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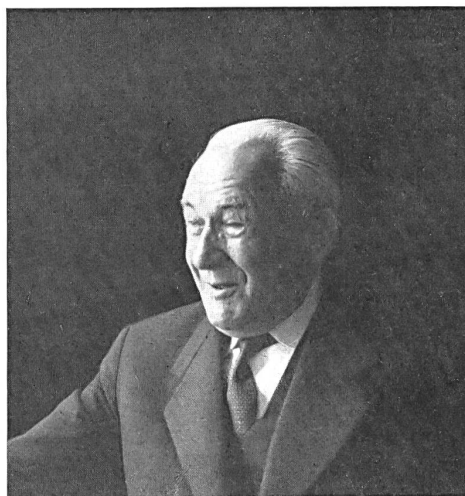
## News from Paris

### Max O. Zurcher †

Max O. Zurcher, the friend to whom our periodical owes so much, died this spring in Paris at the age of 86, after a long and very successful career in the service of the Swiss textile industry in general and the St. Gall textile industry in particular. In 1901 Max Zurcher went to Paris as the agent for a St. Gall embroidery exporter; he stayed on, deciding to make his career in that city, later setting up on his own as an independent importer. His work however did not prevent him from also devoting a great deal of time to problems of general interest to the Swiss colony in Paris and in the service of Swiss textiles and our periodical. In 1949, and again in 1959, on the occasion of his 70th and 80th birthdays \*, we devoted articles to Max Zurcher, in which we recalled the main stages of his career. Of hardy mountain stock, Max Zurcher carried on his work and gave "Textiles Suisses" the benefit of his advice and help right up to the moment — earlier this year — when the illness, from which he was to die only a few weeks later, forced him to take to his bed.

We shall miss the familiar dapper figure of Max Zurcher in the salons of Parisian couture which he so regularly attended and in which he acted on our behalf as a most

\* See "Textiles Suisses", Nos 2/1949 and 3/1959.



reliable and discerning guide, but his memory will remain inseparably linked with that of a quarter of a century's loyal cooperation. To his family and to those who are carrying on the work of his firm, the management of the Swiss Office for the Development of Trade and the editors of "Textiles Suisses" extend their deepest sympathy and their gratitude towards the memory of the deceased.

## Switzerland's Contribution to Parisian Elegance

"Switzerland's Contribution to Parisian Elegance" was the title of the special fashion showing organized by Mr. J.L. Gillieron and Mr. Robert Tissot, respectively President and General Manager of the Swiss Chamber of Commerce in France, for members of the fashion press and women's magazines, as well as the cream of Paris society, in order to show to what extent France and Switzerland complement each other in the field of elegance and how for over a century they have practised an effective although perhaps little known form of European cooperation.

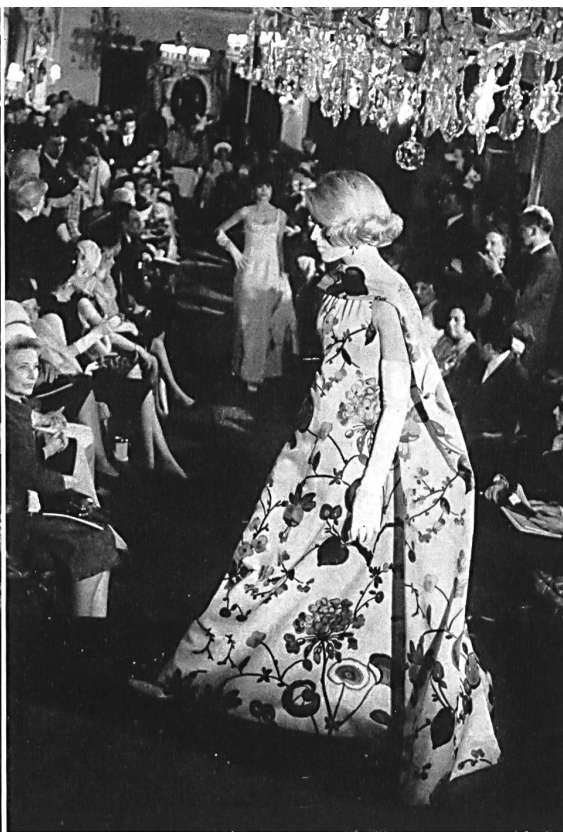
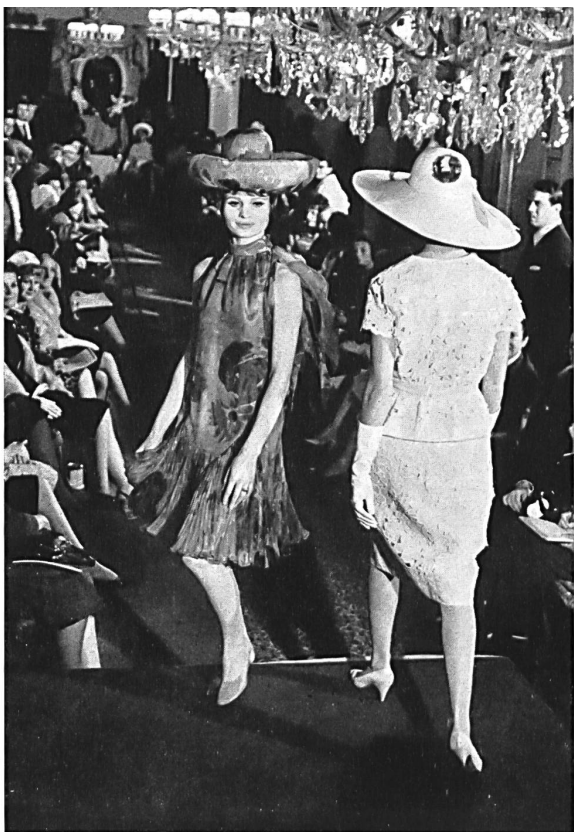
The dinner was a very elegant affair for some 250 guests, held at Ledoyen's in the Champs Elysées and presided over by H.E. Mr. Agostino Soldati, Swiss Ambassador to France, and his wife, during the course of which mannequins presented models by Cardin, Heim, Lanvin, Laroche, Patou and Ricci, made with Swiss silks and embroideries. After dinner, the guests were able to admire an exhibition of watchmaking and jewellery organized by "Montres et Bijoux" of Geneva and a number of old St. Gall embroideries and lace.

During the gala dinner at Ledoyen's:  
Mr. M. M. Bokanowsky, Minister of Industry.

The previous evening, the same exhibition and fashion parade had been presented to the press at a cocktail party.

This important fashion event was organized in collaboration with "Montres et Bijoux" of Geneva and 17 Swiss watchmaking firms belonging to this organization, as well as the Swiss Association of Yarn Manufacturers and Fabric Exporters, the Zurich Association of the Silk Industry, the Bally Footwear Co., the Arval, Juvena, Roche and Tschanz beauty products factories, the Union of Aargau Millinery Braid Manufacturers,





Left, a Cardin model in printed organza by Abraham — right, a model by Nina Ricci in St. Gall embroidery.

A Lanvin model in printed silk by Abraham.

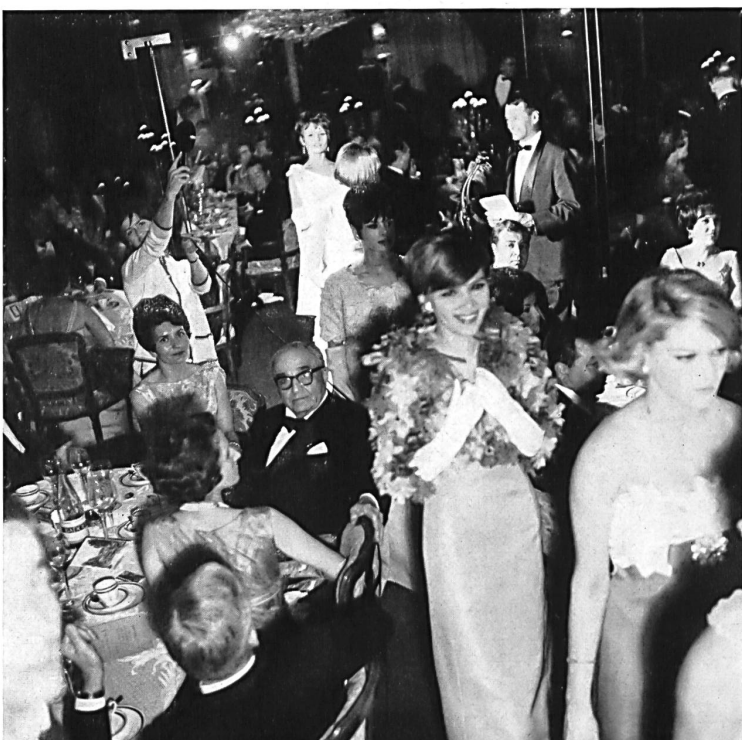
together with Paulette Modes, Paris and the Swiss Union of Embroidery Exporters.

France and Switzerland have always maintained friendly relations, whose beneficial effects are every day apparent. It is no matter of chance therefore that Switzerland, with her five million inhabitants, took 4th place in France's world trade in both 1964 and 1963, her purchases exceeding those of the United States of America by 360 million new Francs.

That is why the Swiss Chamber of Commerce in France thought it worthwhile showing once, in grand style, Switzerland's contribution to Parisian elegance, so familiar to readers of this periodical but little known on the whole to the French general public. The organizers could not resist the temptation to include in this display a

representative selection of the loveliest creations of Swiss watchmaking and jewellery, two industries well represented in Paris. In perfumery, during the last half century Switzerland has become the brains behind international research in the field of synthetic perfumes and dyestuffs used in the best perfumes, beauty products and toilet soaps the world over. Here too, the bonds with Parisian producers are close, justifying the inclusion of Swiss articles of this branch.

Let us add that a well-documented and beautifully presented programme gave guests useful information concerning the various Swiss industries which had taken part in this display organized by the Swiss Chamber of Commerce in France — whom we congratulate here for the excellent organization and success of these events.



The grand finale of the parade during the gala dinner.