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WOOL, perennial favourite for the springtime

The Zurich office of the International Wool Secretariat (IWS) organised an exhibition and fashion parade in February this year entitled « Wool, perennial favourite for the springtime » for the purpose of showing the press, retailers and the general public the role that wool can and does play in clothing for the spring.

In all latitudes spring is, in fact, the most capricious of seasons and the one — as statistics go to show — with the biggest and most sudden variations in temperature. Wool, an elastic living fibre with a high capacity for thermal insulation, is therefore admirably suited to the making of clothes which, while being light, comfortable and favourable to cutaneous respiration, afford at the same time effective protection against sudden drops in temperature, are strong, keep their shape and ensure a perfect fit. The wearing of wool in springtime is all the more justified today as Swiss woollen mills produce high quality fabrics of great elegance and worthy of the finest creations of the Swiss ready-to-wear clothing industry; as for the jersey and knitwear industry, it enjoys a world-wide reputation today and makes models for all occasions.

This was made very clear to all who attended the exhibition by the displays of artistically arranged woollens and the fashion show. On this occasion, the International Wool Secretariat benefited by the collaboration of the Swiss Association of the Wool Textile



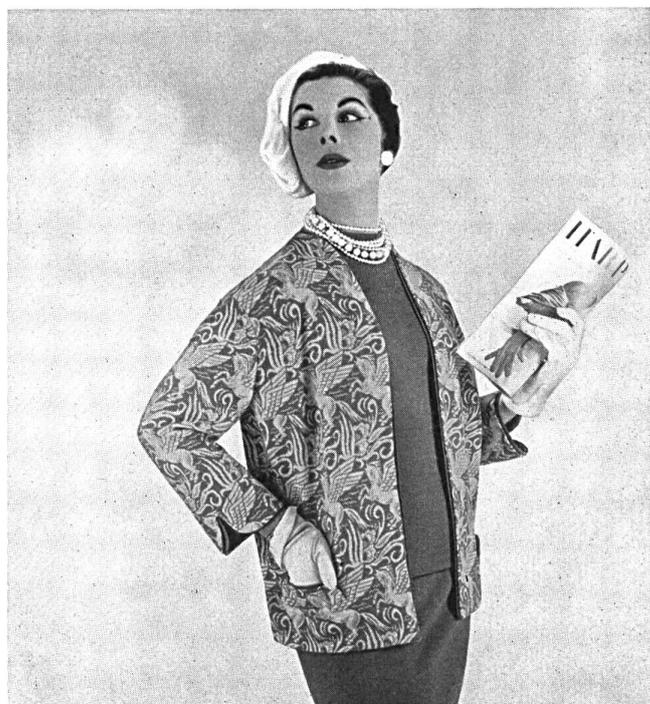
Dress and matching jacket in blue and white fresco

(Photo Matter, Zurich)



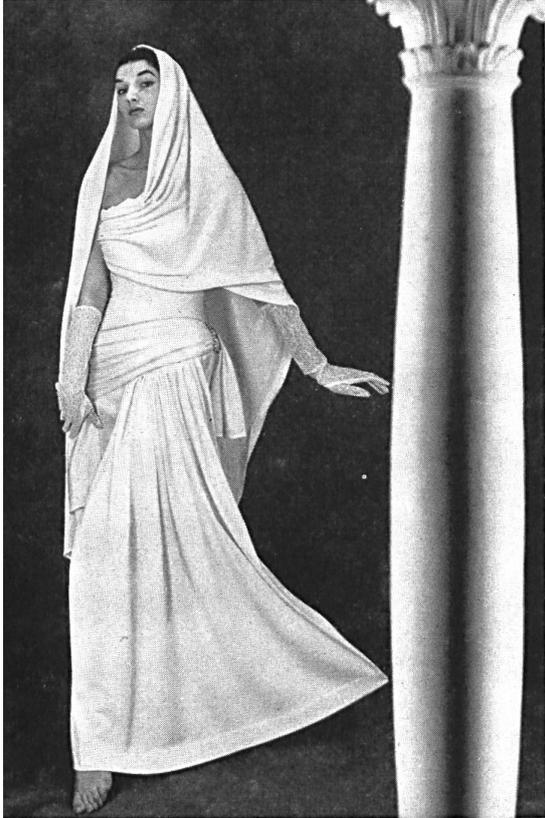
7/8 coat in string-coloured material

(Photo Matter, Zurich)



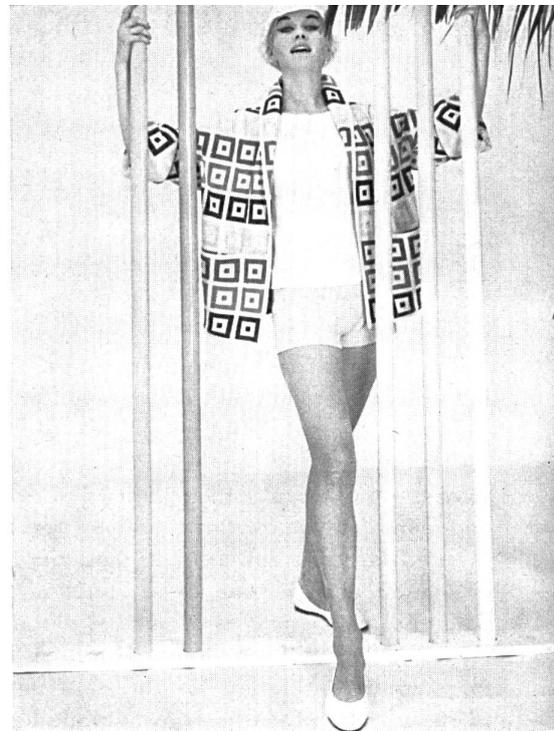
Three-piece outfit in Jacquard woven knitwear

(Photo Schmutz, Zurich)



Evening dress in white wool jersey

(Photo Matter, Zurich)



Beach outfit in woollen tricot with Jacquard jacket

(Photo Matter, Zurich)

Industry and a certain number of Swiss textile firms, including ready-to-wear clothing and knitwear factories, as well as several men's tailors. The great interest of the articles displayed and the excellent organisation of the exhibition and fashion parade contributed to the pleasure of those present.

We reproduce here some of the many models admired during this display.

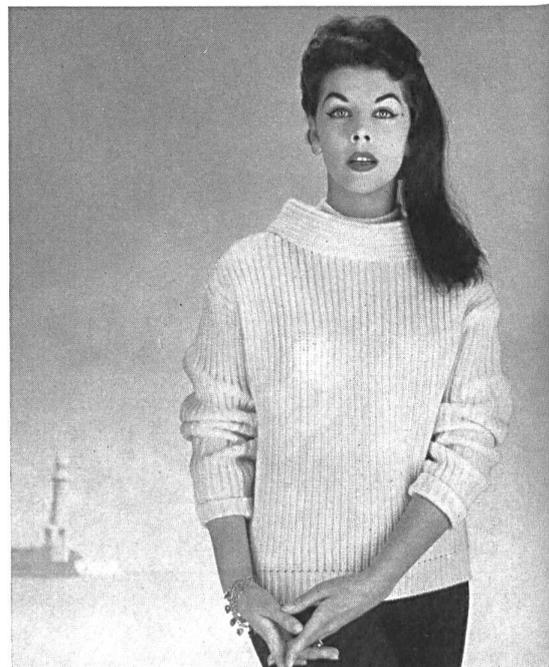
Outfit in striped knitwear

(Photo Matter, Zurich)



Yachting pullover in imitation hand-knit

(Photo Schmutz, Zurich)



Suit in fancy woollen fabric; reversible travelling coat in tweed and gabardine

(Photo Guniat, Zurich)

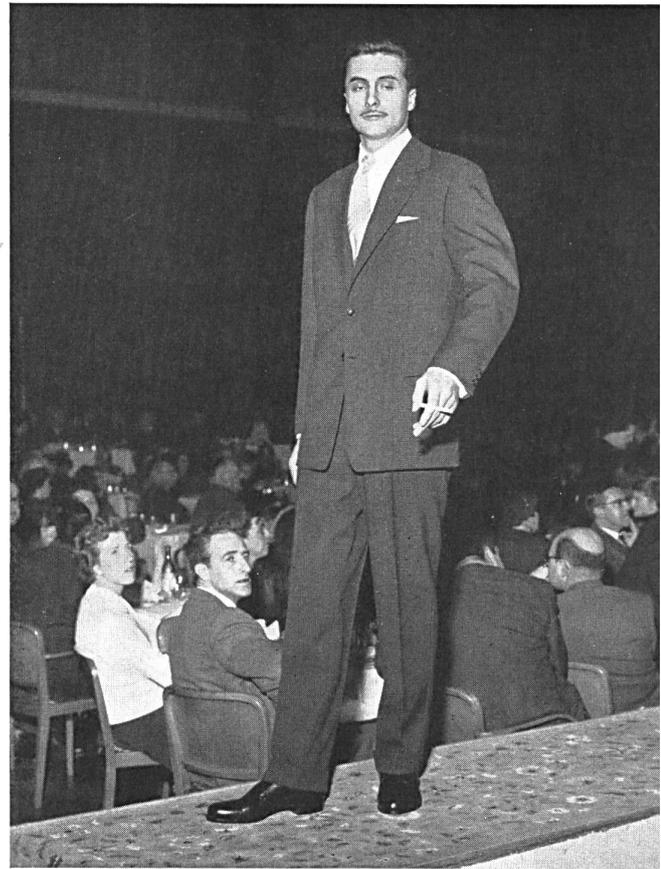
Roth, Iseli & Co., Zofingue

Fabrique de vêtements pour Messieurs

Men's Clothing manufacturers.
Herrenkleiderfabrik.

Fábrica de trajes para caballero.

«RITEX»



Complet peigné aubergine.
Aubergine-coloured worsted suit.
Terno de estambre color berengena.
Kammgarnanzug Aubergine-farbig.

Complet pied de poule en laine d'agneau.
Continental-Style.
Houndstooth suit in lamb's wool. Continental-Style.
Terno pie de gallo, de lana de cordero.
Estilo «Continental».
Anzug mit Gänsefussmuster aus Lammwolle.
Continental-Style.

Rally-Jacket.
Modèle confortable en laine Queensland, dernière
nouveau-té.
Rally-Jacket.
Latest style comfortable model in Queensland woll.
Rally-Jacket.
Modelo cómodo, de lana Queensland, ultima
novedad.
Rally-Jacket.
Bequemes Modell aus Queensland-Wolle, letzte
Neuheit.

Complet Glencheck, coupe Anatomic.
Glen check suit. Anatomic cut.
Terno Glencheck, hechura Anatomic.
Glencheck-Anzug mit Anatomic-Schnitt.

