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Créations suisses :
 Tissus — Mailles — Modèles
 Swiss Made
 with Swiss Materials

Creaciones suizas :
 Tejidos — Malla — Modelos
 Schweizer Schöpfungen :
 Stoffe — Maschen — Modelle

« HOCOSA », HOCHULI
 CO., AG, SAFENWIL

Parure tricotée renforcée,
 en laine décatie « Dylan »
 antimites (traitement
 « Mitin »)

Reinforced, knitted lingerie
 set in « Dylan » decatized
 wool, « Mitin » mothproofed
 Juego de lencería reforzada,
 malla de lana inarrugable
 con acabado « Dylan » y
 tratada con « Mitin » contra
 la polilla.

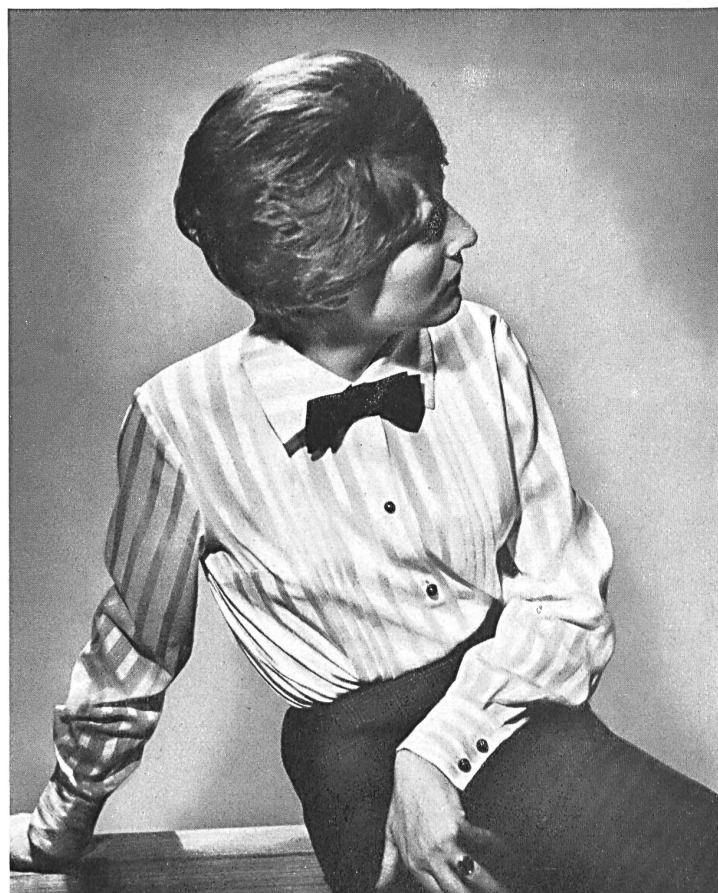
Spencer und Damenhose
 mit eingestrickter Verstär-
 kung, aus reiner Wolle,
 « Dylan » - dekatiert und
 « Mitin » - Mottenecht

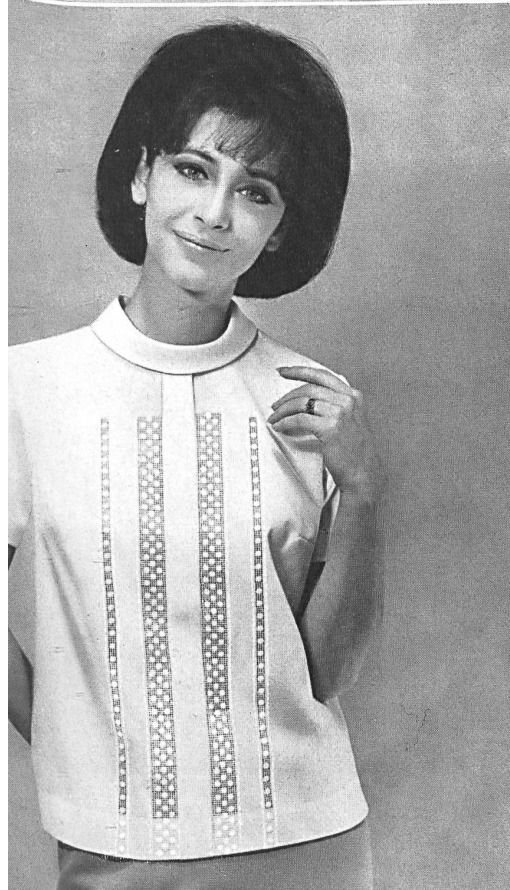




HEER & CIE S.A., THALWIL/ZURICH
Tissu « Térylène » / fabric / tejido / Gewebe
Modèle Renommée S.A., Montreux
Photo Lutz

« RECO », REICHENBACH & CIE S.A.,
SAINT-GALL
Tissu « Recoluxe » fantaisie / fabric / tejido /
Gewebe
Modèle Haury & Co. AG, Saint-Gall





« RECO », REICHENBACH & CIE S.A.,
SAINT-GALL

Satin « Minicare » brodé avec applications de
broderie chimique

Embroidered « Minicare » satin with appli-
quéd etched lace

Satén « Minicare » bordado con aplicaciones
de bordado químico

Satin « Minicare » bestickt mit Aetz-Appli-
kationen

Modèle Sutter-Giezendanner, Wil/Saint-Gall

1. « RECO », REICHENBACH & CIE S.A.,
SAINT-GALL

Cotolin brodé / embroidered / bordado /
bestickt

Modèle Sutter-Giezendanner, Wil/Saint-Gall

2. « RECO », REICHENBACH & CIE S.A.,
SAINT-GALL

Satin « Minicare » brodé / embroidered /
bordado / bestickt

Modèle Sutter-Giezendanner, Wil/Saint-Gall



1. «ABC», ALEX BAUER & CO.,
SAINT-GALL

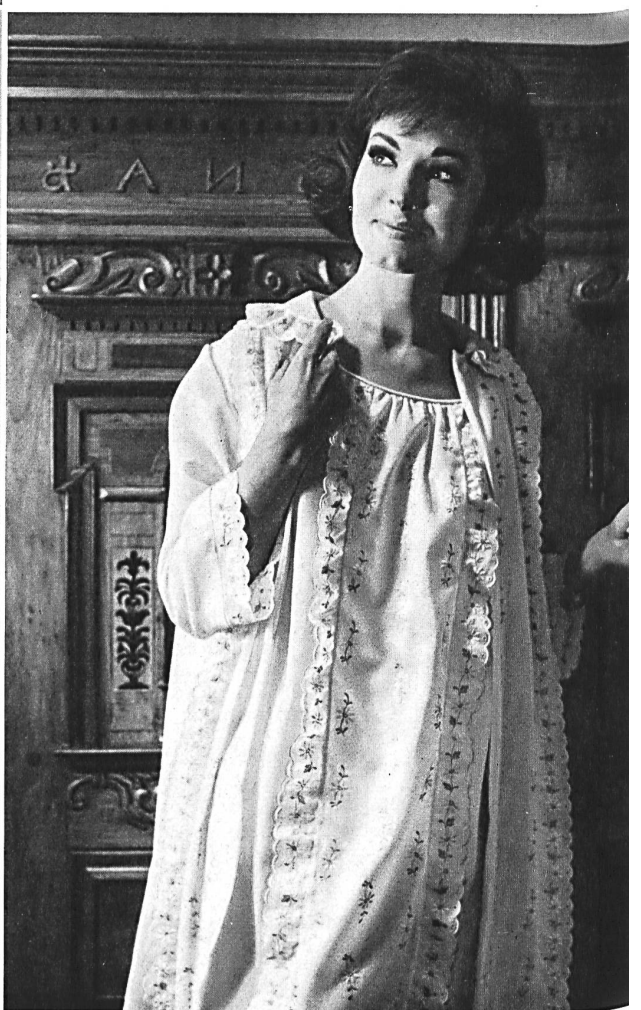
Broderie de roses sur laine
Rosebud embroidery on wool
Rosas bordadas sobre lana
Rosenstickerei auf Wolle
Pyjama et robe de chambre de:
Pijamas and dressing gown by:
Pijama y bata de:
Pijama und Morgenmantel von:
«Dubarry», Käte Schenkel-Eckert, Horn

2. «ABC», ALEX BAUER & CO.,
SAINT-GALL

Broderie / Embroidery / Bordados /
Stickerei
Chemise de nuit et peignoir de:
Nightgown and dressing gown by:
Camisa y bata de:
Nachthemd und Peignoir von:
«Dubarry», Käte Schenkel-Eckert, Horn

3. «ABC», ALEX BAUER & CO.,
SAINT-GALL

Broderie multicolore
Multicoloured embroidery
Bordados multicolores
Mehrfarbige Stickerei
Chemise de nuit et peignoir de:
Nightgown and dressing gown by:
Camisón y bata de:
Nachthemd und Peignoir von:
«Dubarry», Käte Schenkel-Eckert, Horn





1

1. « DUBARRY », KÄTE SCHENKEL-ECKERT, HORN

Pyjama et robe de chambre assortie en satin de coton « Minicare » brodé par:

Pyjama with dressing gown to match in « Minicare » cotton satin embroidered by:

Pijama y déshabillé haciendo juego, de satén de algodón « Minicare » bordado de:

Pijama mit assortiertem Morgenrock aus « Minicare » Baumwoll-Satin, Stickerei von: « ABC », Alex Bauer & Co., Saint-Gall

2. « DUBARRY », KÄTE SCHENKEL-ECKERT, HORN

Chemise de nuit en batiste « Minicare » avec bordure brodée par:

« Minicare » batiste nightgown with embroidered edgings by:

Camisa de dormir de batista « Minicare » con cenefas bordadas de:

Nachthemd aus « Minicare » Batiste mit Stickerei-Bordüren von: « ABC », Alex Bauer & Co., Saint-Gall

3. « DUBARRY », KÄTE SCHENKEL-ECKERT, HORN

Chemise de nuit et robe de chambre assortie, en pure soie; broderie de:

Pure silk nightgown with dressing gown to match; embroidery by:

Camisa de dormir y déshabillé haciendo juego, de pura seda; bordado de:

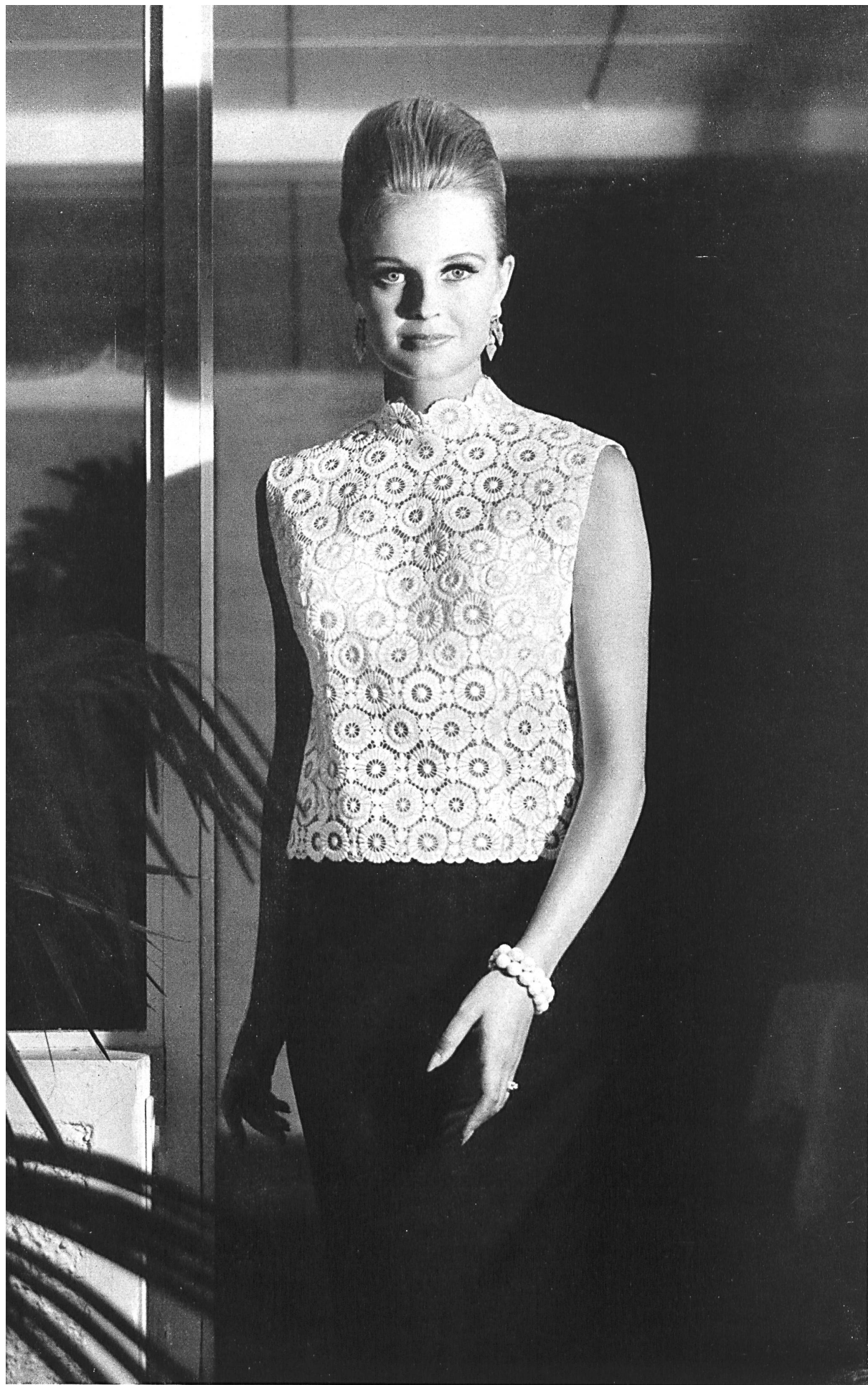
Morgenrock mit assortiertem Nachthemd, aus reiner Seide; Stickerei von: « ABC », Alex Bauer & Co., Saint-Gall



2



3



WALTER STARK, SAINT-GALL

Blouse du soir en guipure

Guipure evening blouse

Blusa de noche en guipur

Guipure-Abendbluse

Photo Rast



HEER & CIE S.A., THALWIL/ZURICH
Shantung fresco imprimé / printed /
estampado / bedruckt
Modèle R. Cafader & Co., Zurich
Photo Lutz



HEER & CIE S.A., THALWIL/ZURICH
Satin duchesse « Magique » brodé / embroi-
dered / bordado / bestickt
Modèle Willy Meyer S.A., Zurich
Photo Lutz



SOIERIES STEHLI S.A., ZURICH

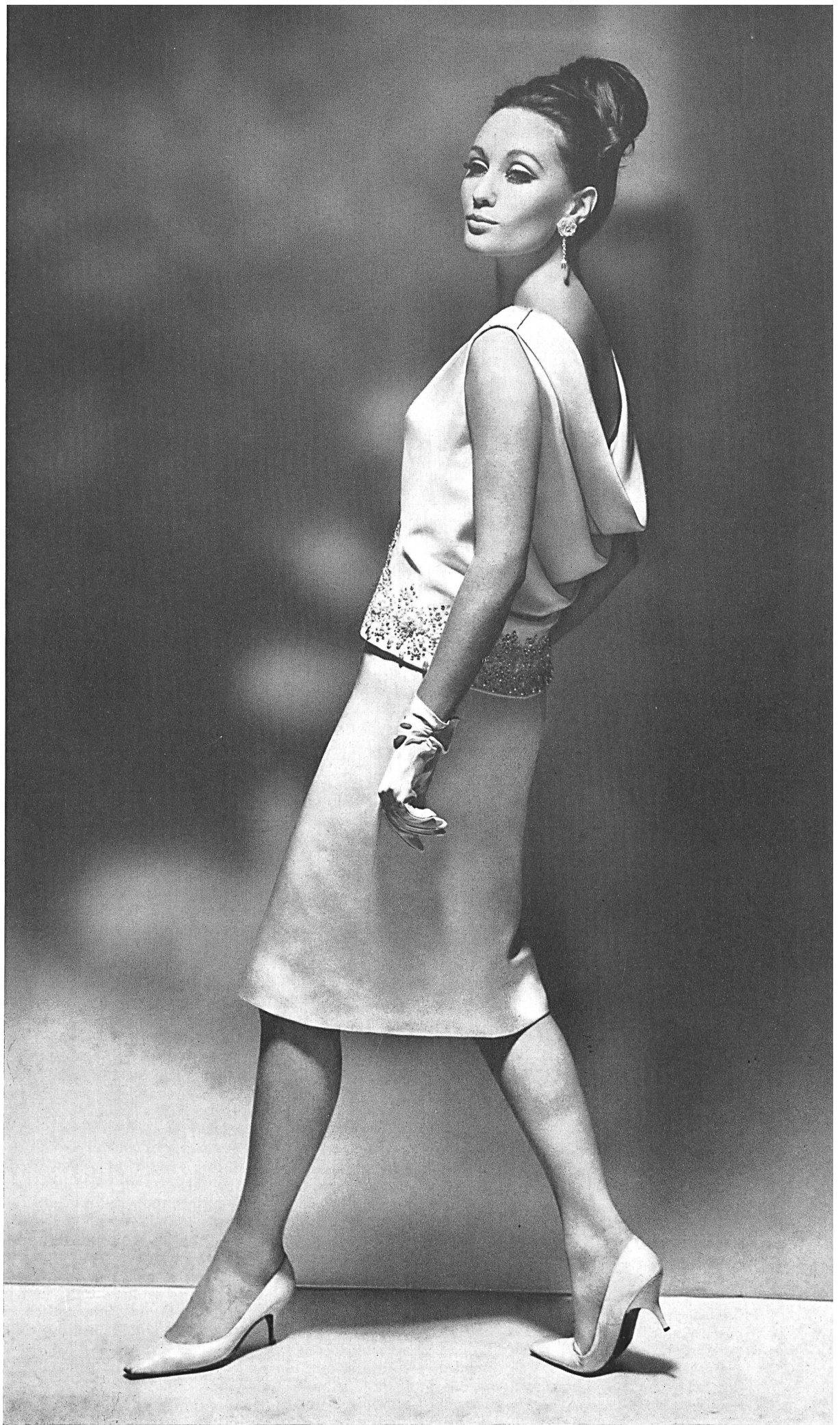
Tissu Crêpe Royal, soie naturelle / pure silk /
seda pura / reine Seide

Modèle Hugo Brandeis S.A., Zurich



HEER & CIE S.A.,
THALWIL/ZURICH
Crêpe « Poussière d'étoiles »
Modèle Willy Meyer S.A.,
Zurich
Photo Lutz

L. ABRAHAM & CIE,
 SOIERIES S. A., ZURICH
 Satin Grenadine rose
 pure soie
 Pink pure silk
 Satin Grenadine
 Raso Grenadine
 seda pura de color rosa
 Rosa Satin Grenadine
 aus reiner Seide
 Modèle El-El S. A., Zurich
 Robe de cocktail présentée
 au défilé de mode
 du Congrès international
 de la soie à Zurich
 This cocktail dress
 was displayed at the fashion
 show held on the occasion
 of the International
 Silk Congress in Zurich
 Vestido de coctél
 presentado durante
 el desfile de moda
 en ocasión del Congreso
 internacional de la seda
 en Zurich
 Dieses Cocktailkleid
 wurde bei
 der Modevorführung
 anlässlich des Internat.
 Seidenkongresses
 in Zürich gezeigt
 Photo Lutz



Textile Care Tags*

Swiss industry's contribution to the protection of the consumer

Everyone knows from experience that textile products are often damaged because they have not been properly looked after. In cases of complaints, manufacturers of fabrics and ready-to-wear articles as well as the testing institutes discover, in most instances, that the way in which the objects had been looked after was definitely wrong and therefore the cause of the damage. Housewives, laundries and dry-cleaners should therefore, in their own interests, be properly informed concerning the way in which a piece of underwear or clothing is to be looked after. The most practical way of supplying this information is obviously to summarize it on a label fixed to the fabric or article of clothing in question. In this connection, it should be noted that the mere indication of the material or materials of which an article is made is not sufficient to let the consumer know the proper care to be given, for the essential properties of a textile product and the attention required for its care do not depend entirely on the nature of the fibres used but also, to a very large extent, on the dyeing and finishing processes, etc. Then again, a finished textile product does not consist of a single kind of fabric or knitwear but also includes a certain quantity of lining and stiffening fabrics, yarns, buttons, elastic, zip-fasteners, etc.

Formerly the problem never arose for everyone knew how to look after the natural textile fibres. This is no longer true today, with the increased use of artificial and synthetic fibres and their mixtures, and the variety of the finishing treatments applied to fabrics in order to give them special properties (making them water-repellent, crease-resistant, etc.) any deterioration of which results in a decrease in their practical value. That is why any manufacturer who wishes to keep a regular clientele has to tell them how to look after his products so as to obtain the best possible use from them and guarantee the longest life.

In order to satisfy these demands of the modern textile and clothing market, groups of experts were formed in a number of countries to study the problem of looking after textiles and the creation of a label or care tag intended to inform consumers on this subject. At present the textile labelling organizations of Belgium, Germany, France, the Netherlands and Switzerland have formed an «international symposium» with its headquarters in Paris.

The Swiss Organization for the Care Labelling of Textiles is composed of all the big associations of the textile and clothing industries, finishing and chemical branches, washing products industry, bleaching and dry-cleaning industries. It proposes to introduce the textile care tag in Switzerland on the basis of a private agreement. The symbolic label is copyright. Anyone who wishes to use it must sign a user's contract with the organization. Over 50 Swiss manufacturers have already decided to use the symbolic care tags. The introduction of this new system will however have to be carried out in stages: a

start will be made with women's lingerie and men's underwear, household linen, blankets, sports clothes and rainwear, to be followed by men's and women's outer garments.

The label has four easily understood symbols, indicating the different treatments to be used for washing, bleaching, ironing and dry cleaning. As can be seen below, these signs indicate three degrees of treatment and one of complete prohibition. They have been created and perfected as a result of international cooperation between competent specialists.

Recently the Swiss Organization for the Care Labelling of Textiles held an information session for the press in Zurich. At this press conference, representatives of consumers' associations, the textile distribution and retail trades, ready-to-wear manufacturers and textile finishing concerns as well as the Federal Material Testing Institute had an opportunity of explaining the reasons for which they are in favour of introducing the care tag.

Among the most eloquent arguments, on many counts, in favour of the care tag were the waste of money resulting from the incorrect care of textiles, the decrease in the public's confidence in the quality of a make or a fibre as a result of unfortunate experiences and the possible loss of customers that might ensue for the retailer, the need (for the distributor and the consumer) to be able to distinguish between the host of articles at present offered on the market, which differ in fibres, their mixtures and their finish, especially today with the shortage of skilled sales personnel and when the systems of self-service and pre-packing are becoming more and more widespread. The use of a care tag telling the consumer how to get the best out of his purchase of a fabric, knitted article or ready-to-wear garment is therefore considered by all circles as a service to customers that is indispensable, particularly now that competition is growing keener all the time.

Naturally the creation of the care tag described here called for tremendous work and frequent consultation on the international level, over a period of several years (as long ago as 1956 the first idea of a care tag was launched at an international congress), while further study and promotion will still be necessary, first of all gradually to widen the field of application of the tag and second to instruct manufacturers, distributors, sales staff and the general public.

Below we show the table indicating the meaning of the various symbols used on the textile care tag, according to the indications of the **Swiss Organization for the Care Labelling of Textiles, Utoquai 37, 8008 Zurich.**

* See **Textiles Suisses** No. 4/1963, p. 142

General		Degree 3 Every approved method of cleaning may be used	Degree 2 Take certain precautions	Degree 1: Take great care. Gentle treatment.	Degree 0 No ordinary treatment possible.
Washing	Do not wait until clothing gets too dirty. Store the dirty linen in a dry, well ventilated spot. Separate the white from the coloured linen. Sort it according to the instructions given on the care tag. Don't fill the washing machine too full. Use sufficient washing product. For white and coloured articles resistant to boiling water use universal washing products, for fine lingerie use special products. The figures indicate the washing temperature that is not to be exceeded. Articles accompanied by special instructions are to be treated according to these instructions.	Washing 3: Washing resistant to boiling  <i>Preliminary washing:</i> It is recommended to soak or pre-wash the articles to be washed. Soak new fabrics treated with a finish in cold water. Wash with soap or treat the very dirty spots with a washing product. <i>Washing:</i> Dissolve the universal washing product in warm water (except in an automatic machine). Use the amounts indicated on the packet. In the copper: do not cram the washing in; heat until it boils and leave to boil for 10 to 30 minutes. In the washing machine: a) drum-type, max. 30 min. b) with paddles, 15 min. c) with pulsator, 4 min.	Washing 2: Articles resistant to a temperature of 60°C  <i>Preliminary washing:</i> Soak for only a short while, never all night long, and do not pre-wash for long. Wash the very dirty parts with soap. <i>Washing:</i> Dissolve the washing product in warm water (up to 60°C), except in the automatic machine. Use the amounts indicated in the instructions printed on the packet. In the copper: do not cram the washing in, leave for 20 min. at 60°C. In the machine: set the temperature to 60°C. a) drum-type, wash for 20 min. b) with paddles, wash for 6 min. c) with pulsator, wash for 2 min. Do not fill the machine too full. Use sufficient washing product.	Washing 1: Fine lingerie  No soaking or pre-washing. Dissolve the special fine lingerie washing product in cold water. Use the amounts indicated in the instructions printed on the packet. Gently knead the article without rubbing or twisting. Treat particularly delicate objects separately. Wash quickly, never allow them to stay in the water a long time. With fine lingerie, washing machines should be used only if they are designed for this purpose.	Washing 0: Do not wash  The article is sensitive to damp; it must be neither dampened nor washed. If dampened, left in a damp place or ironed while wet, the article risks losing its colour. Dry cleaning is necessary, but stains caused by water or perspiration will probably remain.
Bleaching	Stains made by coffee, wine, fruit, etc. need to be removed by bleaching. The universal washing products contain a bleaching element in the form of perborate. For stronger bleaching with potassium-chloride water do not exceed the quantity indicated. So-called optical bleaching agents are not really bleaching products at all; they merely increase the whiteness in daylight. «Pastel» colours can be spoiled by bleaching products. In this case it is best to use washing products that do not contain any.	Bleaching 3: Bleaching with potassium-chloride water possible  Leave the well-rinsed linen to soak for 1 to 2 hours in the potassium-chloride water solution. Rinse thoroughly until the smell of potassium-chloride disappears completely.	Degrees of bleaching 2 and 1 have not yet been defined		
Ironing	When ironing carefully follow the instructions regarding temperature, sensitivity to damp and, for special articles, their sensitivity to pressure. The three degrees of ironing indicate the required degree of damp for each temperature. They apply to ironing with all types of flat-iron and should be taken into consideration when ironing with a calendar. The name of the textiles is no longer indicated on the new irons; it is replaced by an indication of temperature: <i>high</i> with 3 dots, <i>medium</i> with 2 dots, and <i>low</i> with 1 dot. Certain articles can but <i>do not have</i> to be ironed, for example those that have been given a drip-dry finish.	Ironing 3: Iron very hot  High temperature, formerly cotton/linen. Iron with a damp cloth or immediately after spin-drying. It is also possible to iron on the wrong side without a damp cloth. To avoid shiny spots, take care of the fabric's sensitivity to pressure.	Ironing 2: Iron moderately warm  Medium heat (formerly wool/silk). Iron with a slightly damp cloth or a steam iron. Avoid pressing too hard. Reduce the temperature of the calendar. Do not pull out of shape.	Ironing 1: Never use a warm iron  Low heat, formerly artificial silk/nylon. Iron with a dry cloth. Iron delicate articles on the wrong side, quickly, carefully and without pressing. Do not pull out of shape.	Ironing 0: Do not iron  The article will be completely ruined if it is ironed.
Dry-cleaning	The letters A, P and F used as symbols for dry cleaning are mainly intended for the information of professional dry cleaners. In the home it is recommended to use stain-removers marked with the cleaning symbols on the label. <i>Never rub</i> a stain, just dab gently at it.	Cleaning 3: All processes  Clean according to the usual methods.	Cleaning 2: Standard processes  The article can easily be cleaned as long as only the standard processes are used.	Cleaning 1: Special processes  The article calls for special processes and particular care.	Cleaning 0: No dry cleaning possible  Take care with stain removers!