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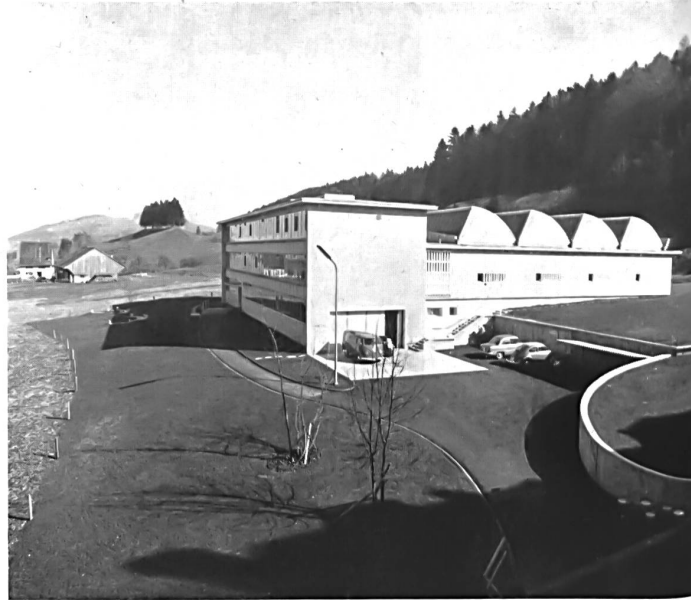
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A visit to the Swiss Cotton and Embroidery Industry

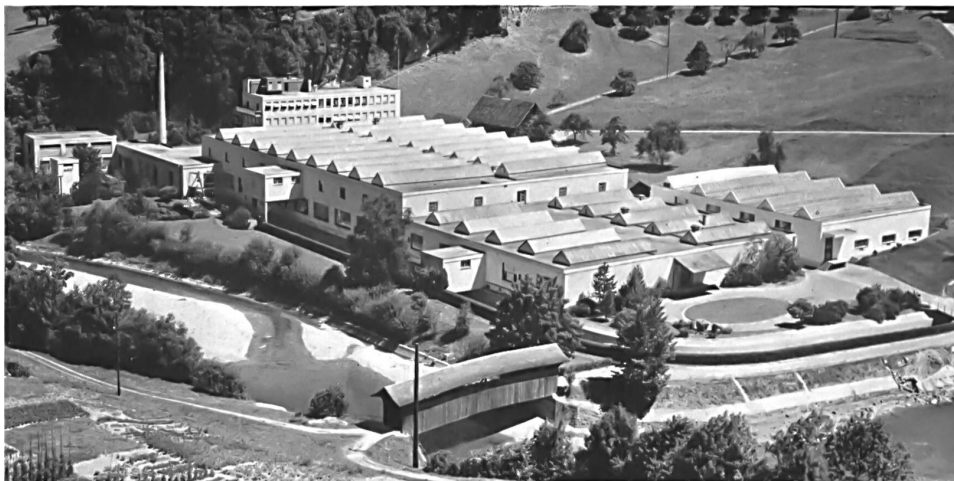
This spring the recently created Office for the Promotion of the Swiss Cotton and Embroidery Industry invited some twenty Swiss and foreign journalists to take part in an interesting visit to the industry. The reporters, who had met in Zurich, were taken by bus to Lichtensteig, in the very centre of Switzerland's cotton industry, where they were shown round one of the most modern weaving mills in the country. This mill makes the world-famous fine fabrics of St. Gall: mousseline, voile, batiste, organdie, etc. and many others. Leaving the country for St. Gall, the textile capital of Eastern Switzerland, the journalists were initiated into the secrets of embroidery production in the factory of an important local manufacturer. In this industry it is not the quantity produced that counts but the quality of the material, the fineness of the workmanship and the beauty and originality of the designs. There is no need therefore for huge, outsize concerns as in the mass-production industries. A comparatively small factory like the one shown here is ideal for this type of production. Nor should it be forgotten that for certain types of hand work the St. Gall embroidery industry also provides work for a number of older, small and medium sized concerns as well as for large numbers of men and women doing piece work in the home, because an industry that works for the fashion trade and Parisian haute couture has to rely for its success above all on manpower — artists for its creative work and craftsmen for the actual execution.



A recently constructed embroidery factory in the country on the outskirts of St. Gall.

Forster Willi & Co., St. Gall

This was brought home to us at the end of our visit at the fashion parade given during the cocktail party held in the St. Gall Museum of Industry and Craftwork, whose collections of ancient and modern textiles are among the finest of their kind.



Modern fine cotton weaving mill at Lichtensteig, in the St. Gall countryside.

Stoffel & Co., St. Gall

1. Evening dress in heavy St. Gall guipure with applications.

Model :

Max Lattmann Couture, Zurich

2. Cocktail dress in St. Gall embroidery on cotton poplin.

Model :

Bouchette Couture, Zurich

3. Cocktail dress in crease-resistant printed cotton satin of St. Gall.

Model :

Max Lattmann Couture, Zurich

Photos Comet



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