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Autor: T.S.
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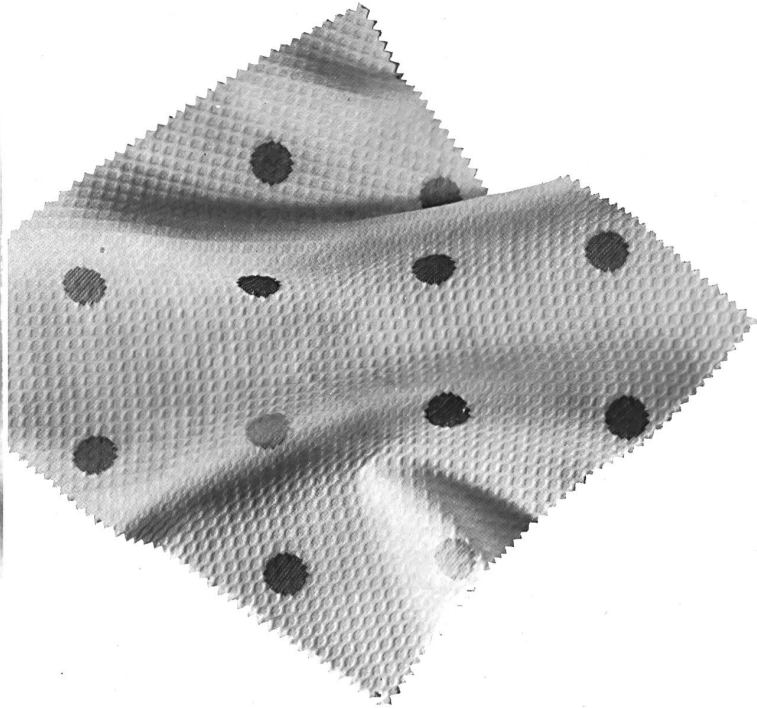


Venezia

REICHENBACH & Co., SAINT-GALL
« RECO »

Piqué fantaisie de coton.
Fancy cotton piqué.
Piqué fantasía, de algodón.
Baumwoll-Fantasiepikee.

Modèle H. Haller, Zurich.



Economic News

Men's fashions

Number 134 of the « Ciba Notebooks », which has just been published, is devoted to men's fashions. In addition to purely technical articles on textile matters (dyeing, finishing, etc.) this well-produced and interesting brochure contains some very detailed and well-illustrated features on the following subjects: modern methods of manu-

facturing and finishing men's fabrics, men's fashions up to 1850, men's fashions of today, men's ready-to-wear clothing yesterday and today. This booklet, which is published in *German*, will be followed in January 1958 by the *English* version and in April of the same year by the *French*. (Published by CIBA, Basle.)

«Charme», the diary of the discerning woman

This attractive and indispensable little diary intended for the woman of taste has appeared each winter for the last fourteen years now. In addition to the usual sections, the « Charme » diary contains a calendar with space for jotting down engagements, pages for addresses, etc. and a well-produced editorial section devoted this year to the art of letter-writing, with hitherto unpublished texts,

extracts from famous letters, etc. the whole very attractively illustrated. In fact, with its green leather cover in its original packing, it is a useful companion, elegant and discrete, which no smart woman would dream of being without.

(Editions Charme, F. A. Bopp, Zollikon-Zurich.)

Concerning wool — Swiss woollen fabrics

Number 12 of the periodical « *Lainages suisses* » came out this autumn. This trade journal is published in separate French and German editions, which contain not only texts and tables of statistics concerning Swiss wool textile production but also a number of illustrations of woollen

fabrics manufactured by Swiss industrialists. This interesting trade journal is put out by the press department of the Swiss Association of the Wool Textile Industry (Zurich) on behalf of the woollen and worsted manufacturers.

For hand-knitters

The present vogue enjoyed by hand-knitting in a large number of countries today is creating a very definite demand for patterns capable of being made by the housewife and the working girl. *Bucher & Co. Ltd.*, knitting wool and cotton manufacturers at *Burgdorf* recently published a book containing a hundred or so patterns of clothing for men, women and children, illustrated by photographs

and explained by diagrams and instructions in French and German; the models described range from layettes and sportswear to suits, dresses and accessories. This book, with its black and white and coloured illustrations, will be very popular with all those who enjoy the profitable and useful pastime of hand-knitting.

A Swiss carpet factory with a unique production celebrates its 25th anniversary

The difference between hand-knotted Oriental carpets and machine-produced carpets consists in the way in which the woollen yarns forming the pile are fastened to the fabric backing. It has long been the ambition of inven-

tors to find a way of manufacturing carpets mechanically with a pile that is *knotted* in the same way as that of Smyrna carpets, which could not be produced economically in Europe owing to the comparatively high wages paid here. A Hungarian inventor however has solved the problem by devising a simple and rational knotting machine.

The only two existing models of this machine, together with the inventor's patent rights, were acquired by a Swiss firm, which is at present the only one in the world to manufacture Smyrna-type knotted carpets. This firm, established a quarter of a century ago, is the *Knotted Carpet Factory Co. Ltd.* of *Lotzwil* (near Langenthal). It goes without saying that these machines were considerably improved and carefully perfected before being able to turn out large quantities of high quality carpets of all sizes to order. The range of Lotzwil carpets is not restricted to Oriental designs but also includes modern patterns and plain carpets; all the carpets are made of pure virgin wool mothproofed with Mitin, in the same quality with 70,000 knots to the square metre, a figure that has been chosen after numerous tests; the colour chart contains some 1,200 dyes, which offers great possibilities for variation.

On the occasion of the 25th anniversary of this interesting textile concern, we wish to call attention to its exceptional production, which is unique of its kind in the world.

T. S.



A Sisaf Exhibition

Société Industrielle pour la Schappe, Bâle
« SISAF »
S. A. de Filatures de Schappe, Kriens.

Spun nylon bed linen has been introduced successfully into the Swiss market. The photograph opposite shows a display devoted to this article in the window of a big Zurich department store. Manufacturer: *Weberei Wetzikon, Zurich.*



Photo Wolgensinger

The problem of textile distribution

The European Productivity Agency of the European Organisation of Economic Cooperation has just published a preliminary report drawn up by Professor Törnquist of the School of Economic Sciences in Stockholm entitled « The Problem of Textile Distribution ».

The first part of this work is devoted to a study of the

general problems arising in this field, with certain suggestions for the future. The second part contains a short review of the situation with regard to distribution in the following countries: Belgium, France, Germany, the Netherlands, Sweden and the United Kingdom, as well as tables of statistics.

A fitting commemoration of a 30th anniversary

This summer the firm of *Bischoff Textil Co. Ltd.* at *St. Gall* celebrated the 30th anniversary of its foundation. In 1927, in spite of the precarious position of the embroidery market, Mr. Otto Bischoff and his partner Mr. Max Hungerbühler founded the company of Bischoff, Hungerbühler & Co. Their courage and perseverance stood them in good stead and in 1934, when Swiss embroidery exports were at their lowest ebb, this young firm succeeded in exporting some 1.5 million francs worth of embroidery, representing a tenth of the country's total exports in this field.

In order to spread the risks, the firm turned to other activities, taking over the raincoat factory of Mafa Ltd.,

whose trade name « Matador » is well-known to readers of this periodical, and going in successfully for the manufacture of aprons, tablecloths, handkerchiefs, curtains, etc. To commemorate the 30th anniversary of its foundation, this firm, which had in the meantime changed its name to Bischoff Textil Co. Ltd., was able to inaugurate, in August of this year, large modern premises on the outskirts of the town of St. Gall, housing the administrative services and almost the whole of the production plant. We take pleasure in congratulating the anniversary firm and its related concerns on what they have already achieved and extending our best wishes for their success in the future.

T. S.