

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1960)  
**Heft:** 2

**Artikel:** News from the trade  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-798711>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 20.01.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

## News from the trade

### *Physical Textile Testing*

No. 134 of the « CIBA Review » for October 1959 is entirely devoted to the above subject. In the opening article, on « Aims, Problems and Limitations of Physical Textile Testing », the author discusses the numerous applications of textile testing, which must cover : 1) the selection of the appropriate quality of raw material, in terms of the properties required for the end-use envisaged ; 2) the measurement and control of the moisture content, weight per unit length, uniformity, evenness, etc., of the fibres at the various stages of handling ; 3) the examination of the semi-finished products, e.g. of single and doubled yarns, prior to weaving or knitting ; 4) a control of the empirical values determining the properties of the finished product or of the minimum requirements laid

down in a given manufacturing procedure or in delivery specifications ; 5) a comparison of the mechanical properties of newly developed woven and knitted styles for apparel wear, home furnishing, and industrial applications. The article dealing with these different points is followed by an « History of Textile Testing » as well as two other articles : « Basic Problems and Methods of Physical Textile Testing » and « Physical Testing for the Finisher ». Like its predecessors, this number ends with a series of reports on the activity of CIBA Organization throughout the world, the latest dyeing news, etc. We should like to remind readers that this excellently produced Review, published by Ciba Co. Ltd., Basle, is available in separate English, French and German editions.

### *Eidophore in the service of textiles*

We have already written (see T. S. No. 3/1959, p. 113) of this Swiss invention enabling colour television images to be projected on a big screen (220 sq. ft.). Eidophore apparatuses are made and controlled by companies set up by Ciba Co. Ltd., in Basle. This firm maintains two work groups (one stationed in Europe and the other in the United States) for the broadcasting, transmission and reception of televised images on a big screen. Each group consists of two specially built 10-ton trucks, approximately 31 ft. long, one of which contains the mobile apparatuses while the other constitutes a veritable broadcasting studio, fitted up with all the equipment necessary for the control and editing of the sound and image. Ciba, which considers the furthering of scientific research as one of its noblest tasks, uses these Eidophore groups, among other things for the purpose of spreading scientific information. One of the most remarkable achievements of this kind was the 3/4 of an hour transmission of a heart operation projected to over 1,000 doctors, taking part in the International Congress of Surgery held in Munich last September.

On January 15th this year, Ciba invited a large number of people to a big hall in the Congress Palace in Zurich to watch a number of televised shows in colour, relating in

particular to the textile industry. The audience, consisting of representatives of the government, the teaching profession and the press as well as of the textile industries were able to admire numerous demonstrations, in which colour played a big role ; they were thus able to see for themselves the high degree of perfection reached by this process, in particular in the clear and faithful retransmission of colour. A large number of the demonstrations concerned products for dyeing and finishing fabrics, such as dyestuffs, optical bleachers, special finishes ; another demonstration dealt with artificial and synthetic fibres, more particularly those produced in Switzerland using Nylsuisse as a basis, such as « Helanca », « Banlon », « Taslon » and « Agilon ». The programme also included other interesting demonstrations which space does not permit us to go into here. The show was followed by dinner and the subsequent retransmission of the regular Swiss TV programme in black and white. This was the first public retransmission in Europe of televised images on a giant screen measuring some 660 square feet. The screen used for the occasion, the biggest mobile screen in Europe without any visible seam, was made in Switzerland.

## *FISBA Bulletin*

Christian Fischbacher & Co., of St. Gall, continues to publish its periodical news bulletin FISBA intended to serve as a link between the firm and its customers. In addition to information concerning sales and photographs

of the firm's products and models made with Fisba fabrics, the latest number includes an interesting condensed report on colour in textiles and more particularly on the part played by the chemical industry in this field.

### *« decorum »*

The periodical devoted to window dressing and merchandise display, which has been appearing these last few years under the above title, has changed its publisher and editor as well as its whole scope. Now appearing every month, it will be better able to ensure the continuity of its information and studies in all the fields in which it specialises; the first number of the new series, brought out in February, promises well for the future in this respect. A number of interesting articles in French or

German (always translated or summarised in the other language), fine photographs in black and white or in colour, a modern presentation and excellent printing make this periodical, which is the official publication of the Swiss Association of Decorators and Window-Dressers, a welcome trade journal in a branch that is rapidly growing and in which specialised publications are still comparatively scarce.

### *Mr. Berthold Guggenheim celebrates his eightieth birthday*

Mr. Berthold Guggenheim, founder of the firm of silks that bears his name and produces the well-known « bégé » line of articles, with which readers of this periodical are so familiar, recently celebrated his eightieth birthday in Zurich. He remained at the head of his firm

until 1950, when he handed over the management to his son, who unfortunately died last year. The editors of « Textiles Suisses » wish to present their hearty congratulations and sincere good wishes to Mr. Berthold Guggenheim, who still enjoys the best of good health.

*How to subscribe to*

# Swiss Textiles

Please apply to one of our  
commercial agencies or intermediates in  
foreign countries  
(see page 168)  
or directly to the

SWISS OFFICE FOR THE DEVELOPMENT OF TRADE, RUE DE BELLEFONTAINE 18, LAUSANNE