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# News from the trade

## *Textiles in Literature*

*De la Soie dans les Veines* \* (Silk in their veins) by Roger Ferlet is a book which is not only interesting but at the same time pays the greatest tribute to silk and those who devote their lives to it. For silk is present throughout the book, it imparts life to the characters, is in fact their reason for living and governs their actions. Do not suppose however that this is a didactic book disguised as a novel. Far from it, it is a real novel conceived and written according to all the rules of the art, and even possesses a touch of poetry. But the poetry is not strained, it is not something superficial, found in the words alone, but is part and parcel of the book from which it stems.

We must be thankful, too, to Roger Ferlet for not having deemed it necessary to give us a dark, gloomy novel, not that his characters — who are all very likeable at heart — are insipid or that his happy ending seems

at all contrived; it is in fact extremely consistent with the story as he tells it. The plot, which is very plausible and realistic, is an extremely good one; it shows us most vividly the life of silk and silk workers, with its difficulties, its ups and downs, its disappointments and its great moments; it shows us how generation after generation the inhabitants of Lyons and Zurich have lived by and for silk until they can truly be said to have it in their veins. Let us add that Roger Ferlet has succeeded most skilfully in making his characters live; they are all extremely life-like and some of his portraits of young girls are particularly outstanding. We can recommend this book to all those for whom textiles are something more than a mere means of making money.

R. C.

\* Jeheber Publishers, Geneva-Paris.

## *SAFFA 1958*

The host of national fairs and exhibitions organised every year in all parts of the world has in no way discouraged the intrepid feminine organisers of the second *Life and Activities of Swiss Women* Exhibition; they have even considered it rather as a challenge, inspiring them to seek to present something original, something different from what has already been done in this field — in particular during the first « Saffa » in Berne in 1928. This important exhibition will be taking place in Zurich next year on the left shore of the lake, a site already made famous to the world by the unforgettable National Exhibition of 1939.

We cannot go here into any details concerning the exhibition, the spirit in which it is being planned, its

theme, etc. Let us mention however that the plans are already very far advanced and that from the point of view of exhibition technique, « Saffa 1958 » will be introducing many new ideas, in particular by its adoption of a circular plan for the exhibition halls, the circle — which is the badge of the Swiss Women's Association — being the symbol of the exhibition. This new idea has moreover already aroused the interest of technical circles at home and abroad.

We shall have occasion in a later number of this periodical to refer again to Saffa, to consider it more particularly from the point of view of textiles and fashion, two fields of special interest to women.

## † *Edouard Heberlein*

We regret to have to report the death this spring at the age of 82 of Mr. Edouard Heberlein, who was chairman of the board of directors of Heberlein & Co. Ltd., Wattwil, from 1945 to 1955. The deceased was the grandson of the founder of the firm. While his elders were content to run the firm on empirical lines, he belonged to the generation which believed in using science to bring about further improvements in textile finishing. In 1898 he obtained his doctor's degree in natural sciences at the University of Geneva. For many years he ran the technical side of the family concern. He therefore played a predominant part in the scientific development

of the treatment of fabrics which, beginning with mercerisation, led to the creation of numerous specialities in the field of fine cottons and under his inspired guidance the firm at Wattwil gave its name to numerous creations such as « Imago », « crêpe Ondor », etc. Mr. Edouard Heberlein was therefore one of the pioneers of this industry and it is to his memory as such that we wish to render homage. To the firm to whose development he contributed so much and to the members of his family, we express here the deep sympathy of this periodical.

« T. S. »