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# NEWS FROM THE TRADE

## *International Textile Exhibition, Lille 1951*

Work on the International Textile Exhibition is now being actively pushed forward, and the buildings already give a good idea of what the exhibition will be like.

Particular mention must be made of the reconstruction of the Great Palace covering an area of some 161,000 square feet without a single pillar, which makes it one of the largest, if not the largest building of its kind in Europe.

The general decoration of the Exhibition has been put in the hands of the architect Gautier, who specialises in this type of exhibition, while the execution of the main stands will be carried out by some of the greatest French decorators.

The Exhibition Bookshop will be one of the most interesting attractions. The idea of creating in this way a world centre of textile documentation has met with the approval of the majority of exhibitors, who will find here textile publications from all over the world. It is probable that there will be keen rivalry among exhibitors to outdo each other in elegance, which will certainly give this bookshop a most attractive appearance.

The Organising Committee will soon be able to announce the great artistic events and festivities which are being planned to take place during this Textile Exhibition.

It is gratifying to note that there is already a considerable movement in favour of the Exhibition on the part of exhibitors; the textile material is complete and we repeat that it has been found necessary to build an additional hall to house the flow of participants from all over the world. It is impossible at the moment to accept definitely a single new application; these are filed as they arrive and can naturally only be accepted if the Organising Committee find a place for them.

With regard to the textile industry proper the situation is to all intents and purposes the same, as is also the case for the clothing and ready-to-wear industries.

The Organising Committee have welcomed with great pleasure the participation of the Fur Group, which will be presented in all its importance.

National days will be organised, as well as days for each industry (wool, cotton, silk, clothing, etc.). The dates for these days will be published at the end of 1950.

A particularly important programme is being prepared for the day and evening devoted to the Organisation for European Economic Cooperation (O.E.E.C.) which has given its patronage, and to the Economic Cooperation Administration (E.C.A.). During the course of the evening, a special mannequin parade will be presented by Parisian couture, as well as by the Fur Group.

*(Exhibition Information Bulletin, Oct. 1st, 1950.)*

## *17th Swiss Export Week*

Although winter is approaching with rapid strides, Swiss ready-to-wear manufacturers have already been thinking for quite a long while now of spring. And when we say "thinking", we mean "working". For the rule of their difficult industry requires them always to be six months ahead of the calendar and haute couture. As soon as summer comes they must be ready to present to their clients their winter models, which will subsequently be manufactured in series in order to be delivered in time to be displayed in shop-windows at the beginning of autumn. It is for this reason that the members of the *Exporters Association of the Swiss Clothing Industry* will present their 1951 spring/summer models from November 20th to 25th in Zurich, during the *17th Swiss Export Week*.

In these pages we have often mentioned this event and its many advantages. Buyers who go to Zurich at this time can see the collections conveniently and make their choice under the best possible conditions. It is not a centralised fair and each manufacturer receives his clients in his own premises or in a hotel so that the greatest discretion is assured to buyers.

There is no doubt that the *17th Swiss Export Week* will meet with the same success as its predecessors, a success which is fully justified by the elegance, quality and good workmanship of the clothes presented by Swiss ready-to-wear manufacturers, including coats and suits, dresses and blouses in fabrics and jersey, skirts, pullovers, jackets, ski clothes and sports wear, children's clothes, etc.

## *An Anniversary*

This spring, the Silk Mills "*Weisbrod-Zürcher Söhne*" of *Hausen Albis*, which are well known to readers of this periodical, celebrated the 125th anniversary of their foundation. Founded in 1825 by Jakob Zürcher (1805-1870) in the district of Affoltern, where previously only cotton weaving had been carried on, the firm provided piece-work in the home for some 600 to 700 weavers in this district and in the canton of Zoug. In 1875 his successors opened their first factory at Hausen with 40 looms from Lyons. Ten years later, these machines had to be replaced by the same number of power-looms. At this time the firm's principal product was surah. On the death of the founder, the concern was taken over by his descendants, and at the present moment it is run by the sons of Madame Weisbrod-Zürcher. In 1932 the firm founded a branch and a sales organisation in England, both of which have won a good name for themselves.

The editors of "*Swiss Textiles*" are happy to be able to add their congratulations and best wishes for continued prosperity to the many tokens of esteem already received on the occasion of its important anniversary by this firm, whose quality products are well known in Switzerland and abroad.

This concern is formed by the amalgamation of three important firms, each practising its own different specialities. It has published an interesting illustrated pamphlet which, after an outline of the history of the three firms composing it, gives interesting details of its activity, abundantly illustrated with photographs and samples of fabrics finished in one or other of the establishments by watering, diapering, screen-printing, "Orbis" printing, etc. Naturally these are only a few of the most striking examples of the many processes carried out by this firm, which it would not be possible to consider in detail within the framework of this short review.

This firm was founded almost eighty years ago by Madame Pauline Zimmerli-Bäuerlin, who did great work in the introduction and development of the machine-knitting industry in Switzerland. In order to cement the excellent relations maintained with its clientele at home and abroad, Zimmerli Co. Ltd. has published a brochure — in English, French and German — in which details are given of its foundation and development, illustrated with numerous photographs of the works, the sales offices in Paris and in New York, the manufacturing processes and the finished article.

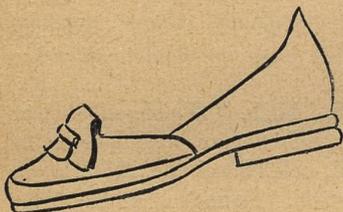
### Bally - Presentation of New Shoes

Bally Ltd. of Schoenenwerd recently invited the press to attend the presentation of their new creations. In addition to statements by the principal specialists of this well-known firm, those present had the privilege of witnessing a mannequin parade with running commentary, and also of examining at leisure the latest models which were exhibited with such consummate skill. The first impression given by this display was the smartness, grace and lightness of these new models which so admirably complete a woman's outfit, from shoes for the young girl to dressy shoes, including the whole range of models to go with outfits for morning, afternoon and sports wear. The sketches illustrating this short account can give only a very limited idea of what was presented.

Youth succeeded in capturing the particular attention of the creators; the models designed for them give an idea of the spirit of understanding presiding over every new creation. Pumps are the order of the day, but they are cut very low and have original trimmings. Let us mention the «balcony heel», square and slightly projecting, which is to be found in certain models. As a general rule heels are about 1½" high, although for certain shoes they are less than ½" thick. Some models are unlined, which adds again to the much sought after light touch. Very often soles with skin-dressed effects and stitching offer pleasing contrasts. The rubber sole «Vista», a Bally speciality, also makes its appearance in very smart models.

For women there are pumps and sandals, generally in suede or lacquered leather, or alternatively in combinations of the two. Kid is also very much in evidence, and when dyed makes some very successful combinations. For evening wear and to go with frocks for smart occasions, very fancy low cut pumps with scalloped edges and sandals with instep straps in every possible combination hold pride of place. The Louis XV heel is in favour, although in some models the flat heel still predominates. These models are made in gold, silver and suede with trimmings of lace, etc.

All these creations were presented on mannequins, and we must not forget to mention that they were wearing «Alpinit» models by Ruepp & Co. Ltd., Sarmenstorf, one of the principal knitwear and jersey clothing manufacturers in Switzerland, whose creations are appreciated everywhere.



BALLY - Modèles déposés.

