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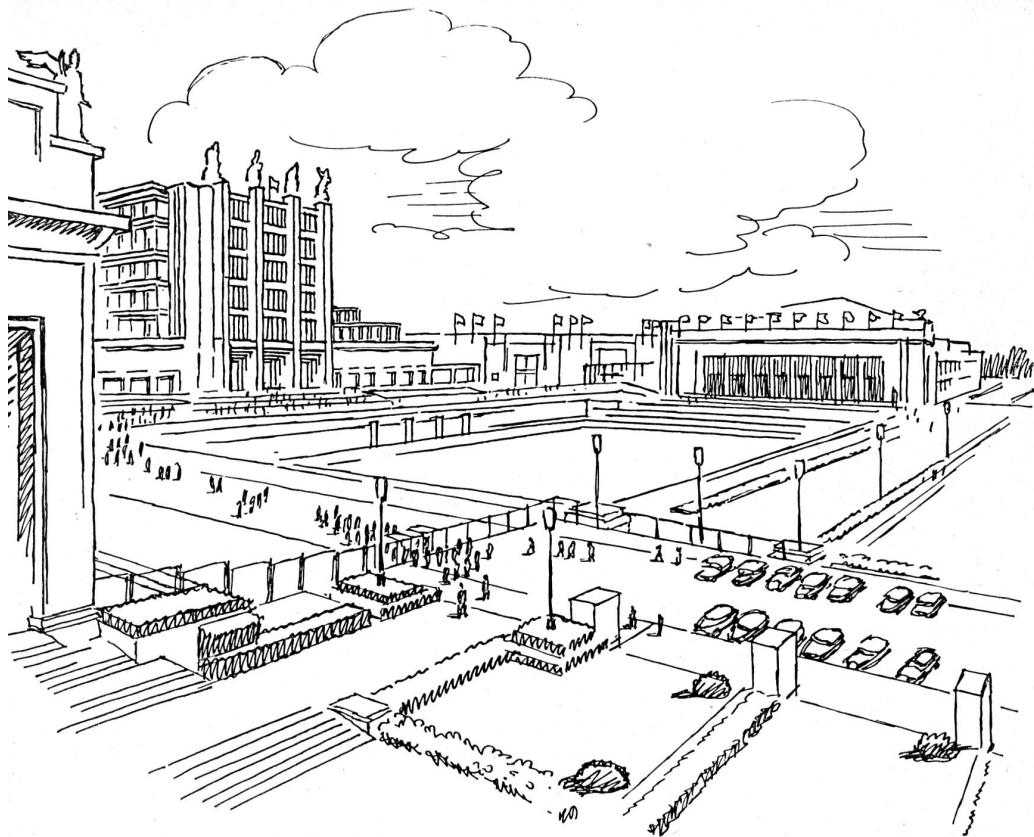
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2ND

INTERNATIONAL TEXTILE EXHIBITION

Brussels, from June 25th
to July 10th, 1955

Switzerland will be represented at Brussels. First of all, there will be a good selection of the products of its textile machinery industry (40 Firms). This branch met with great success at the International Textile Exhibition at Lisle in 1951, and it is expected to arouse great interest again this year, owing to the high quality of its products. Details concerning the Swiss machinery exhibited are given in a special number of the periodical "Swiss Technics" (See below).

"Textiles Suisses", "Swiss Technics"

The publication department of the Lausanne branch of the Swiss Office for the Development of Trade (Zurich and Lausanne), which publishes the two above-mentioned periodicals, will be at Brussels

Palace 6, stand 6504

where it will be displaying its two periodicals. It is perhaps unnecessary to call attention here to the nature of "Textiles Suisses", *The Swiss textile and clothing review widespread all over the world*, and the services it renders as a source of information to foreign buyers, importers, big stores, etc. interested in articles of high quality. We wish however to say here to all those into whose hands this periodical may fall before they visit the I.T.E., that they will receive a cordial welcome at the stand of Textiles Suisses, where members of our staff will consider it a pleasure to give them any information they may require.

With regard to "Swiss Technics", which will be found at the same stand, the number published on the occasion of the 2nd International Textile Exhibition contains a description of the new products of Swiss skill and ingenuity on display in Palace 5. In addition to this stand, which will in a way be the ambassador of Swiss textile production, we shall also find at Brussels, likewise in Palace 6, the following individual stands:

Heberlein & Co. Ltd. Wattwil (Palace 6 - Stand 6403/6502)

This big textile finishing firm is well known as the inventor of the famous Helanca nylon yarns. These extremely elastic yarns are made of pure synthetic fibre (filament) without the use of any rubber. With them it is possible to manufacture a whole host of different articles: stockings and socks, underwear, cardigans, pullovers, bathing suits, fabrics, etc. This yarn is at present manufactured under licence in about 40 different countries.

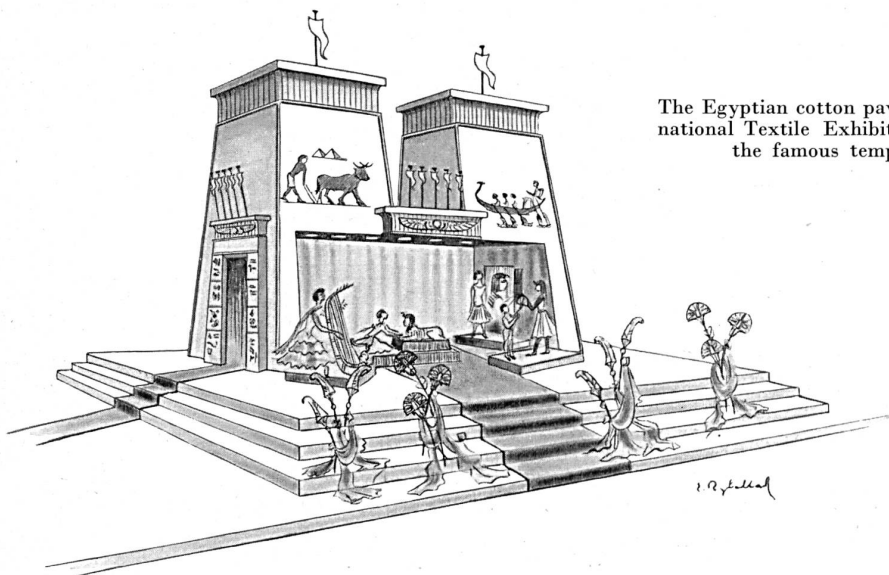
This firm's stand will be displaying different products made with Helanca yarns, which will give a good idea of this product's many advantages.

Bally - Elastic (Palace 6 - Stand 6604)

This is the elastic fabric department of Bally Co. Ltd., the famous footwear factory at Schoenenwerd. At Brussels, this firm will be exhibiting light and porous elastic fabrics for the manufacture of corsets in nylon yarns and Helanca, plain and printed fabrics for swimsuits in acetate rayon and synthetic fibres, special elastic ribbons for corsetry and, as a speciality, the seamless cylindrical girdle made entirely in one piece of nylon or Helanca yarns. An extra light type made of lastex weighs only from 2 to 2 1/2 ounces.

Roth & Co., Zofingen (Palace 6, Stand 6507/6606)

This firm displays thirty of its normal range of men's suits, trademark «Ritex» Anatomic. The cut and construction of these suits is based on an entirely new conception. It was in order to give an international launching to its original idea for men's clothing and in particular its new range of "Continental Style" garments, that this firm decided to present its products to visitors at the 2nd International Textile Exhibition.



The Egyptian cotton pavilion at the 2nd International Textile Exhibition at Brussels, after the famous temple at Karnak.

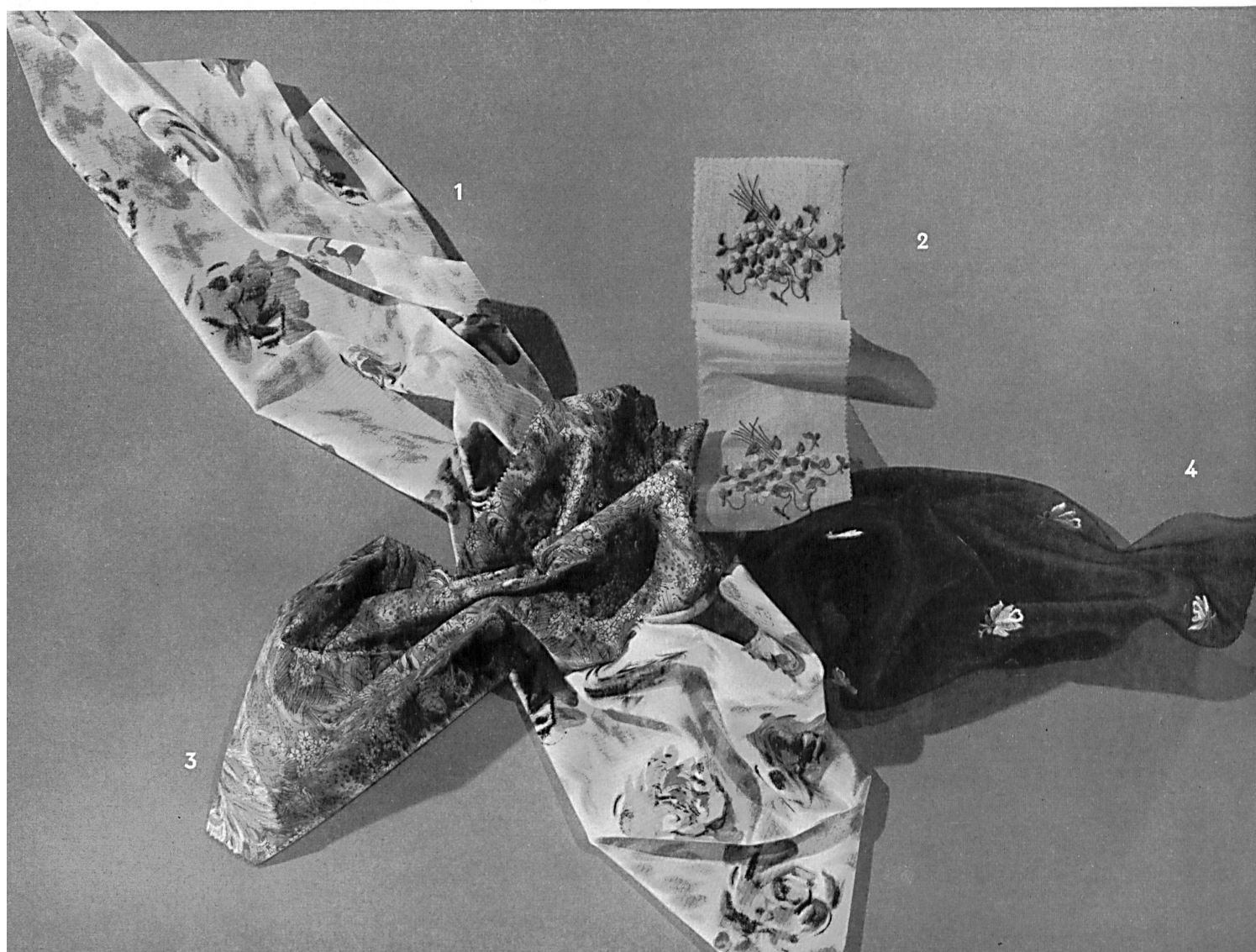
However paradoxical it may seem, Swiss fabrics will be found in an Egyptian pavilion! (Palace 6, Stand 6501/6600). *The Committee for the Promotion of Egyptian Cotton* has erected a stand representing the temple at Karnak (see above) and reserved for European manufacturers to display their best products made of Egyptian cotton.

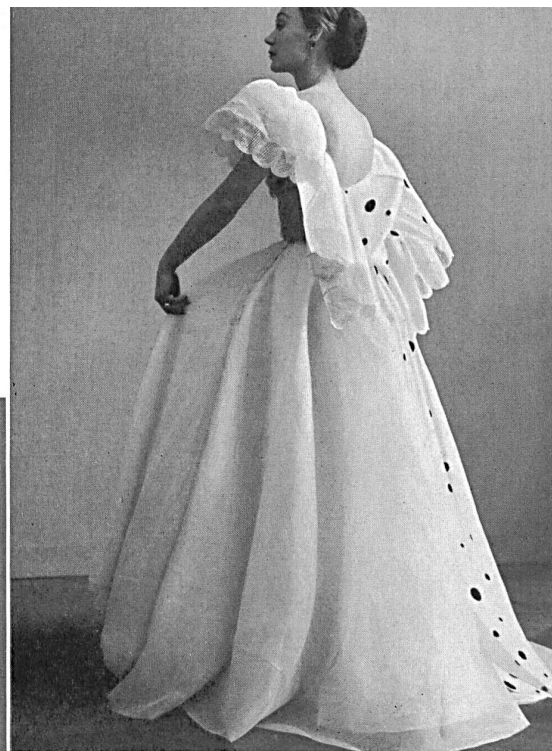
Realising the close interdependence that exists between producing, converting and consumer economies, Egypt wished to collaborate with the industries using its cotton. For if Egypt is multiplying its efforts to maintain the quality of its cotton production, to create new varieties and ensure price stability, the manufacturers making

use of this cotton, for their part, do their best to improve their production and extend the range and possibilities of use of their products.

It will thus be possible to see, at the Egyptian cotton pavilion, some very *fine fabrics made in Switzerland of Egyptian cotton* by several specialised firms of St. Gall and the neighbourhood, and to obtain information concerning these products—embroideries and embroidered fabrics, prints, flock prints, organdies, imagos, etc.

We are showing here, below and opposite, a few examples of these Swiss products exhibited in the Egyptian cotton pavilion.





11

- 1 « Candide »
a « horse-rib » printed fabric :
Meuler & Co., Ltd., St. Gall.
- 2 White organdie with coloured
embroidery :
Union Ltd., St. Gall.
- 3 Roxane satin, crease-resistant :
*Christian Fischbacher Co.,
St. Gall.*
- 4 Black organdie with coloured
embroidery :
Walter Schrank & Co., St. Gall.
- 5 Embroidered galloon :
Walter Schrank & Co., St. Gall.
- 6 White organdie with multicoloured
embroidery :
Forster Willi & Co., St. Gall.
- 7 Guipure allover :
Forster Willi & Co., St. Gall.
- 8 Damask organdie (printed) :
Reichenbach & Co., St. Gall.
- 9 Imago organdie :
J.G. Nef & Co. Ltd., Herisau.
- 10 « Recoflock »,
flock print organdie :
Reichenbach & Co., St. Gall.
- 11 Model
HUBERT DE GIVENCHY
Organdie :
Stoffel & Co., St. Gall.

Photo Ostier.

Photos Wyden.