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# MODERN MAGIC

Below : A mannequin presents an « haute-couture » model (Fischer, Geneva).

Opposite : Snapped in the studio during the making of the film. On the left, under the glare of the lamps, is the mannequin of the preceding scene ; on the right, perched on the truck, are the producer and camera-man.

Please also see illustrations on pages 28 and 30 which have been reproduced from the film « Modern Magic ».



There is one branch of industry in relation to which one is quite justified in speaking of « modern magic », and that is textile finishing, to which we have devoted a serial article in the previous and present numbers of « Swiss Textiles ». We refer our readers to the article on page 27 which resumes the impressions gained by our reporter when visiting an important textile finishing factory.

It is not difficult to understand that it was tempting to record these impressions by camera and to make a film thereof. Not a documentary designed merely for educational purposes, but one which would capture the atmosphere in a finishing factory and show the man in the street how delicate fabrics are made... the man in the street who may, after all, be the man who sells these fabrics, or buys them, or whose job it is to handle them in any way. The attempt has proved successful. It was no light task, not because the subject is not easy to take, but on the contrary because so many interesting and complex details are involved, that great discrimination was necessary to seize the essentials and compose a synthesis, suggestive and attractive by its very briefness, rather than to register a monotonous visual enumeration. « Modern Magic », an OSEC film realized by Scientifilm, Lausanne, has been shot for the most part in the factory of Messrs. Heberlein & Co. Ltd. at Wattwil ; producer and supervisor, Henry Wyden and camera, Adrien Porchet. This is a short, approximately fourteen minute reel, of which versions with commentaries in French, English, Portuguese, Spanish and German have been made ; it can be obtained in 16 mm. and 35 mm. For all information please write to the Lausanne offices of the Swiss Office for the Development of Trade.