

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1961)
Heft: 3

Artikel: News
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798290>

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News

Swiss manufacturer honoured

Last year Ruepp & Co. Ltd. Knitwear Factory, whose products are well known to readers of *Textiles Suisses* under the trade name «Alpinit», celebrated the fiftieth anniversary of its foundation at Sarmenstorf, in the canton of Aargau; this firm has been largely responsible for the prosperity of the commune in which it is situated. Recently, the local council unanimously decided to confer on Mr. T. A. Ruepp and his wife the freedom of the commune of Sarmenstorf, in recognition of their numerous generous benefactions and all they have done for the community. The editors of this periodical are happy to extend their congratulations to the new honorary citizens, in particular Mr. Ruepp, with whom they have had the pleasure of collaborating for many years.



A mark of origin for Swiss embroidery

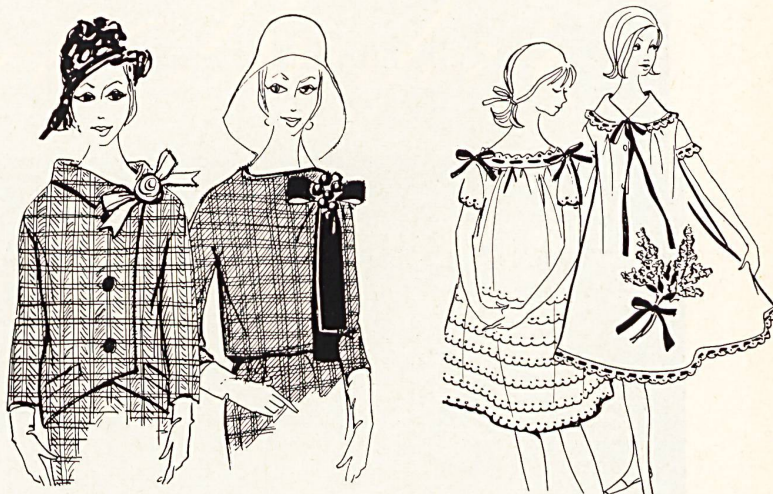


The products of the Swiss embroidery industry are exported throughout the world. Their excellence from the points of view of fashion and standard of workmanship makes them typical examples of Swiss high quality production. In order to guarantee the origin of Swiss embroideries, whether sold by the yard or used in the manufacture of garments and accessories, the Swiss Union of Embroidery Exporters of St. Gall has created a mark of origin with which embroidery exporters supply their customers. This mark, which is shown opposite, is protected in all countries; it will undoubtedly help to spread and strengthen the prestige already enjoyed by Swiss embroideries on world markets.

It is hardly necessary to add that any misuse of this mark will be liable to prosecution.

Ribbons, as popular as ever

We take pleasure in calling the attention of our readers to the latest number (No. 21) of the «Revue Suisse des Rubans de Soie», the trade journal published by the Press Department of the Swiss silk ribbons industry in Zurich. As always, this periodical contains a number of fashion sketches by some of the top designers, showing models in which considerable use is made of the ribbons. The numerous illustrations, with captions in English, French and German, give an excellent idea of the present popularity of the ever youthful silk ribbon and the infinite scope it offers in today's fashions.



MADELEINE DE RAUCH PIERRE CARDIN



Printed in Switzerland on paper from the Biberist Paper Mills