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THE SWISS LINOLEUM INDUSTRY.

The only Swiss factory for Linoleum is in Giubiasco, near Bellinzona, the capital of the canton Ticino, in the south Italian-speaking part of Switzerland. The Swiss Linoleum Manufacturing Co., Ltd., in Giubiasco makes the well-known linoleum with the trade mark "Helvetia" in several varieties and qualities (plain, inlaid, granite, jaspé, cork-carpet, cork-jaspé, linoleum for floor covering, wall-lining and other purposes). The several varieties are explained in the following paragraphs.

Linoleum takes its name from one of its principal ingredients, linseed oil (*linum* = flax, and *oleum* = oil). The oil is oxidised by exposing it to the air until it hardens into a tough, rubber-like substance, that is ground and then thoroughly mixed with powdered cork, wood flour, various gums, and suitable colour pigments. The resulting plastic mass is pressed on burlap by means of heavy calenders, the exact processes varying with the individual kind of linoleum. The "green" linoleum then passes into drying buildings called "stoves," where it is cured and seasoned from two to six weeks, depending on the thickness of the material.

Plain linoleum: Solid coloured linoleum without pattern. The gauges are from 1,8 to 8 mm. of various colours, viz., green, red, grey, black, blue, kaki, beige, etc., etc. Plain linoleum is manufactured 2 yards or 2 metres wide, in rolls approximately 25 to 28 yards long.

Inlaid linoleum: The colours of the patterns go through to the burlap. In making inlaids, the designs are worked out on the burlap by means of metal "stencils." The loose "mixes" mould slightly into each other along the lines of the design, thus making possible very artistic effects in carpet inlaids and similar patterns. Designated according to pattern, Giubiasco's inlaid linoleum comes in inlaid, passage inlaids and parpet inlaids. The width is 2 metres, the length about 25 to 28 yards.

Granite linoleums: A species of inlaid, in which the colours go clear through to the burlap back. It has a mottled appearance resembling terrazzo, and is made in the thicknesses of 2 to 3,3 mm. of various colours and patterns, 2 yards or 2 metres wide, the rolls 28 to 33 yards in length.

Jaspé linoleum: Also a variety of inlaid, in which the colours run clear through to the back. It presents a striated appearance with a two-tone effect, and is made in the same gauges as the granite, of various colours and patterns.

Cork carpet is made of relatively large granules of cork by process which preserves the natural elasticity to a high degree. Cork carpet, therefore, not only softens footsteps, but helps absorb other noises as well. For libraries, churches, museums, auditoriums and other rooms, where excessive dirt is not tracked in directly from the street and where heavy traffic is not an every-day occurrence, cork carpet is admirably adapted. It is made in gauges from 2,5 to 8 mm.

Among the other specialities of the Giubiasco firm we may mention the *Battleship* and *Supership* linoleums, which are especially suitable for rooms where the wear is severe, and the floor is in almost daily use, and hence needs frequent cleaning. The *ribbed linoleum* (black or grey) is used for motor-cars.

Only the best obtainable ingredients are used in making the linoleum "Helvetia." Linseed oil and all pigments are tested most carefully in the laboratory. The whole manufacturing process is under chemical control. The final inspections of the finished product are especially rigid. Special attention is paid to designing the patterns and selecting the colourings.

Owing to its quality the "Helvetia" linoleum of the Giubiasco factory, has found a ready sale in all leading countries in Europe, also in oversea markets. The export business of the company on that account is showing a satisfactory upward tendency, which testifies to the good reputation which this industry is enjoying abroad as well as in the home market. (*B.I.S.*)

THE GENEVA MOTOR SHOW.

The following short report on the Geneva Motor Show, which was held last month, is reprinted from the *Manchester Guardian Commercial* (April 3rd):

The motor, motor-cycle and cycle show at Geneva, which was first held last year, seems likely to become a permanent institution in the Swiss motor-car and cycle trade. The exhibition this year was again of an international character, for Switzerland has only one factory of small motor-cars and two factories of motor-lorries of her own; most users, therefore, buy foreign cars, and the annual import exceeds 8,000 cars. The motor exhibits included 32 French cars, 14 American, ten Italian, six German, four Swiss (one of them exhibiting bodies only), four Belgian, three English, and one Austrian. These 74 makes from eight countries were represented by over 400 models in all classes of equipment, prices and bodies.

The general impression was that the success of Italian cars, especially in sales, was greater than that of the French and American. The leading English makes, Rolls-Royce and Wolseley, especially the latter, which hitherto was not sufficiently known in this country, attracted considerable interest.

Among the French makes the Citroën was prominent, especially in the cheap cars. Generally speaking, the great variety of French cars rather confuses the public. Obviously, the American cars have not achieved the same overwhelming success they had a year ago; it seems as if several French firms, especially Delage and Schneider, have found a way of imitating the valuable car of luxurious appearance which made so much impression on the Swiss public. The really cheap car, such as the Ford, has never had the same success in Switzerland as it has had in many other countries. When the Swiss purchaser asks for a cheap car, he asks at the same time for something which does not look ugly.

The number of makes of cycles, motor-cycles, and cycle-cars exhibited this year is 40, and of these, English makes were just half. There were six Swiss makers represented, and four American, four French, four German, and two Belgian exhibitors of cycles and motor-cycles. It can easily be said that the Swiss producers, who have had practically no success in the motor-car show, have achieved a real success in the sale of motor-cycles, especially the Geneva firm of Motosacoche. As to the English makes, it is a pity that only the Sunbeam is being seriously advertised. The other exhibitors are agents, who each of them represents half-a-dozen firms at the same time, and consequently does not give the necessary care to each individual product and exhibit its special advantages.

SWISS MERCANTILE SOCIETY.

A large gathering, representative of all classes and ages in the Swiss Colony, assembled for the Annual Dinner and Ball of the Swiss Mercantile Society, which took place last Saturday, the 5th inst., at the Midland Hotel, St. Pancras, N.W.1. One of the first arrivals was the Swiss Minister, Monsieur C. R. Paravicini, around whom small groups soon congregated, eager to engage him in conversation. The reception, anything but formal, established that jovial intimacy which characterised the whole of the evening.

At the close of the dinner, served expeditiously and similarly dispatched, the constitution and nomenclature of the dishes being singularly fitting to the occasion.

The Swiss Minister, who was in the Chair, rose to propose the health of the King and subsequently submitted the toast of the Swiss Confederation, which were both received with the traditional enthusiasm.

Mr. G. E. DeBrunner, the president of the Swiss Mercantile Society, then addressed the gathering, reviewing the activities of the Society during the preceding twelve months. He first extended a hearty welcome to the Minister, in whom he not only greeted the official representative of our country, but also a staunch friend of the S.M.S., always ready to lend his powerful support in furthering its aims. He was aware that Monsieur Paravicini had a previous engagement, and he wished to express his personal appreciation and gratitude for the sacrifice he had made in order to be present that night. Mr. DeBrunner also singled out the presence of Col. Prof. Borel, whose high judicial appointment in this country was as much a just recognition of his exceptional talents and attributes, as it was an honour and distinction which could not fail to raise the prestige of Switzerland in the eyes of the world. He regretted very much the absence—caused at the last minute—of Monsieur Henri Martin, who was so closely identified with the educational side of the S.M.S. and without whose collaboration they would never have been able to carry through their recent developments; he had no hesitation in declaring that future committees could always depend on the unqualified assistance and encouragement of Monsieur Henri Martin. The President, in dealing with the progress of the S.M.S., first dwelt on the excellent results achieved by their senior service: the Employment Department. During the last twelve months, 635 vacancies were filled in this country, and their many English friends and wellwishers would be pleased to hear that no less than 247 Britishers were included in this figure. The sole credit for this striking achievement belonged to Mr. Jack Pfaendler, their indefatigable manager. As regards the junior service—the Educational Department—1,178 class students, with 27,152 hours of attendance, had taken advantage of the facilities offered. The society had been exceptionally fortunate in the choice of their teachers, and he was not exaggerating the statements of many pupils who, in voicing their appreciation, affirmed that after a three months' course they had acquired a perfect knowledge of the English language. (Laughter.) He had even gathered from trustworthy sources that their reputation was such that the Political Department in Berne intended to make a three months' course at the S.M.S. in London compulsory for budding Swiss diplomats. (Loud laughter.) Special thanks were due to the untiring exertions of the Chef des Cours, Mr. B. Bretscher, as well as to Mr. Pfaendler, who acted as secretary of this separate committee and who, in spite of the absorbing claims of his own department, was ever in the pink of condition, thanks ot a rare dispensation of Providence. (Laughter.) In concluding, Mr. DeBrunner made a strong appeal to the younger members to come forward and take an active part in the management of the Society: after all, the many advantages were maintained for their exclusive benefit; health and business considerations made it necessary for him to relinquish the leadership in the near future.

The Swiss Minister rose to compliment Mr. DeBrunner and his committee on the excellent report he had been able to put before the company. He had been contemplating ever since he left home this evening on what to say on this memorable occasion, and on passing Madame Tussaud's in his car he was anticipating an inspiration, but nothing happened. (Laughter.) He, however, wished to explain why in the first instance he had declined the courteous invitation of the S.M.S. to preside over their annual banquet. His superiors in Berne had hinted to him very clearly that it was not fair for him to monopolise the generosity of the Swiss societies in the colony to the detriment of his colleagues, who were equally well entitled to the enjoyment of an occasional hearty meal—(laughter)—and the laudations which, on their appearance, were always showered on them. It required a good deal of self-restraint on his part to deprive himself of these agreeable outings; he had already settled down to this dire necessity, when Mr. DeBrunner called upon him and bluntly refused to take any instructions from Berne. (Cheers.) He was not sorry to be present that night, but the responsibility and consequences rested on Mr. DeBrunner. (Laughter.) He was greatly impressed with the valuable work the S.M.S. undertook in the interest of a large number of our young compatriots; the Federal authorities were keenly following these activities and fully recognised the great and essential services thereby rendered to our country.

Mr. A. Streicher, the hon. secretary of the S.M.S., first proposed the health of the Ladies and then the toast to the Guests. The following societies and institutions of the colony were officially represented:—City Swiss Club (Mr. G. Marchand), Nouvelle Société Helvétique (Mr. and Mrs. C. Campart), Fonds de Secours (Mr. and Mrs. Sterchi), Secours Mutuels (Mr. and Mrs. F. H. Rohr), Unione Ticinese (Mr. and Mrs. A. Bolla), Union Helvetia (Mr. and Mrs. Indermaur), Swiss Institute (Mr. and Mrs. A. Despond), Swiss Club (Mr. Jules Tresch), Swiss Choral Society (Mr. J. Manzoni), Swiss Rifle Association and "Swiss Observer" (Mr. and Mrs. P. F. Boehringer).

Col. Prof. Borel, in making an appeal on behalf of charity, referred in affectionate terms to the late Mr. Dimier, who for a generation had been in charge of this toast; every one of us being already converted to the life's religion of our late lamented friend, he (the speaker) could afford to be brief. On those who enjoyed the hospitality of a foreign country developed the duty to provide in good time for their unfortunate compatriots, so that they should not become a charge upon the country of their adoption. (The collection produced the amount of £21, which was handed over to the Swiss Benevolent Society.)

Monsieur P. Ritter, Secretary to the Swiss Legation, returned thanks on behalf of the guests. He said he was only an understudy to Monsieur Borsinger, who was unavoidably prevented from being present. He had been peacefully enjoying the dinner, had already arrived at the fish and was anticipating the undisturbed enjoyment of the good things which were to follow, when suddenly the command came from the Chair that he would have to make a speech. Like his chief, the Minister, he had been taught to obey, but he felt his present position very acutely and realized for the first time the great mistake of his life in not having gone through a three months' course in English at the S.M.S. (Laughter.) He was sure all the guests were with him when he said that he had a most enjoyable evening and partaken of a dinner which was as excellent as it was substantial.

Soon after ten the company rose and adjourned to the lower hall, where the enticing strains of Mr. Freeman's band kept the dancers lively until an early hour of the morning.

Besides those already mentioned, the following were also present:—Miss E. Borel, Mr. and Mrs. H. Diener, Mr. and Mrs. H. Buser, Mr. Alex C. Baume, Mr. E. Werner, Dr. and Mrs. Schroeter, Mr. and Mrs. W. Tanner, Messrs. G. Jenne, H. Reichenhart, and J. Blumenstein, Mr. and Mrs. F. G. Sommer, Mr. R. H. Cornu, Mr. and Mrs. L. Chapuis, Mr. and Mrs. R. Chappuis, Mr. F. Egg, Mr. Copping, Mr. M. Ryser, Mr. and Mrs. A. Heinzelmann, Mr. and Mrs. A. Pfister, Mr. and Mrs. A. L. Smith, Mr. and Mrs. W. Fischer, Mr. and Mrs. M. Albrecht-Meneghelli, Mr. and Mrs. E. Hungerbuhler, Mr. E. Eha, Mr. and Mrs. C. Graf, Mr. and Mrs. W. Frick, Mr. H. Senn, Mr. W. Beckmann, Mr. L. Meyer, Mr. and Mrs. Pellet, Mr. P. Ehinger, the Rev. H. Urner, Mr. and Mrs. A. Wyss, and Dr. Rast.