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## NEWS FROM THE TRADE

### *Charme — a charming diary*

Each year «Charme» Publications, F.A. Bopp, Zurich-Zollikon, publish a small diary which is not only charming and distinctive in appearance but useful too, as it contains in addition to the diary proper, a calendar and special pages for noting addresses and telephone numbers as well as blank pages for notes. It also contains, by way of introduction, a few pages, devoted this year to «travel», including a famous poem by Baudelaire and interesting and witty variations on the same theme by different authors. Scattered throughout its pages are amusing anecdotes, and drawings by Hans Aeschbach, who has also done some excellent water-colours.

This useful and attractive diary, designed to grace a lady's handbag, will delight all those who expect utility to be combined with good taste; «Charme» is in fact handsomely bound in cloth or leather and presented in a case, with a gay little book-marker of embroidered braid.

### *An inauguration*

Marty & Co., Zurich, the latest of the Swiss ready-to-wear clothing concerns, has grown so rapidly during the six years of its existence that in order to meet production requirements it has had to move to new and more spacious premises. The cocktail party given on the occasion of its inauguration in November was attended by a large number of guests including many foreign clients of the firm, its Zurich competitors, members of the fashion press and representatives of the authorities and big trade associations as well as Swiss textile and footwear manufacturers. During a particularly brilliant reception, the guests had the pleasure of seeing a fashion parade of some sixty models, giving an interesting glimpse of a collection of over two hundred very elegant and well-made models, two-thirds of which are destined for export. Mr and Mrs H. Marty, to whom *Textiles Suisses* sends here its congratulations and best wishes, did the honours of their new showrooms with great grace, elegance and cordiality.



*During the show.*

Mr. B. Marty, president of the «Swiss technical and professional press Association», between Mr. Max Bally (left) and Mr. M. A. Matter (right) from Bally Shoe Factory, Schönenwerd.

Photo Comet



The quality labels introduced by the worsted and woollen mills are aimed above all at increasing the interest of customers in high quality fabrics. The introduction of this label is sure to be very welcome everywhere, particularly as the wide use made of shoddy for weaving in some countries has raised certain doubts in the minds of consumers; in fact the ordinary man or woman in the street seldom possesses enough knowledge to tell at a glance what is good from what is inferior and very often the true quality of a material is only revealed after use. But from now on, the customer who buys a Swiss worsted or woollen material bearing the quality label or a garment made with a fabric of this kind, will know at once that he is buying something on which he can rely and that

### *Quality labels for Swiss worsted and woollen fabrics*

will come up to all his expectations. The Swiss worsted and woollen mills making use of this quality label have agreed to affix it only on fabrics which comply fully with the high standards laid down jointly by the Swiss Association of Worsted Mills and the Association of Swiss Woollen Manufacturers. The neutral testing organisation, the Federal Materials Testing Laboratory at St. Gall, gives a report on the materials submitted to it, without knowing the name of the manufacturer, after an examination bearing on the following points:

Type of raw material used, external appearance and feel; tensile resistance and breaking point when stretched; resistance to friction; shrinking under steam; rain-repellent qualities (for fabrics having undergone a water-repellent treatment); fastness of the colours to light, washing, perspiration, friction; resistance to creasing.

The manufacturer is only entitled to affix a quality label on a fabric after having been authorised to do so by the expert's report and he must be in possession of a special certificate for each article. He agrees moreover to allow a regular check to be made of his products, which must always correspond with the sample tested.

In the factory the mark of quality is printed on the goods every metre; the finished lengths are given a lead seal bearing the same mark. The manufacturers supply the makers up with quality labels for sewing onto the clothes they make.

With their quality labels, Swiss woollen and worsted mills hope to render a service to the clothing trade and industry and above all to the consumer, who will now know exactly what he is buying; this label will therefore be welcomed most enthusiastically everywhere. To begin with, the associations of the Swiss worsted and woollen manufacturers will make the label known on the Swiss market. But foreign customers are also interested in Swiss woollen fabrics bearing the quality label, as is evident from the great number of demands already received.

In any case we hope that the quality label of the wool textile industry will rapidly make itself known, not only in Switzerland but also — and more particularly — abroad, where it will strengthen the good name of Swiss woollen and worsted fabrics by enabling the public to tell easily and at a glance which articles are of the best quality.

E.N.