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News

IGT-65, St. Gall

IGT-65, a specialized international exhibition for the rational handling of goods in the textile economy, was held in St. Gall this year, from May 16th to 19th. In order to make use of its halls outside the period of its annual autumn fair, Olma, the Swiss Agricultural and Dairy Trade Fair, has created a company known as Intexpo for the organization of specialized fairs. With the assistance of the Swiss Association for the Study of the Rational Handling of Merchandise, Intexpo organized this particular exhibition, which covers a field not yet treated in Switzerland and which is the first to be organized with the consumer in mind and not from the point of view of the producer of the equipment. The halls were visited along a raised gangway, called the « Street of Progress », leading through all the fields of use of handling machines and apparatuses, from the reception of raw materials to the organization of retail sales, a sector which featured a self-

service textile goods store organized by leading firms of the St. Gall textile retail trade.

The careful choice of the theme of the exhibition, taking exactly into account the possibilities of the premises and the geographic position of St. Gall, as well as the fact that this town is a textile centre, promises well for the future of this event and other similar exhibitions that Intexpo might organize. Our congratulations and best wishes for its future success to the St. Gall Specialized Fairs Association and its dynamic manager, Mr. Bruno Meyer, well known to our readers.

In conjunction with the exhibition, a specialized congress was held on May 17th and 18th for which the town of St. Gall seemed predestined by the existence of its School of Higher Economic and Social Studies in which the Institute of Business Management of the Federal Institute of Technology in Zurich also took part.

Dralon on the European Scale

In Baden-Baden, at the beginning of April the textile fibre department of Bayer Works at Leverkusen held the gala première of its European fashion showing entitled « Dralon, Couture and Boutique »; the parade featured nearly 150 models made of Dralon, used either pure or in mixtures with worsted wool or other artificial and synthetic fibres, and designed by couturiers, luxury ready-to-wear manufacturers, knitwear manufacturers, etc. of France, Germany, Italy and Sweden. The many sections of the fashion parade, devoted to clothes worn for all pursuits and at every hour of the day, from early morning to the gala evening party, showed how Dralon fabrics and knitwear can be used for all types of clothing and all occasions. Five Swiss manufacturers using Dralon took part in this fashion show held for the trade press.



ALEX BAUER & CO., SAINT-GALL
Batiste de Dralon brodée
Embroidered Dralon batiste
Batista de Dralon bordada;
Bestickter Dralon-Batist
Modèle Gaber, Rome

Ciba Notebooks

In the notebooks it publishes periodically, the big chemical, pharmaceutical and dyestuffs factory of Ciba Ltd. in Basle — in addition to articles devoted to its production of dyestuffs and other products, in particular for the finishing of textiles — always includes well documented and richly illustrated articles, in black and white and in colour, on subjects connected with the textile and clothing industries. Let us call attention in particular to

« Physiology of Clothing » (No. 4/1964), « Energy » (No.5/1964) with a report devoted especially to « Energy in the Textile Industry », « Recent Developments in Hosiery » (No. 6/1964) and « Non-Wovens » (No. 1/1965). No. 2/1965 will be devoted to linen. This clever idea of the big Basle company, successfully combining public relations with popularization, in the best sense of the word, was worth calling attention to.

BLU*NOR expands

Recently the firm of Lucien Nordmann BLU*NOR in Berne, was able to expand considerably and renovate its showrooms in Zurich, situated on the premises of the Swiss Fashion House. At a small reception attended by numerous clients, a number of fabric suppliers and members of the trade press, Mr. Nordmann showed visitors round his wonderfully equipped premises. The guests were also able to admire a number of models from next winter's collection, which consists mainly of blouses and an ever

growing number of smart dresses. We particularly noted the marked influence of the « My Fair Lady » style on designers. With regard to fabrics, the BLU*NOR collection for next winter contains a great many novelties, especially loosely woven and open-work fabrics: lace, embroideries, crochet work, bobbin-lace, etc., some of them also printed and all in combination with dainty filmy fabrics and jerseys.

Bo.

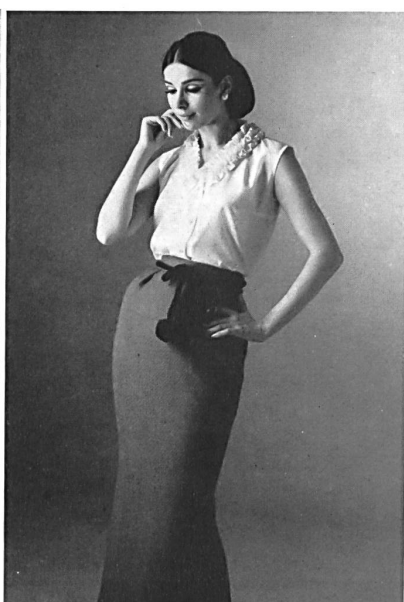
Vestan in Switzerland

A fashion parade was recently held in Zurich to present men's and women's clothing made exclusively of fabrics or tricot in Vestan fibre, used either pure or in mixtures; all creations modelled were produced exclusively by Swiss ready-to-wear manufacturers from yarns and fabrics made in Switzerland. Vestan is a polyester fibre with a bulky, woollen character, produced by Hüls-Chemie Ltd. (Germany), which can be used either alone

but also with 45 % worsted or carded wool, for the manufacture of blouse fabrics, knitted goods and jerseys, as well as all sorts of fabrics for men's and women's clothing. About 80 models, created by some thirty ready-to-wear manufacturers, using the fabrics of about ten mills, were more than enough to show not only the vast possibilities of use offered by Vestan but also the interest this fibre is meeting with in Swiss industry.



Vestan and Lurex jersey by Robt. Schwarzenbach & Co., Thalwil (Zurich)
Model by R. & J. Polla, Massagno-Lugano.



Pure Vestan fabric (blouse) and Vestan with 45 % fleece wool (skirt) by Heer & Co. Ltd., Thalwil (Zurich)
Models by Renommée Ltd., Montreux (blouse), and A. Blum & Co., Zurich (skirt)

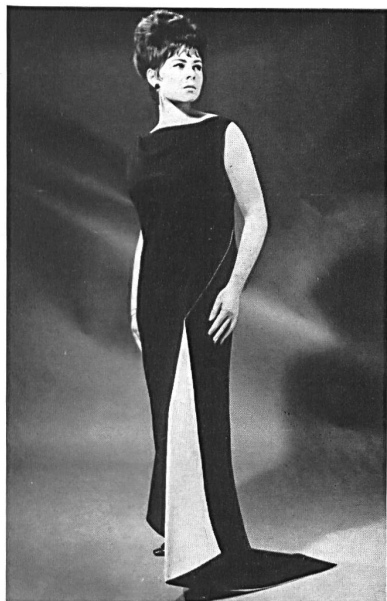


Bouclé Vestan with 45 % fleece wool by Heer & Co. Ltd., Thalwil (Zurich)
Model by Kaltenmark & Co. Ltd., Zurich

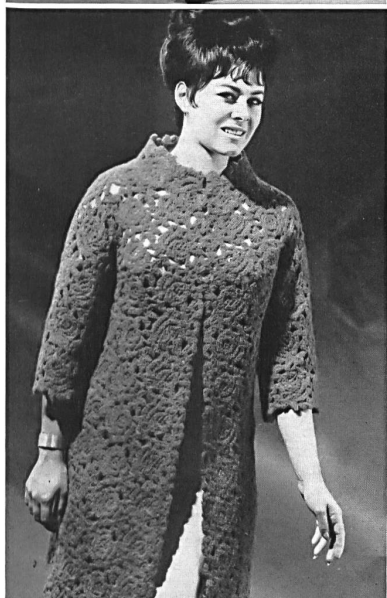


Loosely woven pure Vestan fabric (blouse) by Heer & Co. Ltd., Thalwil (Zurich) and combed Vestan with 45 % fleece wool (slacks) by Tuchfabrik Sennwald, Sennwald
Model by Theubet, Porrentruy
Photos Guniat

Roses, Wool and a Beauty Queen



Miss World wears «Black Rose» an evening gown in pure wool crêpe by United Worsted Spinning Mills Schaffhouse and Derendingen, Dept. Weaving, Derendingen Model by Wolfgang Klingler, Zurich



Ann Sydney presents a coat by Wolfgang Klingler, Zurich, in red wool guipure by Forster & Co., St. Gall Photos Kriewall

The Zurich office of the International Wool Secretariat is never at a loss for original ideas for its displays. Recently it invited the trade press and a number of newspaper reporters to Regensberg (Zurich) in order to celebrate the visit to Switzerland of Miss Ann Sydney, who was elected Miss World at the end of 1964 and was also well qualified to bear the title of Miss Wool, since she was engaged by the International Wool Secretariat in London as Wool Ambassador for the year. In the small town of Regensberg, placed under the protection of the Society for the Protection of Historic Sites and Beauty Spots, Mrs. Lotte Günthart-Maag, the famous rose painter, inaugurated the «Red Rose», an old half-timbered peasant house which had been entirely renovated and converted for its new role as a Rose Museum; in addition to the lovely water-colours of the popular artist, the museum will also preserve all kinds of books and documents dedicated to the queen of flowers.

In this attractive setting, Miss Ann Sydney, accompanied by two other mannequins, presented a wardrobe made entirely of woollen fabrics. In addition to a few foreign models there were creations by the young Zurich couturier Wolfgang Klingler, some of which aroused considerable interest. Finally, let us mention another very enjoyable feature of the reception given by the International Wool Secretariat — the very delicious luncheon held at a Crown Inn worthy of the best traditions.



During the fashion parade in the «Red Rose» at Regensberg

Life of an Inventor

Born in 1822, Isaac Gröbli was the son of a small weaver and schoolmaster in the canton of St. Gall. Being obliged to earn his living at an early age, he worked as a weaver and embroiderer with varying degrees of success; while his great invention, the shuttle embroidery loom, known as a «Schiffli loom» had taken him an infinite amount of time and patience, it led to only a very slight improvement in his financial situation. In 1864 he made the prototype with a single needle, followed by other larger machines, which were continually improved — and imitated — finally growing into the big modern embroidery looms of today. His invention led to the development of a thriving industrial activity in Eastern Switzerland. In spite of various crises which temporarily reduced its importance, the St. Gall embroidery industry today employs some 12,000 men and women, including

many working in their own homes. At the end of September 1964, there were 929 shuttle embroidery looms in operation in Switzerland, 696 of these being automatic and 233 worked by pantographs, that is to say in which the movement of the needles is controlled by hand. In addition there are a fair number of these machines in other countries. Finally, in 1963 Switzerland exported 150 million Swiss francs' worth of embroideries, sales on the home market amounting to 12 million Swiss francs' worth.

These interesting details have been taken from a richly illustrated biography published as Vol. 15 in the series «Swiss Pioneers of Economy and Technology» produced by the Association for Studies in Economic History. The section dedicated to Isaac Gröbli has been written by Mr. Walter Bodmer.