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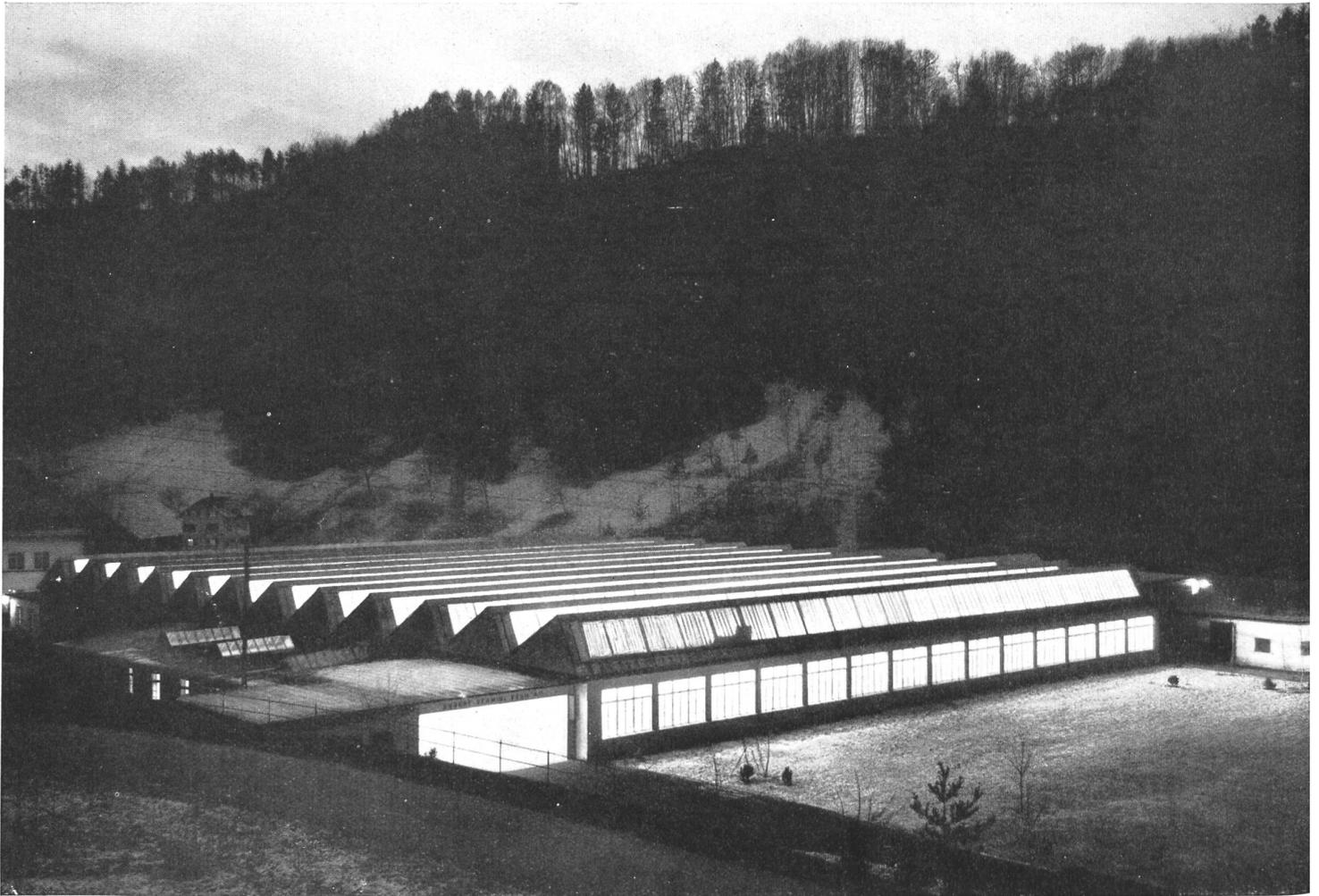
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Gesamtansicht der Fabrik



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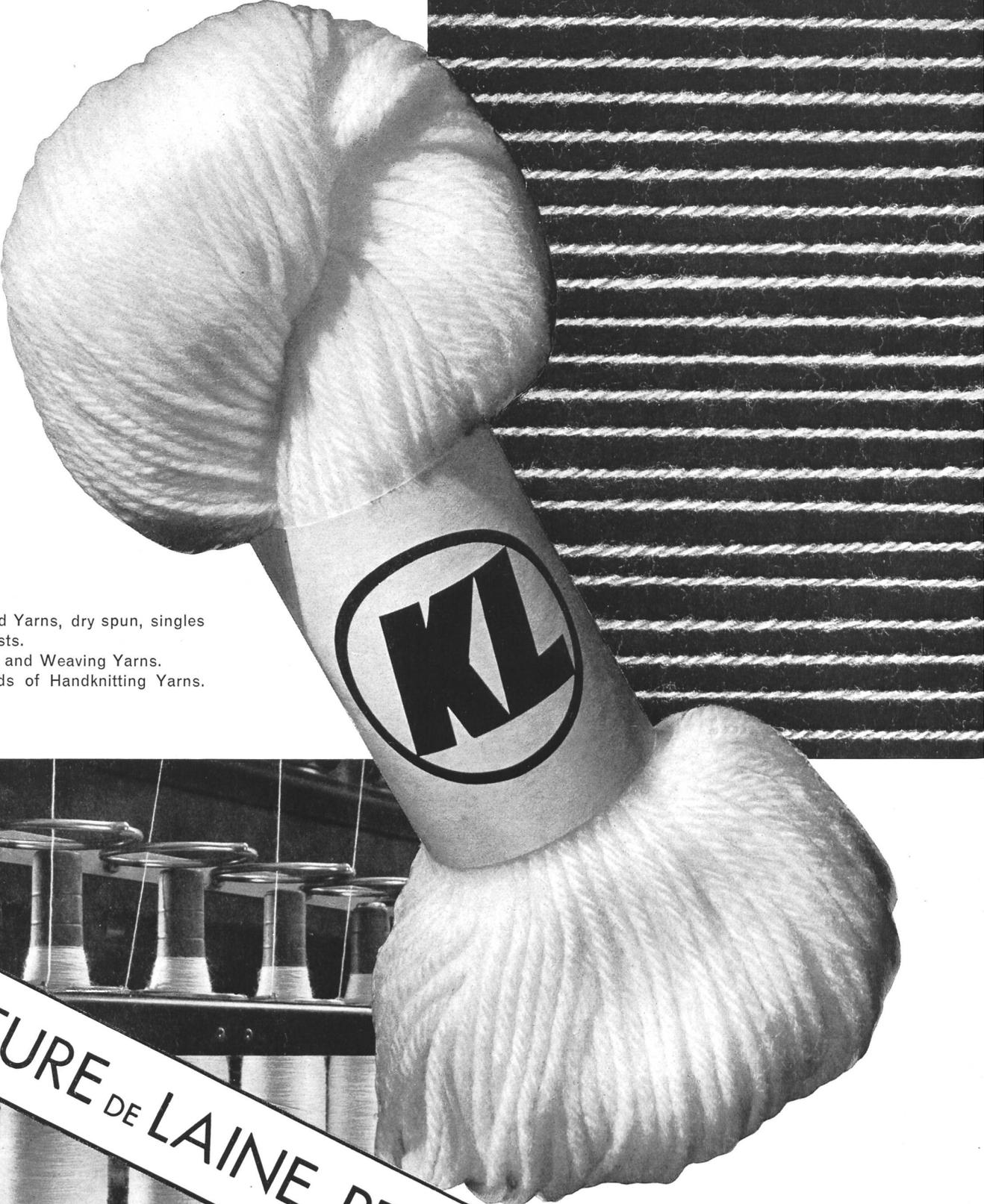
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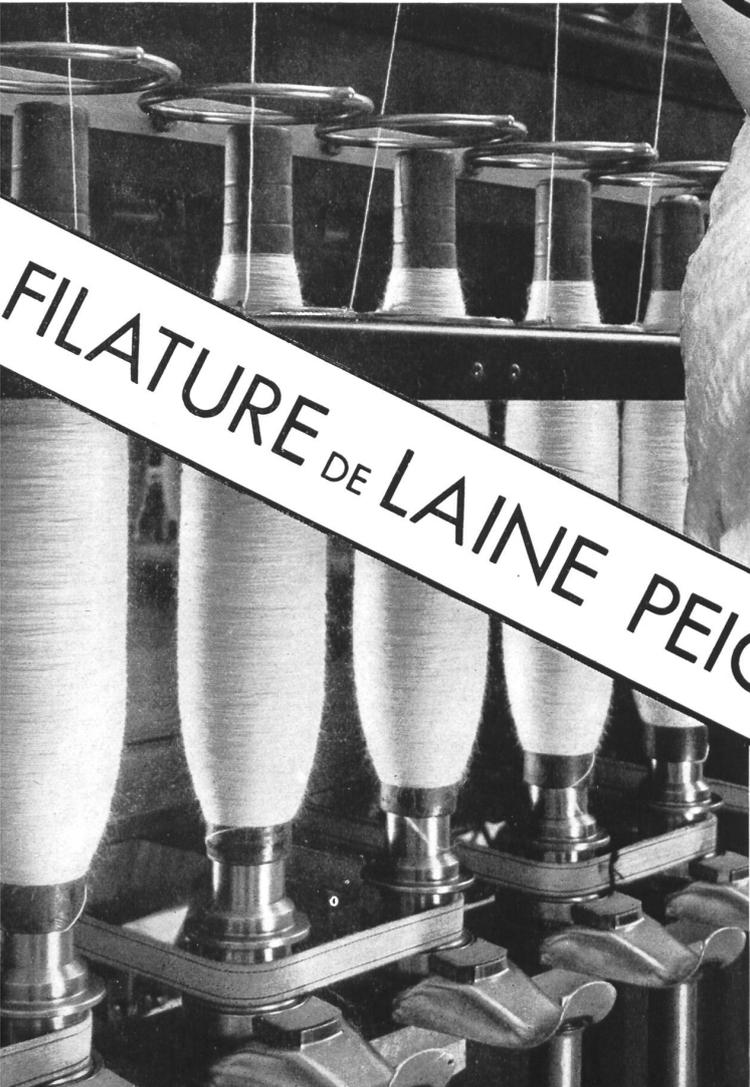
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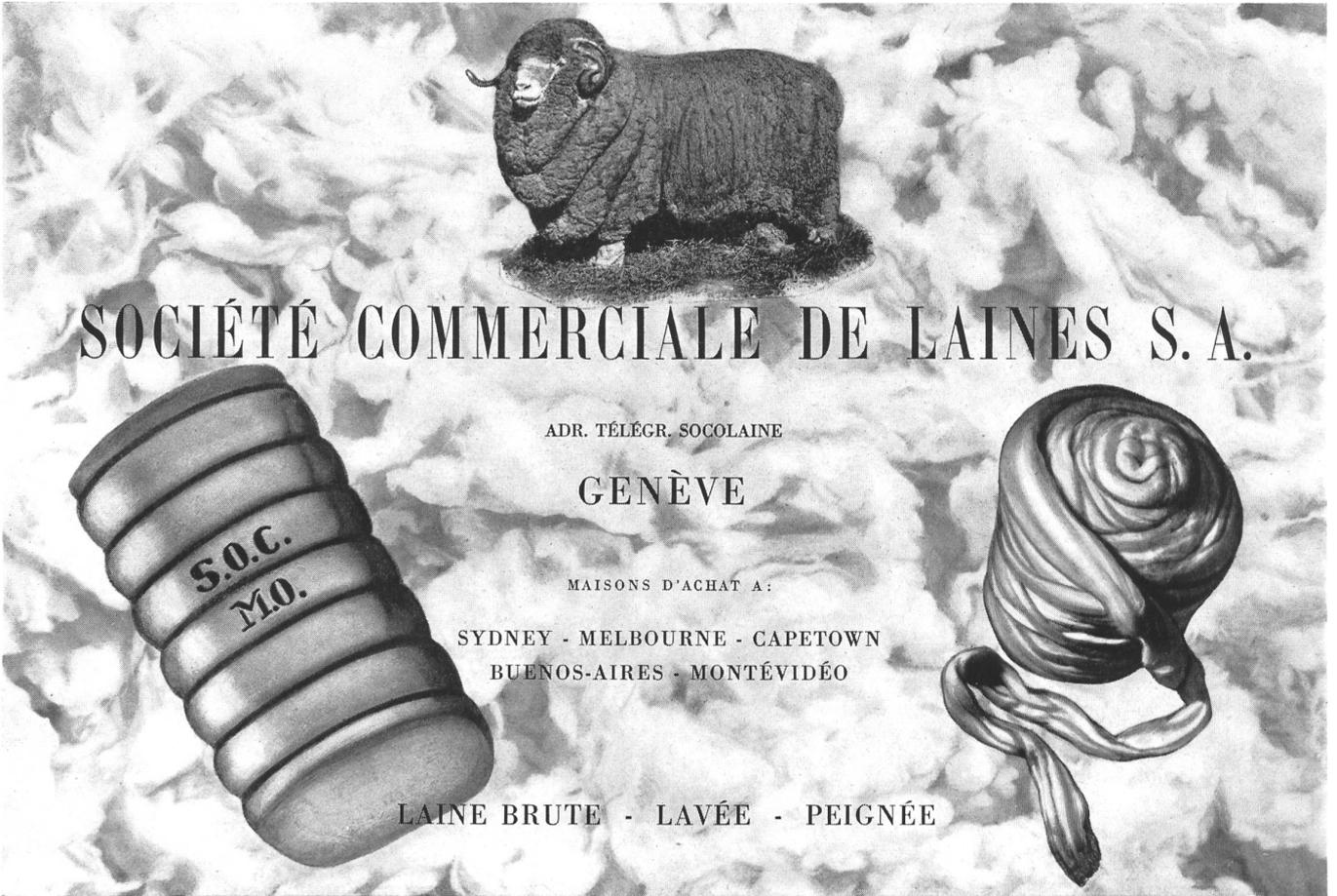
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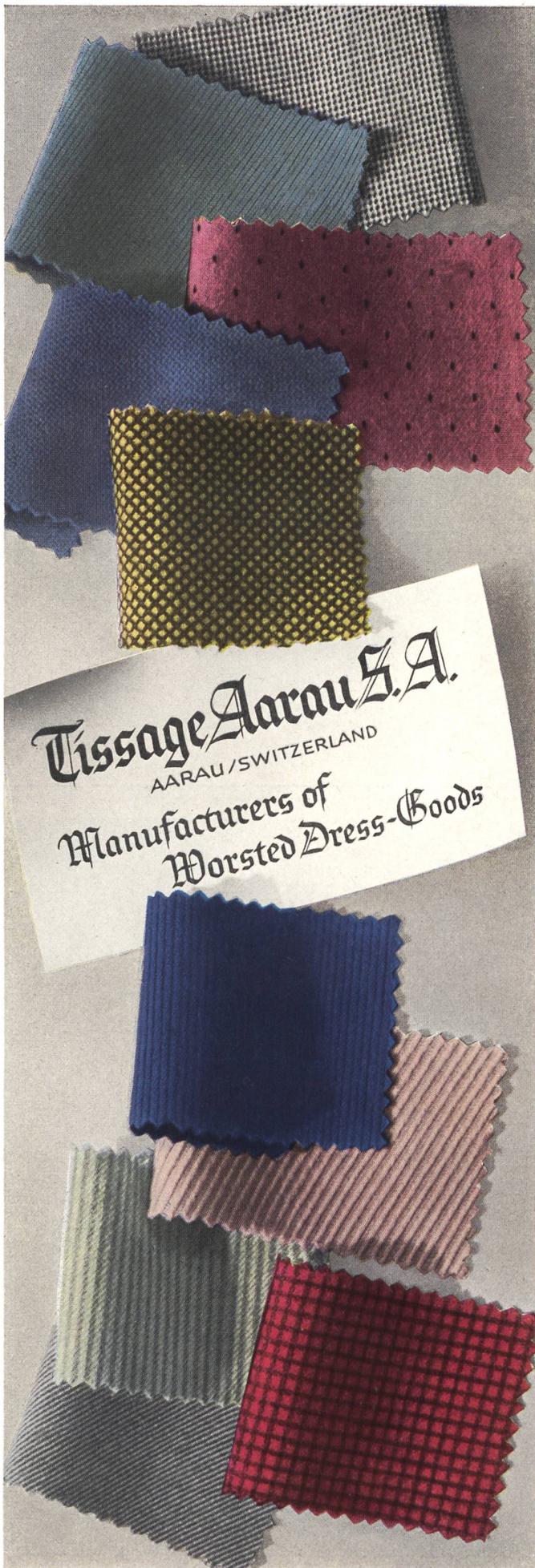
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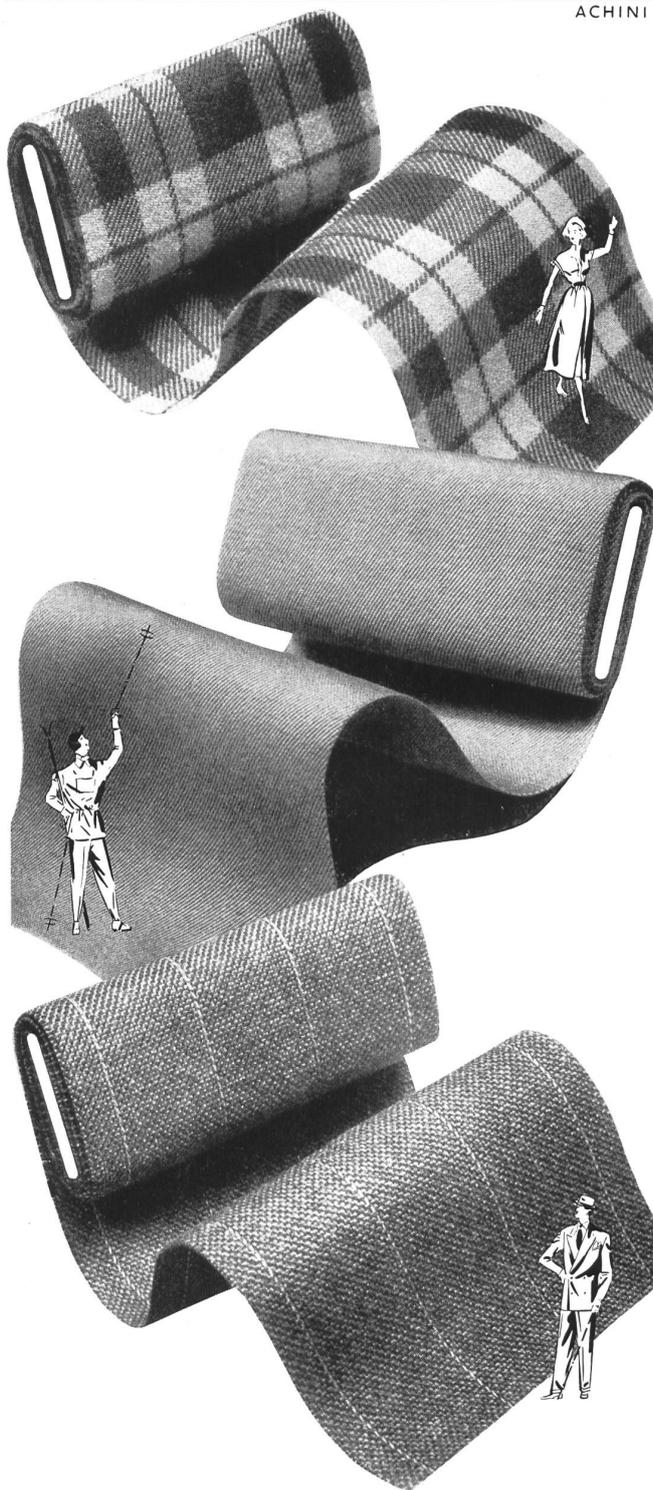
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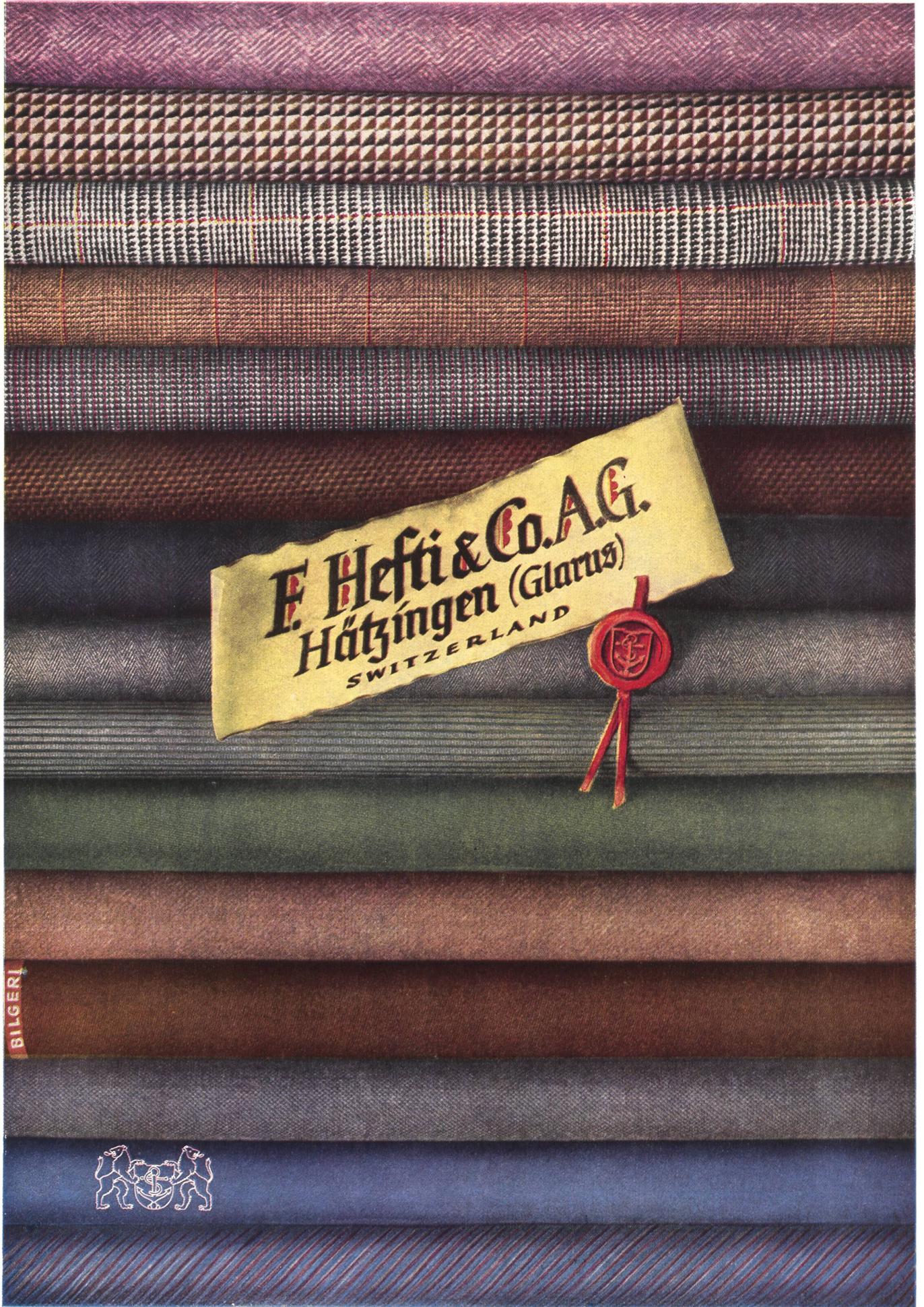


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The pages 49 to 93 of this number of

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NEWS FROM THE TRADE

«LE BON GOUT»

We have already mentioned in our previous number (page 66) the brilliant fashion parade organised in Zurich this spring under the name of «Le Bon Gout» (Good Taste).

We take pleasure in reproducing on the previous page some more of the models presented on this occasion. There is an embroidered piqué dress from Schiffmann Couture of Lucerne, and a blouse trimmed with coloured embroidered bands from Moden Ltd. of Montreux; in both cases the embroidery is by Jacob Rohner Ltd., Rebstein. Also a dress from Margot Couture of Lucerne, in printed faille, and a dress with bolero from Edmée Couture in Zurich, in printed pure silk shantung; silks from the Silk Mills, formerly Naef Brothers Ltd., Zurich.

(Photos : Schneider, Lucerne.)

INTERNATIONAL TEXTILE EXHIBITION AT LILLE

From April 28th to May 20th 1951, Lille, the former capital of Flanders, will house this important international exhibition «the principal aim of which is to promote the recovery and development of international trade by bringing together a very great variety of products from all over the world...». This particular exhibition will be devoted to textile products, products of the clothing industries and textile machinery. It will be an important event in the field of international exhibitions and one which we shall certainly have occasion to return to in subsequent numbers. For the moment we would like to extend our heartiest wishes for success to our French friends.

EMBROIDERY IN FASHION

by Clara Spieser and Milo E. Legnazzi

This interesting work offers a brief review of the history of embroidery and its uses in male and female apparel from the days of the Ancient Egyptians to the period between the two world wars. Each particular fashion is represented by an annotated reproduction of a document of the period; on the opposite page, a brief text (in French and German) gives a general description of the fashion in question. This description is further enriched by reproductions of embroidered samples similar to the embroidery on the costume shown. Although of necessity brief and concise, this book renders practical service to all those costume artists and craftsmen who desire a convenient source of reference.

(Publishers Atelier Spieser, Zurich.)

SWISS TEXTILE PUBLICATIONS

It is well known that Switzerland is the richest country in the world in newspapers and periodicals as compared with the size of its population. Thus in this country there is a very highly developed technical and professional press, and we wish to draw the attention of our readers to those Swiss periodicals which are devoted to the textile and clothing industries. Unfortunately the space at our disposal only allows us to mention these publications briefly.

The «Textile Review» («Textil-Revue»), a weekly paper published in German in Zurich and in which an official journal of the embroidery trade (Schweizer Stickerei Fachblatt) is incorporated, is the most important Swiss publication of its kind. It is an excellent journal intended to give information covering all branches of the textile industry: manufacture, distribution, sales, publicity, etc. With correspondents in the principal world centres, this weekly journal is also in a position to keep its readers well informed by articles and illustrations of what is happening abroad in the field of textiles and fashions. The «Swiss Textile Retailers Journal» is published monthly in German and French in St. Gall by the Swiss Association of Textile Retailers and covers all points of interest to the professional body for which it is intended: economic, budgetary, financial and accounting matters, advertising, etc. Another monthly publication, the «Textile Industry News» («Mitteilungen über die Textilindustrie»), published in German in Zurich, is more purely technical and industrial in character. It is moreover the official journal of groups such as the Associations of Old Pupils of the Professional Textile Training Schools in Zurich and Wattwil, of associations of the silk industries, etc. and its character intends it, above all, for textile industrialists and technicians, exporters, etc. Then there is the «Textil-Rundschau» (St. Gall), a purely technical monthly publication appearing in German and dealing with research in the field of textiles and paper. It publishes scientific studies on such questions as improvements in fabrics, dyeing, printing, proofing, etc., on the different methods of determining resistance, etc. as well as reviewing new processes and patents and the technical literature of the world, etc. Finally, let us mention the «Swiss Textile Journal» («Schweizer Textilzeitung»), a fortnightly paper published in German in Zurich. It is the oldest Swiss periodical of its kind, being in its 43d year, and is the official publication of the Haberdashery and Hosiery retailers Association. Containing the illustrations and correspondence from abroad, it deals with the many economic and professional problems of interest to traders and manufacturers in the textile and clothing industries.

In spite of the wealth of material

contained in this number of «SWISS TEXTILES»,

it is unfortunately impossible for us to give in these pages a complete picture of the production of Swiss textile and clothing industries.

If you are looking for a product and do not find it in our periodical, let us know and we will put you in touch with a manufacturer of the product you desire.

The Editor, «SWISS TEXTILES», Riponne 3, LAUSANNE.

Swiss Office for the Development of Trade
Zurich and Lausanne
Publications

«SWISS INDUSTRY AND TRADE» :

Surveys Switzerland's economic situation and development ; gives general information concerning her industry, trade and national life. Issued three times yearly in English, French, German, Italian and Spanish.

Abroad : Address registration fee covering a two-year period : S. frs. 10.—.

«SWISS TECHNICS» :

A journal edited in collaboration with the Swiss Association of Machinery Manufacturers in Zurich. Notes on Swiss technical innovations. Articles concerning the construction of new machines, etc. Issued three times yearly in English, French, Spanish, Portuguese and German.

Abroad : Address registration fee covering a two-year period : S. frs. 15.—.

«TEXTILES SUISSES» :

A specialised trade journal, richly illustrated, giving information on all matters concerning the clothing and fashion trades following the latest developments in the textile trade.

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«DIRECTORY OF SWISS MANUFACTURERS AND PRODUCERS» :

Published in English, French, German and Spanish. Contains addresses of Swiss industrial firms ; classified indexes of products, branches of industry and firms (available actually in German, the other editions to be issued later). Price : S. frs. 18.—. Postage unincorporated.

BOOKLET «SWITZERLAND AND HER INDUSTRIES» :

Giving a brief general survey of Switzerland, her institutions, national economy and industries and containing 2 maps and numerous illustrations. Editions available in English, Italian, Portuguese, Swedish, Spanish.

Price : S. frs. 2.—.

«INFORMATIONS ECONOMIQUES» :

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