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Exhibition of *St. Gall Embroideries* on the Fashion Merry-Go-Round. Arranged by Madame Tildy Grob-Wenger.

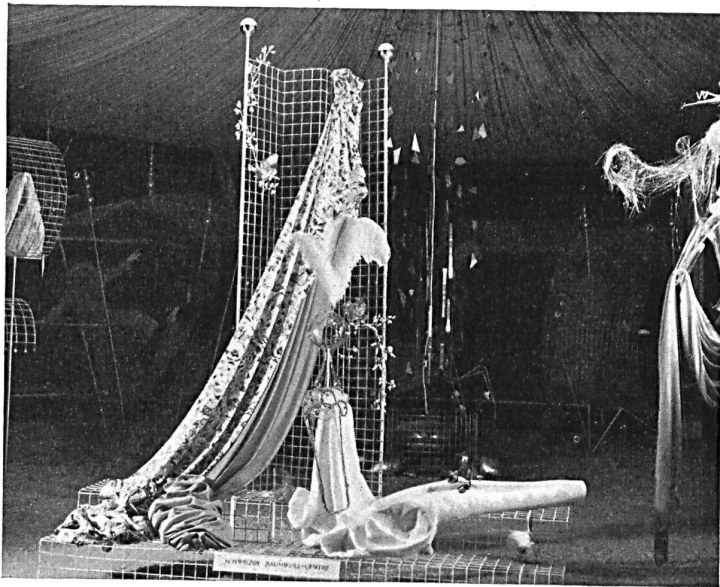
Photo Nelly Kaenzig



Swiss Textiles at the SAFFA Exhibition

SAFFA, the 2nd Exhibition devoted to "The Swiss Women, Her Life and Work" naturally gave great prominence to textiles and fashions, two fields essentially, if not exclusively feminine. Consequently this exhibition

in Zurich included displays put on by the various branches of Swiss production in this field. On this page we reproduce some photographs giving an idea of the displays of the main branches.



Here is an attractive display of *fine cotton fabrics*, a speciality of St. Gall textile production.

Photo Nelly Kaenzig

The "Silk Tower", an original and attractive display of *Zurich silks* (pure silk and man made fibres).

In the foreground, figures symbolising fashion creation and *ready-to-wear clothing* manufacture.

Photo Ernst Koehli





The Swiss wool textile industry was represented in several sections at SAFFA, in particular by a thematic exhibition of clothing. Here we see a view of the stand organised on the Fashion Merry-Go-Round by the Swiss Association of the Wool Textile Industry showing the products of 36 manufacturers.

Photo Nelly Kaenzig



Société de la Viscose suisse, Emmenbrücke
Négligés en nylon Nylsuisse.

Photo Hildegard Morscher

The *Société de la Viscose suisse S.A.* (Swiss Viscose Company Ltd.), which was the first in Switzerland to manufacture rayon (1906) and nylon (1950/51), was well represented at SAFFA. Let us remind readers that this big firm possesses three manufacturing centres—one at Emmenbrücke (near Lucerne), which is the registered head office, the second at Widnau in the canton of St. Gall and the third at Steckborn on the Lake of Constance—and that its workers and office staff number some 4,300. The annual output of these three factories amounts to over 20,000 tons of fibres and yarns of all kinds.

At SAFFA, the Swiss Viscose Company was represented first of all by an information stand devoted to "Nylsuisse" nylon (registered trade mark) in the pavilion of the Zurich Institute of Household Research. It also had a display in the "Woman in Industry" hall, in the "Textile industry" group, organised by the Employers' Association of the Textile Industry. In addition to the numerous fabrics man made fibres displayed in the "Silk Tower" (see page 150, fig. 3), it had a stand giving the visitor information concerning the manufacture and use of all the firm's products: nylon, rayon and staple fibre yarns, artificial straw for braiding, artificial hair for wigs, etc.



Société de la Viscose suisse, Emmenbrücke

A stage in the production of Nylsuisse nylon stockings.

In the "Rue des Boutiques" section, the Swiss Viscose Company exhibited more of its artificial straw, which replaces raffia nowadays for all types of fancy work and can even be used on hand-knitting machines for the manufacture of various articles such as skirts, hats, summer bags, etc.



Société de la Viscose suisse, Emmenbrücke

Viscose artificial raffia on reels for hand knitting machines.

Photo Laubacher