

**Zeitschrift:** Swiss textiles [English edition]  
**Herausgeber:** Swiss office for the development of trade  
**Band:** - (1955)  
**Heft:** 3

**Artikel:** St. Gall in festive mood  
**Autor:** R.C.  
**DOI:** <https://doi.org/10.5169/seals-798496>

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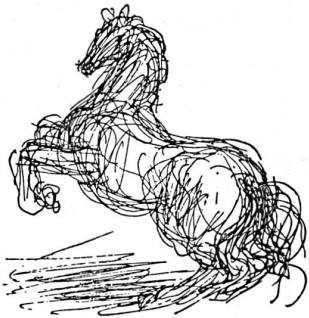
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## St. Gall in festive mood

The fineness of their embroideries does not prevent the inhabitants of St. Gall from doing things in a big way. At a time of the year when so many towns are organizing music festivals, St. Gall holds its « Journées hippiques » — three days of horse racing and horse shows — which also

have their artistic side, for the sports meeting, which is the origin of it all, is accompanied by other events, and music and art lovers do not consider it beneath their dignity to cooperate, each in his own way, towards the final success.

Départ pour le quadrille des drapeaux, exécuté avec les drapeaux des 22 cantons suisses, par des dragons et sous-officiers en uniformes du régiment suisse de Courten (XVIII<sup>e</sup> siècle) sur chevaux militaires de service.

Leaving for the quadrille with flags, performed by dragoons and warrant officers wearing uniforms of the Swiss Courten regiment (18th century) on their own cavalry horses and bearing the flags of the 22 Swiss cantons.

Salida para la cuadrilla de las banderas, ejecutada con las banderas de los 22 cantones suizos por dragones y suboficiales vistiendo el uniforme del regimiento de Courten (siglo XVIII) con caballos del ejercito.

Auf zur Fahnen-Quadrille! Dragoner und Unteroffiziere in der Uniform des Regiments de Courten (18 Jahrhunderts) mit den Fahnen der 22 Schweizer Kantonen auf ihren eigenen Dienstpferden.

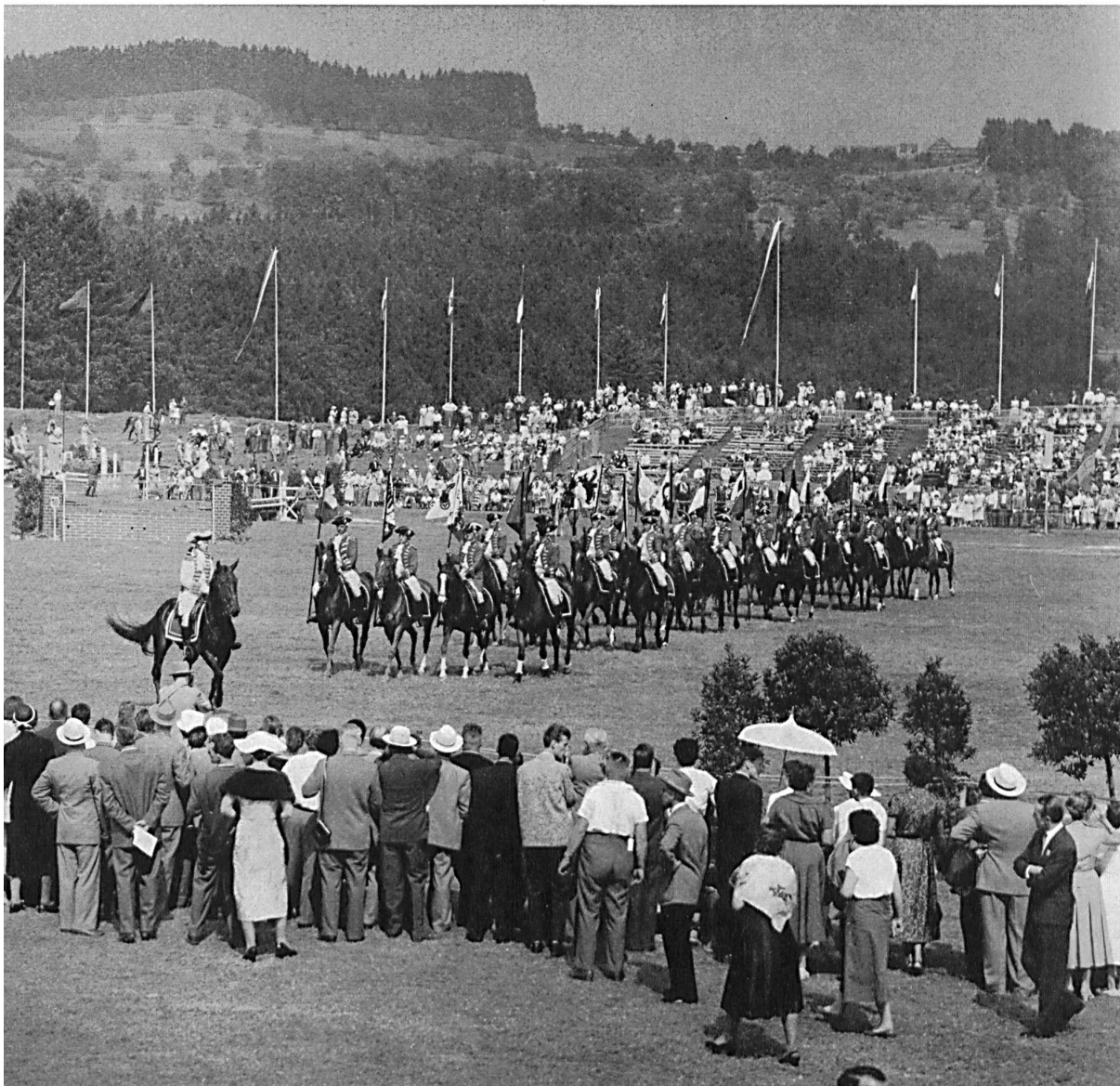


Photo Lauterwasser

Premier-lieutenant  
K. Bodenmüller (Suisse)  
sur « Elberfeld ».

First lieutenant  
K. Bodenmüller (Switzer-  
land) on « Elberfeld ».

El prima teniente  
K. Bodenmüller (Suiza)  
sobre « Elberfeld ».

Oberleutnant  
K. Bodenmüller (Schweiz)  
auf « Elberfeld ».

Photo Lauterwasser

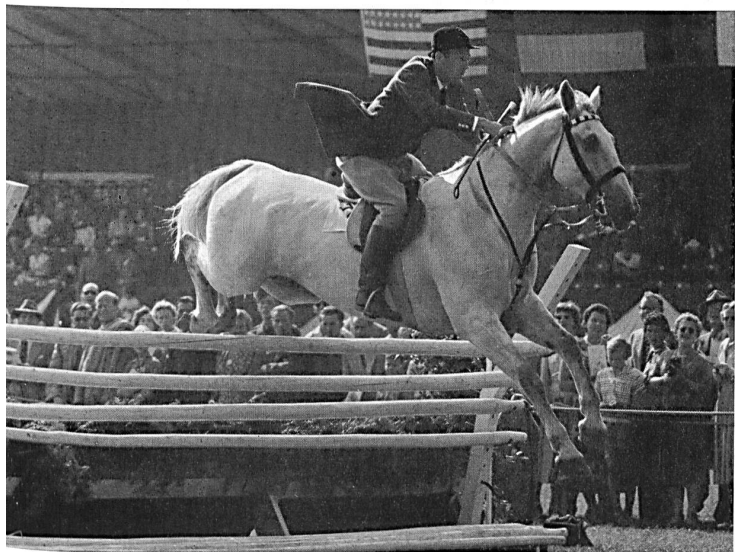


Un beau saut. — M. H. Emslander (Allemagne)  
sur « Marschall ».

A fine jump. — M. H. Emslander (Germany) on  
« Marschall ».

Un hermoso salto. — Sr. H. Emslander (Alemania)  
sobre « Marschall ».

Ein prächtiger Sprung. — Herr H. Emslander  
(Deutschland) auf « Marschall ».



But do not imagine an incongruous mixture of sport and art, for this was far from being the case. With everybody working in his own sphere towards the success of the occasion and the prestige of the town, according to the motto « Diversity in unity », the festivities were a tremendous success. Special attention must be called to the co-operative spirit shown by all the local tradesmen on this occasion in the way they arranged attractive and ingenious shopwindow displays as their contribution to the general publicity for the event.

The highspot of the St. Gall « Journées hippiques », which took place this year on September 2nd, 3rd and 4th, was of course the jumping which took on international status some years ago and this year attracted riders from Germany, Austria, the United States, France and Italy as well as Switzerland. The competitions, interspersed with a quadrille of flags and a quadrille of barouches among other interesting events, were held in the magnificent setting of green meadows, forests and hills, in brilliant sunshine (the only fine days — specially laid on of course ! — in a long spell of rainy weather).

Epreuve de dressage. — Capitaine Gmür (Suisse)  
sur « Roméo ».

A test in dressage. — Captain Gmür (Switzerland)  
on « Romeo ».

Ejercicio de doma. — El capitán Gmür (Suiza)  
sobre « Romeo ».

Dressur-Kür. — Hauptmann Gmür (Schweiz) auf  
« Roméo ».



M. V. Morf (Suisse) sur « Duroc », vainqueur du « Grand prix de l'industrie textile saint-galloise ».  
 M. V. Morf (Switzerland) on « Duroc », winner of the « St. Gall textile industry cup ».  
 El señor V. Morf (Suiza) sobre « Duroc », vencedor del « Gran premio de la industria textil sangalense ».  
 Herr V. Morf (Schweiz) auf « Duroc », Sieger im Grossen Preis der St. Galler Textilindustrie.

Photo Lauterwasser

On Sunday afternoon there was a fashion show in front of the stands during which fifteen mannequins presented lovely models of dresses, suits and outfits, all made of embroideries and fine cottons of St. Gall. We are reproducing some of these models further on in these pages. This pleasant interlude in the midst of the sporting events was very much enjoyed by the spectators.

As this year marks the 150th anniversary of the foundation of the St. Gall Theatre, a special celebration was called for. We therefore had the pleasure of attending an outstanding performance of *Così fan tutte* put on each evening of the festivities by an excellent company composed of singers from several German opera companies and conducted by Otto Ackermann (Cologne) — there will be further performances of this work, by the way, during the winter season. It would be out of place here to describe at any length the performance itself — which was in fact excellent — but we wish to mention the costumes which had been designed especially for the occasion by René Hubert, the famous St. Gall designer who has designed the sets and costumes for many Hollywood productions. The fabrics had been presented by the firms of Stoffel and Forster-Willi of St. Gall.

The Museum of Fine Arts in St. Gall, with the collaboration of private collectors and artists, had also organized a very interesting exhibition entitled *Paintings in the modern home*. There was a ball too with a fashion parade and, for the guest journalists, excursions into the picturesque districts of Eastern Switzerland, a reception by the State Council, a guided visit of the Conventual Library



Beauté, jeunesse et cheval.

Beauty, youth and a horse.

Belleza, juventud e hipismo.

Schönheit, Jugend und Pferd.



Les costumes de *Cosi fan tutte*, opéra en 2 actes de W. A. Mozart, dessinés par René Hubert, exécutés en tissus de Saint-Gall.

The costumes of *Cosi fan tutte*, opera in 2 acts by W. A. Mozart, designed by René Hubert and made of St. Gall fabrics.

Trajes de la ópera en dos actos *Cosi fan tutte*, de W. A. Mozart, dibujados por René Hubert y confeccionados con telas de San-Gall.

Die Kostüme von *Cosi fan tutte*, Oper in 2 Aufzügen von W. A. Mozart ausgeführt in St. Galler-Feingeweben. Entwürfe: René Hubert.

Photos Pius Rast

and the collections of textiles in the Museum of Industrial Art (see «Textiles Suisses» No. 2/1955).

This is all very easily enumerated, but it is more difficult to express in a few words the pleasure of those taking part in the festivities, not only at the fine performances and sporting events themselves, as well as the excursions, but also at being received and looked after with so much kindness and thoughtfulness by the St. Gall Tourist Office, the representatives of industry and the Equestrian Club, whose president, Mr. Hausmann, with his infectious enthusiasm is the real moving spirit behind these events.

R. C.



*Models in St. Gall embroideries and fabrics,  
seen at the «Journées hippiques»*

PHOTOS SCHMUTZ



Tissu de coton Jacquard à finissage très poussé.

Jacquard cotton fabric with special finish.

Tela de algodón Jacquard con un acabado muy refinado.

Baumwoll-Jacquard hochveredelt.

Surah de coton à finissage soyeux.

Cotton surah with silky finish.

Surah de algodón con acabado imitación seda.

Baumwoll-Surrah mit Seiden-Ausrüstung.

**Mettler & Cie S. A., Saint-Gall**

Modèles : *Textil- u. Modeschule St. Gallen*

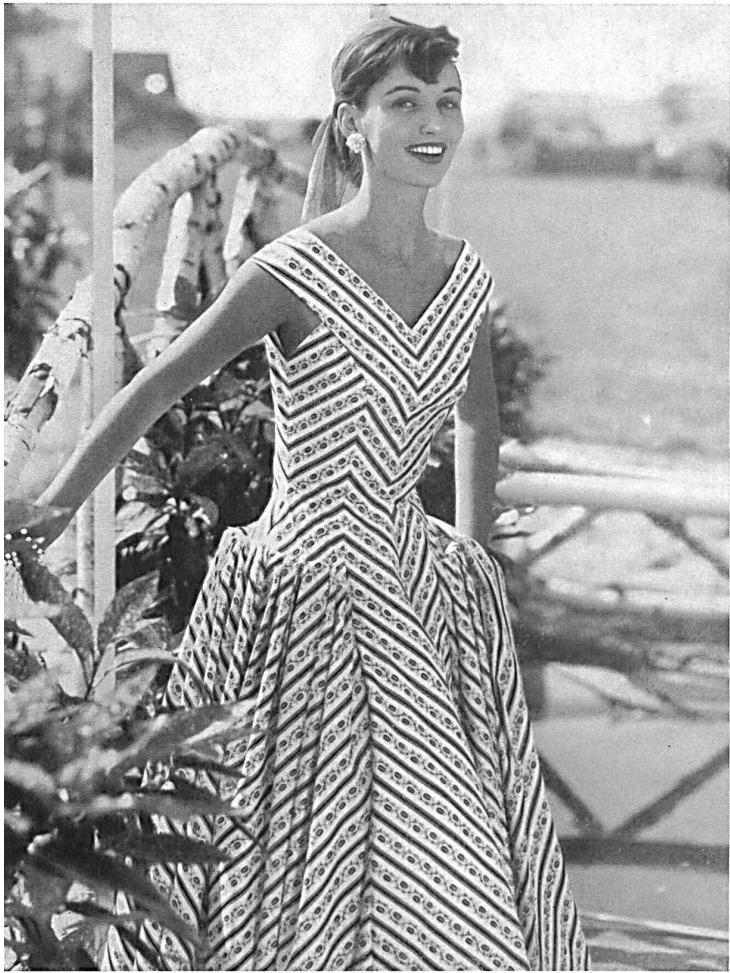




**Reichenbach & Co., Saint-Gall**

Popeline fils retors, infroissable, finissage glacé, impression flock noire à la main.  
Black flock hand print on crease-resistant double-twisted popelin, with glazed finish.  
Popelina de hilo retorcido, inarrugable, acabado satinado, con estampación «flock» a mano.  
Vollzwirnpopeline mit Hochglanzausrüstung, knitterfrei, mit schwarzem Flockhanddruck.

*Modèle: Textil- und Modeschule, St. Gallen*



**J. G. Nef & Co. S. A.,  
Hérisau**

Tissus coton nouveauté  
Novelty cotton fabrics  
Tejidos novedad de algodón  
Nouveauté Baumwollgewebe

*Modèles:  
Textil- u. Modeschule St. Gallen*

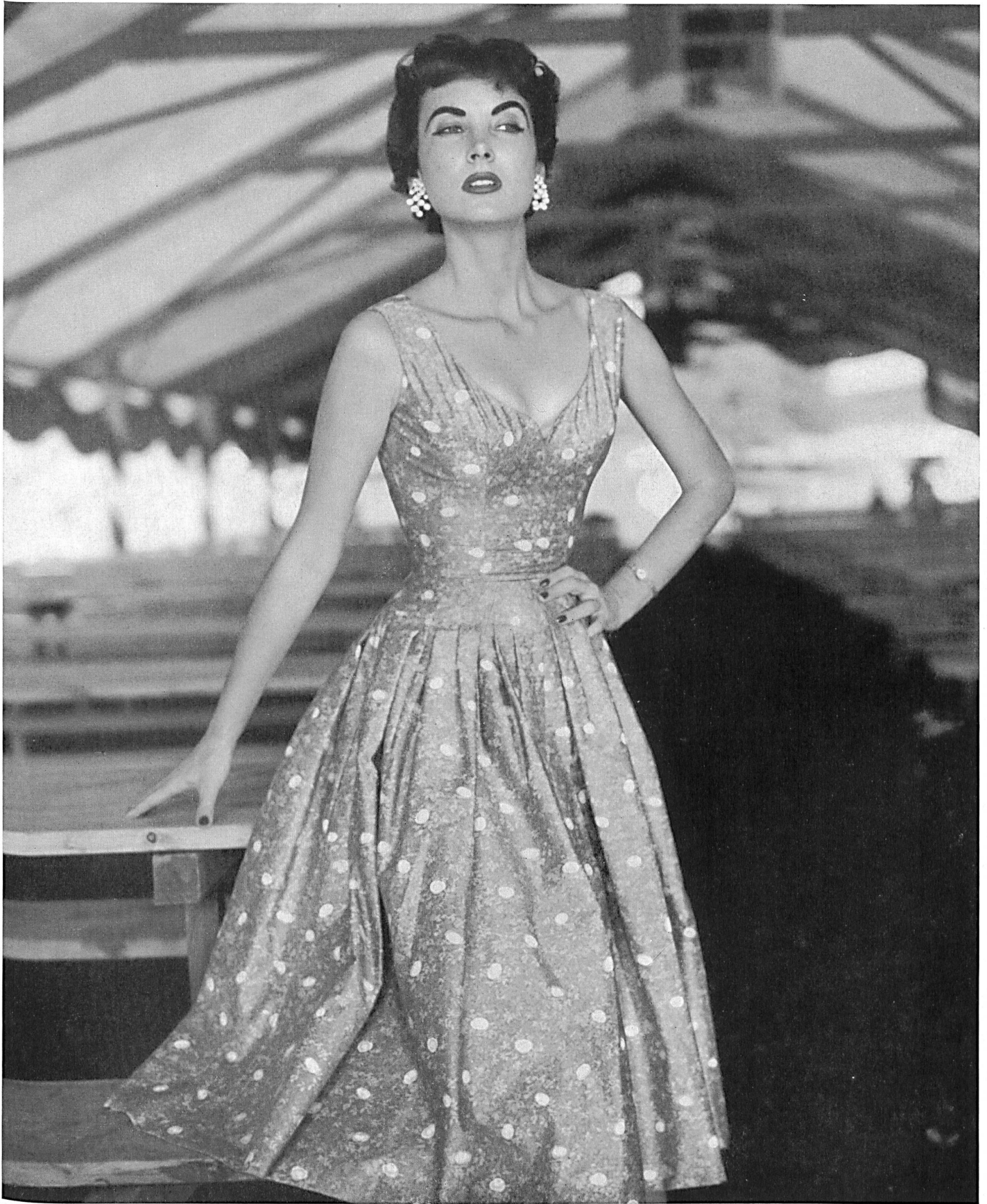
NELO - Briosia Disciplined



NELO - Silcosa Disciplined

Photos Schmutz





Christian Fischbacher Co., Saint-Gall

Photo Schmutz

Tissu coton imprimé :  
Printed cotton fabric :  
Tejido de algodón estampado :  
Bedrucktes Baumwollgewebe :  
«Satin Roxane»

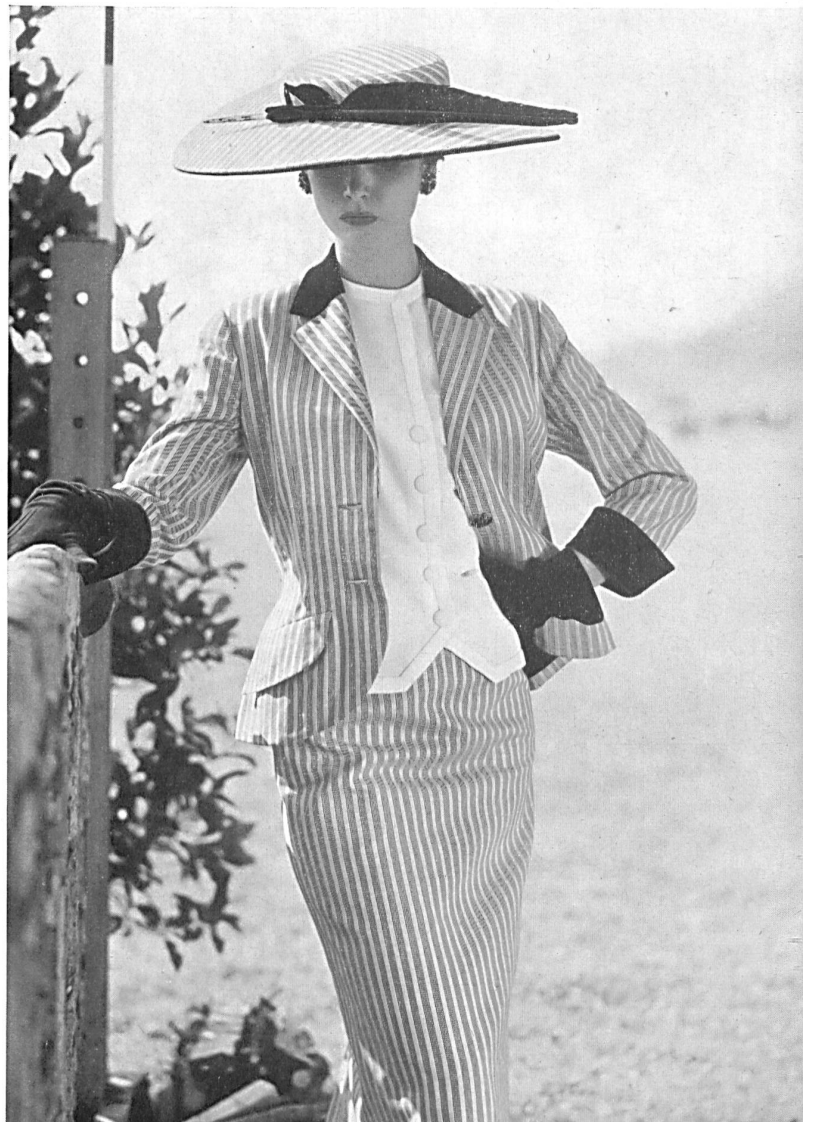


Satin de coton broché à bandes turquoise.  
 Brocaded cotton satin with turquoise  
 stripes.  
 Satén de algodón brocado con listas de  
 color turquesa.  
 Broschierter Baumwollsatín mit türkis-  
 farbigen Streifen.

Stoffel & Cie, Saint-Gall

Modèles : René Hubert.

Piqué de coton avec effet de tissage très  
 mode.  
 Cotton piqué with very fashionable weave  
 effect.  
 Piqué de algodón con efecto de textura  
 muy de moda.  
 Baumwollpiqué mit hochmodischem  
 Webeffekt.





**Hufenus & Co. S. A., Saint-Gall**

Tissu brodé. — Embroidered fabric. — Tela bordada. — Stickerei.

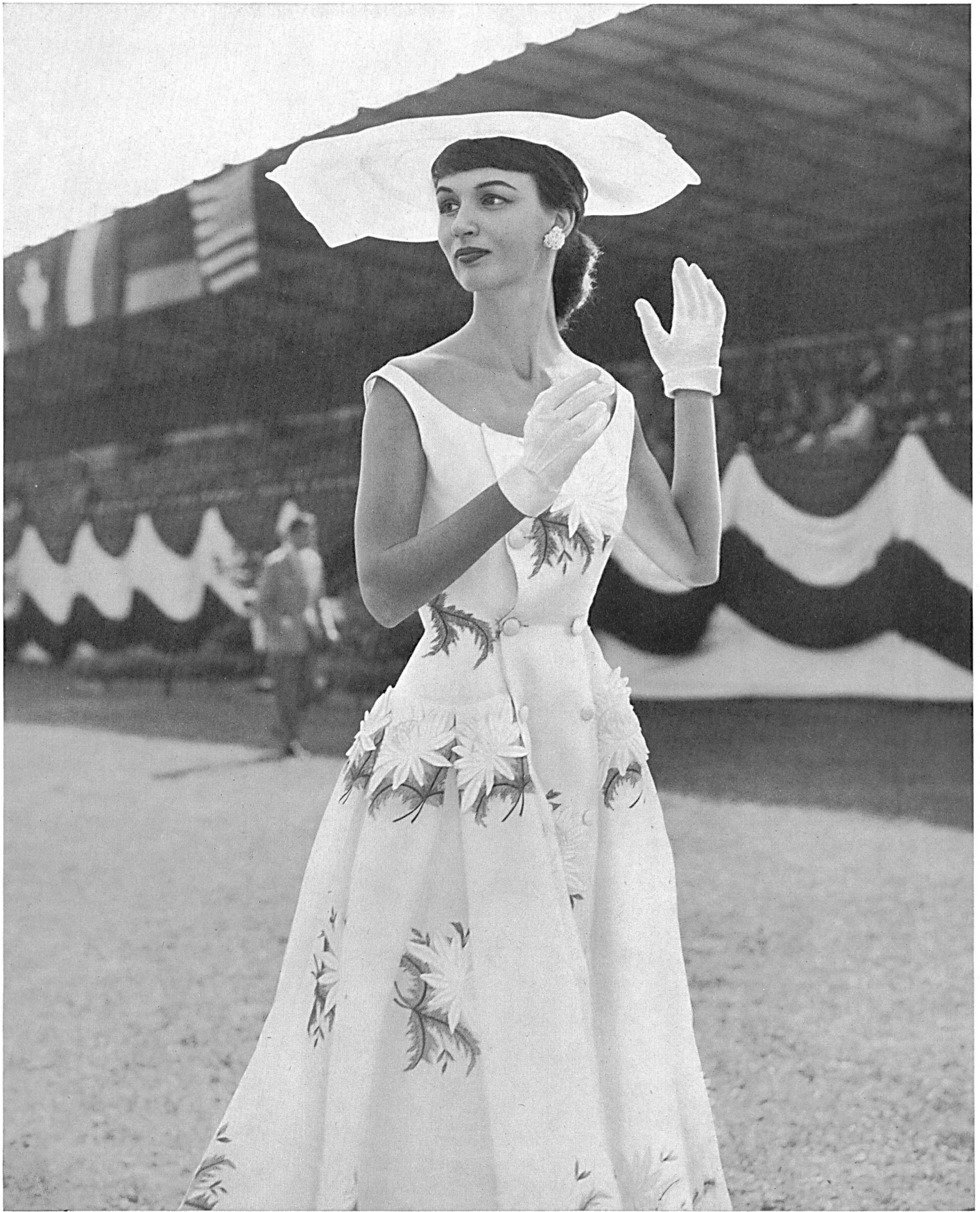
Modèle : *Textil- u. Modeschule St. Gallen*



Forster Willi & Co., Saint-Gall

Broderie guipure classique sur organza. — Classic guipure embroidery on organza.  
Encaje de guipur clásico sobre organza. — Klassische Guipure auf Organza.

Modèle : *Maison Gack, Zurich*



**Union S. A., Saint-Gall**

Broderie avec applications. — Embroidery with appliqué work. — Bordado con aplicaciones.  
Stickerei mit Applikationen.

Modèle : *Macola S. A., Zurich*



**Forster Willi & Co., Saint-Gall**

Broderie de couleur sur tricot de laine.  
Coloured embroidery on woollen knitted fabric.

Bordado en color sobre tela de malla, de lana.

Farbige Stickerei auf Wolltrikot.

Modèle :

« Hanro », Handschin & Ronus S. A.,  
Liestal.



**Union S. A., Saint-Gall**

Broderie. — Embroidery. — Bordado. — Stickerei.

Modèle : H. Haller & Co., Zurich.



Willy Zurcher, Saint-Gall

Elégantes blouses de guipure. — Smart guipure blouses. — Blusas de guipur elegantes. — Elegante Guipure-Blusen.



Metzger & Co. S. A., Saint-Gall

Broderie chimique. — Etched lace. — Bordado químico. — Ätzstickerei.

Modèle : *Maison L. I. S., Zurich*