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NEWS FROM THE TRADE

International Silk Association.

We have already announced, in our last number (page 89), the foundation of this important organisation. Unfortunately, as a result of an error in transmission for which we wish to apologize to our readers, we spoke of a "Union" when this term, which had been chosen originally, had been modified for technical reasons. Lyons has been chosen as the headquarters of this association, of which Mr. Potton and Mr. Bonvallet, both of that same town, are respectively President and General Secretary. Switzerland is represented on the central committee by Mr. R. H. Stehli, President of the Association of Swiss Silk Manufacturers.

Together with the actual foundation of the association (adoption of the statutes, choice of headquarters, appointment of members of the office), the meeting in Zurich was intended to enable the different committees to begin their work. Among the first tasks

considered, must be mentioned the determination of new methods of testing and classification of raw silk to replace the old international usages adopted some twenty years ago; the technical committee responsible for studying this problem was presided over by Mr. W. Hegner of Zurich. There was also discussion on the question of propaganda in favour of silk, and of an international protection mark which would only be granted to products coming up to certain required standards of quality, fastness of colour, etc. There is no room here to deal in detail with these points and the many others. It would be premature moreover to do so before any final decisions binding the members of the association had been adopted. We shall keep readers of this periodical duly informed of any decisions that may be taken which will certainly lead to great advantages on the consumer market.

Swiss Export Week.

This event of the Exporters Association of the Swiss Clothing Industry took place for the fourteenth time in Zurich from June 20th-25th, and achieved its usual success. The next Export Week will be taking place for the second time this year from November 21st-26th. This will be an opportunity for buyers of all countries to see in Zurich itself, with the greatest ease, the spring collections of the firms affiliated to the Export Week organisation. These firms are numbered among the best Swiss manufacturers of dresses, coats, suits, sports-

wear, blouses, etc. The reproductions of winter models presented on pages 70-85 of this number, give an idea of the choice and quality that may be found there and consequently of the interest of this manifestation for foreign importers. It should be made clear that it is not a collective fashion display but that each firm presents individually its own collections in its own premises, thus allowing a greater opportunity for appreciation.

The History of a Dye Works.

Fifty years ago in Burglen a young chemist, Dr. Jacob Cunz, founded a dye works devoted exclusively to the treatment of wool. Under the active leadership of its founder, who died last year after 49 years of service, the "Teinturerie de laine de Burglen, Dr. Jacob Cunz S. A." continued to develop and acquire an enviable reputation not only in the field of dyeing but also for the treatment of woollens ("SUN" unshrinkable decatized wool). To celebrate its fiftieth anniversary, this enterprise has published a fine commemorative work giving, together with a historical account of the firm, interesting

details concerning the technical installations as well as the different finishing processes for wool, such as decatizing, bleaching, dyeing, etc. In view of the importance of this question, we hope to have the opportunity of returning later and at greater length to the subject of unshrinkable wool in another column. We wanted, however, to call the attention of our readers to the remarkable effort of this firm of fifty years standing, which has been so well described in an instructive and perfectly presented work.

Sanco S. A., Zurich.

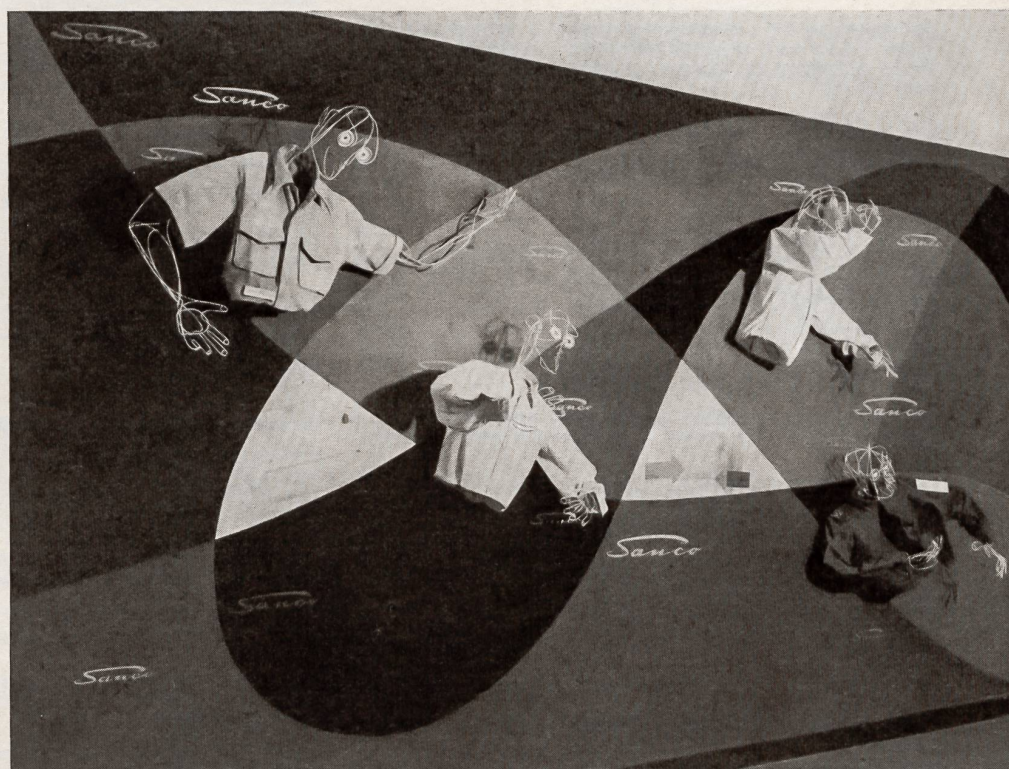
Vue du stand de cette maison à la Foire suisse d'échantillons 1949 à Bâle : velours dress, chemises popeline, chemise d'ordonnance pour l'armée.

View of this firm's stand in the Swiss Industries Fair at Basle in 1949: Velvet dress, poplin shirts, army shirt.

Vista del « stand » de esta casa en la Feria Suiza de Muestras de 1949 en Basilea : Terciopelo dress, camisas de popelina, camisa militar de ordenanza para el ejército.

Ansicht des Standes dieser Firma an der Schweiz. Mustermesse 1949 in Basel: Velours-Dress, Popeline-Hemden, Armeehemd.

Photo Eidenbenz



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